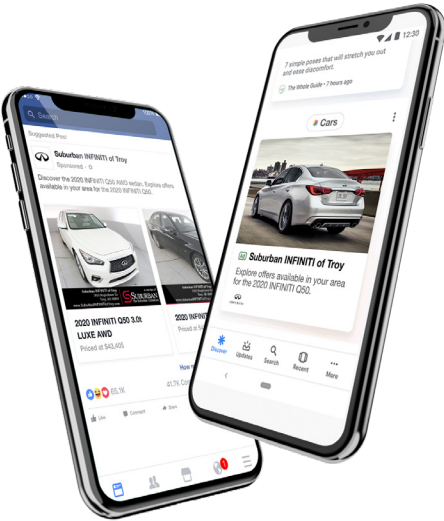
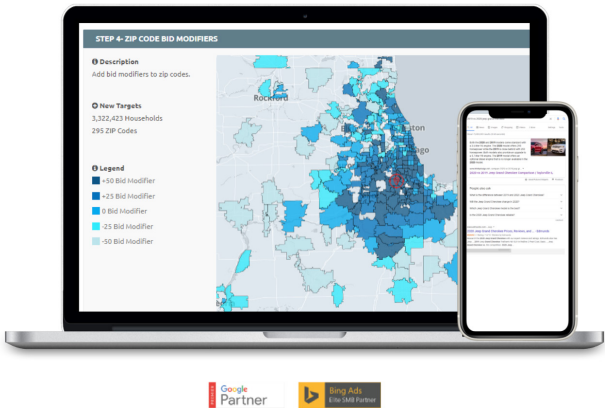




WE CREATE SHOPPING EXPERIENCES THAT **DRIVE CONSUMER ACTIONS AT SCALE** THROUGH OUR BEST-IN-CLASS PAID SEARCH STRATEGIES.



FORCE MARKETING’S PAID SEARCH STRATEGIES & CAMPAIGNS INCLUDE:



REAL-TIME REPORTING

LIVE RESOURCE - HELIX PLATFORM
EXPORTS FOR REVIEW - FLUENCY

UNIQUE AD COPY

NON-TEMPLATED CONTENT

Feature each dealership's unique selling propositions. Set your dealership's paid ad apart from the competition

STRATEGIC TARGETING

TARGET ADS BASED ON DATA - Example of Audi Orland Park - International Autos

DYNAMIC CAPABILITIES

DYNAMIC TECHNOLOGY

Harness your website's content. Adjust keywords and ad copy to match available inventory. Deliver more relevant ads and landing pages to users

Through Force Marketing's technology and strategic partnerships, we've developed an algorithm-based paid search strategy that monitors, analyzes and **adjusts your PPC keyword bids around-the-clock**. Allowing us to customize goals, performance KPIs, and limitations per account or group - called "SearchPrints". Automated bid changes based on a Searchprint, plus optimization opportunities, negative clean ups, and keyword mining -- all make your dollar go further and deliver better results. **We believe in a strategy that includes maximizing your ad dollars with low funnel car shoppers** through a **Micromoments campaign structure** and **maximizing your dollars toward inventory volume through a focus on Top Models**.

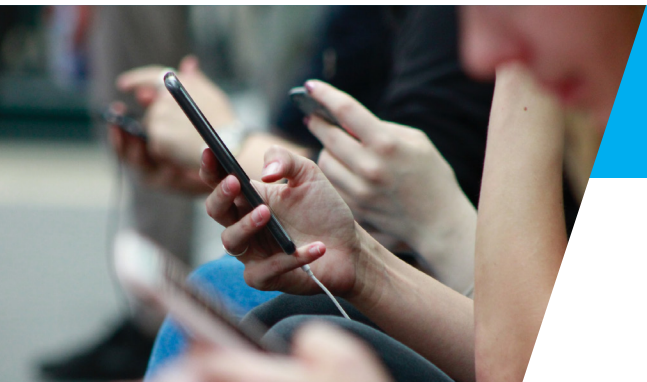
FORCE MARKETING’S PAID SEARCH RESULTS YOU CAN EXPECT:

+ 10.84% - **31.33%** **+ 58.15%** - **14.42%**
AVERAGE CTR AVERAGE CPC COST-PER-LEAD IN CONVERSION RATE

PLUS! Our experienced team of Paid Search specialists go live with campaigns in 24 hours!

WE EXECUTE MARKETING THAT MOVES YOUR BUSINESS FORWARD.
FROM THE FORCE FAMILY OF BRANDS





**REACH CONSUMERS WHERE
THEY'RE SPENDING TIME.**



FUEL YOUR FUNNEL through Force Marketing's paid media strategies.

Our team of experienced marketers and media specialists customize the best campaign strategies based on your budget and sales goals. We maximize your paid media ad dollars through a unique mix of omni-channel messaging and highly targeted dynamic creative.

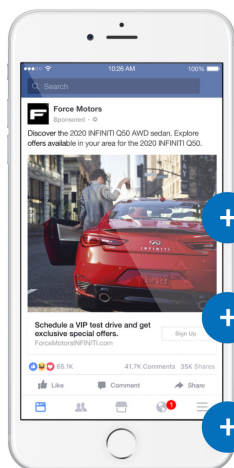
Top Performing Campaign ROI

3.86%
AVERAGE CTR

\$0.33
AVERAGE CPC

\$4.09
COST-PER-LEAD

Average Campaign ROI for Facebook lead ad campaign.



FACEBOOK ADVERTISING

Facebook Offer Ad Type

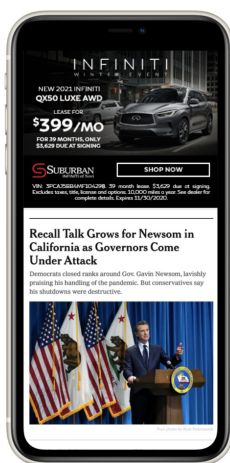
This ad type performs extremely well for retail offers.

Dynamic Vin Specific Marketing

Showcase live-inventory models dynamically to audiences in-market to buy those types of vehicles shown.

Dealer Domain Verification

Verification shows we're allowed to have the control privileges we've gained to lessen disruption of campaigns.



DISPLAY & RETARGETING

Our display campaigns utilize custom creative strategically designed to reach more customers through:

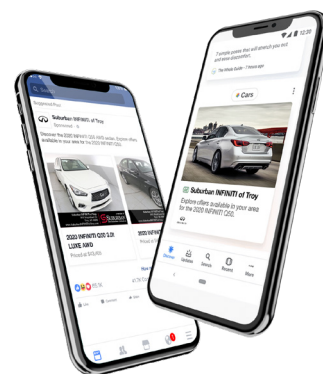
- Customized Audience Selection
- Custom Affinity Audiences
- Custom Ad Campaigns
- Device Agnostic Ads

DISCOVER & GET DOUBLE With Our GOOGLE DISCOVER CAMPAIGNS.

Utilizing same ad content and creative from other mediums (for a cohesive marketing message) to build ads for Youtube, Google App, and Gmail.

Estimated Results for \$1,000 investment:

100k impressions, 75 conversions, CPA \$10 - \$15



WE EXECUTE MARKETING THAT MOVES YOUR BUSINESS FORWARD.

FROM THE FORCE FAMILY OF BRANDS



INTRODUCING

THE AUTO INDUSTRY'S FIRST AUTOMATED STREAMING VIDEO PLATFORM.

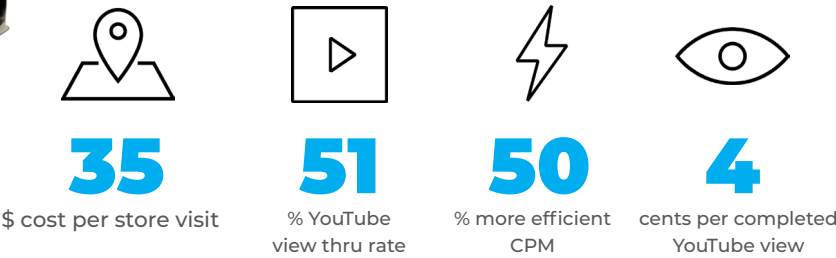


Drive is a dynamic streaming video platform designed specifically for dealerships. **Our award-winning technology matches in-market auto shoppers with your inventory**, while automating a personalized digital video experience on every channel.

Drive manages and optimizes each streaming video campaign across YouTube, Facebook, CTV, OTT, and all programmatic channels to consistently maximize ROI and deliver more sales and service appointments. Drive combines a personalized digital shopping experience with an actual VIN from your website.



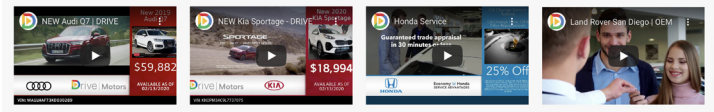
AVERAGE RESULTS



THE DRIVE PLATFORM PUBLISHES VIDEOS ACROSS SOCIAL AND PROGRAMMATIC CHANNELS.

EVERY SUBSCRIPTION INCLUDES:

- + VIN SPECIFIC CREATIVE
- + UNLIMITED VIDEOS
Every Vehicle in Your Inventory
- + DELIVERED ON ANY CHANNEL, EVERY DEVICE.



THE ALL NEW
KIA OF
MERIDIAN

"I would recommend DRIVE to any dealership looking to maximize their video efforts, we've seen a **\$40 cost per dealership visit!**"

- TJ Combs GM, KIA of Meridian



LEARN MORE ABOUT HOW OUR AWARD-WINNING TECHNOLOGY IS CHANGING THE WAY CONSUMERS ARE SHOPPING AND BUYING.

FROM THE FORCE FAMILY OF BRANDS





PERSONALIZED DIRECT MARKETING THAT DRIVES RESULTS.

We're experts at helping dealerships across the country get better results through omni-channel marketing.



WHY OMNI-CONNECT?



TARGETED
DIRECT MAIL



REAL-TIME
REPORTING

OMNI-CONNECT gives dealerships the ability to connect custom curated audiences to inventory through personalized direct marketing.

- ✓ **No management fees**, retainers or long-term contracts!
- ✓ Fully personalized communications **increase marketing response rates 40%!**
- ✓ Track **cross-channel engagement** through to sales and service attribution.
- ✓ **Decrease cost per customer** acquisition by up to 40%!
- ✓ **Increase direct marketing efficiency** by eliminating wasteful audiences.
- ✓ Incremental audiences equals **incremental sales and service opportunities!**
- ✓ Ramp audiences into Facebook and YouTube using Audience IQ **patented data-ramping technology.**

PROGRAM EXPECTATIONS



CUSTOM AUDIENCE CREATION

Audience IQ accesses over 650 million consumer records daily, allowing WeDrive to curate custom audiences for every client goal. Active Shopper, Loyalty, and Conquest ready-to-buy audiences are then targeting with personalized direct marketing campaigns.

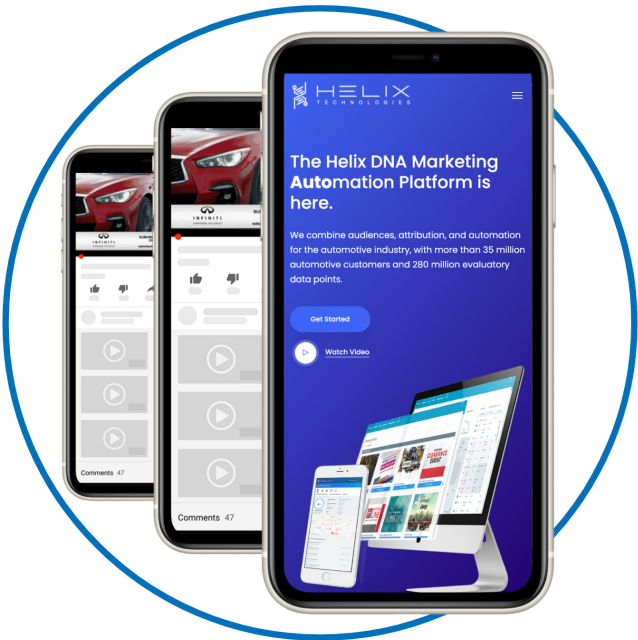
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AUTOMATION MARKETING PLATFORM

This is the connective tissue!



Quickly and easily view performance with Helix’s centralized transparent enterprise reporting. **Save countless reporting hours each month**, view group and store-level reporting, and hold your vendors accountable.



We combine audiences, attribution, and automation for the automotive industry, with more than **35 million automotive customers and 280 million evaluatory data points**. We’ve built a platform that changes the game.

Audience

With a data-driven strategy and partnerships with more than 40 data providers, we can identify and target customers that are in-market and looking for your inventory.

Attribution

From maximizing your budget to decreasing your average cost-per-unit, we are 100% focused on your ROI and on making your dealership as profitable as possible.

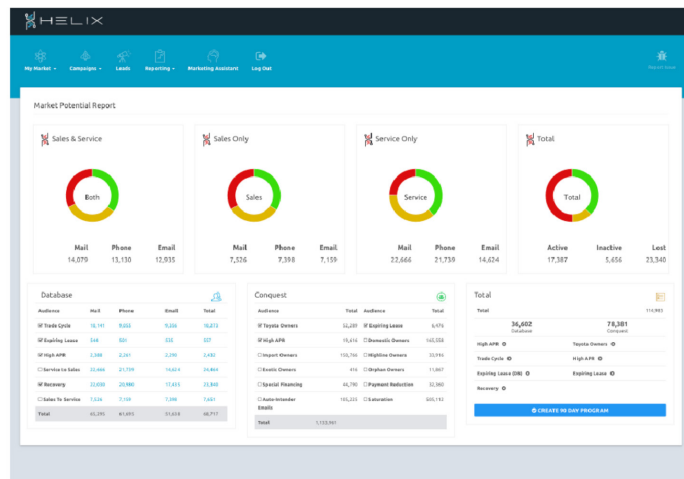
Automation

As a technology company, innovation and automation are at the forefront of our strategy. Make your data actionable and launch campaigns at the touch of a button.

Data is the driving force behind everything we do.

We empower our clients, OEMs and agency partners to make the best marketing decisions possible. Helix utilizes highly advanced data sets along with your DMS and CRM data to customize strategies that are proven to convert.

All of your reporting in one place. Finally...



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