



KIA PACKAGE DETAILS

BRONZE

\$3,179/month

- Digital Marketing & Advertising Strategy
- Dedicated Account Manager
- Adnomics Reporting Platform
- Website Merchandising
- SEO

GOLD

\$7,353/month

- Digital Marketing & Advertising Strategy
- Dedicated Account Manager
- Adnomics Reporting Platform
- Website Merchandising
- SEO
- Integrated Marketing Cloud

PLATINUM

\$8,753/month

- Digital Marketing & Advertising Strategy
- Dedicated Account Manager
- Adnomics Reporting Platform
- Website Merchandising
- SEO
- Integrated Marketing Cloud
- Creative Services

SEARCH ENGINE OPTIMIZATION SERVICES

LOCAL SEO

\$1,200/month

- SEO Content Development From Content Brief (3 per quarter)
- Google Business Profile Posts – Sales (3 per month)
- Google Business Profile Posts – Service (3 per month)
- Content Brief & Optimization Planning for Next 12 Months
- Keyword and Geographic Research
- Internal Linking/Navigation/UX Review and Recommendations

SEO ENHANCED

\$2,475/month

- Annual Content Planning
- Monthly Google Business Profile Posts
- Google Analytics & KPI Setup
- Keyword Analysis & Mapping
- Up to 7 pages of unique, custom content along with citation management is included.
- Monthly Website Accessibility Audit
- Metadata Review & On-Page Optimization

SEO PROFESSIONAL

\$3,500/month

- Strategic planning and implementation of keywords and search queries to assist retailer in obtaining top-ranking pages to convert leads into website visitors and buyers
- Up to 7 pages of unique, custom content along with citation management is included.
- Up to 33 pieces of content/year
- Customers are able to easily find video content online to improve Google search ranking by updating relevant content and tagging.

RETAIL READY PACKAGES

RETAIL READY ESSENTIALS

\$499/month

- Retail Ready Automotive Incentives Platform
- Co-Op Management & OEM, State & Federal Compliance
- Retail Ready Specials (Live in 4 business hours)

RETAIL READY DIGITAL PRO

\$999/month

- Includes everything in Retail Ready Essentials plus:
- Retail Ready Specials (Live in 3 business hours)
- Retail Ready Incentive Carousel (Live in 4 business hours)
- Retail Ready Digital Advertising Creative Assets
- Retail Ready Social Submission App
- Retail Ready QBR

RETAIL READY PREMIUM

\$1,499/month

- Includes everything in Retail Ready Digital Pro plus:
- Retail Ready QBR
 - Third-Party Strategy & Performance Analysis
 - Real-Time Market Share Report
 - Stream Client Experience Planning
- Creative Strategy
(Quarterly/Annual Planning-Brand Positioning)

RETAIL READY PLATINUM

\$1,999/month

- Includes everything in Retail Ready Premium plus:
- Quarterly Fast Start Video & Audio Production

ADD-ON PRODUCTS

SOCIAL MEDIA MANAGEMENT

\$800/month

SOCIAL MEDIA MANAGEMENT ELITE

\$1,100/month

REPUTATION MANAGEMENT

\$899/month

SOCIAL DYNAMIC INVENTORY FEED

\$299/month

WEBSITE MERCHANDISING

\$999/month

INTEGRATED MARKETING CLOUD

\$2,449/month

SHOPPER SUITE ADDITIONAL DIRECT MAIL

\$1.25/piece

AD SPEND FEE BREAKDOWN

PAID-PER-CLICK

Media Spend + 22% Fees

CTV/OTT

20% Fees

DISPLAY ADVERTISING

Media Spend + 22% Fees

ONLINE VIDEO

20% Fees

DIGITAL ADVERTISING PLATFORM FEE

\$175

SOCIAL ADVERTISING

Media Spend + 22% Fees

CONNECTED RADIO

20% Fees