



Digital
Certified Solutions

877-860-7873
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Make Your Ad Dollars Work as Hard for Your Dealership as You Do

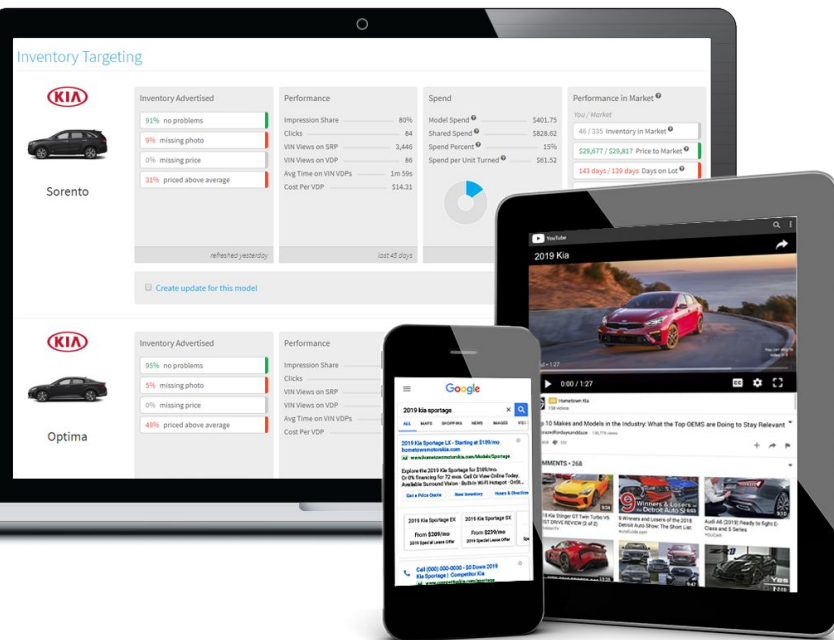
With High Performance Digital Advertising Technology, Industry Expertise and In-Market Support

✓ Multi-Channel Digital Advertising

✓ Business Intelligence Solutions

✓ Dedicated Team of Digital Strategists

Dominate Digital With Our Kia Digital Certified Solutions



SmartAdvertising®

MULTI-CHANNEL DIGITAL ADVERTISING

We partner with you to optimize your dealership's digital advertising strategy and results. Our high-performance software connects the dots between your inventory, market supply/demand, pricing and audience behavior to achieve maximum ROI. With PureCars, you get high touch support and data-driven technology solutions that are eligible for 100% Kia Co-op reimbursement.

PAID SEARCH
Google | Bing

SOCIAL ADVERTISING
Facebook | Instagram

PROGRAMMATIC DISPLAY
PureCars Display Network

VIDEO ADVERTISING
PureCars Video Exchange

DYNAMIC RETARGETING
PureCars Display Network

FIXED OPS
Multi-Channel + Waze

NEW PureCars SEAT

SEARCH ENGINE ALIGNMENT TECHNOLOGY

Put your dealership in the driver's seat with more calls, online shoppers, and showroom visits.

- ✓ **Optimize** your dealership presence in major search engines and directories
- ✓ **Dominate** local search results in your market
- ✓ **Increase** calls, leads, service appts, website traffic and showroom visits
- ✓ **See big results fast** for a small investment

ZipDriven

MARKET SHARE ANALYTICS & INSIGHTS

Build your digital battle plan and target more precisely with data-fueled, ZIP Code level insights.

- ✓ **See where you're winning**, where you aren't, and what to market to get you to the top
- ✓ **Identify** your biggest competitors
- ✓ **Conquest** your competition with a digital battle plan based on data not hunches
- ✓ **Understand your market** like never before

PureCars Digital Ad Packages

- ✓ Google AdWords & Bing Ads Certified Specialists
- ✓ Digital Strategists
- ✓ 24/7 Online Reporting
- ✓ In-Market Support

KIA BASIC	KIA PREMIUM	KIA ENTERPRISE
<ul style="list-style-type: none"> ✓ Paid Search ✓ Display & Retargeting Social Advertising Video Advertising 	<ul style="list-style-type: none"> ✓ Paid Search ✓ Display & Retargeting ✓ CHOOSE ONE: Social -OR- Video 	<ul style="list-style-type: none"> ✓ Paid Search ✓ Display & Retargeting ✓ Social Advertising ✓ Video Advertising
AD BUDGET MINIMUM \$4,500 Total	AD BUDGET MINIMUM \$5,500 Total	AD BUDGET MINIMUM \$6,500 Total
\$1,000 / MO	\$1,500 / MO	\$2,000 / MO

Add-Ons & A La Carte

Fixed Ops Add-Ons

FIXED OPS BASIC	FIXED OPS PREMIUM	FIXED OPS ENTERPRISE
\$250 / MO	\$500 / MO	\$500 / MO
SEARCH (Add FB for +\$500 ad spend)	SEARCH, FACEBOOK, DISPLAY	SEARCH, FACEBOOK, DISPLAY, VIDEO
AD BUDGET MINIMUM \$1,000 (\$1,500 WITH FACEBOOK)	AD BUDGET MINIMUM \$2,500	AD BUDGET MINIMUM \$3,500

Add to Any Package or A La Carte

NEW PURECARS SEAT	SOCIAL	VIDEO	ZIPDRIVEN
\$650 / MO	\$650 / MO	\$650 / MO	\$500 / MO
SEARCH ENGINE ALIGNMENT TECHNOLOGY	FACEBOOK	PROGRAMMATIC VIDEO	MARKET SHARE ANALYTICS
AD BUDGET MINIMUM N/A \$900 A LA CARTE	AD BUDGET MINIMUM \$1,500 CRM MATCH & VIDEO +\$1K	AD BUDGET MINIMUM \$1,000	AD BUDGET MINIMUM N/A

About PureCars

PureCars realizes the power that comes from combining the best proprietary technology with incredible people. PureCars provides dealerships and automotive marketers with a comprehensive suite of award-winning digital solutions and unparalleled industry expertise.



BOOK A DEMO
purecars.com/kia

ENROLL
www.kiadigitalprogram.com

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