



**iFrog**  **G**  
Born in a Dealership®

**STELLANTIS** 

# Paid Advertising

- Outstanding Customer Service
- Proven Automotive Strategies
- Tangible Results

**We're an extension of YOUR team.**

iFrog is your trusted & dedicated automotive marketing partner, delivering measurable and tangible results with customized augmented intelligence (human & AI) growth strategies designed to bring your dealership more traffic, more leads, and sustainable success.

## Stellantis Services Offered

Service	Search Engine Marketing	Display & Retargeting	Digital Audio	Paid Social	Paid Video
<b>iFrog</b> 	✓	✓	✓	✓	✓
<b>What's Included</b>	<ul style="list-style-type: none"> <li>• Search Ads</li> <li>• Video Ads</li> <li>• Vehicle Listing Ads</li> <li>• Performance Max</li> </ul>	<ul style="list-style-type: none"> <li>• Static</li> <li>• Animated</li> <li>• Interactive</li> <li>• Dynamic Inventory</li> </ul>	<ul style="list-style-type: none"> <li>• Streaming Audio (including Premium Placements)</li> </ul>	<ul style="list-style-type: none"> <li>• Facebook</li> <li>• Instagram</li> <li>• TikTok</li> </ul>	<ul style="list-style-type: none"> <li>• YouTube</li> <li>• Online Video</li> <li>• Streaming (OTT/CTV including Premium Exchanges)</li> </ul>

# Search Engine Marketing

## Maximize Your Ad-Spend

Paid search isn't about buying clicks. It's about capturing real buyers at the exact moment they're searching for their next vehicle.

iFrog's experts put your dealership in front of in-market shoppers, so you just don't get traffic, you get real opportunities that drive sales. Maximize your brand, your dealership, your target areas, and your inventory with iFrog.



### Our Tested & Proven Strategies Drive:

- Website Traffic
- VDP Views
- Form Fills & Calls
- Foot Traffic
- Sales

### Our Tactics That Drive Results:

- Keywords (Exact, Phrase, Broad)
- Location-Based Targeting
- Vehicle Listing Ads ('VLA')
- Performance Max

- Ad Extensions
- Micro-Moment Keywords

*All tailored to **YOUR** dealership!*

## Performance Max

Own Your Market

Reach more local car buyers by showcasing your dealership and inventory across Google Search, YouTube, Maps, Gmail, Display, Discover, and Vehicle Listing Ads—all through one powerful campaign.



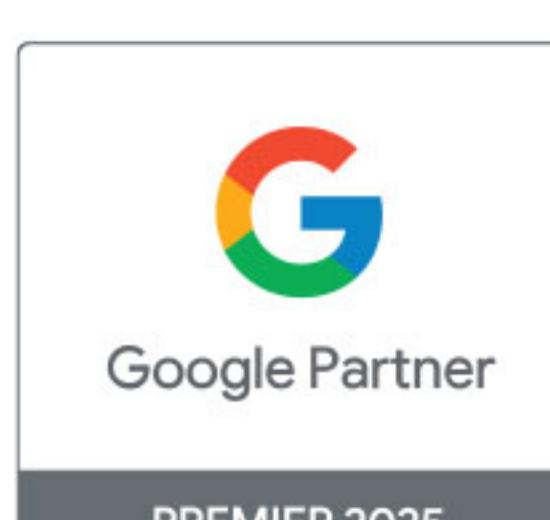
### Strategy that Drives Results

- **Model-Specific Campaigns:** Promote the vehicles you need to move now.
- **Local Focus:** Target shoppers in your backyard.
- **Smarter Targeting:** Reach real buyers actively searching for vehicles.
- **Proven Results:** Optimized for leads, sales, and ROI.



### What It Delivers

- More Website Traffic & VDP Views
- Leads From Calls & Form Fills
- Increased Showroom Traffic
- Vehicle Sales Growth



# Paid Social Media Advertising

## Meet Your Audience Where They Are

With over 70% of American adults on social media, brands that don't have a paid social media advertising strategy are missing out big time.

iFrog's social media advertising experts will help your dealership reach buyers across their favorite networks, deliver your inventory to multiple platforms, and encourage meaningful engagement to drive leads and sales. We partner with you to build strategies that are tailored to your needs, customized to reach your audiences, and employ sophisticated and deliberate targeting and messaging tactics.

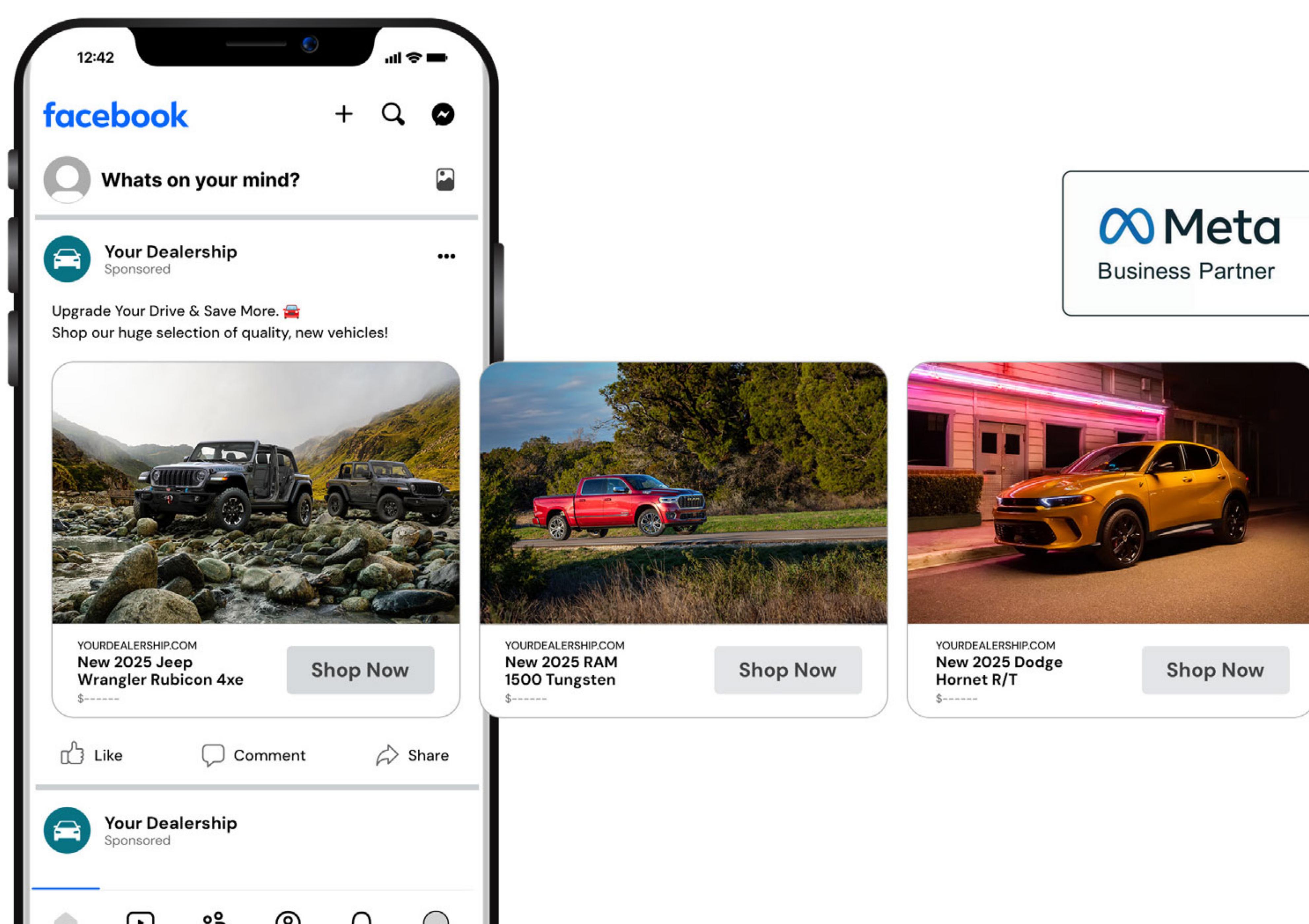


Reach ready-to-buy audiences on the most active social platforms.



### Our Advertising Tactics Are Proven to Drive Leads and Sales:

- Automotive Inventory Ads ('AIA')
- Geographic Targeting
- Retargeting



# Display & Retargeting Advertising

## Increase Your Visibility and Market Share

You can make a greater impression with static, dynamic, and interactive banner ads placed on websites and apps your customers are already visiting.

Display and retargeting ads from iFrog will allow you to reach your customers where they are and even follow them around for increased visibility and engagement. With a variety of sizes and formats for many placements and platforms, digital display advertising is a powerful and efficient way to maximize visibility and drive traffic to your website.

### Sophisticated and Powerful Targeting Methods:

- ▶ Website Visitor Retargeting
- ▶ Third-Party Audience Groups
- ▶ Geographic Targeting
- ▶ Lookalike Audiences

### Premium Placements to Ensure Visibility:

- ▶ Popular News and Sports Websites
- ▶ Apps and Games
- ▶ Native News Feeds



# OTT/CTV Advertising

## Reach Further with Programmatic Video Ads

Despite many consumers cutting the cord on cable, our world has never been more connected. Reach your audience on mobile, desktop, and in-home entertainment devices with Over-the-Top (OTT) and connected TV (CTV) video ads.

You can harness the power of programmatic display advertising to target your audiences geographically, behaviorally, and contextually across all their devices. With expanded tracking capabilities, iFrog can even help connect your customers to the ads that brought them in, even when they don't convert online!



OTT and CTV can reach customers across their connected streaming platforms.



### Target, Engage, and Re-Engage With Proven Tactical Advertising Strategies:

- Website Traffic Retargeting
- Hyperlocal Geographic-Based Targeting



# Streaming Audio

## Never Stop Talking to Your Customers

Find your voice with digital streaming audio ads by iFrog. We use cutting-edge technology to develop a unique voice for your brand, target your customers on their audio devices, and deliver messaging that is both engaging and entertaining.

Over 60% of adults in America listen to digital audio every month in the form of podcasts, satellite radio, and audio streaming platforms. Our audio advertising strategies help you effectively tell your story, connect with your audiences, and drive them to take action with accompanying visual ads where offered.

Plus, our innovative AI platforms can create one-of-a-kind audio ads with a voice specific and unique to your brand. Our technology develops your creative in-platform, meaning no studio time and quick turnarounds!



Connect with your customers on their favorite streaming platforms.

- ▶ Spotify
- ▶ SiriusXM
- ▶ Podcasts
- ▶ Digital Radio



**Spotify®**

**SiriusXM**

