



Sokal

STELLANTIS OEM MEDIA OFFERINGS

PARTNERSHIP BY DESIGN



WHY SOKAL?

The digital landscape is crowded; the key way Sokal stands out is through unique partnerships, audiences campaign execution, and a true white-glove customer approach. Everything we do for Stellantis is done in-house, from the production of a video ad to creating social media carousels, to the tech we utilize to optimize and launch campaigns/websites. We leverage partners where it makes sense, but really try to do the majority of the work for Stellantis retailers in-house as a full-service partner.

13

Certified OEM Programs

2

Offices in North Carolina

150+

Employees Nationally

25 : 1*

Client Ratio

20+

Years in Automotive

24/7

Customer Support

**In addition to Account Director, Account Coordinator(s), Artist, Paid Social Specialist, Programmatic Specialist, Paid Search Specialist*



Sokal MOMENTUM

DIGITAL ADVERTISING

Sokal's Momentum platform is a leading technology platform designed to deliver optimized multi-channel digital marketing campaigns to our dealer partners. Momentum provides custom creative and custom user-defined experiences to help achieve maximum business outcomes. If you want the latest tools and technology at your dealership's fingertips, Sokal's Momentum is for you.

MOMENTUM PAID SEARCH

Paid search campaigns capture high-intent shoppers at the right moment, using optimized targeting and custom experiences to drive measurable results and maximize dealership performance.

MOMENTUM AUDIENCES

Advanced audience targeting ensures your ads reach the right shoppers at the right time, using real-time data and cross-device retargeting to maximize relevance and performance.

MOMENTUM DIGITAL VIDEO + CTV

Digital video campaigns deliver engaging content across YouTube, streaming, and connected TV, reaching targeted audiences efficiently to maximize views, engagement, and brand impact.

MOMENTUM SOCIAL

Social campaigns combine inventory, carousel, and video ads to attract, retarget, and convert shoppers, guiding them from awareness to action across Facebook and Instagram.

MOMENTUM SEO

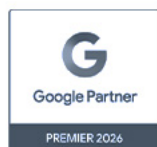
Strategic SEO and localized content improve visibility in your market, helping your dealership rank higher, attract qualified traffic, and grow a strong organic presence.

MOMENTUM EMAIL MARKETING

Targeted email campaigns reach in-market shoppers directly, driving engagement and reinforcing your dealership's presence while supporting broader retargeting and awareness efforts.

MOMENTUM DISPLAY & DYNAMIC RETARGETING

Display and retargeting ads build awareness and re-engage shoppers, delivering dynamic, model-specific messaging that keeps your dealership top of mind throughout the buying journey.



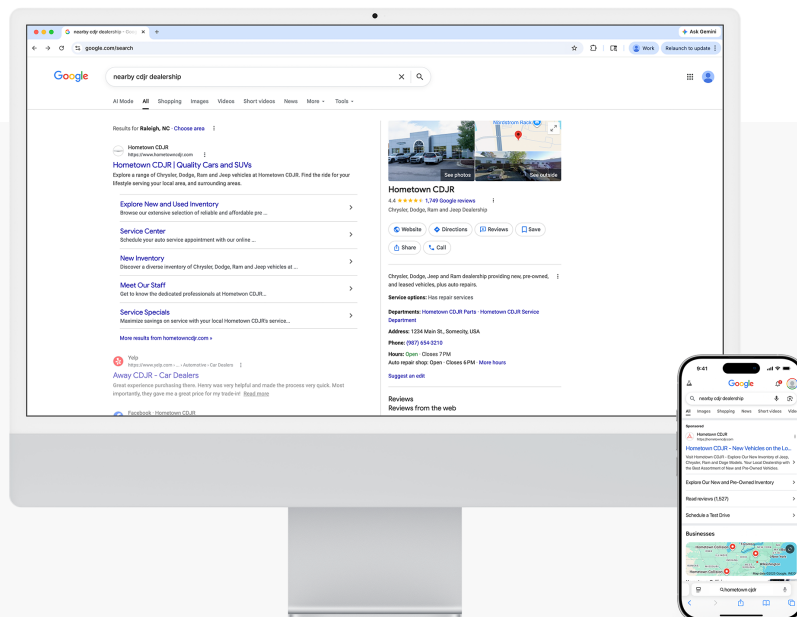
MOMENTUM PAID SEARCH

Be present when the shopper is looking to transact

Sokal's Momentum platform is a leading technology platform designed to deliver optimized multi-channel digital marketing campaigns to our dealer partners. Momentum provides custom creative and custom user-defined experiences to help achieve maximum business outcomes. If you want the latest tools and technology at your dealership's fingertips, Sokal's Momentum is for you.

BENEFITS:

- A / B tested custom ad copy
- Continuous budget adjustments (6x per day through the Momentum Platform)
- Keyword optimization tool identifies under-performing keywords (e.g., low quality score, high cost per click, low click through rate, low conversion rate)
- Unique “waterfall” negative keyword strategy that aligns higher converting keywords with the person who is searching closer to the bottom of the buying journey (ie., ready to purchase)
- Top zip code targeting, radius targeting and automated bid adjustment in a dealership's most strategic geographic areas



MOMENTUM DISPLAY & DYNAMIC RETARGETING

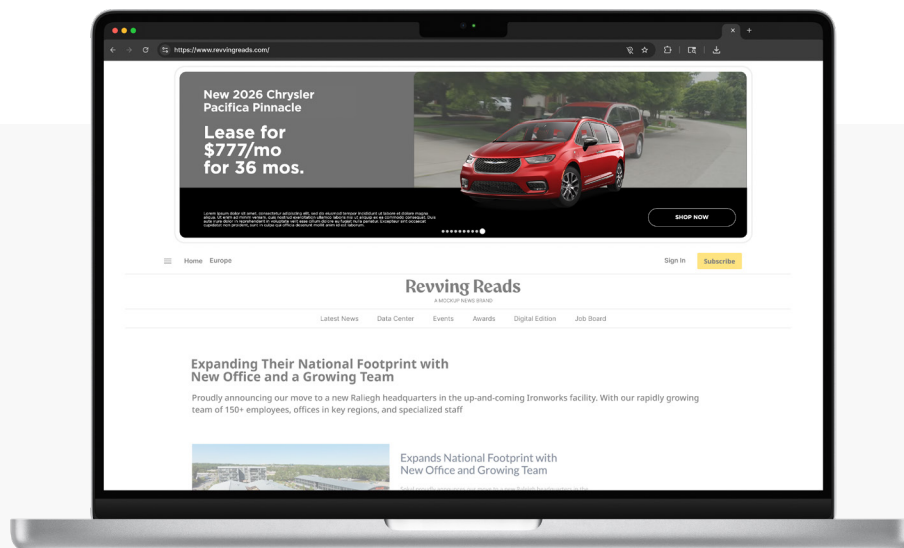
Build your dealership brand and future proof your business

95% of dealerships have a top-of-mind awareness less than 5% of the time. Sokal's Momentum display and retargeting solutions help build your brand faster by delivering compelling and compliant display ads that reach the top of the funnel car buyers and then keeps them engaged throughout their buying process.

Momentum programmatically delivers display retargeting ads dynamically to the right audiences based on the specific make and model that they viewed on your dealership website.

BENEFITS:

- Target in-market audiences specific to your brand and audiences of people who are specifically vehicle shopping and researching on the most popular 3rd party listing and automotive websites
- Dynamic VIN specific compliant ads
- Strategic sales zip code targeting combined with radius targeting for highly-localized campaigns
- Continuously-updated audiences with our Momentum proprietary optimization tool



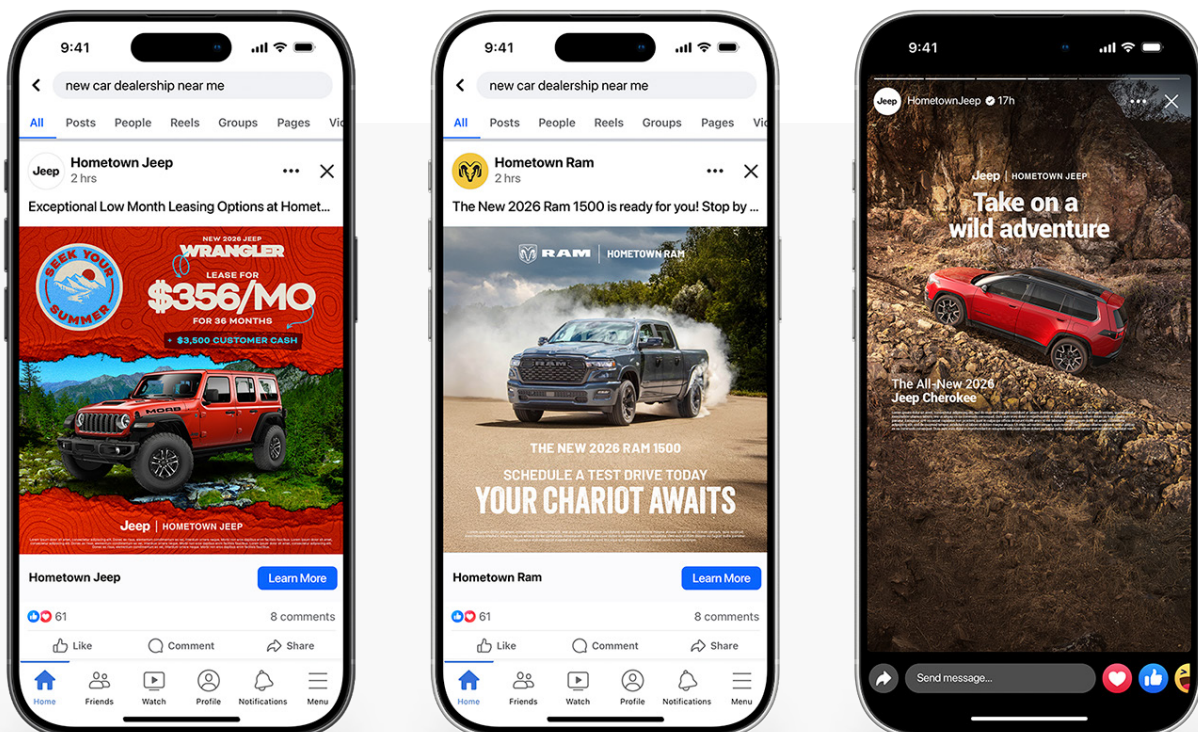
MOMENTUM SOCIAL

Be social and connect with your potential market

Momentum Social combines VIN-specific inventory ads, custom carousel ads, and video and Facebook lead ads to deliver potential buyers from the awareness stage all the way through the decision phase of their car buying journey. Generate awareness, retarget those who've shown interest and convert to highly qualified leads with advanced audience targeting, whether they're scrolling on Facebook or Instagram.

BENEFITS:

- Various ad formats served at the right time to the right person (e.g., single image, carousel, video, collection, lead ads)
- Dynamic carousel ads serve inventory directly from the site based on user interaction and the specific make and model that they viewed the most on your website
- Engagement-based audiences paired with lookalike audiences that generates a deliberate audience strategy



MOMENTUM DIGITAL VIDEO + CTV

A picture is worth a thousand words, a video is worth a million

Our Momentum Digital Video solution utilizes our Momentum video network to deliver rich video content on YouTube, TrueView and Streaming Video (e.g., Over-the-Top and Connected TV inventory) across custom unique audiences, and then leverages network learnings at the lowest cost of delivery (CPM) or the lowest cost of viewership (cost per completed view).

BENEFITS:

- Sites include: ESPN, CBS, NBC, HULU, YouTube, A&E
- Strategic sales zip code targeting combined with radius targeting for highly-localized campaigns
- Continuously-updated audiences with our Momentum proprietary optimization tool (updates every 24 hours)
- Specific in-market audiences for your specific make and model or for conquering goals
- Unique but Compliant Digital Video Assets designed for Digital Video Platforms :30 and :15 second



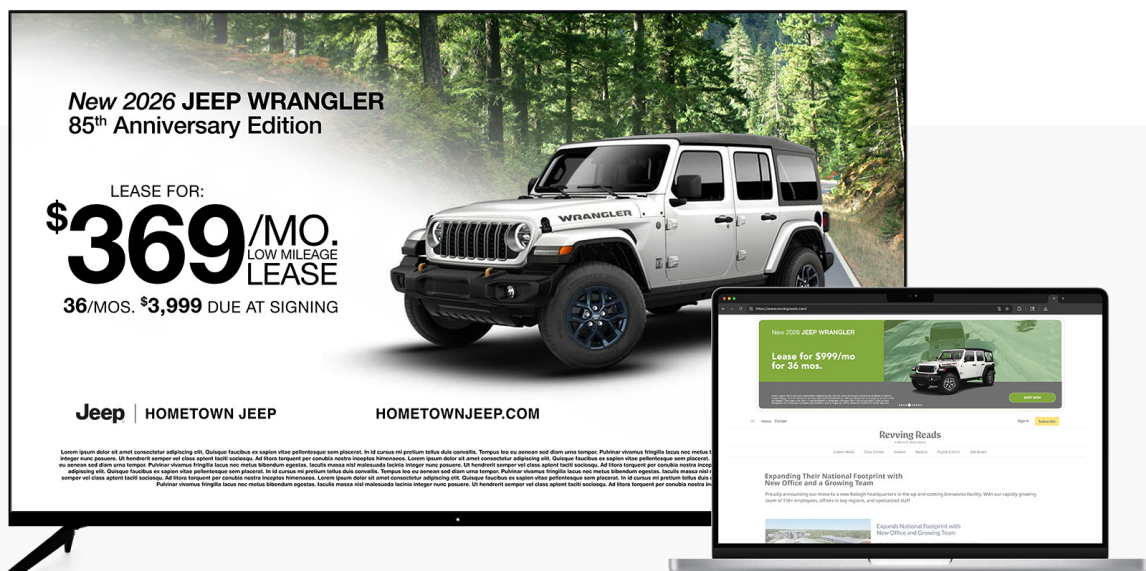
MOMENTUM AUDIENCES

Eliminate wasted ad spend with powerful audience targeting

Sokal's Audience Technology takes the guesswork out of your digital advertising campaigns ensuring that your ads are in front of the right people, at the right time, with the right message. Our data is updated everyday to make sure we are targeting the most relevant shoppers in your market. We also use cross-device tracking and retargeting so if a potential shopper sees your ad while streaming on their TV at home, they will be retargeted with a relevant ad on their desktop, tablet, or mobile device.

BENEFITS:

- Utilize 3rd party data to reach specific demographic profiles (household income, age, gender)
- Reach people based on where they are in their buying journey by leveraging their search behavior, websites they've visited, and specific makes and models they're considering
- Take advantage of your dealership's 1st party data (CRM and DMS data) to reach current customers and keep them engaged
- Audiences from the customers shopping and visiting your website
- VIN-level retargeting lists ensure that your dealership stays in front of people who have visited your website
- Reach across all devices with cross device tracking retargeting



MOMENTUM SEO

Dominate on major search engines organically to drive your Sales & Service business

With automotive, SEO local content is essential so our team naturally structures metadata around your location. Our SEO and content specialists collaborate to craft custom content targeting your customer base and apply it directly to our Sokal sites or 3rd party websites. Additionally, we focus on building an organic presence through back linking with our third-party partners. We constantly evaluate performance and make adjustments to help you own your local market and grow your organic traffic.

STARTER PACKAGE

- Google Search Console Verification Assistance
- Bing Webmaster Verification Assistance
- Directory Synchronization (Local Listing Management Tool)
- Site Health Audit
- Organic Online Presence Audit
- Metadata Audit
- Content Audit
- Basic Profile Setup / Claiming Assistance
- Optimization Review
- UTM Tracking
- Real Time Alert Monitoring for User Suggested Changes
- Optimization of Content for Indexing AI
- Heatsheet Leads (Sokal Sites Only)

PREMIUM PACKAGE

Includes all features from the **STARTER** Package, as well as:

- Dedicated SEO Analyst
- Targeted Keyword Research
- Custom Keyword Tracking
- Continual Metadata Creation / Optimization
- Original, Optimized, Strategy-Based Content Creation
- Internal Link Building
- Backlink Cleanup Monitoring
- Monthly Posts on Main Dealership Profile (4-5 Posts /Mo)
- Product Carousel Updates on Main Dealership Profile
- Product Carousel Updates on Service & Parts Profiles
- Sokal Momentum SEO Dashboard (Real-Time Reporting)

Recommended

ELITE PACKAGE

Includes all features from both the **STARTER** and **PREMIUM** Package, as well as:

- Blog Management
- Competitor Analysis
- Hotjar Behavioral Tracking
- Quarterly Posting on Service & Parts Profiles (3-5 Posts Each Quarterly)
- Coordination of Photography Session
- Custom Keyword Tracking via Geogrids (10)
- AI Performance Reporting. AI Boost Eligible

SEO ELITE PACKAGE ADD-ONS

Our new SEO packages have been reshaped to provide greater performance, value, and are built around best-in-class and proprietary tools to improve your brand ranking, helping your site outrank competitors. Through a partnership with external former Google search engineers, we continually refine our expertise to outperform competitors at a reasonable cost. By purchasing an SEO package with Sokal you will be able to leverage our SEO experts who are specialized in automotive SEO.

AI BOOST

Take control of your AI visibility Track, analyze, and grow your visibility on AI platforms like ChatGPT and strengthen your competitive position. Gain unique and additional content strategies around trending topics that people are asking AI to stay on top of competitors.

ADD-ON INCLUDES:

Offered as an add-on to the SEO Elite package, AI Boost includes additional SEO AI optimization over and above our standard offerings. This includes more detailed reporting, sentiment, brand perception analysis, tracking, AI competitor tracking, and strategic recommendations on helping the dealership perform optimally in the AI world.

See how AI platforms feature your brand:

- Get a complete breakdown of your AI presence, from share of voice to sentiment
- Insight into AI mentions vs. competitors
- Understand your brand narrative in AI answers and view snapshots of each mention

GEO SIGNAL BOOST

Geo Signal Boost is designed to help clients expand their geotarget pages in order to compete for organic keywords related to surrounding towns and cities. Clients will be able to suggest specific geotarget areas or allow the SEO team to make their own determination based on keyword & population research:

GEO SIGNAL BOOST

ADD-ON INCLUDES:

- 2 Custom SEO pages per month catered to surrounding towns and cities
- Keyword research to identify high-potential areas and keyword variations
- High-quality SEO content designed to increase organic presence in surrounding areas

GEO SIGNAL BOOST +

UPGRADE INCLUDES:

- **4 Custom** SEO pages per month catered to surrounding towns and cities
- **4 Custom** Google Business Profile posts to enhance the visibility of new content pages
- Keyword research to identify high-potential areas and keyword variations
- High-quality SEO Content designed to increase organic presence in surrounding areas

INVENTORY SIGNAL BOOST

Inventory Signal Boost is designed to help clients expand their target inventory pages in order to compete for organic keywords related to specific models. Clients will be able to suggest specific models, whether new, used, or certified pre-owned, or allow the SEO team to make their own determination based on keyword research:

INVENTORY SIGNAL BOOST

ADD-ON INCLUDES:

- 2 Custom SEO pages per month catered to specific models
- Keyword research to identify high-potential models and keyword variations
- High-quality SEO content designed to increase organic presence for specific model searches

INVENTORY SIGNAL BOOST +

UPGRADE INCLUDES:

- **4 Custom** SEO pages per month catered to specific models
- **4 Custom** Google Business Profile posts to enhance the visibility of new content pages
- Keyword research to identify high-potential models and keyword variations
- High-quality SEO content designed to increase organic presence for specific model searches

BLOG SIGNAL BOOST

Blog Signal Boost is designed to help clients expand their informative content in the form of blog posts in order to expand their authority in their industry. Clients will be able to suggest specific blog topics or allow the SEO team to make their own determination based on industry trends and keyword research:

BLOG SIGNAL BOOST

ADD-ON INCLUDES:

- 2 Custom blog pages per month designed to increase subject matter authority
- Keyword research to identify high-potential topics
- High-quality SEO content designed to increase organic presence for specific model searches

BLOG SIGNAL BOOST +

UPGRADE INCLUDES:

- **4 Custom** blog pages per month designed to increase subject matter authority
- **4 Custom** Google Business Profile posts to enhance the visibility of new content pages
- Keyword research to identify high-potential topics
- High-quality SEO content designed to increase organic presence for specific model searches

SERVICE SIGNAL BOOST

Service Signal Boost is designed to help clients expand their service-oriented pages in order to compete for organic keywords related to parts and service, such as oil changes, tire rotations, and parts for sale. Clients will be able to suggest specific service or parts-related topics or allow the SEO team to make their own determination based on keyword research:

SERVICE SIGNAL BOOST

ADD-ON INCLUDES:

- 2 Custom SEO pages per month catered to service-related keywords
- Keyword research to identify high-potential topics and keyword variations
- High-quality SEO content designed to increase organic presence for specific services

SERVICE SIGNAL BOOST +

UPGRADE INCLUDES:

- **4 Custom** SEO pages per month catered to service-related keywords
- **4 Custom** Google Business Profile posts to enhance the visibility of new content pages
- Keyword research to identify high-potential topics and keyword variations
- High-quality SEO content designed to increase organic presence for specific services

FINANCING SIGNAL BOOST

Financing Signal Boost is designed to help clients expand their financing-oriented pages in order to compete for organic keywords related to financing, such as lease offers. Clients will be able to suggest specific financing topics or allow the SEO team to make their own determination based on keyword research:

FINANCING SIGNAL BOOST

ADD-ON INCLUDES:

- 2 Custom SEO pages per month catered to finance-related keywords
- Keyword research to identify high-potential topics and keyword variations
- High-quality SEO content designed to increase organic presence for finance-related searches

FINANCING SIGNAL BOOST +

UPGRADE INCLUDES:

- **4 Custom** SEO pages per month catered to finance-related keywords
- **4 Custom** Google Business Profile posts to enhance the visibility of new content pages
- Keyword research to identify high-potential topics and keyword variations
- High-quality SEO content designed to increase organic presence for finance-related searches

CUSTOM SIGNAL BOOST

Custom Signal Boost is designed for clients who would like to mix and match. They can select a mix of topics on a month-to-month basis and can request specific pages or allow the SEO team to make their own determination based on keyword research:

CUSTOM SIGNAL BOOST

ADD-ON INCLUDES:

- 2 Custom SEO pages per month catered to a variety of different keywords
- Keyword research to identify high-potential models and keyword variations
- High-quality SEO content designed to increase organic presence for specified topics

CUSTOM SIGNAL BOOST +

UPGRADE INCLUDES:

- **4 Custom** SEO pages per month catered to a variety of different keywords
- **4 Custom** Google Business Profile posts to enhance the visibility of new content pages
- Keyword research to identify high-potential models and keyword variations
- High-quality SEO content designed to increase organic presence for specified topics

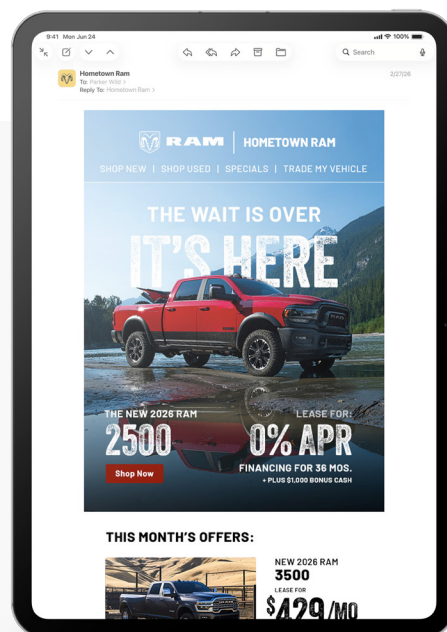
MOMENTUM EMAIL MARKETING

Stay top of mind with targeted emails designed to maximize ROI

Email marketing is still the most cost-effective way to target your potential market. It allows you to target, with pinpoint accuracy, potential buyers that are currently in the market for a car, thus infusing yourself into their current search and putting your dealership's name in the forefront of their mind. The added bonus with email marketing is that it's a gateway to retargeting, allowing for even more increased brand awareness.

BENEFITS:

- Rich, dynamic, and unique creatives designed by our in-house creative team
- Completely custom campaign strategy and targeting created specifically with your dealership's goals in mind
- Access to our in-house content writers and designers whose sole job is to focus on creating the best email campaigns in the industry
- Consistently perform A / B tests, along with statistical analysis to determine what does and doesn't work, ensuring the greatest ROI
- Sales matchback reporting provides insight into each campaign's success
- Google analytics tagging



THANK YOU

For further information, please contact the Account or Sales team for assistance. We also recommend visiting www.gosokal.com for additional resources, contacts, or help.

Emma Voice - Director of OEM Programs

Contact at: evoice@gosokal.com

Chris Scott - Director of New Business

Contact at: cscott@gosokal.com

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