



To be the best in your market, choose the best marketing partner.

Dominate market share with solutions that drive more sales at lower costs.



Reach new shoppers and nurture existing clients through an omni-channel advertising approach combined with the power of the best customer data platform in the industry.



Customer Data Platform

Clean, append, and capitalize on your dealership's customer data.

Your dealership's first-party customer data is a treasure trove of audience insights. Make effective use of it to target the right customers on any outbound marketing channel – with a goal of increasing profitability in sales and service.



Digital Advertising

Maximize ROI and attract quality traffic to your site with the best in digital advertising.

Our powerful ad technology gives you access to search, social, display, connected video, streaming audio and more. With integrated advertising across all channels, we'll drive better results, optimize performance in real-time and reduce ad waste.



Market Data & Reporting

Dive into insights on your performance – and your competition's, too.

Get the data you need, when you need it with our market data and reporting. You'll get precise insight into ad spend, market demand, competitor performance and more. This insightful data helps you make better marketing decisions and improves advertising ROI.



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MAIN PACKAGES

PureCars Customer Data & Marketing Platform

We offer packaging options to fit the needs of every Acura dealer:

Tech Package

Includes:

- Search, Display, Social, Video (YouTube), Google Vehicle Ads & Performance Max, Streaming Audio, PureCars TV (OTT)
- Digital Strategist Support
- PURE™ Insights
- Google Analytics 4 360 ("GA4 360")

Media budget required

A-Spec Package

Includes All Tech Features, Plus:

- Customer Data Platform
 - First-Party Data Consolidation
 - Data Cleansing & Enrichment
 - Marketing Strategist Support
 - Sales & Fixed Ops Email Campaigns
 - BDC Call Lists

Media budget required

Advance Package

Includes All Tech & A-Spec Features, Plus:

- Fixed Ops Digital Advertising
- Custom Creative Services - Display, Social, Video (YouTube), Video (OTT)
- Local SEO & Google Vehicle Listings

Media budget required

ADD-ONS & A LA CARTE

Fixed Ops Digital Advertising

Parts & Service Advertising Across All Channels

Media budget required*

(Tech, A-Spec Only)

Local SEO

Optimized Google Business Profile & Vehicle Listings Integration

No media budget required**

(Tech, A-Spec Only)

Custom Creative Services

Custom Creative Assets: Display, Social, Video (YouTube), Video (OTT)

No media budget required

(Tech, A-Spec Only)

*Enhanced Fixed Ops channels are media budget dependent. **Vehicle Listings integration requires inventory data feed.

MEDIA PARTNERS

Meta
Business Partner



amazonadvertising

ORACLE
Data Cloud



2024 Microsoft Advertising
Select Partner

Bing



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