

FORCE MARKETING

We execute marketing that drives your business forward.

Sales Program

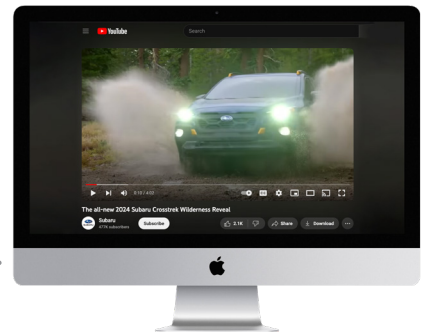
When it comes to automotive marketing, understanding the customer journey is key to the success of any marketing strategy. With Force Marketing's rich portfolio of brands you can now rely on one partner to deliver the right message to the right consumer during every stage of their car shopping, buying and service journey. From the time a consumer begins consideration on brand, price and retailer location, to the moment they consider their purchase or financing options, down to the communication after the sale through service and parts support. Force Marketing offers a new front-to-back consumer lifecycle marketing solution.

Our Solutions



Social Advertising

We design custom ads relevant to your retailer's sales or service goals. Choose from specific in-market audiences that target consumers with the highest propensity to buy or service their vehicles at your retailer based on 1,000+ demographical, behavioral, and locational attributes. We offer custom first-party data, lists, remarketing and lookalikes with Facebook. Our available ad sets include lead ads, traffic ads, and video ads.



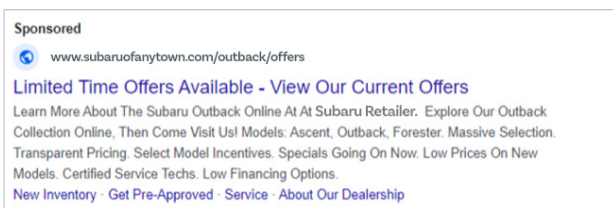
Video

Online Video Marketing Package includes: Pre-Roll ads consisting of Direct Advertisers, SSP's, Trading Desks and Agencies competing for our publisher's traffic via programmatic video ad buying. Custom video production services with already integrated pre-roll ads for approved publishers. Google Micro-Moments to optimize campaigns down to the keyword level, leveraging ad extensions such as location, call, call out, structured snippets and price.

Paid Search



With our paid search management, we help you generate more leads. Our strategy utilizes Google Micro Moments to optimize campaigns down to the keyword level, leveraging ad extensions such as location, call, call out, structured snippets and price. We also provide best in class dynamic ads to make sure your inventory is always front and center.



Display and Retargeting

Our display campaigns utilize custom creative strategically designed to reach more customers while targeting the right demographics, keywords and more. Display and retargeting maximize the frequency prospects see your offers in a given ad period and are an impactful way of increasing overall site engagement and lead conversions.



Static



Dynamic

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Our Subaru Certified Paid Search Program Add On Solutions



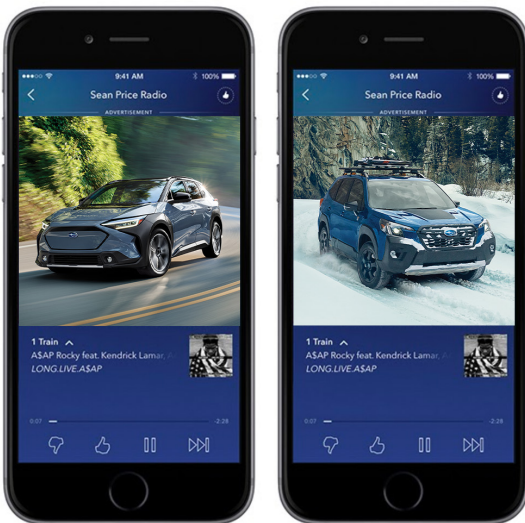
DRIVE Dynamic Video OTT/CTV

DRIVE Dynamic Video Our award-winning streaming video platform generates dynamic videos based on your current inventory, combining a personalized digital shopping experience with an actual VIN from your website. DRIVE gives retailers the ability to reach in-market shoppers across all channels including YouTube, programmatic networks, OTT, and CTV streaming services like Amazon Fire TV, Hulu, Roku, Sling, etc. It is fully automated, provides real-time updates, and tracks in-store visits from every consumer it reaches.



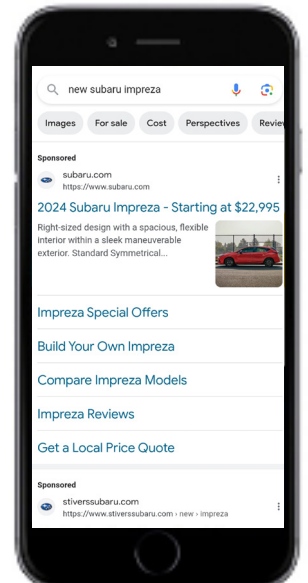
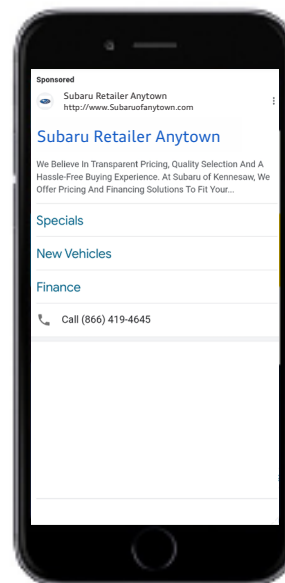
Streaming Audio

Our audio streaming strategies can target auto consumers by demographic, interest, geolocation, device type, genre, playlist, and more. With consumers now spending an average of 4.5 hours daily listening to streaming audio through streaming services, podcasts, and app content there's a ton of untapped marketing opportunities for auto retailers. Our streaming audio campaigns connect and convert listeners into buyers.



SEO - Search Engine Optimization

We offer 100% unique content that is optimized for search engines and tailored to your website's needs. Our SEO experts provide website content & user experience audits, schematic markup and citation building services, social media and ORM integration, custom landing pages, and real-time performance tracking. Our unique account management system allows for a dedicated support team to review daily KPIs and ensure your account data is actionable.



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M A R K E T I N G

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Our Subaru Digital Certified Add-On Solutions



Lead Reanimation (RECAPTURE™) + HELIX

Helix - We've built a marketing automation platform that changes the game. Helix combines audiences, attribution, and automation for the automotive industry, with more than 35 million automotive customers and 280 million evaluatory data points. With a data-driven strategy and partnerships with more than 40 data providers, we can identify and target customers that are in-market and looking for your inventory. From maximizing your budget to decreasing your average cost-per-unit, we are 100% focused on your ROI and on making your retailer as profitable as possible.

Recapture - RECAPTURE™ is the industry's only lost shopper capture and marketing automation program. Each site visitor is identified and pushed through our proprietary Audience IQ™ platform where actionable marketing data is appended and validated using industry leading permission-based data aggregators. Each prospect is marketed to using personalized digital campaigns and mobile marketing throughout the month from their initial point of departure if they do not convert. Each on-site visit and journey is recorded and provided to the retailer in their CRM along with a customer purchase propensity score to assist in the sales prospecting process. Retailers convert these leads to sales at an average of 17%, almost double the industry average closing percentage on internet leads.



Service Retention (ServiceDrive®)

The ServiceDrive® Retention platform is the most advanced and flexible retention and loyalty solution in the market. Our solution expands communications to a retailer's entire DMS, with channels (social, display, and streaming video), adds more touchpoints (triggers) to the customer journey, assisting your retailer to retain customers before they defect. aTom Retention platform is the most flexible solution in marketing and can be utilized as a full-service retention program that encompasses the entire ownership experience. Additionally, ServiceDrive® can be utilized as a "wrap around" retention solution to enhance the fundamental, linear, one size fits all programs offered by standard OEM programs. ServiceDrive® Retention platform allows your retailer to reach a larger audience at a higher frequency with our "always on" triggered communication platform. Encourage sales with strategically timed sales-related communications. aTom Retention focuses on the retailer challenges which deliver greatest results!



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Certified Digital Services

	Description	Price
Paid Search	Software and management of paid search campaigns on Google and Microsoft. Includes Dynamic campaigns.	15.00%
Paid Media	Software and management of paid media campaigns across Dig Ad publishers, including, Meta (Facebook and Instagram), Display/Retargeting, Performance Max (including VLA), YouTube and Programmatic. Campaigns include Dynamic Inventory where applicable.	20.00%
Streaming Media	Premium placement of streaming video, including Amazon. Includes store visit and sales attribution.	15.00%
Streaming Audio	Premium placement of streaming audio, including Amazon. Includes store visit and sales attribution.	15.00%

Add Ons

	Description	Price
	Software for daily inventory updates and monitoring. Includes OTT/CTV and YouTube.	\$995*
Video Production	Includes VO and Video Production for :15 or :30 Video. Can include foreign language campaigns.	\$695.00
	1st and 3rd party audience activation + omni-channel 1:1 attribution. Includes DMS integration.	\$995.00
Recapture Base	Lost Shopper Animation and Reactivation 	\$3,495.00
Recapture Plus	Lost Shopper Animation and Reactivation Base + BDC	\$4,495.00
Recapture Premium	Lost Shopper Animation and Reactivation Plus + Mail	\$5,495.00
Enterprise SEO	Onsite optimizations + custom content (up to 3 pages per month).	\$1,495.00
Banner/Special Creative	Includes up to 15 pieces of creative for specials and/or banners.	\$795.00
	Software for personalized service marketing through video. Includes OTT/CTV and YouTube.	\$295.00
Audio Production	Includes VO and Audio Production for :15 or :30 Digital Audio. Can include foreign language campaigns.	\$395.00
Vehicle Listings	A la carte.	\$95.00