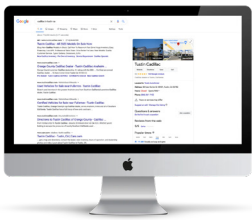




DIGITAL MARKETING PROGRAM



20% or \$950 Flat (if spend is less than \$6,500)

GOOGLE SEARCH PLATFORM

We know it's competitive out there. That's why we use a data-driven approach mastered by actual humans that have a vested interest in making sure your campaigns perform at the lowest possible cost per click. No empty promises, only real results you can hold us accountable for. Fox Dealer uses a proprietary tool that blends Google Analytics and AdWords to provide automated recommendations on bid adjustments and optimizations (based on the KPI measurements above) and segments by geography. Our PPC team reviews these recommendations and implements via AdWords.

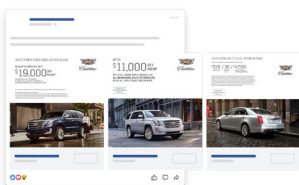


20% Management Fee

DISPLAY & RETARGETING ADVERTISING

Customized display ads with a punch.

Showcase your best offers with geo-targeted offers proven to increase engagement rates with elite visual impact. Our in-house designers craft banners to match the personality of the site, highlight the vehicles you care most about and ensure the highest conversion.



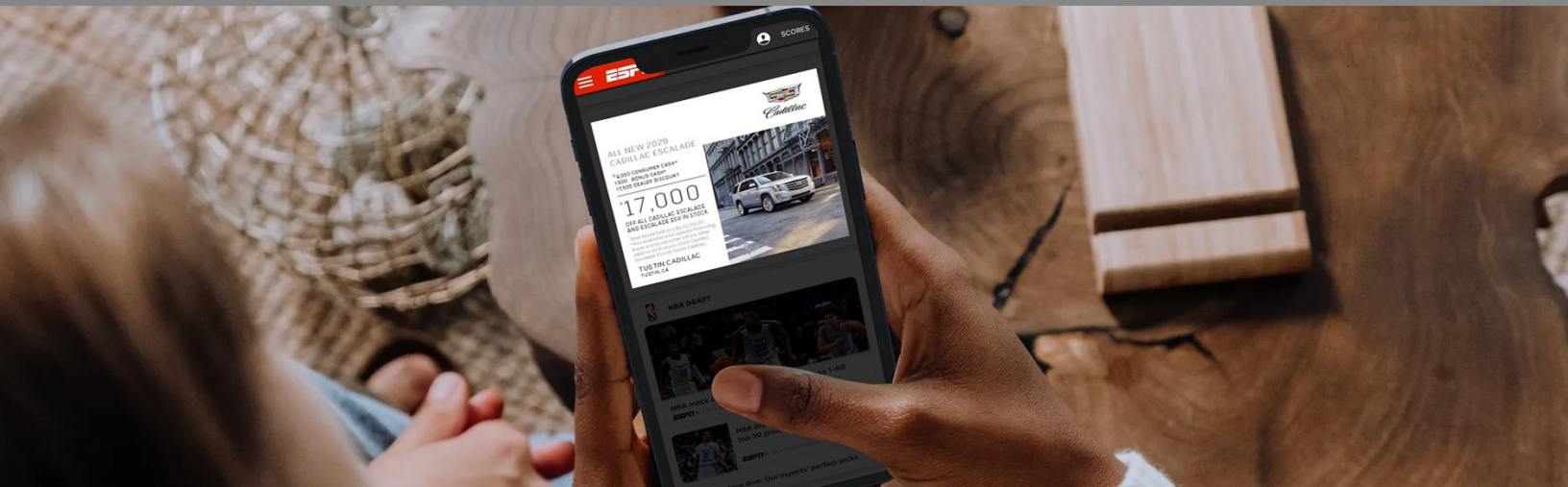
20% Management Fee

SOCIAL MEDIA ADS

Let's get social

Let Fox's social media experts craft a customized advertising plan to fit your business needs, utilizing the most effective tactic for your objectives. Want to acquire new customers? Need to sell more used cars? Retarget model specific visitors with a custom offer? We've got you covered. From Dynamic Inventory Lead Ads, Integrated Messenger Ads, Instagram Videos, to Pandora Audio Interstitials, Fox delivers the right creative to the right audience, and ultimately, more sales and service customers to your door.





20% Management Fee
MOBILE ADVERTISING

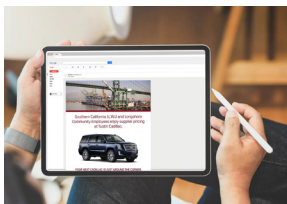
Your vehicles in the palm of their hands.

Mobile ads are available on all devices and across all environments. Elevate your results by Geo-fencing areas, competing dealerships, or specific event locations. Geo-fenced data can pinpoint users precisely based on WiFi, cell tower signals, GPS coordinates, and mobile app activity. Hone your mobile targeting further with all of the data available in desktop campaigns.



20% Management Fee
VIDEO ADVERTISING

Fox Dealer video campaigns are designed to enhance and expand your branding and conversion efforts across multiple video channels, including re-targeting, in-market and affinity audiences to maximize your reach and all creative built in-house to reduce your cost.



EMAIL MARKETING
From the Inbox to Your Dealership Floor

Email marketing is an effective channel for customer acquisition. We analyze your market to determine your dealership's targeted shoppers. We then send relevant offers and incentives to those potential customers that reflect the dealer's website. We utilize qualified IP servers and adhere to strict email policies in order to maintain a healthy sender score.



DATA STUDIO REPORTING
Empowering Your Dealership with More Data than the Other Guys

Fox's Data Studio Reporting features real-time data powered by APIs. Most providers only give impressions, clicks and page views. At Fox, we go further and report on how many clicks we got you and how many of those clicks were converted into phone calls and leads. That means we operate off the dollar amount of your average cost per customer contact, not only cost per click. Our monthly reviews take a consultative approach where we review tangibles and may discuss next steps and optimizations..





MEDIA CAMPAIGN MANAGERS

Technology + People = The Best Results

Fox insists on a concierge approach, with real people managing your campaigns rather than relying solely on an automated bidding system. Our director-level staff personally monitors and manages each dealer's campaign on a day-to-day basis – with the goal of making your dealership more competitive and your spend more efficient. Your dedicated account manager ensures that changes are implemented quickly, and your advertising gets the hands-on attention it deserves. For us, it's about transparency and providing you with custom campaigns that convert at the highest rate possible. Our SEM campaigns are more customized than the competition.

"Fox Dealer delivered the results they promised and then some. The elevated brand awareness is what Cadillac needed to increase market share in Southern CA."

- Cliff Allen, President, Southern Cadillac Dealerships Association

