

PORSCHE®

TO BE THE BEST IN YOUR MARKET, CHOOSE THE BEST MARKETING PARTNER

Dominate market share with solutions that drive more sales at lower costs.

Discover a complete customer data and marketing platform for Porsche Centers. Retain more customers, attract better quality leads, convert more buyers and optimize ad spend in the channels that work best for your business. And, do it with a partner that works alongside you every step of the way.



CUSTOMER DATA PLATFORM

Clean, enrich, and capitalize on your customer data.

Your Porsche Center's first-party customer data is a treasure trove of audience insights. Make effective use of it to target the right customers on any outbound marketing channel – with a goal of increasing profitability in sales and service.



DIGITAL ADVERTISING

Maximize ROI and attract quality traffic to your site with the best in digital advertising.

Our powerful ad technology gives you access to search, social, display, connected video, streaming audio and more. With integrated advertising across all channels, we'll drive better results, optimize performance in real-time and reduce ad waste.



MARKET DATA & REPORTING

Dive into insights on your performance – and your competition's, too.

Get the data you need, when you need it with our market data and reporting. You'll get precise insight into ad spend, market demand, competitor performance and more. This insightful data helps you make better marketing decisions and improves advertising ROI.



CONTACT US FOR A DEMO:

purecars.com/porsche · porsche@purecars.com · 877.860.7873

PURECARS CUSTOMER DATA & MARKETING PLATFORM

We offer packaging and pricing options to fit the needs of every Porsche Center:

AUTOMINER	DIGITAL ADVERTISING PACKAGE	ESSENTIAL PACKAGE	PERFORMANCE PACKAGE
<p>CUSTOMER DATA PLATFORM INCLUDES:</p> <ul style="list-style-type: none"> • First-Party Data Consolidation • Monthly Data Cleanse • Ongoing Data Append • Sales & Fixed Ops Email Campaigns • Custom Video Email Campaigns • BDC Call Lists • Strategist Support • Conquest Email Campaigns* • Direct Mail* 	<p>MANAGED MARKETING SERVICES INCLUDE:</p> <ul style="list-style-type: none"> • Search, Display, Social, Video (YouTube), Google Vehicle Ads & Performance Max, PureCars TV (OTT) • Conversion Tools: <ul style="list-style-type: none"> ◦ On-site Offers for dealer website • Digital Strategist Support • Compliance & Co-op • PURE™ Insights • Google Analytics 4 360 ("GA4 360") 	<p>MANAGED MARKETING SERVICES & CUSTOMER DATA PLATFORM INCLUDES:</p> <ul style="list-style-type: none"> • All Digital Advertising Package features • All AutoMiner package features -PLUS- • Streaming Audio Advertising (Spotify) 	<p>MANAGED MARKETING SERVICES & CUSTOMER DATA PLATFORM INCLUDES:</p> <ul style="list-style-type: none"> • ALL Essential Package features -PLUS- • PURE Identity website visitor identification and segmentation • Fixed Ops Digital Advertising • Custom Creative Services - Display, Social, Video (YouTube), Video (OTT) • Local SEO & Google Vehicle Listings
<p>\$2,399/MO *To be quoted</p>	<p>\$2,399/MO Media budget required</p>	<p>\$4,399/MO Media budget required</p>	<p>\$5,899/MO Media budget required</p>

ADD-ONS & A LA CARTE

<p>PURE IDENTITY</p> <p>WEBSITE VISITOR IDENTIFICATION AND SEGMENTATION FOR OMNI-CHANNEL MARKETING</p> <p>ADD-ON \$1,000/MO (AUTOMINER, ESSENTIAL ONLY)</p>	<p>FIXED OPS DIGITAL ADVERTISING</p> <p>PARTS & SERVICE ADVERTISING ACROSS ALL CHANNELS</p> <p>ADD-ON \$350/MO (DIGITAL ADVERTISING, ESSENTIAL ONLY)</p> <p>Media budget required. Channels are budget dependent</p>	<p>STREAMING AUDIO ADVERTISING</p> <p>AUDIO, DISPLAY AND VIDEO ADVERTISING ON SPOTIFY</p> <p>ADD-ON \$350/MO (DIGITAL ADVERTISING ONLY)</p> <p>Media budget required</p>
<p>EMAIL & DIRECT MAIL</p> <p>CONQUEST EMAIL MARKETING AND DIRECT MAIL CAMPAIGNS</p> <p>ADD-ON CUSTOM QUOTED</p>	<p>LOCAL SEO</p> <p>OPTIMIZED GOOGLE BUSINESS PROFILE & VEHICLE LISTINGS INTEGRATION</p> <p>ADD-ON \$695/MO (DIGITAL ADVERTISING, ESSENTIAL ONLY)</p> <p>Listings integration requires inventory data feed</p>	<p>CUSTOM CREATIVE SERVICES</p> <p>CUSTOM CREATIVE ASSETS FOR DISPLAY, SOCIAL, VIDEO (YouTube), VIDEO (OTT)</p> <p>ADD-ON \$1,295/MO (DIGITAL ADVERTISING, ESSENTIAL ONLY)</p>

PURECARS
MEDIA
PARTNERS



ORACLE
Data Cloud

amazon advertising



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