



CERTIFIED DIGITAL ADVERTISING PROGRAM

PRODUCTS & FEATURES

PERFORMANCE
PACKAGE
\$750 /mo

PLATINUM
PACKAGE
\$1,099 /mo

PREMIER
PACKAGE
\$1,699 /mo

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			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

ADD-ON PACKAGES

PACKAGE A
\$349 /mo

PACKAGE B
\$549 /mo

PACKAGE C
\$749 /mo

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