



Certified Provider & 100% DAS Eligible

Dealer Teamwork is 100% DAS approved for Kia dealers! Maximize your full digital marketing potential with Dealer Teamwork and our patented MPOP® technology.

The MPOP® helps dealers merchandise and market vehicle and service offers for digital channels in real-time. Experience digital marketing management like never before with a proven partner!



The MPOP®

Merchandising, **P**ersonalization & **O**ptimization **P**latform

Benefits to Dealers



Better search results



Faster merchandising



No wasted spend



Targeted audiences



More leads



#1 customer support

Digital Marketing Channels & Services



Website & SEO



Search Engine Marketing



Social Media



Offer Generation



Client Services Support

Package Costs	Silver	Gold	Platinum
Dealer monthly cost	\$1,299	\$2,299	\$3,299
One-time set-up fee	\$750	\$750	\$750
Recommended media budget	\$1,000 - \$5,000	\$5,000 - \$15,000	\$15,000+

**Pricing subject to change anytime. Full package breakdown on reverse.*

Website Landing Pages	Silver	Gold	Platinum
New, Used, Service offers landing pages	x	x	x
Model-specific landing pages	x	x	x
New Vehicle body-style landing pages		x	x
Used Vehicle body-style landing pages		x	x
Service loaner landing pages		x	x
Customization / Additional Pages			x
Search Engine Marketing	Silver	Gold	Platinum
Branded, Dealer terms, GEO-targeted campaigns	x	x	x
Make / Model campaigns (New Vehicles)	x	x	x
Used inventory campaigns	x	x	x
Inventory-specific Used Vehicle campaigns		x	x
Fixed Operations / Service campaigns		x	x
Display retargeting		x	x
Dynamic display			x
YouTube campaigns			x
Social Media	Silver	Gold	Platinum
Facebook Ads		x	x
Instagram Ads		x	x
Offer Generation	Silver	Gold	Platinum
Fixed Operations/Service offers	x	x	x
Used Vehicle offers	x	x	x
New Vehicle OEM offers	x	x	x
New Vehicle personalized offers		x	x
Client Services Support	Silver	Gold	Platinum
Monthly reporting	x	x	x
Monthly review & strategy call	x	N/A	N/A
Semi-monthly review & strategy calls		x	N/A
Weekly review & strategy calls			x
Add-On Products	Cost		
Advanced SEO Suite - Premium Edition w/ Premium LSEO Suite	\$3,499/mo + \$1,599 set-up fee*		
Advanced SEO Suite - Core Edition w/ Premium LSEO Suite	\$2,299/mo + \$999 set-up fee*		
MPOP® Powered Google Hosted Local SEO	\$299/mo + \$99 set-up fee		

**Pricing subject to change anytime. Additional website vendor change re-installation set-up fee \$999 (only applies as a one-time fee if you switch website vendors).*