



Experts in online car sales

## Pricing & Packages

VW CERTIFIED PROVIDER

A dimly lit office environment with several people working at their desks. The scene is viewed through a large window, and the entire image has a blue tint. The word "Website" is overlaid in white text in the center. In the foreground, a man is seated at a desk, looking at a computer monitor displaying a website. Other people are visible in the background, also working at their desks. The office has large windows and modern lighting.

# Website

PRICING, PACKAGING & BILLING

# Packages

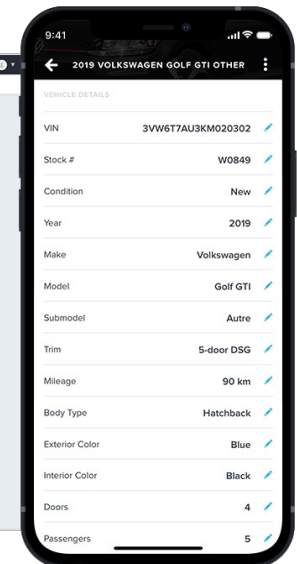
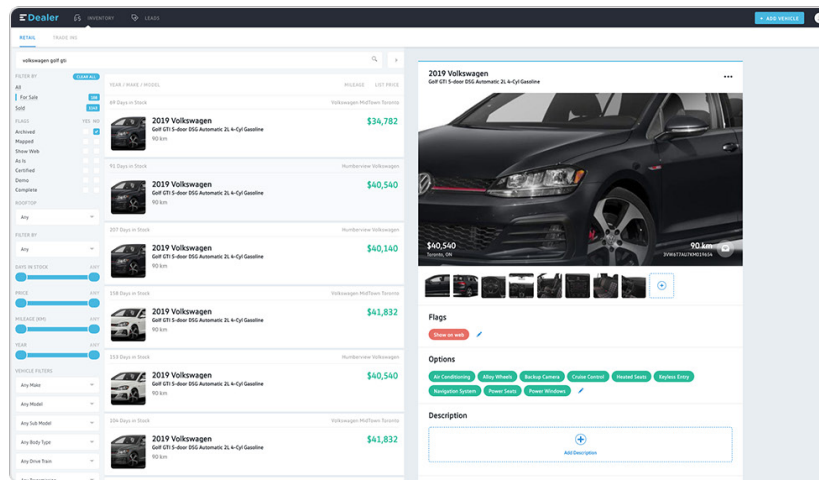
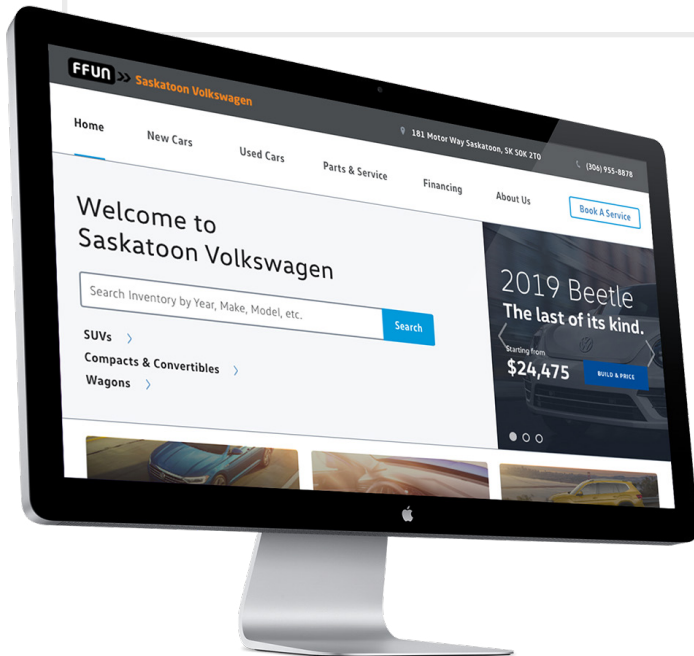
EDealer provides an automotive marketing solution that provides dealers the ability to manage all aspects of their online marketing initiatives. With many different plans you're sure to find exactly what you need.

	EDealer Plus	EDealer Elite	EDealer Prestige
	EDEALER MARKET HUB	EDEALER MARKET HUB	EDEALER MARKET HUB
	\$899	\$1,199	\$1,999
	per site / per month	per site / per month	per site / per month
All EDealer Market Hub features	✓	✓	✓
Dynamic Personalization w/ new vehicle incentives		✓	✓
Build and Price + New Vehicle Showroom w/ new vehicle incentives		✓	✓
Monthly Customization and Development Support Hours	2 hours	3 hours	5 hours
Facebook Marketplace push		✓	✓
eCommerce - Digital Retail Deposit Plug-in		✓	✓
Guaranteed Trade			✓
Dedicated Performance Manager			✓
Google Business Profile Management			✓
Google Maps Performance Tracking			✓
Technical SEO Essential			✓
Quarterly Ability to Use 2 Hrs towards 1 Single Seasonal Department-Focused Page			✓

# PRICING, PACKAGING & BILLING

## EDealer Market Hub

- Dynamic Optimized Inventory
- Inventory Management
- Inventory Syndication
- Window Sticker
- Video Marketing
- Vehicle Data and Options
- Mobile Optimized Inventory
- Lead Management
- Email Integration
- CPO Integration
- Mobile Data Capture
- Custom Segment Feature
- CARFAX Integration
- Social Media Integration
- Secure Credit App/Web Form
- Analytics and Reporting
- Digital Advertising  
*Optional addition*





PRICING, PACKAGING & BILLING

A-La-Carte Services

Managed Digital Advertising

23%

of advertising spend

Guaranteed Trade

\$199

per product/per month

Google Inventory Product Feed

\$150/mo

Vehicle Descriptions (per unit)	AUTOMATED	CUSTOM
	\$3	\$5

Search Engine Optimization (SEO)			
Local SEO Essential	General Technical SEO Essential	New Vehicle Content Marketing Plus	Fixed Operations/Used Vehicles Content Marketing Plus
\$215/month	\$215/month	\$525/month	\$525/month
Local SEO Accelerate	Advanced Applied Technical SEO Accelerate	New Vehicle Content Marketing Accelerate	Fixed Operations/Used Vehicle Content Marketing Accelerate
\$425/month	\$425/month	\$950/month	\$850/month

Call Tracking			
\$0.20/min.	6 lines, 1200 min.	10 lines, 2000 min.	15 lines, 2500 min.
Metered	\$300	\$450	\$650

Website Content (One-time charge)			
BASIC (ENGLISH)	BASIC BILINGUAL (ENGLISH & FRENCH)	COMPLETE (ENGLISH)	COMPLETE BILINGUAL (ENGLISH & FRENCH)
\$750	\$1,500	\$2,000	\$4,000

A dimly lit office with large windows and people working at computers. The scene is viewed through a dark blue overlay. Several people are seated at desks, working on computers. The office has large windows in the background, and the overall atmosphere is professional and focused.

# Digital Advertising

EDEALER & GOOGLE

# Our Partnership

EDealer is a proud  
Google Premier Partner!



*Premier Google Partners are digital marketing companies vetted & trusted by Google.*

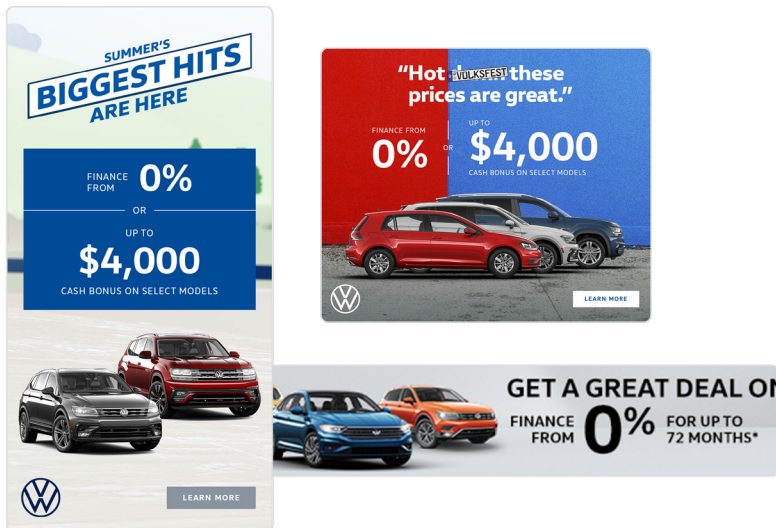
**The badge recognizes the highest tier of excellence with:**

- Utilizing Google products
- Applying best industry practices
- Delivering results desired by our clients

**Google provides EDealer with the following resources to make your digital strategy the best in class:**

- Specialized training + new to market insights
- Exclusive access to data + tools
- Priority access to pilots + betas
- Dedicated support team of strategy + product specialist

*Premier Google Partners strive for excellence as well as customer growth and success.*



# DIGITAL ADVERTISING PROGRAM Results

**+66%**  
YoY Net Profit

**+82%**  
YoY New Vehicle  
Operating Profit

**+51%**  
YoY New  
Retail Units

*"The results speak for themselves. We saw a 66% YoY profit increase, and I have no doubt it directly correlates to our work with EDealer and Google."*

— Budds' Chevrolet Cadillac Buick GMC

Recipient of the Think with Google  
Canada's 2017 Dealer  
Digital Excellence Award

**think**  
with Google



## Search Marketing

Purchase ads on the world's biggest search engine, Google. Amplify the quality of website traffic and lower your overall customer acquisition costs with the strongest ROI metrics in automotive marketing.



## Dynamic Inventory Advertising

We advertise your inventory exactly as it's shown on your website. Add a new vehicle to your inventory - an ad is created. Sell three cars today - the ads will be removed.



## OVERVIEW

# Areas of Expertise



### Dynamic Advertising

Ads are created to target users shopping for a specific vehicle, in some cases a specific trim option. Our Dynamic ad copy only contains necessary information: year, make, model, trim, price and mileage (for used).



### Remarketing

General remarketing campaign targets all website visitors from the last 90 days. We can highlight the current OEM monthly promotions as well as retarget users who visited model-specific landing pages with relevant model-specific offers and promotions.



### Parts and Service

Service campaigns target searchers who are looking for brand-specific service. Additionally, we can highlight Parts & Service specials as necessary.



### Google Ads for Brand

The brand campaign has multiple purposes. Firstly, to ensure the first page along with the paid ad space is owned by the dealership. Secondly, the brand campaign helps prevent conquering against your brand name.



## OVERVIEW

# Areas of Expertise



### Display Ads

We can create Model Specific or General Display ads. General in-market audience display campaign targets automotive shoppers with the OEM promotion. Model specific display targets in-market automotive shoppers who are researching or have expressed interest in a specific model as identified by Google.



### YouTube

Each YouTube campaign can be created using the full capabilities of YouTube marketing (bumper ads, pre-roll, etc.) depending on the creative assets available.



### Google Ads for Inventory

Dynamic ads can be created for both new and used inventory. As vehicles are added or removed from your inventory we will create or remove dynamic ads.



### Analytics & Data

Leveraging analytics and data is what makes digital marketing so attractive and effective. With traditional marketing, faith is required when data is lacking, and ROI is very difficult to track. With this in mind, our digital marketing strategy is always built and optimized with data in mind.



### Facebook/Instagram

We can generate a number of different Facebook Ads depending on the needs of the dealership. Common ads include OEM monthly promotions, dynamic new/used Inventory, credit lead generation, parts & services to name a few.



### Creative

We test and refine our ad copy, targeting settings and multiple other variables to ensure we are optimizing for conversion consistently. At the landing page level, we are happy to work with the subdomain of your existing Dealership website to make landing page recommendations with regard to A/B testing and conversion optimization. We are equipped to support your Dealership with design creative in regions that require such assistance.



## OVERVIEW

# Pricing & Packaging

At EDealer, we do things a little differently.

Our pricing is based on the dealership budget. There are no upsells for graphic work or running video creative.

We do not have set packages.

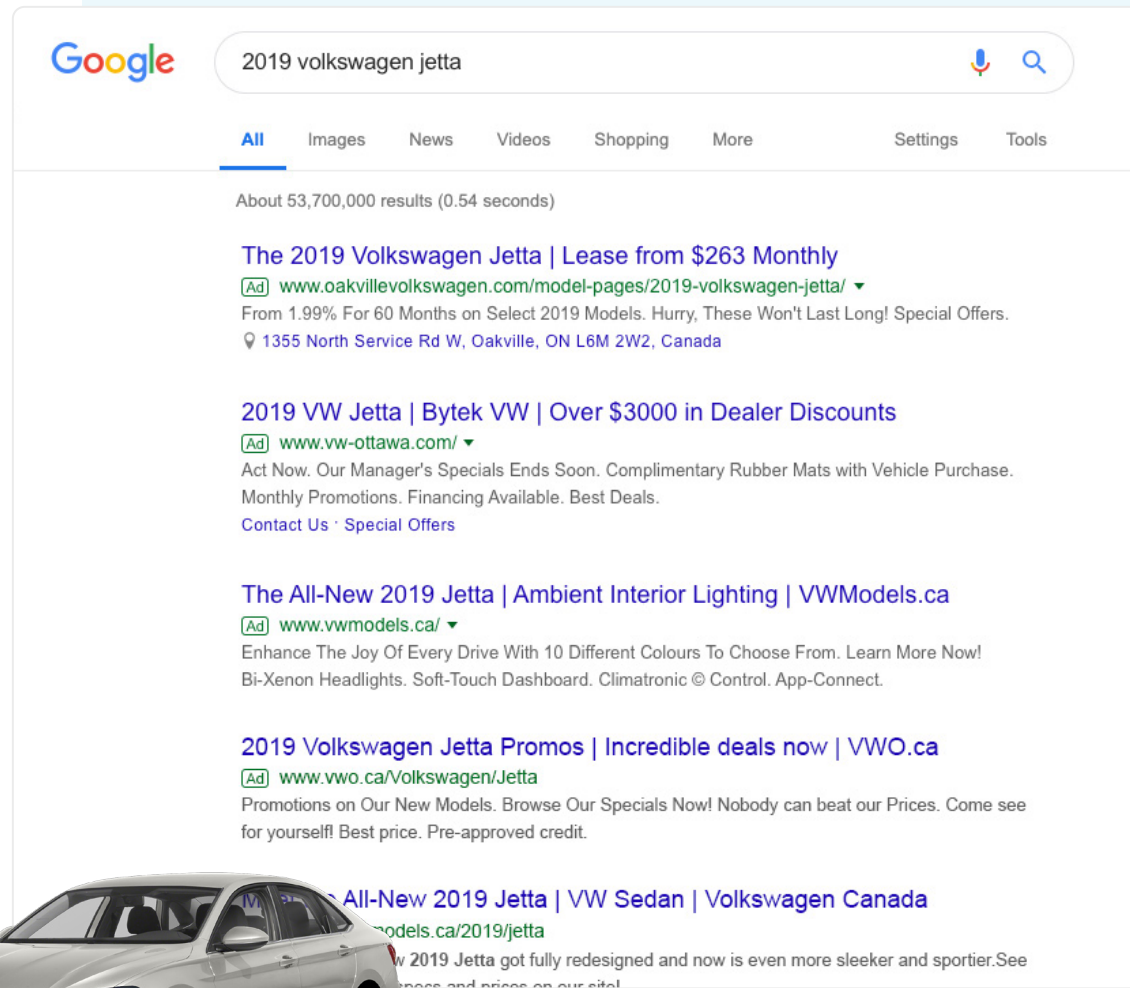
This means a dealership running a full suite of campaigns across search, display, retargeting, conquering and video with a budget of \$3,000 would pay the same management fee as a dealership spend \$3,000 on exclusively search.

With that in mind, we're happy to offer all of our dealer partners a 23% management fee that includes account management, creative, reporting, analysis and more.

Managed Digital Advertising

# 23%

of advertising spend





# Dealer

The **complete** solution for  
today's car dealer.



**Phone**

(866) 776-9446

**Fax**

(905) 479-1531



**Email**

[sales@edealer.ca](mailto:sales@edealer.ca)



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