



 Dealer

Pricing & Packages



Certified Partner

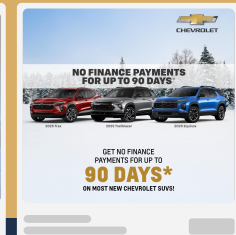
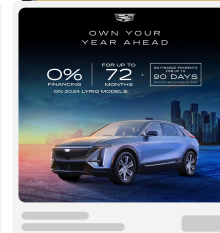
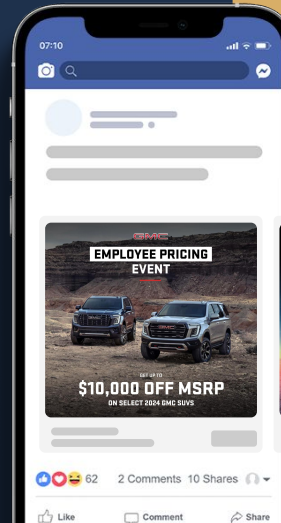
Digital Advertising

Unlock success with EDealer's Google Advertising Services. Boost visibility across Search, Display, Performance Max, Demand Gen, YouTube and more. As a premier partner, EDealer is recognized with the highest tier of excellence with:

- Utilizing **Google products and services**
- Applying industry **best practices and strategies**
- Delivering best-in-class **advertising performance**

Elevate your brand with targeted ads, dynamic inventory showcases, and seamless integrations on Facebook and Instagram. Explore multi-platform campaigns now, with Meta.

- **Automotive Inventory Ads (AIA)**
- **Multi-Platform Campaigns & Integrations**
- **Targeted Awareness & Promotional Ad Display**



 **Google Partner**

 **Meta Business Partner**

EDealer is a proud **Google Premier & Meta Partner!**

Campaign Types



Search Advertising

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

Advertise the right vehicle at the right time, every time.

We advertise your inventory exactly as it's shown on your website. An ad is created as and when a new vehicle is added to your inventory. If the vehicle gets sold, its ad will be removed on the same day. These ads are available on both Google and Facebook platforms.



Display Advertising

A picture is worth a thousand words...

We create visual ads focused on your dealership, preferred models, or promotions that you want to share. These target in-market shoppers, as identified by the prospective customer's browsing history. These ads are available on both Google and Facebook platforms.



Video Advertising

... but a video can stop scrolling dead in its tracks.

Whether you've got an in-house video team or branded OEM assets, video advertising engages millions of users each day. Each campaign is created using the creative assets available, using various placements on YouTube, Facebook or Instagram.



Demand Generation Advertising

Focus your messaging where customers spend the most time—on their mobile devices.

1 in 3 consumers say they have purchased something on Google feeds that they were not originally shopping for. Target shoppers in Google-owned apps with products to push customers into the consideration phase.



Asset-Driven Advertising

Use the right assets to put together ads cross-platform.

Designed to help you find more converting customers across all of Google's channels like YouTube, Display, Search, Discover, Gmail and Maps, Performance Max helps you drive performance based on your specified conversion goals using Smart Bidding.

Strategy Examples



Branding Campaigns

Build a stronger brand for your dealership.

From ensuring the top of the SERP is owned by the dealership, in addition to preventing conquesting against your brand name, these campaigns help communicate to your prospective customers who are at the right buying stage to consider which store to choose.



OEM Promotion Campaigns

Amplify your Tier 1 offers for your store's inventory.

Leverage your OEM's strategic cash incentives, finance or lease rates to move the inventory you have in-store right now—pair these offers with dynamic inventory campaigns to really drive home the message that your dealership is the place to buy *that* vehicle.



Custom Strategy Campaigns

Advertising should suit your dealership's goals, not just the OEM's.

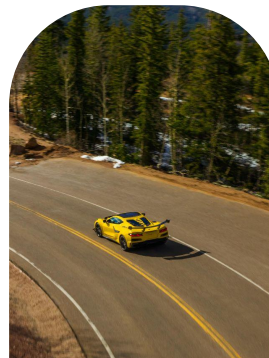
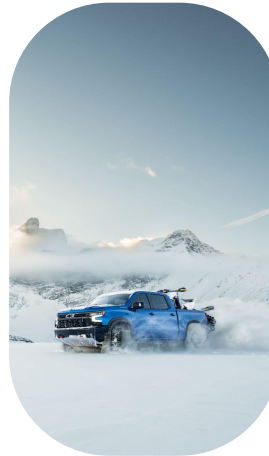
We're not here to package you up into the same box as everyone else—share your goals and ideas with your Senior Digital Advertising Strategist and we'll help find a custom solution to help get you over the finish line!



Parts & Service Campaigns

Strengthen your fixed operations' digital presence.

Service campaigns target vehicle owners by highlighting special offers for brand-specific service, genuine OEM parts or manufacturer-quality detailing to entice customers to visit your dealership instead of just the local tire shop or drive-thru oil change centre.



Managed Digital Advertising fee

23%

of advertising spend



Pricing

Our management fee pricing is based on the dealership budget. **There are no upsells for graphic work or running video creatives.**

With no pre set binding packages, a dealership can run full suite of campaigns across search, display, retargeting, conquensing and video with a total budget of \$3,000 and would pay the same management fee as a dealership spending \$3,000 on exclusively search.

We offer all of our dealer partners a flat 23% management fee that includes account management, standard creatives, reporting, analysis and more.

Premium Ad Asset

\$350/mo

At EDealer, our focus is to offer effective yet simple solutions that are customized to specific needs of our customers

 Dealer

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

Sign Up Today



Chat with Sales

We're here to help.

gmcanada@edealer.ca



Call Us

Mon - Fri from 8am - 8pm EST.

1 (866) 776-9446



About Us

Check out our website.

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