



CERTIFIED DIGITAL ADVERTISING PROGRAM

PRODUCTS & FEATURES	PERFORMANCE PACKAGE	PLATINUM PACKAGE	PREMIER PACKAGE
	\$2K-\$4,999	\$5K-\$7,999	\$8,000+
Dedicated Certified Account Strategist	X	X	X
Advanced Executive Marketing Dashboard	X	X	X
Dynamic Inventory Based Acura Search Marketing (Google, Bing & Yahoo)	X	X	X
Dynamic Inventory Based CPO Search Marketing (Google, Bing & Yahoo)	X	X	X
Custom Conquest Campaign (Google, Bing & Yahoo)	X	X	X
Geo/Local Campaign (Google, Bing & Yahoo)	X	X	X
Market Protection Search Marketing (Google, Bing & Yahoo)	X	X	X
Dynamic Lease & Offer Landing Pages*	X	X	X
Dealer Brand & Promotional Remarketing		X	X
Dynamic Inventory Based VDP Remarketing		X	X
Dynamic Inventory Based Facebook VDP Remarketing		X	X
CARoi- DMS Attribution			X
DMS Targeting/Forecasting with Heatmapping			X
Behaviorial/Programmatic Display Advertising			X
1-set of Display/Remarketing Banner creation per month			X
YouTube Video TrueView Campaign**			X

Management fee is 20% of spend.

*DEP Websites Only

**Dealer Must Provide Video

ADD-ON PACKAGES	PACKAGE A	PACKAGE B	PACKAGE C
	\$349/mo	\$549/mo	\$749/mo
Used Car Custom & Dynamic Search Marketing	X	X	X
Waze Navigation App Advertising (when inventory is available/based on Dealership Marketing Area)	X	X	X
Display Advertising Banner Creation	1 Additional Set/mo	2 Additional Sets/mo	3 Additional Sets/mo
Google Posts		X	X
Starter Social Media Package		X	X
Service & Parts Custom Marketing			X
Finance Custom Marketing			X
Advanced Social Media Package			X

A LA CARTE	
CARoi- DMS Attribution	\$499