

AGGRESSIVE. SOPHISTICATED. HIGHLY TARGETED.

**C-4** Analytics®

# Paid Media Advertising



Capture shoppers at every point of the buyer journey.

## ATTRACT THE RIGHT AUDIENCE

Highly targeted  
Search and Display  
campaigns drive  
high-converting traffic

## EXPAND YOUR REACH

Access to AIM™  
Network and data  
sets help you target  
smarter

## LOWER COST PER ACQUISITION

Micro-moments,  
negative keywords and  
advanced targeting  
that boost ROI

## WORK WITH EXPERTS

Google Certified  
experts manage and  
optimize your  
campaigns for peak  
performance

## KEEP IT CUTTING-EDGE

Stay ahead of the  
competition with new  
ad formats,  
extensions and  
industry changes

## PAID SEARCH

Our sophisticated, highly targeted paid search campaigns are built on a foundation of Google's Micro-moments. With a decade worth of optimizations and campaign refinements, including proprietary negative keyword lists, bidding systems, compelling ad copy and utilization of the latest ad formats and betas, such as Vehicle Ads and Performance Max, our campaigns will ensure you are allocating budget to the highest converting keywords to ultimately drive sales at a lower cost per acquisition.

## DISPLAY & RETARGETING

Show the right ads to the right people at the right time with our display and retargeting campaigns. Leverage exclusive access to C-4 Analytics' AIM™ (Automotive In-Market) Display Advertising Network to reach In-Market automotive shoppers with the most sophisticated targeting, audience and data management in the space and capture demand for your top volume models. Our dynamic remarketing campaigns will also ensure you stay top of mind with any prior visitors shopping specific new and CPO vehicles down to the VIN model level.

## PAID SOCIAL

Attract a wider audience, nurture leads and push shoppers down the conversion funnel with our sophisticated Social Paid Advertising. Our Facebook, Instagram and Snapchat ad campaigns leverage customer match data, remarketing and advanced segmentation through custom built audiences to find the right shoppers and convert them into leads and sales.

## VIDEO

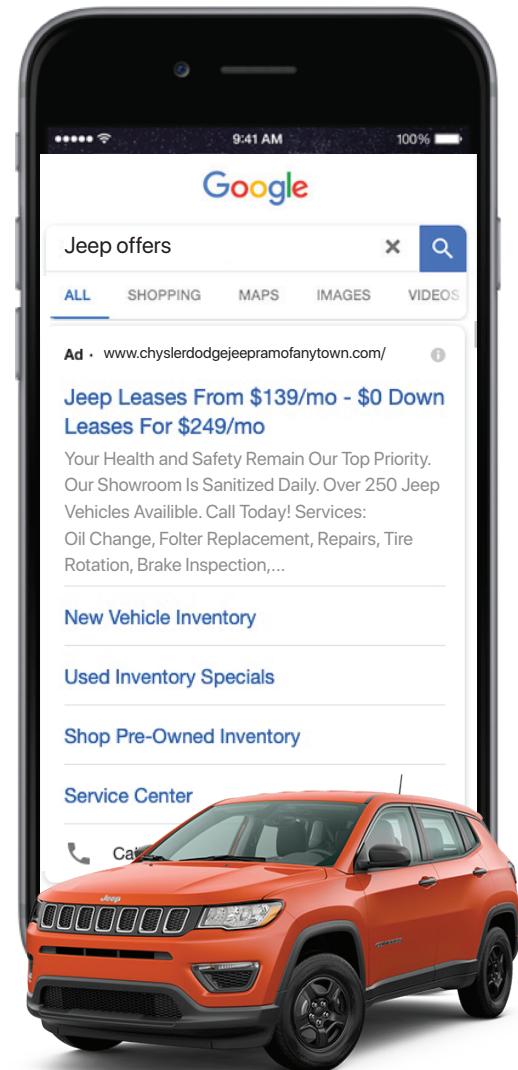
Reach shoppers who have recently indicated commercial interest for your specific brand and models with highly targeted ads on YouTube and Connected TV platforms that deliver tailored messaging to a precise audience. \*Does not include video asset creation.

## CAPTURE SHOPPERS AT EVERY POINT OF THE BUYER JOURNEY.

C-4 Analytics runs the most efficient, sophisticated and highly targeted Paid Search campaigns in automotive digital marketing. Our account structure, negative keyword lists and compelling ad copy have been developed and refined over our ten-plus years working with hundreds of the industry's most progressive dealers. Our Google Certified experts have helped them achieve the lowest costs per click and highest conversion rates for commercial intent keywords in the automotive space.

Additionally, our reach and capabilities within Display advertising, along with exclusive access to our AIM™ (Automotive In-Market) Network and data sets, provide dealers with premier inventory placement and sophisticated targeting, audience and data management.

**Want to truly stand above the rest?** Many of our leading dealers complement their core Paid Search and Display campaigns with Social Paid Advertising and Video Advertising. These strategies allow us to identify high commercial-intent buyers, push shoppers further down the buying funnel and deliver precise messaging, all while delivering outstanding ROI.



# Paid Media Advertising

## Paid Media Can Include Some or All of the Following:

- New and CPO Vehicle Advertising: Micro-moment builds allocate budget to highest converting keywords first, increasing sales at lower cost per acquisition
- Service Advertising: State-of-the-art campaigns target users who are searching for a service center or specific service categories
- Social Paid Advertising: Sophisticated Facebook advertising incorporates advanced segmentation, remarketing, customer match and custom audience building
- Video Advertising: Highly targeted ads on YouTube and other leading platforms served to shoppers who've recently shown commercial intent
- Exclusive access to the AIM™ (Automotive In-Market) Network and data sets
- Sophisticated Display targeting, audience and data management
- Utilization of the latest ad formats and extensions available, including Google Vehicle Ads,
- Performance Max Campaigns, or C-4 Analytics' own dynamic inventory based campaign offerings (SIM™, etc)
- Proprietary bidding system installation that analyzes performance and adjusts bids by device

C-4 Analytics®

SEARCH	DISPLAY	VIDEO	CTV	OTT	STREAMING AUDIO	SOCIAL
✓	✓	✓	✓	✓	✓	✓

## DIGITAL BASE

### Includes:

Paid Search, Search Retargeting and Display Retargeting advertising channels. Custom Budget.

## DIGITAL PLUS

### Includes:

Paid Search, Search Retargeting, Display Retargeting and Custom Display advertising channels. Custom Budget.

## DIGITAL PREMIER

### Includes:

Paid Search, Search Retargeting, Display Retargeting, Custom Display, Paid Social and Video advertising channels. Custom Budget.