



## STREAM COMPANIES IS A FULL-SERVICE INTEGRATED ADVERTISING AGENCY

For 25 years, Stream Companies has focused on driving growth for our clients through fostering a true partnership, utilizing science and strategy, aligning with the client's brand message, and setting and pursuing mutual KPIs.

### Our Motto Is Do the Ordinary **Extraordinarily Well**

With Stream Companies, you can rely on a truly unique, custom, strategy-driven experience with incredible high-touch communication and industry-leading technology and solutions to drive retail traffic. Our strategy is not only hand-selecting expert strategists for our team but also fostering healthy communication between departments, as our integrated advertising approach is somewhat of a unique value of Stream Companies.

#### DIGITAL ADVERTISING

At Stream, our omnichannel philosophy aligns the most relevant platforms and tactics around your target audience, not the other way around.

Now you can reach your audience at the right time (geolocation, time of day, day of the week) in the right moment (what's on their mind) on the right device (mobile, desktop, or tablet) with the right message (ad copy). But being online isn't enough. You have to understand the micro-moments that your customers are having so you can target them with customized ads that speak perfectly to their interests and needs.



#### SEARCH ENGINE OPTIMIZATION

SEO is the foundation of your entire website. It doesn't matter how good your website looks if search engines aren't finding it. With comprehensive SEO services from Stream Companies, you can take your retailer's website to new heights by generating traffic that actually makes a difference to your bottom line. How? By targeting the only kind of traffic a car retailer cares about: local and unique.

#### PAID SEARCH

Also known as pay per click (PPC), paid search is a fast and effective way to get your business in front of customers. When paired with SEO, it can help to increase brand visibility and allow your business to virtually dominate the search engine results pages.

#### INTEGRATED MARKETING CLOUD *Includes ShopperSuite, Lifecycle & Nitroleads*

**SHOPPERSUITE** Stream Companies has Advanced Digital Location Intelligence and Predictive Analytics that will allow you to identify anonymous shoppers online. Our geolocation and enrichment technology gives unique insight into who's visiting your site so you can market to them quickly and directly

**LIFECYCLE** In your marketing funnel, sales should never be the end of the road. Customers who have purchased, leased, or serviced with you before can come back time and time again, but they need a reason. Will you give them one? With Lifecycle, every customer gets a virtual Vehicle Wallet along with personalized vehicle updates that keep your retailer top of mind!

**NITROLEADS** For the past decade or more, the on-site promotion space has lacked innovation and disruption. We stepped in to introduce Nitroleads, a dynamic rewards program that can pull more people through your doors and accelerate in-person shopper engagement.



## SOCIAL MEDIA MANAGEMENT

We know what your followers want, so we build a foundation based on data and 10+ years of user information to combine precise targeting, relevant content, and effective messaging to reach your audience at every stage of the buying journey. Analyzing this data on a regular basis allows us to ensure your program is performing at its best. Stream Companies has created an app, FullThrottle Capture, designed to help your entire team effortlessly provide unique content, photos, videos, and more.



## SOCIAL MEDIA ADVERTISING

Stream Companies realizes social media marketing is no longer the frilly, fun add-on to your digital presence. From Facebook and Instagram to their powerful advertising and targeting capabilities, we can now drive traffic and promote, engage, interact, and sell directly from your social platforms. Stream Companies works to organize a calendar of posts that help users (aka potential shoppers!) explore, share, gain knowledge, ask questions, voice concerns, leave reviews, and interact in ways that no other digital platform can offer.

## SOCIAL DYNAMIC ADVERTISING INVENTORY FEED

In addition to standard social advertising, Stream offers dynamic inventory ads that allow retailers to upload their entire catalog of vehicle inventory with relevant details such as make, model, and year.

## DIGITAL VIDEO ADVERTISING

We live in a digital world. If you're not thinking about how to reach your audience online, you're probably missing out on a huge share of potential customers. But being online isn't enough. You must understand the micro-moments that your customers are having so you can target them with customized ads that speak perfectly to their interests and needs. With digital ads you can reach your audience at the right time (geolocation, time of day, day of the week) in the right moment (what's on their mind) on the right device (mobile, desktop, or tablet) with the right message (ad copy).



## REPUTATION MANAGEMENT

Stream's approach is always one step ahead, automatic, and unique, aimed at promoting an increase in positive reviews for the retailer with a goal of capturing any negative feedback privately so it can be resolved offline. Consumers can make or break a brand's digital reputation, so it's important to be responsive, attentive, and engaged with the online conversation about your company.

It's critical to look not only at the day-to-day reviews but also at how customers are responding to your business, your staff, and the overall experience. With alerts and emails in real time, we're available to work with you to address, respond, and resolve any issues with an efficient turnaround time.



## CTV/OTT

Not everyone watches TV in the traditional way anymore. Nowadays, more people than ever catch their shows on a television connected to the internet, whether it's a smart TV, a streaming device like Roku, or even a gaming console. At Stream Companies, we want to help you harness connected TV (CTV) as an advertising channel.

SERVICES	PLATINUM	GOLD	SILVER	SEARCH
WEB MERCH	✓	✓	✓	
DIGITAL MARKETING & ADVERTISING STRATEGY	✓	✓	✓	✓
DEDICATED ACCOUNT MANAGER	✓	✓	✓	✓
MONTHLY REPORTING	✓	✓	✓	✓
SEO ENHANCED			✓	
SEO PROFESSIONAL	✓	✓		
INTEGRATED MARKETING CLOUD (IMC)	✓	✓		
CREATIVE SERVICES STANDARD (UP TO 10 HRS/MO)	✓			

## PACKAGE DETAIL LIST

SERVICE PACKAGE	DESCRIPTION	SUBSCRIBING RETAILER PRICE PER MONTH (AS OF EFFECTIVE DATE)
SOCIAL MEDIA CREATIVE FEE	Platform access; does not include creative; includes 30-minute consultation; required for social management.	\$300
SOCIAL MANAGEMENT	Data-driven management program of retailer's social media accounts on platforms such as Facebook, Twitter, Instagram, and LinkedIn, with focus on user purchasing behaviors, occupation, educational background, and others.	\$800
REPUTATION MANAGEMENT	Maintenance and management of a retailer's online image and reputation, including comments, reviews, and star ratings on various sites and platforms.	\$649
SEO ENHANCED	Strategic planning and implementation of keywords and search queries to assist retailer in obtaining top-ranking pages to convert leads into website visitors and buyers. Up to 7 pages of unique, custom content along with citation management is included. Up to 33 pieces of content/year.	\$2,400
SEO PROFESSIONAL	Strategic planning and implementation of keywords and search queries to assist retailer in obtaining top-ranking pages to convert leads into website visitors and buyers. Up to 7 pages of unique, custom content along with citation management is included. Up to 33 pieces of content/year. Customers are able to easily find video content online to improve Google search ranking by updating relevant content and tagging.	\$3,500
SEO UPGRADE TO PROFESSIONAL	Only available if enrolled in the Silver Package	\$1,000
INTEGRATED MARKETING CLOUD (IMC) ADDITIONAL MAIL	Increase engagement with your customers with additional mail pieces customized to achieve retailer goals.	\$1.35 (pricing based on USPS market pricing)
INTEGRATED MARKETING CLOUD PLATFORM	Automotive CDP (Customer Data Platform) and Marketing Automation Platform (MAP) service to identify new audiences, accelerate lifecycle marketing, generate leads, and provide 360 attribution insights.	\$2,449
IMC DMS INTEGRATION FEED	IMC is driven by retailer DMS data to drive marketing, passthrough cost between DMS provider and Stream	Market price at cost
PAID SEARCH	<ul style="list-style-type: none"> <li>• Google, Bing, Yahoo Paid Search (New, Used, CPO)</li> <li>• Daily optimization</li> <li>• Lead and call tracking</li> <li>• Extension additions &amp; tracking</li> <li>• A/B testing</li> <li>• Unique ad copy</li> <li>• Customized reporting</li> <li>• Client owns their own AdWords Account</li> </ul>	22% (if enrolled in Standalone or Silver/Search Packages) 20% (if enrolled in Platinum/Gold Packages)
SOCIAL DYNAMIC ADVERTISING INVENTORY FEED	Dynamic inventory ads allow retailers to upload their entire catalog of vehicle inventory with relevant details such as make, model, and year, and then show the most compelling inventory and features to the right audiences.	\$299

## PACKAGE DETAIL LIST

SERVICE PACKAGE	DESCRIPTION	SUBSCRIBING RETAILER PRICE PER MONTH (AS OF EFFECTIVE DATE)
DISPLAY ADVERTISING/ RETARGETING	<ul style="list-style-type: none"> <li>• Programmatic display</li> <li>• Interactive dynamic display auto ads</li> <li>• Retargeting</li> <li>• Waze Navigation ads</li> <li>• Full design and compliance approval</li> </ul>	22% (if enrolled in Standalone or Silver/Search Packages)  20% (if enrolled in Platinum/Gold Packages)
ONLINE VIDEO ADVERTISING/ CTV/OTT	Plan and implement retailer-specific video strategy using unique selling propositions, 1st & 3rd party market data, and individual retailer goals.	22%
SOCIAL ADVERTISING	Plan and implement advertising campaigns on social media platforms, such as Facebook, Twitter, Instagram, and LinkedIn. Minimum spend \$1,000.	22% of monthly actual media spend
VIDEO SEO	Customers are able to easily find video content online to improve Google search ranking by updating relevant content and tagging.	\$649

### SEARCH PACKAGE

**Includes:**

Dedicated Account Manager to review digital marketing and strategy, and Adnomics reporting

**22% of monthly paid search spend**

### SILVER PACKAGE

**Includes:**

Web Merch, Dedicated Account Manager to review digital marketing and strategy, Adnomics reporting and SEO, including up to 33 pages per year

**\$3,579**

### GOLD PACKAGE

**Includes:**

Web Merch, Dedicated Account Manager to review digital Marketing and strategy, Adnomics reporting and SEO, including up to 33 pages per year, IMC powered by FullThrottle

**\$6,999**

### PLATINUM PACKAGE

**Includes:**

Web Merch, Dedicated Account Manager to review digital marketing and strategy, Adnomics reporting and SEO, including up to 33 pages per year, IMC powered by FullThrottle and Creative services up to 10 hours a month

**\$8,499**

