



**ServiceAdvertising**  
DEALER DIGITAL SOLUTION

# DRIVE CUSTOMERS TO YOUR SERVICE DEPARTMENT WITH PAID SEARCH ADVERTISING



## WHAT YOU WANT



Drive more customers into your service department



Be one of the first results when customers search for service and parts online



The ability to compete with independent service shops



Ability to pay for digital advertising using Parts IMR Funds.



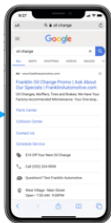
## WHAT WE DO

We help you harness the power of Google with optimized and customized ads that drive clicks, calls and appointments.

## HOW IT WORKS



Customer searches online for a service-related term.



Your dealership's customized service ad is shown as a top result.

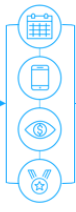


No Click = Your Ad is FREE

Customer clicks on your ad



Traffic is sent directly to most relevant service page on dealer's site.



Appointments scheduled, phone calls and top-performing ads are captured.



Epsilon Technology re-invests your budget toward ads that are driving appointments and calls and gives you insightful reports.

## SMARTER SPEND

Epsilon Target Digital will optimize your campaigns so that your budget goes toward the ads and keywords that are driving leads and phone calls.

### SERVICE LINES INCLUDED

- Batteries
- Brakes
- Coupons & rebates
- General maintenance
- Multi-point inspection
- Oil change & filter
- Tires
- Transmission
- Wiper blades



### RESULTS ONDEMAND



Service Appointments Scheduled



Service Phone Calls



Clicks, Impressions & Budget



Top-Performing Keywords & Ads

## SERVICE ADVERTISING PACKAGES

ALL PACKAGES ARE PARTS IMR REIMBURSABLE AND INCLUDE:

- ✓ Aftersales Search Ads
- ✓ Automated Campaign Mgmt.
- ✓ Ad Copy Testing
- ✓ Ongoing Optimization
- ✓ Reporting
- ✓ Set-Up Fees: \$0

BASE PACKAGE: \$299\* Standard Audience Reach



PLUS PACKAGE: \$599\* Enhanced Audience Reach



PREMIER PACKAGE: \$1,299\* Maximum Audience Reach



\*Package price does not include 25% management fee. Only Parts IMR Funds may be used to pay for package.



Search Engines are the number one source for dealer website traffic



The average dealer's website will not show up organically for most aftersales-related searches



Most dealers spend less than 5% of their digital budget on aftersales

## WHO'S SEARCHING?

Your ads will show to customers who are...

### IN-MARKET

Actively searching for services they need now

### LOCAL

Ads are shown for searches in your surrounding area

### PROSPECTS

If they were your customer, they would have searched for you by your name