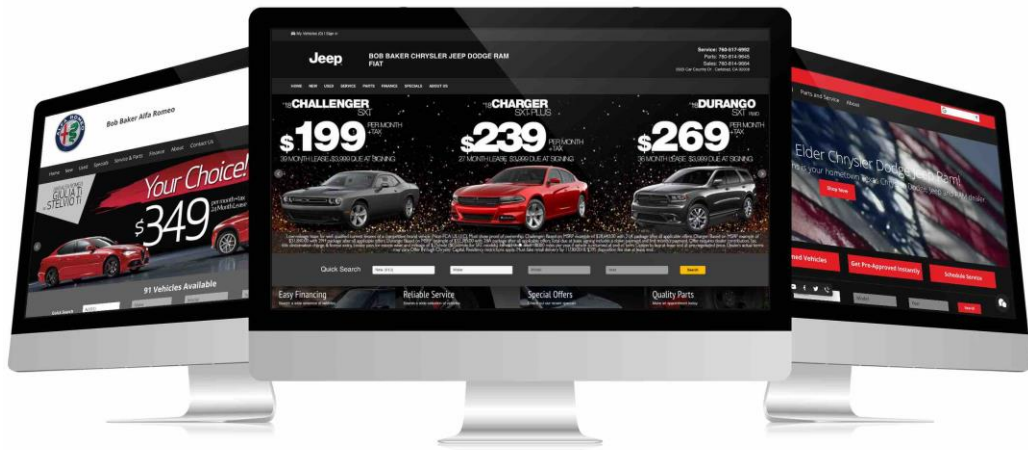


We're an innovative digital agency that combines creative excellence and industry leading talent to redefine the website experience. Taking advantage of the WordPress content management system as our chassis, we're able to focus on developing tools and features that allow dealers to leverage our platform to increase conversion, build brand awareness and support their digital marketing goals. Creating custom designs and responsive themes combined with our concierge, white glove service has been the foundation of who we are.

	MOST POPULAR	
<b>CORE WEBSITE</b>	<b>PREMIUM WEBSITE</b>	<b>PREMIUM PLUS WEBSITE</b>
<b>2 CUSTOM pages/qr.</b>	<b>4 CUSTOM pages/qr.</b>	<b>6 CUSTOM pages/qr.</b>
Great Starting Point	Personalized Experience	Advanced Integrations
<ul style="list-style-type: none"> <li>✓ Fully Responsive</li> <li>✓ Automated Incentives</li> <li>✓ Custom Page Builder</li> <li>✓ High Converting VLP/VDP</li> <li>✓ Concierge Service</li> <li>✓ Website Reporting</li> <li>✓ 1 Custom Content Update</li> </ul>	<ul style="list-style-type: none"> <li>✓ Personalization</li> <li>✓ Exit Intent Popup</li> <li>✓ A/B Split Testing</li> <li>✓ Webtile Specials Builder</li> <li>✓ ReviewPush Integration</li> <li>✓ My Vehicles</li> <li>✓ 3 Custom Content Updates</li> </ul>	<ul style="list-style-type: none"> <li>✓ Custom Development</li> <li>✓ Geofencing</li> <li>✓ Webtile Reporting</li> <li>✓ Competitive Comparison</li> <li>✓ Chat Widget</li> <li>✓ VLP/VDP Lease Widget</li> <li>✓ 5 Custom Content Updates</li> </ul>





### Most Reliable Website Platform

Our platform is built on the most reliable content management system, WordPress and provides a new level of personalization for dealers. This CMS has proven to be a reliable, widely supported and an extremely secure website solution. It is scalable with development flexibility allowing for customization specific to your business needs.



### Responsive Design

Our responsive design allows our website to be accessible across all devices. We recognize that 85% of website traffic comes from mobile devices. Because of this we strive to create the best user experience across all devices, so that the site is consistent and intuitive no matter what device is used to access it. Our responsive design also adheres to best SEO practice requirements set forth by Google, making the dealer's website on our platform both functional and optimized.



### Custom Designed Themes

We appreciate the need for a unique design for each client. In addition to the website templates, we can create a level of customization based on your specific objectives and needs. Simple changes can be made to pre-existing themes to provide individual customization from site to site. As part of your website build process, we provide design consultation with our user experience team to clearly identify direction for your website.



### Concierge Service/ Customer Support

We offer white glove concierge service, providing the best support possible. When an issue arises, you can speak to a real person through a dedicated customer support line. We also employ a multi-tier support system, designed to escalate critical issues for quick turnaround and response time.



### Conversion Optimized VLP & VDP

Our vehicle listing, and vehicle detail pages produce an opportunity for high conversion. These pages are tactically designed and have data-driven content placement for effective utilization of the entire page. Our vehicle listing and detail pages were developed with a digital retailing mindset and have strategically placed call to action buttons with simple but customizable forms. Our vehicle detail pages are also equipped with personalization capabilities, such as similar vehicles, numbers of vehicles viewed and more. Our pages integrate OEM incentives and customizable dealer pricing rules.



### Analytics

Our Analytics Dashboard is user-friendly and offers an easy-to-read interface with data visualization. This dashboard acts as the central point of access for all website performance data. Analytics data tracking begins on the launch date and allows for customization of metrics to meet your specifications.



### Conversion Tools

Our data driven conversion features and tools can be integrated throughout our websites. Some of the tools and features we offer include, SEO value migration, reputation mgmt. notification, competitive comparison pages, video integration and dynamic call tracking and recording (including local numbers) and customizable pricing rules.



### Advanced SEO

Each website is search engine focused and optimized. Our platform is consistently checking and fine tuning your websites optimization. Our page analysis checks for SEO best practices based on a focused keyword and each page or category can have a keyword/brand-specific meta title and description written for it, increasing the customization options on our platform. You can also write specific content for the snippet preview, which allows you to see how the page will display on search results. You can write optimized content that highlights exactly what you want it to, to get more people to click on your website in the search results.

# Web Package Solutions Breakdown

Website Features	Core	Premium	Premium Plus
WordPress Responsive Website	✓	✓	✓
Page Builder	✓	✓	✓
Conversion Optimized VLP and VDP	✓	✓	✓
Inventory Feed Integration	✓	✓	✓
Backend Inventory Management	✓	✓	✓
Analytics Dashboard	✓	✓	✓
Advanced SEO Tool	✓	✓	✓
Meta Titles and Descriptions	✓	✓	✓
Canonical Tags	✓	✓	✓
Google Analytics Integration	✓	✓	✓
Website Design Theme Library	✓	✓	✓
3 <sup>rd</sup> Party Integration and Support	✓	✓	✓
OEM Automated Incentives	✓	✓	✓
Incentives Management Tool	✓	✓	✓
Mega Menu	✓	✓	✓
Secure Credit Application	✓	✓	✓
Service Scheduler	✓	✓	✓
Payment Calculator	✓	✓	✓
Google Translate	✓	✓	✓
Featured Vehicles	✓	✓	✓
301 Redirects for Top Pages	✓	✓	✓
Advanced Website Search	✓	✓	✓
CRM Integration	✓	✓	✓
Lead Management Tool	✓	✓	✓
Promotions Manager	✓	✓	✓
Specials Coupon Builder	✓	✓	✓
Testimonials Builder	✓	✓	✓
Staff Management Tool	✓	✓	✓

Website Reporting	✓	✓	✓
Banner Video Integration	✓	✓	✓
Social Media Integration	✓	✓	✓
Client and Technical Support	✓	✓	✓
Blog	✓	✓	✓
Toll Free Local Numbers (Optional)	✓	✓	✓
Personalization		✓	✓
Exit Intent Popup		✓	✓
A/B Split Testing		✓	✓
Webtile Specials Builder		✓	✓
ReviewPush Integration		✓	✓
My Vehicles		✓	✓
Custom Development			✓
Geofencing			✓
Webtile Reporting			✓
Competitive Comparison (3 models per month)			✓
Chat Widget			✓
VLP/VDP Lease Widget			✓
Custom Content Update (Banners & Specials - per month)	1	3	5
Custom Page Creation (per quarter)	2	4	6

## Website Add-Ons

Geofencing - <b>\$299/mo.</b>
Review Push Integration - <b>\$99/mo.</b>
Competitive Comparisons (3 models per month) - <b>\$199/mo.</b>
Exit Intent Popup - <b>\$149/mo.</b>
Custom Creative (2 pieces per month) - <b>\$149/mo.</b>
Spanish Website Integration (Custom Translation) - <b>\$449/mo.</b>

# Digital Advertising

We will custom build and optimize each PPC campaign offline, in order to achieve the highest possible quality score when we go live. We leverage the industry's most sophisticated bid optimization technology, and our PPC experts will monitor each campaign in real-time. We are **100% transparent** by giving you full access to your campaign and budget spend, so that you can follow your performance throughout the month. There is no gatekeeping; we deliver true data and true results.

Certified PPC Package Solution	Power	Performance	Premium
Custom Campaign Setup	✓	✓	✓
Active Management	✓	✓	✓
Custom Ad Copy	✓	✓	✓
Performance Optimization	✓	✓	✓
Advanced Targeting	✓	✓	✓
Custom Comprehensive Reporting	✓	✓	✓
Display Remarketing		✓	✓
Search Remarketing		✓	✓
Display Advertising			✓
Conquest Targeting			✓

Facebook Advertising	2 Campaigns	3 Campaigns	4 Campaigns
Click to Websites (Carousel or Single Image)	✓	✓	✓
Local Awareness (CPM)	✓	✓	✓
Lead Gen (CPM)	✓	✓	✓
Brand Awareness – Facebook page (CPM)	✓	✓	✓
Offer Claims		✓	✓
Make Level Targeting		✓	✓
Make Level Targeting		✓	✓
Custom Audiences			✓
Instagram			✓
Video (CPV or CPC)			✓
Boosted Post			✓

# Digital Advertising for Commercial Vehicles

## Preferred Commercial Vehicle Agency

Pixel Motion is a boutique digital agency in partnership with Chrysler LLC & BBN Solutions. Our campaigns leverage cutting-edge technology and custom messaging with 100% transparent reporting.

## Strategy

**Audience:** Our placement reaches a narrow demographic and connects you to real business decision makers.

**Effective:** We use best-of-class technology to dynamically bid and give you optimal cost-per-impression.

**Unique:** All creative is customized to your dealership specifications and individual needs.

## Media Tactics

**Display Advertising:** Custom banner campaign to drive B2B visits/leads from pre-selected audience inventory.

**Paid Search:** Custom search ads targeting relevant B2B keywords. Rotating special offers.

## Campaign Pricing

**Light Duty** - \$2,000 (2 sizes, custom reporting, custom creative.)

**Heavy Duty** - \$3,500 (3 sizes, custom reporting, custom creative.)

**Aggressive** - \$5,500 (3 sizes, custom reporting, custom creative. Optional paid search campaign.)

# Search Engine Optimization

SEO is becoming more complex and more human. Google will reward and rank sites that takes human parameters into account, such as reviews, shared content, and true engagement. Pixel Motion will always stay ahead of the curve, by taking organic SEO way beyond meta tags and keyword density.

Certified SEO Package Solution	Power	Performance	Premium	Premium Plus
Analysis & Comprehensive Reporting	✓	✓	✓	✓
Local Keyword Research	✓	✓	✓	✓
Webmaster Tools Setup & Index Submissions	✓	✓	✓	✓
Google Analytics Implementation	✓	✓	✓	✓
On-Site Optimization – Content	✓	✓	✓	✓
Internal Link Building	✓	✓	✓	✓
Content Pieces	1	2	3	4
Website Monitoring		✓	✓	✓
Google, Bing, Yahoo Listing		✓	✓	✓
Blog Set up + Posts		✓	✓	✓
Local Listings Submissions - \$675 Value			✓	✓
Manual Listing Correction			✓	✓
Off-Site Optimization – Manual Linking			✓	✓

# Social Media / Reputation Management

Build a strong brand presence and grow your dealership's community. We develop your social media presence and nurture your customer relationships, past and current. Improve your customer retention, generate leads, and manage your online reputation by partnering with Pixel Motion.

**Branding** - Effectively market who you are and why customers should choose you.

**Reputation Management** - Respond and manage customers talking about your dealership.

**Build Relationships** - Reward existing customers, seek out new customers.

**Lead Generation** – Seek out and engage in-market car shoppers.

Certified Social Package Solution	Power	Performance	Premium	Premium Plus
Monthly Facebook Posts	9	12	18	24
Monthly Monthly Tweets/Retweets	12	18	24	36
Monthly Reporting	✓	✓	✓	✓
Online Reputation Monitoring	✓	✓	✓	✓
Reputation Mgmt Review responses	3	5	10	15
Twitter Sales Outreach		5	10	15
Google + Posts		4	6	12
Boosted Post			4	8
Monthly Google + Follows			15	30
Custom Reports				✓