



# To be the best in your market, choose the best marketing partner.

Dominate market share with solutions that drive more sales at lower costs.



Discover a complete customer data and marketing platform for dealers. Retain more customers, attract better quality leads, convert more buyers, and optimize ad spend in the channels that work best for your business. And, do it with a partner that works alongside you every step of the way.



## Digital Advertising

**Maximize ROI and attract quality traffic to your site with the best in digital advertising.**

Our powerful ad technology gives you access to search, social, display, connected video, streaming audio and more. With integrated advertising across all channels, we'll drive better results, optimize performance in real-time and reduce ad waste.



## Market Data & Reporting

**Dive into insights on your performance – and your competition's, too.**

Get the data you need, when you need it with our market data and reporting. You'll get precise insight into ad spend, market demand, competitor performance and more. This insightful data helps you make better marketing decisions and improves advertising ROI.



[purecars.com/subaru](https://purecars.com/subaru)

[subaru@purecars.com](mailto:subaru@purecars.com)

877.860.7873



## MAIN PACKAGE

# PureCars Digital Marketing Platform

The most comprehensive advertising package in the business.

### Digital Advertising Package

#### Managed Marketing Services Includes:

- > Search, Display, Social, Video (YouTube),  
Google Vehicle Ads & Performance Max
- > On-Site Offers for dealer website
- > Digital Strategist Support
- > Compliance & Co-op
- > PURE™ Insights
- > Google Analytics 4 360 ("GA4 360")

Media budget required

**\$1,650/MO**

## ADD-ONS & A LA CARTE

### Social Advertising

Efficient Lead and Traffic Ads  
on Facebook and Instagram

Media budget required.

**ADD-ON INCLUDED / A LA CARTE \$700/MO**

### Enhanced Fixed Ops Advertising

Parts & Service Advertising  
Across All Channels

Media budget required.  
Channels are budget dependent.

**ADD-ON \$300/MO / A LA CARTE \$700/MO**

### PureCars TV (Enhanced Video)

TV Ads for a Fraction of the Cost  
on the PCTV Network (DV360, Amazon,  
Disney+/Hulu)

Media budget required.

**ADD-ON \$450/MO / A LA CARTE \$700/MO**

### Local SEO (Local Engage)

Optimized Google Business Profile  
& Vehicle Listings Integration

Listings integration requires inventory data feed.

**ADD-ON \$250/MO / A LA CARTE \$450/MO**

### On-Site Offers

Dynamic Offers on  
Your Website

**ADD-ON INCLUDED / A LA CARTE \$450/MO**

### Fixed Ops Digital Advertising

Google Search, Bing and Retargeting

\$1,200 media budget required.

**A LA CARTE \$300/MO**

### Over The Top Television (OTT)

Reach Consumers Where They Stream  
(YouTube, Amazon, Disney+/Hulu)

Media budget required.

**A LA CARTE \$500/MO**

## MEDIA PARTNERS



[purecars.com/subaru](https://purecars.com/subaru)

[subaru@purecars.com](mailto:subaru@purecars.com)

877.860.7873

