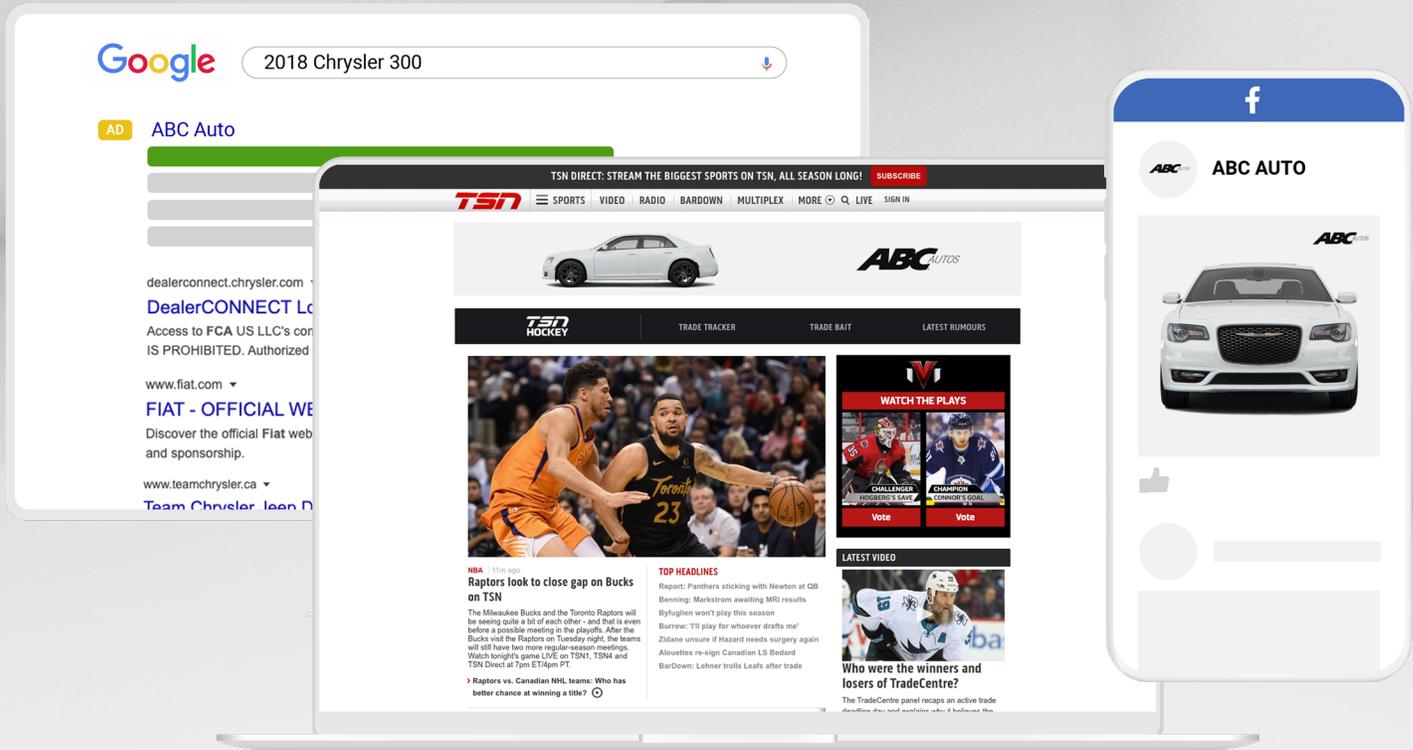


TRFFK.CA

Drive Traffic to Your Online Lot With TRFFK

Designed exclusively for the automotive sector in Canada, TRFFK is a full-service, data-driven solution to convert traffic into real-time customers. Our team of Canadian automotive and digital marketing experts will work with you to execute customized campaigns across paid search, display, social media and audience retargeting.



WHAT DOES IT DO?



Target the right person at the right time with the right ad



Target consumers searching for a specific vehicle with highly relevant ads



The ads will display your inventory and lead to your vehicle details page

HOW DO WE DO IT?



Paid Search



Social Advertising



Display Advertising



Video Advertising

NEW!



Audience Targeting



Dynamic Creative



Robust Reporting



TRFFK.CA BENCHMARKS FOR FCA DEALERSHIPS

 Search		 Social		 Display	
CPC	\$1.69	CPC	\$0.42	CPC	\$15.39
CPVDP	\$1.88	CPVDP	\$0.44	CPVDP	\$0.83
CTR	0.92%	CTR	3.20%	CTR	0.08%
VDP's	149K	VDP's	419K	VDP's	123K

