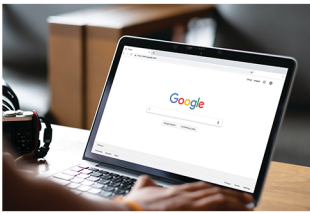




DIGITAL MARKETING PROGRAM

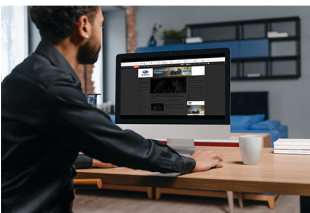
"We highly recommend Fox Dealer to anyone looking for an innovative, responsive, leading-edge company to support their digital marketing program."

Vikki Murphy | Executive Vice President, Wilson Automotive Group



PAID SEARCH ADVERTISING

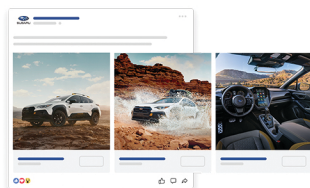
We know it's competitive out there. That's why we use a data-driven approach mastered by actual humans that have a vested interest in making sure your campaigns perform at the lowest possible cost per click. No empty promises, only real results you can hold us accountable for. Fox Dealer uses a proprietary tool that blends Google Analytics and AdWords to provide automated recommendations on bid adjustments and optimizations (based on the KPI measurements above) and segments by geography



DISPLAY & RETARGETING ADVERTISING

Customized display ads with a punch.

Showcase your best offers with geo-targeted offers proven to increase engagement rates with elite visual impact. Our in-house designers craft banners to match the personality of the site, highlight the vehicles you care most about and ensure the highest conversion.

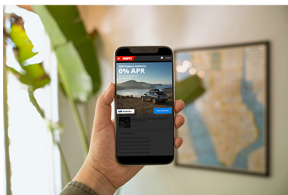
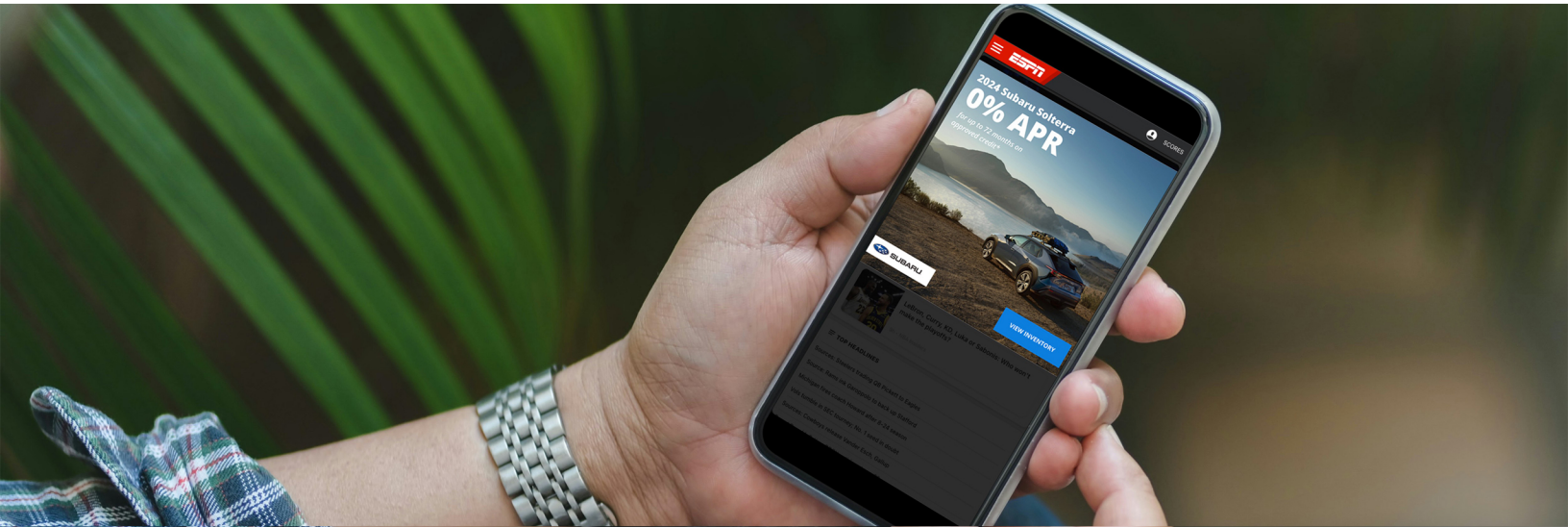


SOCIAL MEDIA ADS

Let's get social

Let Fox's social media experts craft a customized advertising plan to fit your business needs, utilizing the most effective tactic for your objectives. Want to acquire new customers? Need to sell more used cars? Retarget model specific visitors with a custom offer? We've got you covered. From Dynamic Inventory Lead Ads, Integrated Messenger Ads, Instagram Videos, to Pandora Audio Interstitials, Fox delivers the right creative to the right audience, and ultimately, more sales and service customers to your door.

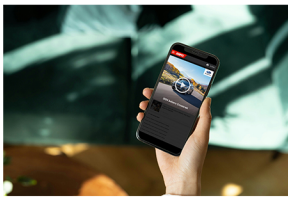




MOBILE ADVERTISING

Your vehicles in the palm of their hands.

Mobile ads are available on all devices and across all environments. Elevate your results by Geo-fencing areas, competing dealerships, or specific event locations. Geo-fenced data can pinpoint users precisely based on WiFi, cell tower signals, GPS coordinates, and mobile app activity. Hone your mobile targeting further with all of the data available in desktop campaigns.



VIDEO ADVERTISING

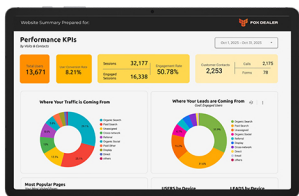
Fox Dealer video campaigns are designed to enhance and expand your branding and conversion efforts across multiple video channels, including re-targeting, in-market and affinity audiences to maximize your reach and all creative built in-house to reduce your cost.



EMAIL MARKETING

From the Inbox to Your Dealership Floor

Email marketing is an effective channel for customer acquisition. We analyze your market to determine your dealership's targeted shoppers. We then send relevant offers and incentives to those potential customers that reflect the dealer's website. We utilize qualified IP servers and adhere to strict email policies in order to maintain a healthy sender score.



DATA STUDIO REPORTING

Empowering Your Dealership with More Data than the Other Guys

Fox's Data Studio Reporting features real-time data powered by APIs. Most providers only give impressions, clicks and page views. At Fox, we go further and report on how many clicks we got you and how many of those clicks were converted into phone calls and leads. That means we operate off the dollar amount of your average cost per customer contact, not only cost per click. Our monthly reviews take a consultative approach where we review tangibles and may discuss next steps and optimizations.





MEDIA CAMPAIGN MANAGERS

Technology + People = The Best Results

Fox insists on a concierge approach, with real people managing your campaigns rather than relying solely on an automated bidding system. Our director-level staff personally monitors and manages each dealer's campaign on a day-to-day basis – with the goal of making your dealership more competitive and your spend more efficient. Your dedicated account manager ensures that changes are implemented quickly, and your advertising gets the hands-on attention it deserves. For us, it's about transparency and providing you with custom campaigns that convert at the highest rate possible. Our SEM campaigns are more customized than the competition.

"Fox Dealer delivered the results they promised and then some. The elevated brand awareness is what Cadillac needed to increase market share in Southern CA."

- Cliff Allen, President, Southern Cadillac Dealerships Association



**Only Subaru Provider
Offering 24/7 Support**



Certified Digital Services		Price
Paid Search	Management and purchasing of paid search advertising.	18%
Display Advertising	Management and purchasing of display media advertising, including retargeting.	
Paid Social Advertising	Management and purchasing of social media advertising, including retargeting on platforms including, but not limited to Facebook, Instagram, TikTok, and Twitter.	18%
Video Advertising	Management and purchasing of programmatic advertising spots to run on all video platforms, including computer, mobile phones and tablets that may not be limited to full stream players.	18%
Advanced TV/OTT	Management and purchasing of programmatic video advertising spots to run on connected and non-linear television platforms	18%
Audio Streaming	Management and purchasing of audio ads which may also include display advertising spots to run on audio streaming services	18%
Linear TV/Broadcast TV	Management and purchasing of advertising spots to run on cable and broadcast television.	18%
Performance Max / Vehicle Listing Ads	Management and maintenance of Performance Max advertising with Vehicle listings including inventory management for the purposes of advertising.	18%

Add Ons		Price
Fox Engage	Management and implementation of web-based service to facilitate customized offers to website visitors, including but not limited to email marketing followups, on-site promotions and audience retargeting on media platforms such as Meta.	\$1,999
Defend SEO	Search engine optimization including Optimize Google Business Profile (GBP), monthly Google Posts (offers or blogs), On-Site SEO, (NAP, Mobile Optimization, Unique Meta Titles and Descriptions), Image Alt Tags, Internal Link Optimization, Monthly Content Creation, Site Speed Audits, Custom Unique Website Content, Link Building, Citation Management, Search Console Set up, Google Analytics linking.	\$1,495
Boost SEO	Includes all of the features in Defend SEO plus: GBP FAQ generation and answers, Monthly Blog, Technical Site Audits, Link Disavowal, Respond to Reviews on Google, Bing Webmaster Set up, Additional Monthly Content Creation (Total of 2 pages).	\$2,495
Conquer SEO + RM	Includes all of the features in Boost SEO plus: Add Photos to GBP, Yelp Profile Management, Solicit and Respond to Reviews, Additional Monthly Content Creation (Total of 4 pages).	\$3,595

