



Mercedes-Benz

For Mercedes-Benz Dealers looking to **get more from your provider**, Adpearance offers revenue-driven digital marketing & sales solutions.



Digital Advertising

Paid search, display, remarketing, social, video, and more. Plus, dynamic ad technology and bundles!

[LEARN MORE](#)



Sales Intelligence

Improve close rates with better communication made possible by Foureyes® technology.

[LEARN MORE](#)



Full-Service Marketing

SEO, social media, video solutions, and reputation management. Cohesive strategies, proven results.

[LEARN MORE](#)



LEARN MORE

adpearance.com/mercedes-benz

971-352-8088

sales@adpearance.com



Adpearance, Inc. | For more information, contact us at **971-352-8088** or sales@adpearance.com

Why Adpearance?

We're committed to being your best partner.

How? We structure digital advertising around sales, not clicks. We build technology that saves you money and makes selling easier. We consider your operations in our communications. Rethink your expectations and experience true partnership with Adpearance.

● Reclaim Your Position

The right strategy paired with the best technology consistently outranks the competition and gets your dealership in front of buyers.

● Make Digital a Breeze

Advertising, technology, SEO, social media and reputation management all from a single point of contact.

● Be More Than a Ticket

As part of your service you'll have an auto-dedicated, Google-certified digital strategist whose sole purpose is to help you win.

● Get More for Your \$\$

New standard digital advertising management fees as low as 16% of package.

DIGITAL ADVERTISING

- ✓ Your choice of advertising platforms
- ✓ Dynamic Search Tech
- ✓ Dynamic Display Tech
- ✓ Dynamic Video Tech

25%
MANAGEMENT
FEE

16%
MANAGEMENT
FEE WITH
TECH BUNDLE



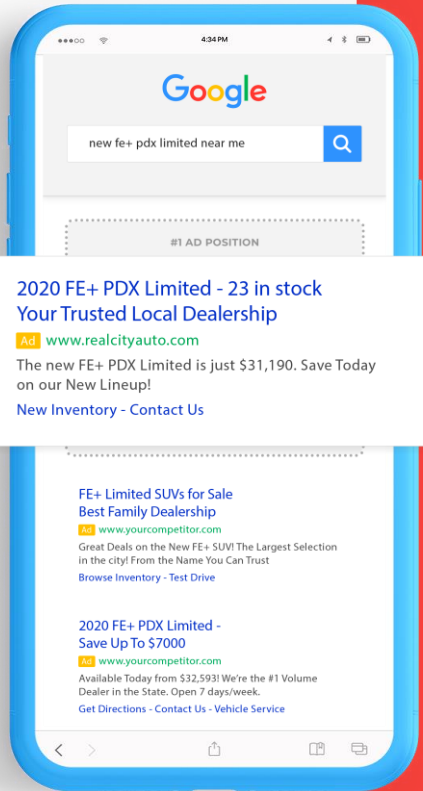
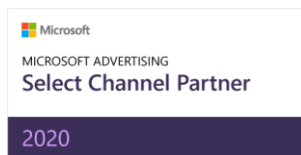
Digital Advertising

NEW! Now with lower management fees

Advertising should prioritize conversions, not clicks. Which is why with Adpearance advertising you get the best in both lead tracking and strategy.

Advertise on the platforms that make sense for your dealership.

Our Partners



With partnerships at the highest tier, we have greater access to new features, training, and support from the leading platforms.

Advertising Platforms

- Google Ads
- Bing
- Facebook
- Instagram
- YouTube

Advertising Types

- Search
- Display
- Dynamic Display
- Dynamic Video
- Social
- Remarketing

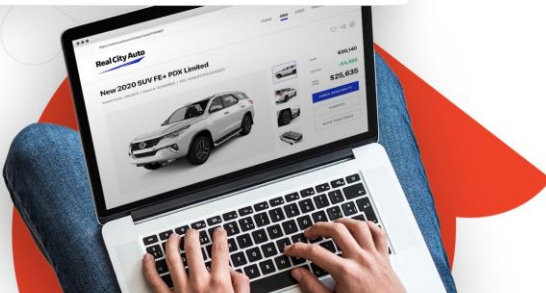
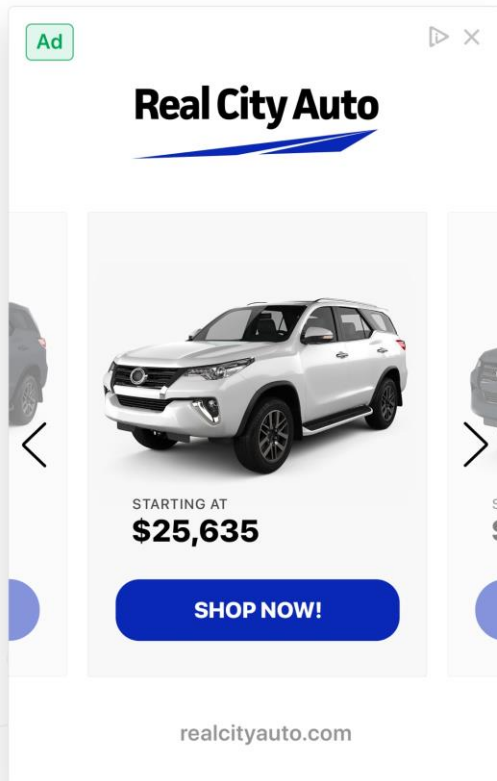
Search Campaigns

- Make
- Model
- Dealership
- Location-specific
- Brand Lease
- Model Segments
- Parts & Service
- Conquest
- Commercial
- Financing
- Used
- Certified Pre-Owned



Dynamic Ad Technology

NEW! Search, Display, and Video



Link **every** piece of inventory on your lot directly to your advertising. Every new car. Every used car. Every trade-in. All listed in your advertising...**automatically**.

Dynamic Search Tech

Dynamic Search Tech™ allows you to run ads for every piece of in-stock inventory. Ads go live within 24 hours of new or used inventory being added to your website.

Dynamic Display Tech

Dynamic Display Tech™ serves car shoppers display ads featuring the exact vehicle they viewed on your site—just like ecommerce.

Dynamic Video Tech

Dynamic Video Tech™ allows you to run Inventory-specific video ads focused on low-funnel, in-market, custom-intent and remarketing audiences.





See more, sell more with sales intelligence



OMNI-TRACKING

Make smarter sales and marketing decisions when you know who your leads are and where they come from. Track every form, chat, and phone call with patented user-level website tracking.



SAFETY NET

Filter non-sales leads from your pipeline and fix the leaks in your sales process, including leads not making it into your CRM.



SALES ENABLEMENT

Turn website activity into lead intelligence to improve your close rate. Spot new deals, improve follow-up, and take your sales team to the next level.



PROSPECT ENGAGEMENT

Automatically send updates to your leads about inventory that perfectly matches their shopping preferences. Book more appointments without lifting a finger.

Unlock the potential of Foureyes, the complete solution for tracking, protecting, engaging, and selling better. Foureyes supports the sexy and unsexy aspects of sales to **close more deals** while **improving your customer experience**.

PRICING	
Omni-tracking	\$84/mo
Omni-tracking Phone Tracking Add-On	\$339/mo
Safety Net	\$339/mo
Sales Enablement	\$679/mo
Prospect Engagement - Up to 2,000 subscribers	\$679/mo
Full Product Suite (Best Value)	\$1,699/mo



Full-Service Marketing

Now you don't have to work with half a dozen vendors for a rock-solid digital presence. Managed by your digital strategist, Adpearance offers SEO, social media, video solutions, and reputation management.



Rank Higher with SEO

Appear for key searches and in local maps. We handle every aspect of SEO, both on and offsite.



Climb the Social Ladder

Create trust and influence buyers. Combining active management and smart strategies, our solution makes sure you won't be missed.



Live Up to Your Reputation

Improve the quantity and quality of your online reputation. We combine active monitoring and management, so you sparkle.



Promote Your Brand

Use video in your advertising without the headache. Dynamic video pairs video creation and advertising management to reach your targets.



Pricing

For Mercedes-Benz Dealers Who
Like to **Pay Less & Get More**

25%

MANAGEMENT
FEE

16%

MANAGEMENT FEE
WITH TECH
BUNDLE

Get in Touch



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PRICING			
Search Advertising (SEM) ♦	Minimum \$1,000/mo		
YouTube Advertising ♦	Minimum \$1,000/mo		
Facebook Advertising ♦	Minimum \$1,000/mo		
Foureyes® ♦♦ (Price is determined by module – see Page 5)	\$84 - \$2,999/mo		
	FUEL	IGNITION	OVERDRIVE
Proprietary Ad Technology (Requires ad spend, minimum \$1,000/mo)			
Dynamic Search Tech	\$399/mo	—	—
Dynamic Display Tech	\$249/mo	—	—
Dynamic Video Tech	\$449/mo	—	—
Search Engine Optimization (SEO)	\$425/mo	\$1,000/mo	\$1,700/mo
YouTube Optimization	\$200/mo	\$300/mo	\$400/mo
Reputation Management	\$600/mo	\$1,250/mo	\$1,550/mo
Social Media Management ♦♦♦	\$750/mo	\$1,450/mo	\$2,000/mo
DYNAMIC AD TECH BUNDLES			
Search + Display	\$449/mo		
Search + Video	\$599/mo		
Display + Video	\$499/mo		
Search + Display + Video	\$799/mo		

♦ Package minimums are inclusive of ad spend and management fees

♦♦ Price range is inclusive of potential module discounts for eligible stores or groups


♦♦♦ Not a certified service





Ready to Go? Let's Get Started!

We're always happy to answer specific questions or provide a free digital marketing analysis.

 Learn more at adpearance.com/auto-analysis



First in Class Advertising

It's why we were the first provider to achieve 100% Micro-Moments approval from Google and Mercedes-Benz.



Technology that Delivers

With an in-house R&D team comprising nearly a quarter of our staff, we actively invest in helping you outsell the competition.

