

Packages	Management Type	Minimum Media Spend
Package A* Paid Search, Retargeting <i>*1st Set of Evergreen Retargeting Creative Free</i>	20%	\$1,000
Package B* Paid Search, Retargeting, Social <i>*1st Set of Evergreen Retargeting Creative Free. Static Facebook Ad Included; Additional Social Creative A La Carte</i>	20%	\$2,250
Package C* Paid Search, Retargeting, Social, Display <i>*1st Set of Evergreen Display/Retargeting Creative Free. Static Facebook Ad Included; Additional Social Creative A La Carte</i>	20%	\$3,250

Add Ons	Price	Minimum Media Spend	
Oracle Data	Package 1 (Spend: \$500-\$1,000)	\$200/mo	\$500
	Package 2 (Spend: \$1,001-\$2,000)	\$250/mo	\$1,001
	Package 3 (Spend: \$2,001+)	\$300/mo	\$2,001
Custom Creative Display, Retargeting, or Social asset creation	\$100/piece	–	
FUEL FUEL software fee for parts inventory advertising <i>*only needed if not already leveraging FUEL for Sales efforts</i>	\$200/mo	–	

GOOGLE & BING SEARCH: Search allows you to reach your customers when they are actively looking for your services, and with 75% (and growing) of traffic originating from a mobile device, it has become vital to ensure you take a top spot in the results. We focus first and foremost on those searches that will get our dealer partners their highest return on investment with us. These are your customers who are ready to convert here and now, and we need to provide them easy access to the services they need, so they aren't lost to a third party repair shop.

DISPLAY & RETARGETING: Display and retargeting help keep our clients top of mind for potential and existing customers, as well as provide a platform to reach your customers beyond when they are actively searching for you. For Parts & Service specifically, we're able to utilize Google's in-market data to serve to those who are in-market for vehicle maintenance. Display provides you with an outlet to reach these customers before they know to search for you.

FACEBOOK PAID SOCIAL: We leverage niche, layered automotive targeting to drive users to schedule service at their local Mazda dealership. Through thumb-stopping creative, ownership targeting down to the model level, and strong call-to-actions, we provide all the tools our dealers need to get new and long-lost customers in the door. As a recognized strategic partner of Oracle (Elite Auto Data Marketer Partner Program), we are also able to target customers through vehicle registration data down to the model, which is a game-changer for Parts & Service Ops. It provides our clients with the ability to target local customers we already know own a Mazda — so there is no reason they shouldn't be coming to their local Mazda dealership for stellar service.

FUEL: FUEL is our proprietary dynamic inventory advertising program that creates custom, highly-targeted paid search text ads and keyword lists based on real-time inventory data and conditional logic. This A.I. targets low-funnel shoppers with intelligent bidding decisions based on shopper intent, spending dollars precisely where and when they are most likely to buy to maximize marketing ROI. Each campaign is manually built, monitored, and continuously refined by our team of paid search specialists, and dynamically leverages inventory variables such as number in stock, days on the lot, VDP views, and more. FUEL then automatically A/B tests all ads and runs the highest performing versions after sufficient data is collected, ensuring dealers are spending budget on high-converting ads.