



Stream Companies supports Nissan dealers with a comprehensive digital strategy that reaches buyers at every step of the shopping journey. Campaigns use data insights and strong creative to connect with shoppers across search, browsing, and streaming. Each campaign aligns with the Nissan brand and reflects local market demand. Campaigns are continuously optimized in real time based on shopper behavior, inventory, and budget. **This full funnel approach drives stronger visibility, deeper engagement, and higher conversion rates online and in store.**

DIGITAL ADVERTISING SERVICES

PAID SEARCH

Media Spend + 22% Fees

PAID SOCIAL ADVERTISING

Media Spend + 22% Fees

DISPLAY ADVERTISING

Media Spend + 22% Fees

TIKTOK ADVERTISING

Media Spend + 25% Fees

CONNECTED TV & DIGITAL VIDEO ADVERTISING

Media Spend + 22% Fees

CONNECTED RADIO

Media Spend + 22% Fees

SEARCH ENGINE OPTIMIZATION

LOCAL SEO

\$1,200/month

- SEO content development from content brief (3 per quarter)
- Google Business Profile posts – Sales (3 per month)
- Google Business Profile posts – Service (3 per month)
- Content brief & optimization planning for next 12 months
- Keyword and geographic research
- Internal linking/navigation/UX review and recommendations

SEO ENHANCED

\$2,500/month

- Annual content planning
- Monthly Google Business profile posts
- Google Analytics & KPI setup
- Keyword analysis & mapping
- Up to 7 pages of unique, custom content along with citation management is included.
- Monthly website accessibility audit
- Metadata review & on-page optimization

SEO PROFESSIONAL

\$3,500/month

- Strategic planning and implementation of keywords and search queries to assist retailer in obtaining top-ranking pages to convert leads into website visitors and buyers
- Up to 7 pages of unique, custom content along with citation management is included.
- Up to 33 pieces of content/year

DIRECT MARKETING SERVICES

EMAIL STANDARD \$399/month

- Copy and main graphic
- Up to 2 offers
- CRM or DMS audience segmentation
- One campaign deployment

EMAIL PLUS \$599/month

- Template-based email design
- Customizable colors and banners
- Up to 8 offers
- CRM or DMS audience segmentation
- One campaign deployment

EMAIL PREMIUM \$995/month

- Fully custom email template
- Up to 12 offers
- CRM or DMS audience segmentation
- One campaign deployment

DIRECT MAIL \$1.35/piece

TECHNOLOGY & CREATIVE SERVICES

RETAIL READY ESSENTIALS \$499/month

- Retail Ready Automotive Incentives Platform
- Co-op management and OEM, state, and federal compliance
- Retail Ready specials live within 4 business hours

RETAIL READY DIGITAL PRO \$999/month

- Includes everything in Retail Ready Essentials plus:
- Retail Ready specials live within 3 business hours
- Digital advertising creative assets
- Retail Ready Social Submission App
- Retail Ready quarterly business review

WEBSITE MAINTENANCE \$999/month

- 10 used vehicle specials
- 10 service specials
- 5 parts specials
- 5 homepage slides
- 5 slide updates or removals
- 5 leaderboard graphics
- 5 leaderboard updates or removals
- 3 video uploads
- 2 event landing pages

INTEGRATED MARKETING CLOUD \$2,499/month

- Nitroleads: Lead generation
- ShopperSuite: Shopper experience tools
- Lifecycle: Customer retention
- Includes IMC DMS feed integration

DIGITAL ADVERTISING PLATFORM FEE \$175/month

DYNAMIC INVENTORY FEED \$299/month

SOCIAL MEDIA & REPUTATION MANAGEMENT

SOCIAL MEDIA MANAGEMENT STANDARD \$799/month

SOCIAL MEDIA MANAGEMENT ELITE \$1,100/month

REPUTATION MANAGEMENT STANDARD \$899/month

REPUTATION MANAGEMENT ENHANCED \$1,099/month