

Work with the best.

C-4 Analytics®

GM DIGITAL Advertising

Leaders turn to leaders. That's why you should turn to C-4 Analytics.

C-4 Analytics' GM Digital Advertising provides dealers with access to our award-winning program, distilled to the essentials. Our Paid Search & Display, SEO, Social and Video Advertising campaigns have a proven history of helping dealers in every market win more and boost ROI. Plus, through our match fund-eligible GM digital advertising offerings, dealers gain access to insights, strategies and support from industry-recognized experts who are the very best at helping dealers become the very best in their markets.

PROVEN SUCCESS

Our reputation speaks for itself. Over the past ten years, C-4 Analytics has helped hundreds of dealers win in their markets and boost their bottom lines.

SOPHISTICATED STRATEGIES

C-4 Analytics provides dealers with the most advanced, sophisticated and hyper-targeted solutions available today.

ACCESS TO EXPERTS

Work with true marketing and analytics experts who'll help you spend smarter and make the most of your match funds.

Work with the best.

C-4Analytics®

www.c-4analytics.com | Boston | Chicago | Ann Arbor | P. 313-636-6346



GM DIGITAL ADVERTISING

Our Paid Search, Social and SEO packages give dealers the flexibility to choose the right set of solutions for their budgets and markets.



DIGITAL BASE

C-4's award-winning program distilled to the essentials. Aggressive paid search and retargeting campaigns that leverage micro-moment builds and our proprietary bidding system for your choice of up to 6 model lines and 6 service campaigns².

PRICING¹

\$2,000
to \$3,999

FEE

\$500
to \$999

DIGITAL PLUS

Build on the basics and capture a wider audience with C-4's customized Display campaigns. Includes all Digital Base elements along with campaigns for up to 12 model lines and access to our proprietary AIM™ (Automotive In-Market) Network.

PRICING¹

\$4,000
to \$5,999

FEE

\$1,000
to \$1,499

DIGITAL PREMIER

Own every digital moment that matters by adding Social Paid Advertising to your Search and Display mix. Build Facebook custom audiences and use remarketing, advanced segmentation and more to boost sales. Includes all Digital Plus elements and advertising for up to all model lines.

PRICING¹

\$6,000
Min. Spend

FEE³

\$1,500
Min. Fee

+

ADD TARGETED DISPLAY ADVERTISING

to Base | \$1,000 MIN. SPEND¹ | \$250 FEE³

Use the most sophisticated targeting, audience and data management in the automotive space – plus access to our AIM™ Network – to deliver highly targeted and effective Display ads.

+

ADD SOCIAL PAID ADVERTISING

to Base or Plus | \$1,000 MIN. SPEND¹ | \$250 FEE³

Aggressive Facebook ad campaigns leverage customer match, remarketing & advanced segmentation to build custom audiences and turn leads into sales.

+

ADD ADVANCED VIDEO ADVERTISING

to Any Package | \$1,000 MIN. SPEND¹ | \$300 FEE³

Highly targeted ads on leading platforms, including advanced pre-roll YouTube TrueView campaigns, capture high commercial intent traffic and boast strong ROI.

PREMIUM SEO CONTENT AND GEO-TARGETING \$1,795

Award-winning SEO strategies capture voice search, informational queries, "near me" searches and hyper-local searches to outrank competitors.

EXPERT SOCIAL MEDIA MANAGEMENT \$1,125

Industry-, brand- and model-specific posts, Facebook page enhancements and reputation management platform that let dealers control the conversation on leading social media platforms.

¹ Pricing indicated is minimum partner pricing. Please contact partner for exact terms and pricing. ² Six service campaigns: Seasonal, Lube-Oil-Filter, Brakes (standalone), Around-the-Wheel, Tires, and Batteries. ³ Package fee pricing is based on 25% or 30% of spend with partner depending on package selected.