



**TRFFK**

**Digital Advertising  
Packages & Pricing**

**Influence**  
through AI-driven digital marketing



# TRFFK Digital Advertising

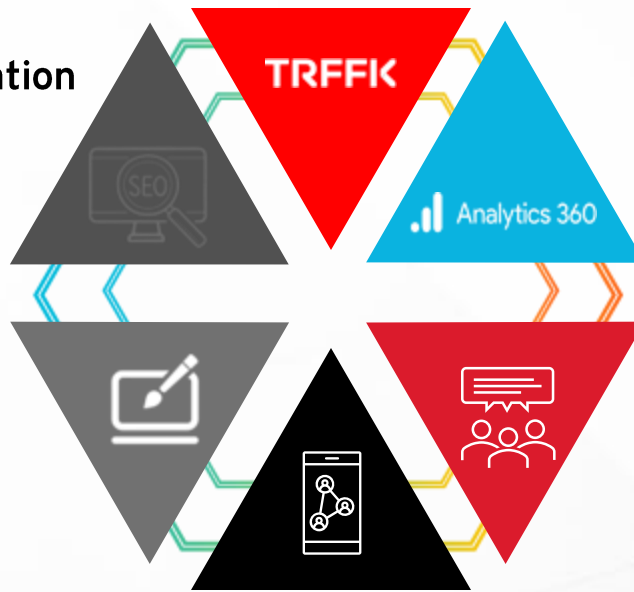
## Completely **Connected** Digital Strategy

An **all-in-one** AI powered digital advertising solution

Search Engine Optimization (SEO)

Creative Design Packages

Social Media Marketing



TRFFK

Google Analytics 360

Local Search Optimization (LSO)

## All Encompassing Cross-Channel Marketing

1

AI & AUTOMATION POWERED SOFTWARE

2

ROI REPORTING & TRANSPARENT DASHBOARDS

3

COST-EFFICIENT & HYPER-TARGETED





# TRFFK Digital Advertising

TRFFK Digital Advertising	<b>TRFFK Search</b> Fully Managed - VIN Specific or Brand-Specific; SEM Advertising Solutions across all major Search Engine Platforms: Google, Bing and Yahoo as well as Performance Max campaigns	<p>21% (\$7500+)</p> <p>23% (&lt;\$7500)</p> <p>Minimum Spend:</p> <p><b>\$1,500</b> per month</p>
	<b>TRFFK Display</b> Fully Managed - VIN Specific or Brand-Specific - Display Advertising Solutions, leveraging both Canadian Premium Audience Exchanges as well as the Google DV360 Network	
	<b>TRFFK Video</b> Fully managed - Video Advertising Solutions for YouTube and TikTok (Pilot) through: TrueView Ads, Bumper Ads, Action Ads, Spark Ads	
	<b>TRFFK Social Media</b> Fully Managed - VIN Specific or Static ads for Facebook, Instagram and TikTok (Pilot) including Static, Carousel, Collection, Dynamic Product Ads, Lead ads, On-Facebook AIA, Messenger ads, Spark ads	
	<b>TRFFK Geofencing</b> Fully Managed - Target mobile users who enter specific locations with HTML5 Banner Display ads that link direct to your chosen Campaign preference landing pages	
	<b>TRFFK Vehicle Ads</b> Fully Managed - Includes feed setup, meta tag verification, GBP access, Merchant Center setup and vehicle bid strategies	

Add-ons	<b>Self Managed - Agency Bundle</b> Access to the full Dealer Breacher platform features for search (dynamic campaign and static campaign) including feed creation for Social and Display.	<b>\$795</b> per month
	<b>Self Managed - Dynamic New</b> Access to the full Dealer Breacher platform features for Google Ads and Microsoft Ads dynamic Search Marketing for your new inventory	<b>\$299</b> per month
	<b>Self Managed - Dynamic Used</b> Access to the full Dealer Breacher platform features for Google Ads and Microsoft Ads dynamic Search Marketing for your used inventory	<b>\$299</b> per month
	<b>Self Managed - Conquest</b> Access to the full Dealer Breacher platform features for Google Ads dynamic search for your new inventory to conquest other brands	<b>\$259</b> per month
	<b>Self Managed - Activation Fee</b> Set Up, implementation and training services on the Dealer Breacher platform	<b>\$500</b> one time



Creative Services	<b>Dynamic Video Advertising</b> Automated creation of 4 videos per month for digital advertising campaigns.	\$649.99 per month
	<b>Creative Video Ads</b> YouTube, Facebook, Dealer Website Creative Video Spots. 6 second Bumper Ads, 15 second and 30 second In-stream Ads.	\$500 per month
	<b>Display Creative Package</b> Custom styled Display Ad creative, designed to support a specific strategy. AB tested for conversion optimization included.	\$500 per month
	<b>Value</b> Monthly TRADER-generated slide reflecting dealer selected OEM Offer (Auto-Deployed - Available in both English and French, if applicable) - 1 Slide, 1920x475, 480x660	\$100 per month
	<b>Bronze</b> Monthly TRADER-generated slide reflecting dealer selected OEM Offers (Auto-Deployed - Available in both English and French, if applicable) - Set of 3 (1920x475, 480x660, 800x800), Landing Page - Simple Layout (2 images)	\$200 per month
	<b>Silver</b> Monthly TRADER-generated slide reflecting dealer selected OEM Offers (Auto-Deployed - Available in both English and French, if applicable) - Set of 3 (1920x475, 480x660, 800x800), Custom Content Banners (On Request) - Set of 3 (1920x475, 480x660, 800x800), 2 Landing Pages - Simple Layout (2 images), Annual Media Refresh (refresh images on hero, about widget, department title images, i.e. for seasonal changes).	\$450 per month
	<b>Gold</b> Monthly TRADER-generated slide reflecting dealer selected OEM Offer (Auto-Deployed - Available in both English and French, if applicable) - Set of 3 (1920x475, 480x660, 800x800), 2 Custom Content Banners (On Request) - Set of 3 (1920x475, 480x660, 800x800), 2 Landing Pages - Simple Layout (2 images), 1 Custom Landing Page, Annual Media Refresh (refresh images on hero, about widget, department title images, i.e. for seasonal changes).	\$1,000 per month



+



# AutoSync

We help dealerships & OEMs increase the effectiveness of their sales efforts, the efficiency of their processes, and the profitability of their business.

Which solutions will you choose to future-proof your business?

