

Digital Advertising

DIGITAL BASE PACKAGE	PRICING ¹	FEE ²
Mobile, Paid Search, Retargeting <ul style="list-style-type: none"> - Number of models based on spend: 6 - Focus on six key service product lines for aftersales-related functions - Supports one domain 	\$1,999	25%
DIGITAL PLUS PACKAGE	PRICING ¹	FEE ²
Mobile, Paid Search, Retargeting, Display <ul style="list-style-type: none"> - Number of models based on spend: 8 - Focus on eight key service product lines for aftersales-related functions - Supports up to two domains 	\$3,999	25%
DIGITAL PREMIER PACKAGE	PRICING ¹	FEE ²
Mobile, Paid Search, Retargeting, Display, Social <ul style="list-style-type: none"> - Number of models based on spend: 10 - Focus on ten key service product lines for aftersales-related functions - Supports up to three domains 	\$7,999	25%
À LA CARTE PRODUCTS	PRICING ¹	FEE ²
Commercial Plus-up Package for Business Elite Dealers <ul style="list-style-type: none"> - Dealer will work with provider on the appropriate digital media mix from the following tactics: Paid Search, OLA, Retargeting and/or Paid Social for their Commercial audience. Minimum spend is \$500, but can increase as much as a dealer would like. - Number of messages varies by spend, but could include: National Fleet Purchase Program, Fleet Cash, Business Choice Accessory Cash, Business Choice Upfit Cash Allowance, Tax Incentives and Commercial-specific keywords. 	\$500 (min. spend)	25%
Package is only to be used with Commercial iMR funds.		
Social	\$2,473 (min. spend)	25%
Video	\$792 (min. spend)	30%
Non-GM Competitive Location Targeting	\$462	25%
Dynamic and Offer-Based Creative	\$263	25%

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1. Pricing indicated is minimum partner pricing. For exact pricing and program details, please contact partner representatives.
2. Fee is based on percentage of the total package pricing or a la carte budget. Monthly fee is in addition to the monthly product prices

