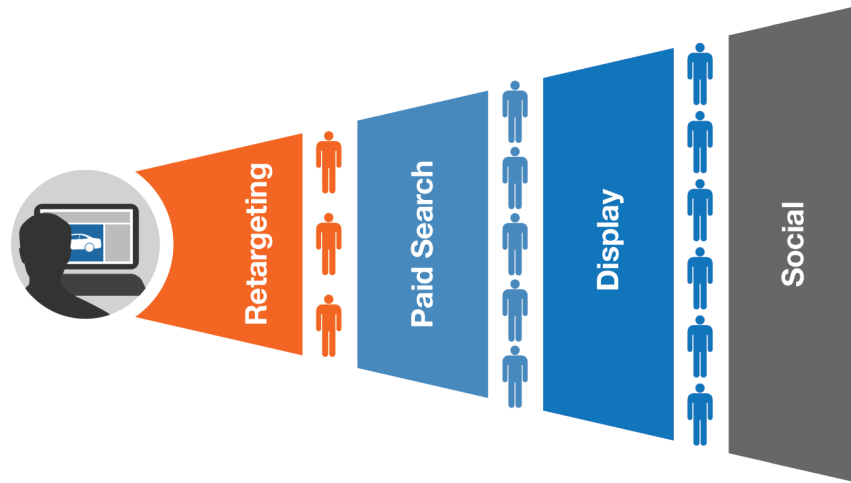


Advertising Package

Relevant reach to attract every shopper.



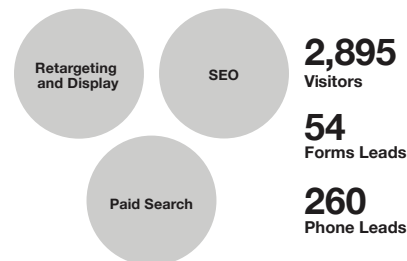
Powered by industry exclusive real-time bidding and machine learning, Dealer.com Advertising applies unsurpassed shopper data and website and inventory automation to deliver the industry's most effective digital ads to every relevant shopper at every critical moment.

Dealer.com Advertising and new vehicle ad spend are eligible for automated co-op reimbursement from Jaguar and Land Rover.

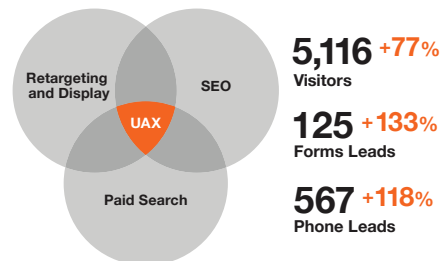
Campaigns Are Stronger When Integrated

Compared to campaigns stitched together through separate vendors, Dealer.com Advertising—combined with SEO—creates better engagement and improves average monthly impact for the metrics that matter most.

Average Dealership Results with Separate Advertising Vendors



Average Dealership Results with Dealer.com Advertising and SEO



Advertising Package

Relevant reach to attract every shopper.

Retargeting and Display Advertising

Dealer.com Retargeting reaches your most valuable online audience—shoppers who have already visited your website—while Dealer.com Display Advertising builds your brand through strategically placed ads on the sites your shoppers visit every day. Our Advertising Strategists align campaigns with your strategy and leverage real-time bidding technology to maximize every campaign’s effectiveness. Every campaign is trackable through unique phone numbers and URLs.

Dealer.com Display

Dealer.com Display campaigns place your specific inventory directly in front of likely buyers on the websites they visit every day. The result raises awareness of your brand, drives searches, and places your dealership’s message in front of in-market shoppers at the precise moment they’re searching for vehicles.

The technology works by connecting your website and inventory platform with every major digital advertising exchange. Groundbreaking local-targeting capability and expert strategic support generate the highest click-through and view-through rates in the industry, sending more quality traffic to your website than anyone other automotive advertising partner.



Dynamic Vehicle Ads

Dynamic Vehicle Ads let online shoppers browse your vehicles both before and after they visit your site—dramatically amplifying the exposure of your inventory.

The ads reach customers across 99% of the web, including premium automotive research sites like J.D. Power Autos and Car and Driver.

Dynamic Vehicle Ads leverage extensive shopper data and machine learning technology to intelligently match your vehicles with the shoppers most likely to buy them. After shoppers click an ad, they’re directed to vehicle details pages, and subsequently retargeted with the optimally relevant vehicles once they leave your site.

The result? The highest click-through and view-through rates in the industry and more quality traffic to your site.

Dynamic Vehicle Ads are fully turnkey: They are created automatically from the same inventory feed that powers your website. That means no extra code on your site, no extra inventory feeds, and no extra logins.

Advertising Package

Relevant reach to attract every shopper.

Paid Search

Dealer.com Paid Search automatically launches regionally targeted pay-per-click campaigns on Google, Yahoo and Bing. Manage these campaigns on your own or rely on our team of in-house search marketing professionals trained to develop campaigns based on your strategy and budget.

Dealer.com is a Google AdWords™ Premier SMB Partner, which is part of an exclusive vendor group that meets Google's stringent qualification criteria.

- Paid search campaign creation and optimization from one integrated tool
- Managed services option with automated pay-per-click campaign creation
- Reporting visibility accessible through the Unified Advertising Dashboard
- Deep-linking ad campaigns designed for higher relevance and conversion
- Custom targeting by geography, demographics, and lifestyle attributes
- Incentives integration creates incentive-driven paid search ads from dealer and OEM data

CallTracking

Every paid search and display ad campaign is tracked and recorded, allowing dealers to measure marketing reach, advertising impact, and overall brand lift from each source.

CallTracking features:

- Separate tracking numbers for mobile and website campaigns
- CallTracking analytics for paid search and display ad campaigns
- Automated phone number assignment for each campaign and source

Facebook Advertising

With one billion users, Facebook is the most popular website on the planet. Its display ad network delivers a quarter of the world's total daily display impressions and, in the US, more than 13% of this audience is interested in cars. Dealer.com Managed Facebook Advertising campaigns combine Dealer.com proprietary technology with Facebook tools to strategically leverage your Facebook content for optimal reach and engagement.

Unified Advertising Dashboard

Vision is clearer when Unified. The Unified Advertising Dashboard connects cross-channel campaign results with market intelligence, and provides the ability to connect with experts to adjust strategy on the fly.