

# AUTOMOTIVE DIGITAL MARKETING



GENERAL MOTORS CANADA CERTIFIED  
DIGITAL ADVERTISING PARTNER

## MEASURABLE RETURN ON INVESTMENT

D2C Media has spent years of effort in developing a proprietary unique technology allowing dealers to precisely target in-market vehicle buyers and measure their ROI all the way to offline sales without any human intervention. D2C Media is still the only automotive agency in Canada offering this level of performance and transparency.

## EXPERTISE AT SCALE

With over \$1M per month in automotive digital advertising under management, D2C Media is uniquely positioned with access to big data at a larger scale than other agencies. This allows D2C Media to outperform other advertising agencies by an average of 300%.

## FEATURES

- Most advanced, 100% proprietary, automated SEM management system in the automotive market.
- Full integration with Google Ads, Bing Ads and Facebook.
- Uses AI to adapt bidding strategies based on over 10 variables.
- Targeting not only keywords but individual in-market audience segments.
- Supports
  - Google and Bing search ads
  - Facebook and Google Lead Ads
  - Dynamic inventory-based re-targeting
  - Automated Responsive Display Ads
  - YouTube video ads
- Fully automated campaigns linked to your website content means no delays in updating keywords.
- OEM incentives built into our search and display ads automatically updated in real time.

↓ 30%

### CPC

At an average of \$.95/click, our search campaigns generate more relevant visits which helps generate more leads at a fraction of the cost of our competitors.

↓ 60%

### CPL

With an average of \$40/lead, D2C Media generates over 300,000 leads per year in SEM alone! No other Canadian provider has attained this level of scalability and efficiency.

↓ 50%

### CPS

D2C Media is the only SEM provider in Canada that will integrate with your DMS to show you the real return on your investment: Your cost per sale, at an average of 50% lower than the competition.

## DMS INTEGRATION

SOURCE	VISITORS	PAGES/ VISITOR	E-MAILS	CALLS	SMS	TOTAL	COST	CPL	NA	SALES	CPS
GOOGLE	6,277	4.6	252	43	16	311	\$9,244.07	\$29.72	33	27	\$355.54
FACEBOOK	466	6.8	23	0	0	23	\$1,059.57	\$46.07	5	4	\$264.83
BING	242	7.1	20	1	0	21	\$440.84	\$20.99	3	2	\$220.42

## DIGITAL ADVERTISING

	PRICE
GOOGLE ADS - SEARCH AND DISPLAY CAMPAIGNS (MIN. \$1,000 PER MONTH)	30% OF NET
FACEBOOK ADS (MIN. \$1,000 PER MONTH)	30% OF NET
GOOGLE ACCOUNT - INITIAL SETUP FEE	\$250/SETUP
FACEBOOK ACCOUNT - INITIAL SETUP FEE	\$250/SETUP
INITIAL SETUP FEE GOOGLE VEHICLE LISTING OR VLA CATALOG	\$250 ONE TIME FEE
SHOWROOM SRP & VDP (NO BUILD & PRICE)* *INCLUDED FOR THE SILVER PACKAGE WITH A MINIMUM DIGITAL ADVERTISING BUDGET OF \$1500 / MONTH	N/A

## DESIGN SERVICES

	PRICE
DESIGN: STATIC BANNER	\$150/BANNER
DESIGN: 3-PACK ANIMATED BANNERS IN IAB SIZES (FRENCH & ENGLISH)	\$675/PACK
CREATIVE SERVICES	\$150/HOUR
OTHER CUSTOM WORK FOR CAMPAIGNS **ESTIMATED # OF HOURS TO BE PRE-APPROVED BEFORE WORK IS INITIATED	\$150/HOUR**