

Stellantis Dealer Marketing Solutions

L2TMedia partners with dealers to drive for results.

Our best-in-class digital marketing solutions improve the performance and profitability for dealerships, based on their unique business goals. Our proprietary AutoQuity™ digital advertising platform uses machine learning to programmatically optimize your campaigns across all channels and optimize your budget to provide better ROI. L2T provides our dealers with:

- PAID SEARCH
- PAID SOCIAL
- VIDEO
- DISPLAY ADVERTISING
- OTT
- SEO
- REPUTATION MANAGEMENT
- MY BUSINESS INVENTORY
- AUTOINCENT™



EXPERT TEAMS

to help you get the most out of your marketing campaigns

TRANSPARENT REPORTING

with our 24/7 Performance Dashboard

SUCCESSFUL PARTNERSHIPS:



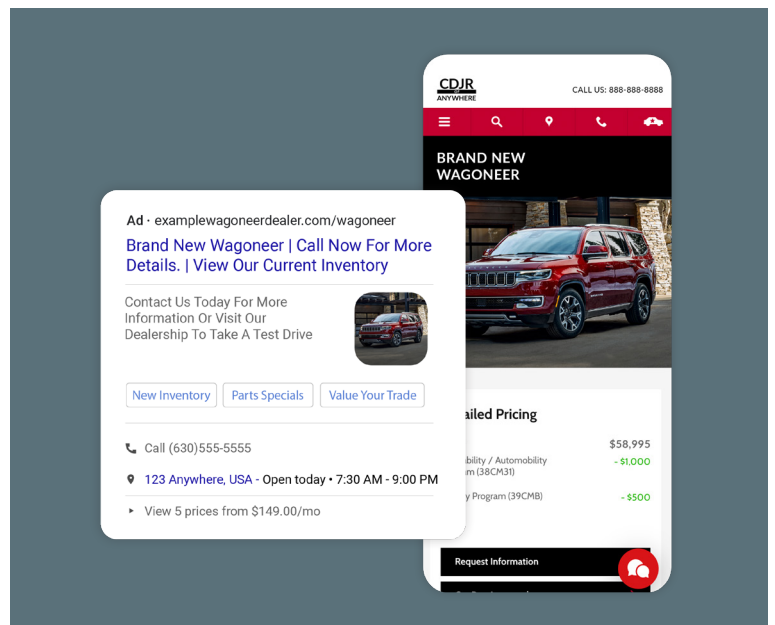
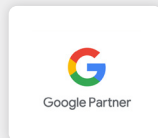
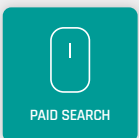
A LOVE OF THE AUTOMOTIVE INDUSTRY!

Digital Ad Package

▶ L2T PAID SEARCH

The Most Essential Step in Targeting In-Market Shoppers

- + Drive more vehicle views
- + Capture more traffic
- + Focus on best-performing keywords

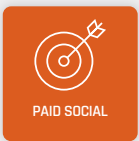


Digital Ad Package

L2T PAID SOCIAL

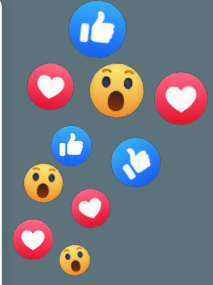
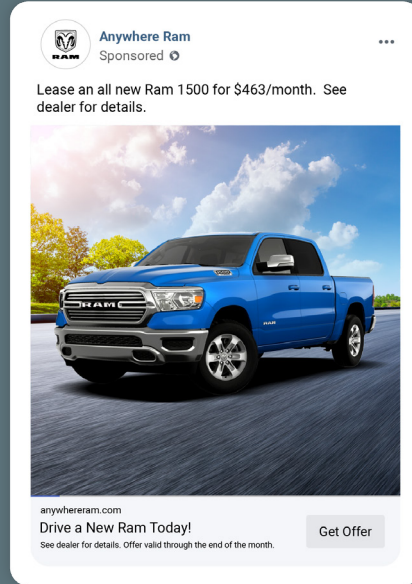
Target In-Market Shoppers on Facebook and Instagram

- Focus on hyper-targeting
- Boost with retargeting and lookalike audiences
- Leverage all Facebook ad format options



TECHNOLOGY FEE
Powers Dynamic Facebook Ads

\$199



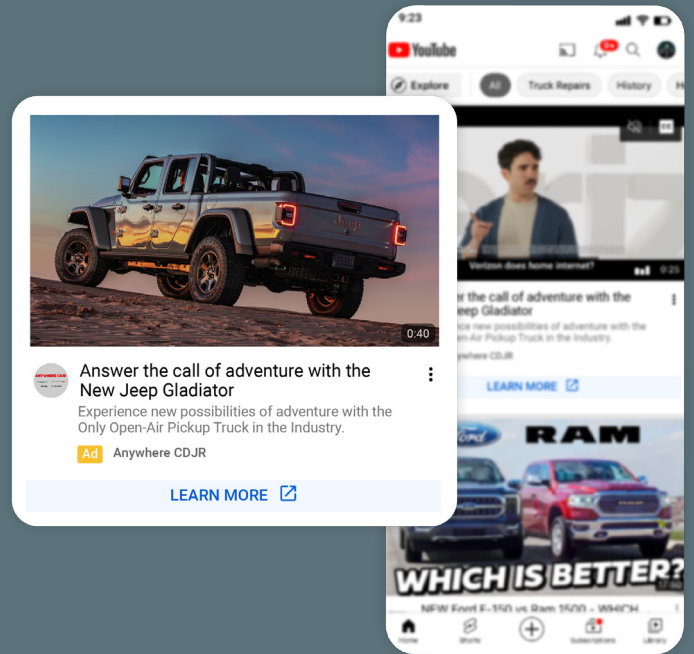
L2T VIDEO

YouTube

- In-stream video ads and skippable in-stream ad are set based on conversion goals vs. video views
- Responsive video ads generate multiple ad combinations in the most relevant formats
- Viewers can click directly from the video to the dealer website and convert via form, calls, chats or text

Amazon

- 30% more accuracy by targeting shoppers based on home address vs. IP address
- Remarketing to consumers who have visited the dealership website
- Runs on exclusive Amazon owned and operated properties
- Ability to use 3rd party data from Oracle, Edmunds,

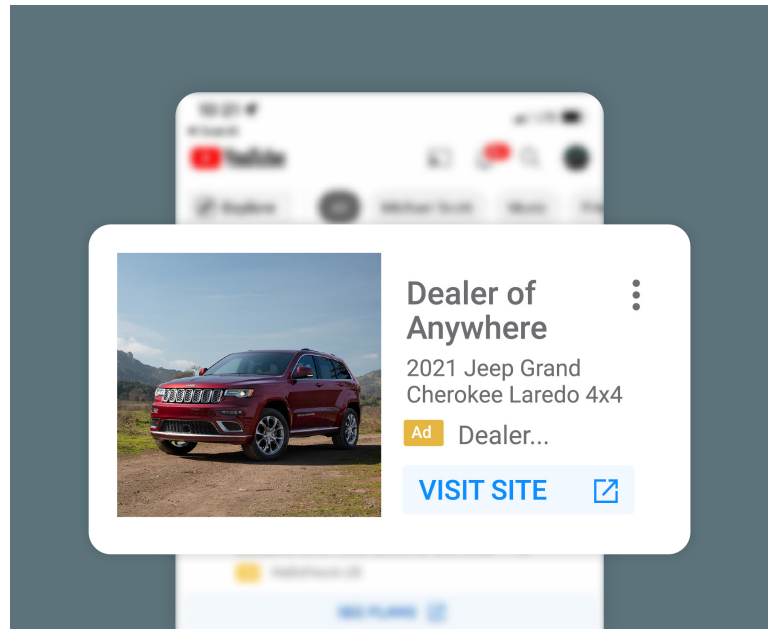


Digital Ad Package

▶ L2T DISPLAY ADVERTISING

Drive Awareness and Maximize Impressions to Drive Interest

- + Drives high-quality traffic
- + Increases consideration by in-market shoppers
- + Send qualified shoppers back to your site



Digital Ad Package Minimum Spend \$999

Stellantis Dealer Marketing Solutions

▶ L2T OTT

OTT

- + L2T uses online and offline consumer data to server ads to in-market viewers
- + Ads are run on exclusive apps and streaming service networks
- + L2T's technology learns from the buying behaviors of the targeted audience and their probability to act after viewing your ad



MINIMUM SPEND

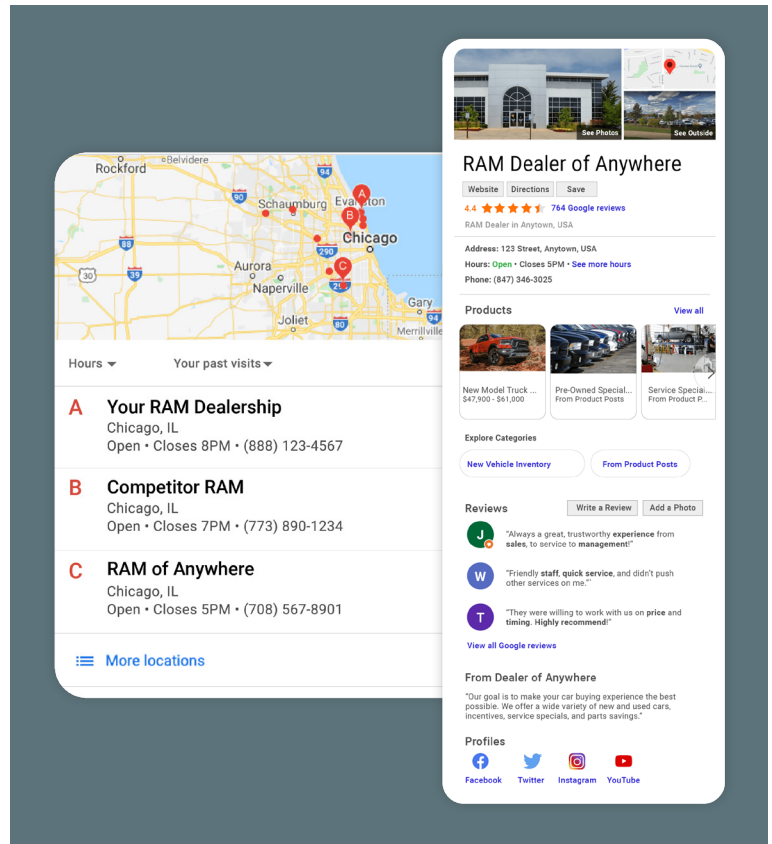
\$5,000

Stellantis Dealer Marketing Solutions

L2T PERFORMANCE SEO

Amplify Your Dealership's Organic Ranking

- Increase organic relevancy
- Direct more searchers to your dealership
- Monitor your top competitors
- Ensure local business citation accuracy
- Create fresh and evergreen website content



BASIC
\$899
<ul style="list-style-type: none"> • Claim and validate local citations on social media • Structured data and technical SEO • Data-data driven page optimization • Custom content 2/month • Strategic keyword research (Up to 10 keywords) • Quality off-site content links 2/month • GMB posts 1/month
WEBSITE MAINTENANCE +\$449

STANDARD
\$1,299
<ul style="list-style-type: none"> • Claim and validate local citations on social media • Structured data and technical SEO • Data-data driven page optimization • Custom content 2/month • Strategic keyword research (Up to 20 keywords) • Quality off-site content links 2/month • GMB posts 2/month • Competitive analysis 1 competitors • Optimized dealer videos Up to 1
WEBSITE MAINTENANCE +\$449

ADVANCED
\$1,599
<ul style="list-style-type: none"> • Claim and validate local citations on social media • Structured data and technical SEO • Data-data driven page optimization • Custom content 3/month • Strategic keyword research (Up to 30 keywords) • Quality off-site content links 3/month • GMB posts 3/month • Competitive analysis 2 competitors • Optimized dealer videos Up to 2
WEBSITE MAINTENANCE +\$449

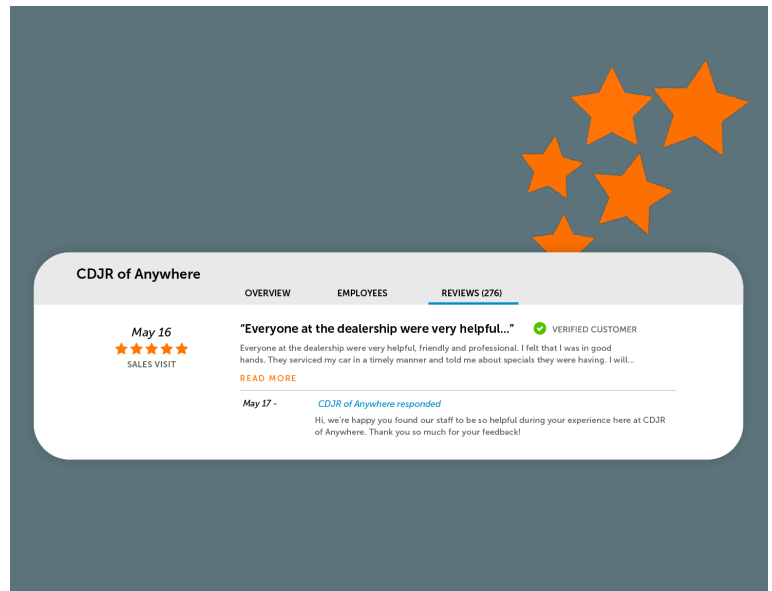
DOMINATE
\$2,599
<ul style="list-style-type: none"> • Claim and validate local citations on social media • Structured data and technical SEO • Data-data driven page optimization • Custom content 4/month • Strategic keyword research (Up to 40 keywords) • Quality off-site content links 4/month • GMB posts 4/month • Competitive analysis 3 competitors • Optimized dealer videos Up to 3
WEBSITE MAINTENANCE INCLUDED

Stellantis Dealer Marketing Solutions

► L2T REPUTATION MANAGEMENT

Attract Customers with Your Online Reputation

- Demonstrate to shoppers you care
- Appear higher in search results
- Monitor and respond to reviews on multiple sites



PREMIUM

\$550

- Claim and manage review sites
- Automatic alerts for negative reviews
- Daily alerts for all reviews
- Review generation by automated text or emails
- Respond to negative reviews

PREMIUM PLUS

\$850

- Claim and manage review sites
- Automatic alerts for negative reviews
- Daily alerts for all reviews
- Review generation by automated text or emails
- Respond to all reviews

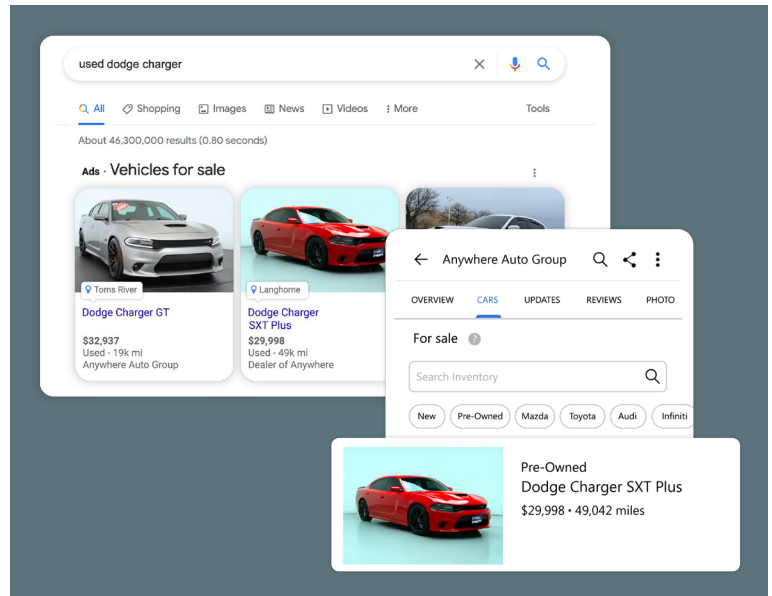
► MY BUSINESS INVENTORY

Share Inventory on Your Google Business Profile

- Inventory is searchable and filtered
- Customers can learn more about the vehicle
- Direct shopper to your VDPs

Powers Vehicle Listing Ads

- Cost per click Google Shopping Campaigns featuring vehicle image, price and mileage



PACKAGE

\$199

Stellantis Dealer Marketing Solutions

▶ L2T AUTOINCENT™

Showcase Your Incentives to Attract Shoppers

- + Dynamically publishes specials on your website
- + Maximizes your vehicle views
- + Ensures consistent pricing and messaging



AutoIncent™ Sales

\$479

- + AutoIncent specials page updates
- + Compliance management
- + Monthly audit
- + Home page sliders
- + Inventory page banners

