



C-4 Analytics is a Full-Service Digital Marketing Agency

Since its inception more than a decade ago, C-4 Analytics has helped hundreds of dealers increase sales, win more market share and spend smarter online. **Now, the most aggressive full-service digital marketing solution in automotive can help even more dealers reach their goals through their new enrollment in the FordDirect AdVantage program.**

What Matters Most:

- **Measured by Sales, Share, and Cost**

We bring real-time strategic marketing that focuses first and foremost on what matters most: increased sales, increased market share, and decreased cost. Our award-winning services go deeper than checking the boxes of all the “me, too” menus of services. We dig deep into data to glean insights that drive strategies and tactics specific to your dealership.

- **We Deploy Custom Strategies Unique to Your Dealership**

C-4 Analytics crafts precisely customized marketing strategies tailored to your dealership's specific needs and market conditions, unlike your competitors' generic approaches. This ensures your marketing efforts are highly effective and relevant, maximizing your budget and giving you a distinct edge in today's competitive automotive landscape.

- **Best Account Teams in the Business**

Your dealership, market, inventory, competitors, and local economy are all unique. We live, breathe, eat and sleep focused on your dealership. Each Account Manager is fully Google Certified, has only 10 rooftops in their portfolio on average, and meets with your team for a standing strategy & update call each week.

- **We Are Not For Every Dealer**

Yes, we said that. So how can we both tell if it could be a good fit? Our best relationships (we have an 89% client retention rate) always include these traits: There has to be a true imperative for growth, and there must be a willingness to communicate closely and openly. If this sounds good to you, then let's talk!

**C-4 Analytics[®]**

Boston | Ann Arbor | Chicago

617-250-8888 /// www.c-4analytics.com

THE C-4 FULL SERVICE SOLUTION:

Real-time Strategic Marketing Programs

From start to finish, C-4 Analytics builds strong campaigns that perform.

Strategic Account Management

Weekly meetings to review results, insights, and ongoing optimization strategies and tactics.

Data and Analytics

See your marketing dollars at work, in real-time.

Business Intelligence

Leverage data to glean actionable insights, creating more effective and efficient campaigns.

Audience Targeting

Find the right people in the right places at the right times.

Search Engine Optimization (SEO)

Boost local organic traffic with mobile-friendly content and keywords.

Search Engine Marketing (SEM)

Actively managed, hyper-targeted, and designed to boost ROI.

Custom Creative

Engaging custom creative designed to boost conversions.

Custom Content Development

On brand, dealer-specific content for high-converting landing pages.

Conversion & Merchandising Optimization

Push high-quality traffic further down the conversion funnel.

Social Media Management

Widen your audience, spend smarter and connect with your customers.

Brand Management

Build your reputation and stand out from your competitors.

Local Search

Defend your turf, outrank your competitors and capture nearby intenders.

Email Marketing

Mobile optimized for lead nurturing and deal closing.

Compliance Management

Our team fully understands compliance requirements and application.

Competitor Targeting

Dominate the competition. Target them before they target you.

Local Business Directory Management

Keep the right information accurate and up-to-date.

Full Website Management

Vendor-neutral to ensure campaigns aren't restricted by templates.

3rd Party Lead Analyses

Maximize costs by using the highest-performing leads.

BDC Consulting

Work with the best, learn from the best.

Vehicle Specials & Incentive Management

Automated management in real-time based on inventory, demand and relevancy.

Mystery Shopping

Unbiased review of the dealers sales process.

Online Reputation Management (ORM)

Monitor, address and rectify customer feedback.



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