



FCA DIGITAL
CERTIFIED PROVIDER

For FCA Dealers looking to **get more from your provider**, Adpearance offers revenue-driven digital marketing & sales solutions.



Digital Advertising

Paid search, display, remarketing, social, video, and more. Dynamic ad tech now included at no extra cost!

[LEARN MORE](#)



Sales Intelligence

Improve close rates with better communication made possible by our industry-changing technology.

[LEARN MORE](#)



Full-Service Marketing

SEO, social media, video solutions, and reputation management. All FCA Certified.

[LEARN MORE](#)



LEARN MORE

www.adpearance.com/fca

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Why Adpearance?

We're committed to being your best partner.

How? We structure digital advertising around sales, not clicks. We build technology that saves you money and makes selling easier. We consider your operations in our communications. Rethink your expectations and experience true partnership with Adpearance.

Reclaim Your Position
The right strategy paired with the best technology consistently outranks the competition and gets your dealership in front of buyers.

Make Digital a Breeze
Advertising, technology, SEO, social media and reputation management all from a single point of contact.

Be More Than a Ticket
As part of your service you'll have an auto-dedicated, Google-certified client success manager whose sole purpose is helping you win.

Save a Truckload
New standard digital advertising management fees are just 20% of ad spend.

DIGITAL ADVERTISING

- ✓ Your choice of advertising platforms
- ✓ Dynamic Display Tech
- ✓ Dynamic Search Tech

20%
MANAGEMENT FEE



Digital Advertising

NEW! Now with lower management fees

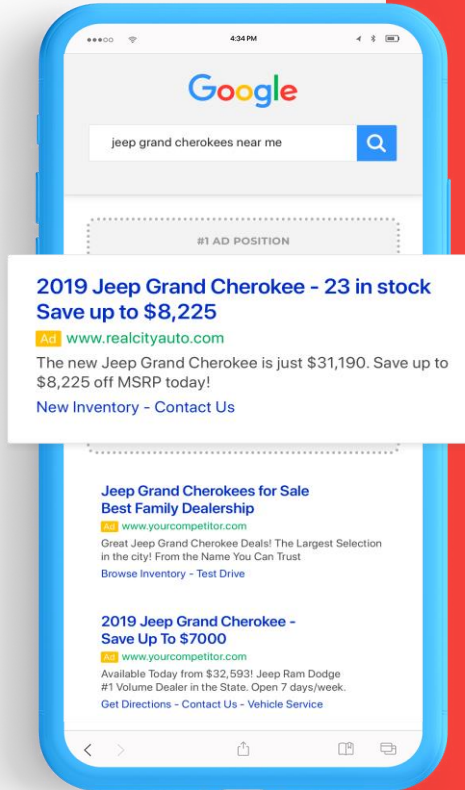
Advertising should prioritize conversions, not clicks. Which is why with Adpearance advertising you get the best in both lead tracking and strategy.

Advertise on the platforms that make sense for your dealership. Technology is included—it's all one rate with no setup fees.

Our Partners



With partnerships at the highest tier, we have greater access to new features, training, and support from the leading platforms.



Advertising Platforms

Google Ads Instagram
Bing YouTube
Facebook

Advertising Types

Search Video
Display Social
Dynamic Display Remarketing

Search Campaigns

Make Parts & Service
Model Conquest
Dealership Commercial
Location-specific Financing
Brand Lease Used
Model Segments Certified Pre-Owned



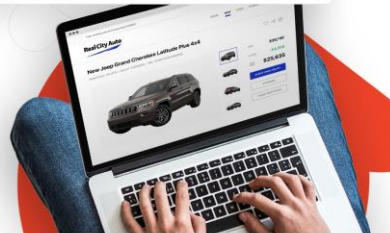
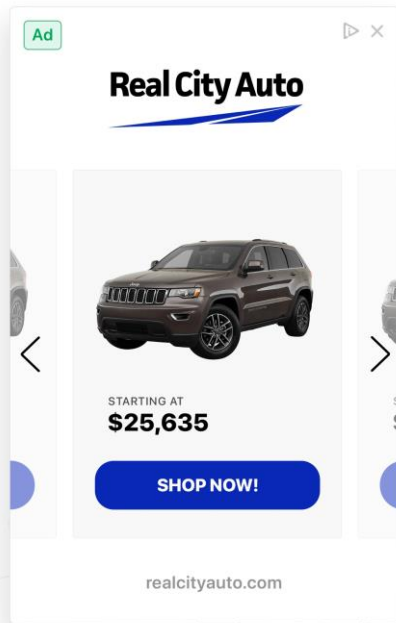
Ad Technology

NEW! Now included with Digital Advertising

Dynamic Display Tech

Dynamic Display Tech™ serves car shoppers display ads featuring the exact vehicle they viewed on your site—just like ecommerce.

Now your prospects will get the specific nudge they need to think again about turning shopping into buying.

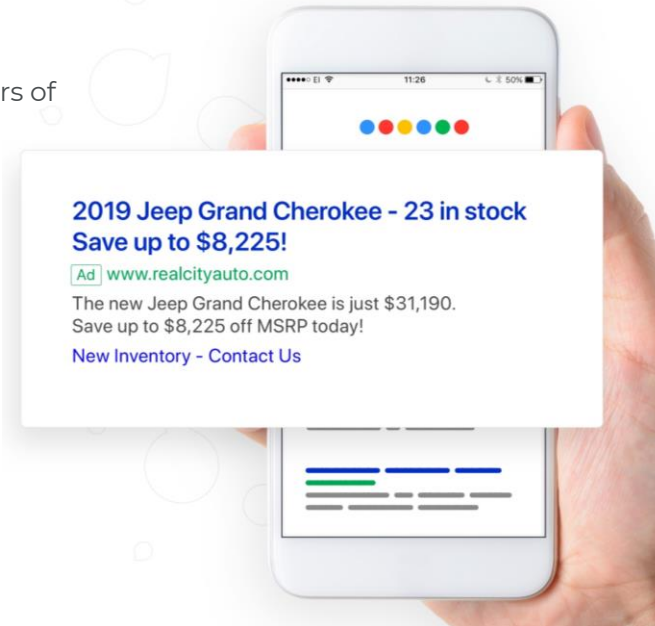
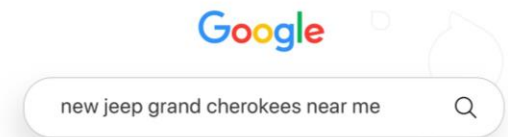


Link **every** piece of inventory on your lot directly to your advertising. Every new car. Every used car. Every trade-in. All listed in your advertising...**automatically**.

Dynamic Search Tech

Dynamic Search Tech™ allows you to run ads for every piece of in-stock inventory. New or used.

Ads go live within 24 hours of inventory being added to your website. And we take them down just as fast. Waste not, want not.





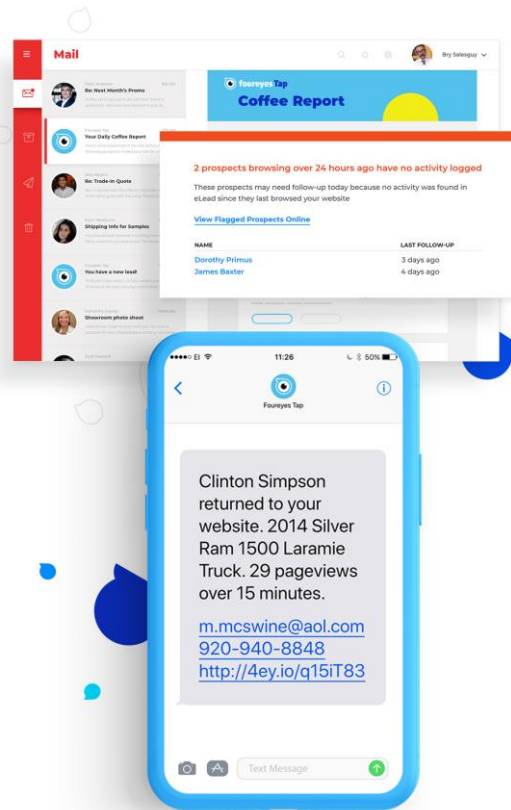
See more, sell more with sales intelligence

Unlock the potential of our sales intelligence platform, Foureyes. Our ground-breaking products—help salespeople sell more with data-driven solutions that **support better conversations & higher close rates.**

Sales Enablement

Foureyes Tap translates the traffic on your website into actionable insights to help you improve the close rate of your web leads.

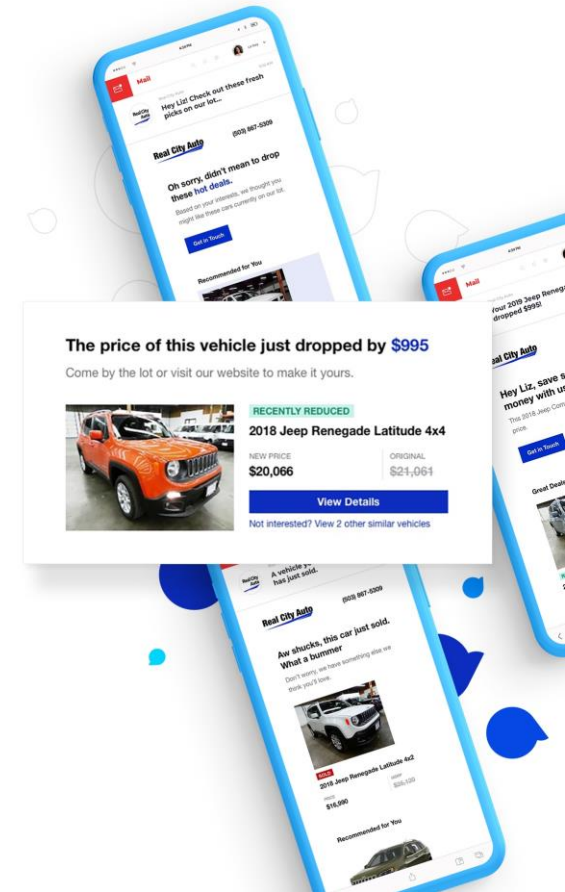
Get real-time opportunity spotting, better timing, and protection from sales pitfalls—all without logging in to another dashboard.



Prospect Engagement

Foureyes 20/20 Pro automatically notifies prospects about changes to the inventory they are interested in—like ecommerce—moving them closer to the sale.

By leveraging your existing work, 20/20 Pro delivers personalized communication at scale—with no additional time or effort.



Full-Service Marketing

Now you don't have to work with half a dozen vendors for a rock-solid digital presence. Managed by your account manager, Adpearance offers SEO, social media, video solutions, and reputation management.



Rank Higher with SEO

Appear for key searches and in local maps. We handle every aspect of SEO, both on and offsite.



Climb the Social Ladder

Create trust and influence buyers. Combining active management and smart strategies, our solution makes sure you won't be missed.



Live Up to Your Reputation

Improve the quantity and quality of your online reputation. We combine active monitoring and management, so you sparkle.



Promote Your Brand

Use video in your advertising without the headache. Digital branding pairs video creation and advertising management to reach your targets.





Ready to Go? Let's Get Started!

We're always happy to answer specific questions or provide a free digital marketing analysis.



Learn more at adpearance.com/auto-analysis



First in Class Advertising

It's why we were the first provider to achieve 100% Micro-Moments approval from Google and FCA.



Technology that Delivers

With an in-house R&D team comprising nearly a quarter of our staff, we actively invest in helping you outsell the competition.

For FCA Dealers Who Like to
Pay Less & Get More

20%
MGMT FEE

Enroll in any combination of digital advertising platforms & campaigns for management fees at **ad spend x 20%**.

Get in Touch



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