



Momentum Digital Advertising

Sokal's Momentum platform is a leading technology platform designed to deliver optimized multi-channel digital marketing to our dealer partners. Momentum provides custom creative and custom user defined experiences to help achieve maximum business outcomes.



MOMENTUM SEARCH

Google & Bing
(New, Used, Fixed Ops)

MOMENTUM DISPLAY

Programmatic Display Network
(with Dynamic Inventory Ads)

MOMENTUM RETARGETING

Programmatic Display Network
(with Dynamic Inventory Ads)

MOMENTUM SOCIAL

Facebook & Instagram
(with Dynamic Inventory Ads)

MOMENTUM DIGITAL VIDEO

Programmatic Video Network
hulu Roku Apple tv






For questions and support, please contact the Digital Team at shiftkia@gosokal.com or call **919-872-9410**



Scan this QR code to find our more about Momentum Digital Advertising

SOKAL

MOMENTUM DIGITAL PACKAGES

 Momentum STARTER	 Momentum PRO	 Momentum PRO +
<ul style="list-style-type: none"> ✓ Search Advertising ✓ Display & Retargeting Social Media Advertising Digital Video Advertising ✓ Momentum Reporting Platform ✓ Expert Strategy and Support Team 	<ul style="list-style-type: none"> ✓ Search Advertising ✓ Display & Retargeting ✓ CHOOSE: Social Media Advertising or Digital Video Advertising ✓ Momentum Reporting Platform ✓ Expert Strategy and Support Team 	<ul style="list-style-type: none"> ✓ Search Advertising ✓ Display & Retargeting ✓ Social Media Advertising ✓ Digital Video Advertising ✓ Momentum Reporting Platform ✓ Expert Strategy and Support Team
<p>MANAGEMENT FEE</p> <p>\$1,000/MO</p>	<p>MANAGEMENT FEE</p> <p>\$1,500/MO</p>	<p>MANAGEMENT FEE</p> <p>\$2,000/MO</p>
<p>\$4,000 RECOMMENDED MINIMUM AD BUDGET</p>	<p>\$6,000 RECOMMENDED MINIMUM AD BUDGET</p>	<p>\$8,000 RECOMMENDED MINIMUM AD BUDGET</p>

À LA CARTE MEDIA PRODUCTS

SOCIAL MEDIA ONLY	DIGITAL VIDEO ONLY	EMAIL MARKETING
<p>Facebook/Instagram \$500/MO</p>	<p>Momentum Programmatic Video \$500/MO</p>	<p>Conquest Campaigns or CRM List Campaigns</p>
<p>Minimum Budget \$1,500 FB Video +\$1,000</p>	<p>Minimum Budget \$1,500</p>	<p>Campaign Prices Starting at \$1,000 <small>(ARTWORK + SALES MATCHBACK INCLUDED)</small></p>

