

# AUTOMOTIVE WEBSITES



VOLKSWAGEN CANADA CERTIFIED WEBSITE VENDOR

## HOW WOULD YOU LIKE TO TRIPLE YOUR LEADS?

Are you looking to significantly upgrade your website performance and speed? Are you frustrated with how few leads your current website generates? Did you know that D2C Media websites outperform, on average, all Canadian dealers are actually seeing a greater than 500% increase in leads within their first 30 days!

## TRACKING REAL METRICS: ARE YOU SELLING CARS?

Don't you wish that your monthly digital performance reviews were about how many store visits and cars sold your digital efforts generated, as opposed to vanity metrics like impressions, clicks, and time spent on the site? D2C Media is the only website that integrates with your DMS to allow true transparency and optimization of real metrics that dealers really care about

### TOP FEATURES

- Easy to use & secure proprietary CMS (i.e.: Not WordPress!)
- Fastest automotive mobile sites in Canada
- Digital Retailing ready:
  - Full build & price
  - Trade-in values provided by Canadian Black Book
  - Free Credit Score lead generation
  - Multi-steps Credit Application
  - Payments calculator for Finance and Lease
  - Cash, Finance and Lease offers
- Advanced on-site and off-site SEO included
- Highest lead conversions in the industry
- Automated email Marketing
- SMS leads with automated brochures and videos sent to visitors
- DMS integration allows dealers to measure real metrics such as Store visits and Cars sold based on digital efforts.

↑ 300%

### LEADS

Average increase in Internet leads generated from D2C websites.

20%

### LEADS TO STORE VISITS

Average conversions of eLeads to Store visits by our top-25% performing dealers.

↑ 100%

### MOBILE SPEED

D2C Media's AMP mobile sites are 2x faster than the average of 3000 Canadian automotive websites.

### DMS INTEGRATION

SOURCE	VISITORS	PAGES/VISITOR	E-MAILS	CALLS	SMS	TOTAL	COST	CPL	NA	SALES	CPS
GOOGLE	6,277	4.6	252	43	16	311	\$9,244.07	\$29.72	33	27	\$355.54
FACEBOOK	466	6.8	23	0	0	23	\$1,059.57	\$46.07	5	4	\$264.83
BING	242	7.1	20	1	0	21	\$440.84	\$20.99	3	2	\$220.42

# AUTOMOTIVE DIGITAL MARKETING



VOLKSWAGEN CANADA CERTIFIED DIGITAL  
ADVERTISING PARTNER

## MEASURABLE RETURN ON INVESTMENT

D2C Media has spent years of effort in developing a proprietary unique technology allowing dealers to precisely target in-market vehicle buyers and measure their ROI all the way to offline sales without any human intervention. D2C Media is still the only automotive agency in Canada offering this level of performance and transparency.

## EXPERTISE AT SCALE

With over \$1M per month in automotive digital advertising under management, D2C Media is uniquely positioned with access to big data at a larger scale than other agencies. This allows D2C Media to outperform other advertising agencies by an average of 300%.

## FEATURES

- Most advanced, 100% proprietary, automated SEM management system in the automotive market.
- Full integration with Google Ads, Bing Ads and Facebook.
- Uses AI to adapt bidding strategies based on over 10 variables.
- Targeting not only keywords but individual in-market audience segments.
- Supports
  - Google and Bing search ads
  - Facebook and Google Lead Ads
  - Dynamic inventory-based re-targeting
  - Automated Responsive Display Ads
  - YouTube video ads
- Fully automated campaigns linked to your website content means no delays in updating keywords.
- OEM incentives built into our search and display ads automatically updated in real time.

↓ 30%

**CPC**

At an average of \$.95/click, our search campaigns generate more relevant visits which helps generate more leads at a fraction of the cost of our competitors.

↓ 60%

**CPL**

With an average of \$40/lead, D2C Media generates over 300,000 leads per year in SEM alone! No other Canadian provider has attained this level of scalability and efficiency.

↓ 50%

**CPS**

D2C Media is the only SEM provider in Canada that will integrate with your DMS to show you the real return on your investment: Your cost per sale, at an average of 50% lower than the competition.

## PACKAGE FEATURES

	BASIC \$699	SILVER \$999	GOLD \$1,499	PLATINUM \$1,999
CONTENT MANAGEMENT SYSTEM (CMS)	✓	✓	✓	✓
GOOGLE ANALYTICS GA4 TAGGING	✓	✓	✓	✓
MONTHLY OEM INCENTIVE BANNER UPDATES (1 SLIDE ON HOMEPAGE + PROMOTION SECTION)	✓	✓	✓	✓
COMPLETELY OPTIMIZED FOR SEARCH (SEO) META TITLES, DESCRIPTIONS, ALT ATTRIBUTES, IMAGES, SCHEMA AND BREADCRUMBS	✓	✓	✓	✓
INVENTORY MANAGER: NEW, USED AND CPO VEHICLE MANAGEMENT TOOL	✓	✓	✓	✓
CARFAX® BADGING INTEGRATION	✓	✓	✓	✓
BASIC DIGITAL RETAILING PACKAGE: SHOWROOM SRPS & VDPS (NO BUILD & PRICE)		✓	✓	✓
MONTHLY REVIEW, RECOMMENDATIONS AND REPORTING		✓	✓	✓
CREDIT APPLICATION REQUEST FORM		✓	✓	✓
INVENTORY EXPORTS (TRADER, KIJJI AND CARGURUS)		✓	✓	✓
ADVANCED DIGITAL RETAILING PACKAGE: SHOWROOM, BUILD & PRICE, OEM INCENTIVES, LEASE & FINANCE CALCULATOR, NEW CAR PHOTO MATCH, SEARCH BAR, DYNAMIC TOASTERS			✓	✓
2ND LANGUAGE (FRENCH OR ENGLISH)			✓	✓
SEO BOOST BACKLINKS PACKAGE			✓	✓
LEAD GENERATION BOOST MODULE (HIGHLY OPTIMIZED & CUSTOM OFFERS)			✓	✓
IN-TRANSIT (ON ORDER) DMS IMPORT, SITE TAGS & FILTERS			✓	✓
AUTOMATED MARKETING SYSTEM			✓	✓
CALL TRACKING: 3 LINES, 600 MINUTES (OVERAGES AT \$0.12/MIN)			✓	✓
TRADE-BOOST WITHOUT INSTANT VALUES (TRADE-IN VALUE LEADS GENERATOR)				✓
TRANSACTION BUILDER (SHOWROOM, NEW & USED INVENTORY VDPS)				✓
UNLIMITED SYNDICATION				✓
3RD PARTY NON-INVENTORY IMPORTS & EXPORTS (PRICE, PICTURES, DIGITAL RETAILING, ETC.)				✓
CLICK-TO-STORE ADVANCED TRACKING + DMS SALES INTEGRATION				✓
MIGRATION OF EXISTING CUSTOM SITE CONTENT	3 PAGES	5 PAGES	7 PAGES	10 PAGES

## A LA CARTE SERVICES

	PRICE
BASIC DIGITAL RETAILING PACKAGE: SHOWROOM SRPS & VDPS (NO BUILD & PRICE)	\$195/MONTH
ADVANCED DIGITAL RETAILING PACKAGE: SHOWROOM, BUILD & PRICE, OEM INCENTIVES, LEASE & FINANCE CALCULATOR, NEW CAR PHOTO MATCH, SEARCH BAR, DYNAMIC TOASTERS	\$595/MONTH
UPGRADE FROM BASIC TO ADVANCED DIGITAL RETAILING PACKAGE * SILVER PACKAGE ONLY	\$395/MONTH
TRANSACTION BUILDER (SHOWROOM, NEW & USED INVENTORY VDPS)	\$250/MONTH
3RD-PARTY DIGITAL RETAILING INTEGRATION (MOTOCOMMERCE, AUTOFI, ASKAVA, ETC.)	\$99/MONTH
2ND LANGUAGE (FRENCH OR ENGLISH)	\$150/MONTH
ONLINE DEPOSIT (PAYPAL OR STRIPE)	\$245/MONTH
FACEBOOK MARKETPLACE BOOST AUTOMATED SYNDICATION (UP TO 100 USED VEHICLES)	\$445/MONTH
FACEBOOK MARKETPLACE BOOST AUTOMATED SYNDICATION (ADD 100 VEHICLES)	\$195/MONTH
FACEBOOK MARKETPLACE BOOST AUTOMATED SYNDICATION (NEW VEHICLES)	\$195/MONTH
FACEBOOK MARKETPLACE BOOST SET-UP FEES	\$895 EACH
FACEBOOK MESSENGER AGENT DURING BUSINESS HOURS	\$500/MONTH
FACEBOOK VEHICLES CATALOG FOR AIA (V1)	\$150/MONTH
TRADE-BOOST WITH INSTANT VALUES FROM CANADIAN BLACK BOOK OR ACCU-TRADE + CREDIT SCORE FORMS	\$395/MONTH
TRADE-BOOST WITHOUT INSTANT VALUES (TRADE-IN VALUE LEADS GENERATOR)	\$200/MONTH
TRADE-BOOST UPGRADE FOR INSTANT VALUES FROM CANADIAN BLACK BOOK OR ACCU-TRADE + CREDIT SCORE FORMS	\$245/MONTH
CHAT LEADS INTEGRATION & TRACKING FEATURE (PER CHAT)	\$100/MONTH
GOOGLE REVIEWS + GOOGLE MAPS FOR MULTI-LOCATIONS	\$100/MONTH
LEAD GENERATION BOOST MODULE (HIGHLY OPTIMIZED & CUSTOM OFFERS)	\$250/MONTH
3RD PARTY NON-INVENTORY IMPORTS & EXPORTS (PRICE, PICTURES, DIGITAL RETAILING, ETC.) * PER IMPORT / EXPORT	\$50/MONTH
CLICK-TO-STORE ADVANCED TRACKING + DMS SALES INTEGRATION	\$225/MONTH
CALL TRACKING: 1 LINE, 100 MINUTES (OVERAGES AT \$0.12/MIN)	\$40/MONTH
CALL TRACKING: 3 LINES, 600 MINUTES (OVERAGES AT \$0.12/MIN)	\$100/MONTH
ADDITIONAL INVENTORY EXPORT (MEDIA OR 3RD-PARTY) * PER EXPORT	\$50/MONTH
MASS EMAIL BLAST ** REQUIRES AUTOMATED MARKETING SYSTEM	\$600/BLAST
SMS CHAT BOOST	\$295/MONTH

## A LA CARTE SERVICES

	PRICE
SMS CHAT BOOST (LEGACY UPGRADE)	\$150/MONTH
PICTURE BOOST (INVENTORY IMAGES)	\$195/MONTH
DESCRIPTION BOOST (MAXIMUM 50 AUTOMATED USED VEHICLE DESCRIPTIONS)	\$195/MONTH
DESCRIPTION BOOST (MAXIMUM 150 AUTOMATED NEW AND USED VEHICLE DESCRIPTIONS)	\$395/MONTH
DESCRIPTION BOOST - 100 EXTRA AUTOMATED DESCRIPTIONS (NEW & USED INVENTORY)	\$195/MONTH
INSTANT CREDIT BOOST INTEGRATION (FIXED MONTHLY FEE)	\$495/MONTH
INSTANT CREDIT BOOST (FEE PER TRANSACTION/REQUEST)	\$7.95/REQUEST
IN-TRANSIT (ON ORDER) DMS IMPORT, SITE TAGS & FILTERS	\$50/MONTH
SEO CONTENT BOOST (2 X 400-WORD ARTICLES + 1 X 800-WORD ARTICLE PER MONTH)	\$1,000/MONTH
STANDARD WEBSITE BANNER CREATION & INTEGRATION (1 LANGUAGE)	\$100 EACH
CUSTOM BANNER DESIGN & INTEGRATION	\$125 EACH
CUSTOM DESIGN AND CONTENT WORK (FRONT-END)	\$125/HOUR
CUSTOM DEVELOPMENT WORK (BACK-END)	\$180/HOUR
DESIGN: STATIC BANNER	\$125 EACH
DESIGN: 3-PACK ANIMATED BANNERS IN IAB SIZES (FRENCH & ENGLISH)	\$675/PACK
CREATIVE SERVICES	\$125/HOUR
OTHER CUSTOM WORK FOR CAMPAIGNS	\$125/HOUR
GOOGLE, BING AND FACEBOOK ADVERTISING	30% OF NET
INITIAL SETUP FEE - GOOGLE ACCOUNT	\$250 EACH
INITIAL SETUP FEE - FACEBOOK ACCOUNT	\$250 EACH
NEW VEHICLE STOCK IMAGE EXPORT (PER EXPORT)	75\$/MONTH
CONSENT BOOST (A COOKIE CONSENT FULLY MANAGED SOLUTION DESIGNED TO STREAMLINE AND SIMPLIFY THE PROCESS OF OBTAINING CUSTOMER COOKIE CONSENT, OPTIMIZING COMPLIANCE WITH PRIVACY REGULATIONS)	\$99/MONTH
3RD-PARTY COOKIE INTEGRATION WITH CONSENT BOOST* (HOURLY RATE TO INTEGRATE 3RD-PARTY SCRIPTS) <small>*CONSENT BOOST IS REQUIRED TO PURCHASE THIS PRODUCT</small>	\$125\$/HOUR
GOOGLE VLA CATALOG (PER CATALOG)	\$150/MONTH
YEARLY DOMAIN & SSL RENEWAL FEES (PER DOMAIN)	\$190/YEAR
YEARLY SECONDARY DOMAIN RENEWAL FEES (PER DOMAIN)	\$50/YEAR

## A LA CARTE SERVICES

	PRICE
BUSINESS INTELLIGENCE (INVENTORY)	\$250/MONTH
GBP BOOST* - NEW SHOWROOM MODEL POSTS ON GOOGLE MY BUSINESS WITH MONTHLY AI-GENERATED REVIEW SUMMARY <small>*GBP BOOST SETUP FEES ARE REQUIRED WITH THIS OPTION</small>	\$195/MONTH
GBP BOOST SETUP FEES (PER SETUP)	\$150/MONTH