



TARGETRETAIL® SEARCH

HOW IT WORKS



A consumer searches for a vehicle online with specific intent.

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



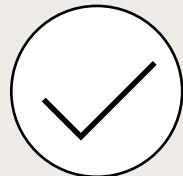
If the vehicle is in stock, your ad appears; if not in stock, your ad will not appear.

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

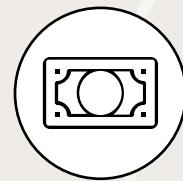
Prospect clicks on your ad.



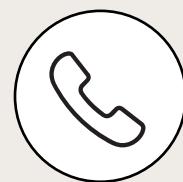
Traffic is sent to relevant SRP page on your website.



WHAT YOU
WANT



Flat-Fee Pricing



Higher Quality Leads



Lower Cost Per Acquisition



More Vehicles Sold

CUSTOM PMA GEOTRACING



Broad and lacking any audience focus.



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.

CUSTOM PMA GEOTRACING



In-Market Owners

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.



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

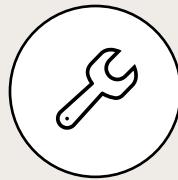


KEY PRODUCT FEATURES



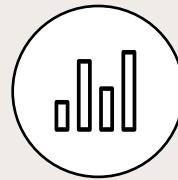
AUDIENCE ACTIVATION

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



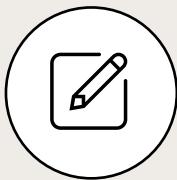
CAMPAIGN STRATEGY

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



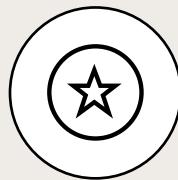
PERFORMANCE MEASUREMENT

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



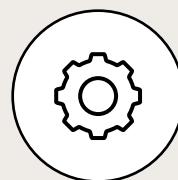
CREATIVE

- 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 Geotracking
- 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+