

MOPAR® DEALER LOCAL INTERNET SEARCH PROGRAM

Service-focused Paid Search Marketing program leveraging the Mopar brand

A comprehensive, Mopar-focused paid search marketing program that pools the power of the Mopar brand and dealer network to capture local shoppers that are searching for general vehicle service for the following services:

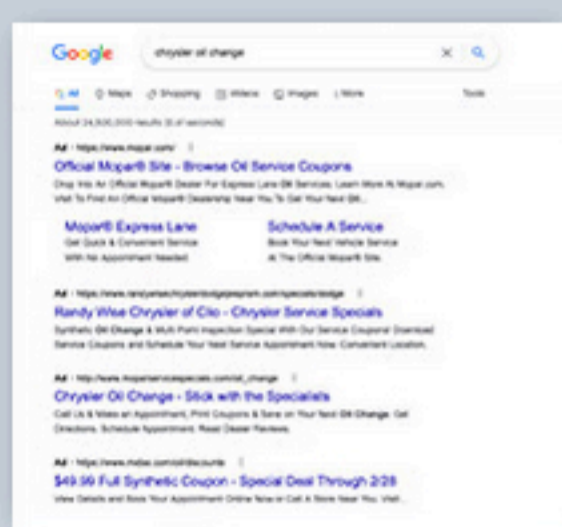
- TIRES
- BRAKES
- BATTERY
- OIL CHANGE
- GENERAL AUTO REPAIR



STELLANTIS DIGITAL

HOW DOES THE SOLUTION WORK?

VIEW MORE DETAILS BY CLICKING THE STEPS BELOW



Consumers use a search engine to find a Dealer that they are ready to engage with MoparServiceSpecials.com appears on the search results page.



Consumers are linked directly to a contextually relevant landing page delivering grouped local dealer options.



Consumers have the ability to learn more about a specific dealer via their individual, customizable profile page.

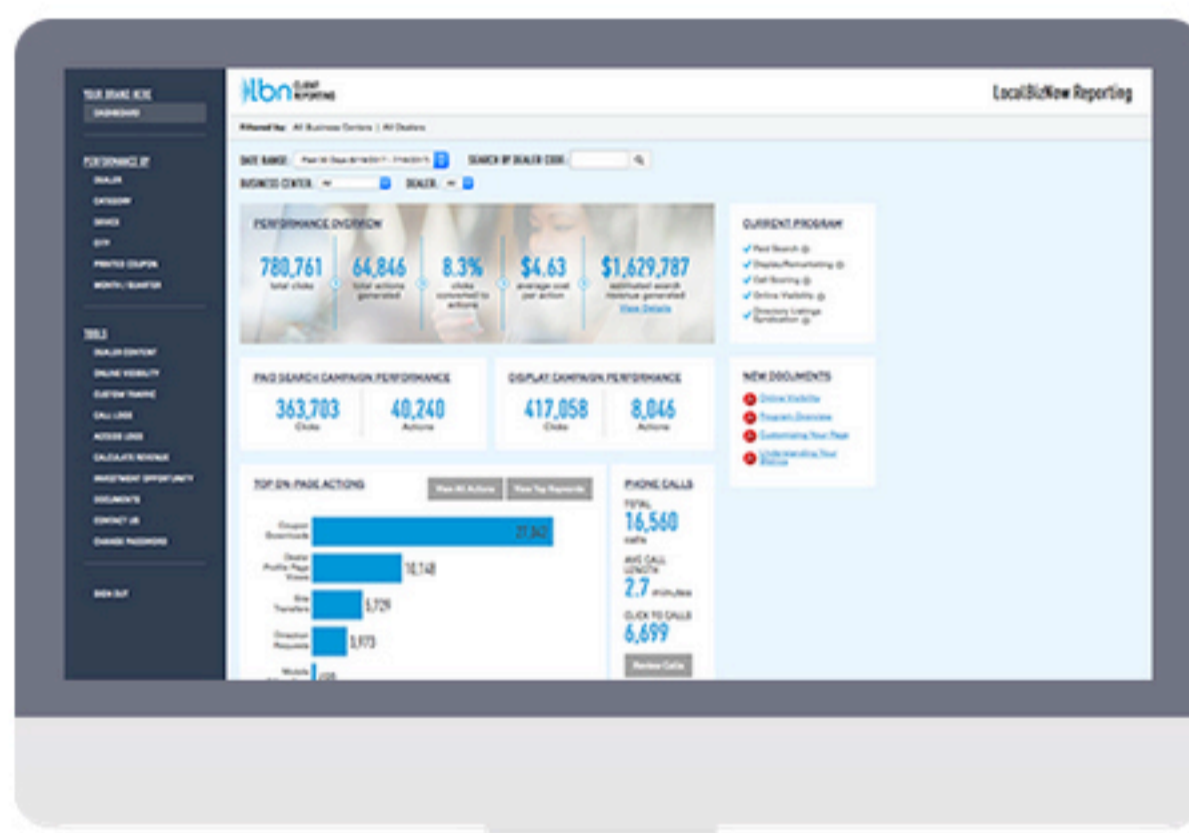


Consumers visit a local dealer resulting in revenue.

HOW DOES THE PROGRAM PERFORM FOR MY DEALERSHIP?

You are provided with a full reporting tool allowing you to monitor the performance of the program at any time; from high-level overview results to a detailed look by category, city, device and more.

[DOWNLOAD A PDF FOR MORE INFO](#)



WHAT DO YOU GET WITH THE PROGRAM?

VIEW MORE DETAILS BY CLICKING THE SECTIONS BELOW

PAID SEARCH ADVERTISING LEVERAGING THE MOPAR BRAND

Your dealership service center is promoted on Google, Bing and Yahoo! through paid ads, for shoppers that are searching for general service-related keywords within 10-25 miles of your dealership.

SERVICE CENTER PROFILE PAGE ON WWW.MOPARSERVICESPECIALS.COM

Your Dealership Service Center is more easily found on search engines through unpaid search results.

COUPONS AND OFFERS CUSTOMERS WANT

National and local offers are displayed via the Mopar coupon library.

CAMPAIGN MONITORING & OPTIMIZATION

Continuous monitoring of keywords, geographic targets and ads which drive the most leads through patented technology and manual optimization.

INCREASED ORGANIC TRAFFIC

Search engine optimizations performed on www.moparservicespecials.com bring increased organic traffic to the website resulting in even more visibility for your dealership service center via organic (unpaid) searches.

COMPREHENSIVE REPORTING, AVAILABLE 24/7

A comprehensive dashboard is available at any time plus detailed reporting sent monthly aids dealerships in understanding campaign performance and return on investment. [Download a PDF to learn more.](#)

BONUS FEATURES INCLUDED IN THE PROGRAM

SOCIAL MEDIA MONITORING

An easy to use tool which allows you to monitor reviews and social mentions for your dealership. [Download a PDF to learn more.](#)

BUSINESS LISTINGS SYNDICATION TOOL

Manage and syndicate your dealership's business listings to over 150 local directory websites to boost organic rankings and ensure you are found across the internet in more places.

PROGRAM PACKAGE LEVELS

Universal Plus	Universal Plus Accessories or Wholesale	Universal Plus Accessories & Wholesale
\$499/mo	\$699/mo	\$799/mo
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓
	OR	✓
	✓	✓
		✓

- Call Tracking
- Dealer Monitoring
- Service Keywords (tire, repair, oil, battery, brakes)
- All Makes/Conquest Keywords (competitor)
- Wholesale Keywords
- Accessories Keywords
- Call Scoring

*All packages are available for FIAT dealers