

Harness the power of Google with Paid Search Advertising.

We help you drive clicks, calls, and appointments with optimized and dynamic ads that:



Drive more customers into your dealership's service department.



Appear in the top results when customers search for service and parts online.



Compete with independent service shops and do-it-yourselfers.



Reduce your overall search budgets through data and strategy.

How it works.

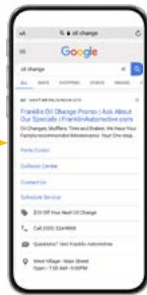
A customer searches for a service-related term on Google.

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

Traffic is sent directly to your dealer profile page on the Aftersales site.

Appointment is scheduled. Phone calls and top-performing ads are captured.

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



Customer clicks on your ad.
No click? Your ad is FREE.



Results On Demand:

Service Appointments Scheduled | Service Phone Calls | Clicks, Impressions, & Budget | Top-Performing Keywords & Ads

KORE 2.0 Search Pricing

We offer seven package options. Select the one that's best suited for your needs and budget.

Package Prices

\$240
\$360
\$750
\$900
\$1,050
\$1,650
\$2,160

All packages include:

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

Maximize your marketing budget.

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

Service lines include:

- A/C Repair & Service
- Batteries
- Brakes
- Cabin Air Filter
- EV Service
- General Maintenance
- Oil Change & Filter
- Mats & Liners
- Multi-Point Inspection
- Parts/Repair
- Suspension
- Timing Belt
- Tires
- Transmission
- Windshield
- Wiper Blades
- Winterizing



Think of it like this...

If searches for brakes are driving leads and calls, but searches for wiper blades are not, Epsilon will invest more of your budget toward brake-centric ads.

Did you know?

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

The average dealer website won't appear organically for most related searches.

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

Your ads will show to customers who are:

In-Market
Actively searching for services their Kia needs now.

Local
Searching in your dealership's surrounding area.

Prospects
Searching in your area, but not familiar with your name.

GET STARTED TODAY. Contact Program Headquarters at 888-838-8399 or koreprogramsupport@epsilon.com

