

# CROSS-CHANNEL ADVERTISING

## SYNCHRONIZE CHANNELS TO WIN LOCALLY

Don't just reach people with your advertising. Reach the people that are ready to convert. Cross-channel advertising is the key to making your ad dollars turn into the leads that result in sales.

- Reach buyers on thousands of websites, social media, apps, and online searches with a customized ad experience across mobile and desktop.
- Follow the buyers in real time. The AI-driven cross-channel ad platform makes *147+ million adjustments every day* - managing your budget across every step of the shopper's online journey.
- Target the channels where your customers are spending time – search, display, social, video, and streaming audio.
- Stand out from the crowd with beautiful, agency-quality creative.
- Rely on expert, personalized support from your dedicated Digital Advertising Analyst – available with every package.

### Cross-Channel Advertising Gets Real Results:

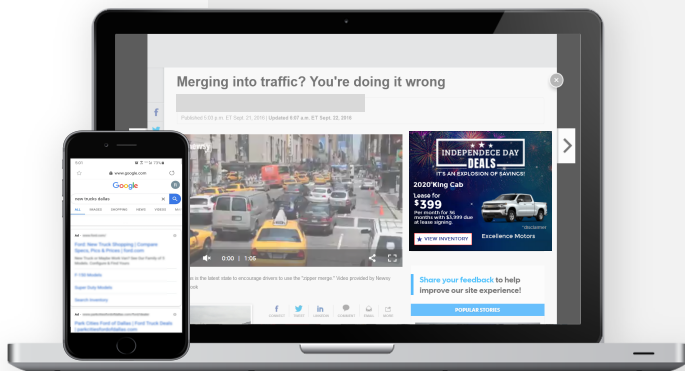
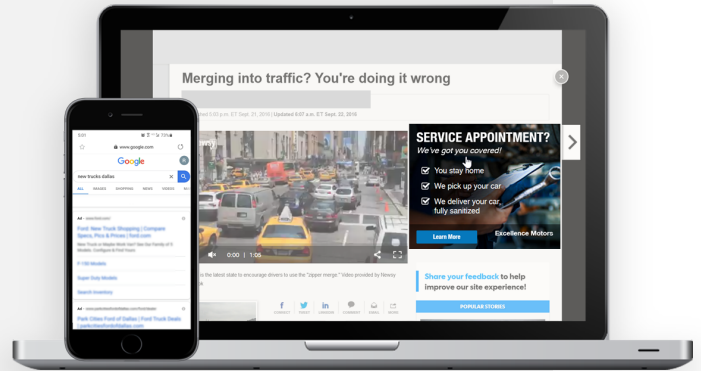


\*Sincro Insights, October 2018

## Emerald

Simple flexibility for sales and service.

- **Paid search, display and retargeting**
- Focus on your unique business goals, from your brand to new and used vehicles, plus service and parts
- Custom search and display campaigns
- 3 custom banner ad sets per month



## Gold

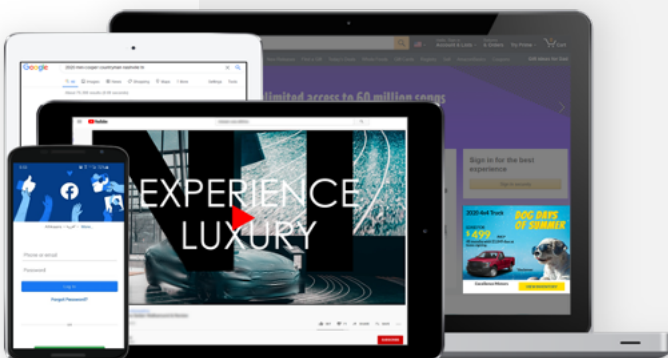
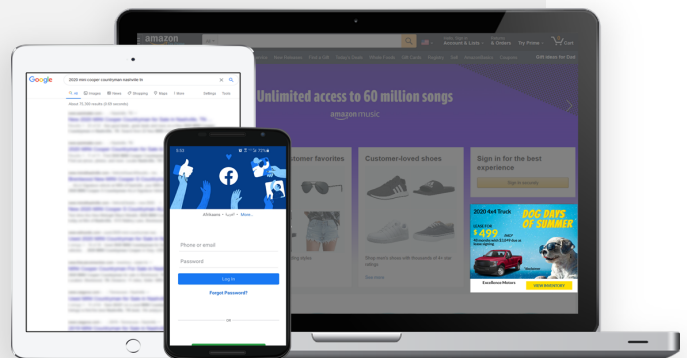
Advertising essentials for all the cars on your lot.

- **Paid search, display, and retargeting** for new and used vehicles
- Launch fast with ready-to-use, agency-grade creative
- Includes dealer name and model keyword search, plus national promotion alignment

## Platinum

Tell your story, sell more cars.

- Build on **all Gold package capabilities** with **Facebook display**
- Custom search and display campaigns for dealership branding, model-specific strategies, and conquering
- 3 custom banner ad sets per month



## Diamond

Own your brand online.

- Deploy **all Gold and Platinum strategies**, and extend your reach to **online video** and **Pandora streaming audio**
- Custom campaigns and creative services
- 5 custom banner ad sets per month

# SINCRO ADVERTISING PACKAGES

	Emerald 30% Fee	Gold \$849	Platinum \$1699	Diamond \$2499
Dedicated Advertising Analyst	●	●	●	●
Response Time	48 Hours	48 Hours	48 Hours	48 Hours
AI-Driven Cross-Channel Budget Optimization System	●	●	●	●
Expert-Led Strategy <ul style="list-style-type: none"> <li>Custom campaign &amp; strategy aligning to dealership goals</li> <li>Manage &amp; pivot budget based on strategy</li> <li>Proactive recommendations and adjustments based on analytics</li> </ul>	●	●	●	●
Strategy & Performance Call	Monthly	Quarterly	Monthly	Monthly
Custom Campaigns	●	Turnkey OEM-Aligned	●	●
Profit Centers	New Used Fixed Ops	New Used	New Used	New Used
Custom Banner Ad Sets (as needed)	~3 / Mo	N/A	~3 / Mo	~5 / Mo
Ad-Related Custom Landing Pages	A la carte	N/A	A la carte	A la carte
Custom Creative Execution	3-5 Business Days	N/A	3-5 Business Days	3-5 Business Days

## Channels Included in Above Packages

Paid Search	●	●	●	●
Retargeting	●	●	●	●
Display	●	●	●	●
Facebook Display	\$495	\$495	●	●
Video (YouTube, Facebook, Pre-Roll)	\$495	\$495	\$495	●
Pandora Streaming Audio	\$495	\$495	\$495	●
Behavioral Targeting	\$495	\$495	\$495	\$495

## Additional Offerings

<b>Social Suite 25% fee</b>  Deploy targeted VIN-focused ads to local new and used car shoppers on Facebook and Instagram. Includes automated inventory feed, optimized landing page and monthly performance call with dedicated analyst.	<b>Used Vehicle Advertising \$495</b>  Turn used inventory quickly with effective, targeted Paid Search and Retargeting for in-stock vehicles. Includes monthly performance call with dedicated analyst.	<b>Fixed Ops Advertising \$495 (\$249 with Platinum or Diamond)</b>  Grow Fixed Ops revenue with customized Paid Search, Display and Retargeting. Includes monthly performance call with dedicated analyst.
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# A LA CARTE ADVERTISING

<b>Custom Ad Management Fee</b>	Custom Management Fee/mo Fee + Media Spend
<b>Used Vehicle Advertising</b>	\$495/mo Fee + Media Spend
<b>Social Suite</b>	25% Fee/mo Fee + Media Spend
<b>Facebook Marketplace Listings</b> (Optional Social Suite feature provided at no add'l charge)	\$0
<b>Fixed Ops Advertising Package</b> (without Platinum or Diamond package)	\$495/mo Fee + Media Spend
<b>Fixed Ops Plus-Up</b> (with Platinum or Diamond package)	\$249/mo Fee + Media Spend
<b>Facebook Display</b>	\$495/mo Fee + Media Spend
<b>Streaming Audio Advertising</b> (Pandora)	\$495/mo Fee + Media Spend
<b>Video Advertising</b>	\$495/mo Fee + Media Spend
<b>Search Advertising</b>	\$495/mo Fee + Media Spend
<b>Retargeting Solution</b>	\$495/mo Fee + Media Spend
<b>Display Solution</b> (Contextual Targeting)	\$495/mo Fee + Media Spend
<b>Dealer Request – Additional Banner Ad Set</b> (one-time)	\$149
<b>Dealer Request – Custom Landing Page</b> (monthly)	\$195/mo
<b>Dealer Request - Single Video Broadcast Ready</b> (one time)	\$299
<b>Dealer Request - One Video Voice-Over Upgrade</b> (one time)	\$149