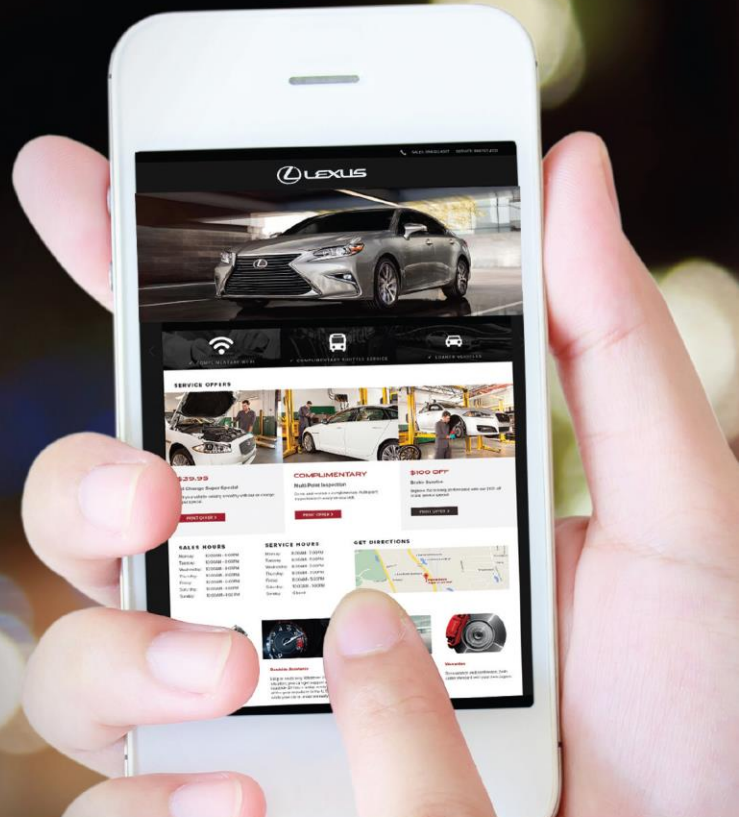


DIGITAL SERVICES

SEM | DISPLAY | SOCIAL | VIDEO

At Affinitiv, our single corporate goal is to partner with our clients to build connected customers for life through smart, agile, datadriven technology solutions. We are proud to offer SEM, Display, Social and Video products as important components of our integrated solutions.



SEM

By executing carefully designed, targeted keyword campaigns and search strategies, we drive relevant traffic to the dealership's landing page. With compelling incentives and value statements, we achieve a higher click thru rate and maximize the consumer's time on site.



Custom Campaigns

Proven to drive the best traffic to your site that's proven more likely to convert and spend with you vs. an independent shop.



Enhanced Website Traffic & Conversions

Designed to capture customers actively searching for Lexus parts, service, and accessories.



Advertise Where Your Customers Are

Search Engine Marketing is the optimal solution to the growing number of automotive-related Google and Bing search queries.



Superior Reporting & ROI Analysis

Every dollar is tracked in a PPC campaign.

Service PPC is a natural evolution of your email and mail campaigns. It is a great way to recapture lost customers (out of warranty customers make up 94% of the conversions) and connect with orphaned along with 2nd and 3rd vehicle owners who have never established a relationship with your dealership.

Dealers can get 30% co-op from Lexus on the SEM product.





DISPLAY ADVERTISING

Affinitiv is uniquely capable of building targeted display campaigns that fit the goals of the individual dealer. Using custom creative and our distinctive targeting capabilities, your ads hit the right people at the right time, serving up the ads on the sites they frequent most.



Real-time Bidding Beyond Traditional Display Networks

Our real-time bidding platform integrates 73+ exchanges and 10+ 3rd party, high quality audience data pools that extend past Google Display Network across web platforms and mobile devices.



Target Custom Audiences

Instead of buying display ads website by website, we buy custom audiences matching the brand and target demographic; then serve the ads on the websites those audiences consume.

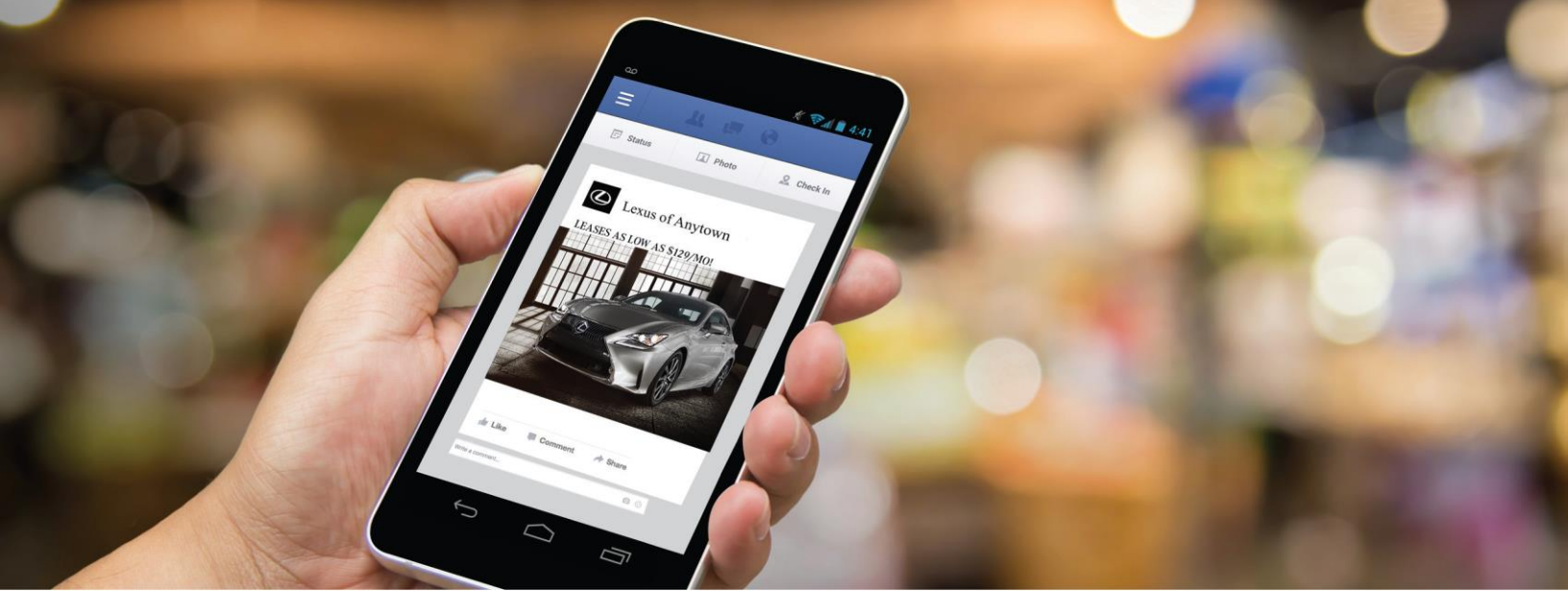


Access to Media Metrics

We have access to real-time media metrics that allow us to make optimization decisions on the fly to continuously improve campaign performance. With a media network that hosts tens of billions of impressions daily at our fingertips, your opportunity for success is limitless.

Affinitiv





SOCIAL MEDIA CAMPAIGN MANAGEMENT

With custom Campaign Management, you get access to a dedicated Social Marketing Strategist who takes control of the management of your digital presence across social marketing platforms to maximize your ability to attract potential buyers.



Find people who share traits and interests with your customers or website visitor

Our team will work to identify new prospect customers who look like your most valuable customers. These people are identified through mapping the traits of people who have recently serviced their vehicle at your dealership and people who have visited your Facebook page or dealership website.



Impact 100% of your customers' journey

Based on social market best practices, follow your customer on their journey, tailoring your message to reap the most engagement at each stage in the cycle.



Analyze what works and continue to scale

Your Social Marketing Strategist monitors your campaign performance to reach your goals at the most effective price. We will provide monthly analytical milestones to help form a clear social marketing strategy for your dealership.

VIDEO

As consumers are spending more time online, their recreational web surfing is exceeding their TV viewing time. According to a recent study by eMarketer, just 4 years ago, consumers spent an equal amount of time surfing the web and watching TV. Today, they have exceeded their TV watching time with the internet by nearly 2 hours. Service shoppers are no exception. Affinitiv helps leverage this eye-catching medium by developing customized content and campaigns.

Affinitiv



PACKAGES

SERVICE	DESCRIPTION	COST		
SEM	Includes: <ul style="list-style-type: none"> • Creative • Launch • Reports • Monthly management fee 	Premium* \$800 - \$999.99	Executive* \$1,000 - \$1,999.99	VIP* \$2,000 or greater
Display / Retargeting	Includes: <ul style="list-style-type: none"> • Creative • Launch • Reports • Monthly management fee 	Premium* \$250 to \$499.99	Executive* \$500 to \$999.99	VIP* \$1,000 or greater
Social	Includes: <ul style="list-style-type: none"> • Facebook Data/Audience Integration • Creative • Launch • Reports • Monthly management fee 	Premium* \$250 to \$499.99	Executive* \$500 to \$999.99	VIP* \$1,000 or greater
Video	Includes: <ul style="list-style-type: none"> • Creative • Launch • Reports • Monthly management fee 	Premium* \$500 to \$999.99	Executive* \$1,000 to \$1,999.99	VIP* \$2,000 or greater

* Final budget amount will be determined with Provider follow up call. Budget includes ad spend + management fee. Lexus will provide 30% co-op support toward SEM ad spend.

