

STELLANTIS DIGITAL

# DIGITAL MARKETING PROGRAM



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# ABOUT STREAM

Stream Companies is a leading full-service digital marketing agency specializing in automotive solutions. We help dealerships unlock their full potential by combining data-driven strategies with cutting-edge technology to optimize their advertising efforts. Our services span across paid search, SEO, social media management, email marketing, reputation management, and more — all designed to work seamlessly together under one roof.

With a strong commitment to innovation and measurable results, Stream partners with dealerships to boost performance, increase visibility, and drive sales. By focusing on the customer journey, we ensure that every marketing dollar spent delivers the highest ROI, helping our clients stay ahead of the competition and build lasting relationships with their customers.

## KEY BENEFITS OF WORKING WITH STREAM COMPANIES:

- **Comprehensive Digital Marketing Services:** Paid Search, SEO, Social Media Management, Reputation Management, and more, all under one roof.
- **Data-Driven Strategies:** We leverage analytics to create actionable insights, driving measurable growth and efficiency.
- **Seamless Integration:** Our services are designed to work together to ensure consistent messaging and optimized results.
- **Proven Results:** We focus on ROI, ensuring your advertising dollars deliver tangible, high-impact outcomes.
- **Expertise in Automotive:** With years of experience in the automotive industry, we understand your unique challenges and opportunities.

## WHAT'S ON PROGRAM?

- **Paid Search**
- **Paid Social**
- **Display**
- **Digital Video**
- **CTV**
- **Integrated Marketing Cloud**
- **SEO**
- **Web Merch**
- **Social Media Management**
- **Email**

## ABOUT THE STELLANTIS DIGITAL CERTIFIED PROGRAM

### Empowering Dealers with Seamless, Compliant Advertising

The Stellantis Digital Certified Program offers dealers a powerful suite of digital marketing solutions designed to drive success while ensuring compliance and maximizing reimbursement opportunities. With a focus on digital advertising that delivers measurable results, this program provides dealers with the tools, support, and funding to enhance their marketing efforts across a range of platforms.

### CONTACT US

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# PROGRAM BENEFITS

## Compliant New Car Advertising Reimbursed at 100%

The Stellantis Digital Certified Program enables dealers to take full advantage of co-op funds for new car advertising, reimbursed at 100%. By participating in the program, Stellantis dealers can reduce marketing costs while ensuring they meet all compliance standards, optimizing their advertising dollars for maximum effectiveness.

## Co-op Dollars Under Three Main Fund Types

- 1. T3AC Funds (Tier 3 Advertising Co-op – CDJRF)** – The T3AC fund allows dealers to automatically submit eligible charges for reimbursement. By default, all eligible charges are auto-submitted for T3AC reimbursement, helping dealers streamline the process and avoid administrative burden.  
*The T3AC program replaced the Promotional Allowance Program (PAP) in 2022. For billing purposes, they can be considered the same, although some systems may still refer to PAP.*
- 2. BC Directed Funds (BCDF Campaigns – CDJR)** – BCDF campaign charges will be automatically submitted for reimbursement, ensuring dealers continue to benefit from streamlined billing and compliance.
- 3. Special Funds (CDJRF)** – Special Funds require manual claims submission by the dealer or provider, although some campaigns (typically National campaigns) allow for auto-submission to Special Funds. This option ensures flexibility in handling specific campaign charges.

## Enrollment Process for Stellantis Digital Certified Program

**Dealers can easily enroll in the Stellantis Digital Certified Program to access certified products and Always On digital advertising through the following methods:**

- **Dealer Connect:** Dealers can access the enrollment page directly through the Stellantis Digital Portal at [Stellantis Digital Certified](#), where they can click the ENROLL button to open the corresponding page in Dealer Connect.
- **Email:** Dealers may also email enrollment requests to Shift dealer support at [info@chryslerdigital.com](mailto:info@chryslerdigital.com), with the dealer's email included to ensure verified approval.

*For any questions or additional support, dealers can contact Stellantis Digital Support at (888) 511-8902.*

## KEY TAKEAWAYS

- **100% Reimbursement** for compliant new car advertising.
- **Auto-submission for T3AC and BCDF Campaigns:** Streamlined process for dealer convenience.
- **Manual Claims for Special Funds:** Flexibility in campaign funding.
- **Enrollment Deadline:** The enrollment hinge date for Stellantis clients is the 10th of each month for a 1st of the following month start date.
- **Comprehensive Digital Support:** Access to dealer support via Dealer Connect, email, and phone.





## **PAID SEARCH**

**Including traditional paid search, VLAs, and PMax**

### **Drive More High-Intent Traffic**

Paid search advertising remains one of the most effective methods to generate high-quality leads for Stellantis dealerships. Our approach combines traditional paid search with cutting-edge strategies like Vehicle Listing Ads (VLAs) and Performance Max (PMax) campaigns to maximize visibility and drive high-intent traffic.

### **Optimize Ad Spend with VLAs**

VLAs help you get more out of your paid search campaigns by specifically targeting customers looking for your inventory. This highly targeted approach ensures that your dealership's ads appear when customers search for specific makes, models, and vehicles.

### **PMax Campaigns for Comprehensive Reach**

PMax campaigns allow Stellantis dealers to expand their reach across Google's full inventory of ad channels, using a single campaign to target audiences across Search, Display, YouTube, and Gmail. With automated bidding and machine learning, PMax is a powerful way to maximize your advertising budget and drive high-quality traffic.

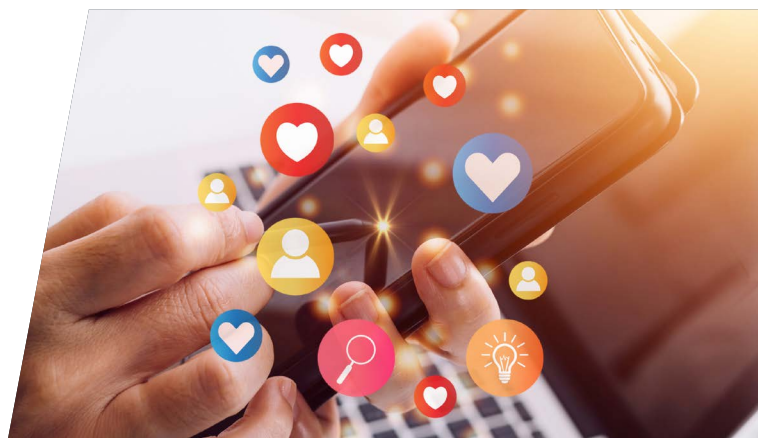
## **KEY BENEFITS**

- Increased visibility for key inventory through VLAs
- Smart automated bidding to drive ROI
- Cross-channel reach for maximum campaign impact
- Detailed performance tracking and optimization
- Enhanced customer targeting based on real-time data

# PAID SOCIAL

## Expand Your Reach and Boost Sales with Targeted Social Ads

Paid social advertising helps your dealership reach a larger, highly targeted audience on social media platforms like Facebook, Instagram, and LinkedIn. With Stream Companies, you can craft campaigns that increase brand visibility, drive traffic, and generate leads.



- **Targeted Advertising:** We use social media's robust targeting features to help you reach specific demographics, interests, and behaviors, ensuring your ads are seen by the most relevant audience.
- **Custom Creative:** Our team designs creative, eye-catching ads that capture attention and drive engagement. Whether it's vehicle specials or dealership events, we create visuals that stand out in a crowded feed.
- **Retargeting:** We ensure that potential customers who have shown interest but didn't convert are re-engaged through retargeting ads, bringing them back to your website.
- **Real-Time Performance Metrics:** Monitor and adjust campaigns on the fly based on real-time performance data, ensuring optimal results.

## KEY BENEFITS

- **Highly Targeted Ads:** Deliver your ads to the most relevant audience, increasing the likelihood of conversions.
- **Boosted Traffic:** Increase traffic to your website and lead generation with compelling social media ads.
- **Enhanced Visibility:** Expand your dealership's visibility and brand presence on major social platforms.
- **Optimized Campaigns:** Real-time metrics help fine-tune your ads for continuous performance improvement.

**Paid social campaigns from Stream Companies help your dealership expand its reach, target the right customers, and drive more conversions through the power of social media.**

# DISPLAY & RETARGETING

## Enhance Visibility and Maximize Conversions

Display and retargeting advertising combine to drive awareness and boost conversions by targeting both new and returning customers. Display ads capture attention across multiple platforms, while retargeting ads re-engage those who have already interacted with your website, guiding them back to complete their purchase or inquiry.

## How It Works

- **Display Ads:** Engage a broad audience across the web with dynamic and attention-grabbing visuals, video ads, and display banners. These ads target potential customers who haven't yet visited your website but show interest in products or services similar to what your dealership offers.
- **Retargeting Ads:** Follow up with visitors who have already interacted with your website or specific pages. These ads encourage them to return and complete their purchase or take further action, such as submitting a form or scheduling a test drive.

## KEY BENEFITS

- **Increased Reach:** Display ads cast a wide net to attract new leads, while retargeting ads keep your dealership top of mind for potential customers who've already shown interest.
- **Personalized Messaging:** Retargeting allows you to display personalized ads based on previous interactions, such as the vehicles or services they viewed, enhancing the likelihood of conversion.
- **Higher Conversion Rates:** By engaging warm leads (those who've already visited your site), you improve the chances of conversion without the need for aggressive new customer acquisition.

## Why Choose Display & Retargeting?

- **Boost ROI:** Retargeting allows you to maximize the value of every visitor, making your advertising dollars work harder by re-engaging potential customers who are already familiar with your dealership.
- **Cost-Effective:** Display ads provide the awareness you need, while retargeting ads convert that interest into action, giving you a high ROI without overspending on new leads.
- **Seamless Integration:** Display and retargeting campaigns can be easily integrated with other marketing strategies, creating a full-circle approach to drive traffic and sales.

# CONNECTED TV (CTV)

## Reach Your Audience Through Streamed Content on Their Favorite Devices

Connected TV (CTV) advertising offers a unique opportunity to reach customers who are increasingly consuming content via streaming services. With CTV ads, your dealership can engage with potential buyers in the living room or on the go in a non-intrusive and highly effective manner.

- **Targeted Advertising:** CTV ads enable hyper-targeting, ensuring your dealership's message is delivered to viewers based on location, demographics, interests, and viewing behaviors.
- **Branding Opportunities:** Take advantage of high-quality video ads that showcase your dealership's inventory and promotions, creating an engaging visual experience for viewers.
- **Cross-Platform Reach:** Whether it's a smart TV, mobile device, or tablet, your CTV ads can appear on various devices, expanding your reach and visibility.
- **Real-Time Analytics:** Monitor the effectiveness of your CTV ads in real time, adjusting campaigns for maximum impact.

## KEY BENEFITS

- **Reach the Streaming Audience:** Tap into the growing market of consumers who prefer streaming services over traditional cable, ensuring your dealership stays relevant.
- **Highly Engaged Viewers:** CTV viewers are often more engaged than traditional TV viewers, leading to higher-quality interactions with your ads.
- **Non-Intrusive:** CTV advertising allows for natural ad placement within streaming content, which leads to higher viewer engagement.
- **Granular Targeting:** Deliver highly relevant ads based on the specific behaviors and interests of your target audience.

With CTV advertising, Stream Companies ensures your dealership taps into a rapidly growing channel, reaching customers where they consume content the most.





## DIGITAL VIDEO

### Create Compelling Video Content to Drive Engagement and Sales

Digital video marketing is a highly effective way to connect with potential buyers by showcasing your dealership's vehicles, services, and promotions through engaging and visually compelling content. Stream Companies provides expertly crafted video marketing campaigns to help boost brand recognition and increase conversions.

- **Custom Video Ads:** We create high-quality video content tailored to your dealership's needs, whether it's showcasing your inventory, promoting special offers, or telling customer success stories.
- **Multi-Channel Distribution:** Video content is distributed across various channels, including social media, YouTube, and programmatic networks, ensuring maximum exposure to your target audience.
- **Engagement Tracking:** With real-time analytics, we track how viewers interact with your video content, optimizing future campaigns for better performance.
- **Targeted Video Placement:** Stream Companies places your video ads in front of the right audience using advanced targeting strategies, ensuring maximum impact and return on investment.

## KEY BENEFITS

- **Increased Engagement:** Video content is highly engaging and shares your dealership's message in an impactful way, leading to increased customer interaction.
- **Higher Conversion Rates:** Video ads have proven to drive higher conversion rates compared to traditional static ads, making them a powerful tool for dealerships.
- **Brand Awareness:** Increase your dealership's visibility and brand recognition with professionally produced video content that resonates with viewers.
- **Trackable Results:** Measure the performance of your video campaigns, allowing for continuous optimization and higher ROI.

Digital video from Stream Companies ensures that your dealership's message is delivered through the most engaging form of content available, increasing your chances of converting viewers into loyal customers.

# INTEGRATED MARKETING CLOUD (IMC)

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## A Connected Ecosystem for Better Results

The Integrated Marketing Cloud (IMC) is Stream Companies' proprietary martech solution built to drive smarter, data-backed decisions for Stellantis dealerships. It connects every aspect of your marketing — from online ad performance to lead tracking — into one centralized, powerful system.

## Streamline, Optimize, and Convert

The IMC helps you eliminate silos by integrating your digital marketing, CRM, and website analytics into one seamless platform. With IMC, Stellantis dealers can track the full customer journey and adjust campaigns in real-time for better ROI.

## 3 Powerful Components: ShopperSuite, NitroLeads, and Lifecycle

- **ShopperSuite** gives you complete visibility into shopper behavior, allowing your team to personalize follow-ups and close leads more efficiently.
- **NitroLeads** boosts lead generation with intelligent automation and scoring that helps you prioritize the hottest opportunities.
- **Lifecycle** supports long-term customer retention with targeted communications and timely offers throughout the ownership journey.

## KEY BENEFITS

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- Centralized reporting and dashboard views
- Actionable insights tied directly to marketing efforts
- Custom reporting for Stellantis-specific KPIs
- Enhanced personalization with real-time behavioral tracking
- Seamless integration with existing dealership tools

The IMC ensures every advertising dollar works harder by helping Stellantis dealers stay proactive, not reactive. With a full-circle understanding of each customer's path to purchase, your dealership can deliver more tailored messaging, improve lead quality, and boost conversions.

# SEO (SEARCH ENGINE OPTIMIZATION)

## Enhance Your Dealership's Online Presence and Drive Organic Traffic

SEO is the backbone of any successful digital strategy, and Stream Companies provides tailored SEO solutions designed to improve your dealership's online visibility, increase organic traffic, and generate high-quality leads.

- **On-Page Optimization:** Our SEO experts ensure that your dealership's website is fully optimized for search engines. This includes improving your site's structure, enhancing content, and ensuring it's easily crawlable by search engines.
- **Local SEO:** Local SEO focuses on improving your visibility in local search results. With this strategy, we ensure your dealership is prominent in searches from customers within your geographic region, increasing foot traffic and calls to action.
- **Content Strategy:** Quality content is key to ranking on search engines. We develop a robust content strategy that targets the most relevant and high-volume keywords specific to your dealership's inventory and services.

## KEY BENEFITS

- **Higher Organic Traffic:** Improve your rankings in search engines, bringing more organic traffic to your website without relying on paid ads.
- **Local Visibility:** Appear at the top of local searches and attract more customers within your region, driving leads to your dealership.
- **Sustainable Growth:** SEO provides long-term results, building a foundation of traffic that continues to grow over time without the recurring cost of paid ads.
- **Increased Conversions:** More organic traffic means more opportunities to convert site visitors into leads and customers.

With SEO, Stream Companies ensures that your dealership is not only visible but also accessible to customers who are actively searching for your services, driving valuable traffic to your website.



## **WEB MERCHANDISING**

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### **Optimize Your Online Showroom**

Your website is your digital showroom, and it needs to be as effective as your physical one. Our web merchandising services ensure that Stellantis dealerships present inventory in a visually compelling and user-friendly way, optimizing product displays, descriptions, and images to engage customers.

### **Maximize the User Experience**

We use data-driven insights to improve the on-site shopping experience, enhancing how vehicles are presented and ensuring that customers find exactly what they are looking for quickly and efficiently.



## **KEY BENEFITS**

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- Enhanced vehicle listings with detailed specifications
- Custom calls to action (CTAs) that encourage engagement
- Real-time inventory updates to avoid customer frustration
- Increased online conversions and better lead capture
- Integration with your dealership's CRM for seamless follow-ups



# REPUTATION MANAGEMENT

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## Build Trust with Customers

In today's digital world, a dealership's online reputation is critical to success. Our reputation management service helps Stellantis dealerships monitor, respond to, and manage reviews across all platforms. We help you build a positive online presence that instills trust in potential buyers.

## Engage with Customers and Improve Brand Perception

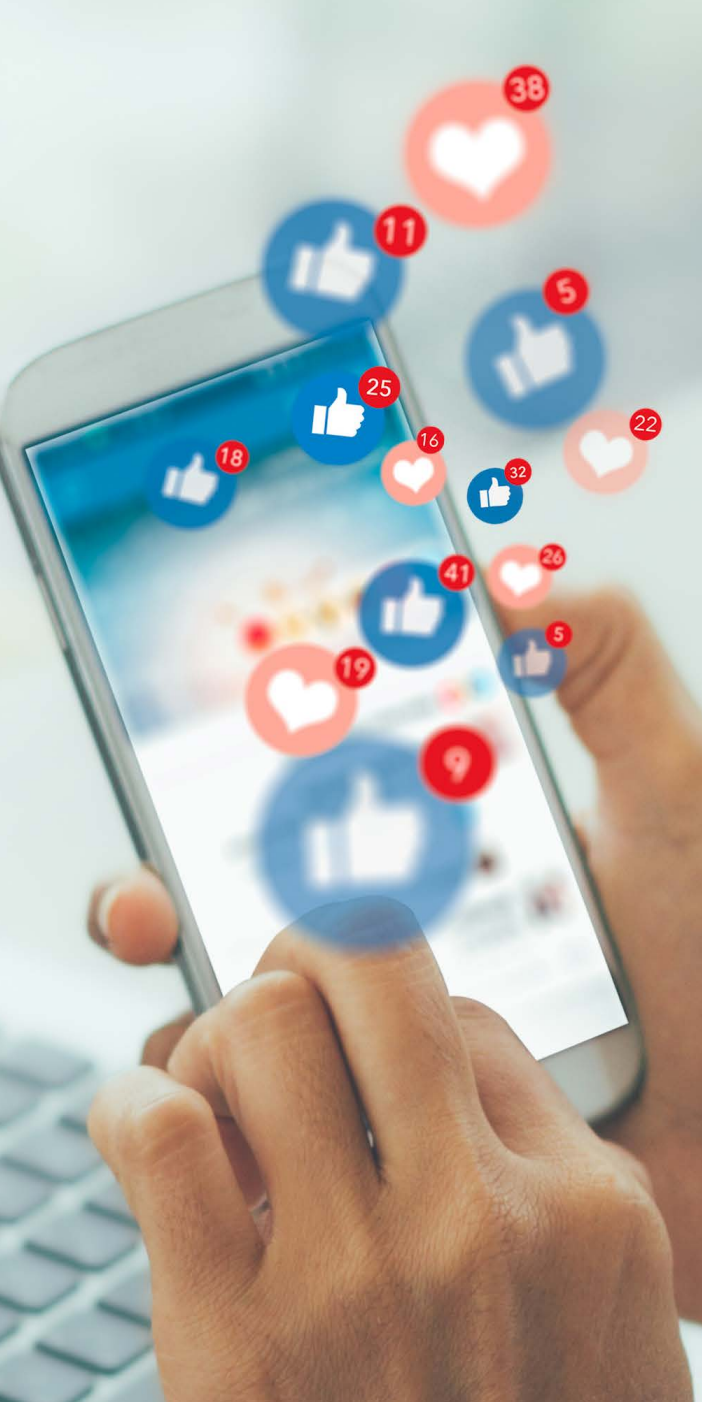
With our proactive approach, we ensure that positive reviews are amplified while addressing any negative feedback promptly and professionally. By actively managing your dealership's reputation, you increase customer loyalty and build a stronger brand.



## KEY BENEFITS

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- Centralized platform for managing all customer reviews
- Proactive and reactive response strategies
- Increased customer engagement and retention
- Better brand perception and trust
- Transparent reporting to monitor improvements



## **SOCIAL MEDIA MANAGEMENT**

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### **Engage Your Audience Where They Are**

Social media is one of the most powerful tools in digital marketing. Stream Companies' social media management service helps Stellantis dealerships create engaging content that resonates with their target audience across platforms like Facebook, Instagram, and Twitter.

### **Build Brand Awareness and Drive Sales**

We manage every aspect of your social media presence, from content creation and posting to community engagement and paid ads. Our strategy focuses on increasing brand awareness, customer engagement, and ultimately driving sales.

## **KEY BENEFITS**

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- Consistent, high-quality content creation
- Increased engagement with your dealership's community
- Highly targeted ads that drive leads and sales
- In-depth performance analytics to optimize future campaigns
- Comprehensive social media reporting



## **EMAIL MARKETING**

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### **Keep Customers Informed and Engaged**

Email marketing is a vital part of keeping customers engaged throughout the buying journey. With Stream Companies' email marketing services, Stellantis dealerships can send targeted and personalized email campaigns that drive action and convert leads into sales.

### **Personalized Campaigns for Maximum Impact**

We help you build segmented email lists based on customer behavior and preferences, ensuring your messages are relevant and timely. From promotional emails to service reminders, our goal is to ensure that each communication resonates with your customers.

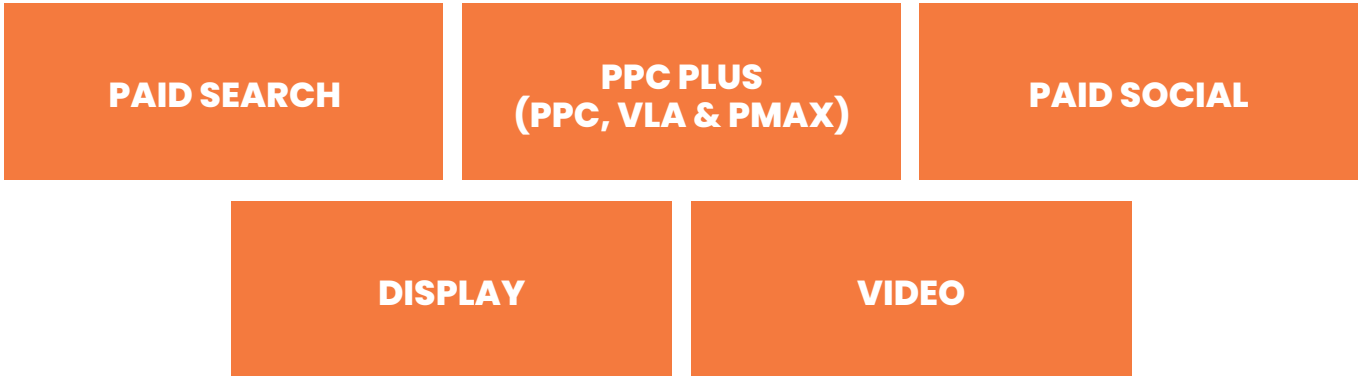
## **KEY BENEFITS**

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- Personalized and segmented email campaigns
- Increased customer retention and engagement
- Actionable insights from email performance analytics
- Integration with CRM for better targeting
- Automated email workflows to nurture leads

# STELLANTIS DIGITAL CERTIFIED PROGRAM SERVICES

## DIGITAL ADVERTISING



## SEO



## WEB MERCHANDISING



## SOCIAL MANAGEMENT



## EMAIL



## ADDITIONAL SERVICES

