

# KIA SOCIAL



## Be Social and Connect with your Potential Market

Momentum Social combines VIN-specific inventory ads, custom carousel ads, and video and Facebook lead ads to deliver potential buyers from the awareness stage all the way through the decision phase of their car buying journey. Generate awareness, re-target those who've shown interest and convert to highly qualified leads with advanced audience targeting, no matter where they're scrolling.

### BENEFITS

- Various ad formats served at the right time to the right person (e.g., single image, carousel, video, collection, lead ads)
- Dynamic carousel ads serve inventory directly from the site based on user interaction and the specific make and model that they viewed the most on your website
- Engagement-based audiences paired with lookalike audiences that generates a deliberate audience strategy

### CURRENT SOCIAL PRODUCTS

#### Facebook / Instagram

- Dynamic Inventory Ads
- Traffic Video/Image Ads
- Lead Generation (w/ Inventory OR Video/Image)

#### LinkedIn

- Single Image Ads

Monthly Management Fee: 20% (+\$499 Momentum Market Data) \*

\* \$1,000 Minimum Budget Per Campaign