



DealerOn



Digital Advertising Pricing Guide

Learn More or
Schedule a Demo



Learn more about how we can help drive more qualified customers to your dealership and help you sell more cars, more profitably.

(877) 543-6321 • DealerOn.com

Digital Advertising

Reach More of the Right Buyers

Cross-Channel Optimization

We continuously evaluate channel performance and adjust tactics in real time to keep your campaigns optimized. Our proactive, technology-driven strategy ensures dynamic cross-channel campaign creation, minimizing wasted spend and missed impressions while keeping your dealership ahead of the competition.

AI Budget Pacing

DealerOn's advanced AI eliminates over- or under-spending by distributing your budget strategically throughout the month. Whether promoting sales events or model-year closeouts, smart pacing ensures your dollars drive maximum traffic to your website and showroom.

Custom Reporting Solutions

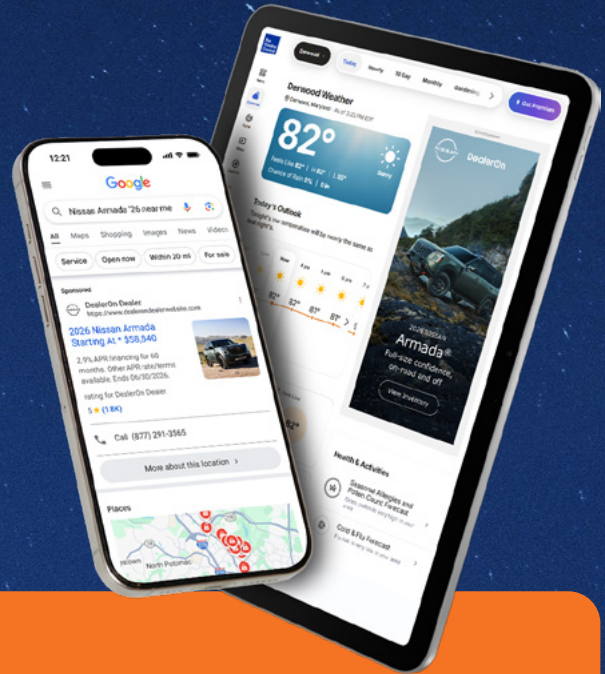
Gain full visibility into your media spend with real-time reporting and integrated analytics. Track the entire customer journey - from search to sale - with custom tagging that highlights true advertising impact and streamlines full-funnel insights across your DealerOn solutions.

Call Tracking & Analytics

AI-driven call scoring identifies customer type, opportunities, sentiment, and outcomes down to the keyword. This intelligence strengthens sales training and fuels high-level campaign optimization based on your most valuable leads.

Monthly Business Reviews

Certified account managers deliver expert guidance through monthly reviews focused on performance, reporting, and your KPIs. DealerOn website and SEO customers benefit from unified support through a single point of contact across multiple digital marketing channels.



Why DealerOn

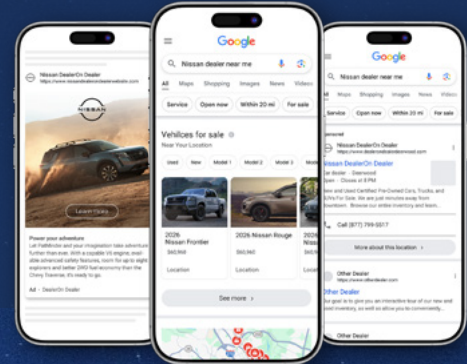
With **72%** of dealer marketing budgets going digital, choosing the right partner is essential. DealerOn blends cutting-edge technology with expert strategy to reach shoppers across today's non-linear buying journey - delivering the right message, at the right time, through the right channels. ensure your message reaches the right shopper, at the right time, through the right channels.

Digital Advertising

Search Engine Marketing

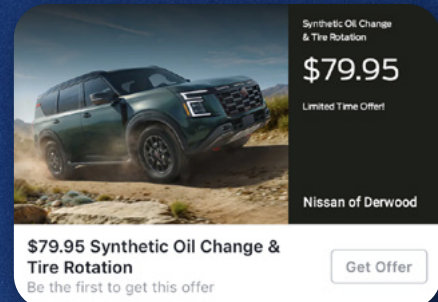
Reach more buyers on Google and Bing with precision-targeted campaigns built on market intelligence and strategic expertise. Continuous refinement ensures maximum performance and connects you with the right audience when it matters most.

- Google Vehicle Listing Ads (VLA)
- Performance Max (PMAX)
- Dynamic Used Car Campaigns



Fixed Ops Marketing

Grow Fixed Ops revenue with customized Paid Search, Display and Retargeting for service and parts.



Additional Paid Media Capabilities

Retargeting

Use first-party data to re-engage shoppers across any channel with tailored, device-optimized messaging. Dynamic content and call-extension ads make it easy for customers to connect and drive more phone calls to your dealership.

Social

Deliver VIN-level ads that push high-quality leads to your CRM and showroom. Combined first-party and DealerOn targeting ensures your message reaches true in-market shoppers, while Facebook's algorithms expand reach to similar audiences. DealerOn is a proud Meta Business Partner.

Display Marketing

As an Amazon partner, DealerOn drives top-of-funnel demand through contextual and programmatic display campaigns—engaging potential buyers throughout every stage of their shopping journey.

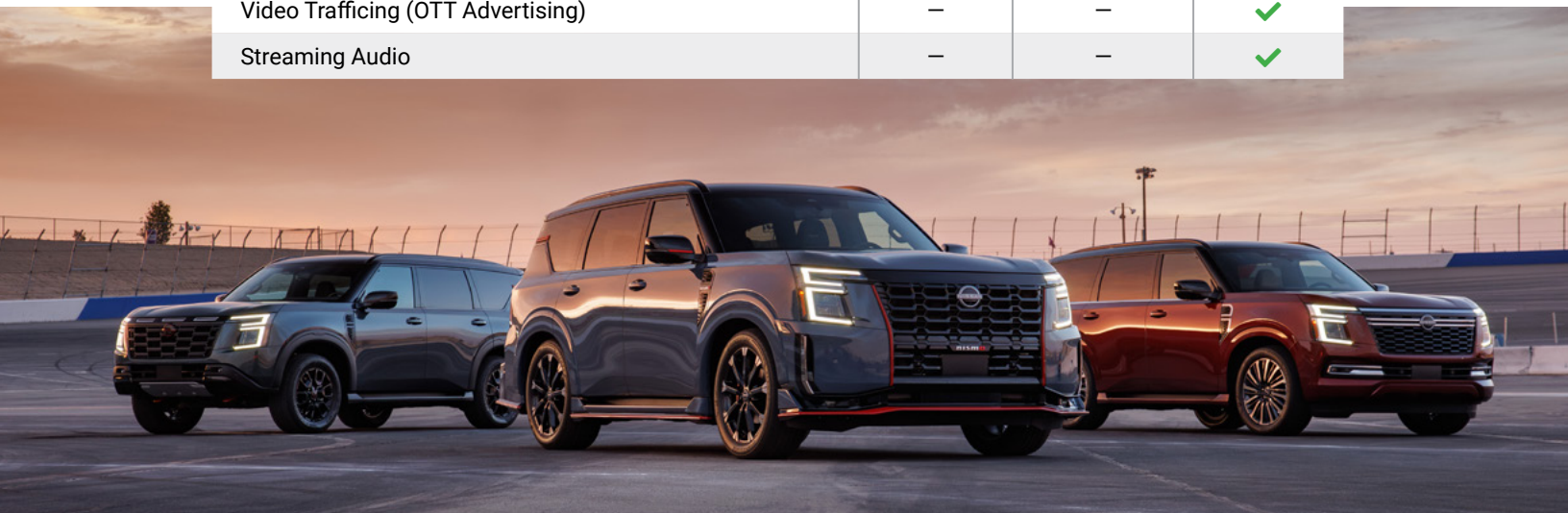


Digital Advertising

PACKAGES, PRICING & ADD-ONS

Digital Advertising is a pivotal component of a comprehensive marketing strategy, with dealers allocating **72%** of total budgets to digital channels. Choosing the right partner is critical to maximizing this investment. DealerOn combines cutting-edge technology with expert strategy to deliver results. Success requires a perfect balance, and with DealerOn, you get the best of both worlds. Today's shoppers no longer follow a linear path to purchase – they navigate multiple sources and platforms throughout their research process. DealerOn's innovative strategies ensure your message reaches the right shopper, at the right time, through the right channels.

	BASE	PREMIUM	ELITE
	\$3,000/mo.	\$6,000/mo.	\$10,000/mo.
Dedicated Digital Advertising Strategist	✓	✓	✓
Monthly Strategy & Performance Review Call	✓	✓	✓
Advertising Call Tracking	✓	✓	✓
Monthly Performance Reporting	✓	✓	✓
Paid Search - New & Used	✓	✓	✓
Paid Search - Parts, Service, Body Shop	✓	✓	✓
GDN Display/Remarketing	✓	✓	✓
Advertising Assets - Standard (3 Sets/Mo)	✓	✓	✓
Paid Search - Dynamic	—	✓	✓
Paid Social - Dynamic	—	✓	✓
Google Vehicle Ads	—	✓	✓
Programatic/Contextual Display	—	✓	✓
Video Trafficing (YouTube Advertising)	—	—	✓
Video Trafficing (OTT Advertising)	—	—	✓
Streaming Audio	—	—	✓





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