



S E R V I C E S & S O L U T I O N S



STELLANTIS

LET'S  
CHAT

web: [clickheredigital.com](http://clickheredigital.com)  
email: [fca@clickheredigital.com](mailto:fca@clickheredigital.com)  
phone: 225.383.0333

# PAID SEARCH ADS

Click Here Digital can **drive incremental leads, sales, and site traffic** by getting in front of people who are actively searching on Google and other search engines.

Technology, especially data analytics, is at the heart of everything we do and **tracking what happens after the click** is some of the most important technology we deploy for our customers.

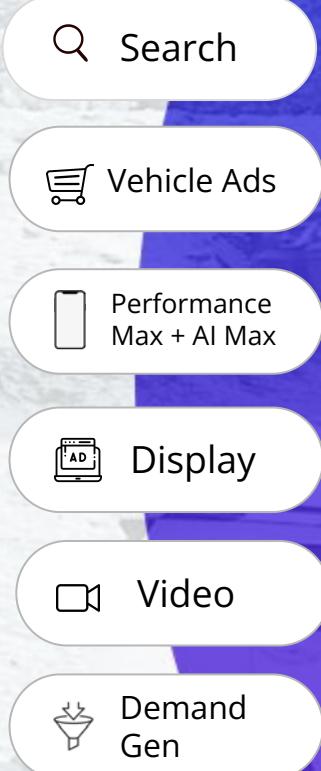
We are **not a set-it-and-forget-it agency**, because tracking leads, calls, store visits and actual sales is critical to understanding and optimizing your business.

We are a Google Premier Partner and have **over 30 years of experience** in automotive digital advertising.

## 15% LOWER COST PER LEAD

when pairing Google Search ads with Performance Max Campaigns.

(Source: Click Here Digital internal automotive portfolio data, 2023 average)



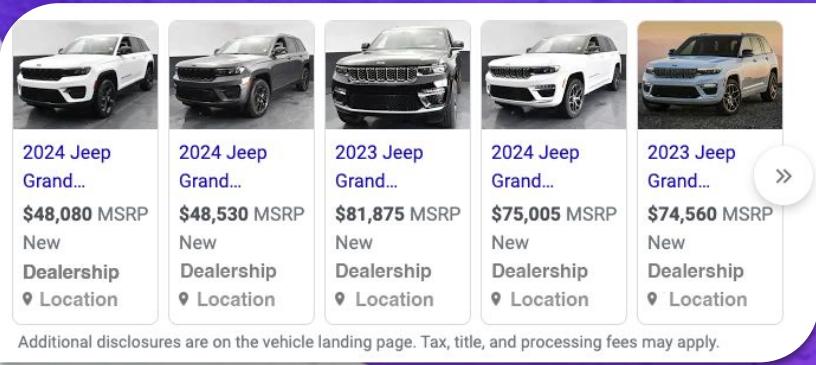
Ad • local-jeep-dealership.com

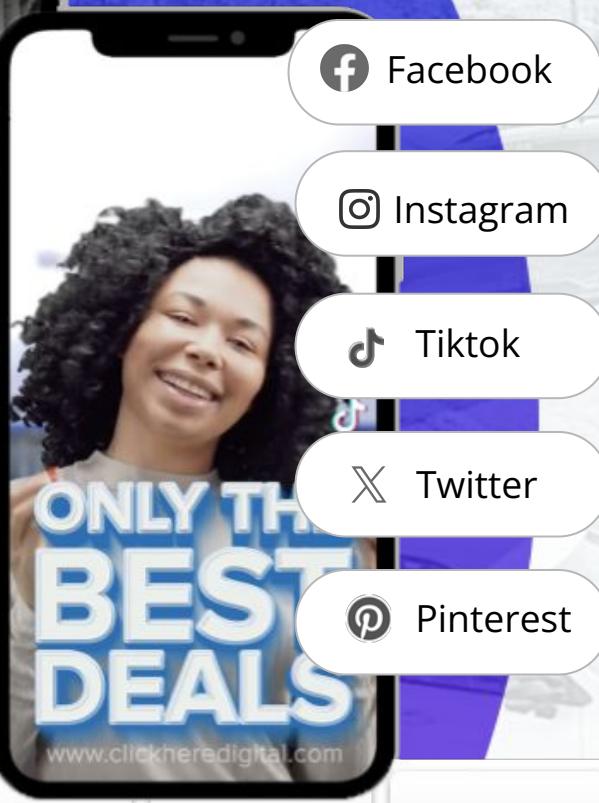
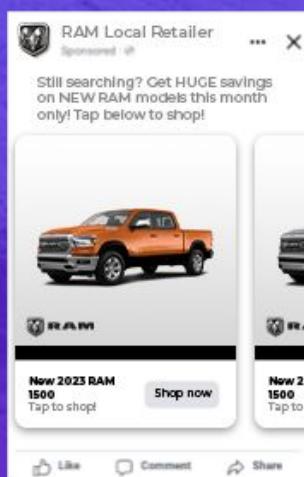
**Jeep Special Offers | Get 10% Below MSRP**  
The new 2026 Jeep Grand Cherokee starts at only \$36,000. Discover why the Jeep Grand Cherokee is the most awarded SUV ever built!

**Hours & Directions**  
Get Directions to Your Nearest Jeep Dealership Now

**New Inventory Specials**  
Explore Our Amazing Incentives and Save on a New Jeep Today!

**Lease Options**  
Looking to Lease a New Jeep? Check Out Current Lease Offers





## SOCIAL MEDIA ADS

**Boost your visibility** through social media advertising. Click Here Digital can run social ads through many platforms, including Facebook, Instagram (Meta), Tiktok, Twitter (X), and Pinterest.

Social media ads cover **full funnel strategy**, from Brand Awareness, consideration, down to the purchase and customer loyalty and retention.

**Drive low-funnel and deep-linked traffic** through inventory ads. Click Here Digital can segment by new, used, aged inventory, and more.

### 4x LOWER COST-PER-CLICK

comparing social media to paid search advertising

(Source: Click Here Digital internal social media cost-per-click averages for Tier 3 Subaru retailers, 2023)

# SEARCH ENGINE OPTIMIZATION

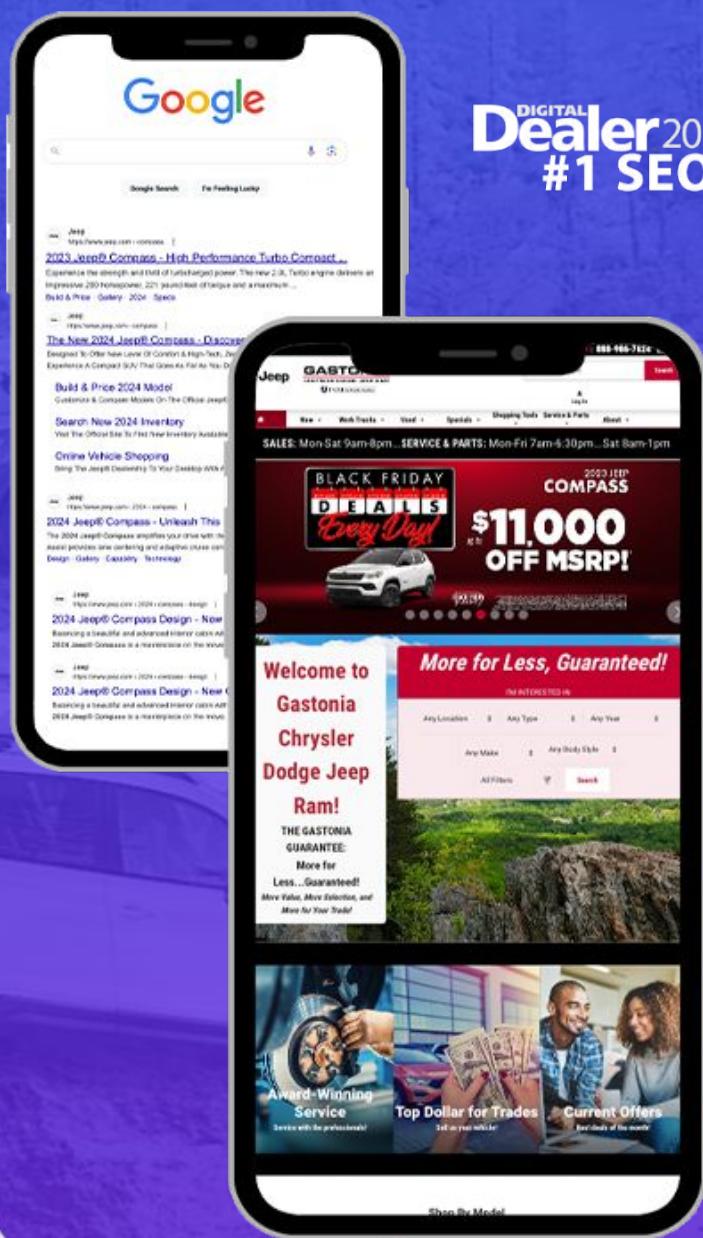
At Click Here Digital, we **NEVER** use cookie-cutter or pre-loaded content. We build **100% custom SEO plans** based on your needs and adapt them to **ANY platform** on the market.

We are **obsessed with low-funnel traffic optimizations** and focusing on what really matters, not just doing work to look busy.

- ✓ **EVERY PLATFORM**
- ✓ **ALWAYS CUSTOM**
- ✓ **ROI OBSESSED**

## 54% AVERAGE INCREASE IN FORM SUBMISSIONS

(Source: Click Here Digital internal Subaru Tier 3 Dealer portfolio data comparing starting 90-day period to current 90-day period, 2023)



## OVER TWO DECADES OF AWARD-WINNING SEO EXPERIENCE!

# SEO PACKAGES

Website & On-Page Management	STANDARD	CRO DELUXE
Landing Pages	✓	✓
Model Research Pages	Up to 6	ALL Models
Metadata & Schema Markup	ALL Pages	ALL Pages
Custom Filtered Inventory Pages with Content	✓	✓
Website Speed Optimizations		✓
Sitemap Cleanup & Site Architecture Overhaul		✓
Merchandising Enhancements		✓
UX & UI Analysis & Recommendations		✓
Blogs		✓
Citations & Off-Page Management	STANDARD	CRO DELUXE
Google Business Profile Optimization	✓	✓
Apple Business Connect	Basic	✓
Directory Listings Management (Bing, Yelp, etc)	Basic	✓
Reporting & Analysis	STANDARD	CRO DELUXE
Website Analytics	✓	✓
Google Search Console Monitoring	✓	✓
100% Custom SEO Strategy	✓	✓
Competitor Monitoring	✓	✓
GBP Reviews Monitoring	✓	✓
Mystery Shops		✓
Call Audits		✓

# CONNECTED TV / OTT

Target your audience where they are already actively engaged. **Connected TV** has already surpassed traditional TV; get your video ads seen where the new streaming audience is!



Reach in-market audiences on digital TV, or Connected TV! Click Here Digital has partnerships with major networks and platforms to get you top of mind. 0:15, 0:30, and 0:60 second ad slots available.

Get website visitor matchback and utilize Amazon Garage data through Amazon CTV.

Let us know your CTV goals and we can select the platforms right for you.

PLATFORM	GEO-TARGET	DEMO-GRAPHIC TARGET	1ST PARTY DATA	3RD PARTY DATA	GEO-FENCE	LEAGUE TARGET (NFL, NHL, NBA)
AMAZON	✓	✓	✓	✓	✓	
YOUTUBE TV	✓	✓		✓		✓
ESPN	✓	✓		Limited		✓
HULU	✓	✓		✓		
ROKU	✓	✓				

**98% OF ALL U.S. CONSUMERS SUBSCRIBE TO AT LEAST ONE STREAMING TV SERVICE**

(Source: Convergence Research Group)

# DIGITAL DISPLAY + DIGITAL VIDEO

Reach users throughout their research and use display and video campaigns that **drive action**.

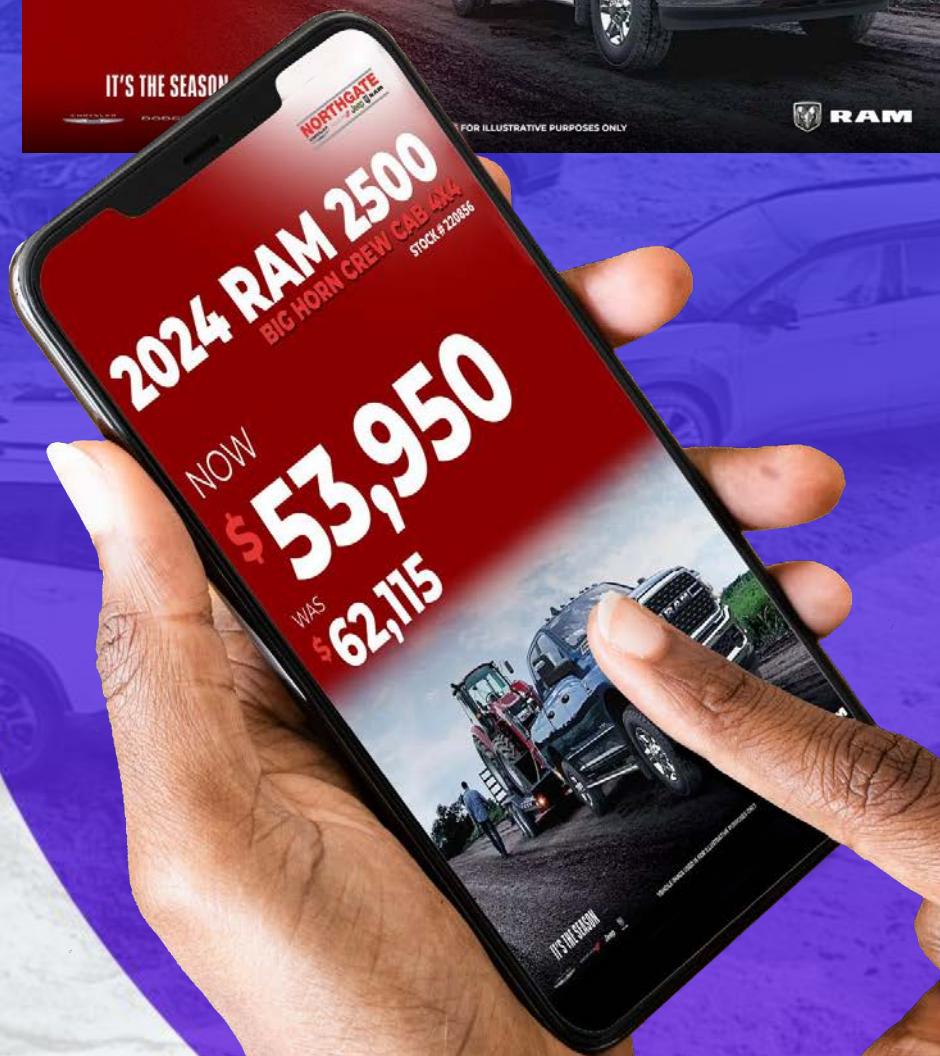
Our programmatic capabilities extend beyond the typical interest targeting of youtube. **Get access to up to 90% of available web properties** through enterprise media buying.

Click Here Digital can launch **dynamic inventory display ads**, which show your inventory to in-market shoppers in real-time.

Matchback reports? Yeah, we do that too!

**80% OF PEOPLE SWITCH  
BETWEEN ONLINE SEARCH &  
VIDEO WHEN RESEARCHING  
PRODUCTS TO BUY**

(Source: Google Search Data, 2023)



# STREAMING AUDIO

Tune into your audience with  
**Streaming Audio Advertising!**

Connect with listeners while they  
are listening - on desktop,  
mobile, smartphone and  
connected cars and **unlock the  
power of a screen-free  
environment!**

 pandora® Spotify® iHeart  
RADIO SOUNDCLOUD SiriusXM  
SATELLITE RADIO

Click Here Digital  
can launch your  
streaming audio  
ads on several  
platforms,  
including Pandora,  
Spotify,  
SoundCloud,  
iHeartRadio, and  
SiriusXM.

Need additional  
help coming up  
with a **catchy or  
memorable  
voiceover** to help  
drive action? We  
can help with that  
too!

**74% OF US ADULTS  
LISTEN TO DIGITAL  
AUDIO MONTHLY**

(Source: Insider Intelligence published data; 2023)

# HIGH TECH + HIGH TOUCH.

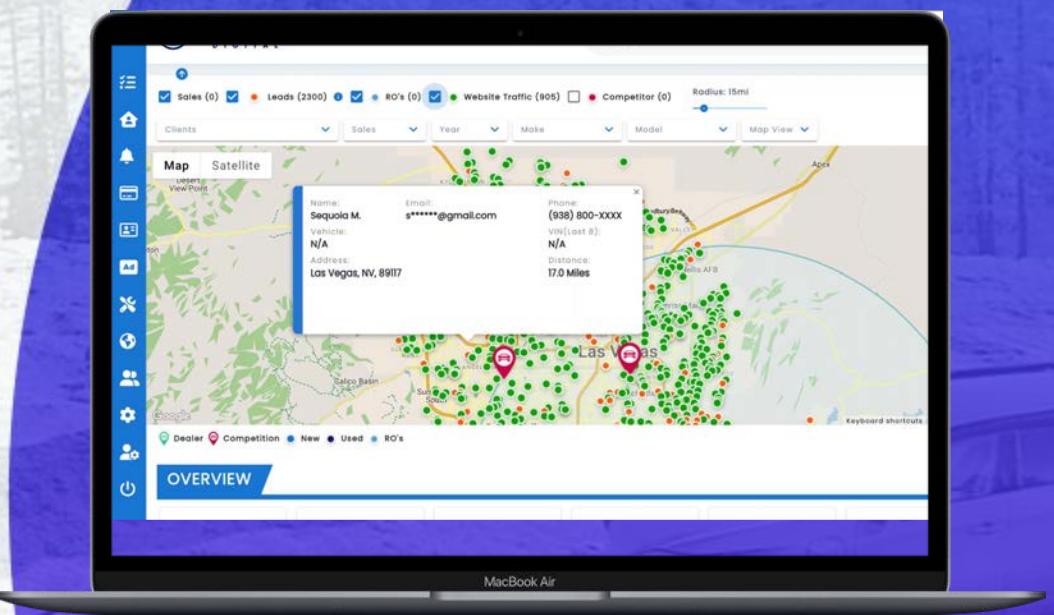
See your **website traffic, leads, calls, and store visits** all in one place with our **real-time reporting portal**.

We don't make guesses at what will work, we actually use your **first party customer data**, website visitor trends, and **competitor information** to make informed decisions on your campaigns.

In addition to our reporting, you get access to a **dedicated account manager** who will help ensure your goals are met. We don't phone it in, we are equally as invested in your goals as you are.

# CLICK iQ

Powered by Click Here Digital



Impressions	Clicks	Conversions	Conv. Rate	Store Visits
19,168	3,241	720	22.20%	469
<small>Previous Period</small>				
20,852	3,416	618	18.10%	503



## CREATIVE OPTIONS

BANNER &amp; AD PACKAGES

VIDEO PRODUCTION

CUSTOM LANDING PAGES

SOCIAL ORGANIC POSTING



## CREATIVE SERVICES

Looking to get more out of your advertising and **connect with your audience on a deeper level?** Our creative can power your advertising and **get you better results.**

Whether you need **creative on-the-go** or would like a more **comprehensive monthly package**, we have you covered.