



INFINITI

CROSS-CHANNEL ADVERTISING

Synchronize Channels to Win Locally

Don't just reach people with your advertising. Reach the people that are ready to convert. Cross-channel advertising is the key to making your ad dollars turn into the leads that result in sales.

- Reach buyers on thousands of websites, social media, apps, and online searches with a customized ad experience across mobile and desktop.
- Follow the buyers in real time. The AI-driven cross-channel ad platform makes *147+ million adjustments every day* - managing your budget across every step of the shopper's online journey.
- Target the channels where your customers are spending time - search, display, social, video, and streaming audio.
- Stand out from the crowd with beautiful, agency-quality creative.
- Rely on expert, personalized support from your dedicated Digital Advertising Analyst - available with every package.

Cross-Channel Advertising Gets Real Results:

52%
More Leads*

13%
Higher Selling Price*

54%
More VDP Views*

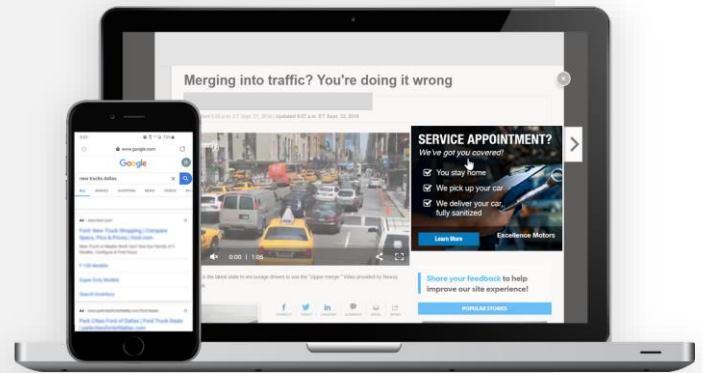
8%
Fewer Days in Inventory*

*Sincro Insights, October 2018

Emerald

Simple flexibility for sales and service.

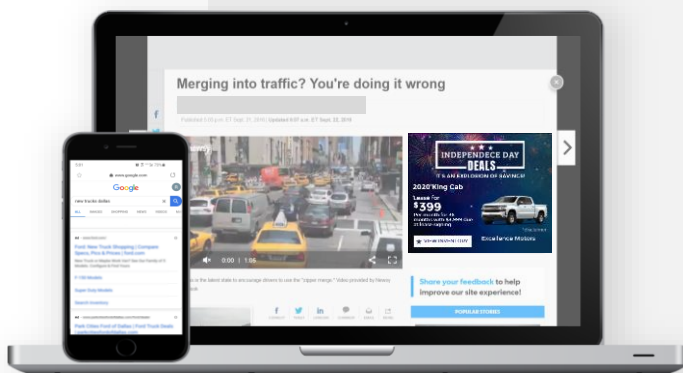
- Paid search, display and retargeting
- Focus on your unique business goals
- Custom search and display campaigns
- 3 custom banner ad sets per month



Gold

Advertising essentials for all the cars on your lot.

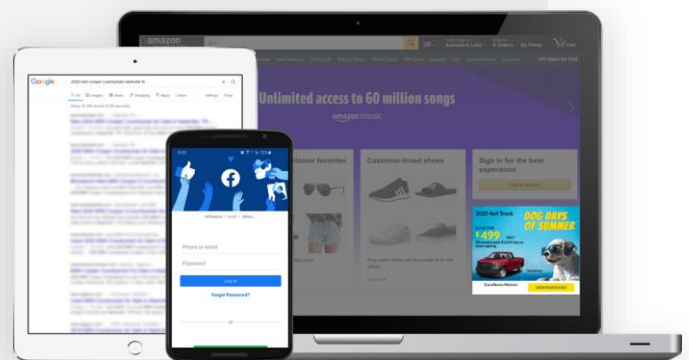
- Paid search, display, and retargeting for new vehicles
- Launch fast with ready-to-use, agency-grade creative
- Includes dealer name and model keyword search, plus national promotion alignment



Platinum

Tell your story, sell more cars.

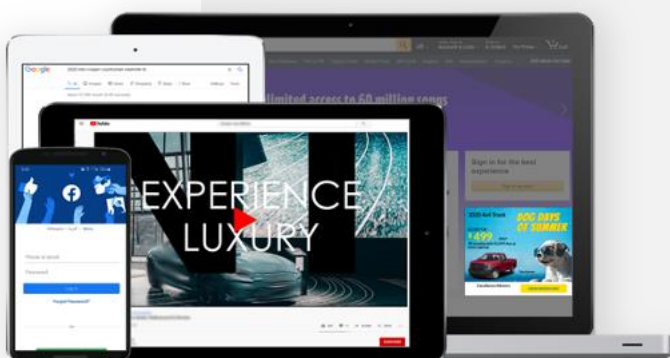
- Build on all Gold package capabilities with Facebook display
- Custom search and display campaigns for dealership branding, model-specific strategies, and conquering
- 3 custom banner ad sets per month



Diamond

Own your brand online.

- Deploy all Gold and Platinum strategies, and extend your reach to online video and Pandora streaming audio
- Custom campaigns and creative services
- 5 custom banner ad sets per month



INFINITI APPROVED ADVERTISING PACKAGES

	Emerald	Gold	Platinum	Diamond
Dedicated Advertising Analyst	●	●	●	●
Response Time	48 Hours	48 Hours	48 Hours	48 Hours
AI-Driven Cross-Channel Budget Optimization System	●	●	●	●
Expert-Led Strategy				
<ul style="list-style-type: none"> • Custom campaign & strategy aligning to dealership goals • Manage & pivot budget based on strategy • Proactive recommendations and adjustments based on analytics 	●	●	●	●
Strategy & Performance Call	Monthly	Quarterly	Monthly	Monthly
Custom Campaigns	●	Turnkey OEM-Aligned	●	●
Profit Centers	New	New	New	New
Custom Banner Ad Sets (as needed)	~3 / Mo	N/A	~3 / Mo	~5 / Mo
Ad-Related Custom Landing Pages	A la carte	N/A	A la carte	A la carte
Custom Creative Execution	3-5 Business Days	N/A	3-5 Business Days	3-5 Business Days

Channels Included in Above Packages

Paid Search	●	●	●	●
Retargeting	●	●	●	●
Display	●	●	●	●
Facebook Display	Fee	Fee	●	●
Video (YouTube, Facebook, Pre-Roll)	Fee	Fee	Fee	●
Pandora Streaming Audio	Fee	Fee	Fee	●
Behavioral Targeting	Fee	Fee	Fee	Fee

Additional Offerings

Social Suite	<p>Deploy targeted VIN-focused ads to local new and used car shoppers on Facebook and Instagram. Includes automated inventory feed, optimized landing page and monthly performance call with dedicated analyst.</p> <p>On Station Data Platform (requires Social Suite and spend less than \$2,500/month) \$300/month* \$350/month*, \$350 set up.</p>
Digital TV Creative	<p>All Inclusive – Includes creative on the following schedule: \$5,000/mo. spend = 1 video/mo. \$10,000/mo. = 2 videos/mo. \$15,000/mo. = 5 videos/mo. \$20,000/mo. = 10 videos/mo. \$3.50 CPM markup, \$5,000/month minimum spend \$4 CPM markup. \$5,000/month minimum spend</p>
Digital TV Media	<p>Media buy only, dealer provides creative or purchase a la carte \$3.50 CPM markup, \$2,000/month minimum spend \$4 CPM markup, \$2,000/month minimum.</p>