

Certified Digital Advertising Program



	Core Package	Signature Package	Gold Package
Digital Advertising Pricing & Packaging	\$689/mo*	\$1,139/mo*	\$1,489/mo*
Dynamic Call Tracking (Usage Not Included)	X	X	X
Dedicated Account Strategist	X	X	X
Advanced Executive Marketing Dashboard	X	X	X
Inventory Specific Ad Campaigns - Google	X	X	X
Custom Foundation Campaign - Google	X	X	X
Inventory Specific Ad Campaigns - Yahoo/Bing		X	X
Custom Foundation Campaign - Yahoo/Bing		X	X
Advanced Retargeting			X
Dealer Brand Display Advertising			X
YouTube Video Pre-Roll			X

	Package A	Package B	Package C
Add-On Packages	\$349/mo*	\$549/mo*	\$749/mo*
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)
Custom Landing Page Creation		(1 Page/mo)	(2 Pages/mo)
Service & Parts Custom Search Marketing			X
Service & Parts Remarketing			X
Service & Parts Display Advertising			X

A La Carte Add-Ons	
CARoi	\$499

*Plus Usage
**Dealer Must Provide Video