

RM

REUNION
Marketing



Paid Media Marketing

	Premier	Intermediate	Base
Subscribing Dealer Price	20% of Ad Spend	20% of Ad Spend	20% of Ad Spend

Adapt - Lead Driver

Brand Search Campaigns	✓	✓	✓
Regional Search Campaigns	✓	✓	✓

Adapt - New Inventory Targeting

Performance Max Campaigns - New Inventory	✓	✓	✗
Vehicle Listing Ads - New Inventory	✓	✓	✗
Retargeting Display Campaigns - New Inventory	✓	✓	✗
Competitor Display Campaigns	✓	✓	✗
Offer Based Search Campaigns	✓	✓	✗
Facebook & Instagram - New Car Campaigns	✓	✓	✗
Make Model Search Campaigns (Budget Dependent)	✓	✓	✗
Bing Search Campaigns (Budget Dependent)	✓	✓	✗

Adapt - Used Inventory Targeting

Performance Max Campaigns - Used & CPO Inventory	✓	✗	✗
Vehicle Listing Ads - Used & CPO Vehicles	✓	✗	✗
Retargeting Display Campaigns - Used & CPO Vehicles	✓	✗	✗
Facebook & Instagram - Used & CPO Campaigns	✓	✗	✗

Adapt | Fixed Ops Targeting

Performance Max Campaigns - Service Campaigns	✓	✗	✗
Service & Parts Search Campaigns	✓	✗	✗

Adapt | Stimulus Channels

Video Pre-Roll Ad Management (By Request)	✓	✗	✗
---	---	---	---

ALTITUDE

Subscribing Dealer Price

\$250.00

Altitude Market Data Add-On

Monthly Sales Dashboard (Dealer + Competitors)

✓

Weekly Inventory Dashboard (Dealer + Competitors)

✓

Search Engine Optimization (SEO)

	Premier PLUS	Premier	Intermediate	Base
Subscribing Dealer Price	\$3,000.00	\$2,700.00	\$1,900.00	\$1,350.00

KeyLift Technology

	Premier PLUS	Premier	Intermediate	Base
Market Landscape and Competitor Insight Map	✓	✓	✓	✓
Location Based Keyword Tracking	Up to 7 Cities	Up to 5 Cities	Up to 3 Cities	Up to 2 Cities
Dealer Competitor Keyword Tracking & Insights	6-10 Competitors	3-5 Competitors	✗	✗
Third-Party Competitor Keyword Insights	✓	✓	✗	✗

KeyLift Content

	Premier PLUS	Premier	Intermediate	Base
Dynamic 6-Month Content Plans	✓	✓	✓	✓
Content Pages Per Month	Up to 15	Up to 10	Up to 5	Up to 2
Dealership Blog Included in Content Plan	✓	✓	✗	✗

KeyLift AI

	Premier PLUS	Premier	Intermediate	Base
AI Overview Detection Tracking	✓	✓	✗	✗
AI Traffic & Conversion Data	✓	✓	✗	✗
Optimize About Us Page for Positive AI Brand Sentiment	✓	✓	✗	✗
Advanced Schema Markup for LLMs	✓	✓	✗	✗

Search Engine Optimization (SEO) (Continued)

	Premier PLUS	Premier	Intermediate	Base
Local SEO				
GBP Monthly Report Card	✓	✓	✓	✓
Google Business Profile Optimization (all fields)	✓	✓	✓	✓
Create & Claim Service & Parts Listings on GBP	✓	✓	✓	✗
Google Business Profile Posts (1 per week)	✓	✓	✓	✗
Apple Business Connect Optimization	✓	✓	✓	✗
Third-Party Listing Management of over 60 additional listing via Yext.	✓	✓	✓	✗
Technical SEO				
Updating and Monitoring of Meta Titles, Meta Descriptions, H1s, Crawl Errors, and Image Alt Tags	✓	✓	✓	✓
Homepage & Service Center Copy Updates	✓	✓	✓	✓
Updating and Monitoring of Internal Linking	✓	✓	✓	✓
Landing Page Indexation Review	✓	✓	✓	✗
Conversion Optimization				
Google Analytics 4 Setup & Analysis	✓	✓	✓	✓
On-Site Conversion Optimization	✓	✓	✓	✗

Generative Engine Optimization (GEO)

Subscribing Dealer Price	\$900.00
--------------------------	----------

GEO is only available as an Add-on to Intermediate, Premier, or Premier Plus SEO packages.

Prompt Visibility Technology	
Prompt Visibility Tracking (ChatGPT, AI Mode, Perplexity)	✓
Dealer Competitor Prompt Visibility Tracking	Matches SEO Package
Location Based Prompt Tracking	5 Cities

AI Content	
Dynamic 6-Month AI Content Plan	✓
AI Optimized Long Form Content Pages Per Month	3

AI Brand Sentiment	
Brand Sentiment vs Top Competitors	10 Directories
Third-Party Citation Tracking	✓