



DDS INTEGRATED DIGITAL ADVERTISING CO-OP CENTRAL REGION

Central Region's Co-op program is back! Click below to take advantage of one of our certified Digital Advertising options:

360/AGENCY

DEALER INSPIRE

Dealer

FOX DEALER

Leadbox

DCMedia
Dealer-to-Consumer Web Solutions

AutoSync

Shift Digital's latest [Industry Report](#) found that dealers across the industry saw an impressive 24% increase in sales conversions over the previous year. At the same time, however, overall leads decreased by 7%.

While this trend shows some impressive efficiencies, it also highlights the continued importance of digital advertising to get the right message to the right consumers at the right time.



We are excited to announce that Regional Co-op funding has been integrated into our billing process for certified Digital Advertising products on the GM Dealer Digital Solution.

Beginning August 1st, dealers who enroll in one of our certified Digital Advertising Products will have co-op funding applied as part of their enrollments.

Dealers in the Central region will be eligible for co-op for up to 50% of their ad-spend with a minimum of \$,2000 and maximum of \$4,000 per dealer, please check your 360insight portal for individual dealer eligibility amount. Dealers have 45 days from campaign completion to submit their invoice for co-op reimbursement.

- Paid Digital Display and Video
- Paid Social Media
- Search Engine Marketing (SEM) Conquest Only
- Dealer Direct/ PURL
- Direct Mail/ Email Campaigns
- Private Sales

DEALER DIGITAL SOLUTION SOLUTION NUMÉRIQUE DES CONCESSIONNAIRES		
Generated 4/18/2024 Service Month: March	Invoice Number: 007302868106300001520240418en.pdf English	
Description:	Code	Cost
Small Dealer (Less Than 150 Units)	MOTDR1	1100.00
Digital Advertising <7500	TRDA18	2675.05
TAdvantage Gold	TRDW2	1299.00
Search Engine Optimization - Premium	TRDA4	1350.00
Tadvantage Base	TRDWICD	749.00
The cost for this invoice is automatically withdrawn from the dealership's open account each month. Please contact your Shift Digital Consultant if you have any questions. Please refer to your BARS/Open Account statement for tax calculation.		Pre-Tax Total : (SCAD) 7173.05
GENERAL MOTORS CANADA Questions? 800-655-2594 Email: info@gmdealerdigital.ca Des Questions? 800-655-2594 Courriel: info@gmdealerdigital.ca		

DDS Invoices can be found in the 'Dealer Files' section within GlobalConnect.

If you are unable to access your invoice within GlobalConnect, please reach out to info@gmdealerdigital.ca

[ENROLL HERE:](#)