

# C-4 Analytics is a Subaru Certified Paid Search Program Provider

C-4 Analytics® is an award-winning, tech-enabled, analytics-driven, full-service automotive digital marketing 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 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 Subaru 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**



## C-4Analytics

Boston | Ann Arbor | Chicago

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

# Packages & Pricing

## C-4 Subaru Digital Foundation Reboot

**First Month of Service - One Time Overhaul - \$9,888**

The C-4 Subaru Digital Foundation Reboot 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 Places, 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 Subaru Command package, including custom market media spend proposal based on recent sales by zip, pump-in/pump-out data, and similar market reports



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## C-4 Subaru Command Package A

**Ongoing Monthly Service - Retainer: \$3,888 + 20% of advertising spend**

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

Throughout the Phase II process, our team of Google-certified experts will actively monitor, optimize and report on your campaigns in order 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:

### VIP 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

### Industry-Leading Paid Media Campaigns:

- Paid Search rooted in Google's micro-moment structure and based on over a decade of optimizations, negative keyword research, etc.
- Display and Remarketing, including access to C-4 Analytics' proprietary AIM™ (Automotive In-Market) Network and premium data sets
- Video Advertising (Pre-roll, OTT/CTV)
- Social Media Advertising (Facebook, Instagram, TikTok, Snapchat)
- Access to betas and new advertising campaigns from top publishers, including Performance Max with Vehicle Ads, Demand Gen and more

### 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

### Custom Creative Services

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

### Organic Social Media Management

### BDC Consultation & Mystery Shopping

### Third Party Lead Analyses

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

## C-4 Subaru Command Package B

**Ongoing Monthly Service - Retainer: \$4,888 + 20% of advertising spend**

Includes all of Package A, plus our Off-Brand Conquest Platform:

### Off-Brand Market Targeting

### In-Market Buyer Targeting

### AIM™ (Automotive In-Market) Network Targeting

### Conquest Lead Intercept Targeting

### Custom Geo-Targeting

### Custom Conquest Creative

### Platform Display Management

### Detailed KPI Reporting