

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.



The ability to reduce your overall search budgets through data and strategy.



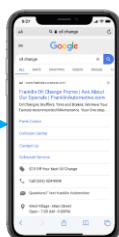
WHAT WE DO

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

HOW IT WORKS



Customer searches online for a service-related term.

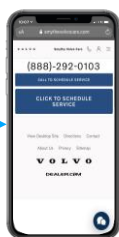


Your dealership's customized service ad is shown as a top result.

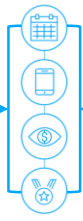


No Click = Your Ad is FREE

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
- Cabin Air Filter
- Climate Control
- General Maintenance
- Multi-point Inspection
- Oil Change & Filter
- Pollen Filter
- Seasonal (A/C + Winterize)
- Timing Belt
- Tires
- Transmission
- Windshield
- Wiper Blades



THINK OF IT LIKE THIS...

If searches for Brakes are driving leads and calls, and Wiper Blades are not, Epsilon Target Digital will invest more of your budget toward Brake-centric ads.

Service lines are predetermined and not customizable at the time

RESULTS ONDEMAND



Clicks to Xtime Scheduler.



Service Phone Calls.



Clicks, Impressions & Budget.



Top-Performing Keywords & Ads.

SERVICE ADVERTISING PACKAGES

ALL PACKAGES INCLUDE

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

BASE PACKAGE: \$499 Standard Audience Reach



PLUS PACKAGE: \$699 Enhanced Audience Reach Show up 20% more often



PAID SEARCH

Search engines are the number one source for dealer's website traffic.

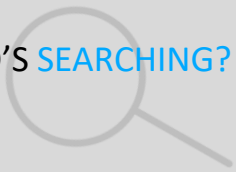


The average dealer's website will not show up organically for most AfterSales-related searches.



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.