

DRIVE MORE STELLANTIS SHOPPERS, WHEREVER THEY ARE LOOKING

Digital Air Strike turns shopper intent into sales and service opportunities for Stellantis dealers.

The DAS platform uses dealer data, VIN-specific inventory, offers, and AI-enhanced optimization to reach high-intent shoppers across every major digital channel and manage the complexity behind the scenes.

Automotive specialists add strategy, insight, and proactive guidance tailored to each dealership's goals.



Turn Data Into Demand

DAS uses dealer data to build smarter audiences and put the right inventory and offers in front of active, in-market shoppers.



Drive More VDP Traffic

DAS-managed campaigns promote VIN-specific inventory across high-intent channels to boost visibility and drive more shoppers to your VDPs.



Reduce Wasted Ad Spend

Our AI-native platform shifts budget to the vehicles, channels, and shoppers most likely to convert, improving efficiency and ROI.



Stand Out With AI Video

DAS turns inventory into AI-enhanced video that captures attention, boosts engagement, and delivers significantly higher lead conversion.



“ We reached over 2,400 new consumers outside of our local Chicago market, sold more than a dozen vehicles and bought 4 vehicles from consumers who were in the market to sell, not buy, thanks to DAS and their campaigns. ”

- John Doolin, Marketing Director
Bettenhausen Automotive



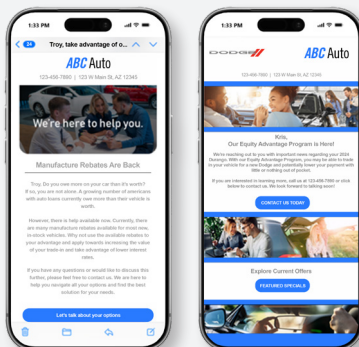
WHAT YOU GET WITH DAS INVENTORY MERCHANDISING

Fully managed inventory ads powered by data and AI

1

Data-Driven Merchandising

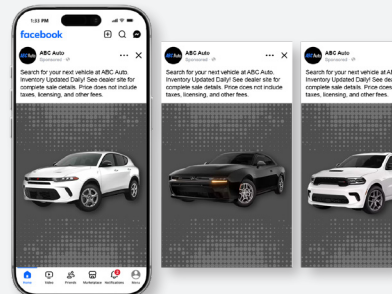
- DAS uses your customer and sales data to build smarter inventory audiences
- DAS runs coordinated multichannel campaigns across email, SMS, video, and digital media to keep shoppers engaged
- Lookalike audiences expand reach to shoppers like your best buyers



2

Get Your Inventory Seen

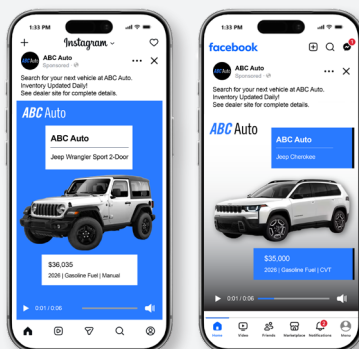
- DAS manages your VIN-specific campaigns, promoting your inventory across search, social, marketplace, display, and streaming channels
- DAS runs daily inventory syncs so your pricing, availability, and details are current across campaigns
- Proven campaigns have driven VDP traffic increases between 38% and 64%*



3

Video Enhanced Ads

- DAS turns static inventory listings into dynamic, AI-enhanced video creative for you
- Video-enhanced campaigns showcase VIN-specific details in scroll-stopping content
- DAS video campaigns have delivered up to 73% higher lead conversion*



4

Streaming Advertising

- DAS manages streaming campaigns that put your inventory and offers in front of high-intent local shoppers
- Target shoppers where they already watch with highly engaged streaming placements
- Fully managed video creation, updates, and campaign optimization
- Build brand recall while driving VDP traffic and stronger inventory engagement



WHY DIGITAL AIR STRIKE?

- ✓ **Certified Stellantis Preferred Provider** – Meets all OEM program requirements
- ✓ **AI-Native Technology** – Powers smarter targeting, creative, and optimization across every campaign
 - ✓ **Fully-Managed Service** – No additional workload for your team
 - ✓ **Diamond Dealers' Choice Awards** – Diamond awards in 6 categories
 - ✓ **Transparent Reporting** – Track clicks, engagement, and results clearly



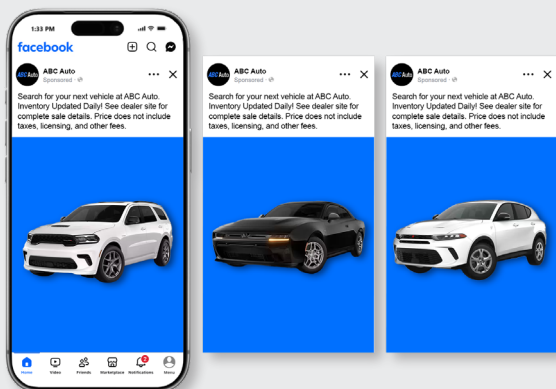
Ready to Future-Proof Your Dealership's Digital Presence?

Digital Air Strike delivers award-winning technology, managed services, and performance accountability that Stellantis dealers need. Enroll today!



ADVERTISING THAT GETS YOUR INVENTORY SEEN

From VIN-specific inventory ads to AI-enhanced video and Amazon OTT, Digital Air Strike helps dealerships reach more high-intent shoppers across the channels they use every day.

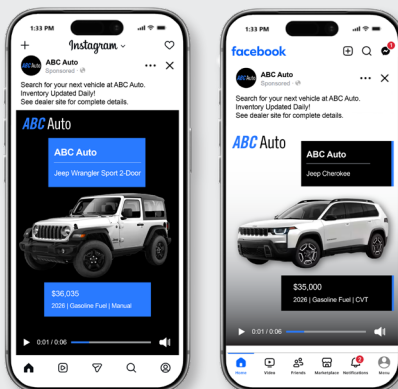


Get Your Inventory Seen

Expand inventory visibility on high-intent marketplaces consumers already trust. Drive VIN-specific vehicle advertising enhanced with AI video across search, social, and marketplace channels, with daily inventory feed sync to ensure accurate pricing and availability.

Video Enhanced Ads

DAS video enhanced ads use AI to transform your inventory into dynamic, scroll-stopping video across search, social, and marketplace channels. This approach consistently delivers higher engagement and stronger shopper intent compared to traditional static ads.



Advertise Across Streaming

DAS places dealership ads on streaming TV apps, smart TVs, and connected devices. Your campaigns can appear before or during shows, movies, live content, and free streaming channels, giving your dealership more ways to stay visible beyond traditional TV.



APPROVED FOR: Paid Search/PMAX/VLAs ■ Paid Social ■ Programmatic Display ■ Digital Video ■ CTV/OTT ■ Conquest Email Marketing ■ SEO