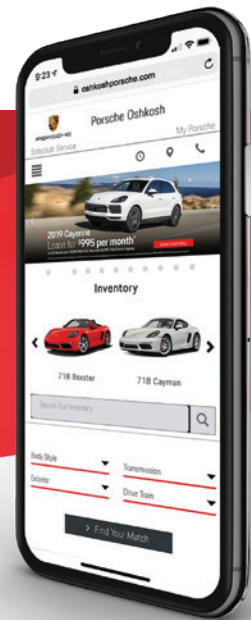# A SPARK IS ALL IT TAKES

Winning new car buyers isn't easy, but it's easier if you're partnering with award-winning digital marketing services. At DealerFire, we work with you to build a customized strategy that helps you WIN those moments that matter the most. Your winning strategy comes equipped with:

- A dedicated team of product experts, PPC specialists, and digital marketing designers

- Customized and transparent monthly reporting

- Ongoing monthly strategy with some amazing features

## OVER 2500+ CAMPAIGNS MANAGED

## AVERAGE DEALER SEARCH CTR 12%
*in certified OEM programs

## 2018 DRIVING SALES TOP RATED SEM PROVIDER

## WHITE GLOVE SERVICE

Your campaigns not only leverage automation and dynamic technologies, but they are primarily driven by actual humans. No matter what your budget is, you get a dedicated team of professionals that work with you weekly to develop and tweak your digital marketing strategy. You can also rest assured that any PPC questions, support, and issues are handled quickly and appropriately. Our goal is to exceed your expectations not only in performance, but also service!

(833) 873-5624 dealerfire.com

# INVENTORY-DRIVEN SEARCH

Our dynamic platform gets your real-time inventory on Google showcasing standout information like pricing, stock levels, disco more. On top of that, we make sure we are delivering creative to landing pages and VDPs.
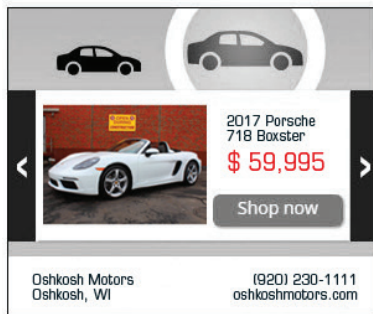
## STANDOUT DYNAMIC MODULES AVAILABLE:

Vehicle Prices  - Financing  - Rebates & Incentives  - Lease Offers
Price Discount  - Count Info  - MPG & New Models

- We tailor and build ad creative on your actual real-time inventory
- Dealers using dynamic search features have seen CTR rise as high as 26%

# CUSTOMIZED DISPLATY

Our team works with you to create a 100% customized display strategy that is tailored to your brand. Using a variety of ad formats and strategy, we make an extra effort to align your marketing initiatives to make sure your creative stands out to your customers.

## CUSTOMIZED AD CREATIVE AVAILABLE:

Dynamic Inventory Ads - Static Ads - HTML5 Basic Animated Ads
HTML5 Creative Animated Ads -  Gmail Sponsored Promotional Ads -
Lightbox Video Ads

- Engaging ad formats like HTML5 ads help grab more users attention
- DF clients have seen a 40% increase in conversion rate using customized inventory-driven display ads

# PERSONALIZED SOCIAL ADVERTISING

Personalized Social Advertising: Our social media advertising platform helps you leverage your inventory and specials, while still creating a tailored and personalized strategy. Using our services, we're able to help reach thousands of people in your local market and get your brand in front of buyers.

## CUSTOMIZED AD CREATIVE AVAILABLE:

Dynamic Inventory Ads- Carousel Ads-  Single Image Ads-  Canvas Ads –
Video Ads

- DF clients have seen a 55% lift in social conversions by adding in Dynamic Facebook Ads
- Export Facebook Leads directly from Facebook to CRM in Realtime

# DIGITAL ADVERTISING PACKAGES

## OF COURSE, WE'RE INCLUDING:

- AdWords Certified PPC Specialist
- Analytics-certified product expert
- Facebook Ad Network
- Google Search/Display Network
- Bing Search Network

- Mobile-optimized search strategy
- Competitor keyword research
- All eligible AdWords ad extensions
- Quality score monitoring
- Monthly analysis, recommendations & reporting

## CAMPFIRE PACKAGE

SPEND OF $1,000 - $4,999
MGMT FEE: 20% OF SPEND

Dynamic Search
Up to 2 Customized Display Ads

## BONFIRE PACKAGE

SPEND OF $5,000-$9,999
MGMT FEE: $899/MO

Dynamic Search Ads
Dynamic Inventory Display Ads
Up to 3 Customized Display Ads
Keyword-Level Call Tracking

## WILDFIRE PACKAGE

SPEND OF $10,000 +
MGMT FEE: $1,299/MO

Dynamic Search Ads
Dynamic Inventory Display Ads
Up to 5 Customized Display Ads
Keyword-Level Call Tracking

## DIGITAL ADVERTISING ADD-ONS

| Digital Advertising Add-Ons | Cost to Dealer | Digital Advertising Add-Ons | Cost to Dealer |
|---|---|---|---|
| Additional Static Remarketing Ad sets | $149 | Lightbox Display Ad Set | $199 |
| HTML5 Ad | $199 | Foreign Language Ad Set | $149 |
| Gmail Sponsored Promo Ad | $199 | Dynamic Remarketing | $149 |

**DealerFire**®

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