



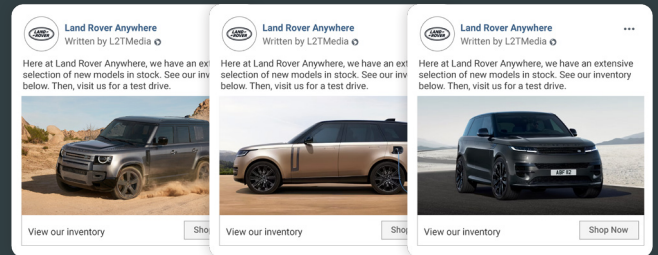
L2TMedia, Powered by AutoQuity™: Your Go-To Digital Provider

Unlock new audiences and push your offers with L2TMedia's multi-channel solutions and proprietary technology, AutoQuity™.

Package A – Budget: \$1,500

Paid Social VDPConnect

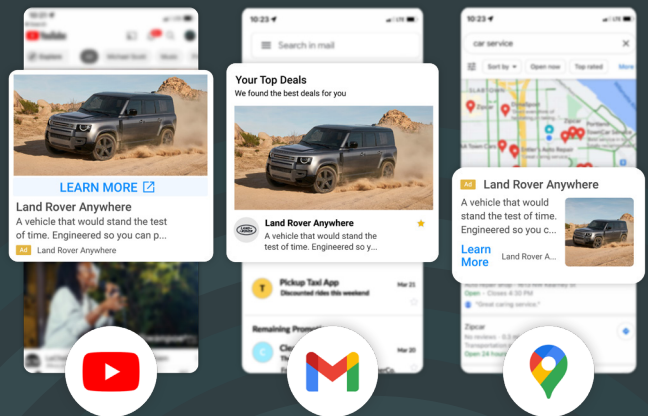
- ▶ Use VIN-level Facebook campaigns to boost VDP views, generate more leads, and dynamically showcase incentives.
- ▶ L2T's Paid Social allows you to hyper-target in-market shoppers based on a variety of factors, including location and online behavior. Create ads based off the vehicle the customer viewed and showed interested in, and direct them back to your website.



Package B – Budget: \$2,500

Paid Social VDPConnect + PMAX

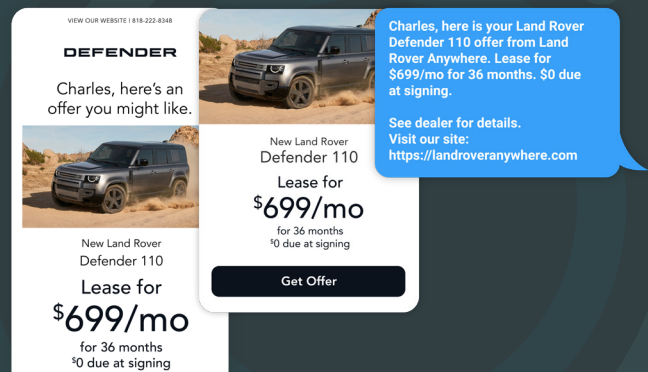
- ▶ Achieve a full-funnel strategy and engage shoppers at all stages of the buying journey with L2T's Paid Social and Google's Performance Max (PMAX).
- ▶ PMAX uses AI to optimize ad campaigns across various channels, including Search, Display, YouTube, and more. By leveraging real-time data and insights, it automatically adjusts bids and placements to maximize performance based on your campaign goals, showing customers ads with specific interest models at various stages of the car-buying journey.



Package C – Budget: \$4,000

Paid Social VDPConnect + PMAX + AudienceID

- ▶ Identify anonymous website visitors, create personalized messages, and drive higher-quality leads with the addition of our powerful remarketing solution, AudienceID.
- ▶ AudienceID brings customers back to your website after they've viewed a vehicle and gathers behavioral information including site visits, pages viewed and vehicles or offers of interest. These leads are then sent directly into your CRM, where you can continue to engage with them via text and email.



Why L2TMedia?

Our products connect you with ready-to-buy shoppers while optimizing your bids, budget and performance. With our 24/7 performance dashboard, you can monitor your campaigns in real time, helping you make informed decisions regardless of your products or spending.

MAXIMIZE YOUR ROI WITH
PERFORMANCE-DRIVEN DATA

l2tmedia.com | 888.331.9292



FROM VIEWS TO SALES

How Inventory Visibility Fuels Your Success

L2T dealers obtain **70% of their website vehicle views** from VDPConnect™

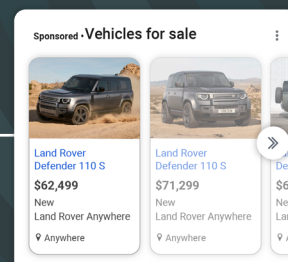
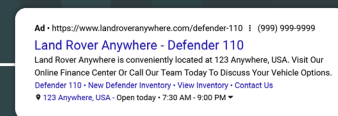
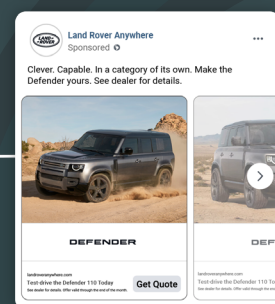
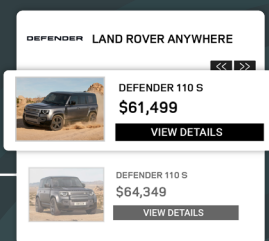
More inventory views drive more leads, ultimately boosting sales.

Directing customers to your vehicle inventory is essential to a successful marketing strategy.

L2TMedia's VDPConnect™ technology automates ad creation using your vehicle's make, model, and price, enhancing your ROI.



VDPConnect™
VIN Level Advertising
Vehicle Images
Description
Price



COST PER VEHICLE VIEW

GOOGLE DISPLAY ADS

\$0.47

PAID SOCIAL

\$0.43

PAID SEARCH

\$1.36

VEHICLE ADS

\$0.50



l2tmedia

POWERED BY AUTOQUITY™

MAXIMIZE YOUR ROI WITH
PERFORMANCE-DRIVEN DATA

l2tmedia.com | 888.331.9292