STELLANTIS DIGITAL

iFR🐸G
Born in a Dealership®

Why iFrog?

Some companies start in a **garage.** Some companies start in a **boardroom.** Ours started in the **showroom.**

SEARCH

DISPLAY

SOCIAL

VIDEO

Elementary	Essential	Enhanced	Elite
$595	$1,995	$3,995	$6,500
+ 20% Media Fee	+ 20% Media Fee	+ 20% Media Fee	+ 20% Media Fee
		POPULAR	

What's Included:

- Dedicated Account Management
- Customized Media Plans
- AI & Machine Learning
- Custom Designed Creative
- Transparent Reporting

Ask Us About our Full Funnel Approach

Meta Business Partner

Google Partner

Hear what an iFrog partner has to say about us?

PRESTON
Automotive Group
x
iFR🐸G
Marketing Solutions

Click the video to hear for yourself.

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Google Performance Max & Vehicle Listing Ads

Designed to optimize campaign performance and achieve specific objectives such as driving conversions, maximizing website traffic, or increasing brand awareness. By utilizing advanced machine learning and automated bidding strategies, these campaigns aim to deliver the best possible results based on your defined goals.

Performance Max Ads:

- Better market penetration resulting in a **90%** decrease in CPC

- Increased conversion rates by **15X** compared to regular online ad campaigns
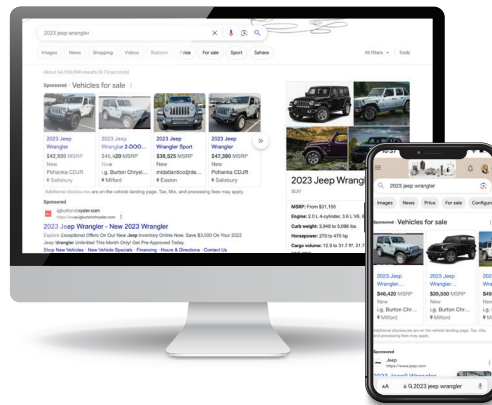
Vehicle Listing Ads:

- Increased Visibility & Reach

- Reach Low Funnel "Ready to Buy" Shoppers
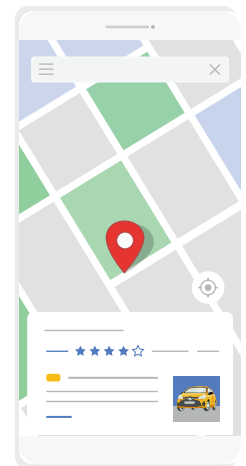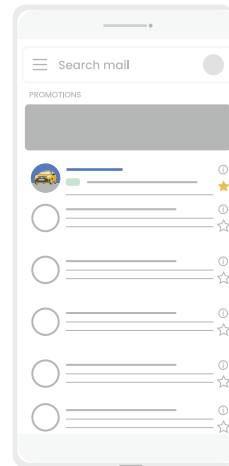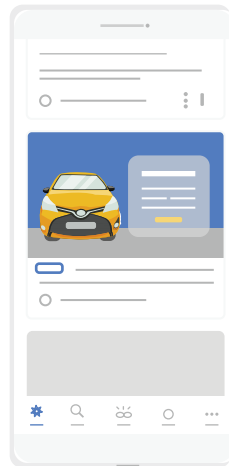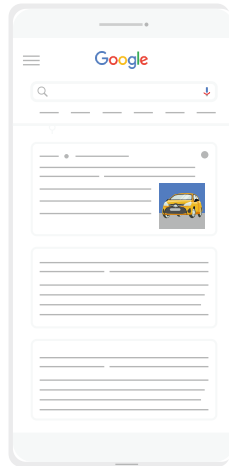
- Be Seen with Your Competitors
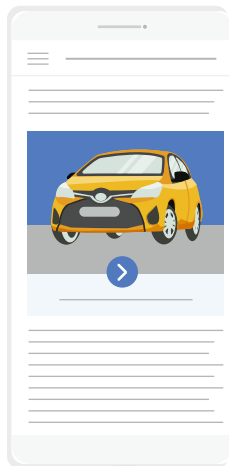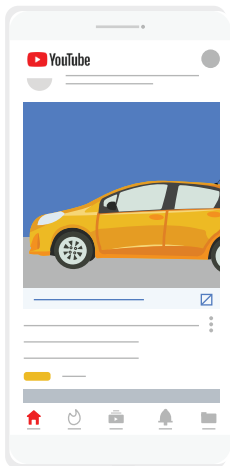
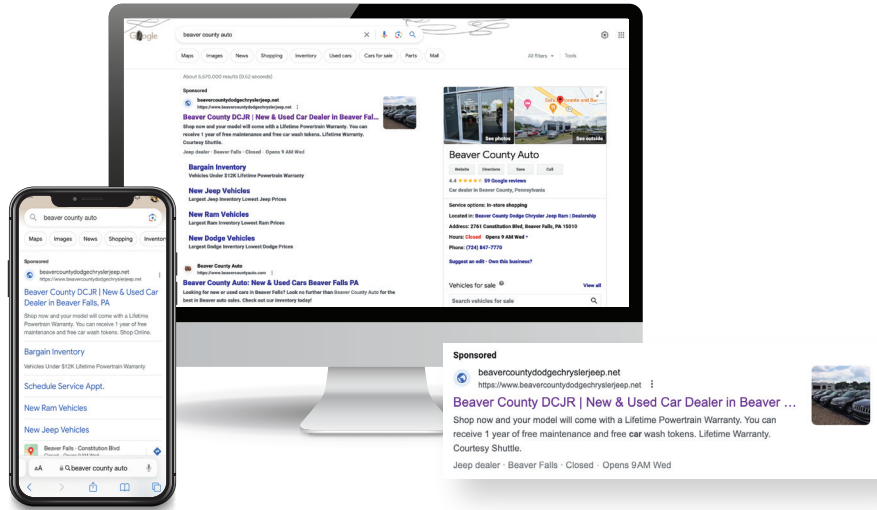| YouTube | Display | Search | Discovery | Gmail | Maps |

Paid Search

Our expertise lies in crafting customized content for your ad campaigns, utilizing exclusive offers and dealership-specific information to ensure optimal performance at every level, down to individual keywords.

Google ads powered by machine learning & AI

Our search solutions allow us to efficiently & quickly manage multiple campaigns while simultaneously delivering increased ROI.

- Branding
- Geo
- Fixed Ops
- VLA & More

- Expert Keyword Research
- Tailored Ad Copy
- Data-Driven Optimization
- Transparent Reporting

Google Partner

Google search is 7X more likely to be used to get to an OEM or Dealership website compared to other platforms. Of people who ended up on a manufacturer or dealership website, almost half of their visits came directly from Google Search!

Video (OLV, OTT/CTV, YouTube)

Running an online video campaign provides numerous benefits, including the ability to convey your brand message in a highly engaging and memorable format, capturing attention and leaving a lasting impression on your target audience. Additionally, online video campaigns offer extensive reach, as they can be easily shared and accessed on various platforms, allowing you to connect with a broader audience and increase brand visibility.

Capabilities:
- Campaign setup & management
- Cross-channel advertising
- In-stream video advertising
- Real-time bidding (RTB) on all video types
- Custom video production available
- 46 ad exchanges with access to more than 60,000 sites
- 150+ auto specific direct properties

NBC   ESPN   peacock   hulu   DIRECTV

COMING SOON

NETFLIX   Disney+

75% of users check a company's website after they have viewed a video about their services. 12% of the customers that reach a company's website actually buy the product that was shown in the ad. 80% of Internet users can remember a video ad that they've seen in the last 30 days.

Paid Social (Facebook, Instagram, TikTok)

Engage your potential customers where they naturally gather - on social media platforms - and precisely target them across diverse demographic segments. By capturing their attention in these popular online spaces, we ensure your message reaches the right people at the right time, increasing the effectiveness of your marketing efforts.

Advanced Targeting Options:
Precise targeting capabilities based on demographics, interests, behaviors, location, and even custom audience segments.

Remarketing and Custom Audiences:
Target users who have previously interacted with your brand or website, making use of remarketing or retargeting techniques.

Diverse Ad Formats:
Various ad formats such as image ads, video ads, carousel ads, slideshows, and interactive ads.

Ad Placement and Optimization:
Choose where your ads appear, whether it's in users' newsfeeds, stories, or specific placements within the platform.

∞ Meta
Business Partner