



FCA DIGITAL  
CERTIFIED PROVIDER

For FCA Dealers looking to **get more from your provider**, Adpearance offers revenue-driven digital marketing & sales solutions.



### Digital Advertising

Paid search, display, remarketing, social, video, and more. Dynamic ad tech now included at no extra cost!

[LEARN MORE](#)



### Sales Intelligence

Improve close rates with better communication made possible by Foureyes® technology.

[LEARN MORE](#)



### Full-Service Marketing

SEO, social media, video solutions, and reputation management. All FCA Certified.

[LEARN MORE](#)

**LEARN MORE**

[www.adpearance.com/fca](http://www.adpearance.com/fca)

**971-352-8088**

[fca@adpearance.com](mailto:fca@adpearance.com)



# Why Adpearance?

## We're committed to being your best partner.

How? We structure digital advertising around sales, not clicks. We build technology that saves you money and makes selling easier. We consider your operations in our communications. Rethink your expectations and experience true partnership with Adpearance.

**Reclaim Your Position**  
The right strategy paired with the best technology consistently outranks the competition and gets your dealership in front of buyers.

**Make Digital a Breeze**  
Advertising, technology, SEO, social media and reputation management all from a single point of contact.

**Be More Than a Ticket**  
As part of your service you'll have an auto-dedicated, Google-certified client success manager whose sole purpose is helping you win.

**Save a Truckload**  
New standard digital advertising management fees are just 20% of ad spend.

## DIGITAL ADVERTISING

✓ Your choice of advertising platforms

✓ Dynamic Display Tech

✓ Dynamic Search Tech

**20%**

**MANAGEMENT FEE**



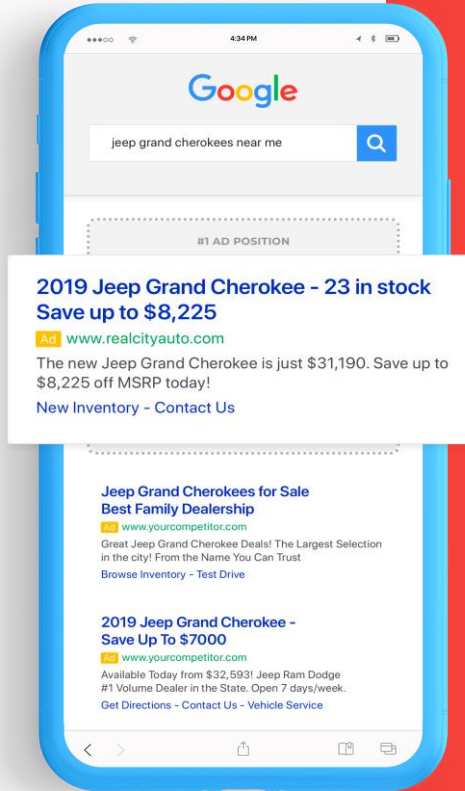
# Digital Advertising

**NEW!** Now with lower management fees

Advertising should prioritize conversions, not clicks. Which is why with Adpearance advertising you get the best in both lead tracking and strategy.

Advertise on the platforms that make sense for your dealership. Technology is included—it's all one rate with no setup fees.

## Our Partners



## Advertising Platforms

Google Ads Instagram  
Bing YouTube  
Facebook

## Advertising Types

Search Video  
Display Social  
Dynamic Display Remarketing

## Search Campaigns

Make Parts & Service  
Model Conquest  
Dealership Commercial  
Location-specific Financing  
Brand Lease Used  
Model Segments Certified Pre-Owned

With partnerships at the highest tier, we have greater access to new features, training, and support from the leading platforms.



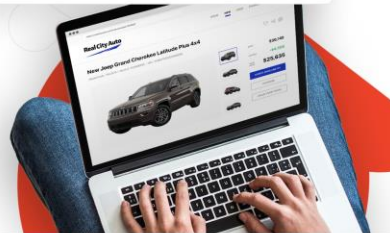
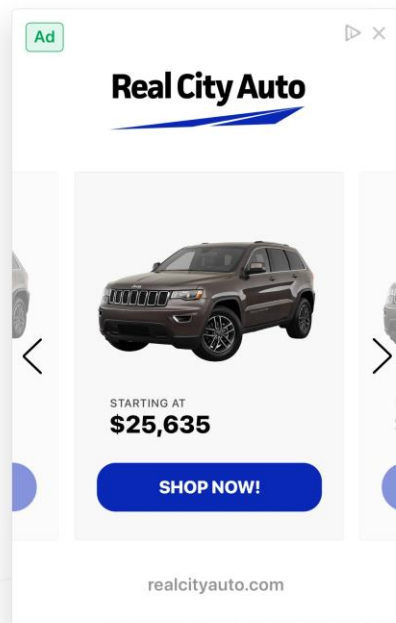
# Ad Technology

**NEW!** Now included with Digital Advertising

## Dynamic Display Tech

Dynamic Display Tech™ serves car shoppers display ads featuring the exact vehicle they viewed on your site—just like ecommerce.

Now your prospects will get the specific nudge they need to think again about turning shopping into buying.

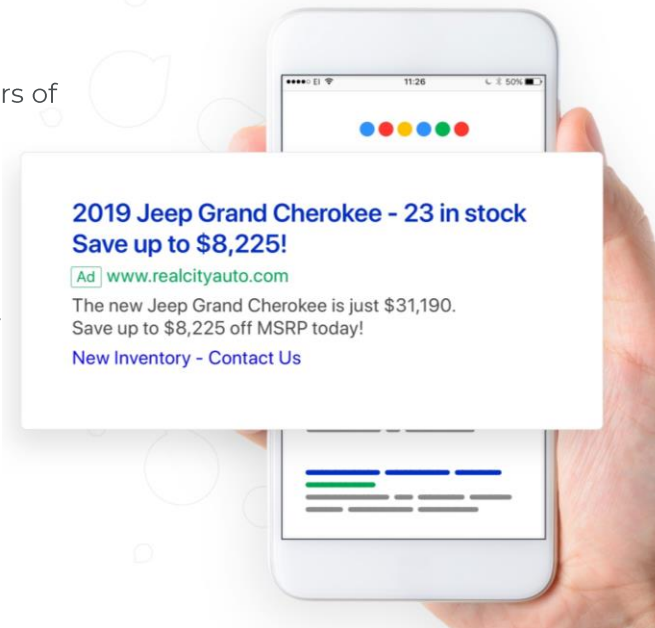
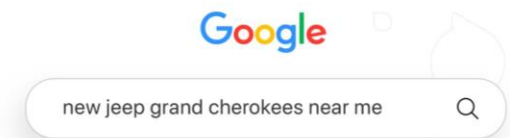


Link **every** piece of inventory on your lot directly to your advertising. Every new car. Every used car. Every trade-in. All listed in your advertising...**automatically**.

## Dynamic Search Tech

Dynamic Search Tech™ allows you to run ads for every piece of in-stock inventory. New or used.

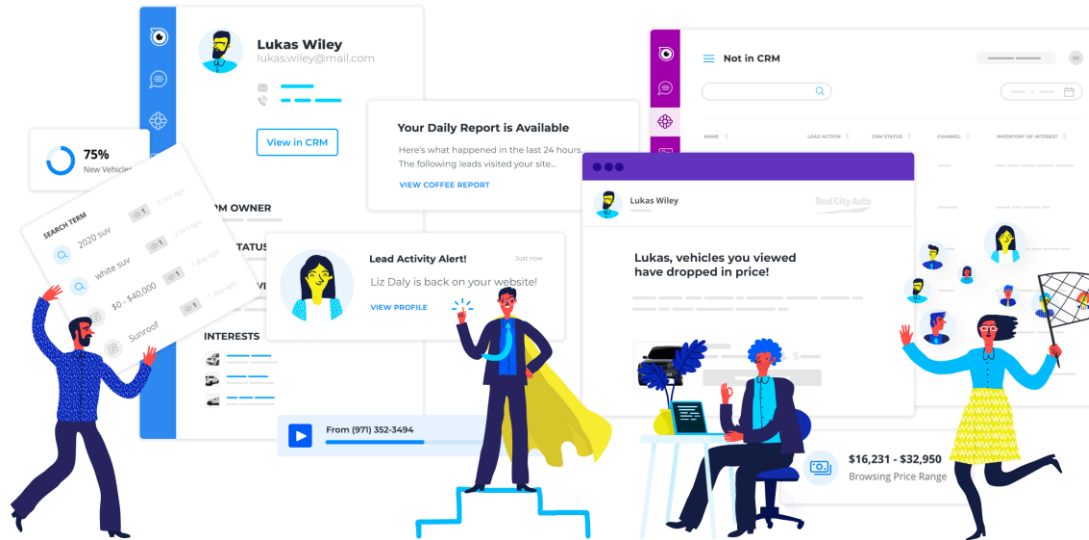
Ads go live within 24 hours of inventory being added to your website. And we take them down just as fast. Waste not, want not.





See more, sell more with sales intelligence

Unlock the potential of Foureyes, the complete solution for tracking, protecting, engaging, and selling better. Foureyes supports bottom-of-the-funnel conversion activities to close more deals while improving your customer experience.



### OMNI-TRACKING

Make smarter sales and marketing decisions when you know who your leads are and where they come from. Track every form, chat, and phone call with patented user-level website tracking.



### SAFETY NET

Filter non-sales leads from your pipeline and fix the leaks in your sales process, including leads not making it into your CRM.



### SALES ENABLEMENT

Turn website activity into lead intelligence to improve your close rate. Spot new deals, improve follow-up, and take your sales team to the next level.



# Full-Service Marketing

Now you don't have to work with half a dozen vendors for a rock-solid digital presence. Managed by your account manager, Adpearance offers SEO, social media, video solutions, and reputation management.



## Rank Higher with SEO

Appear for key searches and in local maps. We handle every aspect of SEO, both on and offsite.



## Climb the Social Ladder

Create trust and influence buyers. Combining active management and smart strategies, our solution makes sure you won't be missed.



## Live Up to Your Reputation

Improve the quantity and quality of your online reputation. We combine active monitoring and management, so you sparkle.



## Promote Your Brand

Use video in your advertising without the headache. Digital branding pairs video creation and advertising management to reach your targets.





## Ready to Go? Let's Get Started!

We're always happy to answer specific questions or provide a free digital marketing analysis.



Learn more at [adpearance.com/auto-analysis](https://adpearance.com/auto-analysis)



### First in Class Advertising

It's why we were the first provider to achieve 100% Micro-Moments approval from Google and FCA.



### Technology that Delivers

With an in-house R&D team comprising nearly a quarter of our staff, we actively invest in helping you outsell the competition.

For FCA Dealers Who Like to  
**Pay Less & Get More**

**20%**  
MGMT FEE

Enroll in any combination of digital advertising platforms & campaigns for management fees at **ad spend x 20%**.

### Get in Touch



[fca@adpearance.com](mailto:fca@adpearance.com)



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