



Mercedes-Benz

Certified Provider

# Mercedes-Benz Digital Advertising

**BOOK A DEMO**

[purecars.com/mb](http://purecars.com/mb)

**CONTACT US**

[mb@purecars.com](mailto:mb@purecars.com)



# Get More. Every Day.

**PURECARS IS DEDICATED TO DELIVERING MORE FOR DEALERS.**

More clicks, leads, calls, visits, service appointments and ROs, every day.

As dealers face increased threats to their profitability, it's more important than ever to identify and eliminate ineffective marketing tactics and hold gross. PureCars gives you confidence that your marketing dollars are hard at work delivering more, ready shoppers and customers, every day. With PureCars, you get a partner invested in your profitability and data-driven technology solutions that are eligible for Mercedes-Benz Tier 3 Bonus Funds.

## BUILT FOR DEALERS

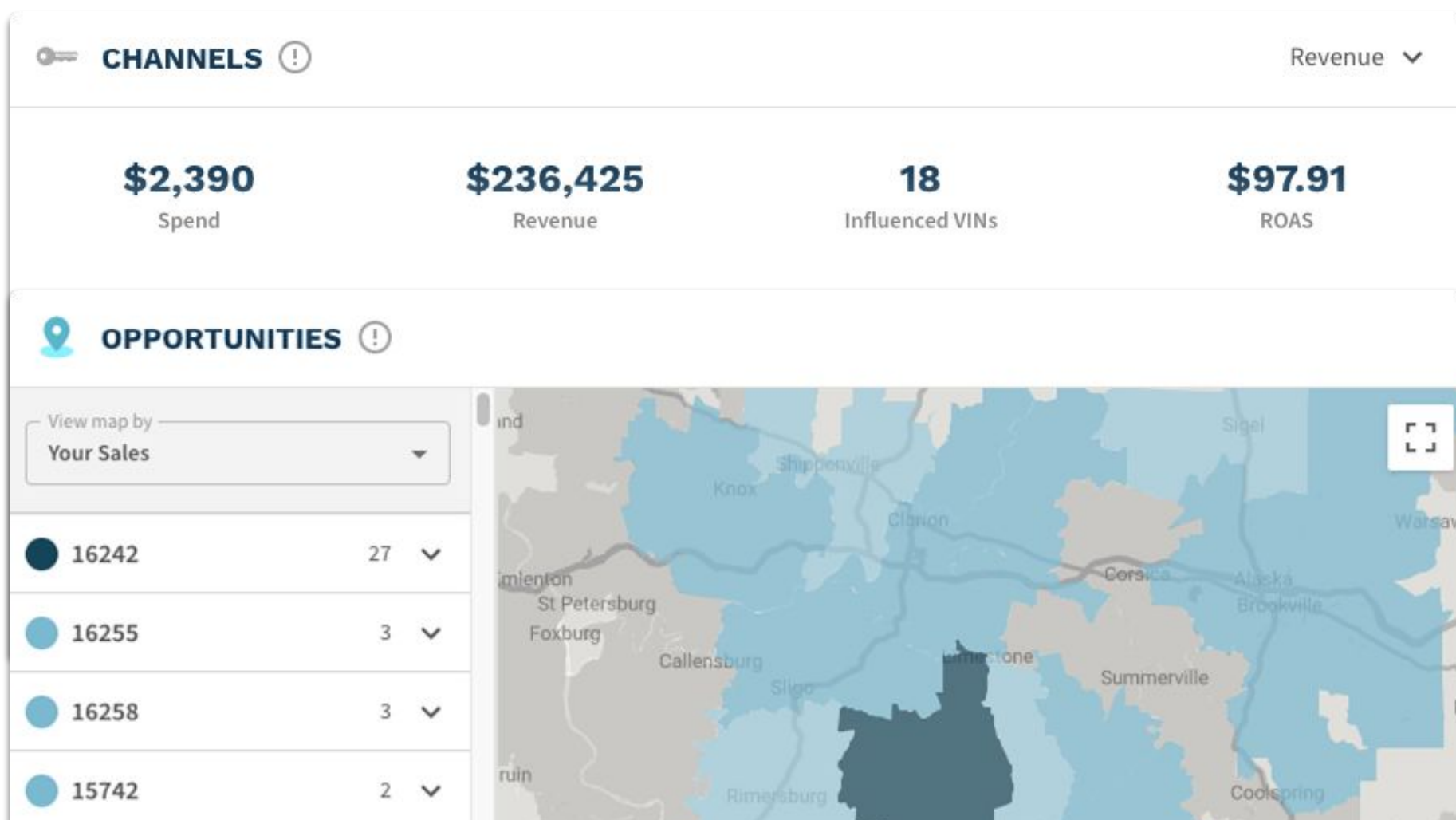
PureCars is the first automotive digital marketing platform to offer dealers of all sizes everything they need to compete and thrive in their markets in a single package, including full funnel, integrated advertising across all major digital channels, dealer website conversion tools and powerful business intelligence features. In addition to digital campaigns for new, used/CPO inventory and fixed ops, PureCars provides dealers with VIN-level attribution, inventory & market insights, and opportunities -- giving dealers the tools they need to sell more cars and book more service appointments.

## DEALERS ASKED

Dealers across the country have asked, "Is there any way to take the confusion out of marketing our cars online?" They asked for more control. More options. And a platform that not only works harder but is also easier to understand.

## WE DELIVERED

- ✓ A platform that shifts money between media channels based on demand and ROI
- ✓ Technology that aligns inventory, market and audience data to sell more cars
- ✓ Accurate sales predictions means smarter ad buys
- ✓ Online to offline attribution that clearly connects ad spend to sales
- ✓ Incentive and inventory-driven dynamic creative served across all media channels
- ✓ Segment website visitors and create custom audiences to serve hyper-targeted ads and offers





# PURECARS DIGITAL ADVERTISING & DEALER WEBSITE CONVERSION TOOLS

PureCars offers a single package that fits the needs of today's dealer, with enough flexibility to create the perfect digital mix and convert more low funnel website visitors. Double down with our enhanced add-ons to win with digital. PURE™ Insights is at the core of everything we offer. It's not just about the data; it's about what we do with the data to provide dealers with the best information possible to make the best decisions for their business. Make better marketing decisions. Get better results. Data-driven dealers don't win by accident.

## DIGITAL ADVERTISING PACKAGE

DIGITAL ADVERTISING + DEALER WEBSITE CONVERSION

### PRO DEALER DIGITAL PACKAGE

#### DIGITAL ADVERTISING

- ✓ SEARCH
- ✓ DISPLAY
- ✓ RETARGETING
- ✓ SOCIAL
- ✓ VIDEO (BASE)
- ✓ FIXED OPS (BASE)

#### DEALER WEBSITE CONVERSION

- ✓ ONSITE OFFERS
- ✓ SALES ASSIST

**\$1,650/MO**

ADDITIONAL MEDIA BUDGET REQUIRED

## ADD-ONS & ALA CARTE

DIGITAL ADVERTISING

### ENHANCED FIXED OPS WITH ALL CHANNELS

\$300 / MO ADD-ON (>\$1K)  
\$700 / MO A LA CARTE

#### INCLUDES

SEARCH                      RETARGETING  
SOCIAL                      VIDEO  
DISPLAY                      WAZE

### ENHANCED VIDEO WITH PCTV (OTT)

\$450 / MO ADD-ON  
\$700 / MO A LA CARTE

#### INCLUDES

YOUTUBE                      3 CREATIVES  
FACEBOOK                      Brand, New Used  
PCTV (OTT)

DEALER WEBSITE CONVERSION

### ONSITE OFFERS CONVERT MORE WEBSITE VISITORS

Included with Package  
\$450 / MO A LA CARTE

#### INCLUDES

UNIVERSAL OFFERS  
TARGETED OFFERS  
CUSTOM MICRO AUDIENCES

### LOCAL ENGAGE OPTIMIZED BUSINESS LISTINGS

\$250 / MO ADD-ON  
\$450 / MO A LA CARTE

#### INCLUDES

BRAND LISTING  
SERVICE LISTING  
GMB OFFERS

- **Discounted package available** for dealers selling fewer than an average of 60 units per month.
- **Additional media budget required** for digital advertising.
- **Video (Base)** is YouTube, **Fixed Ops (Base)** is SEM/Search only.
- **Add Waze for additional ad spend.** Waze is available in the following markets: Atlanta, Austin, Boston, Charlotte, Chicago, Cincinnati, Cleveland, Dallas, Denver, Detroit, Hartford, Houston, Los Angeles, Miami, Nashville, New York, Orlando, Philadelphia, Phoenix, Portland, Raleigh, Sacramento, San Diego, San Francisco, Seattle, Tampa, Washington DC.

## ABOUT PURECARS

Get stronger, smarter intelligence with PureCars. Our proprietary automotive marketing platform is built on the expertise of a wide range of industry vets — from data scientists to digital advertising experts — working relentlessly to ensure your dealership keeps growing. We make decisions rooted in strategy, not speculation, and have the proof in every penny. PureCars is a certified digital provider for 15+ OEMs.



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[purecars.com/mb](https://purecars.com/mb)

### ENROLL

[mbdealerdigital.com](https://mbdealerdigital.com)

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## OUR PARTNERSHIPS

