



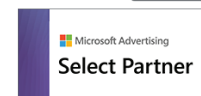
# C-4 Analytics is a Mazda Core Ad Plan Paid Media Provider

C-4 Analytics is a full-scale, AI-driven, advertising and digital marketing services firm representing hundreds of the leading dealerships nationwide. We increase vehicle sales and market share for our dealers while lowering their cost-per-acquired customer.

C-4 Analytics has redefined digital dealership marketing by converting in-market buyer 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 reach with precision and with the most sophisticated targeting mechanisms available.

We help Mazda dealers manage their entire online presence, including paid media campaign management, SEO, creative services, social media management and reputation management, website optimizations, specials & incentives management and more; 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



## C-4Analytics®

Boston | Ann Arbor | Chicago

617-250-8888 /// [www.c-4analytics.com](http://www.c-4analytics.com)

## Packages & Add Ons

### Industry-Leading Digital Dominate Paid Media Campaigns

#### Ongoing Monthly Service

- Paid media campaigns rooted in Google's micro-moment structure and based on over a decade of optimizations, negative keyword research, and more
- Display and Remarketing, including access to C-4 Analytics' proprietary AIM™ (Automotive In-Market) Network and premium data sets
- Video advertising (YouTube, Pre-roll, OTT/CTV)
- Social Media Advertising (Facebook, Instagram, TikTok)
- Access to latest beta & new advertising campaigns from top publishers, including Performance Max with Vehicle Ads, Demand Gen, and more
- Dealers are eligible, but not required, to run optional advanced dynamic inventory campaigns as outlined in the table below (Dynamic Search, Dynamic Display/Remarketing, etc)
- Integrated call tracking (optional add-on)

### C-4 Mazda Digital Foundation Overhaul - ADD ON

#### First Month of Service - One Time Overhaul

The C-4 Analytics Mazda Digital Foundation Overhaul is a one-time service in the first month of partnership with a dealership. It sets the foundation for success in future months by cleaning up a dealership's online presence in areas that are often neglected and in need of optimization. This positions dealers to garner the most ROI from digital marketing campaigns. Key program elements include:

- Comprehensive baseline analysis of SEO needs and opportunities
- Market keyword research, analysis and generation of new Search Engine Optimized content for dealership website, including top-level pages, meta data, schema code, Why Buy page development, anchor link structure overhaul, Google Search Console optimization and more
- Local SEO and select business directory profile claiming, updating and optimization (Google Business Profiles, Bing Maps, etc) with optimized positioning statements
- Establishment of correct Google Analytics profiles, data filtration and bot exclusions, conversionary setup, pixel implementation, tag manager optimization, reporting setup, etc
- Competitor market analysis for on- and off-brand dealers, benchmarking and strategy recommendations
- Weekly mystery shops and initial BDC handling audit and optimizations
- SIMPL™ (Specials & Incentives Management Platform) setup
- Development of target market profiles and segmentation for campaign development
- Organic social media presence clean-up and optimization
- Formation of a custom digital marketing strategy for the Mazda Command package, including custom market media spend proposal based on recent sales by zip, pump-in/pump-out data, and similar market reports

### **C-4 Digital Dominate Full Service & SEO Package - ADD ON** **Ongoing Monthly Service**

The C-4 Analytics Mazda Command Package strategies developed in month two and beyond will be tailored specifically to each dealership's market, needs, and goals.

Throughout the Digital Dominate program, our team of Google-certified experts will actively monitor, optimize and report on your campaigns to deliver maximum ROI. The cornerstone of our success is rooted in standing, weekly, hour-long strategy calls with dedicated account teams from C-4 Analytics' Client Services department, backed by in-house, industry-leading strategy teams across paid media, SEO, social and creative disciplines. High-level package services include, but are not limited to:

#### **Advanced SEO:**

- Customized landing page development for models, fixed ops, inventory, financing/specials, voice search and more
- Sophisticated geo-targeting designed to generate actionable organic traffic
- Mobile-first meta information, keyword strategies and voice search/"near me" optimizations
- Custom schema code buildouts and technical site optimization recommendations
- Keyword and analytics reporting for organic traffic and conversions

#### **SIMPL™ (Specials and Incentives Management Platform)**

- Custom on-site new vehicle specials pages
- Dynamic specials integration within paid media campaigns

#### **On-site Conversion & Merchandising Optimization**

#### **Organic Social Media Management**

#### **Off-Brand Conquest Campaigns**

#### **Custom Creative Services**

- Landing page development for campaigns
- On-site banner and slide creative

#### **BDC Consultation & Mystery Shopping**

#### **Online Reputation Management**

#### **Third Party Lead Analyses**

#### **Enterprise Data Analysis, Business Insights & Reporting with dedicated weekly support & strategy calls**

#### **Other Add-ons can include:**

- Video production packages
- Dynamic call tracking
- Dynamic search & display capabilities
- Polk data options

**Contact your Mazda Representative for Pricing and Enrollment Details.**