



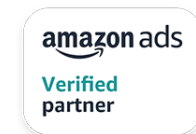
C-4 Analytics Is an Official Hyundai Dealer Marketing Program Provider

Since our inception more than 15 years ago, C-4 Analytics has helped hundreds of Hyundai dealers move more metal, increase market share and spend smarter online. We're proud to now be an official Hyundai Dealer Marketing Program Provider, which means it's easier and more cost-effective than ever for Hyundai dealers to leverage the most aggressive and efficient digital marketing in automotive.

Hyundai dealers who choose C-4 Analytics as their Hyundai Dealer Marketing Program provider aren't just signing up for another vendor: they're choosing a **true business partner**. Our team has the tools, training and technology required to develop truly customized marketing campaigns designed for your specific goals, inventory and market.

We provide operational insights and business intelligence that help Hyundai dealers convert the traffic and leads we generate into service appointments and sales. Plus, we measure our success the same way you do: in **sales, market share and costs per acquired customer**.

Explore our selection of digital advertising packages, then sign up with C-4 Analytics to start seeing bottom-line results. Not sure which advertising package is right for you? We'd be happy to perform a free digital analysis that can help inform your decision.



Why Choose C-4 Analytics:

Proven Expertise: C-4 Analytics has a strong track record of delivering impactful digital marketing solutions for dealerships, with a focus on tangible business outcomes.

Hyundai Program Alignment: We are an approved vendor within the Hyundai Dealer Marketing Program, ensuring seamless integration with OEM initiatives and access to co-op funds.

Data-Driven Strategies: Our approach is rooted in data analysis and insights, allowing for highly targeted campaigns that reach the right customers at the right time.

Comprehensive Solutions: C-4 Analytics offers a range of digital marketing services, including SEO and Video Advertising, designed to enhance your online presence and drive sales.

Dedicated Team: C-4 Analytics provides expert account management with ongoing communication and support.

Standard and Dealer Group Packages

SILVER PACKAGE

Everything Hyundai dealers need to dominate their markets:

Account Services

Our Google-Certified Account Leads have the time, training and layers of support needed to provide detailed, customized campaigns designed for your specific goals, inventory and market.

SEO (Month 1)

Our SEO overhaul will position your dealership to rank organically in both traditional and generative search results through comprehensive website analyses and optimizations.

SEO (Month 2+)

Outrank local competitors and drive quality organic leads to your website through continuous on-site optimizations, customized content creation, off-site initiatives and SEO reporting.

SEM & Retargeting

Your advertising spend goes further with our award-winning paid media campaigns, which are built on 15-plus years of optimizations and engineered to maximize ROI.

Vehicle Ads

Our Google Vehicle Ads and Microsoft Auto Ads campaigns use advanced targeting methods to cost-effectively promote your entire inventory and drive low-funnel leads directly to your VDPs.

Social Media Advertising

Paid social advertising across Facebook, Instagram, TikTok and other platforms helps you attract emerging buyers and turn online interest into actionable leads.

GOLD PACKAGE

All Silver Package Services, PLUS:

Display Advertising

Powered by our exclusive Automotive In-Market (AIM)™ Network, our display advertising campaigns leverage premium audiences to identify and engage with in-market shoppers.

Performance Max Campaigns

C-4 Analytics' Performance Max (PMax) campaigns maximize your online visibility to ensure customers from across the funnel see your messaging in the right places at the right times.

Video Advertising

Connect with potential buyers through targeted video advertising on YouTube. Our customized video campaigns are built to drive engagement and resonate with in-market Hyundai intenders.

Packages Cont.

PLATINUM PACKAGE

All Silver and Gold Package Services, PLUS:

OTT/CTV/Digital Audio

Engage in-market buyers with our OTT (Over-the-Top), CTV (Connected TV), and digital audio advertising solutions. Our strategic placements and tailored messaging ensure your dealership stands out, enhancing brand awareness and engagement among potential Hyundai buyers. If needed, our optional V-4™ Video Platform provides in-house digital video production based on your dealership's monthly incentives (restrictions apply).



Add-On for Any Package: V-4™ Video Platform

C-4 Analytics' V-4™ Video Platform allows dealers to leverage our in-house digital production capabilities. This program add-on includes creative assets and video production for up to five, 15-second, mobile-friendly model videos per month. These videos are based on your monthly incentives and can be updated with new incentives once per video per month.

**C-4Analytics**

Boston | Ann Arbor | Chicago

Call 617-250-8888 to schedule a demo or to enroll in the program. /// www.c-4analytics.com