

Foundation Direct  
Subaru  
*Pricing Guide*  
2025



# Subaru Program Pricing

| Search Engine Marketing   | Lite | Plus | Platinum |
|---|------|------|----------|
| Branded, Dealer Terms, Geo-Targeted Campaigns   | ✓    | ✓    | ✓        |
| New Car: Make/Model Campaigns <i>(daily updates driven from inventory &amp; pricing)</i>                  | ✓    | ✓    | ✓        |
| Used Car: Make/Model Campaigns <i>(daily updates driven from inventory &amp; pricing)</i>                 | ✓    | ✓    | ✓        |
| Vehicle Listing Ads <i>(daily updates driven from inventory &amp; pricing)</i>                            | ✓    | ✓    | ✓        |
| Service: Offers Campaigns   | ✓    | ✓    | ✓        |
| Used Car Acquisition  | ✓    | ✓    | ✓        |
| Custom Campaigns: Reservation / Future Models / EV Heavy up   | ✓    | ✓    | ✓        |
| Performance Max (pMax)  |      |      |          |
| Dynamic new car inventory-based ads across platforms (Display, Video, and Search)                         |      | ✓    | ✓        |
| Social Media  |      |      |          |
| Unlimited New & Used Car Dynamic AIA Inventory Driven Ads   |      |      | ✓        |
| Dynamic In-Market Reach & Awareness Ads (Model)   |      |      | ✓        |
| Dealer Provided Creative Campaigns  |      |      | ✓        |
| YouTube Video Ads   |      |      |          |
| New & Used Car YouTube Video Ads  |      |      | ✓        |
| Unlimited New & Used Car Creative Production <i>(daily updates driven from inventory &amp; pricing)</i>   |      |      | ✓        |
| Display   |      |      |          |
| Unlimited New & Used Car Dynamic Ad Production <i>(daily updates driven from inventory &amp; pricing)</i> |      |      | ✓        |
| Tagging & Monitoring  |      |      |          |
| GA4 Website Tagging   | ✓    | ✓    | ✓        |
| Custom Goal Configuration   | ✓    | ✓    | ✓        |
| Real Time Media Metrics <i>(Dealer Reporting Dashboard)</i>   | ✓    | ✓    | ✓        |
| Daily Monitoring  | ✓    | ✓    | ✓        |

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# Subaru Pricing (continued)

| Business Intelligence         |         |         |         |
|-------------------------------|---------|---------|---------|
| Inventory Visualization       | ✓       | ✓       | ✓       |
| Google Search Demand Data     | ✓       | ✓       | ✓       |
| Automotive Trends Data        | ✓       | ✓       | ✓       |
| Consultation & Strategy       |         |         |         |
| Monthly Reporting             | ✓       | ✓       | ✓       |
| Live Monthly Performance Call | ✓       | ✓       | ✓       |
| Expertise - 6 Former Googlers | ✓       | ✓       | ✓       |
| Package Cost (Monthly)        | \$2,495 | \$2,995 | \$3,495 |
| Setup Fee                     | \$500   | \$750   | \$1,000 |

## A La Carte Offerings To Meet Individual Needs

| Streaming Ads (OTT)   | Campaign Offerings |
|---|--------------------|
| In-Market Shoppers (On-Brand)   | ✓                  |
| Conquest Competitors (Off-Brand)  | ✓                  |
| Branding: TV-Like Alternative (A25-54)  | ✓                  |
| Package Cost (Monthly)  | \$595 + 22% Media* |
| *Demand-Side-Platform fee is 22% passed thru to Dealer; FD is not making money off your media |                    |
|   |                    |
| Creative Options  |                    |
| Assets Included: Dynamic Inventory-Based Ads w/ Regional Offers                               | Included           |
| Semi-Custom Ads (customized 5s open; customized :10s close) for Top 3 Models                  | 1x fee of \$795    |
| Contract Details/Minimums   |                    |
| A minimum monthly ad spend of \$3,500 is required   |                    |
|   |                    |