



STELLANTIS

TRFFIK

Digital Advertising



All-In-One Digital Advertising
Solution for Automotive Dealers

INFLUENCE
through AI-driven
digital marketing

TRFFK Digital Advertising

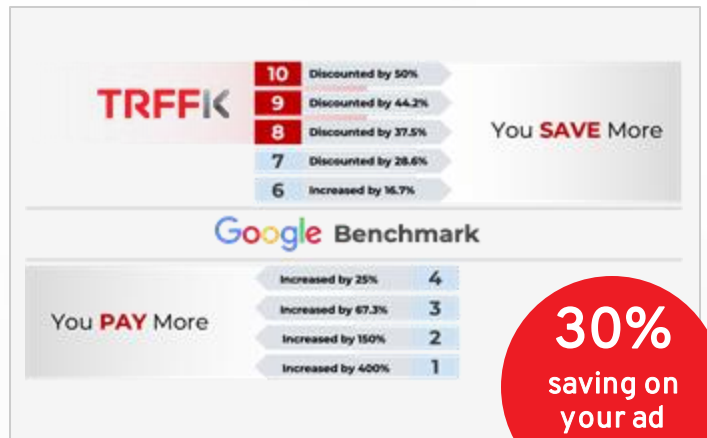
What Is TRFFK?

AutoSync's TRFFK offers AI-powered digital marketing solutions to help OEMs and dealerships convert in-market shoppers to real-time customers. Partly using consumer behaviour data from AutoTrader.ca marketplace, as well as their proprietary digital ads manager Dealer Breacher,

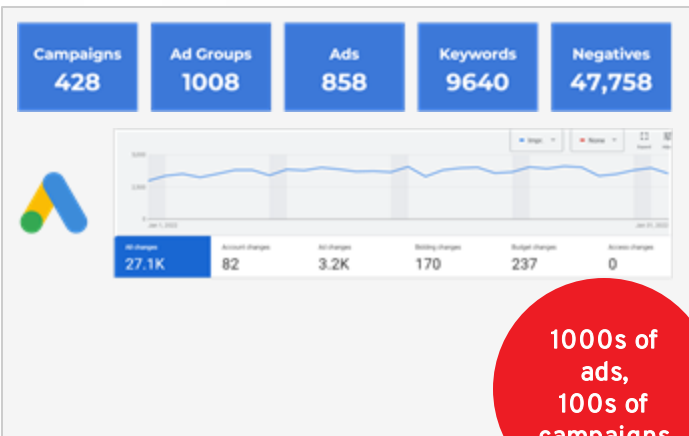
TRFFK experts execute tailored digital advertising campaigns across paid search, display, social media, video, vehicle ads, geofencing and audience retargeting channels. The razor-sharp focus of their campaigns ensures qualified customers are redirected at the lowest, most optimized cost per click.

Lowest Cost-per-click

TRFFK's high Quality Scores and relevant audience targeting leads to the industry's lowest cost per click of \$1.13 - saving dealers on ad spend and increasing exposure.



30% saving on your ad spend



1000s of ads, 100s of campaigns

Hundreds of Ads & Campaigns Created Monthly

TRFFK's automation software continuously optimizes & improves campaigns, with thousands of changes per campaign per month.

Adaptive Search Personalizes Buyer Journeys

TRFFK's AI scrapes your website every 24 hours to create VIN and SRP-specific Ads and related landing pages, This results in the highest search query relevance and overall best user experience.

\$500 OFF MSRP
NO PAYMENTS FOR 90 DAYS*!

2022 Dodge Charger SXT

Located at Eastside Dodge

Initial Price \$58,165
Savings \$-500
Price **\$57,665**
Est. Finance Payment \$362/bw



"2022 DodgeCharger SXT"
=
1 in Stock = VDP Landing Page

2023 Dodge All-New Hornet GT

Price **\$50,200**
Est. Finance Payment \$315/bw

2023 Dodge All-New Hornet GT

Price **\$43,485**
Est. Finance Payment \$273/bw

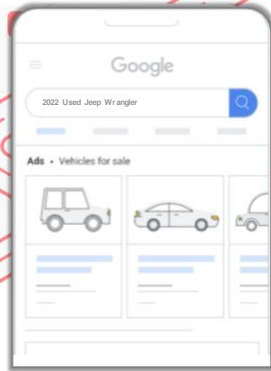


"New Dodge Hornet"
=
Many in Transit = SRP Landing Page

TRFFK Digital Advertising

Google
VEHICLE ADS

with TRFFK



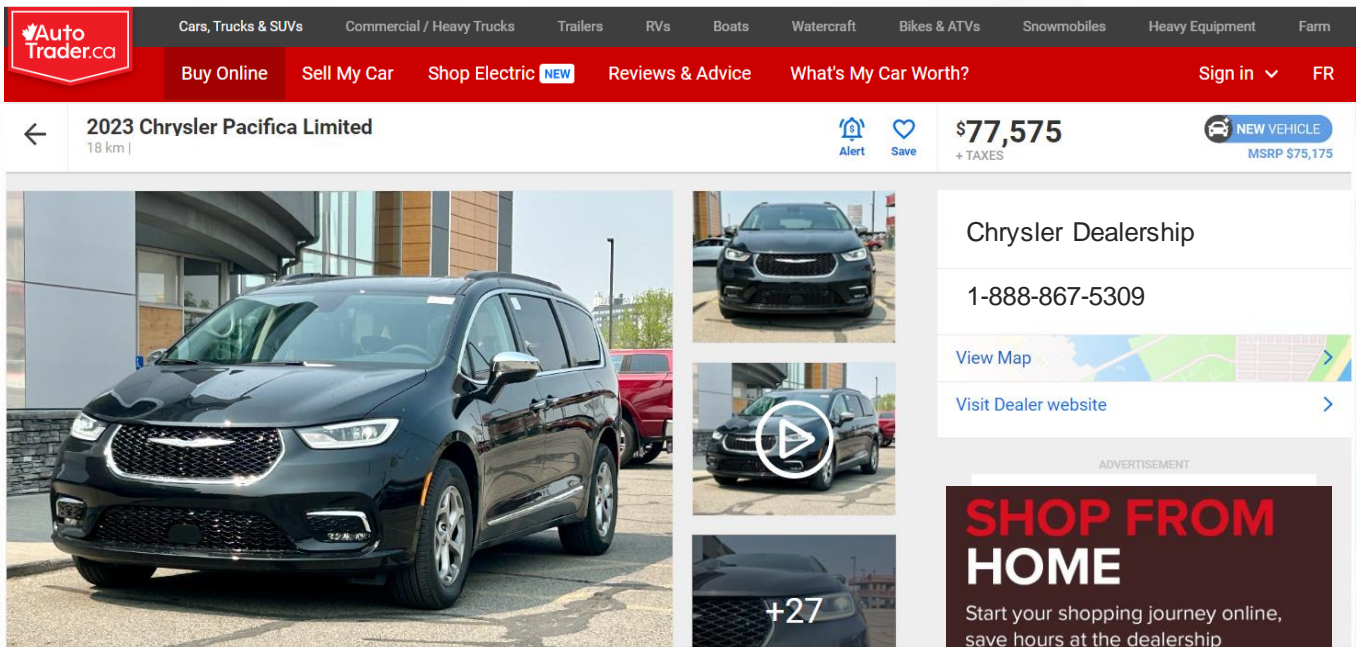
25%
Average
Conversion
Increase

Latest Digital Marketing Strategies

TRFFK is always testing the latest digital marketing strategies to bring to market. Our newest offering - Google Vehicle Ads, is fully released to market gaining dealers valuable clicks, VDP views & conversions on a new platform - ahead of the competition.

TRFFK

Exclusive Access To AutoTrader.ca Remarketing Audiences



Many prospect car buyers start or continue their search for a new or pre-owned vehicle through Canada's largest automotive Marketplace, AutoTrader.ca.

TRFFK has exclusive access to AutoTrader.ca audience lists, importing them into subsequent Search, Social, Display & Video Channels for up to 90 days, a complete buyer's journey.

In-market shoppers are then served highly relevant, higher converting digital advertisements across those Channels. This enhances the hyper-targeting capability of dealer campaigns with the safe, future-proof and sizeable AutoTrader.ca Marketplace data.

Social Media

TRFFK's social media marketing strategies target in-market shoppers on the most popular social network while they browse relevant content.




Social Dynamic Inventory

Leverage your inventory to show targeted ads across all social platforms.

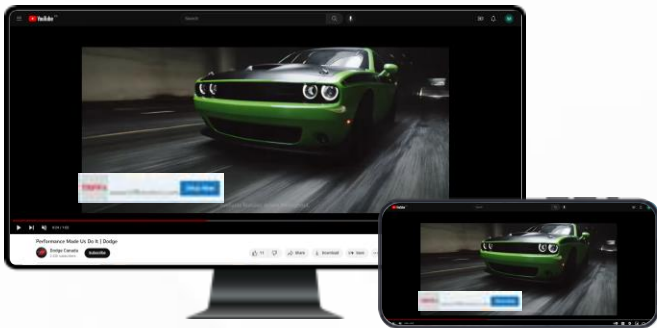
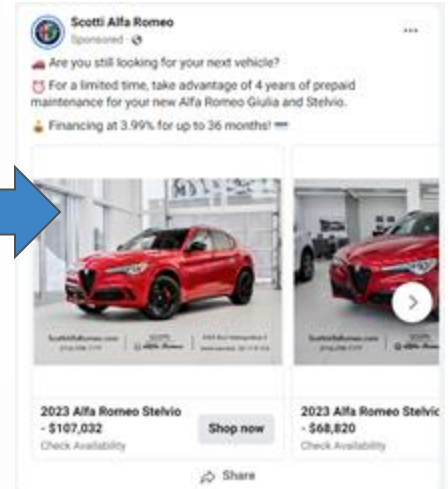
TRFFK links straight to static pages, dealer VDPs or natively on Facebook, Instagram & TikTok (Pilot).

TRFFK executes Static, Carousel, Collection, Dynamic Product Ads, Lead ads, On-Facebook AIA, Messenger ads, Spark ads.

Your Inventory

	\$
	\$
	\$

Facebook Ad



Video Marketing

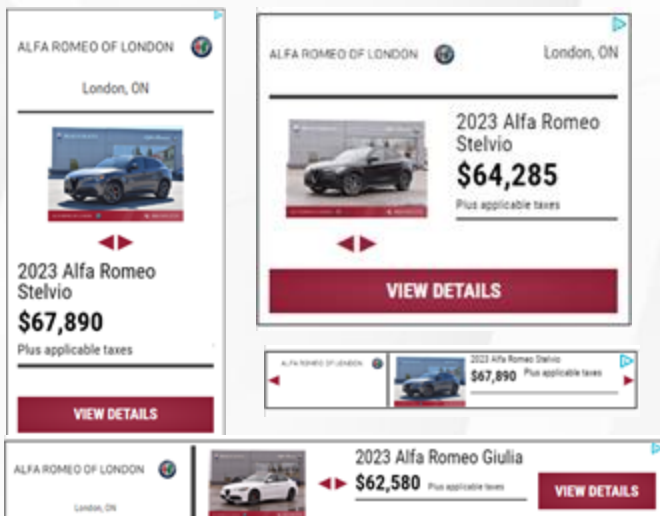
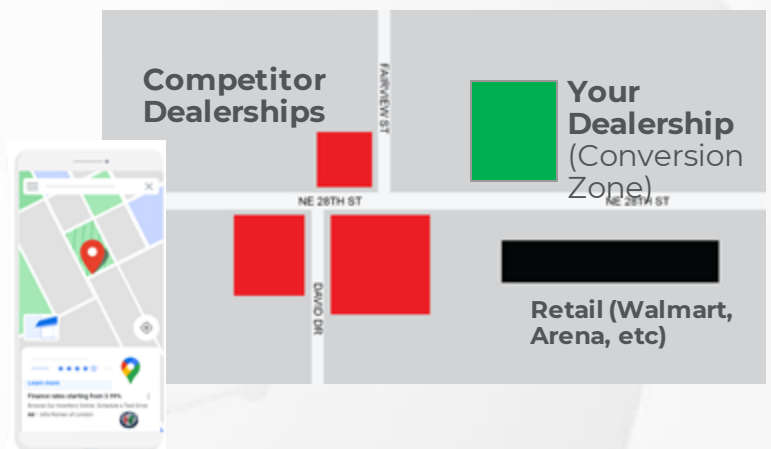
A diverse media mix is essential and TRFFK's video marketing strategies get you the most views with the right audiences.

Let our creative services create affordable, professional videos to advertise across YouTube, Facebook, Instagram & TikTok.

Geofencing

TRFFK's proprietary technology ensures a presence in the physical spaces of large venues and competitor dealerships.

More powerful & accurate than IP Targeting, remarket users with HTML5 ads on user's mobile phones.



Display Ads on DV360

Remarket your AutoTrader.ca VDP users & website users on the high quality DV360 network.

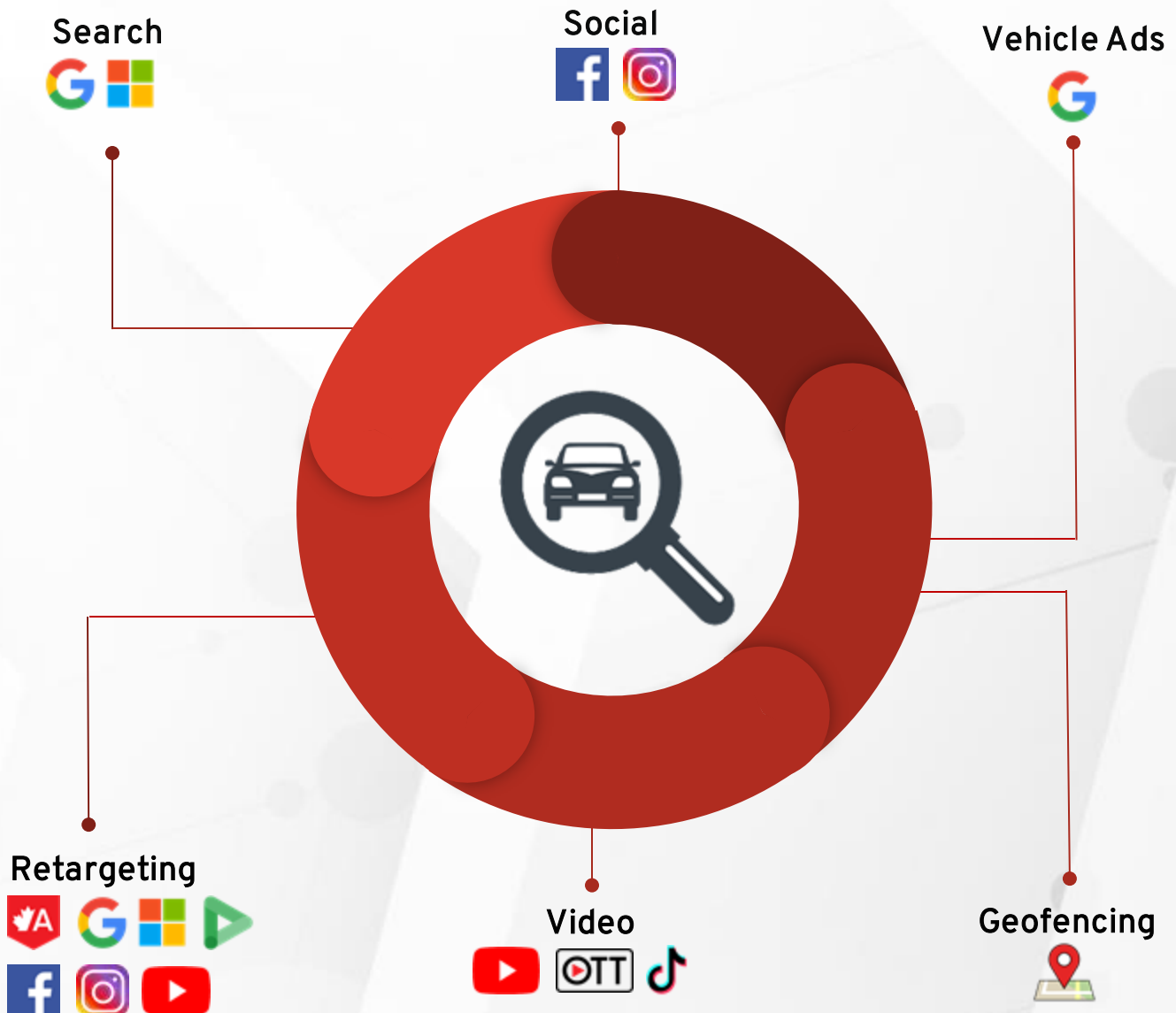
Use the network to **conquest buyers with dynamic inventory campaigns** that automatically upload photos and prices with direct VDP links

Target in-market shoppers, retargeted audiences and lookalikes for **high-performing campaigns**.

TRFFK Digital Advertising

All-Encompassing Cross Channel Marketing

Leverage your branding initiatives and inventory-level ad targeting across all major digital platforms. TRFFK leverages AI and expert optimizations to show the right ads to the right user at the right time. Every time.





AutoSync

We help dealerships & OEMs increase the effectiveness of their sales efforts, the efficiency of their processes, and the profitability of their business.

Which solutions will you choose to future-proof your business?

