



GOSOKAL.COM

Momentum
DIGITAL ADVERTISING



TIRED OF SPENDING MORE MONEY?

DIGITAL CAMPAIGNS THAT DELIVER

Sokal's Momentum platform is a leading technology platform designed to deliver optimized multi-channel digital marketing campaigns to our dealer partners. Momentum provides custom creative and custom user-defined experiences to help achieve maximum business outcomes. If you want the latest tools and technology at your dealership's fingertips, Sokal's Momentum is for you.



MOMENTUM SEARCH

Google & Bing
(New, Used, Fixed Ops)

MOMENTUM DISPLAY AND DYNAMIC RETARGETING

Programmatic Display Network
(with Dynamic Inventory Ads)

MOMENTUM SOCIAL

Facebook & Instagram
(with Dynamic Inventory Ads)

MOMENTUM DIGITAL VIDEO

Programmatic Video Network Includes
Pre-roll, TruView & CTV/OTT Streaming

MOMENTUM SEO

MOMENTUM EMAIL MARKETING

TRADITIONAL/BROADCAST TV

CREATIVE SERVICES



For questions and support, please contact the Sokal team at **INFINITI@gosokal.com** or call **1-888-99-SOKAL**



MOMENTUM SEARCH

Google  bing

BE THERE AND BE SEEN
WHEN THE SHOPPER IS
LOOKING FOR YOU

PAID SEARCH ADVERTISING

Sokal's Momentum platform is a leading technology platform that, in part, delivers optimized Paid Search campaigns generating high quality website traffic through highly relevant ads that increase lead and conversion volume that will outperform your current Paid Search campaigns.

BENEFITS

- A / B tested custom ad copy
- Continuous budget adjustments (6x / day through the Momentum platform)
- Keyword optimization tool identifies underperforming keywords (e.g., low quality score, high cost per click, low click through rate, low conversion rate)
- Unique "waterfall" negative keyword strategy that aligns higher converting keywords with the person who is searching closer to the bottom of the buying journey (i.e., ready to purchase)
- Top zip code targeting, radius targeting and automated bid adjustment in a dealership's most strategic geographic areas



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MOMENTUM DISPLAY & DYNAMIC RETARGETING

PROGRAMMATIC DISPLAY NETWORK
(DYNAMIC INVENTORY ADS)

**BUILD YOUR DEALERSHIP
BRAND AND FUTURE
PROOF YOUR BUSINESS**

MOMENTUM DISPLAY & DYNAMIC RETARGETING:

95% of dealerships have a top-of-mind awareness less than 5% of the time. Sokal's Momentum display and retargeting solutions help build your brand faster by delivering compelling and compliant display ads that reach the top of the funnel car buyers and then keeps them engaged throughout their buying process.

BENEFITS

- Target in-market audiences specific to your brand and audiences of people who are specifically vehicle shopping/researching on the most popular 3rd party listing and automotive websites
- Dynamic VIN-specific compliant ads
- Strategic sales zip code targeting combined with radius targeting for highly-localized campaigns
- Audience data is updated every 24-hours using our Momentum proprietary optimization tool ensuring the most strategic and insightful targeting



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Momentum
SOCIAL

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MOMENTUM SOCIAL

facebook  **Instagram**

(DYNAMIC INVENTORY ADS)

BE SOCIAL AND GET IN FRONT OF 200+ MILLION MONTHLY CAR SHOPPERS

Momentum Social combines VIN-specific inventory ads, custom carousel ads, video and Facebook lead ads to deliver potential buyers from the awareness stage all the way through the decision phase of their car buying journey. Generate awareness, retarget those who've shown interest and convert to highly qualified leads with advanced audience targeting, whether their scrolling on Facebook or Instagram.

BENEFITS

- Various ad formats served at the right time to the right person (e.g., single image, carousel, video, collection, lead ads)
- Dynamic carousel ads serve inventory directly from the site based on user interaction and the specific make and model that they viewed the most on your website.
- Engagement-based audiences paired with lookalike audiences that generates a deliberate audience strategy



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SOKAL

Momentum DIGITAL VIDEO



MOMENTUM DIGITAL VIDEO

hulu Roku Apple TV YouTube

MOMENTUM VIDEO NETWORK

A PICTURE IS WORTH A THOUSAND WORDS. A VIDEO IS WORTH A MILLION. UTILIZE SIGHT, SOUND, AND MOTION TO GET THEIR ATTENTION

MOMENTUM DIGITAL VIDEO

Our Momentum Digital Video solution utilizes our Momentum Video Network to deliver rich video content on YouTube TruView and Streaming Video (e.g., Over-the-top and Connected TV inventory) across custom unique audiences and that leverage network learnings at the lowest cost of delivery (CPM) or the lowest cost of viewership (Cost per completed view).

BENEFITS

- Strategic sales zip code targeting combined with radius targeting for highly-localized campaigns
- Continuously-updated audiences with our Momentum proprietary optimization tool (refreshes every 24-hours)
- Specific in-market audiences for your specific make and model or for conquering goals
- In-house production team to craft custom creative videos, designed to attract and engage your ideal audience

SITES INCLUDE

ESPN **NBC** **hulu**
CBS **A&E** **YouTube**

+ MANY MORE



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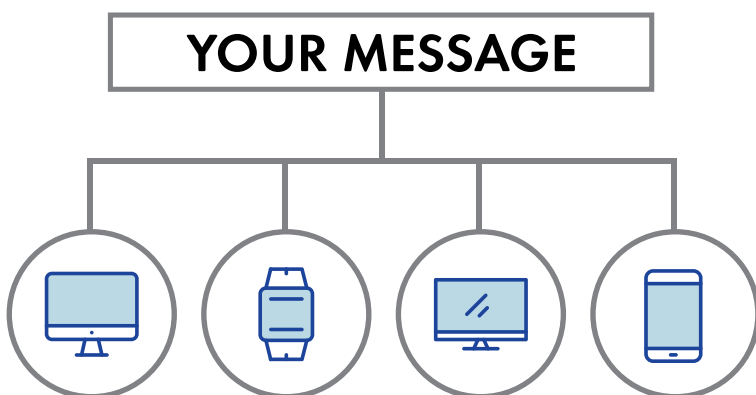
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MOMENTUM AUDIENCES

POWERFUL AUDIENCE TARGETING WITH INSIGHTS THAT ELIMINATE WASTED AD SPEND

Sokal Audience Technology takes the guesswork out of your digital advertising campaigns, making sure that your ads are in front of the right people at the right time to make sure they are listening to what you have to say through your advertising.



BENEFITS

- Utilize 3rd party data to reach specific demographic profiles (Household Income, Age, Gender)
- Reach people based on where they are in their buying journey by leveraging their search behavior, websites they've visited and specific makes and models they're considering
- Take advantage of your dealership's 1st Party Data (CRM and DMS data) to reach current customers and keep them engaged
- Audiences from the customers shopping and visiting your website
- VIN-level retargeting lists ensure that your dealership stays in front of people who have visited your website
- Reach across all devices with cross device tracking and retargeting (someone sees your Connected TV and then gets retargeted with a relevant display ad).



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SEARCH ENGINE OPTIMIZATION

DOMINATE ON MAJOR SEARCH
ENGINES ORGANICALLY AND
DRIVE LOCAL SALES

MOMENTUM SEO OFFERINGS

BOOST \$599

Meta Description | Model Research Pages
Monthly Site Maintenance | Custom Homepage Content
Templated Content | Quarterly Reporting

PREMIUM \$999

BOOST PACKAGE +
Directory Synchronization | Premium Custom Content
Behavioral Targeting

FULLY LOADED \$1,599

PREMIUM PACKAGE +
Competitor Analysis | 4 Blog Posts | Heat Sheet
Social Media Consultation | Google Posts (weekly)

With automotive SEO, local content is essential. Our team structures metadata around your location and our content specialist craft custom messaging while focusing on building an organic presence by back-linking with our third-party partners. Sokal's SEO can be applied to any website platform, allowing you to own your local market and grow your organic traffic.

BENEFITS

- Improve your ranking during internet searches
- Widen your scope of potential clients and extend the reach of your dealership's website
- Unique content created specific to your ideal audience and brand
- Leverage our SEO experts who specialize in automotive advertising



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MOMENTUM EMAIL MARKETING

STAY TOP OF MIND WITH
YOUR CUSTOMER BASE AND
REACH NEW SHOPPERS WITH
COMPELLING, TARGETED EMAILS
DESIGNED TO MAXIMIZE ROI

Email marketing is still the most cost-effective way to target your potential market. It allows you to target with pinpoint accuracy potential buyers that are currently in the market for a car, infusing yourself into their current search and putting your dealership name in the forefront of their mind. The added bonus with email marketing is that it's a gateway to retargeting, allowing for even more increased brand awareness.

BENEFITS

- Rich, dynamic, and unique creatives designed by our in-house creative team
- Completely custom campaign strategy and targeting created specifically with your dealership's goals in mind
- Access to our in-house content writers and designers whose sole job is to focus on creating the best email campaigns in the industry
- Consistently perform A/B tests, along with statistical analysis to determine what does and doesn't work, ensuring the greatest ROI
- Sales matchback reporting provides insight into each campaign's success
- Google Analytics tagging



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LINEAR/BROADCAST TELEVISION

BUILD AWARENESS FOR YOUR BRAND AND DEALERSHIP THROUGH CABLE AND BROADCAST

Create brand and dealership awareness at the top of the funnel with integrated linear and broadcast television buys. By utilizing market demographics combined with a key understanding of digital strategies and audiences, target the right customer and increase.

BENEFITS

- We'll handle all media rep sales calls and relationships so you can focus on selling and closing leads
- Our partnerships and strong negotiation skills will ensure you get the best rates and added value for your TV buys
- Years of experience allows us to build the best linear television buys possible by utilizing our market research and technology to get you the best media spot, regardless of relationships
- Have your digital media and linear/broadcast TV work together in coordination to further enhance your reach and frequency of messaging in a strategic way



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SOKAL CREATIVE SERVICES

**STAND OUT AGAINST THE
COMPETITION AND BRING YOUR
BRAND TO LIFE WITH UNIQUE AND
ENGAGING CUSTOM CREATIVE**

SOKAL CREATIVE SERVICES

In today's market, it's crucial you stand out from the pack - not get lost in it so when a customer is shopping for a new vehicle, they think of your dealership first over the competition. Our award-winning creative team designs can work with you to provide your dealership a unique voice, our services include:

- Special page creative
- Website homepage sliders
- Print ad creation
- Custom logos
- Event banners
- Branding and Re-branding
- Creative strategy

BENEFITS

- Customized design fit for your dealership
- Quick turn-around times
- Website consistently updated
- Attract more buyers with unique creative



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