

OPTIMIZE YOUR OWNERSHIP LOOP

BUILT FOR THE LAST CLICK. ENGINEERED FOR THE CLOSE. OPTIMIZED FOR THE GROSS.

Isolating the VIN-Ready Buyer

With our strategic partnerships, we bridge the gap between your data and the showroom floor to engineer a direct path to the VIN-ready buyer.



Commanding The Total Digital Journey

Last-click reporting underreports Streaming impact by 105%. If your CTV doesn't correlate directly to search intent, it's not a strategy—it's an expensive line item.

Consolidating Your Vendor Stack

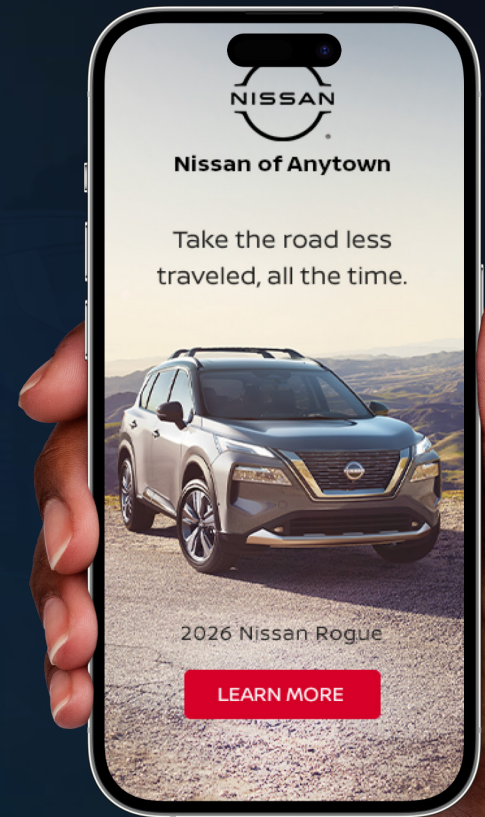
You shouldn't have to play referee between five siloed vendors. Our strategy consolidates your fragmented stack to deliver a **7.1x better CPA** without adding another login.

Full-Funnel Accountability

The industry miscredits performance by 37%. Using AudienceIQ, we map every full-funnel touchpoint, from first impression to final trade, directly to a verified source.

Proven AI-Driven Inventory Advertising

Dealers that choose Force realize a **25:1 ROAS**, 42% reduction in CPC and **slash lead costs by 44%**.



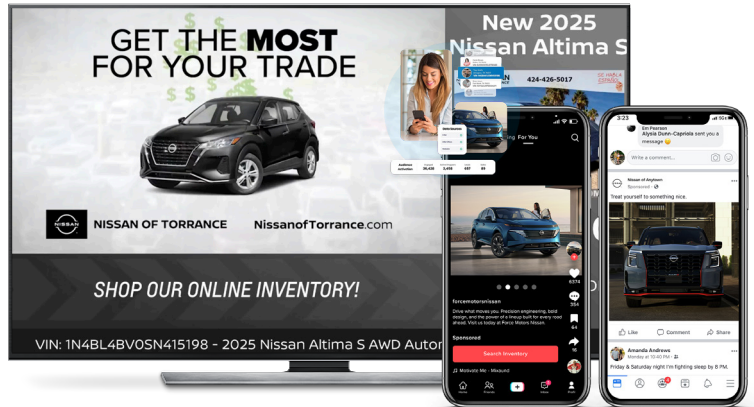
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CERTIFIED PARTNER // PRECISION-DRIVEN MARKETING SOLUTIONS

Streaming Video and Audio

Software for daily inventory updates and monitoring. **Includes OTT/CTV and YouTube.**

- CTV Publisher List – TheTradeDesk, Amazon Ads, NBC and many more.
- Video pulls live dealer inventory directly into your creative.
- Video ads used for retargeting and targeting consumers based on **location, interests, and demographics through third-party data.** Audiences Include:
 - **1st Party** – DMS/CRM
 - **3rd Party** – Pre-Market, In-Market, etc.



Paid Search

With our paid search management, we help you generate more leads. Our strategy utilizes technology, data, and human management to optimize campaigns down to the keyword level, leveraging ad extensions such as location, call, call out, structured snippets and price. We also provide **best in class dynamic ads to make sure your inventory is always front and center.**

Paid Media

Software and management of paid media campaigns across Dig Ad publishers, including, Meta (**Facebook and Instagram**), Display/Retargeting, Performance Max, YouTube, **Demand Gen** and Programmatic. Campaigns include Dynamic Inventory where applicable.

Recapture Marketing

Recapture features a world-class identity resolution technology built to help dealers increase low funnel leads by upwards of 25%.

Revive lost leads and capture new shoppers with personalized marketing and the actionable data your team needs to close.

Online Video Marketing

Package includes:

- Pre-roll ads, including Amazon OLV, YouTube, and Demand Gen - Video, with Direct Advertisers, SSPs, Trading Desks, and Agencies competing for our publisher's traffic through programmatic video ad buying.

PARTNERSHIPS & INTEGRATIONS

AUDIENCE

FULL FUNNEL OMNI-CHANNEL PARTNER

MARKETING SOLUTIONS DESIGNED TO INCREASE LIFETIME VALUE.



DIGITAL ADVERTISING - MEDIA FEES

CHANNEL	NISSAN DEALER PRICE
Paid Search Development and management of paid search campaigns on Google and Microsoft	15%
Paid Media PMAX, Social, Video, Display	20%
Streaming OTT/CTV Connected TV and over-the-top streaming placements	15%
Streaming Audio Management of paid media campaigns across streaming audio platforms	15%

ATOM PACKAGES

PACKAGE	DESCRIPTION	DEALER PRICE
atom DMS Integration Set-up (one time)	DMS Integration Set-up (one time fee).	\$750.00
Atom - Starter	Entry-level atom package for small dealers.	\$1,090.00
Atom - Basic	atom Starter + audience backfill direct marketing (small dealer).	\$1,840.00
Atom - Standard	atom Starter + audience backfill direct marketing (medium dealer).	\$2,340.00
Atom - Premium	atom Starter + audience backfill direct marketing (large dealer).	\$3,590.00
Atom - Ultimate	atom Starter + audience backfill direct marketing (x-large dealer, 4000+ monthly RO volume).	\$5,040.00

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Group pricing and packages are available upon request.

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ADVERTISING PACKAGE ADD-ONS

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PRODUCT / SERVICE	DESCRIPTION	DEALER PRICE
DMS Email	Up to 10,000 records, 1 Deployment, Fully Responsive, List Hygiene.	\$495.00
Conquest Email	Conquest in market customers, 1 Deployment, Fully Responsive, List Hygiene.	\$1,700.00
Enterprise SEO	Onsite optimization + native reporting (up to 3 pages per month).	\$1,495.00
Recapture Reanimate	CRM Lead Reanimation, CRM Lead Nurture Email, Dynamic Overlay.	\$1,495.00
Recapture Resolve	Recapture Reanimate + Active Shopper Resolution, Active Shopper Nurture.	\$2,995.00
Recapture Retarget	Recapture Resolve + Active Shopper Conquest, Active Shopper Direct.	\$4,495.00
Video Production	Videos built from OEM or Dealer Provided B-roll. Does not include on-site or custom video production. Includes 1 dealer edit/revision. Includes VO and Video Production for :15 or :30 Video. Can include foreign language campaigns.	\$695.00
Audio Production	Includes VO and Audio Production for :15 or :30 Digital Audio. Includes 1 dealer edit/revision. Can include foreign language campaigns.	\$395.00
ServiceDRIVE	Software for daily inventory analysis and inventory management through video. Includes setup.	\$295.00
Banner / Specials Creative	Includes up to 15 pieces of creative for specials and/or banners.	\$795.00
Audience IQ	DMS Integration, full reporting and attribution, 1st and 3rd party data campaign integration, access to real-time reporting and data, campaign phone call recording and tracking.	\$995.00

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Maximize your ad spend
and move more metal.

**Request a Strategy
Session Today.**