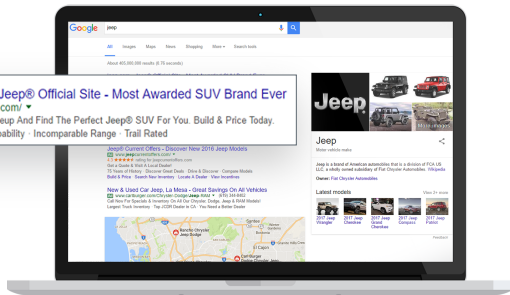


# FCA CO-OP ELIGIBLE

## DIGITAL SOLUTIONS

**SEARCH OPTICS®**  
Smarter Solutions - Better Results®



### MANAGED PAID SEARCH

Drive higher-quality leads and optimize search performance to lower cost-per-lead with our consistent campaign management.

- + Defend your FCA brand from competitors
- + Expand reach to more search engines (Bing, Yahoo)
- + Capture audiences looking for your dealer name
- + Promote latest products and offers
- + Serve Geo targeted ads for local optimization
- + Focus on lead generation

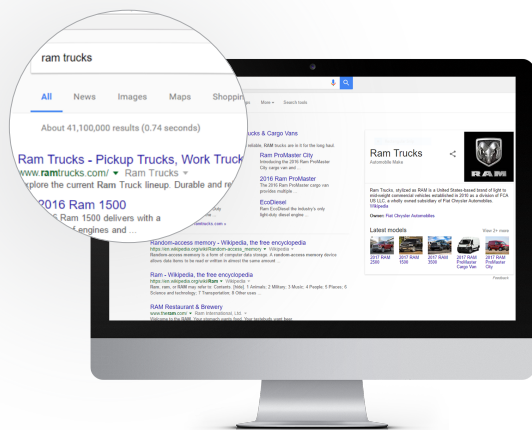
*Packages start at \$500*

### DISPLAY & VIDEO ADVERTISING

Target specific audiences on thousands of sites, and on multiple platforms, with our digital expertise.

- + Target in-market shoppers based on location visits
- + Deliver ads across thousands of sites and apps
- + Drive traffic to vehicle specials or inventory pages
- + Deliver shopping actions and inventory views
- + Target users who have been to a dealership
- + Geo-fence competitor dealerships or specific locations

*Packages start at \$500 for display, \$1,000 for video*



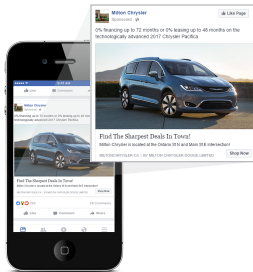
### SEARCH ENGINE OPTIMIZATION

Ensure top organic search rankings and gain visibility with a personalized, content-focused approach.

- + Develop an audience/user focused strategy
- + Create unique, engaging and valuable content
- + Improve results with a technical focus (performance/UX)
- + Optimize on-page SEO (metadata, headers, internal links)
- + Analyze keywords to develop a targeted strategy
- + Increase links to your site with backlink solicitation

*Packages start at \$595*

# DIGITAL SOLUTIONS



## SOCIAL ADVERTISING

Increase reach and build awareness. Target in-market shoppers to generate more clicks at a lower cost with personalized ads.

- + Use social profiles and behavioral data to reach targeted audiences
- + Engage audiences with customized and sharable content
- + Develop branded and promotional display and video ads

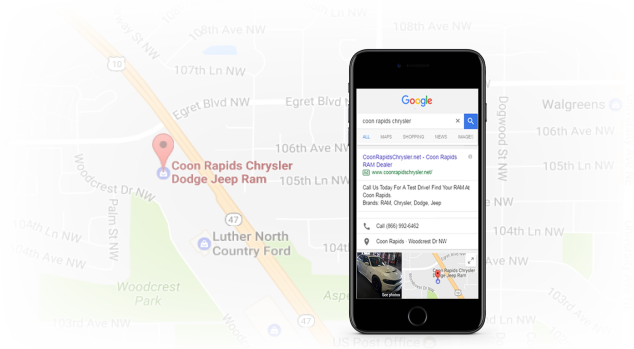
*Packages start at \$500*

## LOCAL SEARCH

Be found when and where your customers are searching with monitoring and maintenance of local listings.

- + Manage over 40 online directories
- + Ensure the accuracy of your business listings
- + Address business reviews with reputation management
- + Remove duplicate listings and gain higher call volumes
- + Promote monthly offers to drive leads

*Packages start at \$500*



## AutoWhyBuy®

Drive customers directly to a comparison landing page where they can access vehicle inventory, specials and more.

- + Stand out from competitors to increase consideration
- + Allow for comparison of multiple vehicles in one place
- + Turn online researchers into showroom shoppers

*Packages start at \$595*

## UPTRACS®

Maximize ROI with one dashboard to measure your marketing campaigns. Track all leads by campaign so you can measure what matters™.

- + Measure all of your marketing efforts in real-time
- + Access and quickly generate reports for easy KPI analysis
- + Gain actionable insights to optimize campaigns

*Included with all digital campaigns as added value*

