

Digital Certified Advertising Program



	Core Package	Pro Package	Premium Package
Digital Advertising Pricing & Packaging	\$749/Month	\$1,099/Month	\$1,699/Month
Dynamic Inventory Based Mazda Search Marketing	X	X	X
Dynamic Inventory Based CPO Search Marketing	X	X	X
Custom Conquest Campaign	X	X	X
Geo/Local Campaign	X	X	X
Market Protection Search Marketing	X	X	X
Dynamic Call Tracking* (w/ weekly call tracking reporting)	X	X	X
Advanced Executive Digital Marketing Dashboard	X	X	X
Dedicated Certified Account Strategist	X	X	X
Dealer Brand & Promotional Remarketing		X	X
Dynamic Inventory Based VDP Remarketing		X	X
Behavioral/Programmatic Display Advertising			X
1-Set Display/Remarketing Banner Creation p/mo.			X
YouTube Video Pre-Roll Campaigns**			X

	Package A	Package B	Package C
Add-On Packages	\$349/Month	\$549/Month	\$749/Month
Used Car Custom & Dynamic Search Marketing	X	X	X
Dynamic Inventory Facebook Advertising	X	X	X
Display Advertising Banner Creation	(1 Additional Set per Month)	(2 Additional Sets per Month)	(3 Additional Sets per Month)
Custom Landing Page Creation		(1 Page per Month)	(2 Pages per Month)
Service & Parts Custom Search Marketing			X
Service & Parts Remarketing			X
Service & Parts Display Advertising			X

*Plus Usage

**Dealer Must Provide Video

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