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

PORSCHE®



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/porsche porsche@purecars.com 877.860.7873

© 2024 PURECARS. ALL RIGHTS RESERVED.

MAIN PACKAGES

PureCars Customer Data & Marketing Platform

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

AutoMiner CDP

Customer Data Platform Includes:

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

**Additional; to be quoted*

Digital Advertising

Managed Advertising Services 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

Essential Package

Customer Data Platform & Advertising Services Includes:

- All Dig Ad Package features
- All AutoMiner CDP Package features

-PLUS-

- Streaming Audio Advertising (Spotify)

BUNDLE & SAVE!
Save $399 when you bundle the AutoMiner CDP & Digital Advertising

Media budget required

Performance Package

Customer Data Platform & Advertising Services Includes:

- ALL Essential Package features

-PLUS-

- PURE Identity website visitor identification and segmentation
- 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

PURE Identity

Website Visitor Identification and Segmentation for Omni-Channel Marketing

(Autominer, Essential Only)

Local SEO

Optimized Google Business Profile & Vehicle Listings Integration

Listings integration requires inventory data feed.

(Digital Advertising, Essential Only)

Fixed Ops Digital Advertising

Parts & Service Advertising Across All Channels

Media budget required. Channels are budget dependent.

(Digital Advertising, Essential Only)

Streaming Audio Advertising

Audio, Display and Video Advertising on Spotify

Media budget required.

(Digital Advertising Only)

Custom Creative Services

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

(Digital Advertising, Essential Only)

Email & Direct Mail

Conquest Email Marketing And Direct Mail Campaigns

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

PURECARS

purecars.com/porsche · porsche@purecars.com · 877.860.7873

© 2024 PURECARS. ALL RIGHTS RESERVED.