



800-860-7873
 mazda@purecars.com
 purecars.com/mazda



SmartAdvertising FOR MAZDA DEALERS

PureCars is a Mazda Certified Provider for Digital Advertising

- Win with Best-in-Class Technology**
Our proprietary digital advertising platform syncs Mazda incentives, your inventory and market data with your digital campaigns.
- Optimize Your Budget, Maximize Your ROI**
We optimize your ads, bids and budget in real-time, across digital channels, to drive the highest ROI for your dealership.
- Do More For Less with Co-op Matched Funds**
Our award-winning solutions are Mazda certified and 100% eligible for Mazda Co-op matched funds for your New and CPO inventory, as well as Fixed Ops advertising.

Dominate Your Market with Award-Winning Technology Solutions

Capture shoppers at the peak of intent and drive more qualified traffic to your website, showroom and service lanes with comprehensive, Mazda-compliant digital advertising solutions. Our fully integrated platform enables us to deliver consistent, highly-relevant messaging across digital channels and devices.

2019 Mazda CX-3 | Hometown Motors of ...
 Ad www.hometownmotorsmazda.com/


Lease or Buy the New 2019 Mazda CX-3. Starting ...

Build & Price Search Inventory Mazda Special

Call (000) 123-4567

PAID SEARCH

Drive low funnel, in-market traffic to your website by delivering the right message to the right consumer at the right time with our award winning SmartAdvertising paid search platform.




Wow! Lease a 2019 Mazda CX-9 Sport for ONLY \$339/mo for 36 mos. with \$3,528 due at signing.*
 Get the new 2019 Mazda CX-9 Sport from Hometown Motors Mazda! 7-passenger seating · 7-inch MAZDA CONNECT™ infotainment center · Schedule a test drive!

HOMETOWNMOTORSMAZDA.COM Shop Now

SOCIAL

Reach and re-engage low funnel shoppers with compelling, VIN-level inventory and lead ads on Facebook.




2018 MAZDA3 SPORT 50TH EDITION

\$65 WEEKLY 84 MONTH FINANCE VIEW OFFER

DISPLAY & RETARGETING

Reach new customers and re-engage low funnel shoppers. Entice them through advanced targeting strategies.



Ad • 0:13 You can skip to video in 3

Mazda AD Hometown Motors Mazda 158 videos

VIDEO

Captivate shoppers with engaging, high-impact pre-roll video through our exclusive ad network.

mazda repair near me

Hometown Motors Mazda Service Center 7.13 miles
 1234 Destination St, Atlanta, GA

Mazda Repair Competitor 1.3 miles away
 Destination St, City, State

FIXED OPS

Reach prospects and existing customers who are most likely to service their vehicle with you.

1 Market Rank 0-10 mi 869,463 People

47.88% 248/518 sold

MR	Sold
1 Hometown Motors Mazda	248
2 Competitor Mazda	130

ZIPDRIVEN

Create a winning digital battle plan with our in-depth, easy to use market share analytics tool. You need to know your competition to beat them!

Digital Ad Packages for Mazda

MAZDA BASIC	MAZDA PREMIUM	MAZDA ENTERPRISE
<p>\$1000/mo</p> <p>Search Google & Bing</p> <p>Display & Retargeting PureCars Display Exchange</p> <p>Social Facebook & Video</p> <p>Video PureCars Video Exchange</p>	<p>\$1500/mo</p> <p>Search Google & Bing</p> <p>Display & Retargeting PureCars Display Exchange</p> <p>Choose One: Social - OR - Video (Social plus ups: CRM Matching for +1K Min ad spend; Video ads for +\$1K min ad spend)</p>	<p>\$2000/mo</p> <p>Search Google & Bing</p> <p>Display & Retargeting PureCars Display Exchange</p> <p>Social Facebook & Video</p> <p>Video PureCars Video Exchange</p>
<p>Minimum Monthly Ad Spend \$3,500 Search (Google & Bing) \$1,000 Display ----- \$4,500 Total Min. Ad Spend.</p>	<p>Minimum Monthly Ad Spend \$3,500 Search (Google & Bing) \$1,000 Display \$1,000 Social -OR- Video ----- \$5,500 Total Min. Ad Spend</p>	<p>Minimum Monthly Ad Spend \$3,500 Search (Google & Bing) \$1,000 Display \$1,000 Social \$1,000 Video ----- \$6,500 Total Min. Ad Spend.</p>

Fixed Ops Add-Ons

Capture shoppers at the peak of intent and drive more qualified traffic to your website

FIXED OPS BASIC	FIXED OPS PREMIUM	FIXED OPS ENTERPRISE
<p>\$250/mo</p> <p>Search (Add FB for +\$500 in min ad spend)</p>	<p>\$500/mo</p> <p>Search, Facebook, Display</p>	<p>\$500/mo</p> <p>Search, Facebook, Display, Video</p>
<p>Minimum Monthly Ad Spend \$1,000 (\$1,500 with Facebook)</p>	<p>Minimum Monthly Ad Spend \$2,500</p>	<p>Minimum Monthly Ad Spend \$3,500</p>

MEET OUR SUITE OF BEST-IN-CLASS TECHNOLOGY & SOLUTIONS

- SmartAdvertising
- Value Intelligence
- ZipDriven
- Fixed Ops
- Signal
- PureCars SEO

A La Carte

Purchase as stand-alone or add to any ad package for additional fees and ad spend

SOCIAL	VIDEO	ZIPDRIVEN
<p>\$650/mo</p> <p>Facebook</p>	<p>\$650/mo</p> <p>Programmatic Video</p>	<p>\$250/mo</p> <p>Market Share Analytics</p>
<p>Minimum Monthly Ad Spend \$1,500 with Facebook CRM Matching for + \$1K Min. Ad Spend Video for + \$1,000 Min. Ad Spend</p>	<p>Minimum Monthly Ad Spend \$1,000</p>	<p>Minimum Monthly Ad Spend N/A</p>

LEARN MORE & ENROLL

Contact us for a fully customized & complimentary demo and to enroll with PureCars, a Mazda certified provider.

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Program Benefits

- Co-op matched funds** for digital ad packages and management fees
- Deep OEM integration** with incentives and special programs only available to enrolled dealers
- Automatic billing** and Co-op reimbursement through your parts statement

Why PureCars

- Mazda certified provider**
- Award-winning, best-in-class** digital advertising technology solutions
- Dedicated Co-op & Compliance**
- In-market support**
- Transparent reporting**

