

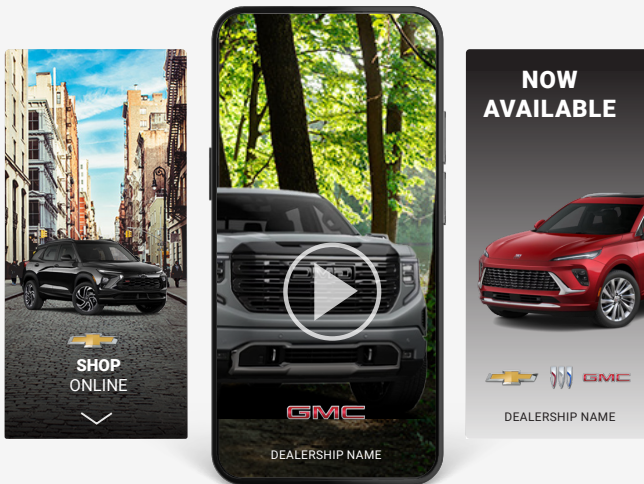


DIGITAL ADVERTISING PROGRAM GMC CANADA

Our Goal: Maximize Conversions. Eliminate Complexity for You.

360 Agency is the recognized specialist that helps your dealership sell more vehicles, faster. We manage the complete digital aspect to intercept the buyer.

Our goal is to generate a constant flow of interested customers (calls, visits, forms) who are ready to buy. We take care of the technical side. You handle the sales.



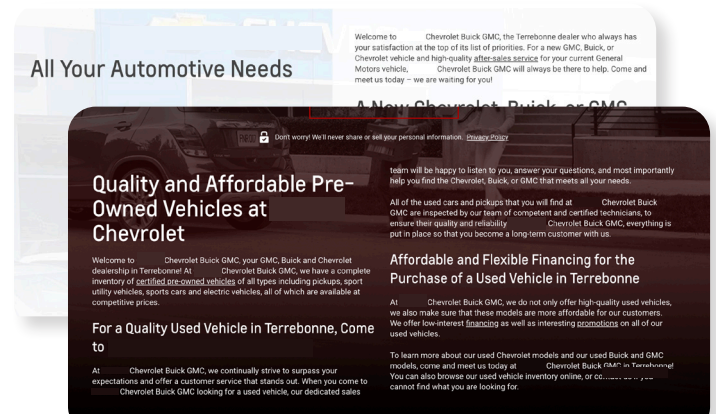
Example of Facebook canvas advertising

1. Smart Inventory Ads

Our strategy is simple: maximize efficiency by targeting the buyer with the right vehicle, at the right time. The priority of your budget is to promote your current inventory, while also securing brand visibility with manufacturer promotional campaigns. We use dynamic advertising to target the buyer with the vehicle they searched for. Result: higher prospect quality and faster inventory turnover. This optimizes your cash flow.

2. SEO: Your Sustainable Advantage

SEO ensures you are visible for free tomorrow. Our 10-year expertise is your foundation. We are the only agency to collaborate with AJAC journalists for high-quality content and exceptional organic ranking. We rapidly integrate AI so you always maintain a competitive edge.





3. AI Controlled by Human Expertise

AI optimizes bidding quickly, but it doesn't understand your local reality. We combine the maximum efficiency of AI and the strategic precision of our human experts. This ensures tight management of your Cost Per Click (CPC) and Cost Per Lead (CPL).

4. Innovation: We Drive Change

We test and validate platforms before the competition to give you an immediate advantage. We were among the first to launch Vehicle Ads (VAs) and master Performance Max campaigns. You are the first to leverage the industry's highest-performing ad formats.



5. Measuring True ROI (Beyond the Form)

Forms are only a small part of real conversions. Our system measures all touchpoints: calls, visits, and online/offline interactions.

We optimize based on actual conversion to provide you with a transparent and precise ROI calculation based on your overall sales.

6. Specialized Media Directors: Your Strategic Advisor

Generalist providers cannot understand your market. We provide you with a dedicated Media Director, an automotive digital marketing expert.

Their role is to guide you through strategic choices, analyze campaign performance, and constantly optimize your budget into a measurable growth lever and ensure optimal management of your CO-OP funds.





Dash 360: The Dealer Performance Hub

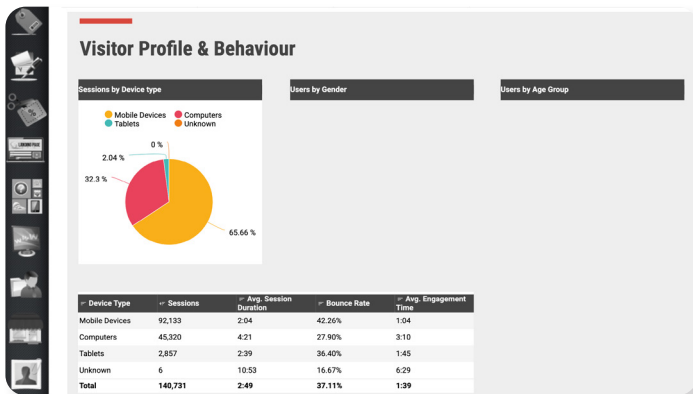
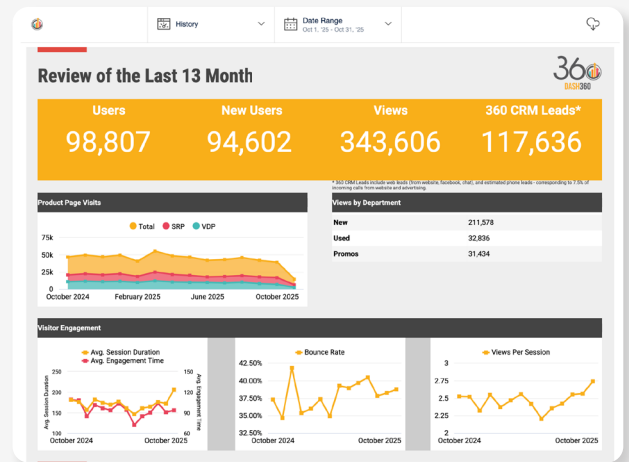
Too Many Platforms to Manage? We understand the saturation. Your time is valuable. This is precisely why we created DASH 360 for you. It's everything you need: your most important Key Performance Indicators (KPIs) for your website and ad campaigns, summarized on one page, at a single glance. Plus, if you have CRM Pro, you get the exact number of leads generated.

(CRM 360 leads include web leads (from the website, chat, and Facebook) and estimated phone leads).

Easy, Hassle-Free Visibility:

No more complicated reports, technical terms, or analytical systems that require training. DASH 360 is designed for at-a-glance understanding, eliminating any friction between you and essential information.

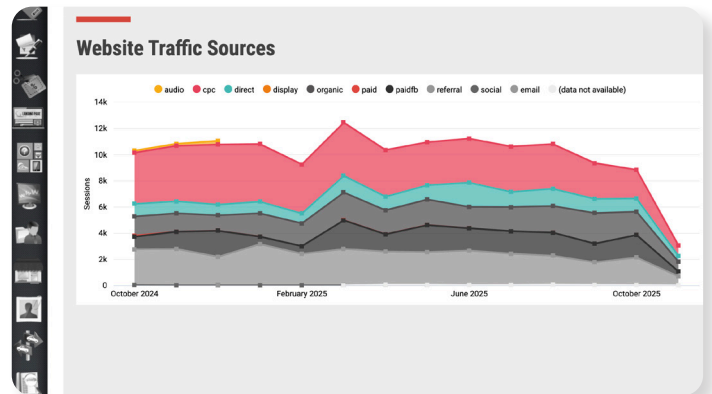
The intuitive design ensures you have access to your dealership's performance tools without any hassle. It is the fastest and simplest way to get a clear view of the status of your website.



Independent, Unmanipulated Data:

We believe in total transparency. Key data in DASH 360 is verifiable via independent sources (like Google Analytics).

This commitment provides you with the transparent information needed for fact-based conversations with all your vendors, without fear of manipulation or bias.



Understand the Buyer and Optimize Spending:

The dashboard provides insights into your shoppers (local, devices used), allowing you to tailor your inventory and messaging. Simultaneously, it lets you assess the correlation between paid traffic and the Leads CRM 360* KPI. This dual insight enables you to better allocate funds and stop budget wastage on ineffective channels.

Pricing

Advertising:

Management fees: 25% of the budget

Included:

- 1 dedicated media manager,
- 1 dedicated campaign execution specialist,
- OEM or customized banners for your campaigns,
- Campaign optimization, inventory management in platform catalogs (Google, Facebook, etc.),
- Dash 360 available at all times.

Additional services

SEO

Article - unilingual - \$250	Article - bilingual - \$350
Complete (5 articles) - unilingual \$1,199	Complete (5 articles) - bilingual \$1,500
National (2 articles) - unilingual \$595	National (2 articles) - bilingual \$695
National Plus (4 articles) - unilingual \$899	National Plus (4 articles) - bilingual \$1,099

Content production

Video production (OEM footage) : \$500	Update from OEM footage: \$250
Landing page : \$37.50/15-minutes	Custom banner: \$37.50/15-minutes
Custom promotions: \$37.50/15-minutes	Coupons: \$37.50/15-minutes

Website content: **\$150/hour/15-minutes**

OEM Incentives : **\$350**

Dynamic inventory video

1-49 vehicles- unilingual - \$395	1-49 vehicles - bilingual - \$595
50-149 vehicles - unilingual - \$545	50-149 vehicles - bilingual - \$820
150-249 vehicles - unilingual - \$665	150-249 vehicles - bilingual - \$1,000
250-499 vehicles - unilingual - \$785	250-499 vehicles - bilingual - \$1,180
500-999 Vehicles - unilingual - \$1,075	500-999 Vehicles - bilingual - \$1,615
1000-1499 vehicles - unilingual - \$1,615	1000-1499 vehicles - bilingual - \$2,425

Other

Email blast : **\$350**

Community Management

Base - \$899/month	Intermediate - \$1,299/month	Advanced - \$2,099/month
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