



CERTIFIED DIGITAL ADVERTISING PROGRAM

PRODUCTS & FEATURES	CORE PACKAGE	PRO PACKAGE	PREMIUM PACKAGE
	\$749 /mo	\$1,099 /mo	\$1,699 /mo
Dynamic Inventory Based Mazda 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 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
Behavioral/Programmatic Display Advertising			X
1 Set Display/Remarketing Banner Creation Per Month			X
YouTube Video Pre-Roll Campaigns**			X

*Plus Usage

**Dealer Must Provide Video

ADD-ONS	PACKAGE A	PACKAGE B	PACKAGE C
	\$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

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