

CONTACT US TODAY!

877-551-2555

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The Missing Piece To Your Parts & Service Marketing Plan

Our parts and service digital marketing system is built around three core marketing principles:

Flexibility

Customized marketing solutions crafted to fill your service lanes with customers

Technology

A precise, data-driven system managed by Certified Marketing Professionals

Transparency

Service Managers can see every dollar spent, leading to the highest levels of performance

PERFORMANCE

- DEP's average cost per click is 43% below national average
- Dealers have seen an increase in Parts & Service leads by up to 126%
- Conversion Rate increased on Parts & Service leads by up to 78%
- Parts & Service Appointment Rate increased to nearly 1.5%

TOYOTA DIGITAL SOLUTIONS

Parts & Service Dealer Digital Advertising



FEATURES	ENGAGE \$600	PRO \$1000	PREMIUM \$2000
Dedicated Account Strategist	X	X	X
Custom Parts Search Campaign (Google)	X	X	X
Custom Service Search Campaign (Google)	X	X	X
Landing Pages for All Parts & Service Ads	X	X	X
Advanced Retargeting		X	X
Display Advertising			X
YouTube Video Pre-Roll			X

*Call tracking usage will be billed separately

DEDICATED ACCOUNT STRATEGIST

We provide all of our dealers with high-level support, including a dedicated Account Strategist that is certified by Google and Yahoo/Bing.

CUSTOM PARTS & SERVICE SEARCH CAMPAIGNS

There are a lot of options when a vehicle needs parts or servicing, so protecting your local market is crucial. Our custom Parts & Service campaigns allow us to target customers who are comparison shopping your geographic area and steer them to your dealership.

PARTS & SERVICE AD LANDING PAGES

We've built 15 custom Parts & Service landing pages available for your site! Our Toyota approved landing pages help increase quality scores for your paid ads, which will result in lower costs.

ADVANCED RETARGETING

Once a shopper goes to the service portion of your website, you've caught them in your "digital net". We put your ads on popular websites they visit after they've left your site, which keeps them coming back to browse your services.

DISPLAY ADVERTISING

We bombard in-market shoppers with your ads on nearly every website they visit. This is the most effective way to brand your dealership to high-funnel shoppers and make sure they land on your website before your competitors!

YOUTUBE VIDEO PRE-ROLL

Video is king. If you want to rule the digital market, our video pre-roll placement strategies can provide the boost you're looking for. And if they click 'skip', it's free!