



PRODUCTS & FEATURES	STARTER PACKAGE	BASE PACKAGE	PREMIUM PACKAGE	PLATINUM PACKAGE
	\$1k - \$2,999/mo	\$3k - \$5,999/mo	\$6k - \$9,999/mo	\$10k+/mo
Dynamic Inventory Based FCA Search Marketing	X	X	X	X
Dynamic Inventory Based CPO Search Marketing	X	X	X	X
Market Protection Search Marketing	X	X	X	X
Geo/Local Campaign	X	X	X	X
Dynamic Lease & Offer Landing Pages*	X	X	X	X
Dynamic Call Tracking + Weekly Call Tracking Reports	X	X	X	X
Advanced Executive Digital Marketing Dashboard	X	X	X	X
Dedicated Certified Account Strategist	X	X	X	X
Dynamic Inventory Based VDP Remarketing		X	X	X
Dealer Brand Promotional Remarketing		X	X	X
Behavioral/Programmatic Display Advertising		X	X	X
Dynamic Inventory Facebook Advertising			X	X
YouTube TruView			X	X
Used Car Custom & Dynamic Search Marketing			X	X
Google Posts			X	X
Service and Parts Custom Search Marketing				X
Finance Custom Search Marketing				X
Waze				X
CARoi- DMS Attribution				X
DMS Targeting/Forecasting with Heatmapping				X
Custom Content (2 pages/mo)				X

*must have DEP website

A LA CARTE	PRICE
Google Posts	\$499
CARoi- DMS Attribution	\$499
Banner Set Creation	\$449
Custom Content (5 pages)	\$539

SOCIAL MEDIA MARKETING	MINIMUM SPEND
Social Media Carousel Ads	\$500
Starter Social Media	\$1,000
Advanced Social Media	\$2,000
Amazon Automotive Advertising	\$1,500
Facebook VDP Remarketing	\$500