



FOUNDATION

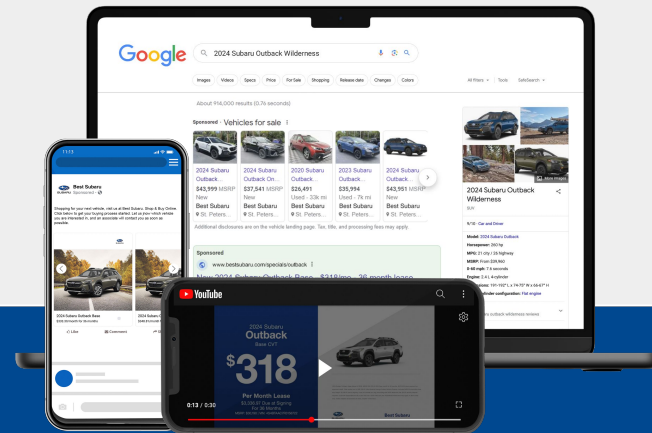
Own Your Accounts. Unlock Exclusive Data. Optimize Your Spend. Drive Better Results. **Go Direct.**

○ **Unmatched Expertise & Strategic Consultation:** Our Leadership Team founded Google's Automotive Retail Team and boasts 40+ years of digital marketing experience at Google. This unmatched expertise equips & empowers our team to deliver unparalleled strategic consultation & results.

○ **Unrivaled Relevance With Inventory-Based Ads, Including Regional Offers & Price:** An elegant combination of technology, data, and expertise updates your Ad Creative, Keywords, and Targeting daily, ensuring that shoppers always see hyper-relevant ads that reflect your in-stock Inventory & current Pricing.

○ **Total Transparency and Direct Access:** Our flat-fee business model puts retailers in control, and focuses our teams on improving your outcomes.

○ **Exclusive Insights That Increase ROI:** Our tools - designed for retailers - bring clarity from complexity in a single user friendly interface. Stop wasting money and start increasing ROI by arming your people with real time insights at their fingertips to make better, data drive decisions in marketing and beyond.



Compared To The Competition:
Foundation Direct Subaru Retailers Enjoy...

116% Increase
In Keyword Depth

\$1.67 Per Click
44% Lower vs Industry Benchmark

17% Increase
In Goal Completions

18.9% CTR
148% Higher vs Industry Benchmark

Source: Foundation Direct, Google Ads Data, 2023; FD Pre vs. Post Campaign Launch Performance Analysis, Subaru client

Foundation Direct Retailer Pricing (Subaru)

	Foundation Direct Lite Package	Foundation Direct Platinum Package
Search Engine Marketing		
Branded, Dealer Terms, Geo-Targeted Campaigns	✓	✓
New Car: Make/Model Campaigns <i>(daily updates driven from inventory & pricing)</i>	✓	✓
Used Car: Make/Model Campaigns <i>(daily updates driven from inventory & pricing)</i>	✓	✓
Vehicle Listing Ads <i>(daily updates driven from inventory & pricing)</i>	✓	✓
Service: Offers Campaigns	✓	✓
Used Car Acquisition	✓	✓
Custom Campaigns: Reservation / Future Models / EV Heavy up	✓	✓
Social Media		
Unlimited New & Used Car Dynamic AIA Inventory Driven Ads		✓
Video		
New & Used Car Paid Video & OTT		✓
Unlimited New & Used Car Creative Production <i>(daily updates driven from inventory & pricing)</i>		✓
Display		
Unlimited New & Used Car Dynamic Ad Production <i>(daily updates driven from inventory & pricing)</i>		✓
Tagging & Monitoring		
GA4 Website Tagging	✓	✓
Custom Goal Configuration	✓	✓
Real Time Media Metrics <i>(Dealer Reporting Dashboard)</i>	✓	✓
Daily Monitoring	✓	✓
Business Intelligence		
Inventory Visualization	✓	✓
Automotive Trends Data	✓	✓
Consultation & Strategy		
Monthly Reporting	✓	✓
Live Monthly Performance Call	✓	✓
Expertise - 6 Former Googlers	✓	✓
Package Cost (Monthly)	\$2,495	\$3,495
Setup Fee (One Time)	\$500	\$1,000