



PORSCHE

PARTNER PRESENTATION

August, 2022

stream
companies

A wide-angle photograph of the Philadelphia skyline at sunset. The sky is filled with soft, orange and pink clouds. The sun is low on the horizon, creating a warm glow over the city. In the foreground, the Independence Hall clock tower is prominent on the right. To its left are several modern skyscrapers, including the Comcast Center and the CityCenter Philadelphia. The text 'S' is in the top left corner, and 'WHY CHOOSE STREAM?' is in a white box on the left side.

S

WHY CHOOSE
STREAM?

TRUSTED PARTNER TO OEMs





DIGITAL ADVERTISING

- Paid Search
- Power Search
- Facebook
- Display Advertising
- Video Advertising
- Native Advertising



MEDIA BUYING & MANAGEMENT

A reliable partner making the most of your advertising budget through **traditional & innovative** video and radio placement.



SEARCH ENGINE OPTIMIZATION

Building the foundation of your website through custom, unique content, and advanced strategies and getting it found by the right shoppers.



AUDIO & VIDEO PRODUCTION

From idea to execution, our team handles every detail to ensure you receive the highest quality of audio and video content.

OUR SERVICE OFFERINGS



SOCIAL MEDIA MANAGEMENT

Building and maintaining your social presence and online community to increase your brand identity and drive sales opportunities.



CREATIVE SERVICES

- Creative Strategy
- Email Marketing & Strategy
- Web Merchandising
- Copywriting
- Graphic Design
- Project Management



INBOUND MARKETING

Leading Customers to your business.

- Content Marketing
- Lead Nurturing



REPUTATION MANAGEMENT

Responding to each and every review with care and precision while managing the overall impression and reputation of your business.

OUR STRATEGIC MARKETING

A CUT ABOVE THE REST

FULLTHROTTLE



SHOPPER
SUITE

UNLEASH THE POWER OF 1ST PARTY DATA



REACH THE HOTTEST LEADS

Next Generation Instant Marketing

Automated Marketing with Prebuilt Creative and Infrastructure Setup

Turn anonymous website shoppers into addressable HOUSEHOLDS

**Future-proof technology that identifies and markets
to non-converting website shoppers in real time**

Always on marketing platform with all screens video execution

CENTER OF A MEDIA ALLIANCE

- Supplement FullThrottle Email, SmartMail, Display with built-in partnerships with the largest media conglomerates
- Target and activate 1p data across all devices in the modern world
- Using 1p data far beyond cookies
- Closed-loop sales-based attribution
- All-in-one platform to simplify a complex ecosystem



PROBLEMS BRANDS, MARKETING PROVIDERS & AGENCIES FACE

- Navigating the maze of CTV, Digital Video, Audio Streaming & Podcasts
- Access to premium inventory
- Lack of sales attribution and marketing influence
- Easily activate website and 1st party data



**INSULATE YOUR TECH
INVESTMENTS WITH
COOKIELESS TECHNOLOGY**



OWN YOUR AUDIENCES

TRANSFORM COOKIE AUDIENCES INTO 1ST PARTY HOUSEHOLDS + IDENTITY

- Patent Pending ability to Identify and Resolve anonymous website visitors across *multiple devices* into real in-market addressable households
- Closed-loop identification, marketing and measurement down to the household
- People-based audiences via Zerograph
 - No dependence on cookies or deviceIDs
- Always-on Instant Marketing to identified shoppers
- AI-powered insight to the Buyer Journey powered by patent pending ability to calculate readiness to buy
- Targeted marketing based on purchase readiness



FullThrottle Activates the Patent-Pending Ability to Generate New and Unique 1st Party Household Data

Shopper Suite: Complete Loop Platform



Immersive Household™
Managed Advertising delivered
with a transparent set of co-
brandable real-time dashboards

- **Identify** and explore household based 1p data
- **Market** instantly using pre-built pipes for activation
- **Measure** results down to transactions (sales)

Audience Flume: Data Services Platform



Robust set of API services to ingest 1p
data and build into a future-proof
technology stack and data lake

- **Identification** API
- **Propensity** API
- **Influence** API
- Data Science Managed Services

TARGETING AND MEASURING IN-MARKET SHOPPERS IS GETTING HARDER



LOSS OF 3P COOKIES + HIDDEN MOBILEIDs

WEAKENING OF GOOGLE + ADOBE ANALYTICS

DECAY OF TRADITIONAL PROGRAMMATIC ADVERTISING



NIELSEN LOSING ACCREDITATION

NON-CLICK CONVERSIONS

MULTI-DEVICE + HOUSEHOLD SHOPPING

BRANDS THAT USE 3RD PARTY COOKIE AUDIENCES ARE
ONLY REACHING **AT MOST 50% OF THEIR SHOPPERS...**
AND THAT NUMBER WILL ONLY DECLINE UNTIL
GOOGLE EXTINGUISHES THEM COMPLETELY IN 2023



**YOU NEED TO OWN YOUR AUDIENCES
AND ACTIVATE VIA A FUTURE-PROOF SOLUTION**

AFTER A USER VISITS A WEBSITE BUT DOESN'T CONVERT



WHAT HOUSEHOLD-BASED DATA LOOKS LIKE:

ZeroGraphID: 5488785742

Name: Jane Smith

Postal Address: 123 Main Street, Philadelphia, PA 19116

URLs: bigcitydcjr.com/new; bigcitydcjr.com/new/jeepcompass; etc.

Makes/Models: 2020 Jeep Gladiator | 2021 Jeep Compass

Influencing Channels: Display, Social, Google My Business

AI Funnel Position: Ready to Buy



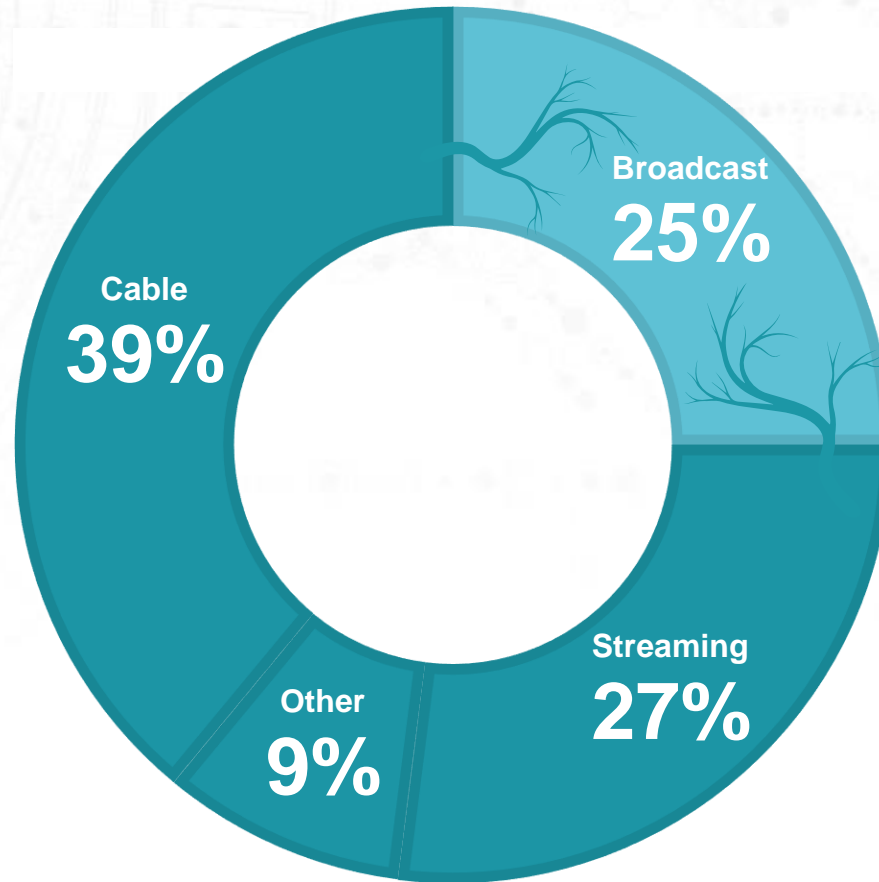
WHAT COOKIE-BASED DATA LOOKS LIKE:

Cookie ID: 2bpJrCAJNvkFy9X5fkgNA7sCWs5ARkTuj8p

URLs: bigcitydcjr.com/new; bigcitydcjr.com/new/jeepcompass; etc.

Makes/Models: 2020 Jeep Gladiator | 2021 Jeep Compass

ONE PLATFORM TO POWER ALL LOCAL VIDEO ACTIVATION



STREAMING

Includes Netflix, Hulu, Network apps, etc.

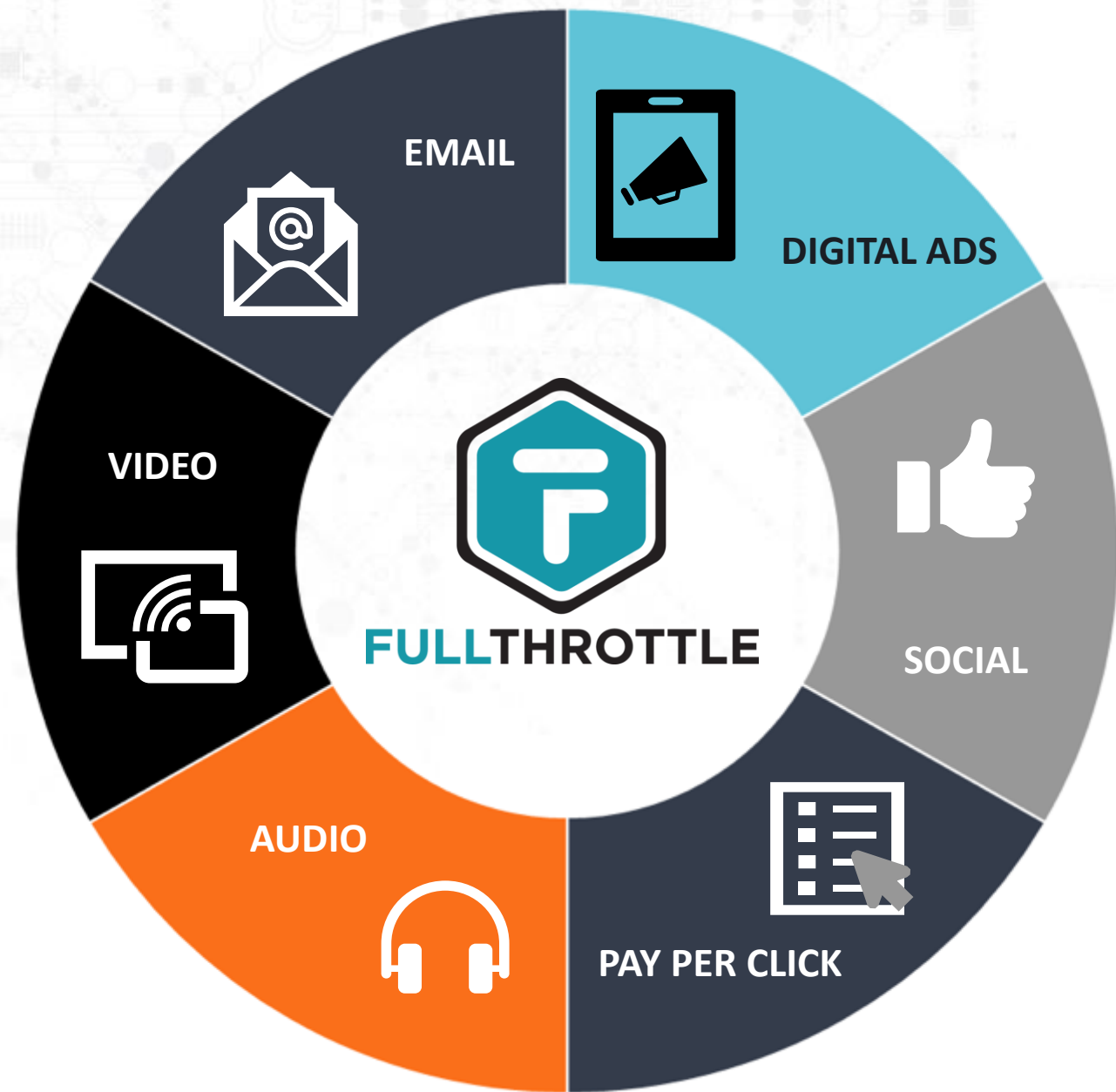
OTHER

Includes VOD, Gaming Systems, etc.

THE TOOLKIT

Video + Audio reaches
over 120 million
households for over
7 combined hours
each day*

**WE HAVE THE RIGHT
CHANNEL FOR ALL BRAND,
AGENCY, AND CLIENT
NEEDS**



MODERNIZE YOUR MARKETING

THE OLD WAY

- Old school traditional retargeting
- Mysterious audiences with no insights
- No transparency into delivery
- No proof of true success

THE NEW WAY

- Using a brands own 1p data
- Future-proof retargeting
- AI-driven conquering
- Sales-based attribution

**We're not guessing who we're trying to reach
or if the campaign is working... WE KNOW**

GET OUT OF THE PAST

METHODOLOGY

WHY IT'S NO LONGER RELEVANT



LOCATION-BASED FOOT TRAFFIC

- Miniscule scale at local level
- IDFA changes reduce scale even further



ANALYTICS-BASED WEB LIFT

- No context on shopper journey or buyer intent
- No campaign-based granularity



VIEW THROUGH PIXEL

- Death of 3p cookies limiting efficacy
- Device hardware evolving beyond cookies

+ NONE measure true sales ROAS

THE FUTURE IS IN **HOUSEHOLD-BASED** ATTRIBUTION

1ST PARTY DATA COLLECTED VIA PATENTED COOKIELESS TECH



52,481,562
Active Households



5,852
Lifetime Websites

SHOPPERSUITE TRAFFIC BY ZIP CODE REPORTING

ZIP CODE REPORTING ANALYSIS

FIONA AI INSIGHTS

TOP CITIES & ZIP CODES

TOP 10 CITIES (SORTED BY TOP FOR EACH MONTH, LAST 5 MONTHS)

MAR-2021	FEB-2021	JAN-2021	DEC-2020	NOV-2020
Huntsville 1386	Huntsville 1190	Huntsville 1289	Huntsville 1189	Huntsville 1050
Madison 674	Madison 536	Madison 660	Madison 557	Madison 501
Athens 283	Athens 290	Athens 291	Athens 289	Athens 247
Harvest 269	Decatur 217	Decatur 255	Decatur 202	Harvest 193
Decatur 240	Harvest 197	Harvest 233	Owens Cross Roads 179	Decatur 189
Owens Cross Roads 154	Owens Cross Roads 181	Owens Cross Roads 179	Harvest 173	Owens Cross Roads 138
Hartselle 114	Hazel Green 107	Hazel Green 109	Hazel Green 96	Albertville 84
Toney 112	New Market 89	New Market 100	Hartselle 93	Hazel Green 83
Hazel Green	Hartselle	Hartselle	New Market	Hartselle

TOP 10 ZIP CODES (SORTED BY TOP FOR EACH MONTH, LAST 5 MONTHS)

MAR-2021	FEB-2021	JAN-2021	DEC-2020	NOV-2020
35758 352	35758 266	35758 303	35758 254	35758 229
35810 289	35803 211	35811 247	35811 217	35749 193
35749 269	35810 201	35749 233	35803 202	35803 192
35811 244	35811 199	35803 209	35756 183	35810 170
35803 221	35749 197	35756 192	35763 180	35811 170
35756 193	35763 181	35763 182	35810 180	35801 148
35613 163	35756 167	35810 182	35749 173	35756 140
35801 162	35613 157	35806 166	35613 161	35763 138
35763 154	35801 134	35757 164	35806 155	35613 136

SHOPPERSUITE ANALYTICS

Visualize the Buyer Journey from first website visit, all subsequent visits, to sale

Sales SERVICE

20.8 Days

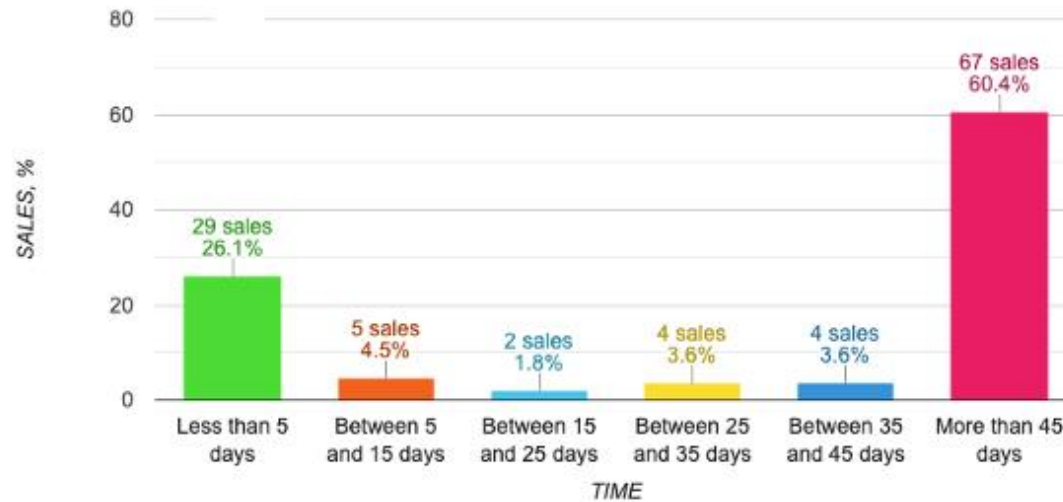
Average Shopping Timeline

29.1 Pages

Average Pages Visited

111 Units

Total Sales



Buyer Geography



SHOPPERSUITE KEYWORD SALES ATTRIBUTION

Understand what keywords are most important to driving vehicle sales

High Performing Keywords

Keyword Sets	% Of Sales Influenced	Efficiency Score
mark wahlberg chevrolet	43%	6.65%
mark wahlberg chevy	16%	8.76%
+wahlberg +chevrolet	4%	6.98%
wahlberg chevrolet	4%	5.88%
chevy	4%	2.08%
+chevy +dealers +near +me	1%	6.90%
+chevy +dealership	1%	5.71%
+mark +wahlberg +chevrolet +ohio	1%	50.00%
2020 chevy equinox	1%	20.00%
chevy dealer columbus ohio	1%	4.44%
chevy dealer near me	1%	4.35%
chevy vehicles	1%	16.67%

Low Performing Keywords

Keyword Sets	% Of Households Influenced
bolt ev chevrolet	2%
chevy trailblazer	2%
chevrolet dealer near me	1%
chevy dealers	1%
mark wahlberg chevrolet ohio	1%
+chevrolet +dealers	1%
+silverado +1500 +chevrolet	1%
chevy suv	1%
bolt ev chevy	0%
chevy dealers near me	0%
+chevy +dealer	0%
bobby layman chevrolet	0%
chevy dealer	0%

INSTANT MARKETING & DATA COLLECTION

IDENTIFICATION

NEWLY IDENTIFIED HOUSEHOLDS

Validated & Addressable

3,256

RETURNING LIVE HOUSEHOLDS

Continuous In-Market Shoppers

2,378

LIVE SHOPPERS

Opted In / Total Shopping

8,604 / 35,213

MARKETING

INSTANT DISPLAY HOUSEHOLDS

~169,020 Impressions @ 9.6FRQ

5,634

SMARTMAIL HOUSEHOLDS

Always-On. Intelligence Driven

500

MISSED SMARTMAIL OPPORTUNITIES

Based on Unique Households and Quota

5,125

~183/day Average Missed

INSTANT SOCIAL HOUSEHOLDS

~77,186 Impressions @ 5.3FRQ

5,634

INSTANT E-MAIL HOUSEHOLDS

24hr Inbox

1,702

RECOMMENDED MONTHLY QUOTA

Calculate Budget by Piece

\$6,919 Monthly

5,125 CatchUp*

*based on fluctuating monthly traffic

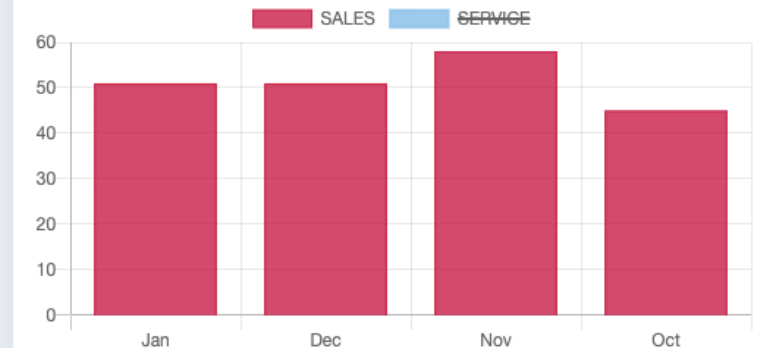
MEASUREMENT

SALES HOUSEHOLDS

51

SERVICE HOUSEHOLDS

61



LATEST TRANSACTIONS

Last Sale: 2022-01-31

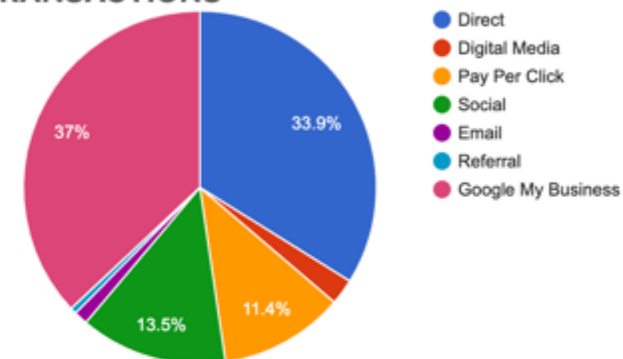
Last Service: 2022-01-31

Included inactive campaigns in selected month(s)

RETURN ON AD SPEND

Jan Dec Nov Oct 60 90 120

CHANNEL INFLUENCE	ADDRESSABLE HOUSEHOLDS	SALES TRANSACTIONS	SERVICE TRANSACTIONS
Direct	33.88 %	20.15 %	31.02 %
> Digital Media	2.36 %	4.18 %	1.81 %
> Pay Per Click	11.43 %	16.35 %	17.17 %
> Social	13.49 %	9.89 %	8.43 %
> Email	1.25 %	3.42 %	1.20 %
> Referral	0.57 %	2.28 %	1.20 %
> Google My Business	37.01 %	43.73 %	39.16 %
Other Advertising	Low Influence	Low Influence	Low Influence
Smart Video	Low Influence	Low Influence	Low Influence



ANONYMOUS WEBSITE SHOPPER WILL GET MARKETING TO IMMEDIATELY

SHOPPER SUITE:

DIRECT MAIL



EMAIL



DIGITAL DISPLAY GRAPHICS



FULLTHROTTLE

activ8



WHAT IS ACTIV8?

Activ8 is a **virtual vehicle wallet experience available to every sales and service customer in a client's DMS**, allowing the user a system of checks and balances on their vehicle while also softly retaining their business through sales and service opportunities.

The dealership's existing customer database is ingested and bucketed into different audience segments, which then markets to them in the form of a monthly statement.

HOW DOES IT WORK?

Type	Opportunities	Vehicle Statement Delivered	Total Media Activations	Total Shopping Customers	Sales
Finance Upgrade	1,280 Customer Vehicles	844 Customer Vehicles	- Customer Vehicles	38 Customer Vehicles	1 Sold
Lease Upgrade	47 Customer Vehicles	31 Customer Vehicles	- Customer Vehicles	13 Customer Vehicles	1 Sold
Lease Overage	29 Customer Vehicles	19 Customer Vehicles	- Customer Vehicles	4 Customer Vehicles	0 Sold
High Apr	399 Customer Vehicles	234 Customer Vehicles	- Customer Vehicles	1 Customer Vehicles	0 Sold
Warranty Alert	55 Customer Vehicles	27 Customer Vehicles	- Customer Vehicles	4 Customer Vehicles	0 Sold
Inventory Acquisition + Service Conquest	2,639 Customer Vehicles	1,913 Customer Vehicles	- Customer Vehicles	108 Customer Vehicles	4 Sold
Everyone Else	7,630 Customer Vehicles	6,406 Customer Vehicles	- Customer Vehicles	375 Customer Vehicles	1 Sold
Totals	12,079 Vehicle Messages	9,474 Vehicle Messages	0 Vehicle Messages	543 Vehicle Messages	7 Unique Sales

Type	Opportunities	Vehicle Statement Delivered	Total Media Activations	Service Intent	RO Value
Active	3,521 Customer Vehicles	2,450 Customer Vehicles	- Customer Vehicles	229 Customer Vehicles	\$99,827
Recently Lost	1,422 Customer Vehicles	947 Customer Vehicles	- Customer Vehicles	56 Customer Vehicles	\$3,876
Defected	3,605 Customer Vehicles	2,321 Customer Vehicles	- Customer Vehicles	106 Customer Vehicles	\$1,888
Never Serviced	2,740 Customer Vehicles	1,390 Customer Vehicles	- Customer Vehicles	47 Customer Vehicles	\$2,941
Totals	11,288 Vehicle Messages	7,108 Vehicle Messages	- Vehicle Messages	438 Vehicle Messages	\$108,532

HOW DOES IT WORK?

SALES CATEGORIES



Finance Upgrade



Lease Upgrade



Lease Overage



High Apr



Warranty Alert



Inventory Acquisition
+ Service Conquest



Everyone Else

DMS customers are bucketed into assorted categories for sales and service based off their information.

Service Categories:

- *Active Service Customers - Serviced in last 6 months*
- *Recently Lost – No service in the past 24 months*
- *Defected - Hasn't serviced in 2+ years*
- *Never Serviced with the store*

SERVICE CATEGORIES



Active



Recently Lost



Defected



Never Serviced



REVIEW YOUR
VEHICLE WALLET

JAZARIA'S MONTHLY UPDATE

July 2022



2016 Lexus RC 200t Profile

Trim Level:

Current Payment: \$819.55/mo
Remaining Payments: 18/84 months

Estimated Mileage: 44,928
We estimate that your vehicle is in good condition. [Login to your Vehicle Wallet to update your current mileage.](#)



Don't own this vehicle anymore? Click [here](#) to remove this vehicle from your profile.

Vehicle value based on estimated condition. Dealership inspection is necessary to determine exact vehicle condition.

UPDATE MY VEHICLE



Itching for an Upgrade?

You've had your 2016 Lexus RC 200t for about 5 years now and your vehicle has a trade-in amount that we value. [Shop our Inventory](#) and see what an upgrade would look like for your next vehicle.

SHOP IN VEHICLE WALLET



Landon Tucker
Sales Manager
landon.tucker@herrin-gear.com

601-354-2269

BMW of Jackson
1685 High St, Jackson, MS 39202,
USA
bmwofjackson.net

Log in to Review Your
Vehicle Wallet

Schedule Service

MONTHLY STATEMENT

Shop

My Vehicle(s)

Visit Full Site

MY VEHICLE(S)

Service History

More Info

Delete



Mini-Van, Front Wheel Drive, V6 Cylinder Engine

Last Service: 10/15/2019

Sales Date: 05/31/2016

Monthly Payment: \$485.32

Remaining Payments / Total Term: 6/75

Equity: \$19,597

APR: 1.69%

FINANCED

Estimated Miles

69,109

[UPDATE](#)

Estimated Payoff

\$0

[UPDATE](#)

Health Score

C

Age

6

Preventative Care

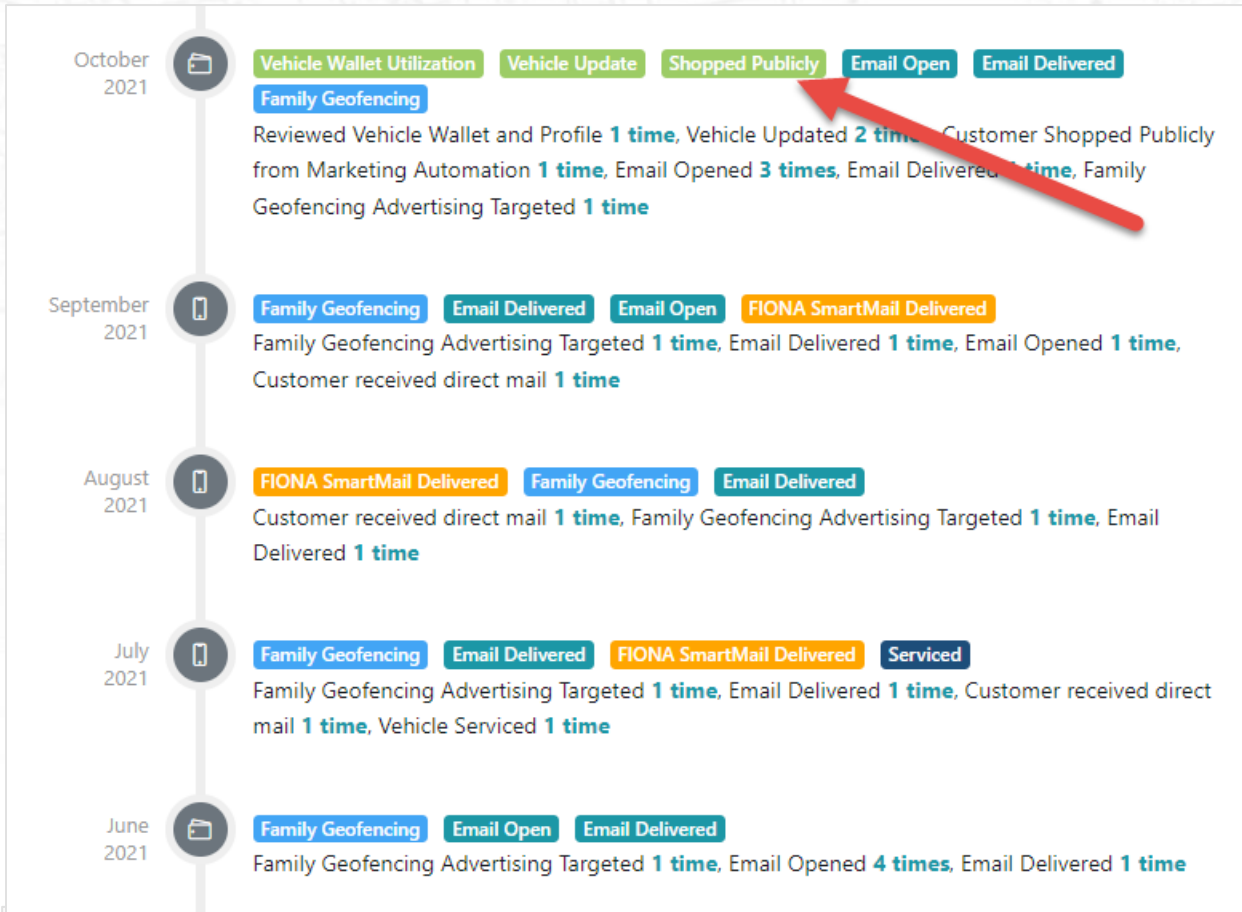
25%

[SCHEDULE SERVICE](#)

Date	Service Description	Odometer Reading
Add Completed Service		
10/15/2019	ROTATE TIRES 4	40,221 miles

Each monthly statement message is specific to the recipient and where they are bucketed.

AI + CRM



FullThrottle's AI technology will push leads directly to your CRM if the user is interacting enough for a salesperson to be warranted.

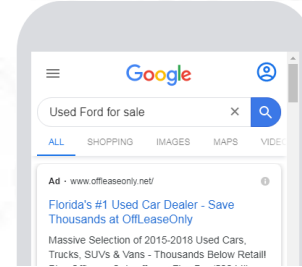
<p>Mike Dotoli mikedotoli@yahoo.com 1005 Edgewood Cir, Gastonia , NC, 28052</p>		<p>Lease Active Lease Overage Lease Upgrade</p> <p>2019 Toyota Tacoma 4WD</p> <p>\$554.95/mo</p> <p>T: 36/2</p> <p>E/P: \$0/\$0</p>	<p>Ready to Buy. Decided on Vehicle</p>	<p>FIONA Accelerated Lead in CRM</p>
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HOW DO WE FURTHER REACH THESE PEOPLE?

Additionally, we can export lists of people we've identified and Activate this data in other Advertising Campaigns. **All Devices. Multiple Touchpoints.**



- **Geo-Addressable Display**
- **Geo-Addressable Video**



- **Google Adwords**
 - *Upload Customer Match List*
 - *Implement Bid Modifiers*



- **SmartMail**
- **Direct Mail**
- **Email Blast**



- **Facebook & Instagram Social Campaigns**



Abdullah Al-Sohel's Land Rover Range Rover Evoque Upgrade Offer

Dear Elizabeth,

As a VIP Customer we want to reward you with incentives and private prices. We have provided special access to these within your Vehicle Wallet.

As of right now, you have 34 payments totaling \$167,247 remaining on your 2018 Mercedes Benz E-Class E 400 4Matic Sedan AWD. After reviewing your vehicle profile, you may be eligible for special upgrade programs such as:

- Key 4 Key Exchange
- Payment Swap Program
- Special Sales Event Inclusion
- Trade In Bonus Evaluations

Continue shopping within your Mercedes-Benz of Temecula Vehicle Wallet or at MercedesBenzofTemecula.com and make sure to share your location to unlock special opportunities. If you're coming in for service, we can help you explore upgrade options in person.

Call XXX-XXX-XXXX to take advantage of your preferred VIP status today!

Sincerely,

Firstname Lastname
Title
Email
Phone

REMAINING
PAYMENTS:

34

AMOUNT
OWED:

\$167,247



ELIGIBILITY
CONFIRMED:

Visit to Unlock
myvehicle.app/asd8fgsa

TRADE-IN SPECIAL

\$500

Additional for your trade-in



Discount is off dealer price. Excludes taxes. Not redeemable for advertised specials, previous purchases or cash. No cash value. May not be combined with other new tire offers. Limit one per customer. Valid at participating dealers only.

SERVICE SPECIAL

FREE

Oil Change



Discount is off dealer price. Excludes taxes. Not redeemable for advertised specials, previous purchases or cash. No cash value. May not be combined with other new tire offers. Limit one per customer. Valid at participating dealers only.

31205 Interstate 10 Frontage Rd. Boerne, TX 78006
markwahlbergchevyworthington.com | XXX-XXX-XXXX

SMART MAIL

ALWAYS-ON SOLUTION POWERED BY OUR FIONA AI

- Fully Automated, Always-On 24/7 Marketing. Mailers are sent daily. Drop dates are personalized by person using Artificial Intelligence
- Allows us to go-to market DAY 1 of the month and prioritize our most relevant customers

FIONA AI: THE GOAL

- FullThrottle's AI determines who is most In-Market for a vehicle rather than selecting specific customer segments.
- The goal is to prioritize people who are demonstrating actions within the portal first indicating that they are in-market for a vehicle

SEARCH ENGINE OPTIMIZATION



ON-PAGE OPTIMIZATION CUSTOM CONTENT



SEO CONTENT

SEO content is entirely unique content that builds authority in Google's eyes, driving **local** traffic to your business. This is relevant, custom content tailored to your dealership's vehicles, services, and branding.

- 100% unique
- Optimized for Locations
- Optimized for keywords and internal linking



SHOPPER CONTENT

Shopper content utilizes OEM information to help prospective car shoppers progress through the buyer's journey and make an educated decision. The pages are specifically built to enhance the on-page experience (a Google ranking metric) and help build trust and brand authority with the shopper.

SEO CONTENT

DOMINATE YOUR BACKYARD; BUILD RANKING FOR HIGH-VALUE,
MID-TO-LOW FUNNEL LOCAL SHOPPER QUERIES

Greenwood, IN Ford dealer



Location

Greenwood, Indiana, United St...

Language

English

Device

Desktop

[Sign in to view diagnosis information](#)

Preview of search results



Greenwood, IN Ford dealer

[All](#)[Maps](#)[Shopping](#)[News](#)[Images](#)[More](#)[Settings](#)[Tools](#)

About 1,460,000 results (0.95 seconds)

Ad · www.rayskillmanford.com/ · (317) 885-9800**Ray Skillman Ford - Greenwood Ford Dealer**

Ray Skillman Ford is proud to serve Greenwood. Come check out our specials. Let us help you with your new car experience in the best possible way. Large Quality Selection. President Award Winner. No-Hassle Trade-In. 700+ Vehicles In Stock.

Used Inventory

View Our Used Inventory.
Call and Schedule Your Appointment.

Schedule Service

Call Us & Schedule an Appointment.
View Car Repair Specials.

New Inventory

View Our New Inventory.
Call and Schedule Your Appointment.

Service Specials

Exceptional Offers on Service.
View Coupon & Schedule Appointment.

Ad · www.andymohrford.com/ford/dealership · (888) 539-8582**Andy Mohr Ford Dealership | Your Local Ford Dealer**

View The Largest Ford Inventory in Indy. Get More at Andy Mohr Ford. Learn More...

Ad · www.rayskillmanhoosierford.com/ ·**Ray Skillman Hoosier Ford - Find Your Perfect Car**

Shop A Wide Selection Of New And Used Vehicles At Competitive Prices. Call today.

www.andymohrford.com · [ford-dealer-greenwood-in](#) ·**Ford Dealer Greenwood IN | Andy Mohr Ford Dealership**

Sales 317-342-0833/317-707-4180. Service 317-934-2939/317-794-2648. Parts 317-934-2939/317-794-2648.

★★★★★ Rating: 5 - 5 reviews

www.rayskillmanfordgreenwood.com ·**Ray Skillman Ford Inc. | Ford Dealership in Greenwood IN**

Visit Ray Skillman Ford Inc. in Greenwood for a variety of new & used cars, parts, service,

**Ray Skillman**[Website](#) [Directions](#)

4.5 ★★★★★ 1,500 Google

Ford dealer in Greenwood, IN

✓ In-store shopping · ✓

Address: 1250 US-31, Gre**Hours:** Open · Closes 7PM**Phone:** (317) 885-9800**Products and Services:** ray**Appointments:** rayskillman[Suggest an edit](#) · [Manage t](#)**Products****NEW TO INVENTO...**[From Product De](#)**Truck Month @ R...**[From Product De](#)**Inventory Sell De**[From Product De](#)

Ford Dealer Greenwood IN

**SHOP NOW**

Just south of the metropolis of Indianapolis, you'll find the city of Greenwood, IN. This neighborhood is a great home for families, and there's lots to see and do in the area. In order to explore the sights, you'll need a great car to get you from place to place, and thankfully, there's a [Ford dealer](#) near Greenwood, IN. At Andy Mohr Ford, you'll find a huge selection of new and used Ford cars, trucks, and SUVs for all your drives around the city.

[Ford F-150 for Sale](#)[Ford Escape for Sale](#)[Ford Focus for Sale](#)[Ford Ranger for Sale](#)[Certified Pre-Owned Ford Greenwood IN](#)

Find Your Ford Vehicle



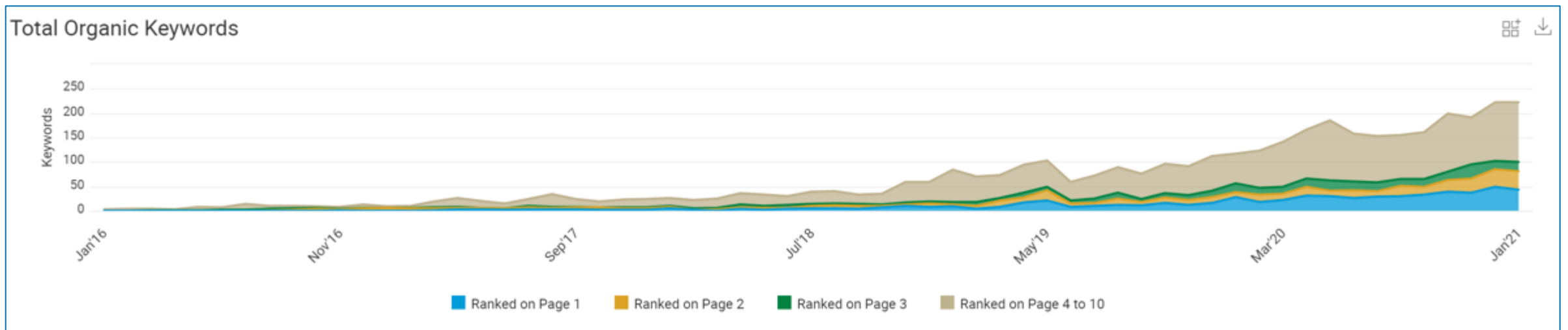
Looking for a [Ford F-150 pickup truck](#) to haul heavy loads? A Mustang sports car to zoom around the highway? Or maybe a Ford Escape SUV to pack in the family for a trip to the park? You'll find all these models and more on the lot at our Greenwood Ford dealership, and our team is here to help you discover which is the correct choice for your needs. You can even browse our full inventory list on our website, so you can access it from just about anywhere.



RANKING AUTHORITY OF DEALER CONTENT TO HUBPAGE

Keyword	Blended Rank	Page	Search Volume
ford dealer indianapolis	5	www.andymohrford.com/ford-dealer-indianapolis-in.html	2,900
ford dealers in indianapolis	5	www.andymohrford.com/ford-dealer-indianapolis-in.html	2,900
ford dealers indianapolis	5	www.andymohrford.com/ford-dealer-indianapolis-in.html	2,900
ford dealership indianapolis	6	www.andymohrford.com/ford-dealer-indianapolis-in.html	2,900
ford dealerships in indianapolis	6	www.andymohrford.com/ford-dealer-indianapolis-in.html	2,900
ford dealerships indianapolis	6	www.andymohrford.com/ford-dealer-indianapolis-in.html	2,900
indianapolis ford dealers	6	www.andymohrford.com/ford-dealer-indianapolis-in.html	2,900
indianapolis ford dealerships	6	www.andymohrford.com/ford-dealer-indianapolis-in.html	2,900
car dealers in indianapolis	86	www.andymohrford.com/ford-dealer-indianapolis-in.html	2,400
car dealers indianapolis	93	www.andymohrford.com/ford-dealer-indianapolis-in.html	2,400
car dealership indianapolis	89	www.andymohrford.com/ford-dealer-indianapolis-in.html	2,400
car dealerships in indianapolis	72	www.andymohrford.com/ford-dealer-indianapolis-in.html	2,400
car dealerships indianapolis	94	www.andymohrford.com/ford-dealer-indianapolis-in.html	2,400
ford dealers louisiana	98	www.andymohrford.com/ford-dealer-greenwood-in.html	2,400
indianapolis car dealers	94	www.andymohrford.com/ford-dealer-indianapolis-in.html	2,400
bloomington car dealers	55	www.andymohrford.com/ford-dealer-bloomington-in.html	1,600
bloomington car dealership	55	www.andymohrford.com/ford-dealer-bloomington-in.html	1,600
bloomington car dealerships	58	www.andymohrford.com/ford-dealer-bloomington-in.html	1,600
bloomington indiana car dealerships	16	www.andymohrford.com/ford-dealer-bloomington-in.html	1,600
car dealerships bloomington in	14	www.andymohrford.com/ford-dealer-bloomington-in.html	1,600
car dealership in lafayette	79	www.andymohrford.com/ford-dealer-lafayette-in.html	1,300
car dealerships lafayette indiana	14	www.andymohrford.com/ford-dealer-lafayette-in.html	1,300
lafayette car dealers	97	www.andymohrford.com/ford-dealer-lafayette-in.html	1,300
lafayette in car dealers	36	www.andymohrford.com/ford-dealer-lafayette-in.html	1,300
dodge dealers indianapolis	100	www.andymohrford.com/ford-dealer-indianapolis-in.html	1,000
ford dealer services	38	www.andymohrford.com/ford-dealer-indianapolis-in.html	1,000
anderson car dealership	100	www.andymohrford.com/ford-dealer-anderson-in.html	880
car dealers greenwood	23	www.andymohrford.com/ford-dealer-greenwood-in.html	720
greenwood car dealerships	26	www.andymohrford.com/ford-dealer-greenwood-in.html	720
car dealers in fishers indiana	16	www.andymohrford.com/ford-dealer-fishers-in.html	590
dealerships in indianapolis	56	www.andymohrford.com/ford-dealer-indianapolis-in.html	590

SUBSTANTIAL GROWTH OF KEYWORDS RANKING FOR DEALERSHIP CONTENT



222 Total Dealership Related Keywords Ranking

LEASE CONTENT

Best Subaru Lease Deals in Delaware

Sometimes, you're not in a position to buy a car when you really need one. A lease deal can be an excellent solution then and has [many advantages](#), especially if you're not planning on putting many miles on it. Many drivers in the Middletown, Odessa and Dover areas have already finalized satisfying lease deals, and you can too. Almost any kind of vehicle can be leased with some great deals attached, including the impressive Subaru brand.

For the best [Subaru lease deals](#) in Delaware, look no further than Winner Subaru. Our exciting deals will have you behind the wheel of a Subaru in no time with special incentives and great rates few can compete with. Learn more about our lease deals in this helpful guide.

[Subaru Lease Deals Near Dover DE](#)

[Subaru Lease Deals Near Lewes DE](#)

[Subaru Lease Deals Near Odessa DE](#)



The Leasing Process

Surprisingly, the whole leasing process isn't as tedious as you might think. It's more of a long-term rental than anything else. Instead of buying the car outright, you only have to offset the cost of the car's use. Cars will decrease in value as more miles are added to it. When you lease, you have to pay for the value lost for the miles you used rather than pay for the car's entire value.

You can enjoy quite a few advantages when you lease as opposed to buying. Technology is advancing faster than ever before, and cars become outdated faster and faster each year. When you buy a car, you might want to keep it for ten or so years to make sure you get its worth. When you lease, however, you're only expected to use the car for two or three years. Afterwards, you can get a new one that has all the latest tech inside. This also allows you to experience higher-end cars since leasing isn't anywhere near as expensive as buying.

MINI Cooper Lease Deals near Manhattan NY



[SHOP NEW INVENTORY](#)

[SEE OUR SPECIALS](#)

[SHOP PRE-OWNED INVENTORY](#)

Manhattan drivers are busy, fast-paced, and always a step ahead of the game—which is why leasing their vehicles is always a great option. And with lease deals right around the corner at MINI of Manhattan, these city cruisers will find the right lease and ride for their lifestyles.

Any MINI Cooper model is great to lease, with its unique style, state-of-the-art technology, and roomy interior. Keep reading to learn more about our lease deals, and see how you can [apply for financing today!](#)

Understanding Leasing

Leasing a vehicle is ideal when you're looking for a high-quality vehicle, such as the MINI Cooper, without a high car payment. It's especially a great option for drivers who enjoy driving the latest model every few years, too.

When you lease a vehicle, it's almost like you're renting it from the dealership for a set amount of time—usually one to three years. Once your lease is up, you have the option to either trade in your vehicle or buy it out completely from the dealer.

Usually, leasing your vehicle means a lesser financial burden. You typically won't have to put out a large down payment, and since you're not buying the vehicle, your monthly payments will likely be low. Additionally, the option to trade in the vehicle is always a plus, especially if you have an ever-changing lifestyle.



Why Lease a MINI Cooper?

Contact Us

WE WOULD LOVE TO HEAR FROM YOU. FILL OUT THE FORM AND WE WILL GET IN TOUCH WITH YOU.
FIRST NAME*

LAST NAME*

EMAIL*

MESSAGE*

PREFERRED METHOD OF CONTACT

Please choose ...

ARE YOU A ROBOT?

☐ I'm not a robot

☐ *BY SUBMITTING THIS FORM I UNDERSTAND THAT MANHATTAN MAY CONTACT ME WITH INFORMATION ABOUT THEIR PRODUCTS AND SERVICES.

[SEND YOUR MESSAGE](#)

SERVICE CONTENT

OIL CHANGE NEAR ME



[SCHEDULE AN OIL CHANGE NEAR ME](#)

Oil is what helps keep an engine running well. Without clean oil, the engine could break down. This would result in you not having a way to get around Harrisburg, Mechanicsburg, or Carlisle.

Below, we'll tell you all about oil changes: why they're important, how often you should get them, and signs that'll warn you when one is needed right away. Read through the information below, and then schedule an oil change at Faulkner Mazda.

[5 SIGNS YOU NEED AN OIL CHANGE](#)

[HOW OFTEN SHOULD YOU CHANGE YOUR OIL?](#)

[OIL LEAKING FROM A CAR](#)

[WHAT KIND OF OIL DOES MY CAR TAKE?](#)

[WHY IS THERE OIL LEAKING FROM MY CAR?](#)

HOW OFTEN SHOULD YOU CHANGE YOUR OIL?

One of the easiest ways to extend the life of your vehicle's engine, and overall health, is by keeping up with regular oil and filter changes. While factors like your vehicle's age, mileage, and condition will affect the frequency with which you'll need to schedule service, **a general rule of thumb is to change your oil every 3,000-5,000 miles.**

Our team of factory-trained technicians at Faulkner Mazda is dedicated to helping drivers throughout Harrisburg, Mechanicsburg, and Carlisle, PA, by providing honest and thorough care in every aspect of your vehicle's maintenance. Continue reading to learn the important benefits of scheduling routine service and how simple and easy the process can be!



THE IMPORTANCE OF CHANGING YOUR OIL

Motor oil is an essential component of your vehicle's engine system and is needed to lubricate the complex system of moving parts that puts your vehicle in motion. These moving parts create a lot of heat and without oil, they would quickly weaken and break. Oil also is needed to carry away any dangerous particles that find their way inside your engine.

The longer you go between oil changes, the more your oil breaks down and becomes less effective at cooling your engine. It also becomes more exposed to things like moisture and dirt particles, which thicken the oil, turning it into a dark sludge. This can cause a number of issues including:

- Poor fuel-economy
- Overheating
- Weak engine performance

And if ignored for too long can cause engine parts to break down or worse—cause full engine seizure. A seized engine is often irreversible and can cost thousands of dollars to repair. The good news is that by keeping up with regular oil changes, this issue can easily be avoided altogether.

LINK BUILDING

BUILDING A QUALITY, RELEVANT, LOCAL AND AUTHORITATIVE LINK PROFILE THROUGH...

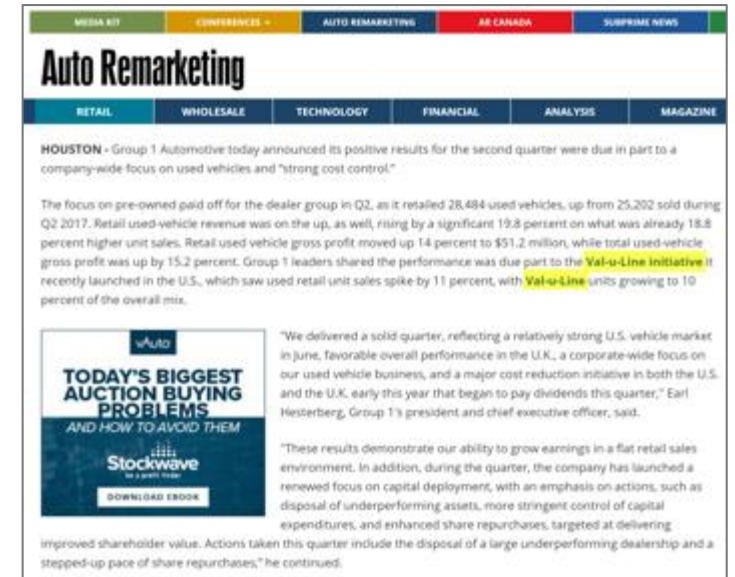
Leveraging Existing Community Partnerships



Capitalize on Unlinked Mentions



Seeking Guest Blogging/Article Writing or News-worthy Opportunities



PROGRAMS AND PACKAGES

What's In Each Package

Service	BRONZE (\$3,179/month)	SILVER (\$5,179/month)	GOLD (\$6,999/month)	PLATINUM (\$8,399/month)
Digital Marketing & Advertising Strategy	✓	✓	✓	✓
Dedicated Account Manager	✓	✓	✓	✓
Adnomics Reporting Platform	✓	✓	✓	✓
SEO	✓	✓	✓	✓
Email Marketing	✓	✓	✓	✓
Shopper Suite® by Full Throttle		✓	✓	✓
Activ8			✓	✓
Creative Services				✓

Additional Paid Search	Price (percentage)
PPC/Display if enrolled in Silver/Bronze	20%
PPC/Display if enrolled in Gold/Platinum	18%
Social Ad Media Fee	20%

Add-On Pricing

Add – On Products	Pricing
Social Advertising fee	\$300.00
Social Dynamic Inventory Feed	\$299.00
Social Media Mgmt	\$800.00
Reputation Management	\$599.00
Main Street Shopper Suite	\$2,499.00
Additional Shopper Suite Mail	\$1.25
SEO (7 pieces of content)	\$2,400
CTV/OTT	20%
Online Video	20%
Video SEO	\$610.00
Email Marketing (1 email per month)	\$750
Activ8	\$1,699.00

Promos

- Free SEO Audit
- \$100 off of SEO
- 60 day free trial of Shopper Suite, shopper identifier technology, and email
- 60 day free trial of Activ8 virtual wallet and communication platform
A fee of \$150-\$350 will be applied for data access only based on the DMS of record.

These promotions would start ASAP and dealers would have the opportunity to enroll in them until 10/31/22. The trial begins whenever the dealer enrolls and would end 60 days later.



Appendix

FULLTHROTTLE



SHOPPER

SUITE

