

Why do the top dealers in the industry choose C-4 Analytics?

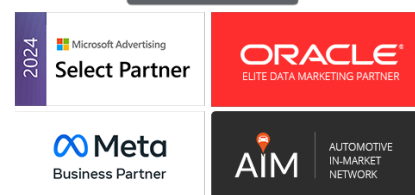
## It's Simple: Leaders Turn To Leaders.

C-4 Analytics® is an award-winning, tech-enabled, analytics-driven automotive digital marketing services company. C-4 Analytics® increases vehicle sales and market share while lowering your cost-per-acquired customer.

C-4 Analytics was the first automotive analytics company and the industry still follows our lead. We have redefined digital dealership marketing by converting customer data into business intelligence that boosts sales and drives market dominance.

We grow market share with fully customized digital campaigns that reduce CPA by identifying and targeting in-market buyers with messaging in the right place at the right time. We use the most sophisticated targeting mechanisms available.

We help Acura dealers manage their entire online presences, including campaign management, paid search, creative services, social media management and reputation management, putting you back in control of every aspect of digital marketing.



# 10:1

Rooftops per Account Manager



# OVER 1000

Google and Industry Certifications Acquired



# 200<sup>+</sup>

of the Most Prestigious Industry Awards



# OVER 10

Billion Ads Served. That's Right, **BILLION**



## Your Unfair Advantages

- ✓ Custom strategies unique to your dealership
- ✓ Standing, weekly, hour-long meetings (*minimum*)
- ✓ Measured by sales, share, cost
- ✓ Guided by OEM Reports
- ✓ 10:1 Rooftops per Account Manager
- ✓ You pay the ad networks directly (Google, Bing, etc.)
- ✓ Every account team member is Google- and industry-certified
- ✓ Digital Reconstruction (Add-on service)
- ✓ Share data sources



## C-4Analytics

Boston | Ann Arbor | Chicago

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