



NO ONE KNOWS YOUR CUSTOMERS—OR HOW TO MATCH THEM WITH THE PERFECT CAR—BETTER THAN YOU.

CDK Global stretches your digital advertising dollars with high-end designs and customized, targeted solutions—converting more shoppers into buyers and selling more cars.

With CDK, you can:

- Accurately forecast your advertising budget with customizable options and predictable pricing.
- Use digital advertising to reach customers on their favorite sites.
- Get in front of shoppers that are ready to buy
- Stretch your advertising dollars with a cross-channel approach and plans that get results.
- Get the personalized service you deserve.
- Stand out from your competition with eye-catching, professionally-branded agency creative.

GOLD

Drive traffic with Mazda creative that can be turned on quickly across **search and display** networks—for all the cars on your lot.

PLATINUM

Add to Gold package capabilities with dealer-specific branding and messaging, as well as support for channels like **Facebook** and strategies like **conquesting** other brands. Use **model-specific** strategies to focus advertising on particular vehicles while supporting your entire business.

DIAMOND

Tell your story. Sell more cars. Take advantage of all the advertising resources **CDK** has to offer for vehicle sales. Get your message out through all Gold and Platinum capabilities, extending your TV and radio advertising to **video pre-roll**, and **Pandora audio advertising**.

	GOLD	PLATINUM	DIAMOND	
	\$849 + Actual Media Spend	\$1699 + Actual Media Spend	\$2499 + Actual Media Spend	
CREATIVE				
	●	●	●	Ready-to-use Mazda creative
	●	●	●	Dealer name and model keyword search
		●	●	Custom search and display campaigns
		3	5	Custom banner ad sets
STRATEGIES				
	●	●	●	New/used vehicle-based strategies
		●	●	Dealer custom strategies (conquesting, dealer events)
		●	●	Model-specific focus (new year launch, year-end sell down)
SERVICES/SUPPORT				
	●	●	●	Expertise from our team of Certified Analysts
		●	●	Dedicated Digital Advertising Analyst (DAA)
			●	Quarterly advanced consultation
MULTI-CHANNEL OPTIONS				
	●	●	●	Desktop and mobile paid search
	●	●	●	Behavioral targeting
	●	●	●	Retargeting across thousands of sites
		●	●	Mobile and desktop premium auto site advertising
		●	●	Facebook advertising (leveraging Dealership data)
			●	Video pre-roll
			●	Pandora audio advertising

For more information, please visit www.MazdaDigitalMarketing.com

