



Volkswagen Canada

CERTIFIED PROGRAM

by TRFFK

AutoSync, a division of TRADER Corporation, is a suite of modern, connected automotive software solutions that bring your digital advertising, online conversion, and in-store operational efforts together for unrivalled results. We help dealerships increase the effectiveness of their sales efforts, the efficiency of their processes, and the profitability of their business.

TRFFK: Convert In-Market Shoppers into Real-Time Buyers - Powered by AutoTrader.ca

TRFFK is an all-in-one digital advertising solution designed exclusively for the automotive sector in Canada. Your marketing campaigns are powered by exclusive shopping data and unmatched behaviour insights from Canada's #1 automotive marketplace, autoTRADER.ca.

Our team of Canadian automotive and digital marketing experts will work with you to execute customized campaigns across search, display, social, video and audience remarketing.

How Does TRFFK Work?

Target the right person at the right time with the right ad of the right vehicle

- Thousands of ads and campaigns instantly generated for every vehicle in your inventory
- VIN-specific dynamic ads directing hyper-targeted customers directly to your website listings
- TRFFK's automation tool scrapes your website every 24h to create VIN/SRP-specific ads and related landing pages

Integrated Marketing

- **Social Advertising:** TRFFK connects your inventory to Facebook, Instagram, and TikTok, generating diverse ad formats: Static, Carousel, Collection, Dynamic Product Ads, Lead ads, On-Facebook AIA, Messenger ads, Spark ads
- **Paid Search:** Fully integrated with your inventory and powered by vehicle-specific content, our platform uses data-driven insights to optimize your ad strategy with a focus on high-converting short- and long-tail keywords — ensuring maximum ROI
- **Display Advertising on DV360:** TRFFK goes beyond the limitations of the Google Display Network and targets in-market shoppers, retargeted audiences and lookalikes for high-performing campaigns by using AutoTrader.
- **Video Advertising:** Our creative services produce professional videos for YouTube, Facebook, Instagram, and TikTok.
- **Geo-fencing:** Target prospects while they are in the physical spaces of specific locations and competitors' dealerships!

What Sets TRFFK Apart?

- **Integration with AutoTrader.ca:** The only Canadian ad agency that harnesses the rich data from AutoTrader.ca
- **Dealer Breacher's Automated Campaign Creation:** Responsive Search Ad platform automates ad campaigns for all in-stock vehicles, it optimizes headlines and ad copy for each in-market car shopper
- **DealerBreacher AI technology and proactive dashboards:** View real-time KPIs and adjust strategies instantly and get recommendations on ad spend, keyword trends, and track ad-influenced sales.

The Best Conversion Rates in the Automotive Industry

	CPC (CAD)	CPC (CAL)
Alberta	\$0.63	\$20.56
Atlantic Canada	\$0.54	\$24.06
British Columbia	\$0.55	\$20.06
Manitoba	\$0.51	\$15.91
Ontario	\$0.44	\$25.50
Quebec	\$0.40	\$17.90
Saskatchewan	\$0.56	\$15.80
TRFFK (overall)	\$0.48	\$20.88
Google Benchmark	\$2.34	\$42.95

Best-in-class Support

50+ Digital Experts

Support from English or French speaking Canada-based Client Success Managers


Strategize


Optimize


Execute


Measure

Pricing & Packaging

Product	Description	Administrative Fees
TRFFK <7,500	• Paid Search: Fully Managed - VIN Specific or Brand Specific; SEM Advertising Solutions across all major Search Engine Platforms: Google, Bing and Yahoo. • Display: Fully Managed - VIN Specific or Brand Specific - Display Advertising Solutions, leveraging both Canadian Premium Audience Exchanges as well as the Google Display Network • Video: Fully Managed - Customized Video Advertising Solutions for YouTube through: Pre-roll Advertising, True View Ads and Bumper Ads	23%
TRFFK 7,500+	• Social: Fully Managed - VIN Specific or Variable Brand Specific; Facebook Advertising. Highly personalized Carousel Ads, Lead Ads, Sponsored Mentions or • Dynamic Inventory Ads.	21%

Add-Ons

Product	Description	Price
Creative Services - Value	Monthly TRADER-generated slide reflecting dealer selected OEM Offer (Auto-Deployed - Available in both English and French, if applicable) - 1 Slide, 1920x475, 480x660	\$100
Creative Services - Bronze	Monthly TRADER-generated slide reflecting dealers elected OEM Offers (Auto-Deployed - Available in both English and French, if applicable) - Set of 3 (1920x475, 480x660, 800x800), Landing Page - Simple Layout (2 images)	\$200
Creative Services - Silver	Monthly TRADER-generated slide reflecting dealers elected OEM Offers (Auto-Deployed - Available in both English and French, if applicable) - Set of 3 (1920x475, 480x660, 800x800), Custom Content Banners (On Request) - Set of 3 (1920x475, 480x660, 800x800), 2 Landing Pages - Simple Layout (2 images), Annual Media Refresh (refresh images on hero, about widget, department title images, i.e. for seasonal changes).	\$450
Creative Services - Gold	Monthly TRADER-generated slide reflecting dealer selected OEM Offer (Auto-Deployed - Available in both English and French, if applicable) - Set of 3 (1920x475, 480x660, 800x800), 2 Custom Content Banners (On Request) - Set of 3 (1920x475, 480x660, 800x800), 2 Landing Pages - Simple Layout (2 images), 1 Custom Landing Page, Annual Media Refresh (refresh images on hero, about widget, department title images, i.e. for seasonal changes).	\$1,000

Add-Ons

Product	Description	Price
Video Creative Ads	YouTube, Facebook, Dealer Website Creative Video Spots. 6 second Bumper Ads, 15 second and 30 second In-stream Ads.	\$500
Display Creative Package	TRFFK Static Creative package includes: • Unique graphic design of specific Dealership offer as approved by Client • Original design/strategy plus one (1) feedback session • Creative QA • Integration to all active channels Client is responsible for the creative integration to their website platform. The below standard display ads (where applicable) will be created and will be provided to the client • Large mobile banner (320 x 100) • Half page (300 x 600) • Large rectangle (336 x 280) • Leaderboard (728 x 90) • Facebook Image (1200 x 628) • Instagram Image (800x800) Client will be provided with the below website assets as required: • Desktop Website banner • Mobile Home Page Banner • Desktop Home Page Pop-up • Desktop SRP (Search Results Page) Banner • Desktop VDP (Vehicle Detail Page) Banner For the above assets, the Client will provide banner dimension sizes for all required formats.	\$500