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

IMR APPROVED TURNKEY PRODUCT

CHEVROLET BUICK GMC CADILLAC

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.

PURECARS

purecars.com/gm

gm@purecars.com

877.860.7873

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MAIN PACKAGES

PureCars Customer Data & Marketing Platform

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

GM Base

Includes:

- Search
- Retargeting
- Fixed Ops
- Digital Strategist Support
- PURE™ Insights
- Google Analytics 4 360 ("GA4 360")

Minimum Spend: $4,750

GM Plus

Includes:

- Search
- Retargeting
- Display
- Fixed Ops
- Digital Strategist Support
- PURE™ Insights
- Google Analytics 4 360 ("GA4 360")

Minimum Spend: $6,500

GM Premier

Includes:

- Search
- Retargeting
- Display
- Social
- Fixed Ops
- Digital Strategist Support
- PURE™ Insights
- Google Analytics 4 360 ("GA4 360")

Minimum Spend: $8,250

ADD-ONS & A LA CARTE

AutoMiner

Customer Data Platform

- First-Party Data Consolidation
- Data Cleansing & Enrichment
- Marketing Strategist Support
- Fixed Ops Email Campaigns
- Custom Video Email Campaigns
- BDC Call Lists
- Campaign ROI Reporting
- Conquest Email Campaigns*
- Direct Mail*

No media budget required

Social

Efficient Lead and Traffic Ads On Facebook & Instagram

Minimum Spend: $1,000

Display

Dynamic Ads Based on Inventory and Incentives, Powered by Enhanced Audiences

Minimum Spend: $1,000

Video

Video on YouTube, the 2nd Largest Search Engine

Minimum Spend: $1,000

Local SEO

Optimized Google Business Profile & Vehicle Listings Integration

*No media budget required***

PURE Identity

Website Visitor Identification and Segmentation for Omni-Channel Marketing

Requires AutoMiner subscription

Connected TV

TV for a Fraction of the Cost, Across the PureCars TV Network

(DV360, Amazon, Disney+/Hulu, Spotify)
Minimum Spend: $2,500

Commercial Plus Up

Promote Your Commercial Vehicles Across Search, Display/Retargeting, Social

Minimum Spend: $1,000 per channel, i.e. $3,000 for all tactics; Search required

Email & Direct Mail

Conquest Email Marketing And Direct Mail Campaigns

*Fixed Ops channels are media budget dependent. **Vehicle Listings integration requires inventory data feed.
Enrollment in the GM Commercial Plus Up Package AND/OR any a la carte product requires enrollment in one of the GM Digital Advertising Packages (Base, Plus or Premier).
GM Commercial Plus Up available for Chevrolet and GMC Business Elite Dealers.*

MEDIA PARTNERS

Meta Business Partner · Google Partner Premier 2024 · amazonadvertising · Oracle Data Cloud · Elite Auto Data Marketer · 2024 Microsoft Advertising Select Partner · Spotify · Disney · hulu

PURECARS

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