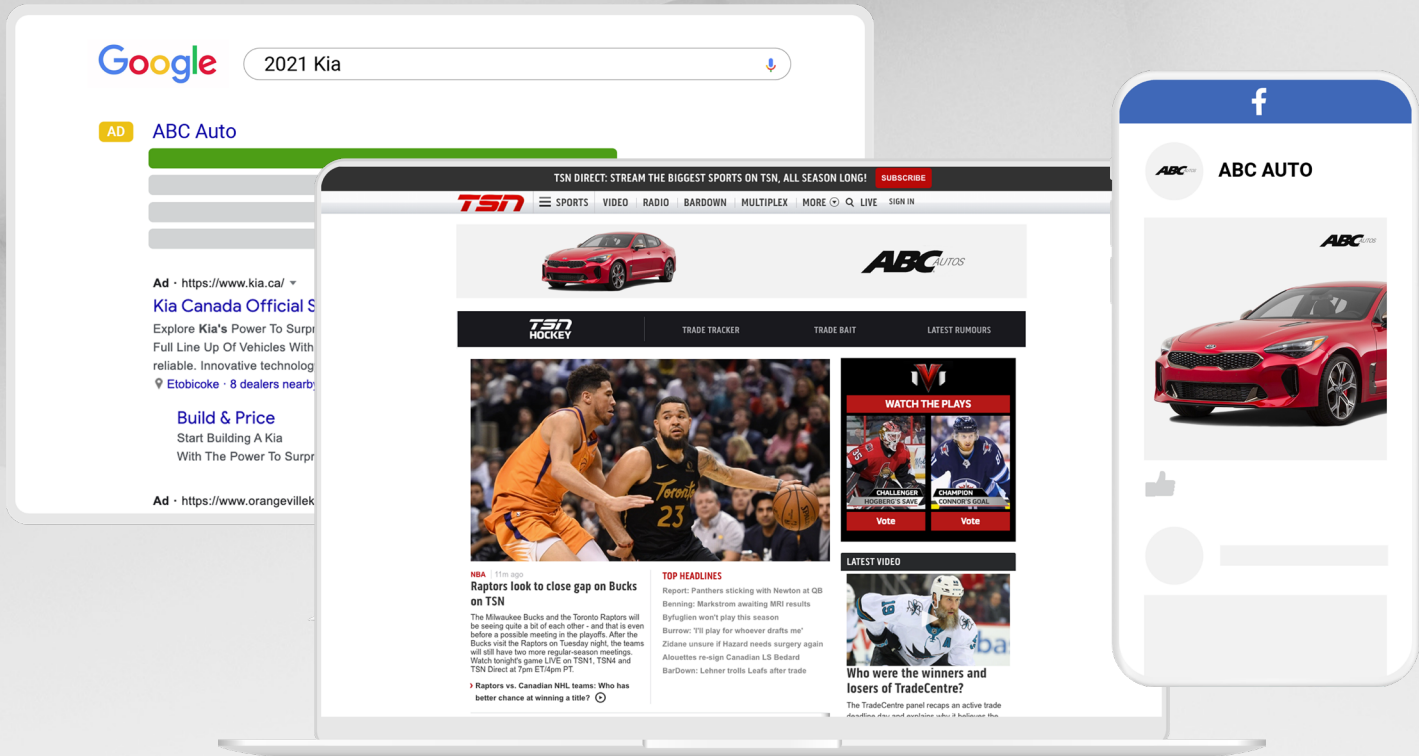


## Drive Traffic to Your Online Lot With TRFFK

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

NEW!



Audience Targeting



Dynamic Creative



Robust Reporting





## TRFFK.CA BENCHMARKS FOR KIA DEALERSHIPS

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

## TRFFK KIA PRICING

TRFFK Digital Advertising - Paid Search  
**21% (\$7500+), 23% (<\$7500)**

TRFFK - Digital Advertising - Display Advertising  
**21% (\$7500+), 23% (<\$7500)**

TRFFK - Digital Advertising - Video  
**21% (\$7500+), 23% (<\$7500)**

TRFFK - Digital Advertising - Social  
**21% (\$7500+), 23% (<\$7500)**

Self-Managed Activation Fee  
**\$500**

Self-Managed - Agency Bundle  
**\$795**

Self-Managed - Dynamic New  
**\$299**

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.