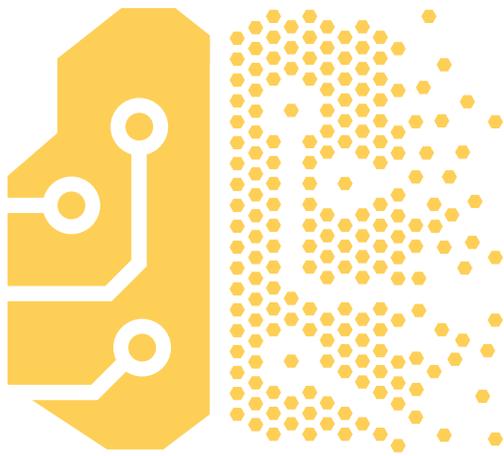


Digital Marketing Solutions Powered by Artificial Intelligence

Our AI platform uses thousands of data points to connect dealers and buyers with personalized campaigns across multiple channels



Accurately identify and target car buyers online to enhance your competitive edge



- Cara identifies and classifies local car buyers according to their likelihood to purchase a car.
- Cara allocates marketing budget to target the highest probability buyers with custom campaigns for every dealership.
- Resulting in higher quality leads and improved efficiency.

Cara automates digital marketing at incredible scale to increase your sales and save you money

269K

unique ads created
per dealership

5.4K

optimizations
per month

\$2.50

average
cost per click

14.6%

new car
conversion rate

Delivering more value for every dollar spent.

15%

increase in sales
from SEM
campaign

2x

increase in
VDP views

#1

click & impression
share

23%

reduction
in CPC

97%

increase in SEM
lead & impression
share

Your dealership is unique and deserves a custom campaign and quality customer service

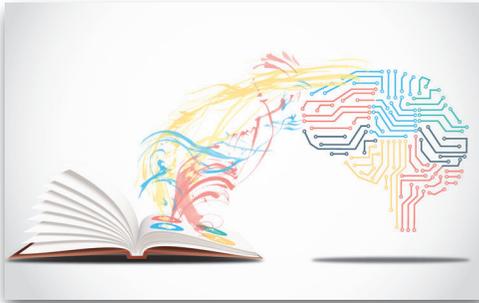
Dedicated Customer Service

A dedicated Customer Success Team to answer any questions you may have and partner with you to respond to changing business objectives.



Continuous Campaign Optimization

Cara, our artificial intelligence platform is on the job 24/7 with all the capability to help you achieve your goals and KPIs.



Complete Transparency

Customized reporting, full summaries of your campaign performance, and complete access to your Google Ads and Analytics accounts so you can log in at any time.



Cara AI Marketing Packages

Your media budget will inform what package is right for your dealership.

	Cara 101	Cara 201	Cara 301
Search (SEM)	✓	✓	✓
Display	✓	✓	✓
Retargeting	✓	✓	✓
Video		✓	✓
Social			✓
Media Budget	\$5,000 - \$7,499	\$7,500 - \$9,999	\$10,000+

We'd love to show you why we're trusted by dealerships across Canada.

FCA DIGITAL
CERTIFIED PROVIDER

 **Carfeine**™

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