



 **Digital Advertising**
Better clicks. Better results.

All Leadbox digital advertising packages include:

- Access to the latest advertising tactics and technologies that find in-market car buyers and drive them to your website.
- Messaging and Unique Selling Proposition development
- New traffic generation and retargeting campaigns
- Creation and maintenance of all graphics and creative
- Account management and monthly performance reporting

Strategic messaging.

What makes your dealership stand out? Excellent service? Low prices? Largest Inventory? Join the club. Leadbox understands all dealerships are unique but many dealerships have a difficult time communicating their unique selling proposition. Every Leadbox campaign includes a strategy session that dives deep into your dealership's operations to create and distill the answer to "what makes you different".

Creative creative.

Every display or Facebook ad campaign includes Leadbox's visual design services to create all of your ad's creative graphics needs. From static Facebook ad creative to dynamic inventory video ads and everything in between, Leadbox's inclusive service allows you to showcase your dealership your way.

Guaranteed to increase your results

Leadbox's technology and advertising strategies are second to none. In fact, Leadbox will decrease the average cost per lead compared to your current provider - guaranteed.

All channels. All ad types.



Car shoppers are everywhere, and so are we. Leadbox creates ads for car shoppers during crucial parts of their car buying journey. Reaching consumers with the "Right Message" at the "Right Time" using industry-leading technology, and partnering with largest companies in Digital Marketing. Leadbox brings highly engaged car shoppers to your website.

Incentives and Programs directly from GMCC

Programs and incentives change often. Leadbox gathers every incentive directly from the OEM and automatically applies them to your website and inventory advertising programs.

This means your inventory advertising will always have the latest pricing structure, and your shoppers will have the most detailed information - without you lifting a finger.



Digital Advertising Packages

Packages	New Car Digital Advertising	Pre-Owned Digital Advertising	Total Inventory Digital Advertising
Campaign Type	New Car OEM Offers New Car Model Specific New Traffic Generation Campaigns Retargeting Campaigns	Used Inventory New Traffic Generation Campaigns Retargeting Campaigns	New Car OEM Offers New Car Model Specific Used Inventory New Traffic Generation Campaigns Retargeting Campaigns
Messaging & Creative	GMCC offers with approved assets Messaging and USP development Advertising graphic creation and monthly updates	GMCC offers with approved assets Messaging and USP development Advertising graphic creation and monthly updates	GMCC offers with approved assets Messaging and USP development Advertising graphic creation and monthly updates
Advertising Channels*	Google Adwords Google Display Network Facebook Facebook Marketplace Waze Ads Spotify Audio	Google Adwords Google Display Network Facebook Facebook Marketplace Waze Ads Spotify Audio	Google Adwords Google Display Network Facebook Facebook Marketplace Waze Ads Spotify Audio
Advertising Technologies*	Offer, model and branding ads Dynamic Inventory Search ads Dynamic Inventory Social ads	Dynamic Inventory Search ads Dynamic Inventory Social ads	Offer, model and branding ads Dynamic Inventory Search ads Dynamic Inventory Social ads

Management Fees	25% Margin
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* Specific advertising channels and technologies will be determined by your campaign manager to maximize results. Depending on budget, not all channels or technologies may be utilized.

Leadbox charges 25% margin of your total advertising budget (Gross Budget) as our Management Fee. This is calculated by subtracting 25% from your total advertising budget (Gross Budget). The remaining budget is the total that will be spent on Media such as SEM, Display and Video (Media Budget). For example: Dealers who spend \$1000 per month will have \$250 allocated to the management fee and \$750 allocated to the media budget.