



Omnichannel Advertising Backed by the Industry's Most Advanced Data

Harness precision targeting, real-time insights,
and cross-channel campaigns to accelerate
customer growth.



Digital Advertising Program Partner
Certified & Co-op Eligible



Leverage the industry's most advanced shopper insights and technology to connect
with new prospects and strengthen loyalty through powerful omnichannel advertising.

PureCars enables dealers to remain competitive in a dynamic market by delivering
timely, relevant messages across all channels—search, social, video, display, and beyond.
Our platform is designed to help you acquire new buyers while driving loyalty and
repeat business with precision, efficiency, and measurable results.



Industry-Leading Customer Data Platform

Clean, enrich, and
capitalize on your
website and dealership
customer data.

Identify



Premier Market Data & Reporting

Uncover opportunities
with exclusive insights
on inventory,
ad performance, and
your competition.

Discover



Powerful Digital & Direct Advertising

Attract quality traffic
to your site and
showroom with the
best in automotive
advertising.

Activate



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MAIN PACKAGES

PureCars Customer Data & Marketing Platform

We offer packaging options to fit the needs of every dealer:

AutoMiner CDP

Customer Data Platform Includes:

- > First-Party Data Consolidation
- > Data Cleansing & Enrichment
- > Marketing Strategist Support
- > Sales & Fixed Ops Email Campaigns
- > Custom Video Email Campaigns
- > BDC Call Lists
- > Campaign ROI Reporting
- > Conquest Email Campaigns*
- > Direct Mail*

*Additional; to be quoted

\$2,399

Digital Advertising

Managed Advertising Services Includes:

- > Search, Display, Social, Video (YouTube), Google Vehicle Ads & Performance Max, PureCars TV (OTT)
- > Conversion Tools:
 - o On-Site Offers for dealer website
- > Digital Strategist Support
- > Compliance & Co-op
- > PURE™ Insights
- > Google Analytics 4 360 ("GA4 360")

Media budget required

\$2,399

Essential Package

Customer Data Platform & Advertising Services Includes:

- > All Dig Ad Package features
- > All AutoMiner CDP Package features
- PLUS-
- > Streaming Audio Advertising (Spotify)

Media budget required

\$4,399

Performance Package

Customer Data Platform & Advertising Services Includes:

- > ALL Essential Package features
- PLUS-
- > PURE Identity website visitor identification and segmentation
- > Fixed Ops Digital Advertising
- > Custom Creative Services - Display, Social, Video (YouTube), Video (OTT)
- > Local SEO & Google Vehicle Listings

Media budget required

\$5,899

ADD-ONS & A LA CARTE

Local SEO

Optimized Google Business Profile & Vehicle Listings Integration

Listings integration requires inventory data feed.

ADD-ON \$695/MO

Value Reports

Enhanced Pre-Owned Experience & Inventory Turn Optimization

Vehicle-specific details, sales enablement, and instant trade-in valuations.

\$199

Fixed Ops Digital Advertising

Parts & Service Advertising Across All Channels

Media budget required. Channels are budget dependent.

\$350

Custom Creative Services

Custom Creative Assets for Display, Social, Video (YouTube), Video (OTT)

\$1,295

Email & Direct Mail

Conquest Email Marketing And Direct Mail Campaigns

Custom Price

PURE Identity

Website Visitor Identification

\$1000

MEDIA PARTNERS



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