

Solutions Guide

Experience Full-service Marketing from Adpearance—
The Digital Leaders in Automotive



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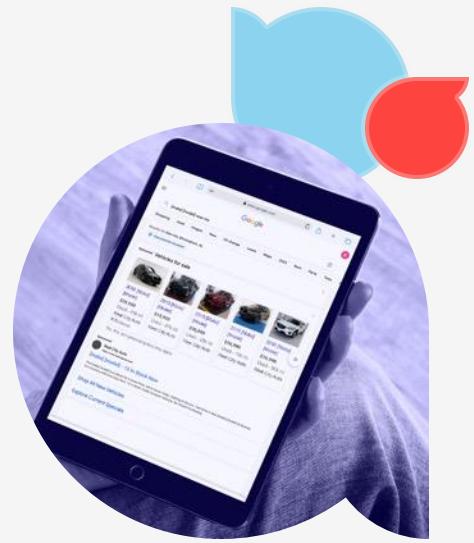
 adpearance.com

WHO WE ARE

The Digital Leaders in Automotive

Adpearance is a **full-service** digital marketing company obsessed with driving sales.

We are a trusted digital provider in 13 OEM automotive programs



MarketAI® Technology

We leverage real-time supply and demand data to dominate in today's real-time competitive market.



Human-to-Human Experience

Every client has a single point of contact, 100% focused on automotive. No ticket system.



Agile Solutions

We offer both turnkey and custom solutions to provide the level of service and detailed reporting you require.

MarketAI Technology

Revolutionizing VIN-Based Marketing with Real-Time Data



Gain competitive insights like price, vehicle movement, inventory, turn rate by model and trim for you and your competitors.



MarketAI captures, stores, and enriches billions of data points to give you the most accurate overview of your market conditions.



Every Adpearance marketing solution is powered by MarketAI; the most advanced, real-time data platform for dealers, ever created.

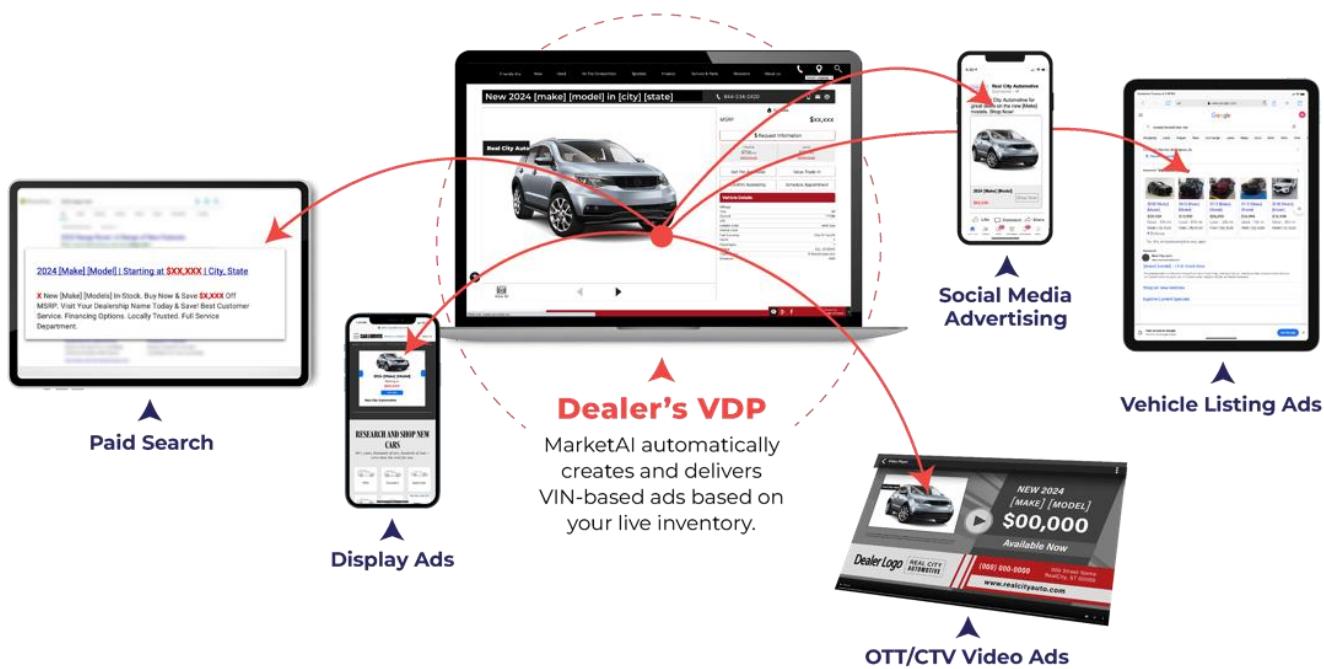
The screenshot shows a web-based application interface for market analysis. At the top, there are browser navigation buttons and a URL bar showing 'adpearance.zerosum.ai'. Below the URL is a map of a region, likely the Detroit area, with numerous blue dots representing vehicle locations. A legend on the right side of the map indicates different categories: 'Self' (blue dot), 'Same Brand' (red dot), 'Same Segments' (purple dot), 'Independent' (yellow dot), and 'Other' (green dot). To the right of the map is a sidebar titled 'Competitors' with a list of dealers: 1. Bill Brown Ford, 2. Taylor Ford, 3. Ed Riske Chevrolet Buick GMC, 4. Feldman Chevrolet of Livonia, and 5. Pat Miller Ford. Below the map is a 'Performance Data' section with four large numerical values: 64.1k, 43.2k, 44.5k, and 21.0k. Below these are four dropdown menus: 'Market - Total Inventory', 'Market - Active Inventory', 'Market - Avg. Inventory', and 'Market - Moved'. At the bottom of the dashboard is a table titled 'Market - Segment Insights' with columns: MKT - ACTIVE INVENTORY, MKT - TOTAL INVENTORY, MKT - MOVED, MKT - PRICE, and MKT - TURN RATE. The table contains several rows of data.

- ✓ Increase vehicle turn rates
- ✓ Increase marketing efficiency and ROI
- ✓ Gain competitive market share
- ✓ See how your competitors are performing

MarketAI Technology

Powerful Data Drives Better Results

Adpearance MarketAI provides rapid, real-time adaptability to market conditions to move your inventory faster and more efficiently than ever through all of today's most impactful digital marketing channels.



Ad Prioritization

Ad impressions are allocated based on vehicle demand and likelihood to sell compared to others, resulting in the most efficient ad campaigns possible.

Creative Automation

MarketAI pulls images and data from live inventory on your website to create dynamic, VIN-level ad campaigns.

Omni-Channel Advertising

We launch instant ads for individual VINs using AI across various platforms such as Google search, VLAs, OTT/CTV, display, and social media.

Lead Intelligence

We enhance MarketAI with lead data for continuous audience optimization, increasing targeting accuracy.

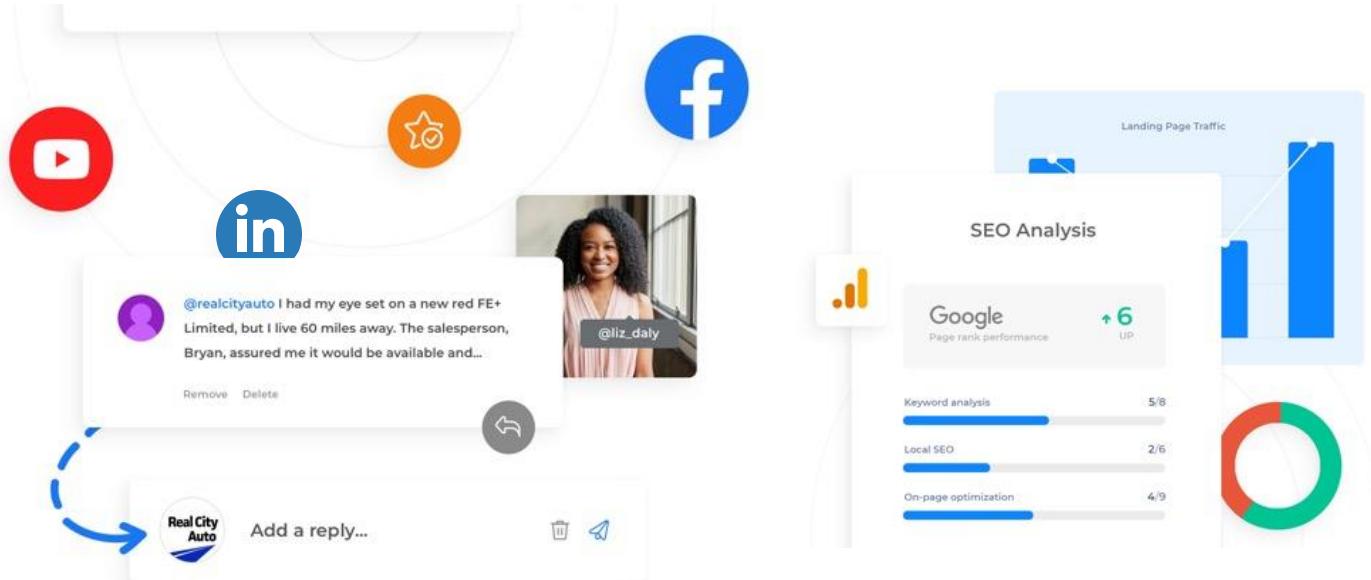
Add-On Services

Extend Your Reach

with our full-suite of marketing and advertising solutions

Adpearance offers the following add-on services designed to complement your MarketAI strategy:

- Search Engine Optimization
- Social Media Management
- Reputation Management
- Custom Campaign Development
- Offer Based Creative



Explore our add-on services and experience revenue-driven results amplified by our access to accurate, real-time insights that reveal your market challenges and opportunities.

Add-On Services

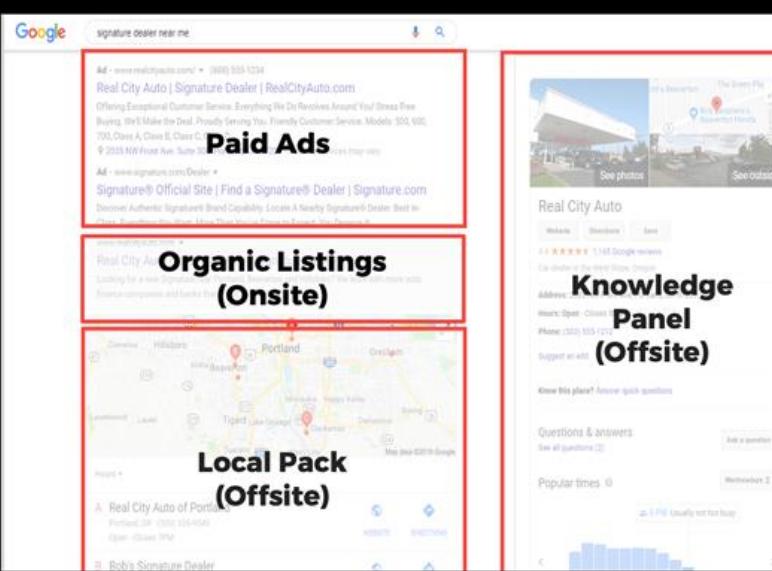
Search Engine Optimization

Increase your organic visibility and show up in all the right places.

SEO services help brands understand how consumers search, how to prioritize, and what to do to rank for those terms.



New [insert make/modal] Near Me 



Market Analysis

- Custom SEO plans are informed by your specific MarketAI insights

Onsite Optimizations & Development

- The technical work on your website that adds up to improved organic rankings.
- Custom Landing Pages
- EEAT Content Updates
- Title Tags, Metas, Alt Tags
- Navigation Optimizations
- Redirect Analysis
- Schema Markup

Offsite Optimizations & Management

- Building and enhancing the spider web of your online content for easier discovery.
- Google Business Profile Updates including posts, answers to user questions, and more
- Cars for Sale
- Local Listing Syndication

Add-On Services

Social Media Management

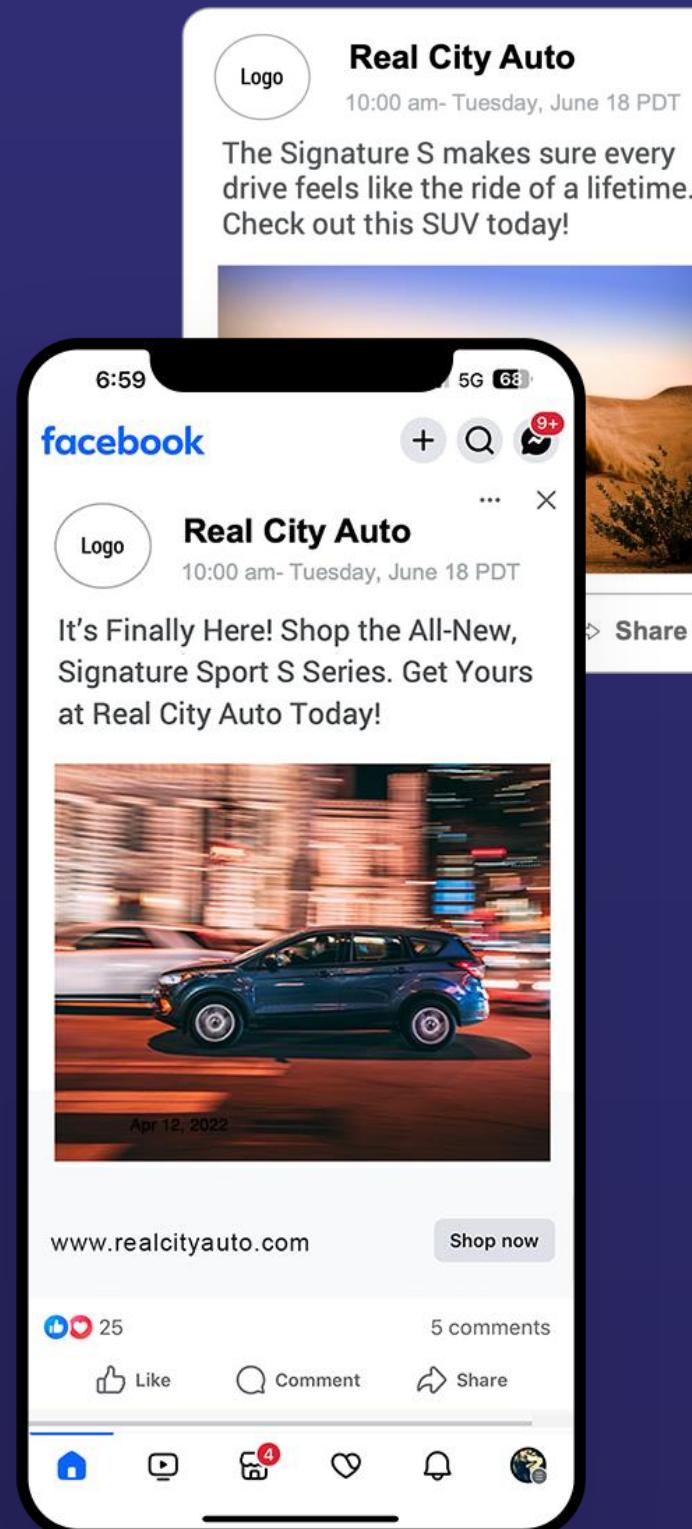
Our solution focuses on crafting social posts optimized to generate user engagement, build a brand presence, and build a lasting community.

Informed Social Posts

- Identify the models where the competition is winning and generate model-specific posts to engage community and choose you vs. the competition.

Social Media Management

- Bi-Weekly Content Calendar
- Custom, dealership-specific posts
- Human-written responses to customer comments and community inquiries
- Profile optimization and profile/brand monitoring



Add-On Services

Offer Based Creative

Creative services developed monthly with consistent branding and offers across all relevant channels.

Creative for all Channels

- Tiles are created for Display, Social, Email, and Website on up to 7 models so you can feature all current offers across your advertising.

Available at Scale

- Custom-built creative is deployed at scale early in the month.

Jeep
CELEBRATION
EVENT

SHOP ANTIOTH DODGE CHRYSLER JEEP
SEE DEALER FOR DETAILS - Offer Ends 4/3/2023

SHOP NOW
From \$32,999

Save up to \$5,999 off MSRP during the
Jeep Celebration Event

**See Dealer for Details:
Offer Ends 4/3/2023**

A black Jeep Grand Cherokee Laredo is shown from a front three-quarter angle, parked on a dark surface against a light background.

Jeep
CELEBRATION
EVENT

\$359/mo

SHOP ANTIOTH
DODGE CHRYSLER JEEP ➤➤➤

For 24 months with \$3,499 Due at Signing on a New
Jeep Grand Cherokee Laredo

SEE DEALER FOR DETAILS
Offer ends
4/3/2023

A black Jeep Grand Cherokee Laredo is shown from a front three-quarter angle, parked on a dark surface against a light background.

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