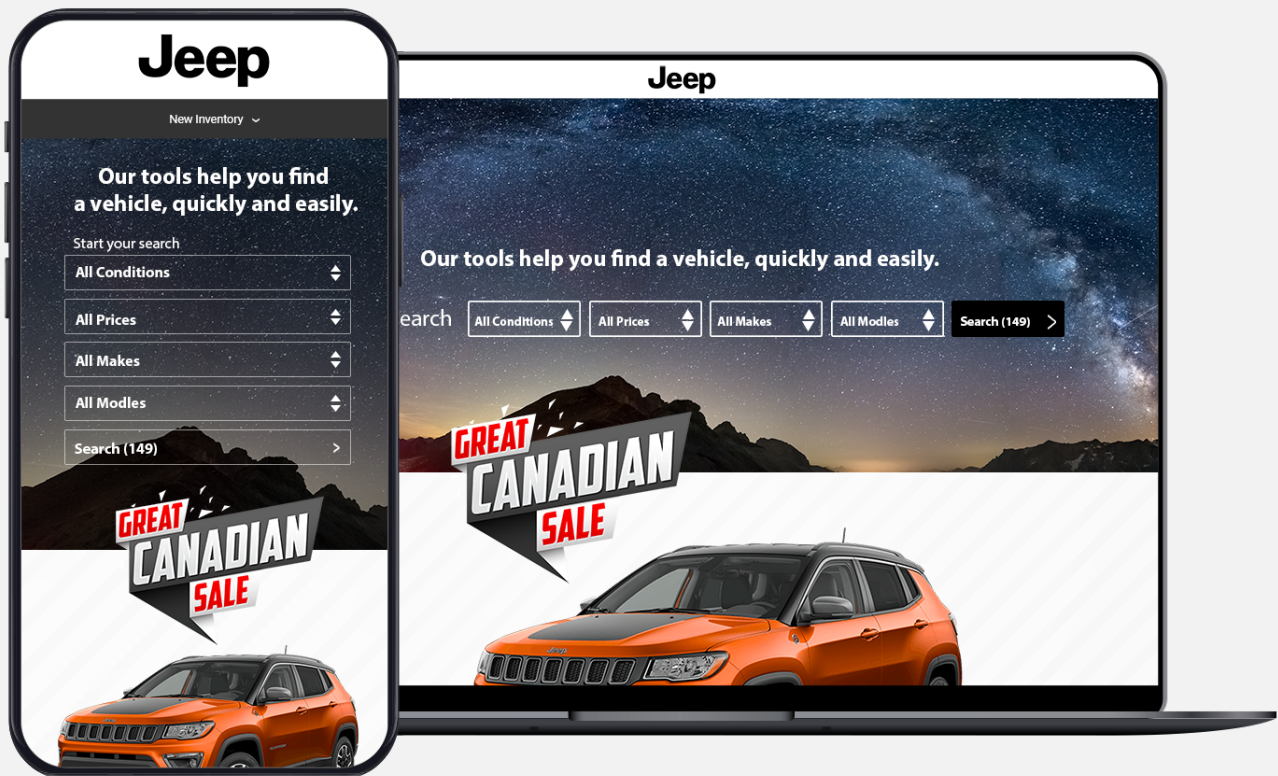








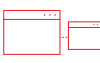
# TAdvantage

## Revolutionize Your Online Presence With a Website Solution Tailored to Canadian Automotive Dealerships

TAdvantage is a premium automotive website that utilizes an effective digital strategy to drive optimal consumer engagement with your inventory. The solution is responsive across desktop, mobile and tablets, to enable a seamless shopping experience for all consumers. You'll gain support from over 400 seasoned digital automotive experts with local service in both English and French.



### KEY FEATURES:

-  Open Source WordPress Platform
-  Responsive Across All Devices
-  Flexible Content Management
-  Personalization Capabilities
-  Mobile Content Management System
-  Custom Search Engine Optimization (SEO) and Local Search Optimization (LSO) Solutions
-  Seamless Cross-Platform Integration with autoTRADER.ca and TRFFK.ca

**KEY DIFFERENTIATORS:**

- Local support in every province
- Mobile CMS via 1-SOURCE, including:
  - Return on Marketing Investment (ROMI) powered by autoTRADER.ca
  - Inventory management
  - Inventory merchandising tools
- CARFAX integration
- Automotive creative service experts to support your design needs
- Real-time website customization and editing

# TAdvantage GOLD

## Level Up Your Website with Advanced Features!

TAdvantage GOLD is powerful and innovative. It provides you with all of the benefits of TAdvantage with the addition of a blend of even more cutting-edge solutions that include automated features to create greater efficiency for your website operations.

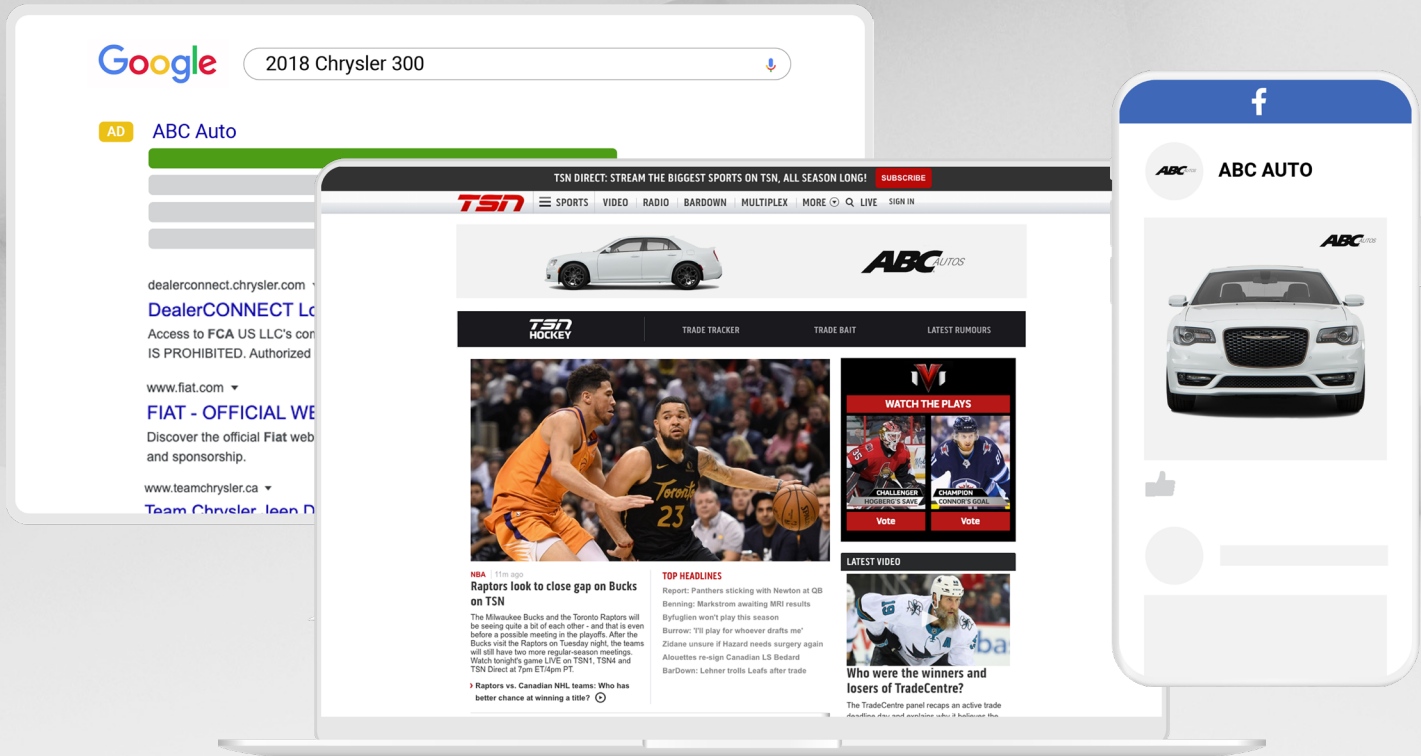
**ADDITIONAL FEATURES INCLUDED WITH TADVANTAGE GOLD:** Video Solutions Branded Overlays Price Builder Video Fusion Promo Builder My Garage

Features	TAdvantage	TAdvantage GOLD
WordPress Integration	✓	✓
Mobile Content Management System	✓	✓
Cross Platform Integration with autoTRADER.ca	✓	✓
Responsive Website	✓	✓
Showroom	✓	✓
Homepage Widgets	✓	✓
Testimonials / Reviews	✓	✓
CarFax Integration	✓	✓
Lead Management	✓	✓
Auto-Responders	✓	✓
Plug-n-Play Supported Third-Party Integrations	✓	✓
Search by Payment/Show Finance Payments	✓	✓
Media Library	✓	✓
SRP/VDP Themes	✓	✓
MegaMenu	✓	✓
Create/Manage Specials Per Department	✓	✓
Blog	✓	✓
Finance Calculator	✓	✓
Pop-Ups	✓	✓
Team's Page	✓	✓
Job/Careers Page	✓	✓
MyGarage		✓
Brand Overlays		✓
Video Solutions		✓
Promo Builder		✓
Video Fusion		✓
Price Builder		✓

# TRFFK.CA

## Drive Traffic to Your Online Lot With TRFFK

Designed exclusively for the automotive sector in Canada, TRFFK is a full-service, data-driven solution to convert traffic into real-time customers. Our team of Canadian automotive and digital marketing experts will work with you to execute customized campaigns across paid search, display, social media and audience retargeting.



### WHAT DOES IT DO?



Target the right person at the right time with the right ad



Target consumers searching for a specific vehicle with highly relevant ads



The ads will display your inventory and lead to your vehicle details page

### HOW DO WE DO IT?



Paid Search



Social Advertising



Display Advertising



Video Advertising

NEW!



Audience Targeting






Dynamic Creative



Robust Reporting



## TRFFK.CA BENCHMARKS FOR FCA DEALERSHIPS

 Search		 Social		 Display	
CPC	<b>\$1.69</b>	CPC	<b>\$0.42</b>	CPC	<b>\$15.39</b>
CPVDP	<b>\$1.88</b>	CPVDP	<b>\$0.44</b>	CPVDP	<b>\$0.83</b>
CTR	<b>0.92%</b>	CTR	<b>3.20%</b>	CTR	<b>0.08%</b>
VDP's	<b>149K</b>	VDP's	<b>419K</b>	VDP's	<b>123K</b>

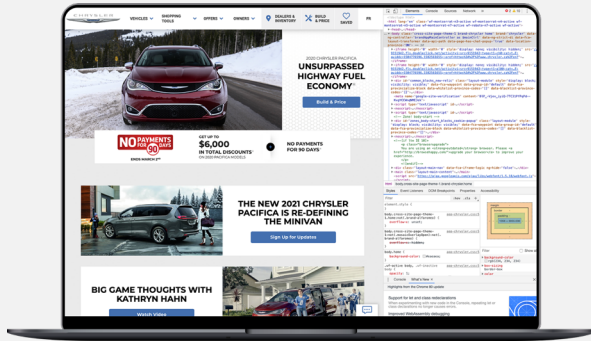


# SEO & LSO

## Advance Your Online Search Presence to Reach Consumers When They're Ready to Buy

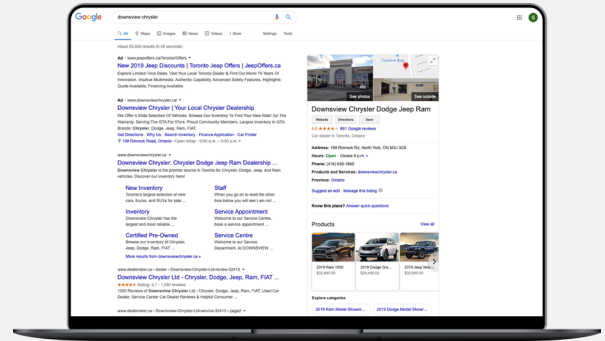
### Search Engine Optimization (SEO)

With the TAdvantage SEO solution, FCA dealers can benefit from a strong SEO strategy and implementation guideline to drive traffic to your dealership website. You'll elevate your online presence over the long term with the support of our team of Canadian automotive SEO experts. Your dealership website will be optimized through every piece of contributed content, while establishing keywords to boost your organic ranking in search engines.



### Local Search Optimization (LSO)

With TAdvantage LSO, you can build prominent exposure in your local market to appear in search results conducted by car buyers near you! We'll help you claim your Google My Business listing to increase visibility and engagement to attract new customers in your immediate area.



#### CUSTOM KEY PAGE COPY

Build authority via unique content on more than just your primary page.



#### GOOGLE MY BUSINESS QUESTIONS & ANSWERS

Let us help you stay on top of replying to consumers inquiries.



#### CUSTOM GOOGLE MY BUSINESS POSTS

Create more Google My Business posts to attract local customers.



#### REPUTATION MANAGEMENT

We'll help manage your reviews to create a favourable public opinion of your dealership.



#### ADDITIONAL LANDING PAGE

Dedicated product pages help consumers find the information they are looking for quickly.



#### SPONSORED CONTENT ARTICLE

Contribute content to third-party automotive blogs, PR or news websites, to drive consumers to your dealership.



#### ADDITIONAL BLOG POST

Increase blog post volume to grow your digital brand and engage with customers.

Features	Search Engine Optimization - Premium	Search Engine Optimization - Standard	Local Search Optimization - Premium	Local Search Optimization - Standard
Google My Business/Bing Places Optimization	✓	✓	✓	✓
Citation Build & Clean	✓	✓	✓	✓
Google My Business Product Collections	✓	✓	✓	✓
Google My Business Posts	<b>Weekly</b>	<b>Weekly</b>	<b>Weekly</b>	<b>Monthly</b>
Department Google My Business Optimization	✓	✓	✓	
Google My Business Review Generation	✓	✓	✓	
Custom Landing Page Creation	<b>Monthly</b>	<b>Quarterly</b>		
Custom Model SRP Creation – 5 models	✓	✓		
Key Page Optimization	✓	✓		
Link Building	✓	✓		
Keywords Tracked	<b>40</b>	<b>20</b>		
Site Speed Optimizations	✓			

Features	New Vehicle Content Marketing - Standard	New Vehicle Content Marketing - Premium
Blog Post	1	2
News Article	1	1

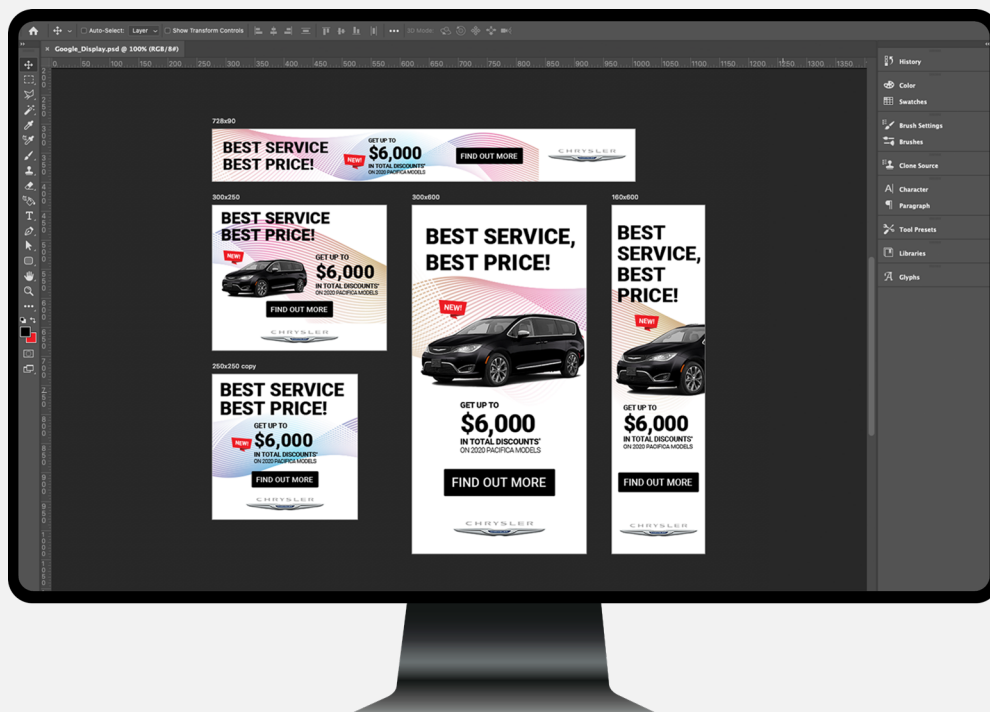
# CREATIVE SERVICES



FCA DIGITAL  
CERTIFIED PROVIDER

## Canadian Automotive Creative Expertise Dedicated to Your Dealership

Attract the attention of online car shoppers with captivating artwork for your dealership's online presence, including display banners for special offers and promotions, customized website headers, unique homepage sliders, and more! Our Creative Services team is available to help add the creative design elements you're looking for when creating custom artwork. They take the time to understand your needs to provide you with the right design expertise. Once your design is ready you can schedule release dates and move forward with confidence!



### WITH CREATIVE SERVICES YOU CAN TAKE ADVANTAGE OF:

- Media assets customized for your dealership needs and the current season
- Access to a Creative Consultant who understands the industry and your dealership website
- Ability to schedule the release of your artwork on any day of the month



### HOW CREATIVE SERVICES CAN HELP:

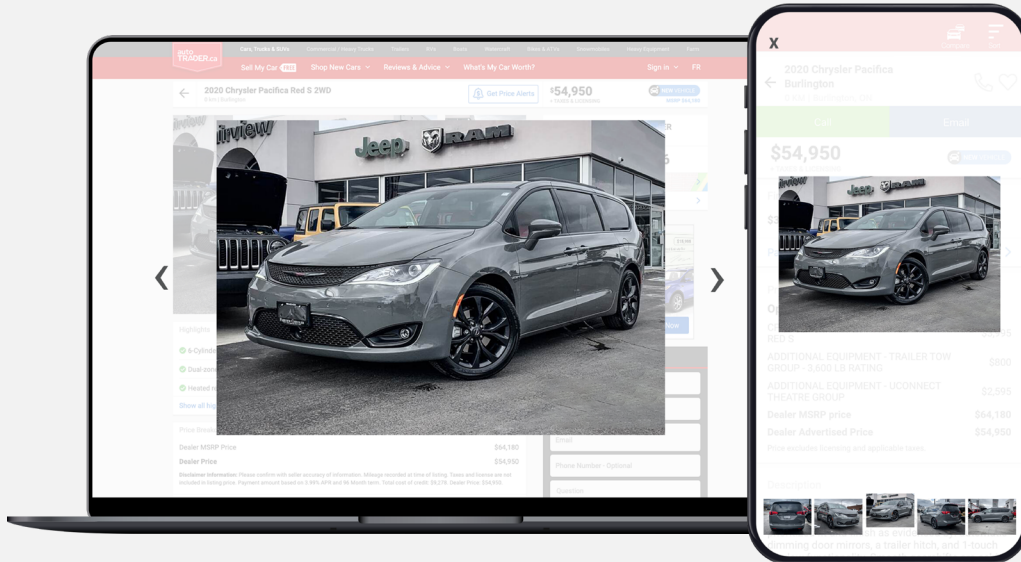
- Your website will always be fresh and current with new content
- Work with usability and design experts to understand how to increase shopper engagement on your website
- Differentiate your dealership by promoting on the lot specials, certified used vehicle offers, seasonal sales, service and parts specials, new model offerings, customer testimonials and more!
- Stylistically align to your brand and in-market campaigns



# CAPTURE SERVICES

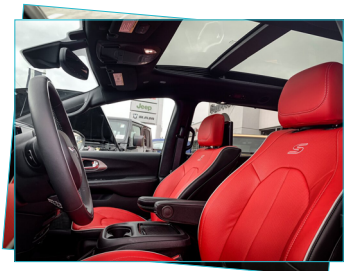
## Blow Past Your Competition and Engage Shoppers with Exceptional Photos of Your Inventory!

With three levels of Capture Services at your fingertips, you are equipped to effectively merchandise your vehicles with real photos, (compared to stock images), and entice shoppers to take action.



### TRADER CAPTURE SERVICE

Don't have time to capture your own vehicles? Our professional photographers will come out and capture up to 15 photos of your vehicles for you! Using the TRADER Dealer App, photos will be captured and synced to autoTRADER.ca directly through the mobile device.



\*Photos loaded into listing will be reduced in resolution to ensure efficient load times but original high-resolution images will be provided to the dealer. \*\* Based on your existing syndication package.



### TRADER PREMIUM CAPTURE

A first-class approach to capturing professional grade photos of your vehicles using trained and experienced photographers and top of the line equipment.

- 14+ branded photos per vehicle in front of your preferred backdrop at your dealership
- Fresh inventory captured weekly by our highly trained professional photographers
- Photos captured using a DSLR with 24.2MP capability to capture every rich detail of the vehicle\*
- Capture images are available to be syndicated\*\*



### TRADER PREMIUM CAPTURE+

An extension of the Premium Capture service, providing professional editing of your vehicles, to produce a superior finish to every photo including a customized background.

- 14+ branded photos per vehicle at your dealership
- Custom designed backgrounds for your inventory
- Fresh inventory captured weekly by our highly trained professional photographers
- Photos captured using a DSLR with 24.2MP capability to capture every rich detail of the vehicle\*
- Capture images are available to be syndicated\*\*