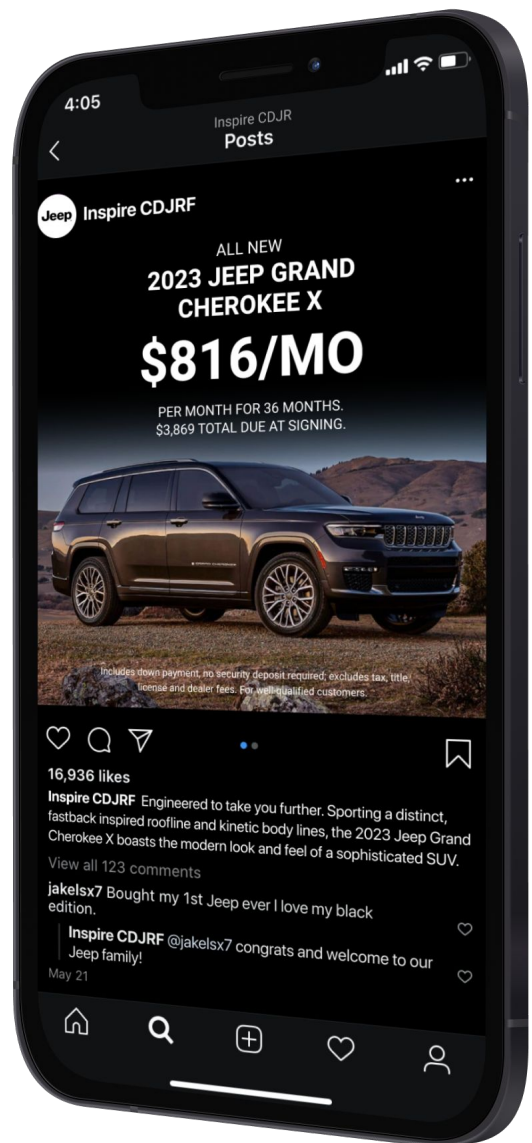




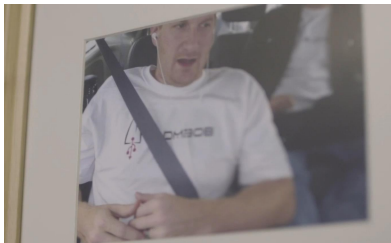
CONNECTED MARKETING

Creative cross-channel marketing strategy powered by unprecedented technology to maximize dealer ROI.

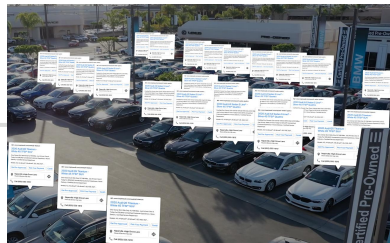


THE SEARCH IS IN OUR DNA

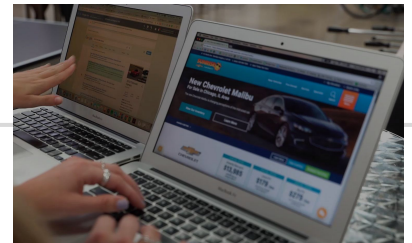
Founded by a few dealers with a passion for search marketing in 2011, we set out to maximize dealer ROI with high-ranking, high-converting SEO content and efficient low-funnel search campaigns. Then, things escalated. We began building our own technology to push the limits of what was possible for targeting and converting ready-to-buy shoppers.



2011
*SEO Agency
 Founded By Dealers*



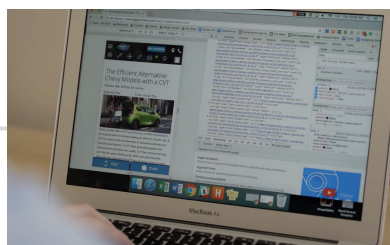
2012
*FUEL Dynamic Advertising
 Technology Created*



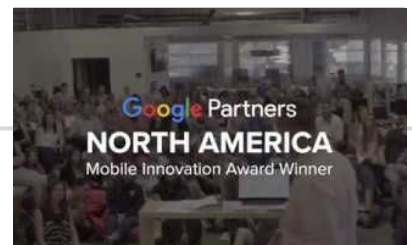
2013
*1st Dealer Websites Built
 For Advanced SEO*



2015
*1st RETHINK Conference
 Co-Hosted With Google*



2015
*Proprietary Connected SEO
 Strategy Developed*

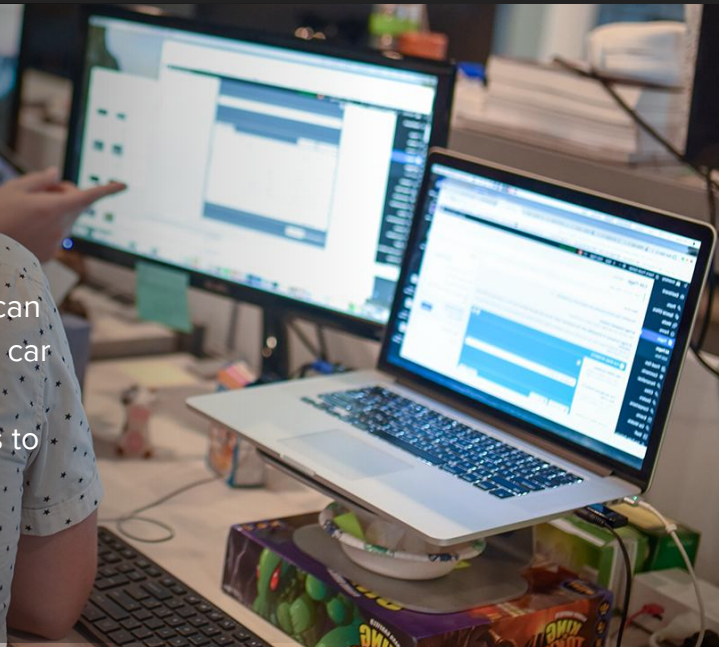


2017
*Our 1st Google Mobile
 Innovation Award!*



NOW WE CONNECT THE ENTIRE JOURNEY

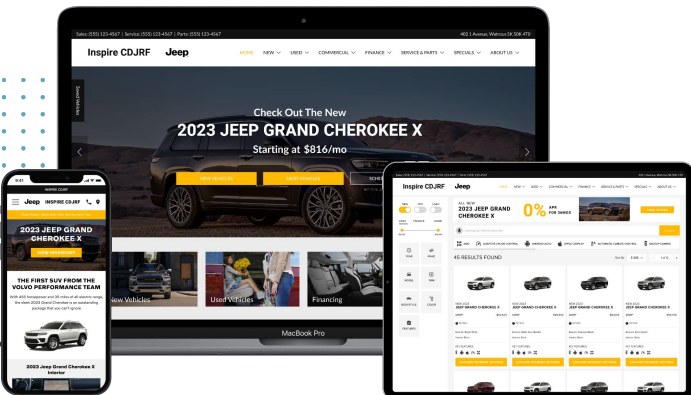
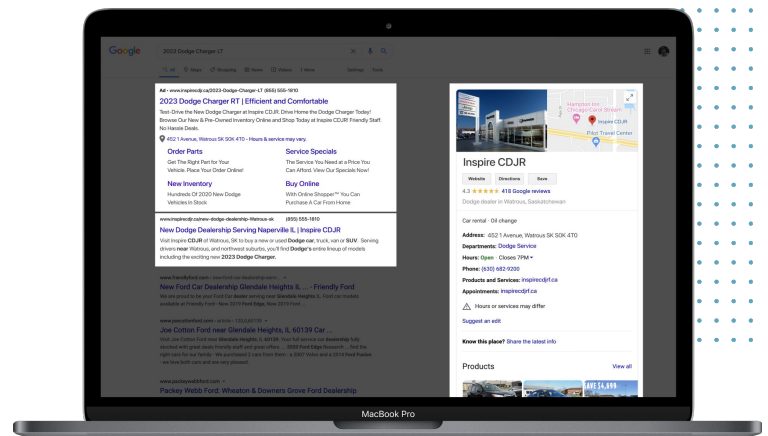
By deploying our fully connected strategy dealers can guide the customer through each touchpoint in the car shopping journey — research, consideration, and decision — while limiting the ability for competitors to steal them away at any point.



BE THE ANSWER

ORGANIC SEO • LOCAL SEO • PAID SEARCH

To maximize ROI, the core of our marketing strategy and technology was developed to dominate paid, organic, and local search results to capture local ready-to-buy shoppers. We optimize our dealers to be the #1 answer for shoppers' questions 3X over.



BUILD CONSISTENCY AND CONVERSIONS

WEBSITE PLATFORM • MANAGED SERVICES

The most dominant marketing strategy doesn't do much good if the website isn't set-up to convert. By building our own websites, our team can seamlessly update creative and offers in sync with the campaigns we're running to maximize the percentage of visitors that become customers.

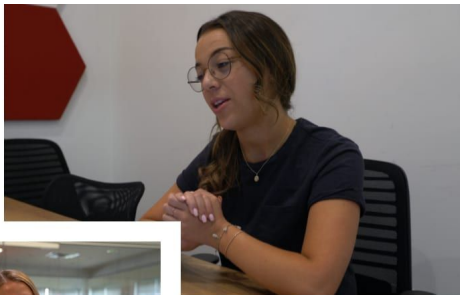
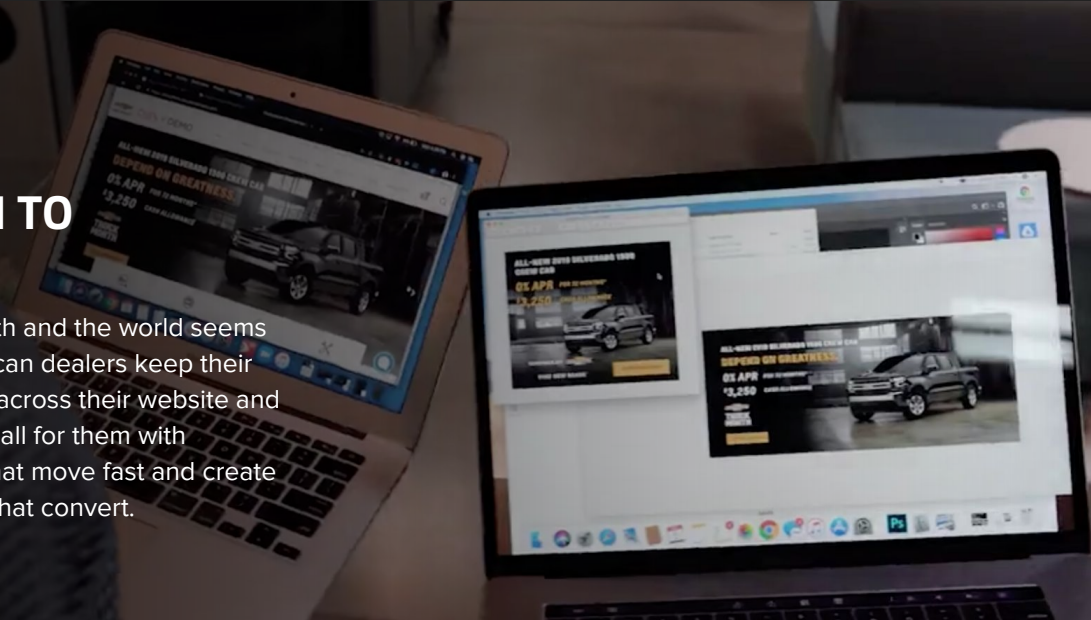




MANAGED SERVICES

IT TAKES A TEAM TO STAY IN SYNC

Incentives change every month and the world seems to change every day, so how can dealers keep their creative updated and in-sync across their website and marketing channels? We do it all for them with dedicated digital strategists that move fast and create seamless customer journeys that convert.



MEET THE ULTIMATE TEAMMATE

When dealers partner with us, they get a dedicated Performance Manager (PFM) to run point on their entire custom digital strategy, bringing them ongoing insight, ideas, execution, and transparent reporting to drive their business forward. The PFM is the quarterback of each dealer's entire connected strategy.



MOVE EVERY VEHICLE WITH DYNAMIC ADVERTISING

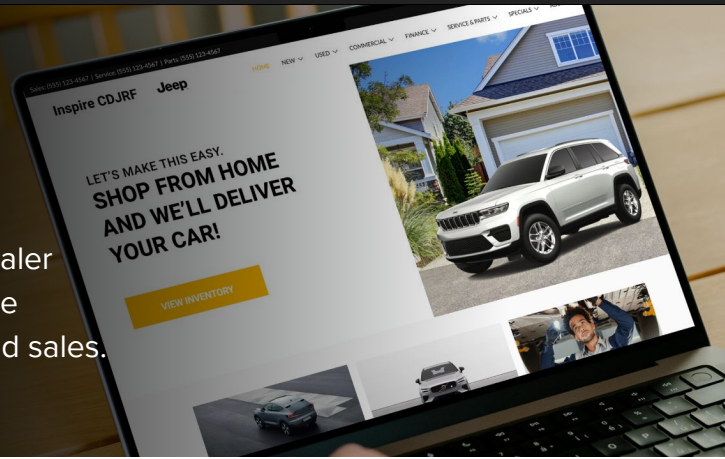
Our FUEL technology dynamically targets search, display, and social advertising to the shoppers most likely to buy soon, and then optimizes the ads in real-time with your inventory feed to showcase the vehicles, details, and images that will convert them into customers.





OUR TECHNOLOGY IS YOUR MARKETING HOOK

By connecting marketing campaigns with with the Dealer Inspire Platform, you can promote their superior online customer experience and back it-up to drive leads and sales.



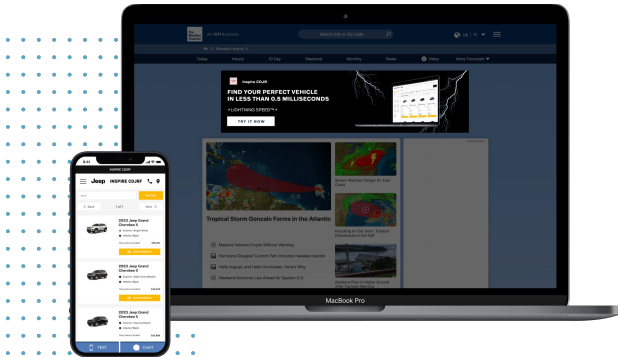
THE VIRTUAL DEALERSHIP

For example, if you have **Conversations** you can promote your instant, virtual customer service with live video.



THE INSTANT VEHICLE FINDER

Or show in-market shoppers how they can find the perfect vehicle for their lifestyle, budget, and preferences in (literally) milliseconds.



Digital Advertising

Digital Advertising Spend

- Digital Advertising
- Mobile Advertising
- Paid Search
- Retargeting
- Display
- Social (Facebook, Instagram)
- YouTube Video Ads
- Custom Ad Copy
- Prizm Reporting
- Fuel Inventory Search Advertising
- Fuel Sales Map Strategy
- Waze Access

Fuel PPC Software Fee

