

SEARCH PROGRAM

**Drive customers to your service department with paid search advertising.**

Through data and strategy, we help you harness the power of Google with dynamic ads that drive clicks, calls, and service appointments. Be one of the first results when customers search for service and parts online, allowing you to compete with independent shops while reducing your overall search budget.

**How it works:**

A customer searches for a service-related term online, and your retailer’s customized ad is shown as a top result. If the customer does not click on it, the ad is free. If the customer does click on it, they are sent to the most relevant service page on your site. Calls, appointments scheduled and top-performing ads are recorded. Epsilon technology re-invests your budget toward the ads driving calls and appointments and provides you with insightful reports.



Search engines are the number one source for retailer website traffic.



The average retailer website will not show up organically for most Aftersales-related searches.



Most retailers spend less than 5% of their digital budget on Aftersales.

**Who’s searching?**

**In-Market**

Actively searching for services they need now.

**Local**

Ads are shown for searches in your surrounding area.

**Prospects**

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

**Get started with us today.**

Find out more about our services and get started with Epsilon today. Contact Volvo AMS Headquarters to enroll.  
 P. 800-594-4397 | F. 877-289-4414 | E. volvophq@epsilon.com



## 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 include:

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

### Results On-Demand:

- Clicks to Xtime Scheduler
- Service Phone Calls
- Clicks, Impressions & Budget
- Top-Performing Keywords & Ads

### All service advertising packages include:

- Aftersales Search Ads
- Automated Campaign Management
- Ad Copy Testing
- Analytics Integration
- Ongoing Optimization
- Reporting
- **Setup Fees: \$0**

### Base Package: \$499

- Standard Audience Reach

### Plus Package: \$699

- Enhanced Audience Reach
- Show up 20% more often

Packages are based on location, population size, competition, and RO totals. Location is a key factor due to the opportunity to reach more customers. We recommend the Base Package for stores in smaller cities with little competition, and for stores in larger cities, we suggest doing the Plus Package. The plus package can help a retailer show up to 20% more often in a customer's search, helping to become more prevalent in a high-density market.



### 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.

## Get started with us today.

Find out more about our services and get started with Epsilon today. Contact Volvo AMS Headquarters to enroll.

P. 800-594-4397 | F. 877-289-4414 | E. volvophq@epsilon.com

V O L V O

EPSILON