

# INTRODUCING: INNOCEAN DEALER DIRECT

## Deeply Connected to Your Business

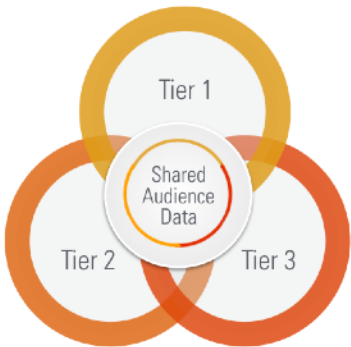


Now more than ever, taking a co-ordinated approach to digital advertising means everything. That is why we created Innocean Dealer Direct. A program that provides Tier 1 agency services directly to the Dealer level. Our dedicated team of specialists offer Dealers unique benefits only available through a partnership with Innocean including: Remarketing to visitors off the Corporate Website, Class Leading Speed to Market based on connection to OEM Incentives, Deeper Understanding of Your Business through Day-To-Day Interaction with KCI & Shared learnings across Tier 1 + Tier 2 + Tier 3 Campaigns..

## What Makes Us Unique?

The Only Partner Able to Share Tier 1 & Tier 2 Data To Fuel Tier 3 Performance

As division of Innocean (the managing partner of both Corporate and DAA campaigns) Innocean Dealer Direct has the ability to collect, coordinate and share audiences across all three tiers. Our unique offering ensures that highly qualified prospects that visit kia.ca can be targeted and passed onto to local dealer campaigns ensuring we reach the right people with the right message while minimizing overlap between Tiers to ensure optimal cost efficiency on your behalf.



## Deeper Insights Into Your Business:

Given our relationship with KCI, our group has an intimate understanding of current business conditions to help guide decision making with multiple factors considered, including Active Corporate Initiatives, Dealer Inventory, and first access to OEM Incentives to ensure monthly campaigns are active by the 1st of the month.

Speed to Market

First Access to Incentives

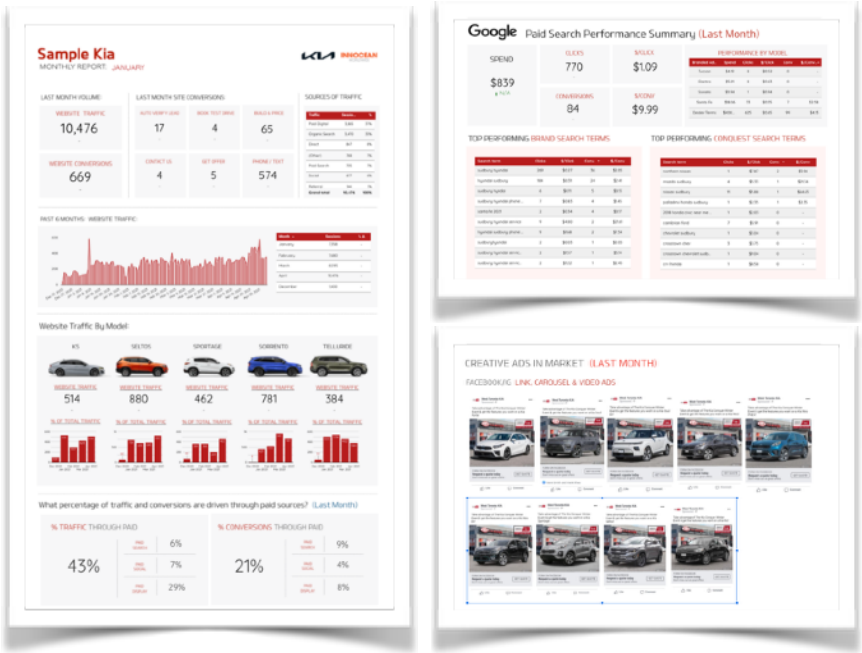
Connected to Kia

Coordinated Planning

Shared Learnings

Optimize Across Tiers

## Transparent Realtime Access to Performance Data:



As part of our program Dealers are given access to online realtime reporting allowing them to see how both Website and Ad Campaigns are performing in Real Time.

### Website Traffic: (Trends & Real Time)

- Web Site Traffic Monitoring
- Web Site Conversions Monitoring
- Web Interest By Model

### Paid Advertising: (Trends & Real Time)

- Spend By Channel
- Performance By Channel
- Summary of Creative
- % of Conversions Through Paid Sources

## Search Engine Marketing & SEO

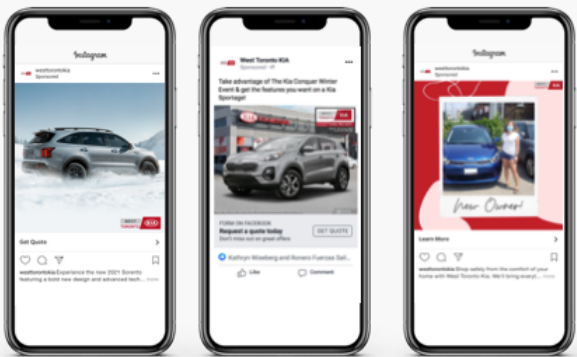
As a whitelisted Google beta Partner, Innocean is often the first-to-market with Google's newest tools and technologies, allowing your dealership to be at the forefront of innovation. We offer best-in-class strategies and tactics, including dynamic inventory advertising, brand protection, cost-effective conquering, automated device and demo targeting, geo-fencing within your PMA, and advanced bidding strategies focused on your dealership's unique goals to get you the strongest ROI from your PPC campaigns.

Kia Dealer Near Me.



## Social Media Advertising

As one of Facebook's premier Tier 1 partners, Innocean offers highly targeted Facebook & Instagram social media marketing campaigns, allowing your dealership to amplify its reach into your PMA. Our best-in-class campaigns range from dynamic inventory advertising to showcase your inventory to new and returning visitors, reach and awareness campaigns to amplify your existing content calendar, to dedicated traffic and conversion campaigns to drive qualified visitors and converters to your website.



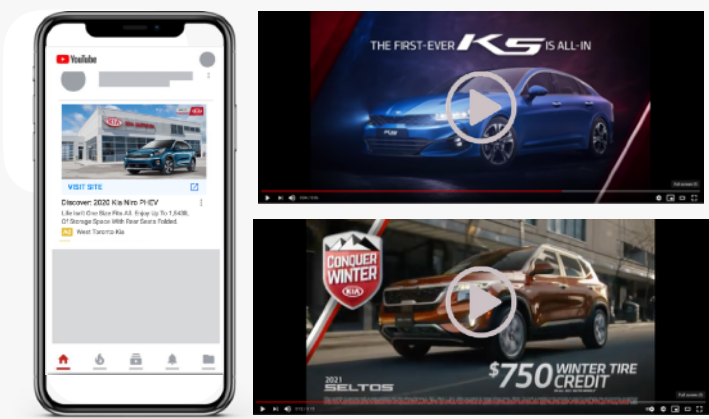
## Digital Display & Programmatic

As a full-service agency, Innocean offers a wide range of display marketing capabilities, through both programmatic and direct buys. Leveraging standard, HTML, or dynamic banners made of text, images, video, and/or audio, our display advertising allows you to reach potential customers through a wide array of highly targeted and relevant internet websites, apps, or other online platforms.



## YouTube & Programmatic Video

YouTube is the 2nd largest search engine after Google. With the right targeting and the right media mix in place, video advertising can be just as powerful, if not more so, than display and social advertising. Leveraging 6s, 10s, 15s, or 30s videos (either developed through Innocean or provided by the dealer), our team runs YouTube In-Stream, YouTube In-Discovery, or Programmatic buys allowing you to reach auto intenders through a variety of targeting methods.



## Enhanced Creative Services

Creative is in our DNA. From mass reaching National Brand Campaigns, to regionalized Dealer Association Retail Rollouts, the team at Innocean is capable of tackling any creative task you are interested in discussing.



# PRICING & PACKAGES

## Innocean Dealer Direct Commission

Innocean Dealer Direct charges a flat 25% Media Commission for all Digital Advertising. (Includes Standard / Static Creative Assets)

Commission

25%

The packages below are for guidance only, Innocean Dealer Direct will work with each dealer to determine the most effective budget and channel mix on a Dealer by Dealer Basis.

### Bronze

Dealer Monthly Budget:  
\$1,500 – \$3,500 /Mth

- Paid Search (Brand)
- Paid Search (Conquest)
- Paid Social (Link Ads)
- Paid Social (Lead Ads)
- Google Analytics Tagging
- Real Time Reporting Access

Includes T1+T2 Audience  
Sharing Across all Channels

### Silver

Dealer Monthly Budget:  
\$3,500 – \$6,500 /Mth

- Paid Search (Brand)
- Paid Search (Conquest)
- Paid Social (Link Ads)
- Paid Social (Lead Ads)
- Google Display Ads
- Google Discover Ads
- Google Analytics Tagging
- Real Time Reporting Access

Includes T1+T2 Audience  
Sharing Across all Channels

### Gold

Dealer Monthly Budget:  
Over \$6,500 / Mth

- Paid Search (Brand)
- Paid Search (Conquest)
- Paid Social (Link Ads)
- Paid Social (Lead Ads)
- Google Display Ads
- Google Discover Ads
- Programmatic Display Ads
- Programmatic Video Ads
- Google Analytics Tagging
- Real Time Reporting Access

Includes T1+T2 Audience  
Sharing Across all Channels

## Additional Services

- SEO Standard: \$500/Mth (Keyword Research & Monitoring, Site Optimization Recos, Quarterly Reporting)
- SEO Advanced: \$1,000/ Mth (Standard + Custom Strategy & Content Reco – Monthly Reporting)
- API Integration For Lead Ads: \$375 (One Time Fee)
- Premium Creative Assets Pack: \$250 / Mth

