



TO BE THE BEST IN YOUR MARKET, CHOOSE THE BEST MARKETING PARTNER

Dominate market share with solutions that drive more sales at lower costs.

Discover a complete customer data and marketing platform for dealers. Retain more customers, attract better quality leads, convert more buyers and optimize ad spend in the channels that work best for your business. And, do it with a partner that works alongside you every step of the way.



CUSTOMER DATA PLATFORM

Clean, enrich, and capitalize on your dealership's customer data.

Your dealership's first-party customer data is a treasure trove of audience insights. Make effective use of it to target the right customers on any outbound marketing channel – with a goal of increasing profitability in sales and service.



DIGITAL ADVERTISING

Maximize ROI and attract quality traffic to your site with the best in digital advertising.

Our powerful ad technology gives you access to search, social, display, connected video, streaming audio and more. With integrated advertising across all channels, we'll drive better results, optimize performance in real-time and reduce ad waste.



MARKET DATA & REPORTING

Dive into insights on your performance – and your competition's, too.

Get the data you need, when you need it with our market data and reporting. You'll get precise insight into ad spend, market demand, competitor performance and more. This insightful data helps you make better marketing decisions and improves advertising ROI.



CONTACT US FOR A DEMO:

purecars.com/jlr · jaguar@purecars.com · 877.860.7873

PURECARS CUSTOMER DATA & MARKETING PLATFORM

We offer packaging and pricing options to fit the needs of every dealer:

AUTOMINER	DIGITAL ADVERTISING PACKAGE	ESSENTIAL PACKAGE	PERFORMANCE PACKAGE
CUSTOMER DATA PLATFORM INCLUDES: <ul style="list-style-type: none">First-Party Data ConsolidationMonthly Data CleanseOngoing Data AppendSales & Fixed Ops Email CampaignsCustom Video Email CampaignsBDC Call ListsStrategist SupportConquest Email Campaigns*Direct Mail* \$2,399/MO <i>*To be quoted</i>	MANAGED MARKETING SERVICES INCLUDE: <ul style="list-style-type: none">Search, Display, Social, Video (YouTube), Google Vehicle Ads & Performance Max, PureCars TV (OTT)Conversion Tools:<ul style="list-style-type: none">On-site Offers for dealer websiteDigital Strategist SupportCompliancePURE™ InsightsGoogle Analytics 4 360 ("GA4 360") \$2,399/MO <i>Media budget required</i>	MANAGED MARKETING SERVICES & CUSTOMER DATA PLATFORM INCLUDES: <ul style="list-style-type: none">All Digital Advertising Package featuresAll AutoMiner package features-PLUS-Streaming Audio Advertising (Spotify) \$4,399/MO <i>Media budget required</i>	MANAGED MARKETING SERVICES & CUSTOMER DATA PLATFORM INCLUDES: <ul style="list-style-type: none">ALL Essential Package features-PLUS-PURE Identity website visitor identification and segmentationFixed Ops Digital AdvertisingCustom Creative Services - Display, Social, Video (YouTube), Video (OTT)Local SEO & Google Vehicle Listings \$5,899/MO <i>Media budget required</i>

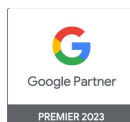
ADD-ONS & A LA CARTE

PURE IDENTITY WEBSITE VISITOR IDENTIFICATION AND SEGMENTATION FOR OMNI-CHANNEL MARKETING ADD-ON \$1,000/MO (AUTOMINER, ESSENTIAL ONLY)	FIXED OPS DIGITAL ADVERTISING PARTS & SERVICE ADVERTISING ACROSS ALL CHANNELS ADD-ON \$350/MO (DIGITAL ADVERTISING, ESSENTIAL ONLY) <i>Media budget required. Channels are budget dependent</i>	STREAMING AUDIO ADVERTISING AUDIO, DISPLAY AND VIDEO ADVERTISING ON SPOTIFY ADD-ON \$350/MO (DIGITAL ADVERTISING ONLY) <i>Media budget required</i>
EMAIL & DIRECT MAIL CONQUEST EMAIL MARKETING AND DIRECT MAIL CAMPAIGNS ADD-ON CUSTOM QUOTED	LOCAL SEO OPTIMIZED GOOGLE BUSINESS PROFILE & VEHICLE LISTINGS INTEGRATION ADD-ON \$695/MO (DIGITAL ADVERTISING, ESSENTIAL ONLY) <i>Listings integration requires inventory data feed</i>	CUSTOM CREATIVE SERVICES CUSTOM CREATIVE ASSETS FOR DISPLAY, SOCIAL, VIDEO (YouTube), VIDEO (OTT) ADD-ON \$1,295/MO (DIGITAL ADVERTISING, ESSENTIAL ONLY)

PURECARS
MEDIA
PARTNERS

2023

Microsoft Advertising
Select Partner



ORACLE
Data Cloud

amazon advertising



CONTACT US FOR A DEMO:

purecars.com/jlr · jaguar@purecars.com · 877.860.7873