

FORCE FAMILY OF BRANDS

**YOUR GUIDE TO**

# The Stellantis Digital Certified Program



# FORCE

M A R K E T I N G

We execute marketing that drives your business forward.

## Who We Are

When it comes to automotive marketing, understanding the customer journey is key to the success of any marketing strategy. With Force Marketing's rich portfolio of brands you can now rely on one partner to deliver the right message to the right consumer during every stage of their car shopping, buying and service journey. From the time a consumer begins consideration on brand, price and dealer location, to the moment they consider their purchase or financing options, down to the communication after the sale through service and parts support. Force Marketing offers a new front-to-back consumer lifecycle marketing solution.



## Our Solutions



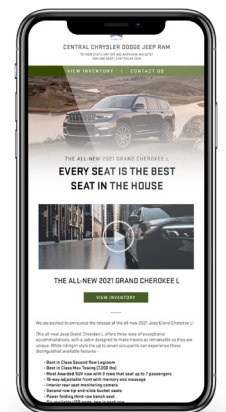
### DRIVE Dynamic Video

Our award-winning streaming video platform generates dynamic videos based on your current inventory, combining a personalized digital shopping experience with an actual VIN from your website. DRIVE gives dealers the ability to reach in-market shoppers across all channels including Facebook, YouTube, programmatic networks, OTT, and CTV streaming services like Amazon Fire TV, Hulu, Roku, Sling, etc. It is fully automated, provides real-time updates, and tracks in-store visits from every consumer it reaches.



### Email Marketing

Reach your prospects with a targeted, value-added message delivered straight to an inbox. Our certified providers use conquest and unsold lead campaigns to reach customers as quickly and as effectively as possible, reaching prospects in their email client of choice. Powerful campaigns and retargeting efforts keep you top of mind, and seasonal campaigns support advertising efforts throughout the customer lifecycle.



### Actual Dealer Results **Central 44**

# 10%

### Increased Leads

Increased leads by 10%

month-over-month from June to July 2021



# Drive | Dynamic Retail Inventory Video Engagement



## OTT

Our OTT (Over-The-Top) strategies are full-funnel performance drivers. Our approach is unique in that we focus on the audiences for each brand and dealership. This can include traditional goals of reach and frequency. Or it can mean digital measurement, programmatic, or sponsorship — it all depends on the dealership or OEM's needs. We leverage OTT video as a full-funnel performance channel that does more than just build your brand; it can engage and move customers through the entire funnel thanks to growing capabilities in scaling, measuring, and data-driven targeting through our award-winning DRIVE technology platform.



## Paid Search

With our paid search management we help you generate more leads. Our strategy utilizes Google Micro-Moments to optimize campaigns down to the keyword level, leveraging ad extensions such as location, call, call out, structured snippets and price. We offer real-time reporting, strategic targeting, unique ad copy, and dynamic technology that harnesses your website's content.



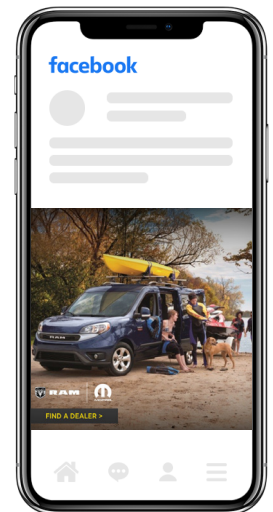
## Display and Retargeting

Our display campaigns utilize custom creative strategically designed to reach more customers while targeting the right demographics, keywords and more. Display and retargeting maximize the frequency prospects see your offers in a given ad period and are an impactful way of increasing overall site engagement and lead conversions.



## Social Advertising

We design custom ads relevant to your dealership's sales or service goals. Choose from specific in-market audiences that target consumers with the highest propensity to buy or service their vehicles at your dealership based on 1,000+ demographical, behavioral, and locational attributes. We offer custom first-party data, lists, remarketing and lookalikes with Facebook. Our available ad sets include lead ads, traffic ads, and video ads.



## Actual Dealer Results Central 44

**37%** **New Car Orders**  
Out of all new car sales in July 2021, 37% were new car orders.



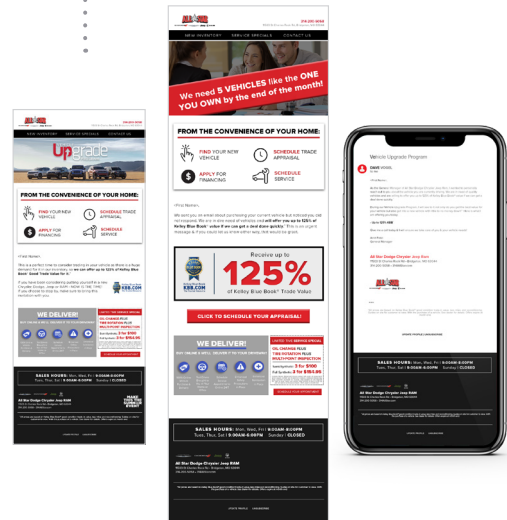
### Recapture™

Recapture™ is the industry's only lost shopper capture and marketing automation program. This program features anonymous shopper identification, data-hygiene & validation, ai powered exit intent, and direct marketing automation. Each prospect is identified through our proprietary Audience IQ™ platform, marketed using personalized email & direct mail campaigns, tracked and recorded once on-site, and provided to dealers in their CRM alongside a customer purchase propensity score.



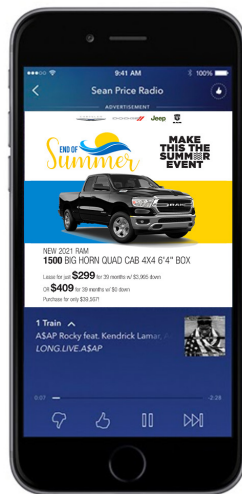
### Amazon Advertising

Reach over 40 million active users worldwide each month with the #1 streaming media player, Amazon's Fire TV. Amazon advertising provides incremental, unique reach with little overlap, cheaper spots with no supply fees, and exclusive access to IMDb TV. We're able to specifically target logged-in users whose billing address is in your target zip codes and give you access to lifestyle data that allows for greater quality audience segmentation.



### Streaming Audio

Our audio streaming strategies can target auto consumers by demographic, interest, geolocation, device type, genre, playlist, and more. With consumers now spending an average of 4.5 hours daily listening to streaming audio through streaming services, podcasts, and app content there's a ton of untapped marketing opportunities for auto dealers. Our streaming audio campaigns connect and convert listeners into buyers.



### aTom® Lifecycle Marketing

Our aTom® Retention platform is the most advanced and flexible retention and loyalty solution in the market. Our solution expands communications to a dealer's entire DMS, adds channels (email, direct mail, social, display, and streaming video), adds more touchpoints (triggers) to the customer journey, assisting your dealership to retain customers before they defect. aTom® can be utilized as a full-service retention program that encompasses the entire ownership experience.



**Ask your Force Marketing representative about all our managed services and more!**

**Actual Dealer Results Central 44**

**#1** in the Region  
 Leading the region with the highest number of new car orders for the month of July 2021