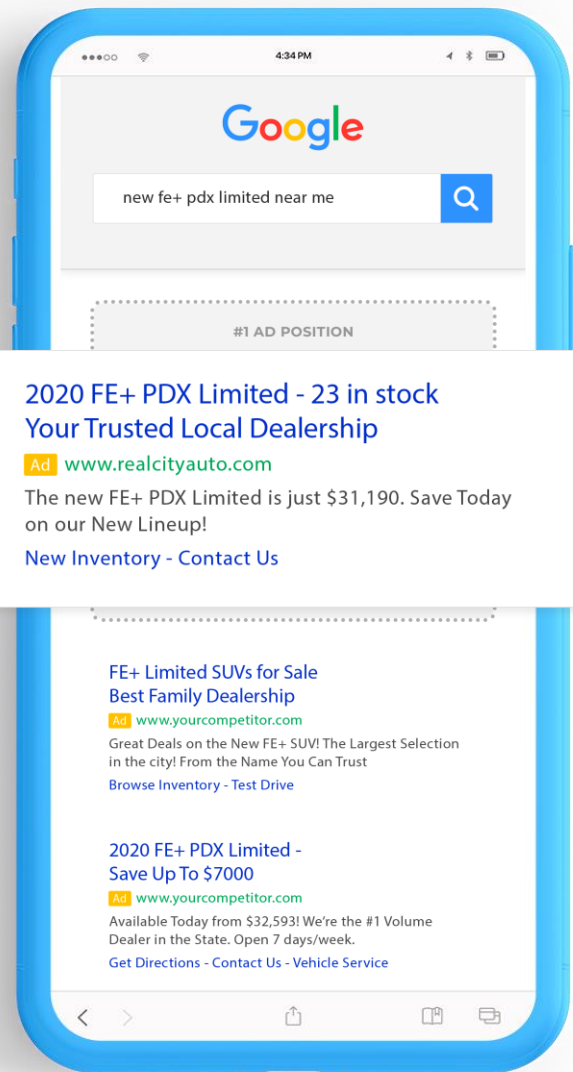


Digital advertising

that never loses sight of the sale

For dealers looking to get more, Adpearance offers revenue-driven digital advertising solutions.

- Search
- Video
- Dynamic Display
- Social



Search Advertising

The right strategy paired with the best technology consistently outranks the competition and gets your dealership in front of buyers.

Choose the campaigns that make sense for your dealership.

- Make
- Parts & Service
- Model
- Conquest
- Dealership
- Commercial
- Location-specific
- Financing
- Brand Lease
- Used
- Model Segments
- Certified Pre-Owned

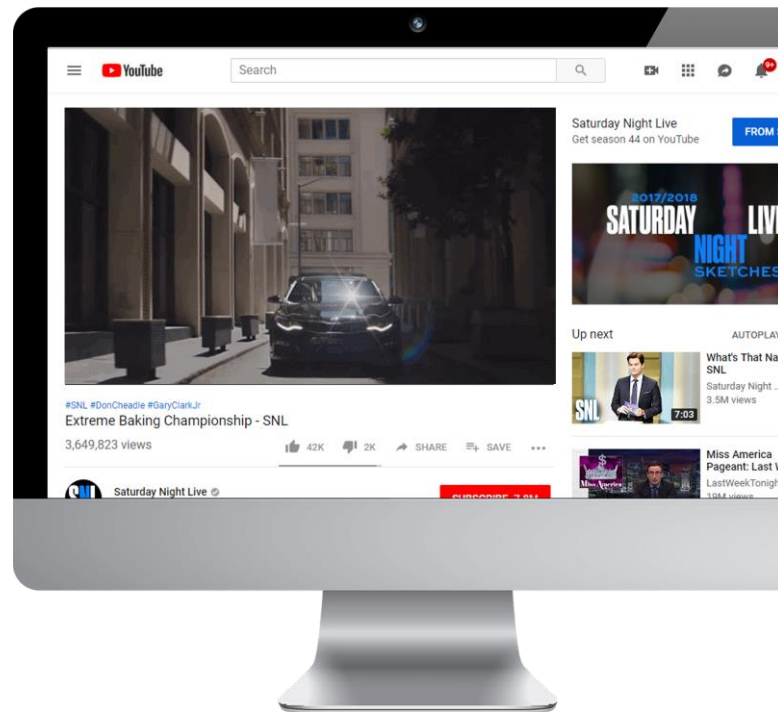


Dynamic Video

Advertise with unique, model-specific videos featuring in-stock inventory and up-to-date pricing.

Dynamic, inventory-based video advertising syncs with the inventory on your website, using live data to refresh your video content at scale.

- Model-specific videos with current inventory and incentives
- In-market audiences
- Remarketing campaigns



OTT/Connected TV

Enjoy all the benefits of traditional TV advertising but with added control over who sees your ads and how often.

Get highly-specific with your audiences by focusing on key demographics, interests and intent, custom-segments, and retargeting.

Feature your video advertising spots on hundreds of the highest quality publishers and marketplaces across the connected TV ecosystem.



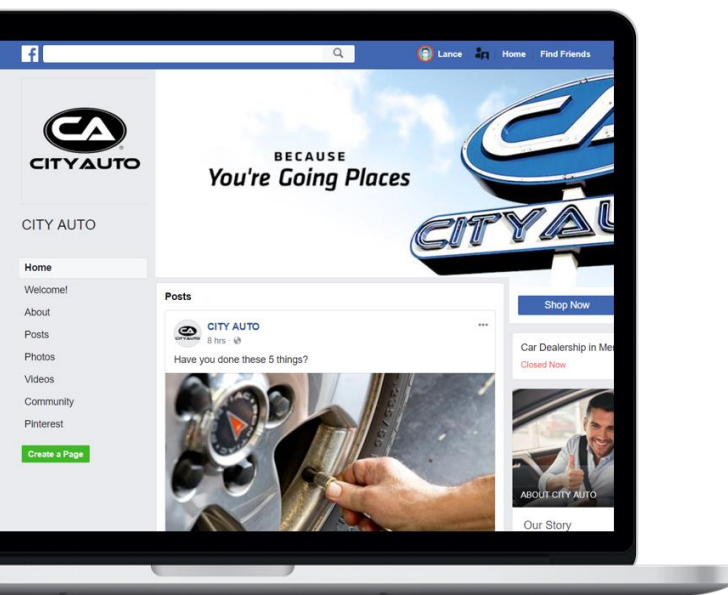
Dynamic Search & Display

Advertising should prioritize conversions, not clicks. That's why with Adpearance advertising you get the best in both lead tracking and strategy. Technology is included—it's all one rate with no setup fees.

Dynamic Search Tech™ allows you to run ads for every piece of in-stock inventory. New or used. All listed in your advertising—automatically.

Dynamic Display Tech™ serves car shoppers display ads featuring the exact vehicle they viewed on your site—just like ecommerce.

Social Media Advertising



Create trust and influence buyers. Combining active management, dynamic inventory ads, and smart strategies, our social media advertising makes sure you won't be missed.

Meet your audience where they're at and advertise on the platforms that are the best fit for your dealership.

- Facebook
- Instagram

Proven Results for Dealers

3x

Increase in Leads

56%

Decrease in Cost-per-Click

3x

Higher Click-Through Rate

100%

Ad Relevancy

Experience the Difference

We're committed to being your best partner.

How? We combine technology that saves you money with a level of customer service that can't be beat. Our dedicated team will provide the best possible solutions based on your business needs. Rethink expectations and experience true partnership with Adpearance.

| INDIVIDUAL SERVICES | PRICING | | |
|---|------------------------|------------|------------|
| Search Advertising | Starting at \$1,000/mo | | |
| Display Advertising | | | |
| Social Media Advertising | | | |
| Video Advertising (inclusive of Connected TV) | | | |
| | FUEL | IGNITION | OVERDRIVE |
| Social Media Management | \$650/mo | \$1,250/mo | \$1,750/mo |
| DYNAMIC AD TECHNOLOGY | PRICING | | |
| Dynamic Search Tech (Requires Paid Search ad spend) | \$399/mo | | |
| Dynamic Display Tech (Requires ad spend) | \$249/mo | | |
| Dynamic Video Tech (Requires ad spend) | \$449/mo | | |

Start with a free digital analysis to assess your current competitive position.



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adpearance.com/auto-analysis