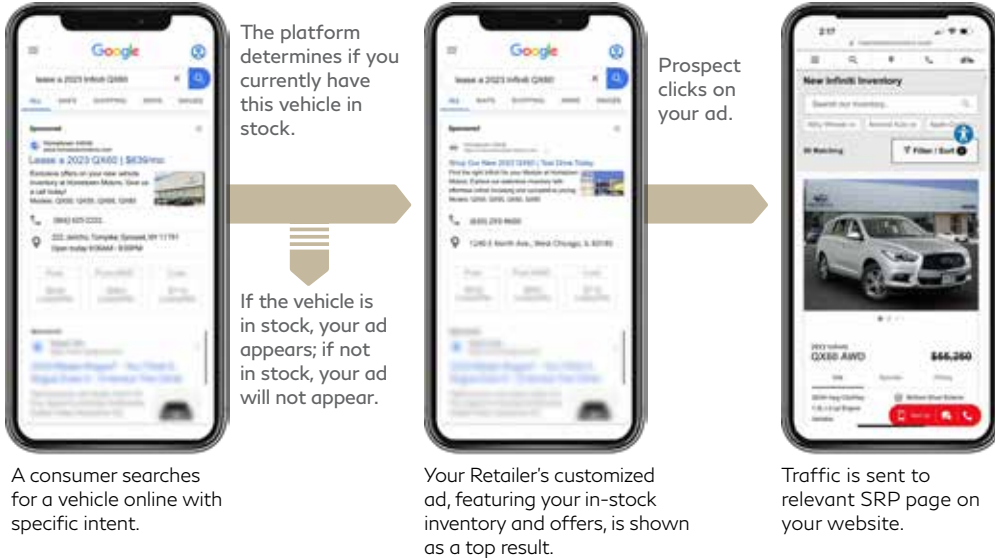


# TARGETRETAIL SEARCH

## HOW IT WORKS



## CUSTOM PMA GEOTRACING

### TYPICAL GEOTARGETING



Broad and lacking any audience focus.

### CUSTOM PMA GEOTRACING



+

In-Market Owners

Powered by TargetRetail's PVE customer data modeling, we focus Google's targeting to show ads to prioritized customers who are in-market to purchase within the next 90 days.

## WHY TARGETRETAIL SEARCH?

### The TargetRetail Platform Will...

#### IDENTIFY IN-MARKET PROSPECTS

The platform identifies prospects in your PMA who are in-market for your inventory and serves them a highly targeted custom ad.

#### RETAIN CURRENT CUSTOMERS

The platform identifies your current owners who are searching and ensures your ad appears first to help prevent defection.

#### ONLY ADVERTISE IN-STOCK VINs

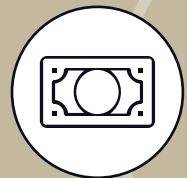
Our creative is customized to the prospect's intent and prominently features your Retailer's real-time inventory.

#### DELIVER RESULTS ON DEMAND

All performance metrics and conversion & sales data are available 24/7 in the portal.



WHAT YOU WANT



Flat Fee Pricing



Higher Quality Leads



Lower Cost Per Acquisition



More Vehicles Sold

## RESULTS ON DEMAND

Our results dashboard is available 24/7 directly in the portal, allowing you to easily gain quick insights that matter most in real time. You can easily view:

- Website Form Completions
- Phone Calls
- Clicks & Impressions
- Top-Performing Ads & Keywords
- Plus Many More KPIs



## KEY PRODUCT FEATURES



### AUDIENCE ACTIVATION

- In-Market Audience Boost
  - Owner Prioritization
- DMS & OEM Data Integration
- Certified Google Customer Match Partner



### CAMPAIGN STRATEGY

- Optimized Keyword Coverage
- Retailer Name & Location
- Keyword Intent Strategy
- New, Used & CPO Supported



### PERFORMANCE MEASUREMENT

- Included Call Tracking
- Transparent Reporting
- Performance Dashboard
  - Updated Daily



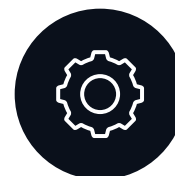
### CREATIVE

- Dynamically Created
- Inventory-Driven Ads
- Location Ad Extensions and More



### SUPERIOR ACCOUNT SUPPORT

- Monthly Strategy Calls
- Dedicated Support Team
- Epsilon Marketing Consultant



### TECHNOLOGY

- Custom PMA Geotargeting
- Google Conversion Setup
- TargetRetail Platform Integration

## SEARCH FLAT-FEE PACKAGES

PACKAGE	MONTHLY FEE	MEDIA BUDGET
BASE	\$399	UP TO \$1,999
SILVER	\$799	\$2,000-\$3,999
GOLD	\$1,299	\$4,000-\$6,999
PLATINUM	\$2,100	\$7,000+