

# YOUR CUSTOMERS' EXPECTATIONS HAVE CHANGED. YOUR MARKETING SHOULD TOO.

DRIVEN BY YOUR VISION. FUELED BY BETTER INFORMATION.

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Today's buyers reveal themselves in many ways. Where they shop, how they search, how much they want to spend. The most cost-efficient way to bring them in and service them is with PureCars digital advertising, merchandising, lead gen and conversion tools -- and PURE™ Insights. With PureCars, everything is in one place, for a flat fee per package, and always powered by PURE Intelligence.

## GREAT FOR THE CUSTOMER. BETTER FOR THE DEALER.

The one constant in automotive is change. From inventory shortages to disruptive online retailers and everything in between. Now more than ever, dealers need to be on top of their game. They need to make decisions quickly in order to adapt and better serve their customers -- and they need data-inspired insights they can rely on to help guide the way. Better information drives better decisions, and better decisions drive better results. Beyond business intelligence, PURE Insights delivers information that is PURE: Proven, Understandable, Relevant & Essential, giving you the competitive advantage you need to thrive in your market.

## BY DEALERS, FOR DEALERS

We go to the source, asking dealers like you what they need to compete in their markets. Our tech and services are designed to fill real dealer needs and help you thrive through challenges presented by a rapidly changing industry.

- ✓ Easily shifts money between media based on demand and ROI
- ✓ Accurate sales predictions for smarter ad buys
- ✓ Incentive driven creative served across all media channels
- ✓ Aligns inventory, market and audience data to sell and service more cars
- ✓ Attribution that clearly connects ad spend to ROs
- ✓ Segment website visitors and create custom audiences to serve more relevant offers

## EVERYTHING IN ONE PLACE

PureCars aligns marketing with your business goals to help you book more service appointments and ROs.

### INTEGRATED DIGITAL ADVERTISING

- ✓ SEARCH
- ✓ SOCIAL
- ✓ VIDEO (FIXED OPS ONLY)
- ✓ DISPLAY & RETARGETING
- ✓ FIXED OPS

### BUSINESS INTELLIGENCE

- ✓ PURE INSIGHTS

### LEAD GEN & CONVERSION

- ✓ ONSITE OFFERS
- ✓ LOCAL ENGAGE



# PURECARS DIGITAL ADVERTISING PLATFORM

PureCars offers Mazda dealers unique packages and pricing options to best fit the needs of every dealer.

MAZDA PARTS & SERVICE PACKAGE A (ENGLISH)	MAZDA PARTS & SERVICE PACKAGE B (ENGLISH)	MAZDA PARTS & SERVICE PACKAGE C (ENGLISH)
<ul style="list-style-type: none"> <li>✓ SEARCH</li> <li>✓ RETARGETING</li> </ul>	<ul style="list-style-type: none"> <li>✓ SEARCH</li> <li>✓ RETARGETING</li> <li>✓ SOCIAL</li> </ul>	<ul style="list-style-type: none"> <li>✓ SEARCH</li> <li>✓ RETARGETING</li> <li>✓ SOCIAL</li> <li>✓ DISPLAY</li> </ul>
<i>Media budget required</i>	<i>Media budget required</i>	<i>Media budget required</i>
<b>\$300</b> /MO    A LA CARTE \$700/MO	<b>\$300</b> /MO    A LA CARTE \$700/MO	<b>\$300</b> /MO    A LA CARTE \$700/MO

## ADD-ONS & A LA CARTE

MAZDA PARTS & SERVICE PACKAGE A (SPANISH)	MAZDA PARTS & SERVICE PACKAGE B (SPANISH)	MAZDA PARTS & SERVICE PACKAGE C (SPANISH)
<ul style="list-style-type: none"> <li>✓ SEARCH</li> <li>✓ RETARGETING</li> </ul>	<ul style="list-style-type: none"> <li>✓ SEARCH</li> <li>✓ RETARGETING</li> <li>✓ SOCIAL</li> </ul>	<ul style="list-style-type: none"> <li>✓ SEARCH</li> <li>✓ RETARGETING</li> <li>✓ SOCIAL</li> <li>✓ DISPLAY</li> </ul>
<i>English Package Required Media budget required</i>	<i>English Package Required Media budget required</i>	<i>English Package Required Media budget required</i>
<b>\$150</b> /MO	<b>\$150</b> /MO	<b>\$150</b> /MO

**+** LOCAL ENGAGE

Optimize Google My Business Listings

*No media budget required*

<b>ADD-ON</b>	<b>A LA CARTE</b>
<b>\$250</b>	<b>\$450</b>
/ MONTH	/ MONTH

**+** ONSITE OFFERS

Global or Targeted Dynamic Offers On Your Website

*No media budget required*

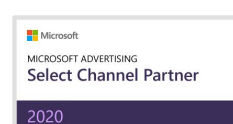
<b>PRICE</b>	Included with any package
<b>\$450</b>	
/ MONTH	

*Packages for New, CPO and Used are available through the Mazda Digital Certified Program.*

**ADDITIONAL SERVICES AVAILABLE**  
\$250 | Display Creative (Set of 3, 4 Sizes)

INVENTORY & MARKET DATA · OPPORTUNITIES · INCENTIVES & ADS · INTEGRATED AD EXECUTION · TRANSPARENCY · PROOF

### OUR PARTNERSHIPS



# TURN DIGITAL MARKETING INTO YOUR UNFAIR ADVANTAGE

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PureCars is an automotive MarTech and FinTech company that's in the business of transforming the way dealers, dealer groups, Tier 2 and Tier 3 providers make decisions that impact their bottom line – from advertising to operations. Everyone claims to have data, but only PureCars has PURE™ Intelligence, giving dealers a competitive edge with information that is PURE: Proven, Understandable, Reliable and Essential. By providing superior information and execution, we give our customers precisely what they need to operate more efficiently, lower their cost per unit sold and win in their market. PureCars has been serving the automotive industry exclusively since 2007. We are a certified digital provider for 15 OEMs in the U.S. and 1 in Canada, compliant with 40+ brands and serve 65 of the top 100 dealer groups in North America.