



# SmartAdvertising®

## For Volkswagen Dealers

PureCars' award-winning technology makes it easy. Our single platform solution executes across all the relevant digital channels including search, display, social, and video and is optimized for all screens and devices.

Our technology uses data to determine which vehicles need to be advertised, then delivers the best ad to the right person at the opportune time across their path to purchase to help you sell more cars.

### Cross-screen Syndication

Our fully unified SmartAdvertising® digital ad platform enables us to carry consistent messaging across devices.

### Partner in Your Success

Our tech is just one piece of the story. A Strategy Manager, Performance Managers, and a Digital Specialist are on your team to optimize strategy, maximize your spend and make digital easy. We're proud our clients call us a partner, not a vendor.



Car shoppers visit 20 sources online before making a decision. Your advertising should reach shoppers across them all. Efficiency in media spend has never been more important.

## SmartAdvertising Solutions

### Search

Capture customers at the peak of purchase intent with robust ad structure and compelling copy.

### Display

Increase brand awareness, retarget, conquest and offer through tailored, compliant creative.

### Social

Reach and re-engage low funnel shoppers with VIN-level inventory ads on Facebook and capitalize on 'need it now' moments with Waze.

Call (000) 000-0000 - 2018 Volkswagen Jetta<sup>®</sup>  
Sedan - \$229/month for 36 months  
Ad [www.hometownmotorsvw.com/Models/Jetta](http://www.hometownmotorsvw.com/Models/Jetta)

Lease a 2018 Jetta Sedan for as low as \$229 a month. 36-month lease. Call or View Online Today. Large Inventory Selection • Schedule a Test Drive • Servic...

[Estimate Your Payment](#) [New VW Inventory](#) [Hours & Di](#)

City - 1234 Destination St

2018 Jetta Sedan	2018 Passat
From \$229/mo <small>Special Lease Offer</small>	From \$279/mo <small>Special Lease Offer</small>

Google | Bing

ALL 2018 NEW  
**Jetta**

MODELS IN DEALER STOCK  
**\$4,000 OFF\***

\*Click for Disclaimer

Hometown Motors Volkswagen [View Inventory](#)

PureCars  
DisplayExchange

Hometown Motors Volkswagen  
Sponsored

Experience the Hometown Motors Volkswagen difference. Check out special offers happening right now!

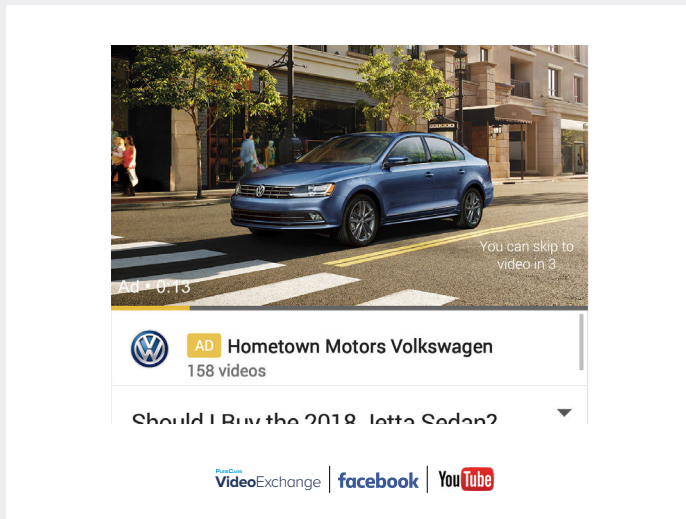
New 2018 Volkswagen Atlas: \$0 Down  
Get the new 2018 Atlas from Hometown Motors Volkswagen! \$0 Down. 7 Passenger SUV - Crafted Interior Cabin - Hands-free Liftgate - Schedule your test drive today!

HOMETOWNMOTORSVW.COM [Shop Now](#)

facebook | waze

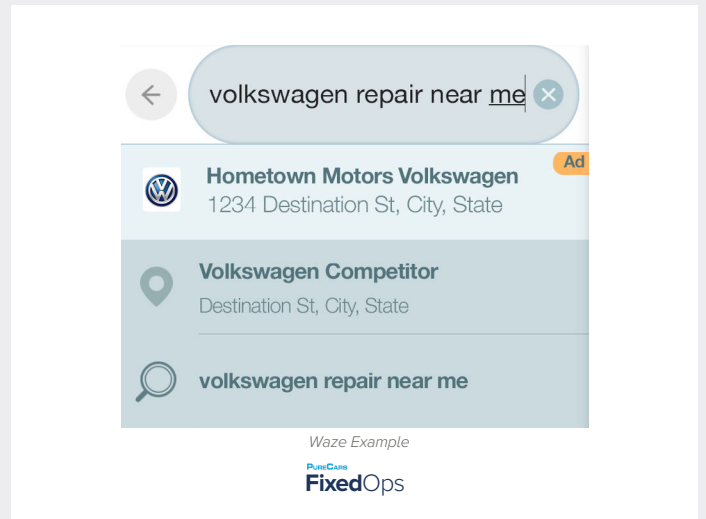
## Video

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



## Fixed Ops

Fill your services bays with digital while other service shops focus on less effective direct mail and coupon inserts.



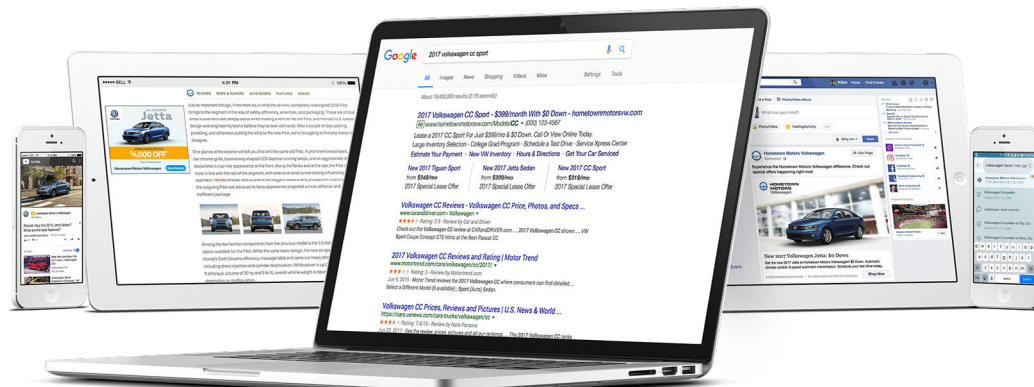
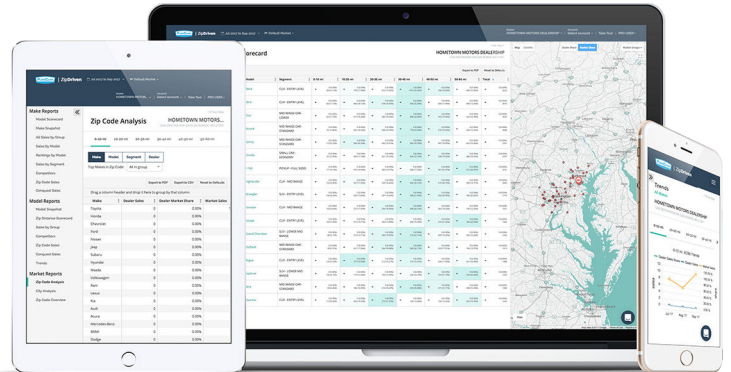
## Data + Technology Eliminates Wasted Spend

Understand your market and target more precisely with ZipDriven's actionable, data-rich reports. With our SmartAdvertising technology, we analyze your inventory automatically, down to the VIN-level, to identify which vehicles should be advertised using market supply / demand data.

### The Benefit

Efficiently spend on the vehicles that need it most and drive higher in-store conversions.

## ZipDriven



## Packages and Pricing

<b>VW BASIC</b> \$1000/MO	<b>VW PREMIUM</b> \$1,500/MO	<b>VW ENTERPRISE</b> \$2,000/MO
<b>SEARCH</b> Google & Bing	<b>SEARCH</b> Google & Bing	<b>SEARCH</b> Google & Bing
<b>DISPLAY</b> Behavioral, Retargeting, Contextual	<b>DISPLAY</b> Behavioral, Retargeting, Contextual	<b>DISPLAY</b> Behavioral, Retargeting, Contextual
-----	<b>SOCIAL -OR- VIDEO</b> Facebook, including prospecting, Retargeting, Lead Ads, Claim Offers  CRM Matching for +\$1,000 Min. Ad Spend Video for +\$1,000 Min. Ad Spend	<b>SOCIAL</b> Social FB, including prospecting, Retargeting, Lead Ads, Claim Offers, CRM Matching
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<b>Minimum Ad Spend</b> \$3,500 Search (Google & Bing) \$1,000 Display ----- \$4,500 Total Min. Ad Spend	<b>Minimum Ad Spend</b> \$3,500 Search (Google & Bing) \$1,000 Display \$1,000 Social ----- \$5,500 Total Min. Ad Spend	<b>Minimum Ad Spend</b> \$3,500 Search (Google & Bing) \$1,000 Display \$1,000 Social \$1,000 Video ----- \$6,500 Total Min. Ad Spend

### ADD-ONS | Add to any package for additional fees and ad spend

<b>FIXED OPS BASIC   \$250/MO</b>	<b>FIXED OPS PREMIUM   \$500/MO</b>	<b>FIXED OPS ENTERPRISE   \$500/MO</b>
Search (Add Facebook with an additional \$500 in ad spend)  <b>Minimum Ad Spend</b> \$1,000 (\$1,500 with Facebook)	Search   Facebook   Display  <b>Minimum Ad Spend</b> \$2,500	Search   Facebook   Display   Video  <b>Minimum Ad Spend</b> \$3,500
Add Waze*, where available, to any Fixed Ops Package for an extra \$500 in ad spend		

<b>SOCIAL   \$500/MO</b>	<b>VIDEO   \$500/MO</b>	<b>ZIPDRIVEN   \$250/MO</b>
Facebook Including Prospecting, Retargeting, Lead Ads, Claim Offers  CRM Matching for +\$1,000 Min. Ad Spend Video for +\$1,000 Min. Ad Spend  <b>Minimum Ad Spend</b> \$1,500 with Facebook	Programmatic Video with audience targeting to increase awareness and retention with incentive offers  <b>Minimum Ad Spend</b> \$1,000	Market Share Analytics Solution  <i>ZipDriven can be purchased as a stand-alone product.</i>

#### \*Waze is available in the following markets

Atlanta, Austin, Boston, Charlotte, Chicago, Cincinnati, Cleveland, Dallas, Denver, Detroit, Hartford, Houston, Los Angeles, Miami, Nashville, New York, Orlando, Philadelphia, Phoenix, Portland, Raleigh, Sacramento, San Diego, San Francisco, Seattle, Tampa, Washington DC.

For questions and support, please contact the Volkswagen Digital Consultant (VDC) team at [info@vwdealerdigital.com](mailto:info@vwdealerdigital.com)