



ENHANCED

# Digital Marketing Solutions

PPC/Paid Search



## POWER

### INCLUDES:

Includes custom campaign setup, active management, tailored ad copy, performance optimization, advanced targeting, and detailed reporting for impactful, data-driven campaigns.

## PERFORMANCE

### INCLUDES:

**Includes Everything in Power +** Display and Search remarketing to re-engage audiences effectively, and advanced targeting capabilities like make and model-level targeting

BEST VALUE

## PREMIUM

### INCLUDES:

**Everything in Premium +** additional display advertising and conquest targeting to capture new market share, plus custom audiences, Instagram advertising, video ads (CPV or CPC), and boosted posts for maximum visibility and engagement.

We aren't a one-size-fits-all agency. Pixel Motion customizes each digital advertising strategy to deliver results for your dealership. Whether it's increasing your leads, brand awareness, or fixed operations, our customized cross-channel marketing strategy is powered by artificial intelligence and advanced machine learning to maximize your ROI.

### We do it all, and then some.

Paid search, dynamic vehicle ads, geo-fencing, lead generation, affiliate marketing, custom landing pages, display advertising, remarketing, video, the list goes on and on- we are your all-inclusive digital services provider. We craft a strategy of exactly what you need to do to elevate your digital footprint for transformative business results.

### No templated strategy here.

While we have tried-and-true strategies that we can pull from in our arsenal, every client is unique. We leverage your unique selling propositions, offerings, and business goals into a comprehensive strategy, hitting everything you want to focus on. We don't just set it and forget it- we dynamically adjust as necessary to give you top-performing results.

### We deliver where others fail.

Give us the reins of your digital advertising campaigns and let us deliver results your last provider couldn't. Something not working? We don't give up- we'll continually test and retest ad copy, placement, and strategy to see what works best for your business.

For sales-related inquiries, kindly contact  
**Pixel Motion Sales**

☎ (949) 515-4447

✉ [sales@pixelmotion.com](mailto:sales@pixelmotion.com)



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## PACKAGE PRICING

### Certified PPC Package Solution

	Power	Performance	Premium
Custom Campaign Setup	✓	✓	✓
Active Management	✓	✓	✓
Custom Ad Copy	✓	✓	✓
Performance Optimization	✓	✓	✓
Advanced Targeting	✓	✓	✓
Custom Comprehensive Reporting	✓	✓	✓
Display Remarketing	✗	✓	✓
Search Remarketing	✗	✓	✓
Display Advertising	✗	✗	✓
Conquest Targeting	✗	✗	✓

## PACKAGE PRICING

### Facebook Advertising

	2 Campaigns	3 Campaigns	4 Campaigns
Click to Websites (Carousel or Single Image)	✓	✓	✓
Local Awareness (CPM)	✓	✓	✓
Lead Gen (CPM)	✓	✓	✓
Brand Awareness – Facebook page (CPM)	✓	✓	✓
Offer Claims	✗	✓	✓
Make Level Targeting	✗	✓	✓
Model Level Targeting	✗	✓	✓
Custom Audiences	✗	✗	✓
Instagram	✗	✗	✓
Video (CPV or CPC)	✗	✗	✓
Boosted Post	✗	✗	✓