

 **smedia**



# About Our Company

sMedia has been serving automotive dealerships in the U.S. and Canada for the last 12 years.

Our mission is to **deliver best-in-class advertising services to dealerships.**

That means you can count on us to continuously innovate our product offerings, keep close tabs on campaign performance, and work closely with our dealer partners to ensure their marketing is efficient and helping to achieve business goals.



# About Our Team

The sMedia team is made up of a diverse mix of professionals working to help dealerships achieve their goals.

We are a fully remote company, which provides us with the opportunity to employ the most talented people available, be they from Nova Scotia to B.C. and everything in between.

We pride ourselves on our dealership experience, our CEO and our customer success teams have all worked in dealerships, or for dealerships. That means we get it.

A big focus at sMedia is education. Our team is constantly upgrading certifications, and tracking industry trends and news. You can count on us to be **members of your team.**

We really do get excited about your success. We're professionals, and we're really fun to work with too.





# Why We're Different

We save dealerships and their teams **time** and **money**. sMedia uses first-party data to help dealerships drive their marketing efficiency and understand how to get more ROI from their marketing budgets.

Our agency experience and smart technologies empower our clients to make profitable advertising decisions, and generate impactful results.

**We take the idea of Customer Success very seriously. The sMedia approach is to be an extension of your marketing team, providing advice, knowledge, recommendations, expertise, and service.**





# sMedia Customer Experience



## Implementations & Onboarding

Your sMedia implementation team will take care of the set up, approvals and launch of your sMedia products. From measurement strategy to communication with your vendor partners and everything in between - they will ensure you are set up for success.



## Ad Strategists & Support Team

sMedia has a support team that includes developers to help solve any unexpected issues. Our ad strategists work behind the scenes monitoring and making adjustments to campaigns to improve performance, and execute on changes you and your Customer Success Manager determine will best help your dealership achieve its goals.



## Customer Success

sMedia Customer Success Managers act as digital consultants and an extension of the dealership, providing recommendations and best practices for marketing strategy, analytics, and sales optimization.

# How We're Different

sMedia uses a number of technologies to that help us deliver top tier results for our dealership partners:

## sMedia Tag

Our sMedia Marketing tag is designed to be lightweight - presenting no website performance issues, while allowing us to deploy multiple options to deliver services for our clients including:

- **Google Analytics Tracking:** This data is pushed into your dashboard and reports.
- **The Engaged Prospect Metric:** Our simple engagement metric that allows us to filter audiences for higher performance and to measure results.
- **Smart Offer:** Our lead generation tool that can be deployed in hundreds of ways

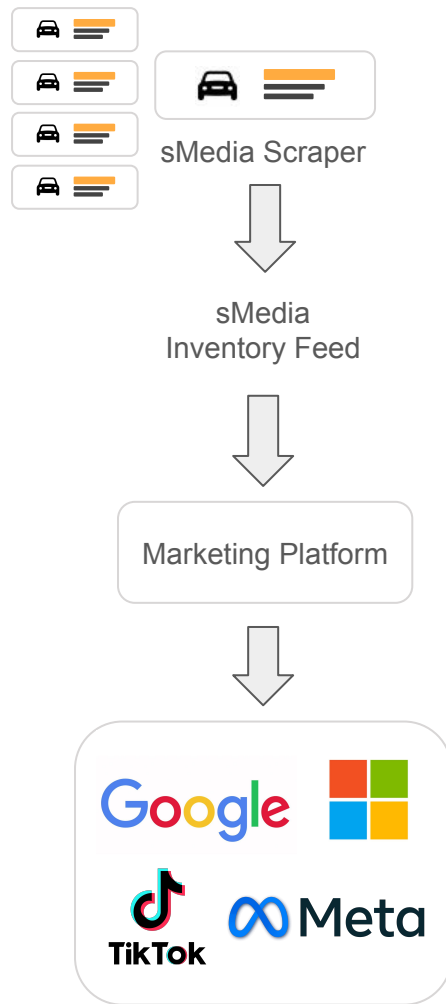


# How We're Different

## Scraper & Ad Deployment

Our sMedia Website Scraper gathers all the data necessary from a dealer website to deliver dynamic ads and offers.

- This means ads will always reflect what is on the website
  - Scraped every 12 hours
- Dealers do not have to worry about inventory feeds, and sMedia can create custom feeds
- Auto ad system uses a level of automation to track changes, and automatically makes adjustments for newly posted & sold vehicles





# Products

## Digital Ads Platforms:

- Google Ads
- Meta Ads: Facebook/Instagram
- Microsoft Ads
- TikTok Dynamic Ads

## Lead Generation:

- Smart Offer

## Analytics & SEO:

- Performance Dashboard
- Local Automotive SEO Services

## Video Production:

- AI Assisted Generated video content



# JUST GOOGLE IT

- **Dynamic Search:** Dynamic, vin-specific advertising that brings shoppers searching for vehicles to your Vehicle Details Pages.
- **Performance Max:** Goal-based ad campaigns that use Google's entire network (Search, Display, YouTube, Gmail, and Discovery). You choose the goal and, we optimize the campaigns toward that objective.
- **Audiences:** Dedicated retargeting or similar audience campaigns

**All the Google**  
you need **\$529** /month +5.99%

**ADD-ON**  
**+\$100**

**Google Vehicle Ads:** Presenting visually engaging inventory listings above search results.



Google Partner



# Meta Ads

## Facebook & Instagram - Full Package

- Retargeting: Digitally follows up with car shoppers who show strict purchase intent on a specific vehicle to drive them back to the VDP to convert them into a lead or a walk-in.
- Conquest: Digitally drive new buyers of socio-economic status and online behaviors similar to your current engaged VDP shoppers and drive them back to the VDP to give the website a better chance at converting them into a lead or walk-in
- Automotive Inventory Ads: Optimized using your vehicle catalog, Meta Pixel, and user engagement on Facebook to show ads to in-market shoppers like your recent website, app, and Marketplace visitors.

**Get It**  
All for just **\$429**/month +5.99%

 **Meta**  
Business Partner



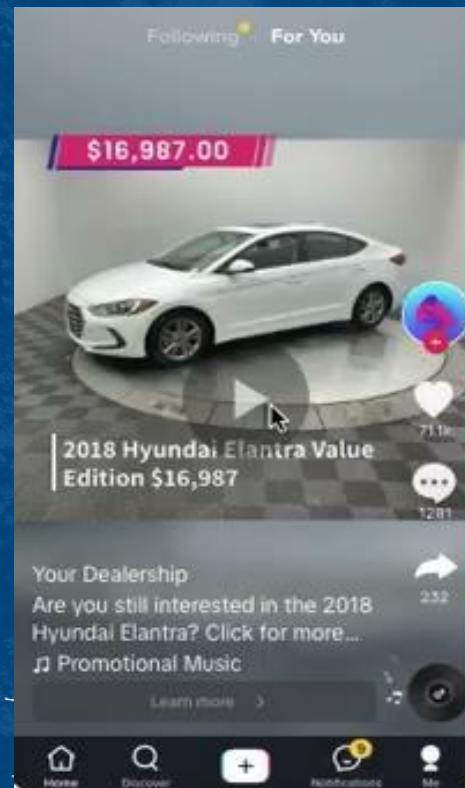


# DYNAMIC TIKTOK ADS

Get your inventory on TikTok with new Dynamic Ads in Beta:

- Your inventory will show in TikTok Feeds
- Minimum \$600 ad spend budget
- Website images must be at least 500×500
- Targeting limited to Zip or Postal Code
- Custom banners or custom designed ads not available yet
- Dealers do not need a TikTok Account to run them

**Leverage TikTok's**  
Massive Audience **\$249** /month +5.99%





# Microsoft Auto Ads

- Automotive Ads are feed-based shopping ads, and present visually engaging listings above all search results, and on the Microsoft Autos page.

**\$249** /month +5.99%

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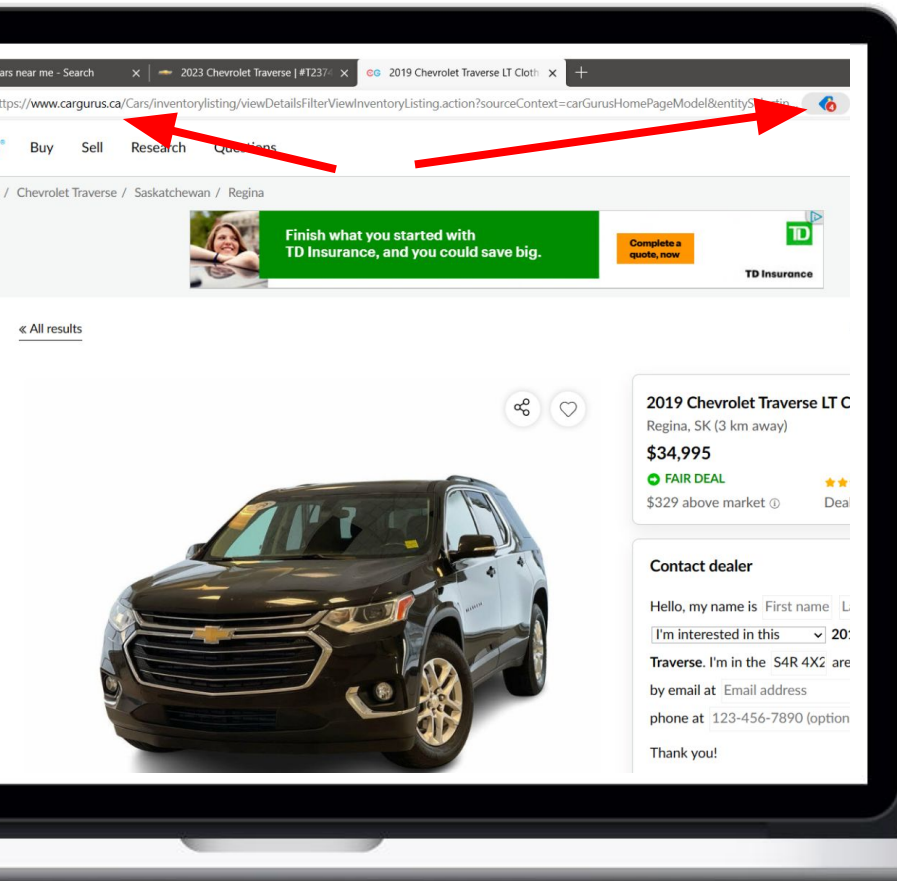
## Microsoft Search Ads **\$249** /month +5.99%

- Dynamic, vin-specific search advertising that brings shoppers searching for vehicles to your Vehicle Details Pages.

2024

 Microsoft Advertising

**Partner**



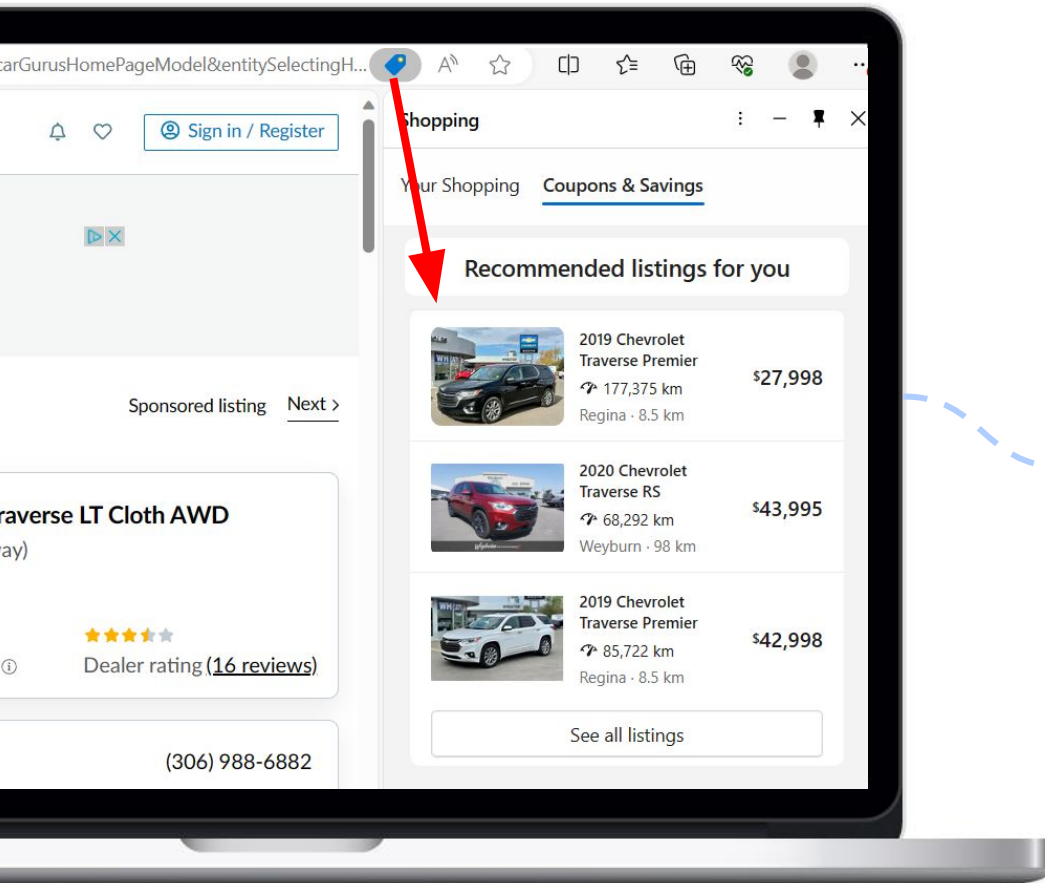
Microsoft Auto Ads

# Show up Everywhere

Auto ads will pop up a notification while on third party or competitor dealership sites.

When clicked by users, they will see appropriately matched vehicles from your Inventory





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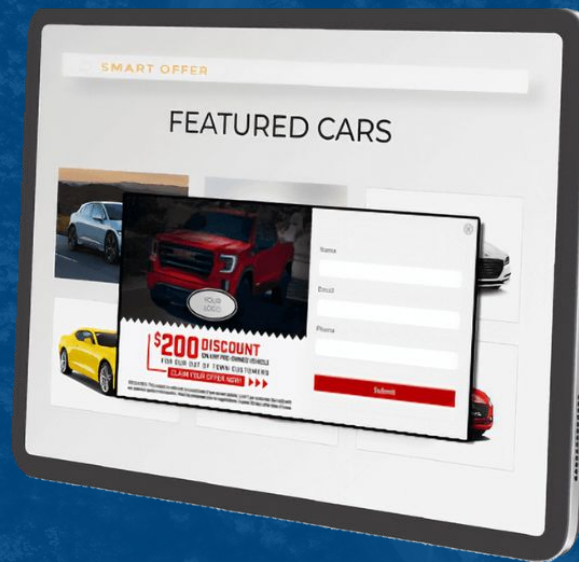
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### Lead Generation & Offer Personalization Tool:

- Increase lead conversions on **any** website page
- It allows for endless combinations of customizations that can be activated on your website in minutes - with no limits on deployments
- Fully customizable in your own dashboard - Including:
  - Timing, programming, and location
  - Creative visuals and form structure
  - Trigger offers based on campaign UTM's
  - Qualify leads with Smart Profiler questions
  - Promote employment opportunities & allow resume uploads
  - Incentivize through video or stills - with or without forms
  - Assign your offer to a button on your site - take control of your leads

**Get Unlimited Access** **\$199**/month  
Anywhere on your site - Anytime





## Local Automotive SEO Services

- On-page optimization, including keywords, images, metadata title and description management, user experience, site structure, internal link building, Schema, and more
- Ongoing market research and competitor monitoring
- Off-site citations and backlinks, local search optimizations, yearly data aggregator subscriptions, Google Business Profile and Google Search Console management
- Two custom content pages per month, can include strategy-based content creation, resource pages, or blogs
- Customized strategy, developed specifically for your brand, market, and website

**\$1695/month**

**\$895/month for an additional site** (Cadillac site add-on to a GM site)

**\*Free Audit Available**







# sMedia Video Production

Over 75% of auto shoppers say that online video influenced their shopping or purchases

Get customized video files for use on YouTube, TikTok, Meta, or your website

- **Model Branding Videos** - create focus and excitement for Models you need to move
- **Dealership Testimonial Videos** - use your customer reviews to promote your dealership and spread the word about the experience you deliver
- **Dynamic B-Roll Model Video** - focus on model-specific offers with a dynamic and professional, branded promotional video
- **Dealership Branding Video** - create familiarity and build your dealership brand
- **Dynamic VIN Videos** - choose any 5 pieces of in-stock inventory to create a promotional video including prices and custom calls to action

Limited to 6  
Videos monthly

**\$299**/month



# Smedia Pricing Guide



## GOOGLE PLATFORM

Dynamic Search  
Performance Max  
Display

Includes all  
campaigns

**\$529**

Monthly +5.99%  
on ad spend

## Vehicle Ads

Stand alone price

**\$329**

Monthly +5.99%  
on ad spend

As a add-on to the Google Platform

**+\$100** / Monthly  
+5.99% on ad spend



## META PLATFORM

Dynamic Retargeting  
Dynamic Conquest  
All formats (FB & IG)

Includes all  
campaigns

**\$429**

Monthly +5.99%  
on ad spend

## Lead Ads or eCommerce Ads

**\$199** / Monthly  
+5.99% on ad spend



## Microsoft Dynamic Search

**\$249** / Monthly  
+5.99% on ad spend

## Microsoft Auto Ads

**\$249** / Monthly  
+5.99% on ad spend

## Custom Campaigns:

- Have requirements above and beyond the general sales and service ads that are already included in our full packages

**\$199-\$249**

# Smedia Pricing Guide



**TikTok Dynamic Inventory Ads**

**\$249** / Monthly  
+5.99% on ad spend



**smartoffer**

Unlimited lead forms/profiler/video  
deployed to your website,  
on demand

**\$199** / Monthly



**Video Production**

AI Assisted Video  
Production Services,  
6 videos a month!

**\$299** / Monthly



**CUSTOM LOCAL  
SEO PACKAGE**

**\$1695/month per rooftop**

**NO IMPLEMENTATION  
FEES**

**SOME BASIC  
CREATIVE INCLUDED**

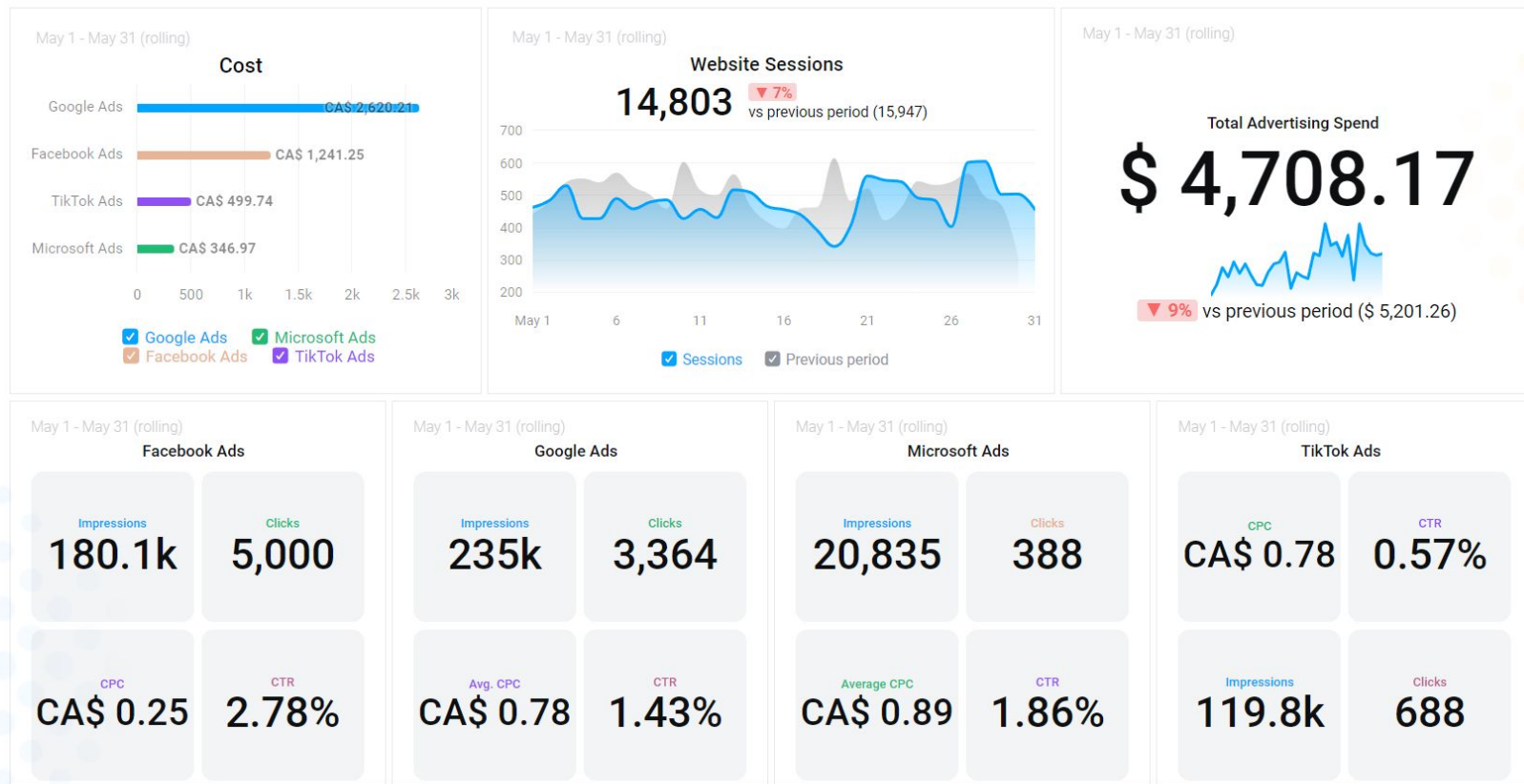
**FREE DASHBOARD**

**CUSTOM CREATIVE - \$75/HR**

# REPORTING

- MONTHLY PERFORMANCE REVIEWS
- INTERACTIVE DASHBOARD
- DELIVERED REPORTS

# smedia DASHBOARD REPORTING





# smedia DASHBOARD REPORTING

Last Month (Jun 1 - 30)

## Users

New Users

12,823

Average Session Duration

3m 33s

Engaged Prospects

5,485

Engaged Prospect Conversion Rate

28.96%

Last Month (Jun 1 - 30)

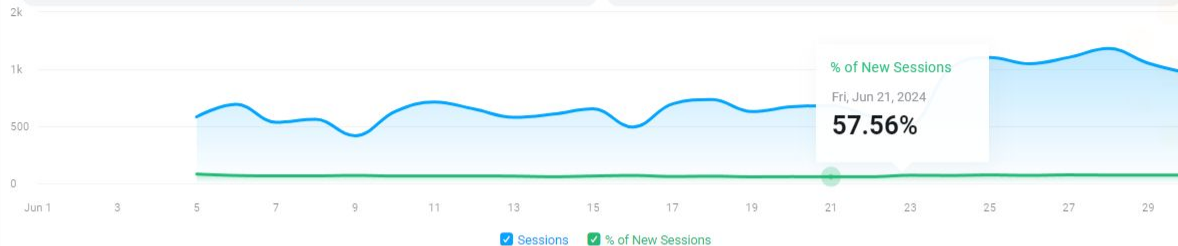
## Sessions and Users

Sessions

18,939

% of New Sessions

67.71%

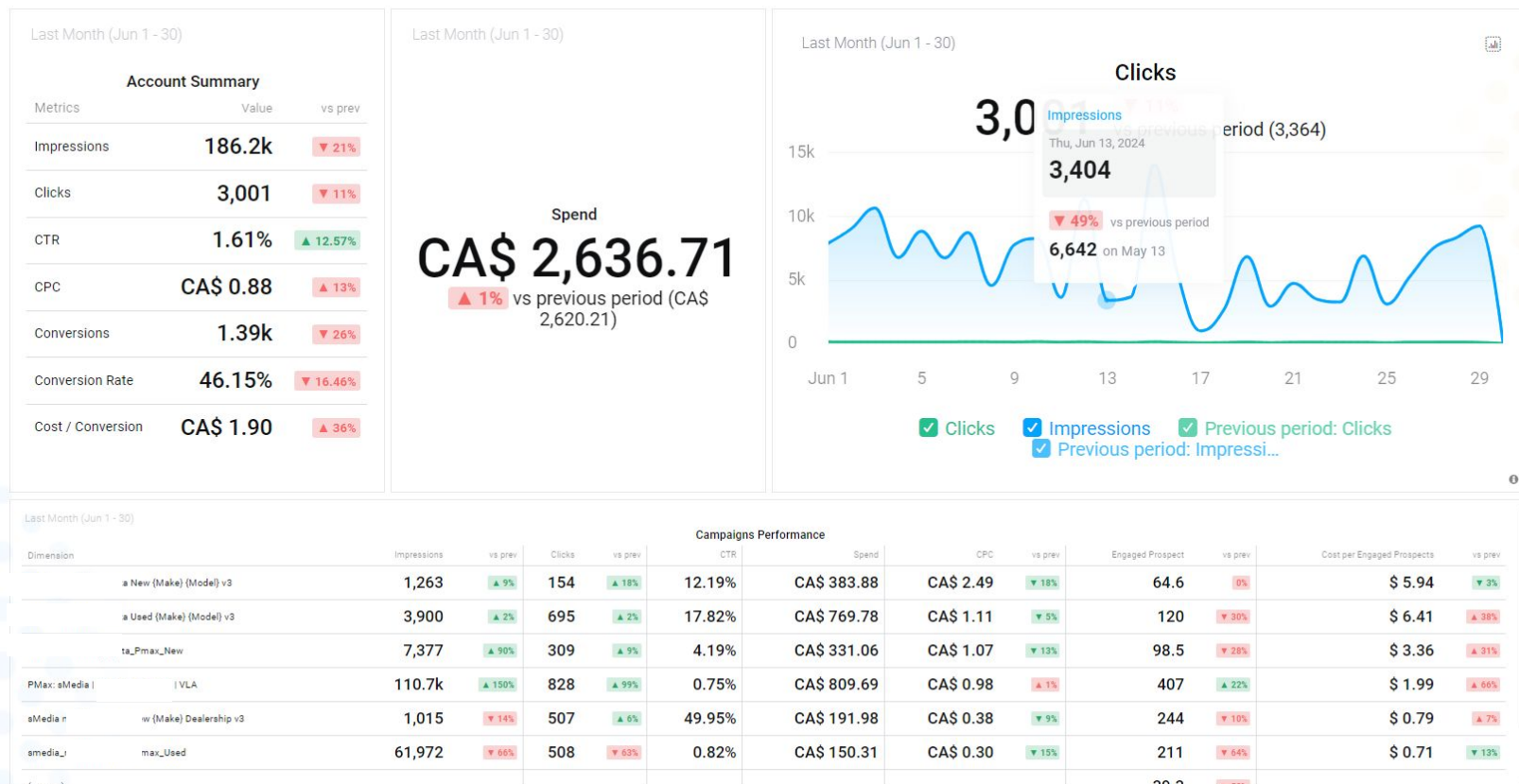


Last 30 days (Jun 29 - Jul 28)

## Source / Medium Performance

Source / Medium	Sessions	vs prev	Engagement Rate	vs prev	Conversions	vs prev	Engaged Prospects	vs prev	Engaged Prospect Conversion	vs prev
m.facebook.com / referral	11,496	▲ 509%	14.95%	▼ 25%	270	▲ 207%	123	▲ 151%	1.07%	▼ 59%
(direct) / (none)	9,334	▲ 217%	21.29%	▼ 65%	2,762	▲ 44%	1,305	▲ 9%	13.98%	▼ 66%
google / organic	6,794	▲ 38%	78.66%	▲ 2%	3,240	▲ 68%	1,527	▲ 30%	22.48%	▼ 6%
gbp / organic	4,509	▲ 36%	84.19%	▼ 1%	2,643	▲ 48%	1,245	▲ 11%	27.61%	▼ 18%
google / cpc	1,916	▼ 16%	74.79%	▼ 7%	2,295	▲ 51%	1,028	▲ 11%	53.65%	▲ 32%
(not set)	777	▲ 411%	25.23%		309	▲ 348%	149	▲ 292%	19.18%	▼ 23%

# smedia DASHBOARD REPORTING



# smedia DASHBOARD REPORTING

Last Month (Jun 1 - 30)

## Account Summary

Metrics	Value	vs prev
Impressions	232.1k	▲ 29%
Clicks (All)	4,645	▼ 7%
CTR	2%	▼ 28%
CPC	CA\$ 0.37	▲ 51%
Reach	32,386	▲ 33%
Frequency	7.17	▼ 3%
Leads	0	0%

Last Month (Jun 1 - 30)

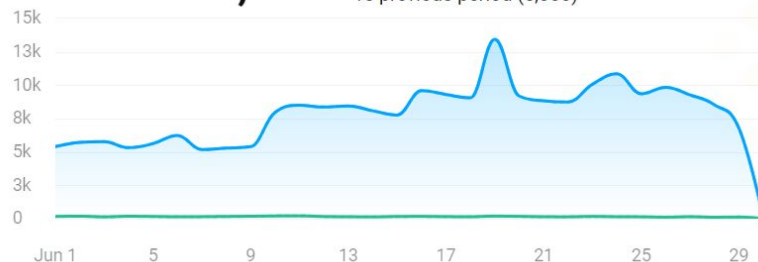


Spend  
**CA\$ 1,739.56**  
▲ 40% vs previous period (CA\$ 1,241.25)

Last Month (Jun 1 - 30)

## Clicks & Impressions

**4,645** ▼ 7%  
vs previous period (5,000)



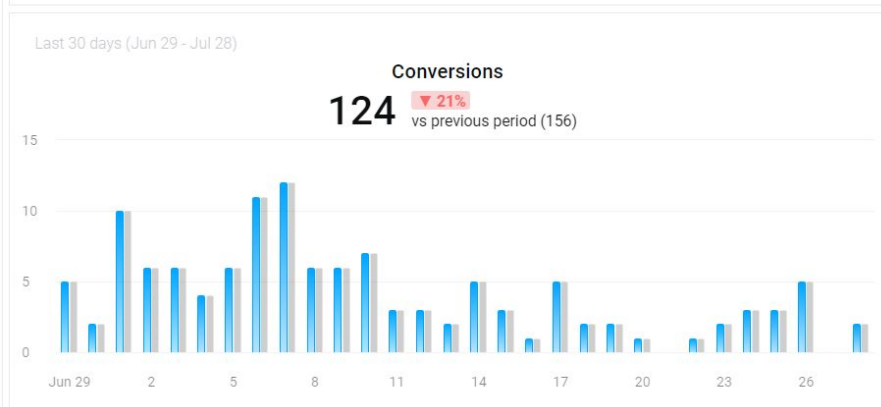
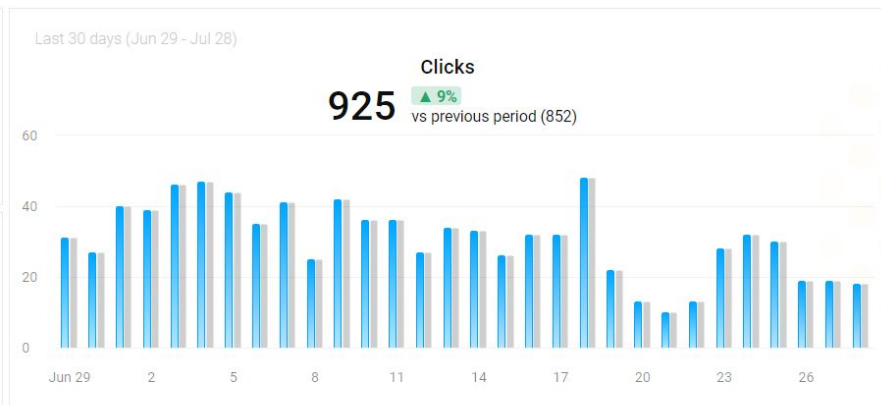
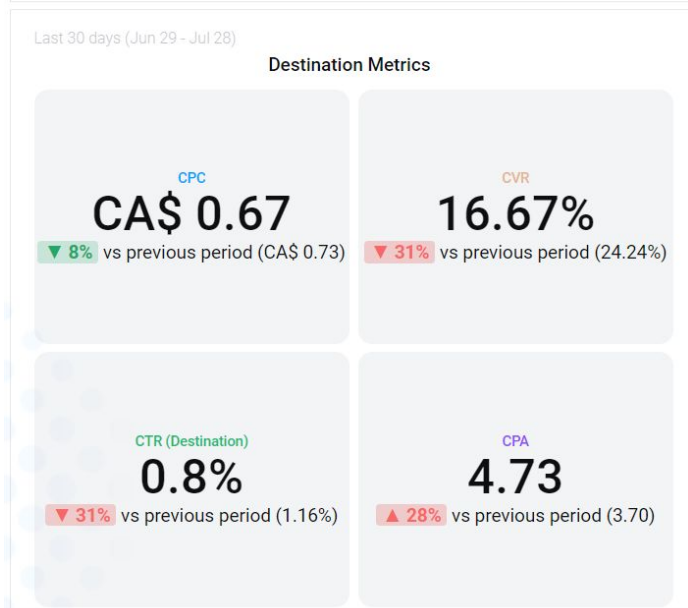
✓ Clicks    ✓ Impressions    ✓ Previous period: Clicks  
✓ Previous period: Impressions

Last Month (Jun 1 - 30)

## Campaign Performance

Dimension	Impressions	vs prev	Frequency	vs prev	Clicks	vs prev	CTR	Spend	CPC	vs prev
FB_sMedia_New_Conquest	8,052		1.78		48		0.6%	CA\$ 61.96	CA\$ 1.29	
FB_sMedia_New_Conquest (23857916699860684)	114.8k	▲ 200%	5.31	▲ 24%	917	▲ 105%	0.8%	CA\$ 905.26	CA\$ 0.99	▲ 48%
FB_sMedia_New_Retargeting (	8,871		8.24		98		1.1%	CA\$ 89.94	CA\$ 0.92	
FB_sMedia_New_Retargeting (	6,898	▼ 31%	7.12	▼ 25%	249	▼ 9%	3.61%	CA\$ 58.24	CA\$ 0.23	▼ 36%
FB_sMedia_Used_Conquest (2	83,056	▼ 10%	5.21	▼ 12%	2,488	▼ 15%	3%	CA\$ 528.33	CA\$ 0.21	▲ 15%
FB_sMedia_Used_Retargeting	10,459	▼ 15%	10.8	▼ 10%	845	▼ 15%	8.08%	CA\$ 95.83	CA\$ 0.11	▲ 13%

# Smedia DASHBOARD REPORTING



# Service

## FULL SERVICE IN ENGLISH

- **Customer Success Manager**
  - Regular Performance Meetings on a monthly or as needed basis
- **Ad Strategists**
  - Our ad strategists are monitoring campaigns and making adjustments
- **Support and Implementations**
  - We have a team of developers that can quickly solve any issues

## CUSTOMER SUPPORT

- Multiple Time Zones
- [support@smedia.ca](mailto:support@smedia.ca)
- 1-855-775-0062

## FRENCH SERVICE COMING SOON

- We are actively hiring to expand our business to provide French services





Improving the customer experience  
through data and technology

# QUESTIONS?



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