



**DEALER
TEAMWORK**

We're built for that.

SUBARU OF
AMERICA

CERTIFIED
PAID SEARCH
PROGRAM



DEALERTeamwork.COM/PARTNERS/SUBARU
888.385.1284

WHY DEALER TEAMWORK



Dealer Teamwork built the first digital advertising AI solution that helps dealers do more of what they do best: sell cars, fill the service bays, and grow month-over-month and year-over-year.

Dealer Teamwork, powered by the patented MPOP® | **We're built for that.**

"It's not about spending more or less, it's about what you get for your money. Dealer Teamwork helps us capture the right audience to meet our business objectives."

- Charlie Sann, GM Kocourek Subaru -

↑ 2.5X
MORE TRUE LEADS*

↓ 4X
LOWER COST*

Compared to 2019 Cox Automotive & 2023 FirstPageSage published industry standards and benchmarks



**DIGITAL ADVERTISING
 PRODUCTS & SERVICES**

	SILVER \$1,199	GOLD \$2,299	PLATINUM \$3,499
Dealer Teamwork Patented MPOP® Technology	✓	✓	✓
New Vehicle & Branded/Regional Paid Search	✓	✓	✓
Dynamic New Car & Make/Model Offer Pages	1	5	10
Display Advertising	✓	✓	✓
Remarketing	✓	✓	✓
Performance Reporting/Analytics	✓	✓	✓
Digital Performance & Strategy Meeting	Monthly	Twice Monthly	Up to Weekly
CPO/Pre-Owned Paid Search		✓	✓
Dynamic CPO/Pre-Owned Inventory Offer Pages		3	5
Additional Landing Pages from DT Content Library		1	2
Paid Social (Facebook/Instagram AIA)		Pick 1 Social	✓
Video Advertising (YouTube Standard)		or Video	✓
Service/Fixed Ops Paid Search			✓
Dynamic Service/Fixed Ops Offer Pages			3
No Charge for Ad Spend Up To	\$7,500	\$15,000	\$30,000
Setup & Installation Fee	\$499	\$750	\$750

**DIGITAL ADVERTISING
 OPTIONS/ADD-ONS**

	SILVER \$7,500	GOLD \$15,000	PLATINUM \$30,000
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Additional Ad Spend Above These Amounts Subject to Additional Fees

Additional Platform & Service Fees (% of Ad Spend Above Levels)	20%	16.5%	12.5%
Add PMax with Google Vehicle Ads (GVA)	20% (\$300 min fee)	16.5% (\$300 min fee)	12.5% (\$300 min fee)
Add CPO/Pre-Owned Ads & Pages to Silver (included with Gold & Platinum)	\$599	included	included
Add Social or Video Advertising to Silver or Gold (included with Platinum)	\$599	\$399	included
Add Service Ads to Silver or Gold (included with Platinum)	\$699	\$499	included

**OPTIONAL SEO SUITE
 ADVANCED ADD-ONS**

SILVER \$1,499	GOLD \$2,299	PLATINUM \$3,499
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Requires Dealer Teamwork MPOP® and Dig Ad Package

On-Page Website Content Optimization	up to 10 pages	up to 25 pages	up to 50 pages
Strategic Keyword Research & Analysis	up to 20 keywords	up to 50 keywords	up to 100 keywords
Competitor Research & Analysis	up to 1 competitor	up to 3 competitors	up to 5 competitors
Technical SEO Website Audit	up to 10 pages	up to 25 pages	up to 50 pages
Analytics & Tracking Website Audit		✓	✓
SEO Performance & Strategy Review		Quarterly	Monthly
Conversion Rate Optimization Analysis & Recommendations			✓
Additional Landing Pages from the DT Library			up to 2 pages
Off-Site Content Links			up to 2/month (max 10 total)
One-Time Setup & Installation Fee	\$499	\$799	\$999

**LOCAL SEO SUITE
 ADVANCED ADD-ON**

SILVER \$499	GOLD \$399	PLATINUM \$0
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Requires Dealer Teamwork MPOP® and Dig Ad Package

Google Business Profile (GBP) Optimization	✓	✓	Included
Business Listing/Local Directory Update Syndication	✓	✓	Included
New & Pre-Owned Sales Profile Posts (3X per week each month)	✓	✓	Included
Google Cars for Sale/Vehicle Listings	✓	✓	Included
Service GBP Optimization	✓	✓	Included
Service Profile Posts (3X per week each month)	✓	✓	Included



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You are the Dealer.
We're the Team that does the work.
Together...We're Dealer Teamwork.
We look forward to working for YOU!



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