

TARGETED ADVERTISING SOLUTIONS FOR KIA MOTORS

POWER DISPLAY & A.I. SOLUTIONS

Power Display: \$1,500/mo ~ \$999 one-time Platform Creation

- Showcase your dealership and vehicles to automotive intenders on Facebook, Google, and other sites across the web

VDP Power Social: \$2,000/mo ~ \$1,499 one-time Platform Creation

- Drive consumers to your VDPs by showcasing your inventory on Facebook & Instagram
- Pay only for consumers who engage with your VDP on your dealership website

VDP Power Social with Facebook Smart Assistant: \$2,249/mo ~ \$1,788 one-time Platform Creation

VDP Power Social PLUS:

- A.I. powered Facebook Smart Assistant to respond to inquiries on inventory listed on Facebook Marketplace 24/7

VDP Power Social with Response Path Defend: \$2,499/mo ~ \$1,999 one-time Platform Creation

- Website Home Page, Sales, and Service Assistants to start conversations, qualify interest, capture leads, and route them to the right team member

SOLUTIONS FOR YOUR DEALERSHIP SIZE

Small Inventory (50-100 Used Cars)

Power Lead Driver: \$1,699/mo ~ \$1,299 one-time Platform Creation

- Vehicle inventory distributed to deep-in-the-funnel auto intenders on the DAS Automotive Network's 40+ Premium Auto, Classified, and Local sites

Power Lead Driver & Lead Converter Pack: \$2,499/mo ~ \$1,799 one-time Platform Creation

Everything in Power Lead Driver PLUS:

- **Smart Quote:** All dealership leads sent personalized microsite with multi-vehicle quotes in under 10 minutes
- **Smart Follow:** Follow up with leads for 180 days to reactivate 10% of leads every month

Power Lead Driver & Lead Converter Pack & Response Path Defend: \$2,998/mo ~ \$2,299 one-time Platform Creation

Everything in Power Lead Driver with Lead Converter Pack PLUS:

- Website Home Page, Sales, and Service Assistants to start conversations, qualify interest, capture leads, and route them to the right team member

SOLUTIONS FOR YOUR DEALERSHIP SIZE

Large Inventory (101+ Used Cars)

Power Lead Driver: \$2,799/mo ~ \$1,799 one-time Platform Creation

- Vehicle inventory distributed to deep-in-the-funnel auto intenders on the DAS Automotive Network's 40+ Premium Auto, Classified, and Local sites

Power Lead Driver & Lead Converter Pack: \$3,499/mo ~ \$2,299 one-time Platform Creation

Everything in Power Lead Driver PLUS:

- **Smart Quote:** All dealership leads sent personalized microsite with multi-vehicle quotes in under 10 minutes
- **Smart Follow:** Follow up with leads for 180 days to reactivate 10% of leads every month

Power Lead Driver & Lead Converter Pack & Response Path Defend: \$3,998/mo ~ \$2,799 one-time Platform Creation

Everything in Power Lead Driver with Lead Converter Pack PLUS:

- Website Home Page, Sales, and Service Assistants to start conversations, qualify interest, capture leads, and route them to the right team member

TARGETED ADVERTISING POWER PACKS

VDP Power Social: \$3,000/month ~ \$1,999 one-time Platform Creation fee

- Drive consumers to your VDP pages by showcasing your inventory on Facebook & Instagram
- Drives only premium traffic to VDP pages with DAS proprietary double opt-in
- Transition car buyers from Facebook to your listings with ease and efficiency with the DAS custom search results page (SRP)

VDP Power Social & Power Lead Driver with Lead Converter Pack: 5,000/month ~ \$3,499 one-time Platform Creation Fee

Everything in the \$2k/month VDP Power Social package PLUS:

- Vehicle inventory distributed to deep-in-the-funnel auto intenders on the DAS Automotive Network's 40+ Premium Auto, Classified, and Local sites
- **Smart Quote:** All dealership leads sent personalized microsite with multi-vehicle quotes in under 10 minutes
- **Smart Follow:** Follow up with leads for 180 days to reactivate 10% of leads every month