




## 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.

## HOW IT WORKS



Customer searches online for a service-related term.



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

  
You only pay when the 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.

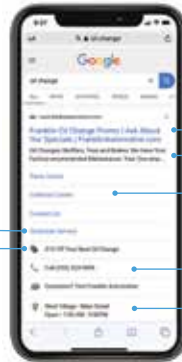


Epsilon technology re-invests your budget toward ads that are driving appointments and calls, giving you insightful reports.

## YOUR AD IN ACTION

Your ads are **dynamically personalized** in real-time so that they are perfectly aligned with what people are searching for.

Tap-to-schedule service link  
Related and available offers prominently displayed



Dynamic headlines change based on what the customer searches for  
Service information is pulled directly from your website  
Service extensions that deep link to the service-related pages on your dealership's website  
Tap-to-dial directly from the ad  
Location information integrated with Google Maps

Final ad elements are determined by Google.

## RESULTS ON DEMAND



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
- ✓ Analytics Integration
- ✓ 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.

## WHO'S SEARCHING?

With Paid Search, your ads will show to customers who are...

### IN-MARKET

Customers are 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



Epsilon is a Google Premier Partner, a status reserved for the top 3% of Google Ad Users, recognized for maximizing campaign success, driving growth, and demonstrating elite Google Ads skills and expertise with certifications.