

# ADVERTISING

Search – Display – Social Media – Digital TV – Online Video

Our owned and operated third-generation AI makes driving demand in localized markets easier with advertising that resonates with potential buyers at the right time. Not only does our technology make it easier to attract likely buyers, but it also helps maximize the impact of your ad budget by ensuring your ads are seen on the right websites.



Showcase your brand across the web. Ansira’s established and growing network provides you with **prioritized placements** and **unmatched buying power**.

Our advertising program has proven to be an **invaluable asset** for Ansira website customers, resulting in a **28% increase** in clicks to call on average.

Make the most of your budget and **shift spend immediately** to online traffic that engages. Your budget moves across channels in real time **based on performance**.

Ansira Insights 2022

## Reach

Ansira’s ad platform delivers **6+ million unique ad experiences** per day, delivering more than **540 million daily impressions**.

## Real-Time Optimization

**147 million adjustments** are made every day based on real-time shopper activity and outcomes on client websites.

# ADVERTISING PACKAGE GUIDE

An unparalleled combination of technology and expert consultation, tailored to your unique business goals.

|  | Emerald<br>25% Fee  | Gold<br>\$849  | Platinum<br>\$1,699  | Diamond<br>\$2,499   |
|--|---|--|----------------------|----------------------|
| Dedicated Advertising Analyst  | ●   | ●  | ●                    | ●                    |
| Response Time  | ●   | 48 Hours   | 48 Hours             | 48 Hours             |
| AI-Driven Cross-Channel Budget Optimization System   | ●   | ●  | ●                    | ●                    |
| <b>EXPERT-LED STRATEGY</b>   |   |  |                      |                      |
| <ul style="list-style-type: none"> <li>• Custom campaign &amp; strategy aligning to retailer goals</li> <li>• Manage &amp; pivot budget based on strategy</li> <li>• Proactive recommendations and adjustments based on analytics</li> </ul>   | ●   | ●  | ●                    | ●                    |
| Strategy & Performance Calls   | Monthly   | Quarterly  | Monthly              | Monthly              |
| Custom Campaigns   | ●   | Turnkey<br>OEM-Aligned   | ●                    | ●                    |
| Profit Centers   | New, Used,<br>Fixed Ops   | New<br>Used  | New<br>Used          | New<br>Used          |
| Custom Banner Ad Sets (as needed)  | Up to 3/Mo  | N/A  | Up to 3/Mo           | Up to 5/Mo           |
| Ad-Related Custom Landing Pages  | A la carte  | N/A  | A la carte           | A la carte           |
| Custom Creative Execution  | 3-5<br>Business Days  | N/A  | 3-5<br>Business Days | 3-5<br>Business Days |
| <b>Channels Included in Above Packages</b>   |   |  |                      |                      |
| Paid Search  | ●   | ●  | ●                    | ●                    |
| Retargeting  | ●   | ●  | ●                    | ●                    |
| Display  | ●   | ●  | ●                    | ●                    |
| Meta Display   | N/A   | N/A  | ●                    | ●                    |
| Video (YouTube, Facebook, Pre-Roll)  | N/A   | N/A  | N/A                  | ●                    |
| Pandora Streaming Audio  | N/A   | N/A  | N/A                  | ●                    |
| <b>Additional Offerings</b>  |   |  |                      |                      |
| <b>Social Suite</b><br>25% fee<br><br>Deploy targeted VIN-focused ads to local new and used car shoppers on Meta and Instagram. Includes automated inventory feed, optimized landing page and monthly performance call with dedicated analyst. | <b>Used Vehicle Advertising</b><br>\$495<br><br>Turn used inventory quickly with effective, targeted Paid Search and Retargeting for in-stock vehicles. Includes monthly performance call with dedicated analyst. | <b>Fixed Ops Advertising</b><br>\$495 (\$249 with Platinum or Diamond)<br><br>Grow Fixed Ops revenue with customized Paid Search, Display and Retargeting. Includes monthly performance call with dedicated analyst. |                      |                      |