

Products & Features

BASE PACKAGE - \$949

Dynamic Inventory Based JLR Search Marketing
Dynamic Inventory Based CPO Search Marketing
Market Protection Search Marketing
Geo/Local Campaigns
Dynamic Inventory Based VDP Remarketing
Performance Max
Dynamic Call Tracking
Advanced Executive Digital Marketing Dashboard
Dedicated Certified Account Strategist

SPORT PACKAGE - \$1399

BASE PACKAGE

+Dealer Brand Promotional Remarketing
+Behavioral/Programmatic Display Advertising
+Banner Set Creation (1 per month)
+YouTube**
+Used Car Custom & Dynamic Search Marketing
+Dynamic Inventory Facebook VDP Remarketing

TURBO PACKAGE - \$1899

BASE & SPORT PACKAGES

+Promotion Campaign with dynamic lease & offer landing pages*
+Service & Parts Custom Search Marketing
+Finance Custom Search Marketing
+DMS Attribution
+Performance Max w/ Vehicle Feeds

Social

PRICE

\$269 VDP Remarketing
\$674 Starter Package - Choice of 2: Sales, Fixed Ops, Finance or Video**
\$1,079 Advanced Package - Choice of 4: Sales, Fixed Ops, Finance or Video**
\$1,349 Social Media Package - Choice of any: Sales, Fixed Ops, Finance or Video**

A La Carte

PRICE

\$499 Parts & Service Package
\$499 Google Posts (4 per month)
\$499 DMS Attribution
\$350 Additional Banner Creation

Video Advertising Package Options

POWERED BY AMAZON

	MONTHLY IMPRESSION TOTAL	MANAGEMENT FEE	MONTHLY BUDGET
Prime Package***	90,216 - 128,879	23%	\$3,500 - \$5K
Echo Package***	128,880 - 317,402	18%	\$5,001 - \$9K
Fire Package***	317,403 +	13%	\$9,001 +

Add-Ons

PRICE

\$850 Creation of complete 30-second commercial
\$950 Creation of complete 30-second commercial (Spanish)
\$550 Creation of complete 15-second commercial
\$650 Creation of complete 15-second commercial (Spanish)
\$325 Creation of complete 6-second commercial
\$425 Creation of complete 6-second commercial (Spanish)
\$165 Cost per half-hour after third edit
\$240 Visual and/or graphic edit of existing commercial
\$90 Change of disclaimer edit of existing commercial
\$160 Change of voice over edit of existing commercial

Example budget. Impressions may vary.