



CERTIFIED DIGITAL ADVERTISING PROGRAM

PRODUCTS & FEATURES

PERFORMANCE PACKAGE \$750 /mo	PLATINUM PACKAGE \$1,099 /mo	PREMIER PACKAGE \$1,699 /mo
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Dynamic Inventory Based BMW Search Marketing	X	X	X
Dynamic Inventory Based CPO Search Marketing	X	X	X
Custom Conquest Campaign	X	X	X
Geo/Local Campaign	X	X	X
Market Protection Search Marketing	X	X	X
Dynamic Lease & Offer Landing Pages***	X	X	X
Dynamic Call Tracking* (with weekly call tracking reporting)	X	X	X
Advanced Executive Digital Marketing Dashboard	X	X	X
Dedicated Certified Account Strategist	X	X	X
Dealer Brand & Promotional Remarketing		X	X
Dynamic Inventory Based VDP Remarketing		X	X
CARoi- DMS Attribution			X
DMS Targeting/Forecasting with Heatmapping			X
Behavioral/Programmatic Display Advertising			X
1 Set Display/Remarketing Banner Creation Per Month			X
YouTube Video TrueView Campaign**			X

*Plus Usage
 **Dealer Must Provide Video
 ***Must Have DEP Website

ADD-ON PACKAGES

PACKAGE A \$349 /mo	PACKAGE B \$549 /mo	PACKAGE C \$749 /mo
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Used Car Custom & Dynamic Search Marketing	X	X	X
Dynamic Inventory Facebook Advertising	X	X	X
Waze Advertising (when inventory is available/based on Dealership Marketing Area)	X	X	X
Display Advertising Banner Creation	1 Additional Set /mo	2 Additional Sets /mo	3 Additional Sets /mo
Google Posts		X	X
Service & Parts Custom Search Marketing			X
Service & Parts Remarketing			X
Service & Parts Display Advertising			X
Finance Custom Search Marketing			X

SOCIAL MEDIA

Social Media Carousel Ads: Target different audiences while displaying your current inventory in Facebook carousel ad format	\$269
Starter Social Media: Choose between ads for Sales, Fixed Ops, Finance or Videos plus VDP Remarketing (Pick 2)	\$674
Advanced Social Media: Choose between ads for Sales, Fixed Ops, Finance or Videos plus VDP Remarketing (Includes All)	\$1,349
Google Posts: Content directly on Google that appears highly ranked in Google search results (4/mo)	\$269
Waze: Advertising on the world's largest community-based navigation app **based on dealership marketing area	\$179