# 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 omni-channel advertising that's powered by advanced shopper insights. With PureCars, Hyundai dealers can stay competitive in a crowded market by delivering the right message at the right time across every channel—search, social, video, display, and more. Our platform helps you not only attract new buyers but also retain and engage your current customer base with precision and efficiency.

## 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.

## 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.

PURECARS

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## MAIN PACKAGES

# PureCars Marketing Platform

We offer packaging and pricing options to fit the needs of every Hyundai dealer:

### ★ Silver

**Includes:**

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

*Media budget required*

### Gold

**Includes:**

- Paid Search
- Performance Max
- Paid Social
- Video
- Display
- Digital Strategist Support
- PURE™ Insights
- Google Analytics 4 360 ("GA4 360")

*Media budget required*

### Platinum

**Includes:**

- Paid Search
- Performance Max
- Paid Social
- Video
- Display
- OTT
- CTV
- Digital Audio
- Digital Strategist Support
- PURE™ Insights
- Google Analytics 4 360 ("GA4 360")

*Media budget required*

## ADD-ONS & A LA CARTE

### Fixed Ops Digital Advertising

**Parts & Service Advertising Across All Channels**

*Media budget required**

(Silver, Gold, Platinum)

### The AutoMiner, CDP

**First-Party Data Consolidation Data Cleansing & Enrichment, Sales & Fixed Ops Email Campaigns**

(Silver, Gold, Platinum)

### PURE Identity

**Website Visitor Identification and Segmentation for Omni-Channel Marketing**

*No media budget required*

(Silver, Gold, Platinum)

### Custom Creative Services

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

*No media budget required*

(Gold, Platinum)

## MEDIA PARTNERS

Meta Business Partner · Google Partner Premier 2026 · amazonadvertising · 2025 Microsoft Advertising Select Partner · Bing · Spotify · Disney · hulu

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