



## DDS INTEGRATED DIGITAL ADVERTISING CO-OP CENTRAL REGION

Central Region's Co-op program is back! Click below to take advantage of one of our certified Digital Advertising options:

**360/JGENCY** 

## **DEALER INSPIRE**





₩ FOX DEALER

Leadbox[]





Shift Digital's latest <u>Industry Report</u> found that dealers across the industry saw an impressive 24% increase in sales conversions over the previous year. At the same time, however, overall leads decreased by 7%.

While this trend shows some impressive efficiencies, it also highlights the continued importance of digital advertising to get the right message to the right consumers at the right time.

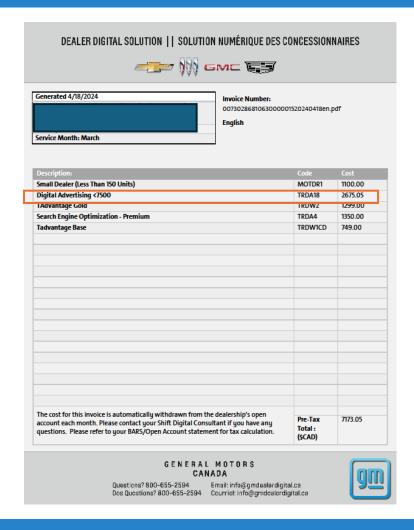


We are excited to announce that Regional Co-op funding has been integrated into our billing process for certified Digital Advertising products on the GM Dealer Digital Solution.

Beginning August 1<sup>st</sup>, dealers who enroll in one of our certified Digital Advertising Products will have co-op funding applied as part of their enrollments.

Dealers in the Central region will be eligible for co-op for up to 50% of their ad-spend with a minimum of \$,2000 and maximum of \$4,000 per dealer, please check your 360insight portal for individual dealer eligibility amount. Dealers have 45 days from campaign completion to submit their invoice for co-op reimbursement.

- Paid Digital Display and Video
- Paid Social Media
- Search Engine Marketing (SEM) Conquest Only
- Dealer Direct/ PURL
- Direct Mail/ Email Campaigns
- Private Sales



DDS Invoices can be found in the 'Dealer Files' section within GlobalConnect.

If you are unable to access your invoice within GlobalConnect, please reach out to info@gmdealerdigital.ca

ENROLL HERE: