






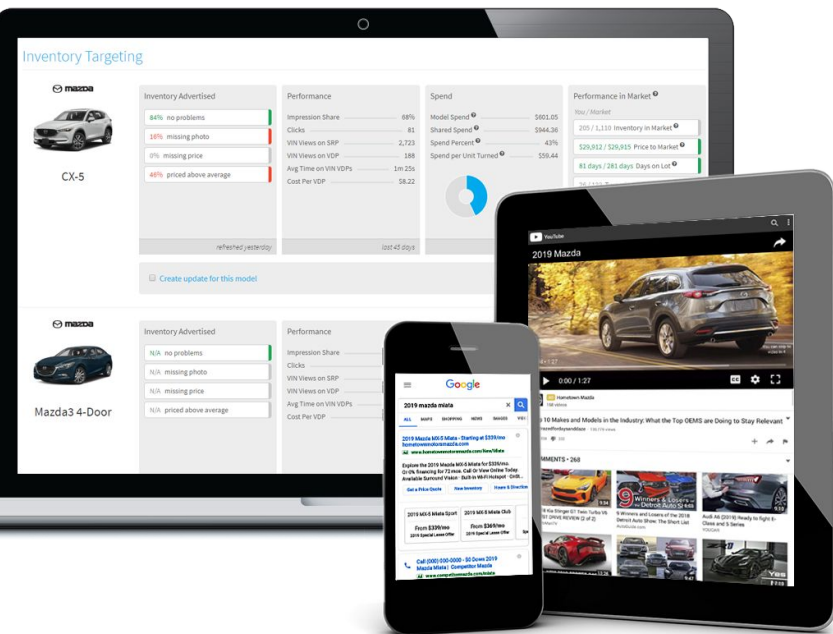
877-860-7873  
 mazda@purecars.com  
 purecars.com/mazda

# 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 Mazda 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% Mazda 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

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

## Add-Ons & A La Carte

### Fixed Ops Add-Ons

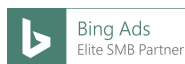
FIXED OPS BASIC	FIXED OPS PREMIUM	FIXED OPS ENTERPRISE
<b>\$250 / MO</b> SEARCH (Add FB for +\$500 ad spend)	<b>\$500 / MO</b> SEARCH, FACEBOOK, DISPLAY	<b>\$500 / MO</b> SEARCH, FACEBOOK, DISPLAY, VIDEO
<b>AD BUDGET MINIMUM</b> \$1,000 (\$1,500 WITH FACEBOOK)	<b>AD BUDGET MINIMUM</b> \$2,500	<b>AD BUDGET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

### Add to Any Package or A La Carte

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

## 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**  
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**ENROLL**  
www.mazdadigitalcertified.com/

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