

# MDCP Parts & Service Digital Advertising Program



- PAID SEARCH
- PAID SOCIAL
- DISPLAY ADVERTISING

## L2T connects dealers with in-market parts and service shoppers.

L2T's best-in-class digital team and customer success team works with your dealership to strategize your parts and service digital marketing plan and help you get results for your business. Innovative digital marketing technology and industry leading partnerships with Google, Meta and Microsoft make it easy for you to drive interest to your parts and service business. With transparent pricing and performance KPIs, L2T is your next-level technology partner to build your parts and service business.

### Platform Products:



#### Paid Search

The most essential step in targeting in-market shoppers.



#### Paid Social

Reach in-market consumers spending time on Facebook and Instagram.



#### Display Advertising

Reach in-market consumers viewing content across the web.

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Work with L2TMedia to select the digital advertising package that will work best to generate more business for your parts and service profit center.

Package Type	Services	Management Fee	Monthly Suggested Budget
Package A	<ul style="list-style-type: none"> <li>• Paid Search</li> <li>• Retargeting</li> </ul>	23%	\$500-\$1,500
Package B	<ul style="list-style-type: none"> <li>• Paid Search</li> <li>• Retargeting</li> <li>• Paid Social</li> </ul>	23%	\$1,000-\$2,000
Package C	<ul style="list-style-type: none"> <li>• Paid Search</li> <li>• Retargeting</li> <li>• Paid Social</li> <li>• Display</li> </ul>	23%	\$1,500-\$2,500+



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