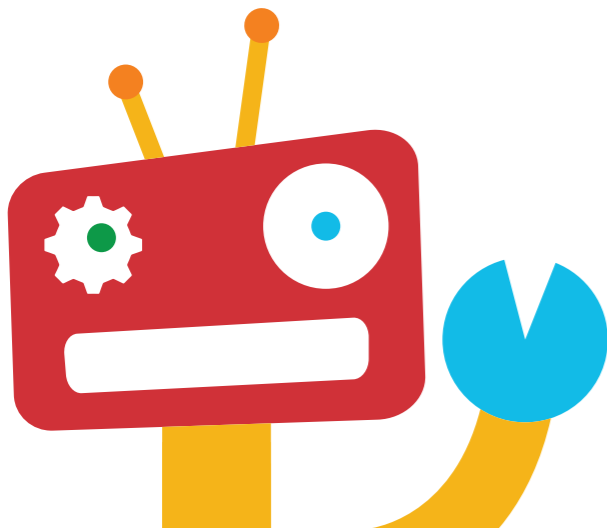


DRIVEMATIC MARKETING PLATFORM

- 1 Advertise Your Inventory
- 2 Patented Ad Creation and Management Utility
- 3 Automated Daily Optimization with A Personal Touch
- 4 Turn Key Micro-Site that Features All of Your Inventory
- 5 100% Transparent Reporting



1

ADVERTISE YOUR INVENTORY

- DriveMatic takes a daily inventory feed and creates multiple ads for every vehicle on your lot.
- We only advertise cars that you have on the lot to people who are actively looking for them.



2

PATENTED AD CREATION & MANAGEMENT UTILITY



YEAR MAKE MODEL SEARCH

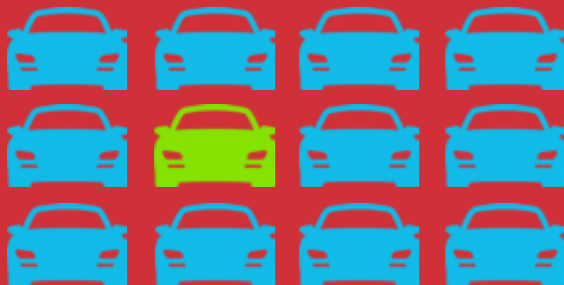
Mobile ad:

2013 Honda Accord for \$179/mo - Get Pre-Approved Today!
toyotaofsouthflorida.drivematic.com/preowned/speci...

Blue Exterior, Low Miles, Navigation, Sun Roof. Drive your new car home today!

Desktop ad:

2013 Honda Accord for \$179/mo - Get Pre-Approved Today!
toyotaofsouthflorida.drivematic.com/preowned/speciats
Blue Exterior, Low Miles, Navigation, Sun Roof. Drive your new car home today!



MODEL SEARCH

Mobile ad:

5 Honda Civics in Stock - As Low As \$159/mo
toyotaofsouthflorida.drivematic.com/preowned/speci...

We can get you pre-approved. Drive it home today! No hassle buying experience.

Desktop ad:

5 Honda Civics in Stock - As Low As \$159/mo
toyotaofsouthflorida.drivematic.com/preowned/speciats
We can get you pre-approved. Drive it home today! No hassle buying experience.



- Ads highlight a low monthly payment that is calculated to the dealers specifications based on vehicle age and mileage.
- Vehicle specific options (navigation, keyless entry, leather interior, etc) are included in the ad copy as well.



THIS is where the **MATIC** happens.

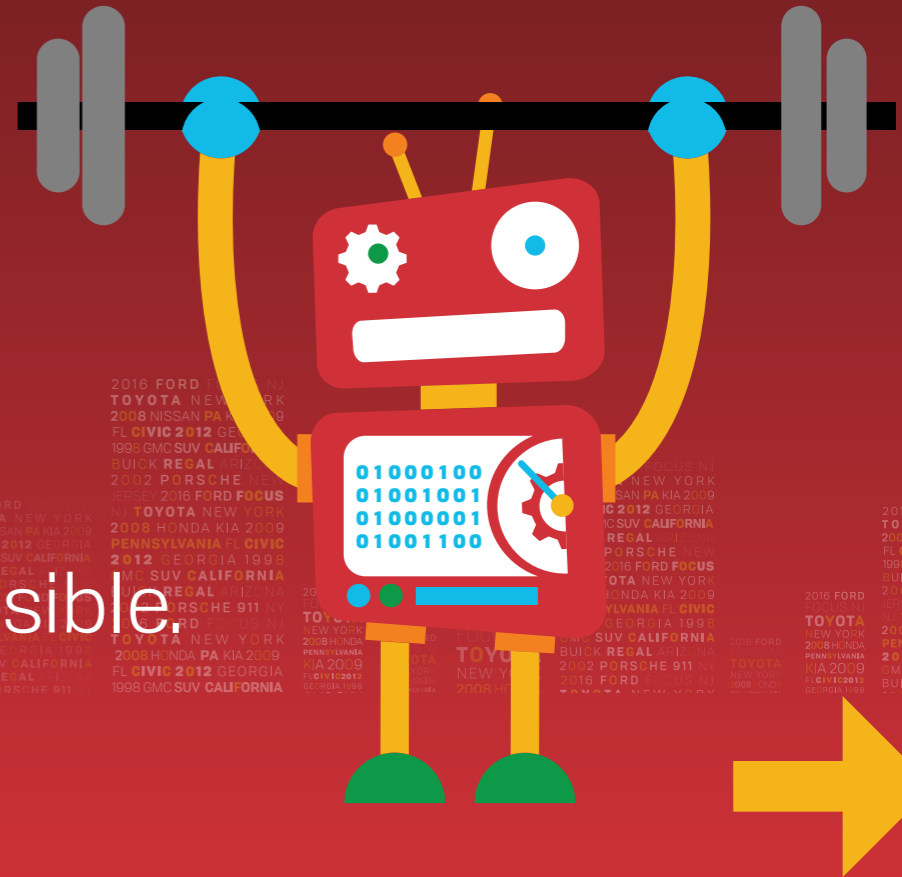


3

AUTOMATED DAILY OPTIMIZATION WITH A PERSONAL TOUCH

DAILY OPERATIONS PER VEHICLE

- Apply any changes to inventory. Pictures, pricing, etc.
- Update ad copy based on any relevant inventory changes.
- Adjust keyword bids to maintain the ideal ad position at the lowest cost per click possible.



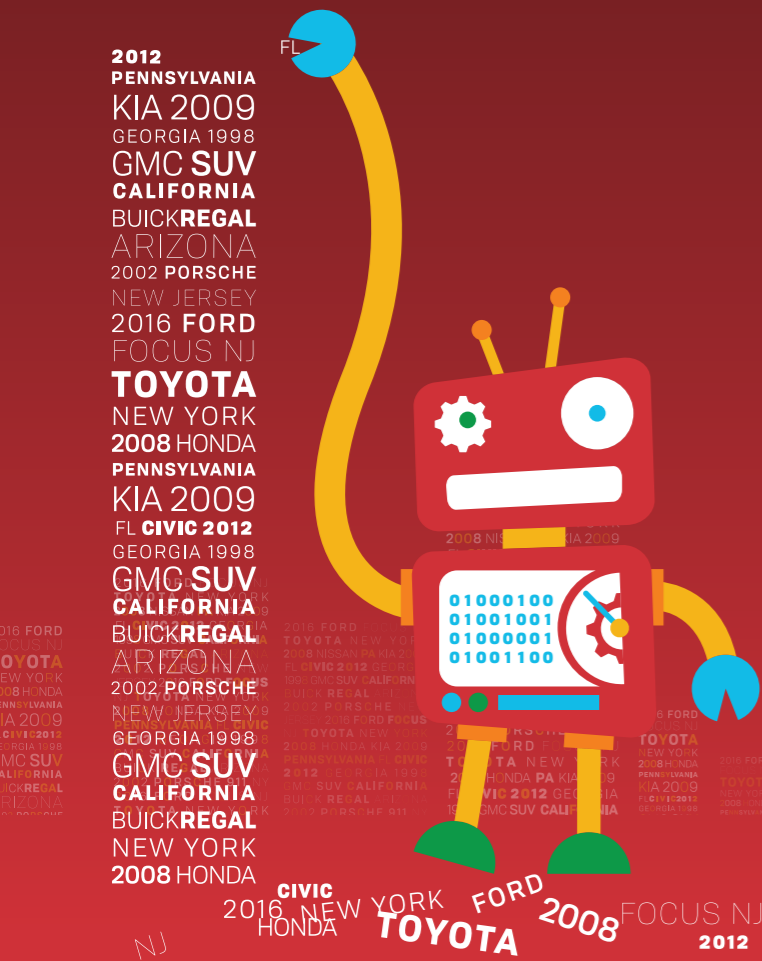
3

AUTOMATED DAILY OPTIMIZATION WITH A PERSONAL TOUCH

DAILY KEYWORD LEARNING AND OPTIMIZATION

- Block irrelevant or low return search terms.
- Promote keywords that have a high conversion rate.

Your campaigns get smarter the longer they run. Inventory will come and go, but we save all optimizations for future use. Once you get a car on the lot that matches any of the criteria we have already optimized for, DriveMatic continues to learn from where it left off.



4

TURN KEY MICRO-SITE THAT FEATURES ALL OF YOUR INVENTORY

Honda Civic Specials
Pre-approved as Low as \$199/mo.
3 Civic Deals to Choose From!
toyota-southflorida.drivemarc.com

Used Vehicle Search

Showing 1 - 10 of 154 results

Year	Make	Price	Monthly Payment	Find Out How!
2012	Honda Civic	\$11,990	\$199/mo	Find Out How!
2013	Honda Civic	\$13,990	\$232/mo	Find Out How!
2013	Honda Civic	\$13,990	\$232/mo	Find Out How!
2014	Acura TL	\$22,990	\$381/mo	Find Out How!

- Landing Pages relevant to the ads - High Quality Score
- Similar vehicles are showcased to encourage additional time on site and minimize bounces.
- Your used inventory is front and center. No distractions.
- Highly visible aggressive conversion points.



5

100%

TRANSPARENT REPORTING

WE TRACK EVERYTHING

- Visitor Analytics collected daily.
- Key metrics are broken down by source and device.
- View form submissions and the vehicle associated with the form.
- Phone call tracking with recording. **Listen to the calls right from the dashboard!**

Know what you're spending and what you're getting in return.



DRIVEMATIC PRICING

DISPLAY ADVERTISING

ONLY \$150 PER
MO

REGULAR: \$300/MO

TEXT ADVERTISING

ONLY \$500 PER
MO

REGULAR: \$700/MO

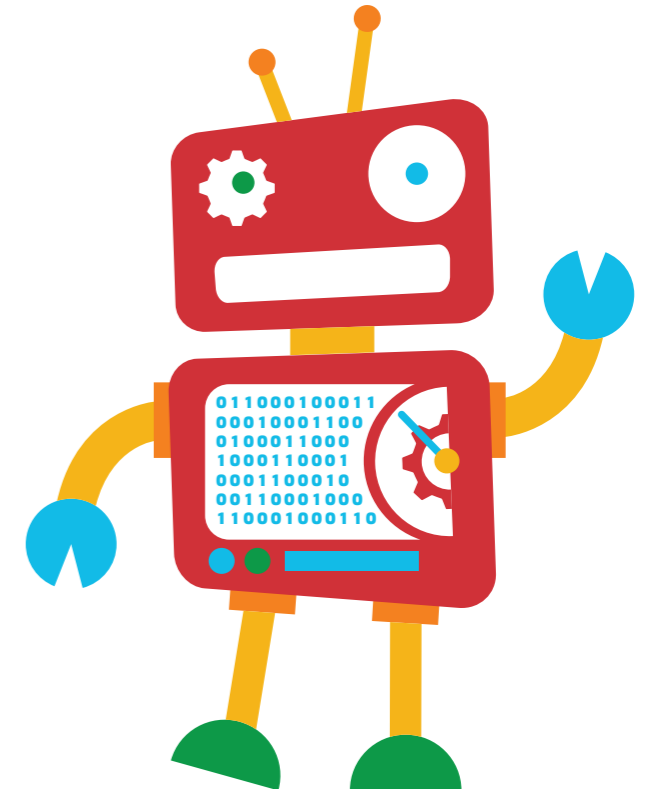
FACEBOOK TARGETING

ONLY \$500 PER
MO

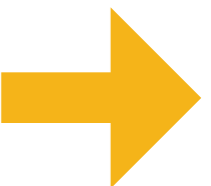
REGULAR: \$700/MO

GET ALL 3 SERVICES FOR

ONLY \$1000 PER
MO



- All Paid Search Advertising will require a separate budget in addition to the quoted Technology Fees.
- All services are assigned an account manager.
- Exclusivity is available for an additional fee.



THANK YOU!

OTHER SERVICES WE OFFER:

- New Car PPC
- Industry Leading SEO
- Reputation Management
- Social Media Management
- Custom Dealer Websites
- Website Maintenance

CIVIC
2016 NEW YORK
HONDA
FOCUS
2008
2012