






Dealer.com Advertising Package

All-in-one integrated paid search and display advertising platform.

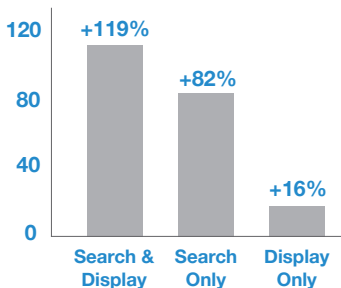
Dealer.com Advertising allows you to easily and cost-effectively market your vehicles and dealership to consumers by creating and managing paid search and display advertising campaigns across targeted, relevant websites using one advertising platform. Launch ads, measure results, track every call, optimize campaigns and expand your advertising reach to audiences across the web.

Advertising Package Includes

-  Paid Search
-  Display Advertising
-  CallTracking™



According to ComScore research, dealer website traffic increases 119% or more when Paid Search is combined with Display Advertising.



Source: comScore Ad Effectiveness Solutions

Targeted advertising that drives new business opportunities while simplifying management

Digital Advertising is about delivering brand awareness and increased exposure to shoppers at all levels of the buying process.

Optimize Opportunities: Combine search visibility with ads targeted at online car shoppers for a greater return on investment.

Merchandise Vehicles: Creates ads for every in-stock vehicle, insert optional incentives and reach both active and passive shoppers through paid search and display.

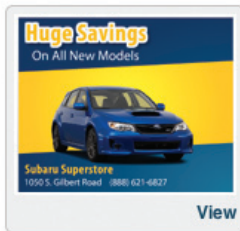
Consolidate and Save: Eliminate the need for multiple ad vendors with our scalable platform designed to serve single point dealers, large groups, ad agencies and OEMs.

Track It: Measure paid search and display campaigns including phone tracking for every ad group.

Simplify Campaign Management: Reach the right audience with the right message at the right time from one login.



- **Best Search Marketing Platform Award-winner, 2011, (Automotive Website Awards)**
- **Top Rated PPC Provider, DrivingSales Vendor Rating Awards, 2010**
- **Best Online Advertising Tool, 2010, (Automotive Website Awards)**



TotalControl DOMINATOR™ (Paid Search)

TotalControl DOMINATOR™ is a dealer-friendly paid search management tool that enables users to automatically launch regionally targeted pay-per-click campaigns on Google and Bing/Yahoo directly from ControlCenter! Dealers can either manage these campaigns themselves, with assistance from their Digital Advisor, or rely on our team of in-house search marketing professionals trained to manage your campaigns and budget for you, to drive the most traffic at the lowest cost-per-lead to your profit centers.

Dealer.com is a Google AdWords™ Premier SMB Partner! We are part of an exclusive group that meets Google's stringent qualification criteria, and we offer exceptional services to our dealer clients.

- Paid search campaign creation and monitoring solution
- Managed services, including automated pay-per-click campaign creation
- Daily reporting, accessed directly through ControlCenter
- Deep-linking ads for higher conversion
- Custom targeting by geography, demographics and lifestyle attributes
- IncentivesManager™ integration creates incentive-driven paid search ads



Display Advertising

Dealer.com Display Advertising automatically creates unique sales and service advertisements and distributes them across targeted, relevant websites from one integrated platform. Each campaign can be customized and easily tracked through ControlCenter™, making them a highly cost-efficient way to increase dealership exposure, reach more customers and drive higher brand consideration.

- Display Campaign Manager
- AdBuilder campaign manager to create, edit and launch display ads
- Automated Campaigns
- Audience Targeting (contextual and remarketing)
- Audience-building tools enable dealers to create and save custom groups of consumers that best fit the advertised message
- Automated campaign tracking includes unique phone and URL tracking
- Campaign Analytics track the combined impact and ROI of a dealer's paid search and display campaigns



CallTracking

Every paid search and display ad campaign is tracked and recorded through ControlCenter™, allowing dealers to measure marketing reach, advertising impact and overall brand lift for each source.

- Block of 300 phone lines (including 3000 combined minutes)
- CallTracking analytics for paid search and display ad campaigns
- Automated phone number assignment for each campaign and source

