



Digital

Audience-based digital marketing for SEM, Social, Display, Online Video, and OTT



resulting from targeted, brand-specific digital campaigns

Affinitiv.com solutions@Affinitiv.com 844-378-0200





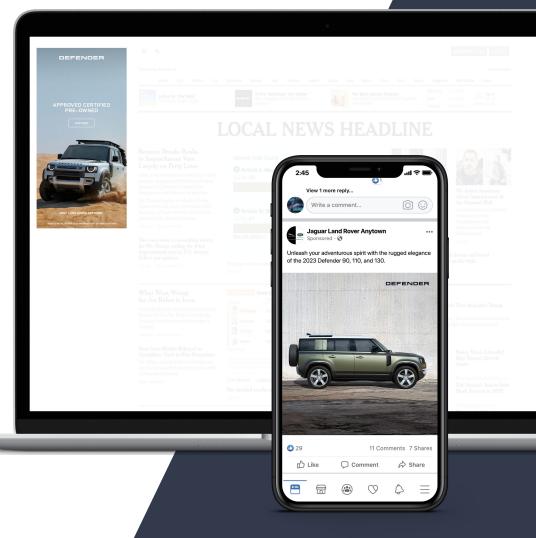
Digital campaigns unique to your dealership.

A full suite of data-driven digital marketing solutions.

Speak directly to your audience. Custom, targeted messaging shared through frequently used channels leads to a more personalized experience and stronger customer relationships.

Key Features:

- Comprehensive digital marketing strategy and execution within Google, Meta, and YouTube
- Full support in Google Analytics and post-click behavior analysis
- Specialized landing pages and blog posts
- Extensive organic keyword
 research
- Quarterly technical and functional campaign audit



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Advanced Analytics

Measure your impact through Google Analytics and receive detailed event tracking and on-site conversions.



Audience Segmentation

Aggregate active JLR and exotic shoppers via Market, Site, and Geo Activator, and match them to your inventory, offers, and calls to action.



Display and Retargeting

Attract website audiences through display ads that lead them to your landing page and then retarget those consumers who have already visited your website or interacted with your ad.



OTT/CTV/OLV

Video ad placement through YouTube, the top online video search engine, and/or various overthe-top (OTT) streaming platforms.



Paid Search

Enhance efforts by employing our Smart Bidding on SEM spend, including Performance Max across all Google properties and ongoing daily management to leverage any changes to the search landscape.



Search Engine Optimization

Improve the quality and quantity of your website traffic by ranking higher on a search engine page.



Social Advertising

Reach a targeted audience through paid social advertisements and networks.



Streaming Radio

Ensure lower minimums and increased efficiency with highly targeted and personalized content. Leverage lighter spot loads than traditional radio at a more affordable price.

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Tools	All Images Shopping News Maps i More	
	About 982,000 results (0.27 seconds)	
	Sponsored	
	jaguaranytown.com https://www.jaguaranytown.com	
	Jaguar Anytown Explore Our Fine Amenilies – Our Knowledgeable Professionals Provide About The Vehicles You Want. That's Why We Offer The Most Distinctive I Personalized Service.	
	New Vehicles View the Available Vehicles And Check Details.	
	Download A Brochure Check the Available Models And Download the One You Like.	
	I-PACE And Formula E View the Available I-PACE eTROPHY And Get Valuable Insights.	
	Pre-Owned Explore Our Range Of Used Vehicles And View Details!	
	All-Electric Refer To the Information And Gain Insights.	

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Package Pricing:

	Digital Ad	Complete Digital	Advanced	Pro
Account Management		•	0	\bigcirc
Google & Meta strategy, execution, and review	⊘	⊘	•	⊘
GA4 reporting	\bigcirc	I	0	\bigcirc
No minimum spend	\bigcirc	⊘	Ø	\bigcirc
Website Merchandising		O	0	\bigcirc
SEO Advanced (up to 24 content pieces a year)				⊘
Audience Building (Market, Site, and Geo)				\bigcirc
	20% or \$2,699 (whichever is less)	20% or \$3,699 (whichever is less)	\$5,399	\$9,399

A La Carte Pricing:

Audience Segmentation Bundle

\$4,899, or one-off pricing below

Geo Activator - **\$1,499** Site Activator - **\$1,799** Market Activator - **\$2,999**

One-Off Digital Tactic

20% or \$2,499 (whichever is less)

SEO Packages

Advanced - **\$1,899** Professional - **\$3,199** Video SEO - **\$649**

