

GET YOUR NISSAN INVENTORY SEEN BY MORE IN-MARKET SHOPPERS

Smarter inventory advertising built for Nissan dealers

DAS Technology takes the heavy lifting out of inventory merchandising, getting more vehicles seen by active, in-market shoppers. Our AI-Native platform uses dealer data, VIN-specific campaigns, AI-enhanced video, and advanced audience targeting to promote the right vehicles across search, social, marketplace, display, and streaming channels, with no work required by the dealer.



Turn Data Into Demand

DAS uses dealer data to build smarter audiences and get the right inventory in front of active, in-market shoppers without extra work for your team.



Drive More VDP Traffic

DAS-managed campaigns have driven VDP increases between 38%-64% by promoting VIN-Specific inventory across high-intent channels.



Reduce Wasted Ad Spend

Our AI-Native platform and team shifts budget toward the vehicles, channels, and shoppers most likely to convert.



Stand Out With AI Video

DAS turns inventory into dynamic video campaigns that capture attention, increase engagement, and deliver up to 73% higher lead conversion.



“ We want our inventory in front of real shoppers, and DAS has helped us do that. In the last month alone, they’ve served ads for 411 vehicles. Of those, DAS helped push traffic to 93 vehicles that we ended up selling. The best part is that we don’t have to touch a thing. DAS just makes us money. ”

- Sam Splane, Marketing Director, Giles Nissan



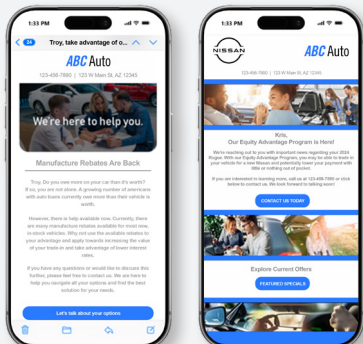
WHAT YOU GET WITH DAS INVENTORY MERCHANDISING

Fully managed inventory ads powered by data and AI

1

Customer Data (Experience Platform)

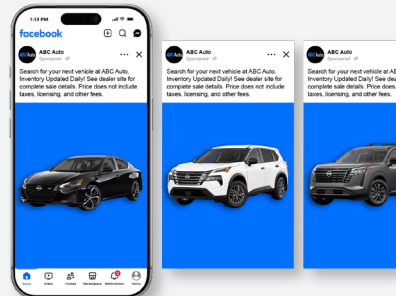
- DAS uses your customer, lead, lease, trade-in, and finance data to build smarter inventory audiences
- DAS sends outbound email, SMS, and AI-enabled video campaigns
- Lookalike audiences expand reach to shoppers who match your best sales opportunities



2

Get Your Inventory Seen

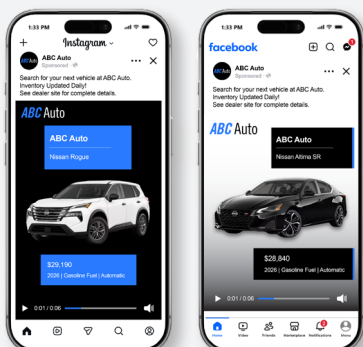
- DAS manages your VIN-specific campaigns, promoting your inventory across search, social, marketplace, display, and streaming channels
- DAS runs daily inventory synchs so your pricing, availability, and details are current across campaigns
- Proven campaigns have driven VDP traffic increases between 38% and 64%*



3

Video Enhanced Ads

- DAS turns static inventory listings into dynamic, AI-enhanced video creative for you
- Video-enhanced campaigns showcase VIN-specific details in scroll-stopping content
- DAS video campaigns have delivered up to 73% higher lead conversion*



4

Streaming Advertising

- DAS manages streaming campaigns that put your inventory in front of high-intent local shoppers
- First-party dealer data is used to target relevant shoppers
- Fully-managed video creation and refreshes
- Build brand recall while supporting VDP traffic and inventory engagement



WHY DAS TECHNOLOGY?

- ✓ **Certified Nissan Preferred Provider** – Meets all OEM program requirements
- ✓ **AI-Native Technology** – Powers smarter targeting, creative, and optimization across every inventory campaign
 - ✓ **Fully-Managed Service** – No additional workload for your team
 - ✓ **Diamond Dealers' Choice Awards** – Diamond awards in 6 categories
 - ✓ **Transparent Reporting** – Track clicks, engagement, and results clearly



Ready to Future-Proof Your Dealership's Digital Presence?

DAS Technology delivers award-winning technology, managed services, and performance accountability that Nissan dealers need. Enroll today!

Nissan Digital Advertising Packages		Dominate	Conquer	Defend
Consumer Data and Experience Platform (CDXP) - Aggregate and clean first-party data, build audiences for targeted advertising, creating lookalike audiences and outbound communications across channels.		INCLUDES first-party data aggregation (CRM and DMS), audience building and sales, fixed ops email, and SMS campaigns Retail-\$3,999/mo INCLUDED	INCLUDES first-party data aggregation (CRM and DMS), audience building and sales, email and SMS campaigns Retail-\$2,999/mo INCLUDED	INCLUDES first-party data aggregation (CRM and DMS) and audience building Retail-\$1,999/mo INCLUDED
CDXP Monthly Savings vs. Retail		Save \$1,601/mo vs. retail \$3,999	Save \$1,301/mo vs. retail \$2,999	Save \$1,001/mo vs. retail \$1,999
Power Social - Leverage targeted advertising with dynamic carousel ads from live inventory to drive high-engagement traffic to VDPs.		✓	✓	✓
Power SEM - Run intent-driven campaigns with smart bidding to control wasted spend and send high-quality traffic.		✓	✓	✓
Retargeting - Bring back lost shoppers by retargeting them with the exact vehicle they viewed.		✓	✓	✓
Power Display - Reach in-market auto intenders across search and social platforms with website traffic ads.		✓	✓	
VDP Power Social - Leverage targeted advertising to drive high-engagement traffic to VDPs. Proprietary double opt-in delivers better qualified traffic and saves advertising dollars.		✓	✓	
Google PMax or Microsoft AIA - Maximize visibility across all of Google's channels and/or the Microsoft Ad Network with AI-powered campaigns informed by user search intent.		✓	✓	
Power Display: Video - Turn inventory into branded video content with our VIN-specific inventory creation and placement on YouTube.		✓		
Demand Generation - Visual storytelling across high-impact channels like YouTube to create awareness and desire.		✓		
Streaming Advertising - Exclusive video ad retargeting using Amazon's first-party data with fully-managed video creation, production and refreshes.		✓		
Monthly Platform Fee**		\$2,398 + Media Spend	\$1,698 + Media Spend	\$998 + Media Spend

*Source: DAS Technology client analysis, 2025.

**Includes platform fee. DMS/CMS integration fee. Also a one-time platform integration fee (\$299/\$699/\$999).

***Platform Creation Fee (one-time): Dominate \$999 | Conquer \$699 | Defend \$299.

****Minimum monthly media spend: Dominate \$10,000 | Conquer \$5,000 | Defend \$1,500.

*****Projected performance estimates based on 2026 automotive digital advertising industry benchmarks assuming minimum monthly media spend (Dominate \$10,000 | Conquer \$5,000 | Defend \$1,500): Dominate – 900K-1.2M impressions, 3,500-5,000 clicks, 1,800-2,500 est. VDP sessions; Conquer – 425K-575K impressions, 1,600-2,400 clicks, 800-1,200 est. VDP sessions; Defend – 110K-160K impressions, 450-700 clicks, 200-350 est. VDP sessions. Results will vary by market, seasonality, creative performance, inventory, and platform.

Additional Solutions	Monthly Fee	Platform Creation Fee (One-time)
Power AI Search X - Comprehensive social media and reputation management solution designed with Generative Engine Optimization (GEO) in mind.	\$1,099	\$599
Smart Conquest - Targeted conquest email campaigns give dealers an additional cost-effective way to reach in-market shoppers beyond search and social channels.	\$2,199	\$1,099