



WIN MORE LOCAL SEARCHES THAN THE COMPETITION

purecars.com/mazda | mazda@purecars.com

STAY AHEAD OF THE COMPETITION ON GOOGLE, BING, AND YAHOO

BIG RESULTS, SMALL INVESTMENT

Feature Your Vehicle Inventory and Profit Centers to High Intent Shoppers

WHAT IS LOCAL ENGAGE?

One fixed cost to appear above the fold on Google, Bing, and Yahoo.

Digitally savvy shoppers expect to quickly and easily find the dealership that best meets their needs. Make sure you jump to the top of every search by displaying the most relevant information about your dealership and service centers.



SHOWCASE
Your Inventory

✔ **MAXIMIZE** the number of times your dealership, inventory, and services are showcased to shoppers on Google, Bing, Yahoo and all major local directories.



OWN
Service & Parts Searches

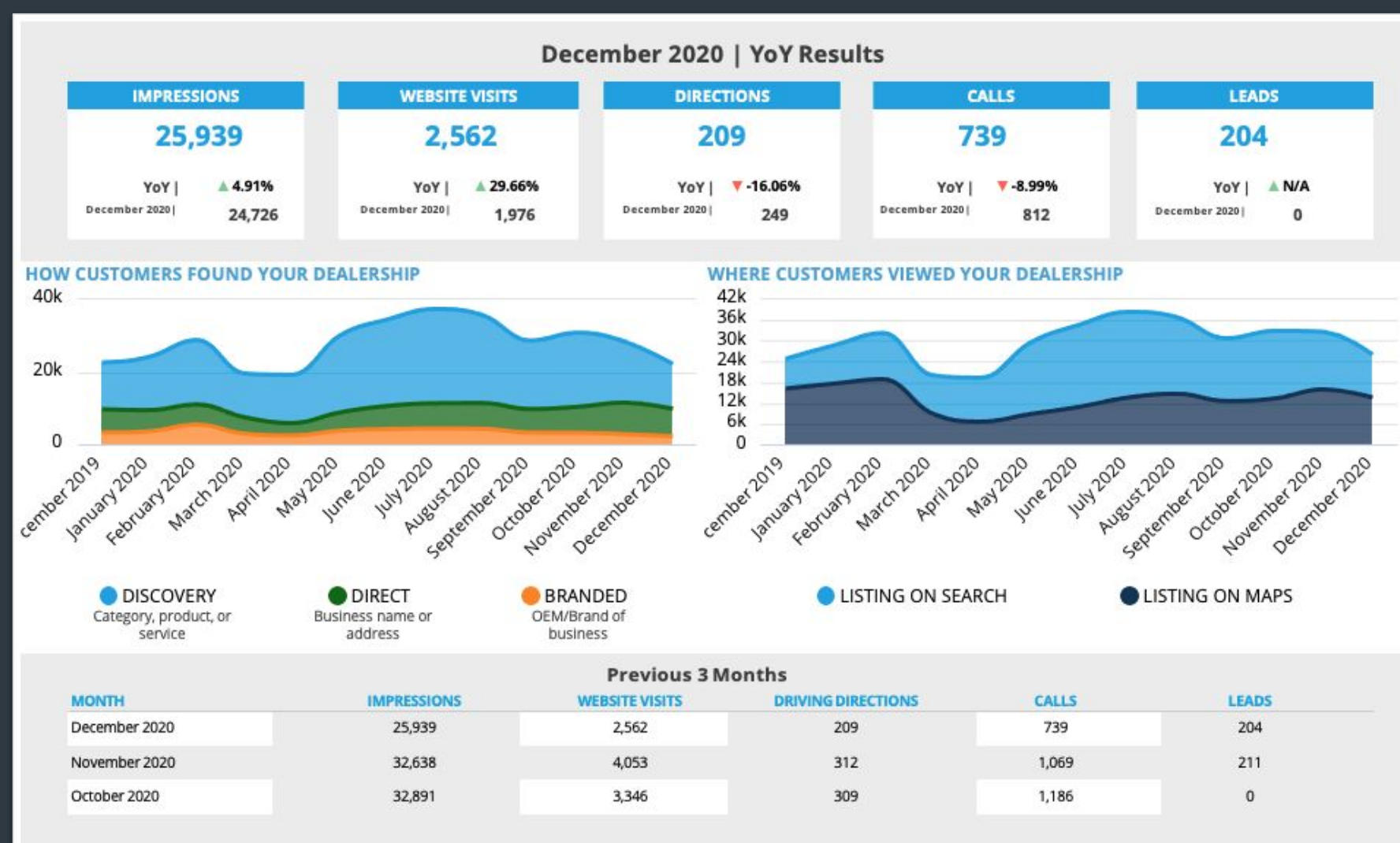
✔ **COMPLEMENT** your existing Content SEO and Paid Search (SEM) strategies to increase impressions in searches, calls, website traffic, and showroom visits with optimized Google My Business listings.



GENERATE
Calls & Showroom Visits



REACH
Early & Late-Stage Shoppers



Optimized GMB listings drive more visits, calls, leads and map views.

LOCAL ENGAGE CASE STUDY

WHO
8 Stores

WHAT
Local Engage

WHEN
Mar 1 - Nov 30, 2019

THE RESULTS

A dealer group in Springfield, MA implemented Local Engage at 8 of their 15 locations for a period of nine months. The stores on Local Engage saw a 9x lift in website traffic YoY and a 76x lift in leads YoY. During the same time period stores not using Local Engage witnessed a 10% growth in website traffic and a -3% decline in leads.

Total Impressions

111%

YoY INCREASE

Total Map Views

179%

YoY INCREASE

Total Website Visits

98%

YoY INCREASE

Total Click-to-Calls

135%

YoY INCREASE

Total Driving Directions

91%

YoY INCREASE

Total Leads

916%

YoY INCREASE

MAZDA DIGITAL ADVERTISING APPROVED PRICING

Stand Alone

\$450

PER MONTH

OR

Add-on to Mazda Package

\$250

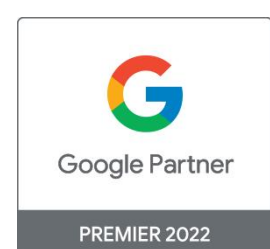
PER MONTH

Includes:

- ✓ Optimized GMB Listings for Variable and Parts & Service
- ✓ CarsForSale integration (requires inventory data feed)
- ✓ PURE™ Insights Market Intelligence Platform

CUSTOMIZABLE ADVERTISING · MERCHANDISING TOOLS · MARKETING INTELLIGENCE

PURECARS MEDIA PARTNERS



PURECARS

BOOK A DEMO

Since 2007, PureCars has helped thousands of dealers improve their advertising effectiveness, lower ad costs per unit sold and per repair order. Through our unique combination of advanced advertising solutions, digital merchandising and market analytics, we provide dealers and partners with best-in-class solutions that increase efficiency and profitability. We are a certified digital provider for 17 OEMs in the U.S. and 1 in Canada, compliant with 40+ brands and serve 65 of the top 100 dealer groups in North America. As an industry leader in digital advertising and merchandising solutions, PureCars brings the experience and technology to dealers and dealer groups to market cars and convert leads, at scale. Backed by our proprietary PURE Insights, we're committed to empowering dealers through our industry-leading tech which leverages data and insights to make smarter media buys and deliver highly qualified sales opportunities for your dealership.

VISIT

purecars.com

CONTACT US

mazda@purecars.com

MAZDA DIGITAL CERTIFIED

mazdadigitalcertifiedprogram.com

info@mazdadigitalcertifiedprogram.com

[1-844-683-3151](tel:1-844-683-3151)

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