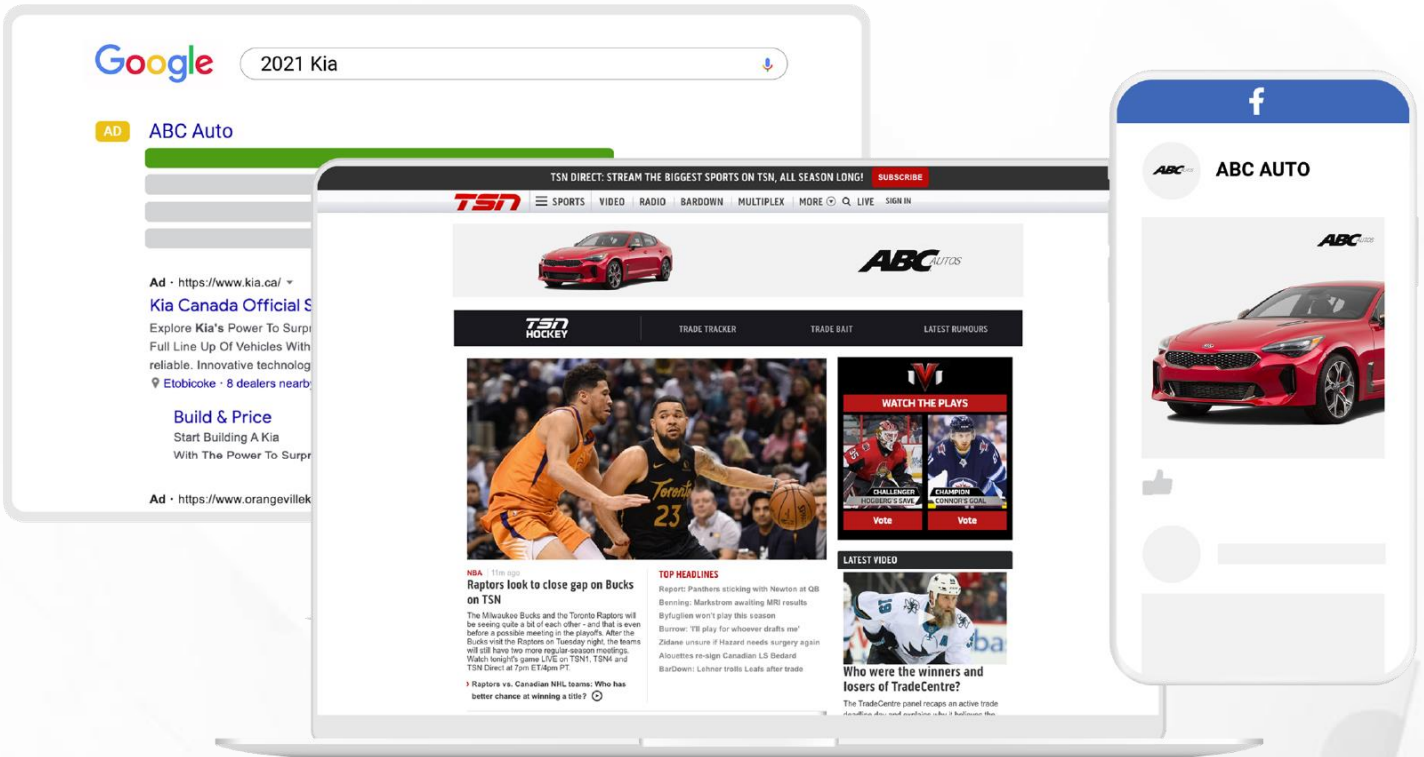


Drive Traffic to Your Online Lot With TRFFK

Designed exclusively for the automotive sector in Canada, TRFFK is a full-service, data-driven solution to convert traffic into real-time customers. Our team of Canadian automotive and digital marketing experts will work with you to execute customized campaigns across paid search, display, social media and audience retargeting.



What does it do?

- Target the right person at the right time with the right ad
- Target consumers searching for a specific vehicle with highly relevant ads
- The ads will display your inventory and lead to your vehicle details page

How do we do it?

- Paid Search
- Social Advertising
- Display Advertising
- Video Advertising
- Audience Targeting
- Dynamic Creative
- Robust Reporting

TRFFK.CA benchmarks for KIA dealerships



Search		Social		Display	
CPC	\$0.96	CPC	\$0.29	CPC	\$8.48
CPVDP	\$1.04	CPVDP	\$0.28	CPVDP	\$0.42
CTR	0.92%	CTR	3.20%	CTR	0.08%
CPL	\$39.07	CPL	\$10.52	CPL	\$90.05

TRFFK.CA benchmarks for KIA dealerships

TRFFK Digital Advertising Paid Search 21% (\$7500+), 23% (<\$7500)	Self-Managed Activation Fee \$500
TRFFK - Digital Advertising Display Advertising 21% (\$7500+), 23% (<\$7500)	Self-Managed - Agency Bundle \$795
TRFFK - Digital Advertising Video 21% (\$7500+), 23% (<\$7500)	Self-Managed - Dynamic New \$299
TRFFK - Digital Advertising Social 21% (\$7500+), 23% (<\$7500)	Self-Managed - Dynamic Used \$299
	Self Managed - Conquest \$259

Management fee is calculated based on the dealer's total budget spend on all TRFFK Platforms.