

Smarter Automotive Marketing Starts Here

Catalyst IQ gives Stellantis dealers the data, technology, and human expertise to move inventory faster, optimize spend, and grow revenue. Our digital advertising services are certified through the Stellantis digital program, giving dealers a trusted and fully vetted partner.

Why Choose Catalyst IQ?

Unmatched Coverage: For over 10 years, our MarketAI technology has been tracking nearly 20,000 franchise dealers and 99% of independent dealers across the US, giving you the most complete, up-to-date view of the market.

Clarity: No matter your business strategy or goals, get the insight you need to know what's working and adapt when it isn't.

Control: Activate advertising campaigns at scale and move the right VINs on your lot faster with real-time data and AI-driven recommendations.

Consultation: Make more informed and effective marketing decisions by combining powerful data intelligence with human insight by our team of experts.

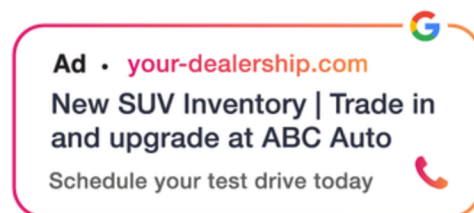
What's Inside

- ◆ **Digital Advertising that Accelerates Turn:** Get to know our products and services
- ◆ **MarketAI®:** Your Real-Time Intelligence Engine
- ◆ **SEO/AEO:** Data-Driven Search Strategy
- ◆ **Engage:** Turn More Shoppers into Verified Leads
- ◆ **Social Media Management:** Leverage the Positivity of Your Retailer's Brand
- ◆ **Monthly Email Blast:** Put Your Offers in Front of Active Shoppers
- ◆ **Creative Services:** High-Impact Creative for Every Campaign

Digital Advertising that Accelerates Turn

Catalyst IQ's digital advertising campaigns reach active car shoppers wherever they search, scroll, and stream with VIN-specific ads powered by MarketAI technology. Because campaigns adapt in real time as inventory and market conditions change, every dollar you spend is working against actual demand. Dealers gain more qualified leads, faster inventory turn, and clear visibility into what's driving sales.

Paid Search: Paid search campaigns intercept shoppers at the moment they're actively searching for a vehicle. Campaigns are structured across branded, make-level, and model-level ad groups, each with its own budget allocation based on where demand is strongest.

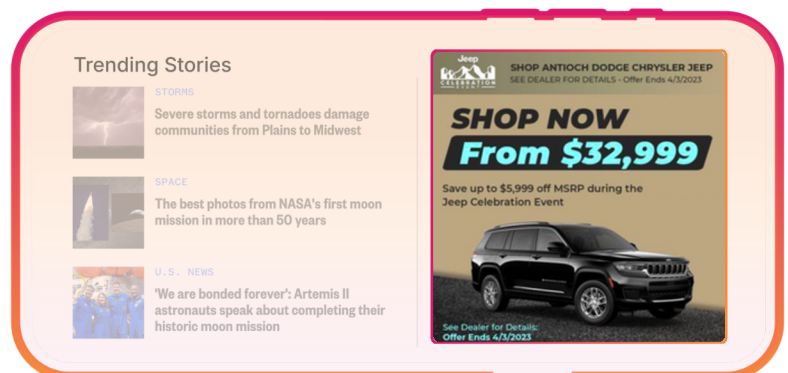


Google Vehicle Ads: Vehicle Listing Ads place individual vehicles from your inventory directly in Google Search results, surfacing photos, pricing, mileage, and availability to shoppers comparing options. High-intent buyers click through directly to the VDP on your website.

Retargeting: Retargeting campaigns bring back shoppers who visited your website without converting, serving them dynamic ads featuring the specific vehicles they already viewed. Keeping priority inventory visible to warm audiences long after they've left your site extends the value of every site visit.



Display Ads: Dynamic display ads keep your inventory visible across the full range of websites and apps where shoppers spend time, targeting in-market audiences based on browsing behavior and market signals. Ad creative updates automatically as inventory changes, so shoppers always see vehicles that are available.



Digital Advertising that Accelerates Turn *continued*

OTT/CTV: OTT/CTV ads reach in-market households on streaming platforms, targeting viewers by geography, purchase intent, and viewing behavior. Ads are built automatically from your live inventory feed using pre-approved OEM brand kits and templates, so every campaign runs in full brand compliance.



Performance Max: Performance Max uses AI to reach shoppers across the full Google network from a single campaign, covering Search, Display, YouTube, Gmail, Discover, and Maps simultaneously. Google's machine learning automatically allocates budget toward the highest-converting opportunities in real time.

Streaming Audio: Streaming audio ads reach car shoppers on audio platforms during moments when visual ads cannot reach them. Ads are targeted to in-market audiences based on listening behavior and purchase intent, keeping your dealership present throughout the buyer's day.

Paid Social: Social media campaigns run Automotive Inventory Ads across Facebook, Instagram, and Facebook Marketplace, pulling live photos, pricing, and details directly from your inventory to reach in-market shoppers.



MarketAI®: Your Real-Time Intelligence Engine

MarketAI® delivers the most complete, up-to-date view of the automotive market, collecting and analyzing real-time shopper behavior, inventory movement, and competitive trends across nearly every U.S. dealership. This intelligence powers all of Catalyst IQ's strategic recommendations, so you always know where opportunities exist and how to act on them. With predictive analytics like VINScore, dynamic ad activation, inventory mix visualization, and automated insights, MarketAI gives your team unmatched precision, speed, and control. GM dealers get transparent health scoring, prioritized actions, and instant visibility into what's working.

SEO/AEO: Search Strategy Grounded in Real Market Data

Catalyst IQ's SEO/AEO platform aligns organic strategy to your actual inventory performance and local market conditions rather than keyword volume alone. Before a single page is written or optimized, our proprietary platform evaluates your vehicle sales performance against your local market to identify where your highest opportunities are right now. Strategy is re-evaluated monthly as demand shifts, inventory changes, and competitors make moves, keeping your organic performance aligned to what your dealership needs to sell today.

Creative Services: Custom Built to Drive Engagement

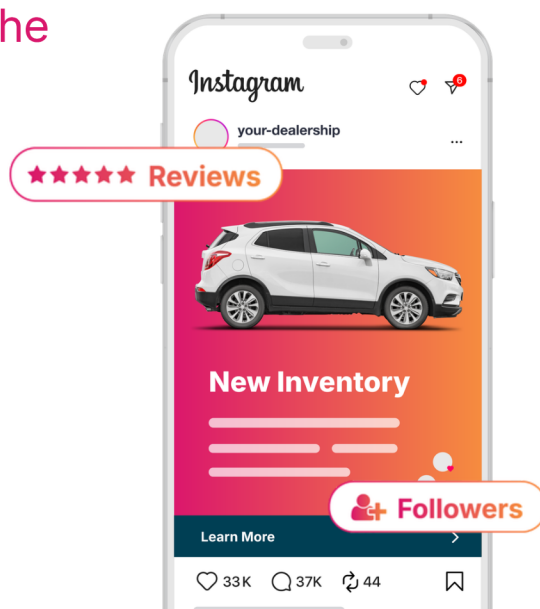
Bring your campaigns to life with custom creative built specifically for your dealership. From web banners and email designs to targeted digital ad offers, our team develops and refreshes assets each month to align with your inventory, promotions, and marketing goals. This approach keeps your brand consistent, engaging, and focused on driving stronger performance across every channel.

Monthly Email Blast: Your Offers in Front of Active Shoppers

Each month, Catalyst IQ creates and deploys a branded email campaign promoting the sales specials, service offers, or custom promotions your dealership chooses. Campaigns are sent to acquired in-market email addresses, reaching active shoppers beyond your existing contact list. Open rates and engagement are tracked after every send so you can measure performance over time.

Social Media Management: Leverage the Positivity of Your Retailer's Brand

Catalyst IQ manages your dealership's Facebook presence from the ground up, starting with a platform audit and optimization to establish a strong foundation. Two weekly posts keep your dealership active and visible. Our team handles all incoming inquiries, engagement, and review responses, so every shopper interaction gets addressed promptly. Leads that come through social are escalated directly to your team, and a dedicated account manager keeps your strategy on track backed by a reporting dashboard that shows how your presence is performing.



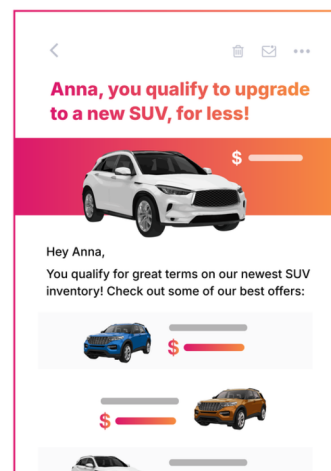
Engage: Turn More Shoppers into Verified Leads

Engage identifies high-intent shoppers using behavioral signals like VDP views, repeat visits, and inventory research to reveal who is preparing to buy. The platform delivers personalized offers, dynamic nurture, and one-tap verified leads directly into your CRM. Dealers gain clearer attribution, stronger follow-up, and a steady stream of quality leads that lift sales across every channel.

Real Results from Engage Customers:

Across 108 dealerships over a 90-day period, Catalyst IQ's Engage platform captured anonymous website shoppers and converted more existing traffic into leads and sales, without increasing ad spend.

- ✦ **78%** of website shoppers identified
- ✦ **133** more leads per month
- ✦ **\$15.03** cost per lead
- ✦ **\$143** cost per sale
- ✦ **3,571** returned shopping sessions per month
- ✦ **14** additional sales per month
- ✦ **Ranked #4** source of website traffic



Ready to Lead Your Market?

Catalyst IQ gives dealers the clarity to understand their market, the control to act on it, and the consultation to turn insight into results.

As a certified Stellantis provider, we bring a full suite of data-connected solutions spanning advertising, SEO, websites, and lead engagement, and custom creative, all working together to help you sell more cars, faster.

SCHEDULE DEMO



"Catalyst IQ has quickly become an integral part of our operations. In a very short time, they were able to increase our VDP views by over 200% and help us hit our highest sales month of the year."

Tom Moore, COO
Morgan Auto Group