

# Certified Digital Advertising Program



	Core Package	Signature Package	Gold Package
<b>Digital Advertising Pricing &amp; Packaging</b>	<b>\$689/mo*</b>	<b>\$1,139/mo*</b>	<b>\$1,489/mo*</b>
Dynamic Inventory Based Kia Search Marketing	X	X	X
Dynamic Inventory Based CPO Search Marketing	X	X	X
Geo/Local Campaign	X	X	X
Market Protection Search Marketing	X	X	X
Dynamic Lease & Offer Landing Pages*	X	X	X
DNI Call Tracking	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
Remarketing Banner Creation (1 Set/Month)		X	X
Behavioral/Programmatic Display Advertising			X
Dynamic Inventory Facebook VDP Remarketing			X
CARoi- DMS Attribution			X
DMS Targeting/Forecasting with Heatmapping			X

	Package A	Package B	Package C
<b>Add-On Packages</b>	<b>\$349/mo*</b>	<b>\$549/mo*</b>	<b>\$749/mo*</b>
Used Car Custom & Dynamic Search Marketing	X	X	X
Dynamic Inventory Facebook Advertising	X	X	X
Display Advertising Banner Creation	(1 Additional Set/mo)	(2 Additional Sets/mo)	(3 Additional Sets/mo)
Service & Parts Custom Search Marketing			X
Service & Parts Remarketing			X
Service & Parts Display Advertising			X

<b>A La Carte Add-Ons</b>	
CARoi- DMS Attribution	<b>\$499</b>
Google Posts	<b>\$269</b>
Waze	<b>\$179</b>

\*Must Have DEP Website  
\*\*Dealer Must Provide Video