



GMCC Dealer Digital Solution

2019 Advertising Packaging and Pricing

Advertising Packages

Dealer.com Advertising delivers the strength and resources necessary to reach and influence every GMCC shopper, everywhere online. We deliver a proven portfolio that covers every major ad channel, and we power every campaign with the industry's broadest digital reach, deepest data targeting, total website integration and comprehensive strategic support resources. This combination delivers you the ability to automatically connect your cars with their most likely buyers, track and monitor ROI in real-time across your complete program, and execute any strategy, at scale, adapting as the situation requires. For dealers who seek the most efficient way to unlimit their online sales opportunity, no other solution comes close.

Dealer.com Advertising Package*

\$1,099/month flat fee or 22% of spend

Includes Paid Search, Display Advertising with Dynamic Vehicle Ads, Social and Video.



Proven Performance

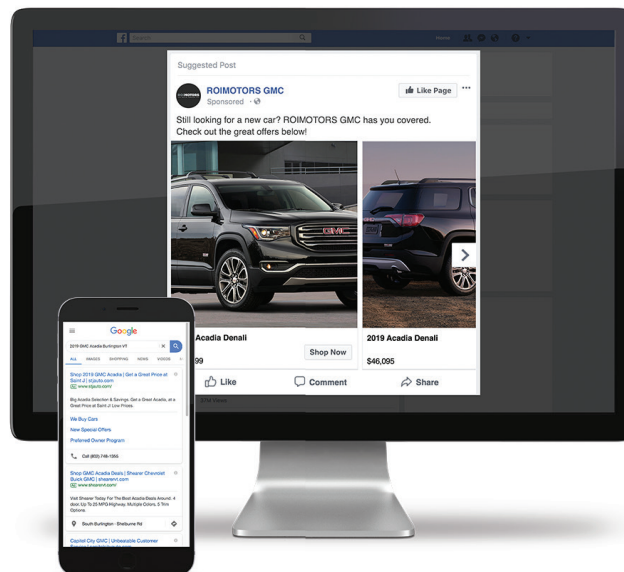
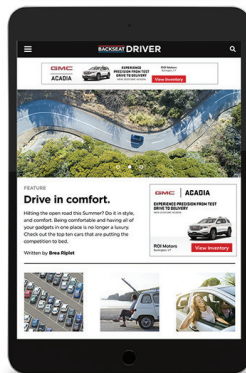
Dealers who advertise with Dealer.com see stronger performances than dealers who do not advertise with Dealer.com. On average, dealers who advertise with Dealer.com enjoy:

20%
More Visits

23%
More VDP Views

149%
More Leads

*Exclusively available on the Dealer.com website platform.



Dealer.com Advertising

Reach and engage more buyers across every device with the industry's premier digital advertising solution.

The Dealer.com Advertising Package is the industry's leading digital advertising solution. It allows you to automatically connect your cars with their most likely buyers, track and monitor ROI in real-time across your complete program, and execute any strategy, at scale, adapting as the situation requires. For dealers who seek the most efficient way to unlimit their online sales opportunity, no other solution comes close.

Key features:

- Multichannel integration, including paid search, retargeting, display, social, and video.
- Unmatched coverage, reach, and data; our ads run on every major ad network.
- Positioned for a mobile-first world: our mobile-friendly display ads paired with our comprehensive search and social offerings provide a strong presence across all devices.
- Local targeting driven by the industry's largest shopper data set, aligned specifically to your dealership strategy.



- Industry-first partnerships with White Ops and the Trustworthy Accountability Group (TAG) to combat digital advertising fraud.
- Comprehensive strategic support with complete analytics for every campaign.



Paid Search

Dealer.com Paid Search is the most awarded and most trusted paid search solution in automotive. Fully integrated with your inventory, bolstered by vehicle-specific content for every ad, and in-tune with your OEM, Dealer.com Paid Search is proven to differentiate your dealership and capture the existing demand in your market.

Retargeting

Dealer.com Retargeting is the proven way to turn digital “be-backs” into customers. Retargeting campaigns deliver specifically curated galleries of relevant vehicles and offers to your prospects after they leave your site. Each ad reflects your pricing, specials, and photos, keeping each customer connected to your dealership.

Display

Fueled by the industry’s most powerful data-targeting, Dealer.com Display drives new customer demand more effectively than any other advertising technology. Equipped with display fraud protection, Dealer.com Display delivers the most cost-efficient, effective ads possible. Strategically targeted campaigns deliver compliant and impactful inventory ads to potential buyers virtually everywhere they travel online, influencing their decisions throughout their path to your showroom.

Facebook Advertising

Dealer.com Facebook Advertising is specifically tailored for automotive. Reach shoppers in your area with targeted inventory ads that are dynamically created and served on both the desktop and mobile Facebook Newsfeed. Retarget shoppers that have visited your website or target new, in-market shoppers to drive them directly to your vehicle details pages.

Video Advertising

Dealer.com Video Advertising helps build brand and inventory awareness in your market in a dynamic and engaging format. Shoppers who view video are 1.81x more likely to purchase than non-viewers, and click-through rates on video are exponentially higher than other forms of media: 4.25% on desktop and 11.8% on mobile screens.* Dealer.com Video Advertising campaigns can align with your specific sales strategy, in multiple formats, available on both mobile and desktop devices.

Unified Advertising Dashboard

The Unified Advertising Dashboard introduces a new way to analyze advertising performance data. It features a simple, linear model that attributes metrics across campaigns. This allows you to see holistically how your digital advertising is driving traffic to your website.

Analytics

Dealer.com offers the industry’s most insightful, accurate reporting to help inform successful campaigns and strategies. Each campaign we bring to market is fully tracked and recorded, enabling you to measure reach, impact, and overall brand lift from every source—across an entire group portfolio or for a specific dealership.

Strategic Partnership

Every time you work with Dealer.com, you gain access to our expert Digital Strategists and Google and Bing-certified partners who will help you hone your strategy, and create a campaign that delivers real results.