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

Dominate market share with solutions that drive more ROs and build long-term retention.



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/mini

mini@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 dealer:

Aftersales Digital Advertising

Managed Advertising Services for Fixed Ops Includes:

- Search, Display, Social, Video (YouTube), Google Vehicle Ads & Performance Max, PureCars TV (OTT)
- Conversion Tools:
  - On-Site Offers for dealer website
- Digital Strategist Support
- Compliance & Co-op
- PURE™ Insights
- Google Analytics 4 360 ("GA4 360")

Media budget required
Minimum of two channels

Aftersales Essential Package

Managed Advertising Services for Fixed Ops Includes:

- Search, Display, Social, Video (YouTube), Google Vehicle Ads & Performance Max, PureCars TV (OTT)
- Conversion Tools:
  - On-Site Offers for dealer website
- Digital Strategist Support
- Compliance & Co-op
- PURE™ Insights
- Google Analytics 4 360 ("GA4 360")

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Customer Data Platform Includes:

- 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*

Media budget required, Minimum of two channels
**Additional; to be quoted*

ADD-ONS

Conquest Email

Conquest Email Marketing for Service

Direct Mail

Direct Mail Marketing for Service

- Increase CPRO volume and dollars per RO
- Maximize your CRM/first-party data to expand your reach
- Win back lost customers and increase recall work
- Improve service retention
- Drive more service-to-sales leads
- Book more service appointments

MEDIA PARTNERS

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

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