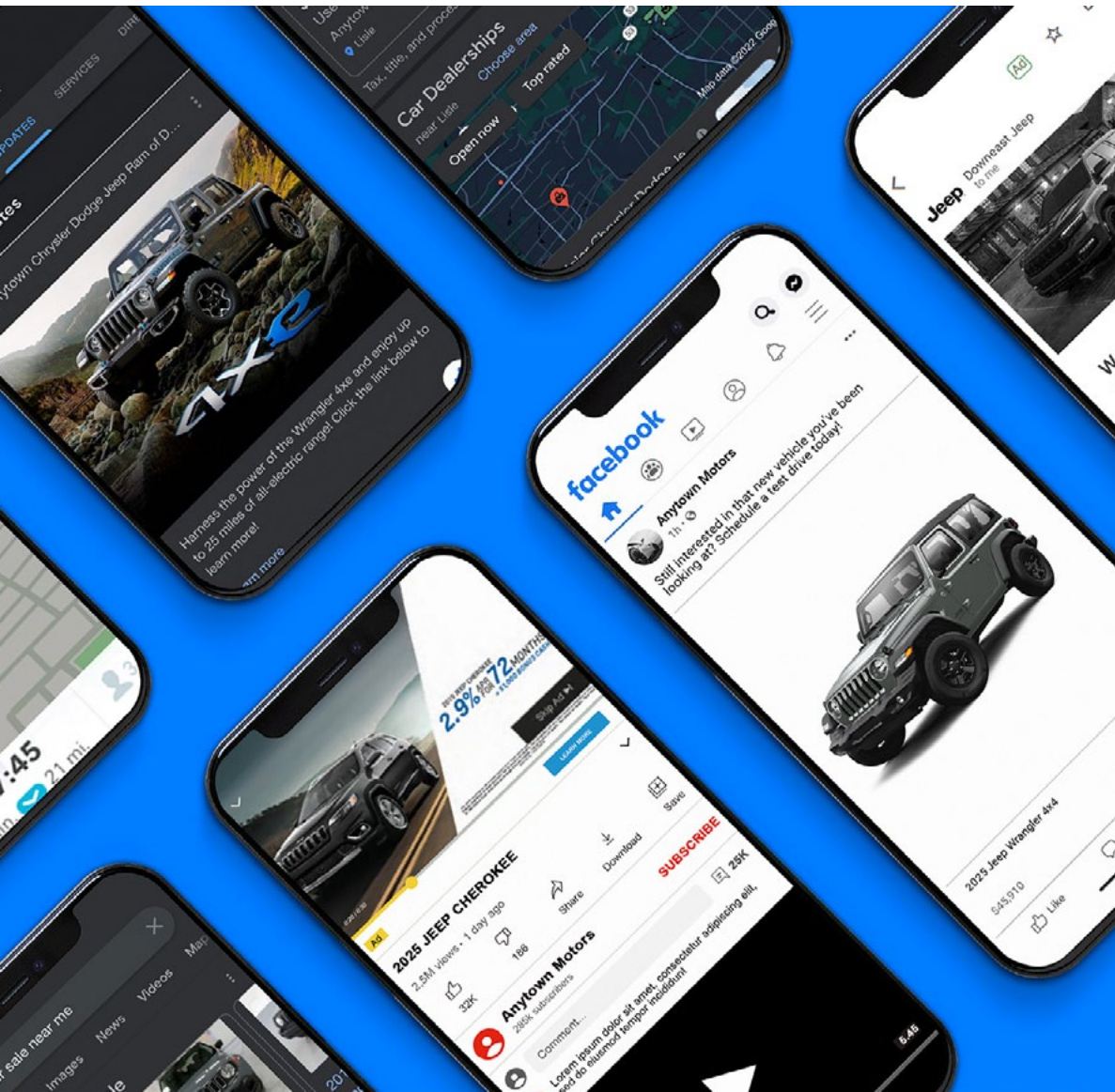


DIGITAL MARKETING



Stellantis Digital Advertising Program

Take your digital strategy to the next level with our Stellantis Digital Advertising solutions and drive more customers to your website. Our award-winning platform is a unique blend of data and automation, designed to provide our Digital Marketing experts with the tools they need to make programmatic decisions with your data. Whether it's Google, Amazon, Facebook, or Bing, target and engage the right shoppers to grow your market share with intelligent, cross-channel marketing campaigns and dominate your market.



YOUTUBE

Whether Remarketing or targeting an In-Market audience, you can effectively display your advertising message to your ideal shopper on Youtube. Youtube for Action campaigns are cost effective and also allow you to add a custom Call-To-Action button to entice shoppers to come visit your website after they watch your video.



PERFORMANCE MAX CAMPAIGNS

Performance Max campaigns are designed to adapt to changing consumer behavior and trends, making them a powerful and flexible option for reaching a broad audience across multiple channels. Using these capabilities, we create dynamic, highly-tailored ads that deliver impressive results.



GOOGLE POSTS

Google Posts allows businesses to place scrolling banners and coupons just under their Google Business Profile listing, giving you the ability to have your special offers and promotions on the first page of Google every single time.



GOOGLE VEHICLE LISTINGS

Google's Vehicle Listings are a performance focused, lower funnel advertising format which enables auto advertisers to promote their ENTIRE new and used vehicle inventory directly on Google searches.



DISPLAY ADVERTISING

Whether dealership branding, event-driven, or model-specific, we'll design and place a targeted ad on hundreds of websites, and unlike traditional media, your prospects are only a click away from visiting your website.



Custom Marketing



BANNER CREATION

Our graphics team can create engaging imagery for both custom and turnkey banners, including coupons and landing pages graphics, whether you want them designed for dealership branding, event-driven, or model-specific.



MARKET PROTECTIONS & GEO/LOCAL CAMPAIGNS

Target your competition, dominate your area, and protect your brand. We create ad campaigns that target shoppers in your area and drive them to visit your showroom before anyone else's. Our strategy forces your competition as far off of the search page as possible.



FINANCE CAMPAIGNS

Target low funnel, ready to buy shoppers with custom Finance campaigns. Our finance campaigns are unique to each dealership, and highlight your incentives on a monthly basis.



SERVICE & PART CAMPAIGNS

Our parts and service digital marketing system is built around customized solutions crafted to fill your service lanes with customers with complete account access so you can see every dollar spent, leading to the highest levels of performance.



CUSTOM CONTENT

Creating authentic and trustworthy content continues to be an important element for a successful SEO strategy. At Dealer eProcess, our content writers create unique, engaging content for dealer websites to increase visibility and dominate the search engine results.

Social Media

STARTER SOCIAL MEDIA

Includes VDP remarketing and your choice of any **2 packages**.

ADVANCED SOCIAL MEDIA

Includes VDP remarketing and **ALL packages**.

PACKAGES:

FIXED OPS PACKAGE

- DMS Targeting
- Specials

VIDEO PACKAGE

- Dealer Provided Video Content

FINANCE PACKAGE

- Special Finance

SALES PACKAGE

- Specials
- Lease/APR Specials
- Brand Awareness
- Conquesting

SOCIAL MEDIA CAROUSEL ADS

Follow customers onto Instagram with VIN-specific ads of the exact vehicles they showed interest in or leverage the power of Instagram and Polk audiences to engage with low-funnel shoppers for your brand.

Dynamic Targeting

DYNAMIC INVENTORY FACEBOOK ADVERTISING

Target users after they visit your website with VDP Remarketing. This low funnel campaign will show vehicles images to shoppers on their Facebook News Feeds, Instagram Feeds and more after viewing a VDP page on your website.

DYNAMIC INVENTORY BASED REMARKETING

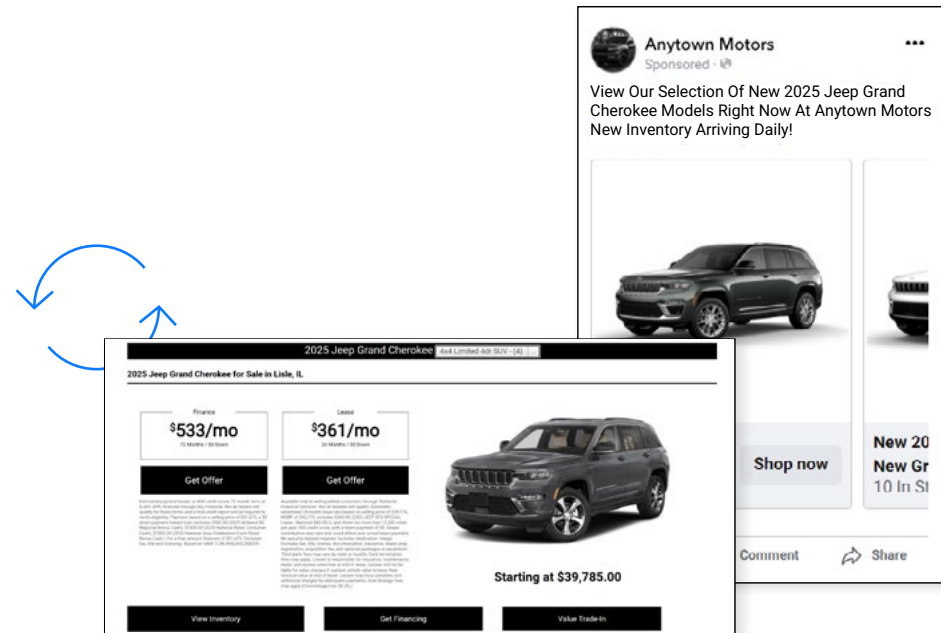
Our dynamic remarketing system will take the vehicle images that customers specifically viewed on the dealer's site, and use those images to create remarketing banners to continue to advertise to the customer as they browse other websites to draw them back to the dealer's site.

DYNAMIC LEASE & OFFER LANDING PAGES

Dealer Process customers don't ever have to worry about missing out on the opportunity to present a user with the best manufacturer incentives available. The platform consists of both dynamically generated ads on Google and Bing, and dynamically generated landing pages that contain all of the information about these offers that consumers could possibly want.

DYNAMIC PAID SEARCH

Let us turn your own vehicle inventory into an unstoppable force of inventory-specific ads! Our proprietary dynamic inventory-based advertising system syncs up flawlessly with your inventory database, and generates ads for each specific vehicle on your lot.



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Data Based Strategy

CAROI

We pull in all website and digital marketing data and match it to all DMS sales activity, providing a report that shows dealers what IS, and IS NOT helping sell cars. Tying together both online and offline data, 3rd party vendors, and more, we are able to give the exact formula of what produces the best results.

DMS TARGETING/FORECASTING WITH HEATMAPPING

How do you really know if your digital marketing dollars are being spent in the right locations? That's where our CARoi sales heat map comes in! This system will map paid search spend vs. actual sales to find out where your money is being spent most effectively. This way, we can adjust targeting and bidding strategies to the areas in your market that produce the most sales. This means your money gets spent better, and your ROI goes up.

