



TargetRetail®

PAID SEARCH
POWERED BY
TARGETRETAIL®



TARGETRETAIL® SEARCH

HOW IT WORKS



The platform determines if you currently have this vehicle in stock.

If the vehicle is in stock, your ad appears; if not in stock, your ad will not appear.

A consumer searches for a vehicle online with specific intent.



Prospect clicks on your ad.

Your Dealership's customized ad, featuring your in-stock inventory and offers, is shown as a top result.



Traffic is sent to relevant SRP page on your website.

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

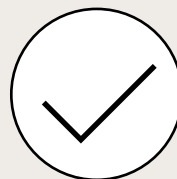
The platform identifies your current owners who are searching and ensures your ad appears first to help prevent defection.

ONLY ADVERTISE IN-STOCK VINS

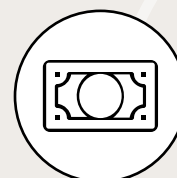
Our creative is customized to the prospect's intent and prominently features your Dealership's real-time inventory.

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

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Powered by:

Epsilon®



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
 - Dealer Name & Location
 - Keyword Intent Strategy
- New, Used & CPO Supported



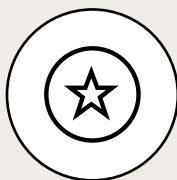
PERFORMANCE MEASUREMENT

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



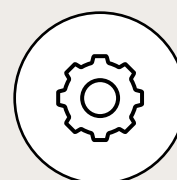
CREATIVE

- 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 Geotracing
- Google Conversion Setup
- TargetRetail® Platform Integration

A.I.M. 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+