



CROSS-CHANNEL ADVERTISING

SYNCHRONIZE CHANNELS TO WIN LOCALLY

Don't just reach people with your advertising. Reach the people that are ready to convert. Cross-channel advertising is the key to making your ad dollars turn into the leads that result in sales.

- Reach buyers on thousands of websites, social media, apps, and online searches with a customized ad experience across mobile and desktop.
- Follow the buyers in real time. The AI-driven cross-channel ad platform makes 147+ *million adjustments every day* - managing your budget across every step of the shopper's online journey.
- Target the channels where your customers are spending time – search, display, social, video, and streaming audio.
- Stand out from the crowd with beautiful, agency-quality creative.
- Rely on expert, personalized support from your dedicated Digital Advertising Analyst – available with every package.

Cross-Channel Advertising Gets Real Results:



*Sincro Insights, October 2018

GM CANADA APPROVED ADVERTISING

	Emerald 30.5% Fee
Dedicated Advertising Analyst	●
Response Time	48 Hours
AI-Driven Cross-Channel Budget Optimization System	●
Expert-Led Strategy <ul style="list-style-type: none"> • Custom campaign & strategy aligning to dealership goals • Manage & pivot budget based on strategy • Proactive recommendations and adjustments based on analytics 	●
Strategy & Performance Call	Monthly
Custom Campaigns	●
Profit Centers	New, Used, Fixed Ops
Custom Banner Ad Sets (as needed)	~3 / Mo
Ad-Related Custom Landing Pages	A la carte
Custom Creative Execution	3-5 Business Days

Channels Included in Emerald

Paid Search	●
Retargeting	●
Display	●

Additional Offerings

PowerSearch

Create targeted, customized paid search campaigns for new and used inventory with Sincro PowerSearch. Fueled by A.I. bidding technology that continuously optimizes campaigns not just within, but across Google and Bing, PowerSearch delivers effective and efficient targeting of in-market shoppers, maximizing your dealership ROI.

Social Suite

Deploy targeted VIN-focused ads to local new and used car shoppers on Facebook and Instagram. Includes automated inventory feed, optimized landing page and monthly performance call with dedicated analyst.

Video

Reach your audience across every screen and enhance your digital advertising strategy with targeted video. Online video advertising allows you to combine the in-depth measurement and ad tracking of digital with the visual storytelling power you get with TV. Choose the format and channel that's right for your needs, including YouTube and Facebook.

A LA CARTE ADVERTISING

Retargeting (Three Brands Included)	\$200/mo Management Fee + Media Spend \$799 Setup
Retargeting (Additional Brand)	\$299/mo Management Fee
Retargeting – French (Three Brands Included)	\$200/mo Management Fee + Media Spend \$799 Setup
Retargeting – French (Additional Brand)	\$299/mo Management Fee
PowerSearch	\$600/mo Management Fee + Media Spend \$1000 Setup
PowerSearch (Additional Brand)	\$100/mo Management Fee + Media Spend \$100 Setup
PowerSearch – French	\$600/mo Management Fee + Media Spend \$1000 Setup
PowerSearch – French (Additional Brand)	\$100/mo Management Fee + Media Spend \$100 Setup
Video Advertising	30.5% of Budget Fee + Media Spend
Social Suite	25.5% of Budget Fee + Media Spend
Facebook Marketplace Add-on	\$0

Learn More

<https://www.gmdealerdigital.ca/DigitalAdvertising/Sincro>

Enroll Now

<https://www.gmdealerdigital.ca/packages/8/45>

