



Digital
Certified Solutions

800-860-7873
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SmartAdvertising FOR KIA DEALERS

PureCars is a Kia Digital Certified
Provider for Digital Advertising

- + Win with Best-in-Class Technology**
Our proprietary digital advertising platform syncs Kia 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 Kia Digital certified and 100% eligible for Kia 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, Kia-compliant digital advertising solutions. Our fully integrated platform enables us to deliver consistent, highly-relevant messaging across digital channels and devices.

Kia Forte | From \$20,110 | HometownMoto...
[Ad] www.hometownmotorskia.com/


17 in Stock. Browse Our Forte Inventory and Save!

Text (000) 123-4567
Text Us Your Questions

Atlanta · Dealership Pkwy

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 Smart Advertising paid search platform.



Wow! Lease a 2019 Kia Soul EV+ Auto for ONLY \$199/mo for 36 mos. with \$3,443 due at signing.*

SOCIAL

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




2019 Kia Sorento LX FWD
Lease for
\$239/mo
for 36 mos
\$1,999 Down

Stock #11401 • MSRP \$28,480

DISPLAY & RETARGETING

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



Ad • 0:13

[KIA] [AD] Hometown Motors Kia
158 videos

VIDEO

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

← kia repair near me ×

[KIA] Hometown Motors Kia Service Center
1234 Destination St, Atlanta, GA 7.13 miles

[KIA] Kia Repair Competitor
Destination St, City, State 1.3 miles away

FIXED OPS

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

1 Market Rank 0-10 mi 936,450 People

30.84% 206/668 sold

MR	Sold
1 HOMETOWN MOTORS KIA	206
2 Competitor Kia	167

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 Kia

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

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
\$250/mo Search (Add FB for +\$500 in min ad spend)	\$500/mo Search, Facebook, Display	\$500/mo Search, Facebook, Display, Video
Minimum Monthly Ad Spend \$1,000 (\$1,500 with Facebook)	Minimum Monthly Ad Spend \$2,500	Minimum Monthly Ad Spend \$3,500

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

LEARN MORE & ENROLL

Contact us for a fully customized and complimentary demo and to enroll with PureCars, a Kia Digital 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

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

