



TAdvantage



Website + Digital Advertising Packages & Pricing

Digital Advertising

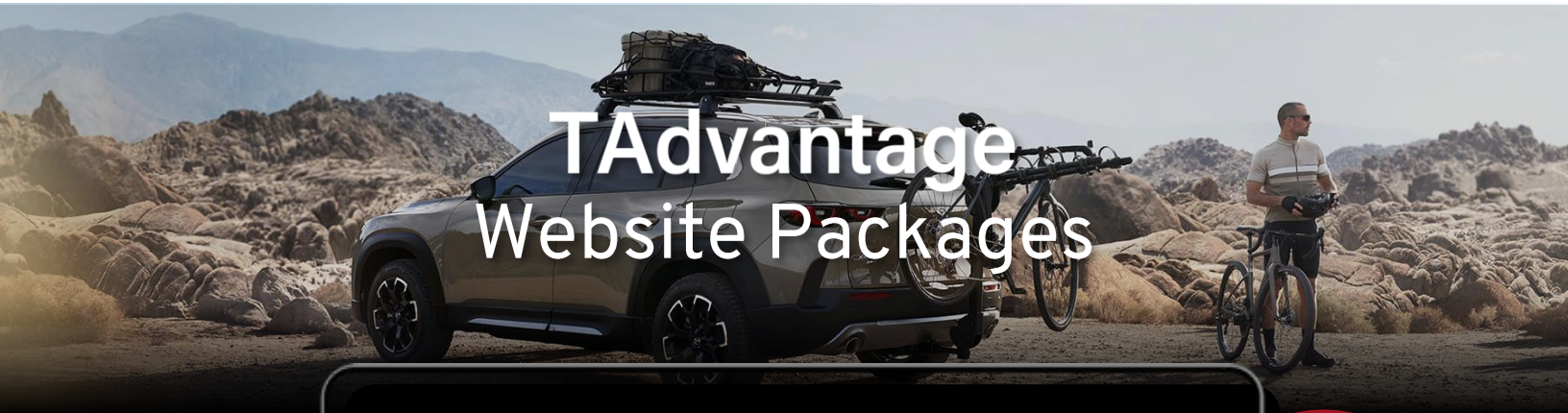
Influence
through AI-driven digital marketing

Website Solutions

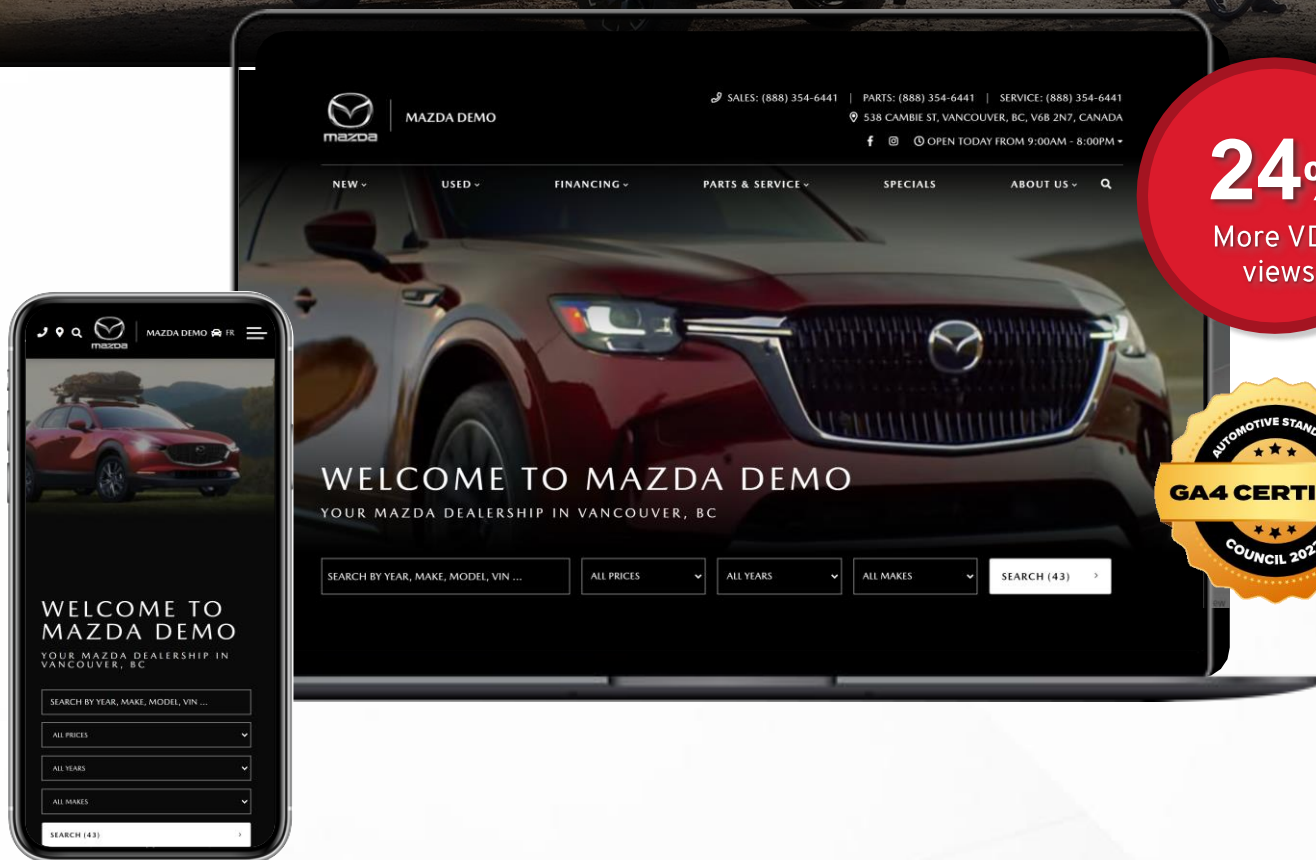
Engage
customers with powerful shopping tools

Efficient Dealer Workflow

Tailor-made Websites and Advertising Solutions
together with an effective digital strategy, for maximized customer engagement with your inventory



TAdvantage Website Packages



24%
More VDP views



1 TAdvantage

The TAdvantage dealership website platform uses premium technology and an effective digital strategy to drive optimal consumer engagement with your inventory. With highly flexible configurations, cutting-edge visual appeal, mobile-first responsive design, all backed by first-rate local Canadian support teams, **your dealership website is sure to stand out from the crowd!**

\$979
per month

2 TAdvantage Gold

Building on the TAdvantage Base Website, the TAdvantage Gold Solution includes;

- Video Solutions
- Video Fusion
- Promo Builder
- Price Builder
- Branded Overlays
- MyGarage

\$1,399
per month

Website Package

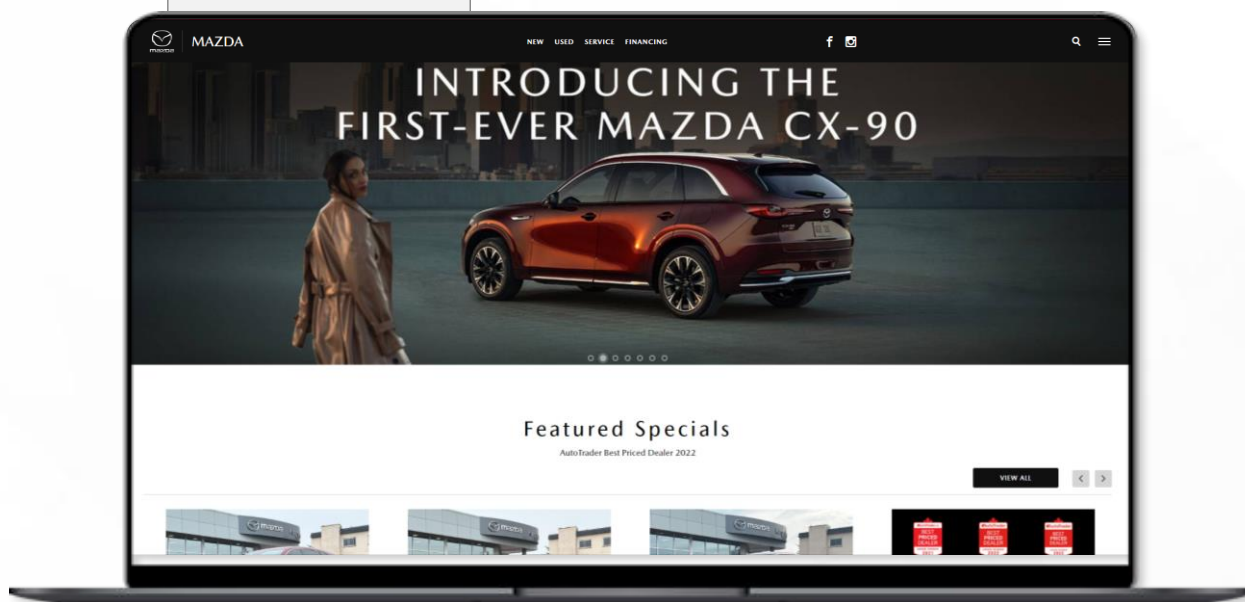


TAdvantage

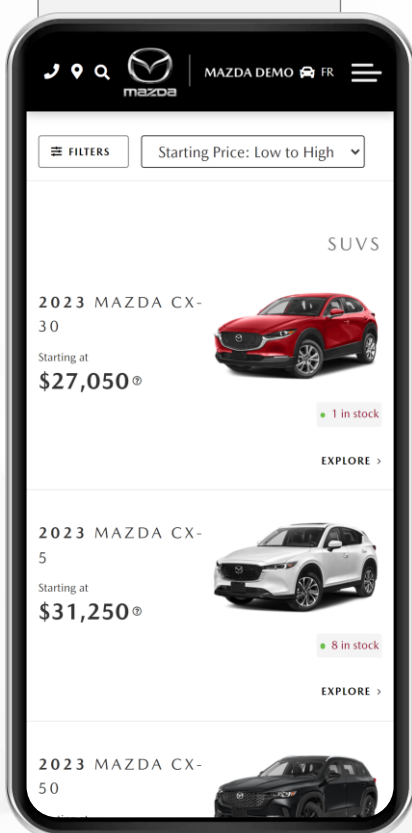
\$979 / per month

TAdvantage dealership websites use premium technology and a powerful digital strategy to engage consumers with your inventory. Our highly configurable and responsive websites have cutting-edge visual appeal, an interactive payment calculator, work seamlessly on mobile and are all backed by first-rate Canadian support. **Stand out from the crowd with TAdvantage.**

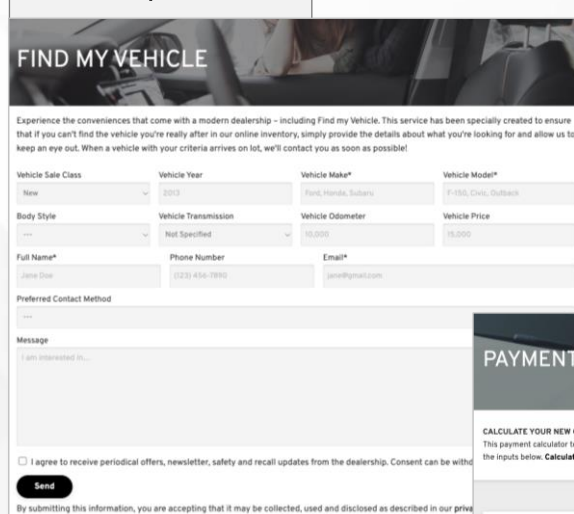
Home Page



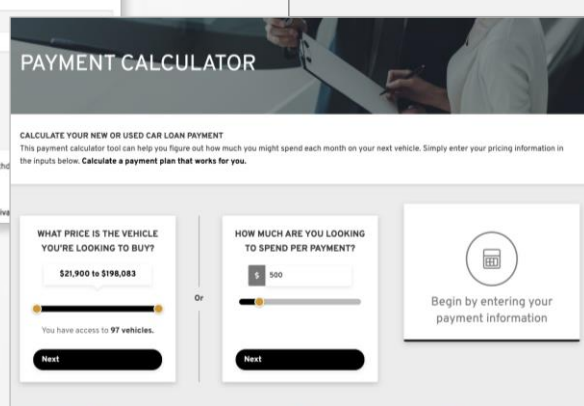
Mobile



Find My Vehicle



Payment Calculator



AutoTrader iQ Badge









Carfax Integration

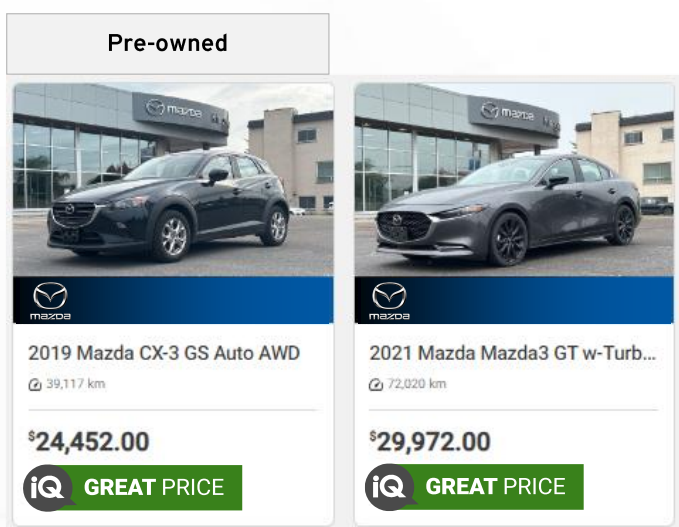
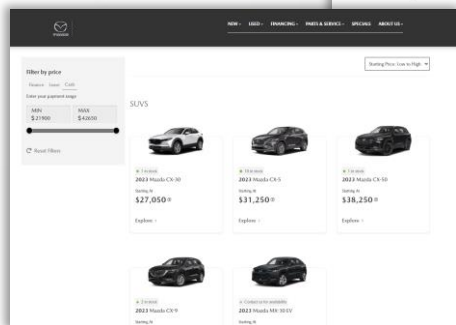
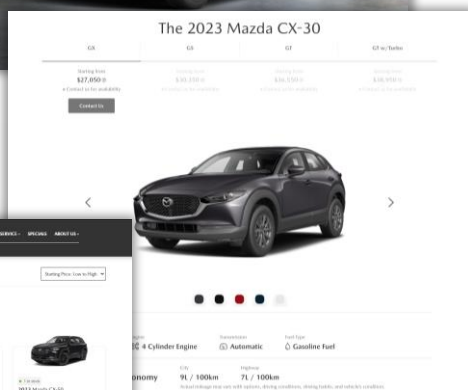
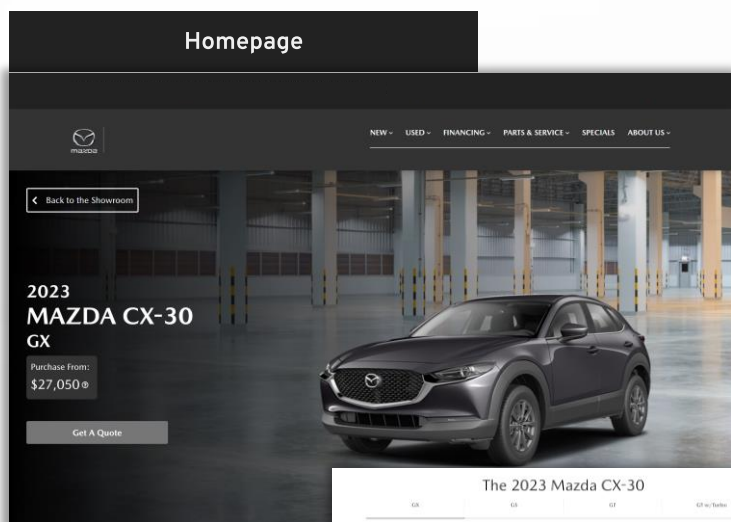


Website Package

 T Advantage Gold

\$1,399 / per month

-  Video Solutions
-  Promo Builder
-  Branded Overlays
-  Video Fusion
-  Price Builder
-  MyGarage



Reputation Enhancement

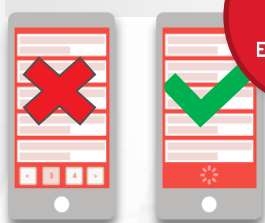


Wanessa Costa Campanario
★★★★★
We are in love with our new car, and Austin was amazing! He did a really good job and we are so happy! Thanks Austin! For sure we will recommend you for our friends!

Danielo Jr. Gustilo Muel
★★★★★
Excellent customer service! Robert, Yu mu and Lori did a great job explaining everything we'd like to know about the product and services they offer which helped us in making our decision. Would highly recommend...

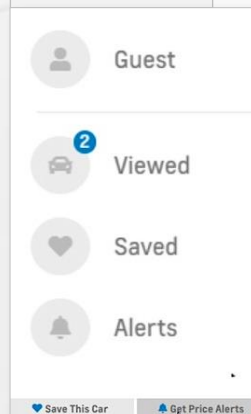
8%
More Time on Site

Infinite Scroll

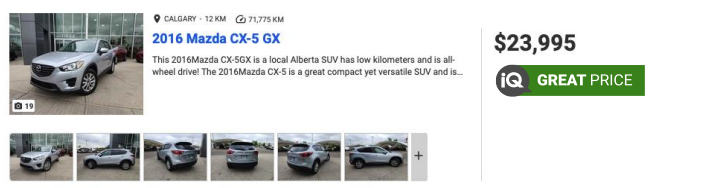


30%
More Engagement

My Garage

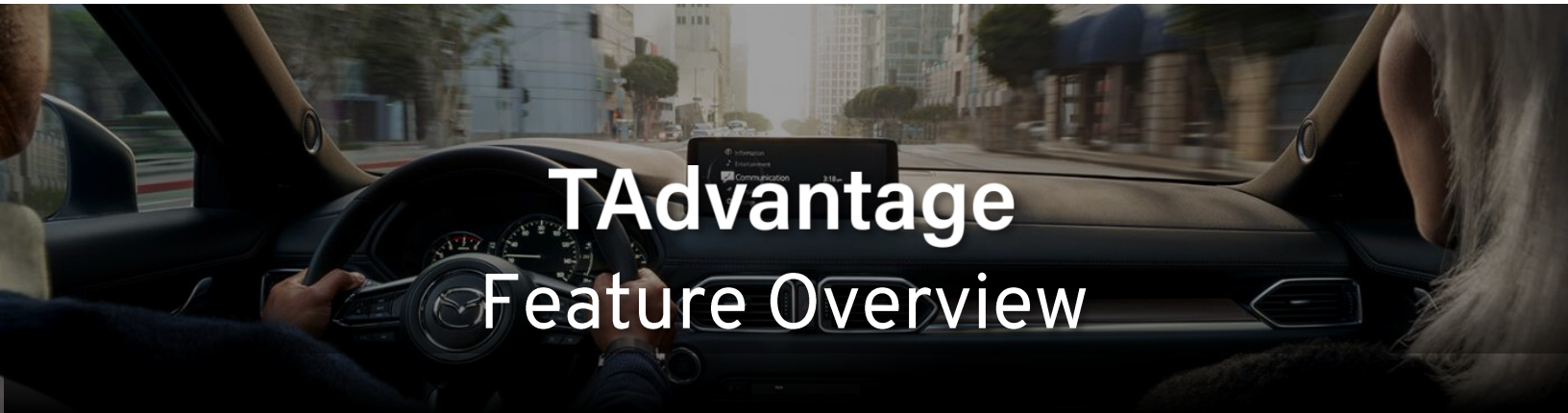


Priority listings on AutoTrader.ca



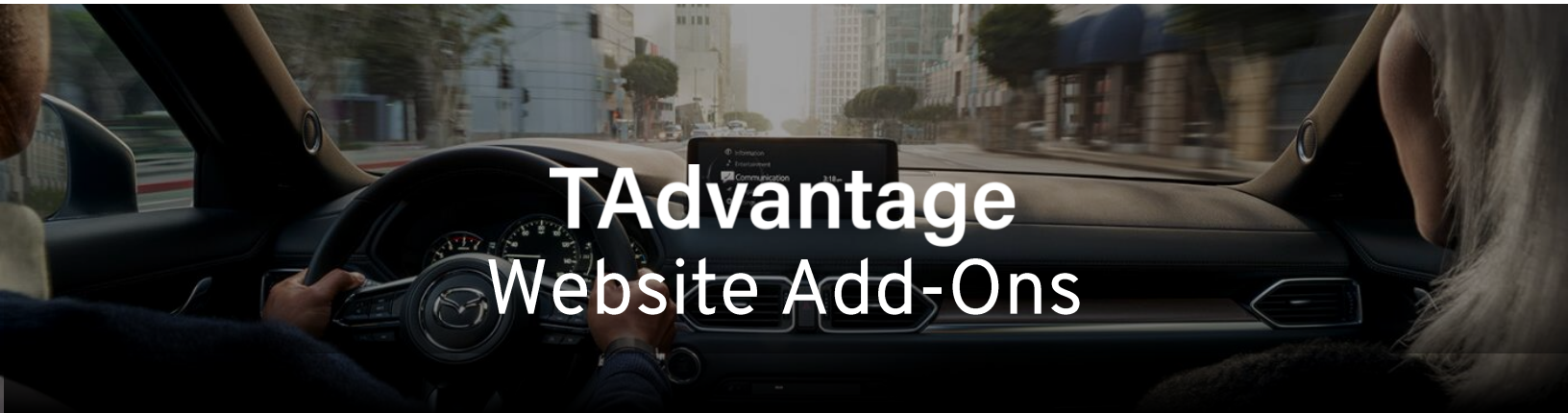
88%
More Time on Site





TAdvantage Feature Overview

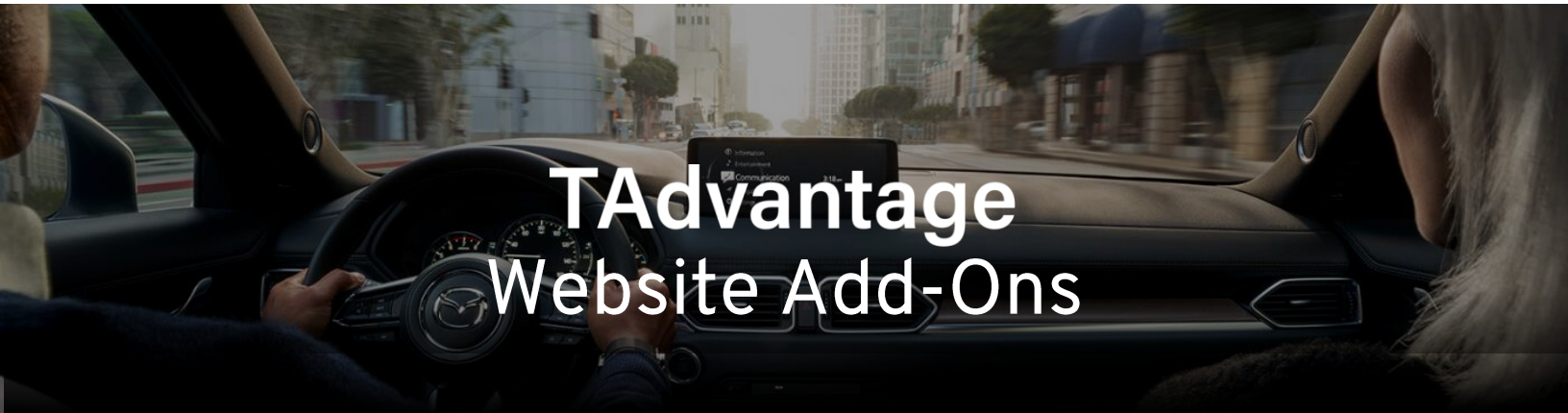
Features	TAdvantage \$979 / month	TAdvantage Gold \$1,399 / month
WordPress Integration	✓	✓
Mobile Content Management System	✓	✓
Cross Platform Integration with AutoTrader.ca	✓	✓
Responsive Layouts	✓	✓
Inventory Showroom	✓	✓
Homepage Widgets	✓	✓
Client Testimonial and Reviews	✓	✓
CarFax Integration	✓	✓
Lead Management Tools	✓	✓
Auto-Responders	✓	✓
Plug-and-Play Supported Third-Party Integrations	✓	✓
Search by Payment/Show Finance Payments	✓	✓
Media Library	✓	✓
SRP and VDP Themes	✓	✓
Create and Manage Specials by Department	✓	✓
Blog Integration	✓	✓
Finance Calculator	✓	✓
Customizable Pop-Ups	✓	✓
Team and Careers Page	✓	✓
Branded Overlays		✓
Video Solutions		✓
Video Fusion		✓
MyGarage		✓
Promo Builder		✓



T Advantage Website Add-Ons

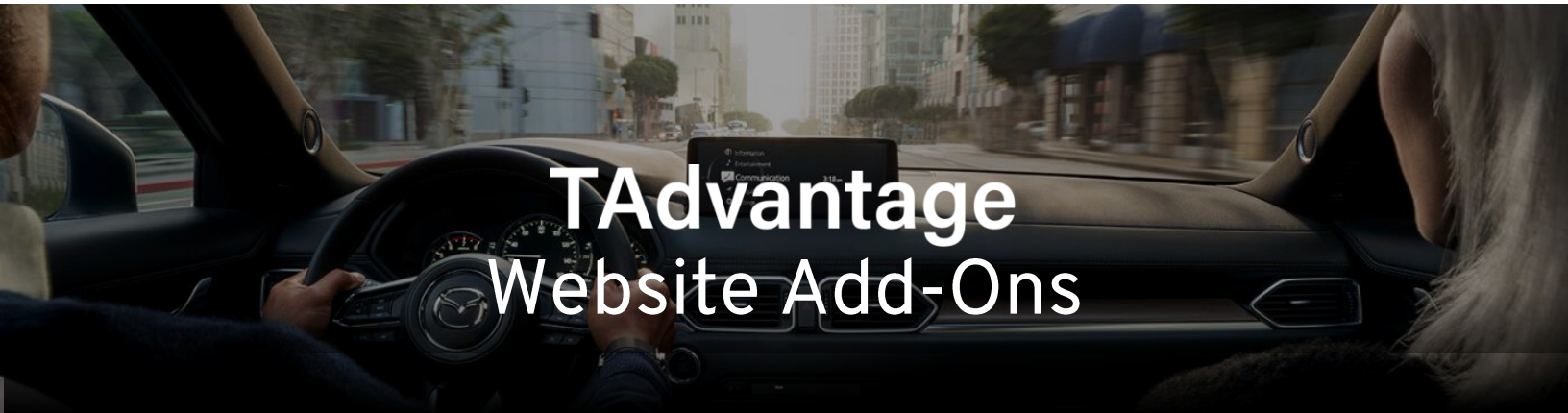
LSO	<p>Standard</p> <p>Fully Managed - Google My Business Optimization, ensuring high visibility and strong click-through performance on related searches for your primary business.</p>	<p>\$125 per month</p>
	<p>Premium</p> <p>Fully Managed - Google My Business Optimization, ensuring high visibility and strong click-through performance on related searches for your primary business with additional profit centre inclusions for Parts and Service as well as Sales.</p>	<p>\$275 per month</p>
	<p>Local SEO (LSO) Set-up</p> <p>One-time set-up fee for Local SEO (LSO).</p>	<p>\$250 One-time</p>

SEO	<p>Standard</p> <p>This is an Automotive Specific affordable SEO solution for dealerships looking to raise their online profile. Our team knows automotive SEO inside out, and will optimize your site pages, web content, and keywords to help you get higher in the search rankings on an ongoing basis. Includes 1 custom page and 1 blog post per quarter.</p>	<p>\$560 per month</p>
	<p>Advanced</p> <p>Advanced SEO includes Keyword research, technical on and off-site audits. On page optimization. Initial landing page creation. Google My Business local listing management and optimization. Off-site directory/citations building and link building. Performance review and consultation. Rank tracking for 40 keywords. 1 additional landing page created per month. Page speed optimizations</p>	<p>\$999 per month</p>
	<p>Premium</p> <p>Similar to the Standard program, we increase the frequency of content development from 1 custom page per quarter to 1 per month and 1 blog post per quarter to 2 posts per month. Additionally we layer in site speed optimizations to increase the user experience of the dealer's website for their customer.</p>	<p>\$1,350 per month</p>
	<p>Prestige (Equivalent to DDC Premium)</p> <p>Prestige SEO includes Keyword research, technical on and off-site audits. On page optimization. Initial landing page creation. Google My Business local listing management and optimization. Off-site directory/citations building and link building. Monthly Performance review and consultation with Analyst. Rank tracking for 100 keywords. 3 additional landing pages created per month. Page speed optimizations</p>	<p>\$1,599 per month</p>



T Advantage Website Add-Ons

Creative Packages	<p>Website Creative Package: Good</p> <p>Preferred, Premium and Platinum website maintenance</p> <p>Includes one home page slide, desktop and mobile.</p> <ul style="list-style-type: none"> Automatically updated every month with the latest manufacturer national offer (e.g. Employee Pricing). Also includes 2 hours of Custom Design Services monthly which can be used for slides, specials, animated SVGs, general graphic design services such as posters or social ads, or other Trader Add-Ons e.g. TRFFK or SEO 	<p>\$500 per month</p>
	<p>Website Creative Package: Better</p> <p>Everything in Good package, plus:</p> <ul style="list-style-type: none"> Additional 4 individual model offer slides for home page Additional 2 hours per month Design Services (4 hrs total) 	<p>\$940 per month</p>
	<p>Website Creative Package: Best</p> <p>Everything in Better package, plus:</p> <ul style="list-style-type: none"> All model offer slides for home page, including service & parts Additional 4 hours per month Design Services (8 hrs total) Yearly website homepage refresh with 1 year commitment. (\$4000 value)*) 	<p>\$1,625 per month</p>
	<p>Creative a la carte (Homepage refresh)</p> <p>26 hour Creative homepage refresh. Includes consultation, mockup, image sourcing, and integration for home page desktop and mobile. Includes light SRP/VDP styling.</p>	<p>\$4,000 per month</p>
Social	<p>Standard Social</p> <p>Delivers content to Dealer's Social channels. The service includes strategy and performance calls to help craft the Dealer's social strategy</p>	<p>\$479 per month</p>
	<p>Advanced Social</p> <p>Advanced Social is our mid-level offering to help increase the frequency of social activity, as well as other social deliverables. Professional designers can create custom profiles and cover photos, as well as manage contests and events.</p>	<p>\$699 per month</p>
	<p>Premium Social</p> <p>Premium Social is top-level social service, which leverages our experience in social media management to deliver posts to help drive user engagement and community awareness</p>	<p>\$1,199 per month</p>



TAdvantage Website Add-Ons

A La Carte Services

CallTracking - 1 line

Call Tracking captures information from inbound phone calls including the caller's name, address and phone number, plus the advertisement (campaign) to which the caller is responding. Includes call recording.

\$49
per month

AudioEye Accessibility Toolbar

Digital accessibility functionality to ensure ongoing website compliance, powered by AudioEye.

\$199
per month

Syndication - per Media - Website

Export of new and/or used inventory to third party provider requested to support the needs of the dealership website.

\$49
per month

Unlimited Syndication - Website

Unlimited export of new and/or used inventory to third party providers requested to support the needs of the dealership website. Additional exports can be setup through support

\$199
per month

Content & Creative

Standard Content & Creative

Dedicated professional designers meticulously follow your campaign strategy and goals to create compelling website content including homepage slideshows, campaign landing pages, and other strategic creative. Features Include:

- Performance Manager
- Monthly integrated campaigns including: homepage slides, landing pages, banners & specials - 2 campaigns/month
- Asset Compliance - Existing Page Content Creation (pages per month) - 1/month

\$799
per month

Advanced Content & Creative

Similar to the Standard Content & Creative Package. Features include:

- Performance Manager
- Monthly integrated campaigns including: homepage slides, landing pages, banners, specials & display ads - 4 campaigns /month
- Social creative (profile & cover photo)
- Asset Compliance
- Existing Page Content Creation (pages per month) - 2/month

\$999
per month

Premium Content & Creative

Similar to the Standard Content & Creative Package. Features include:

- Performance Manager
- Monthly integrated campaigns including: homepage slides, landing pages, banners, specials, display ads, campaign assets for e-mail newsletter, other assets (e.g. button, inventory, overlays, etc.) - 6 campaigns/month - Social creative (profile & cover photo)
- Asset Compliance
- Full site submitted to OEM for compliance - Existing Page Content Creation (pages per month)- 3/month - Website buttons - Inventory overlays - Off-network display (e.g. Facebook Carousel ads and Pandora)

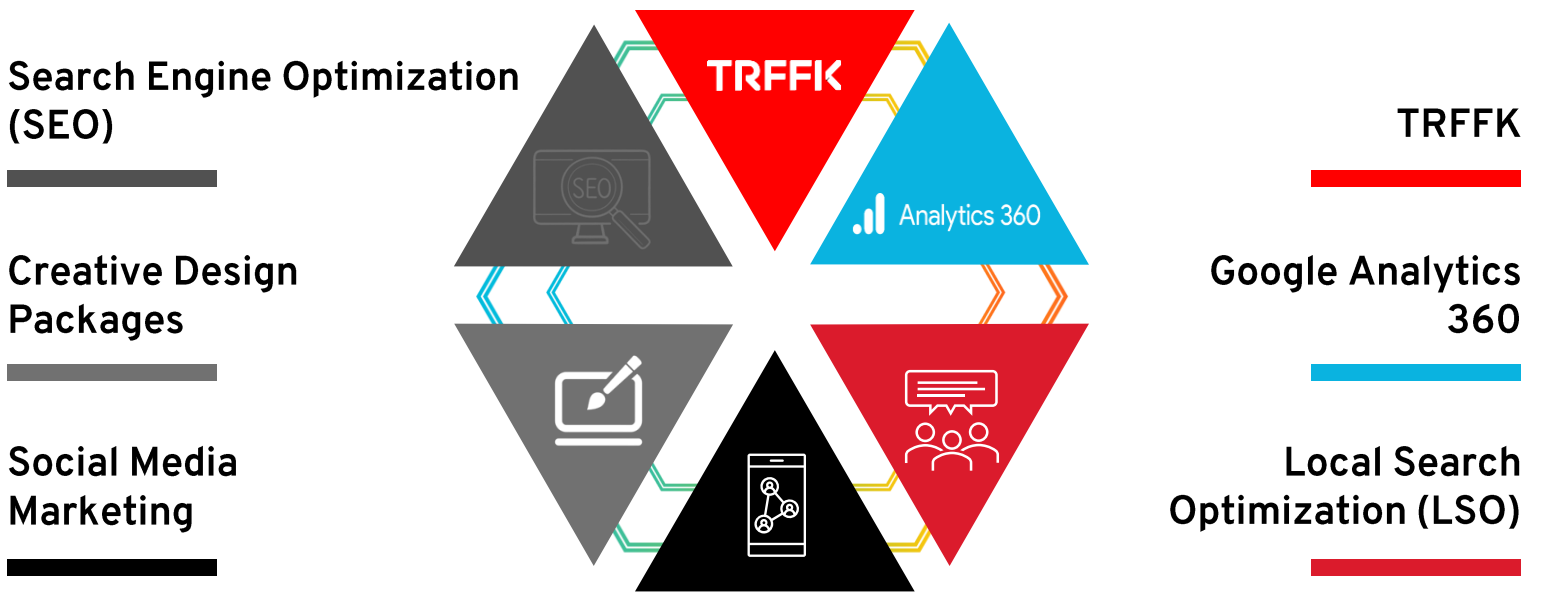
\$1,799
per month



TRFFK Digital Advertising

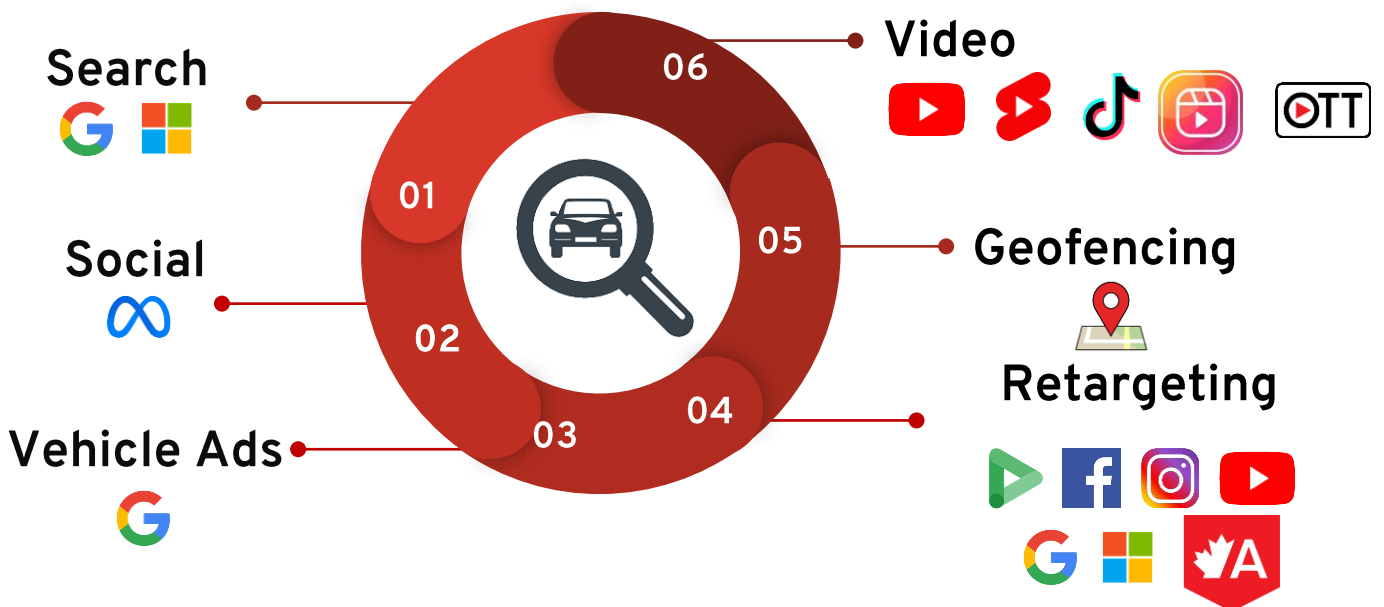
Completely **Connected** Digital Strategy

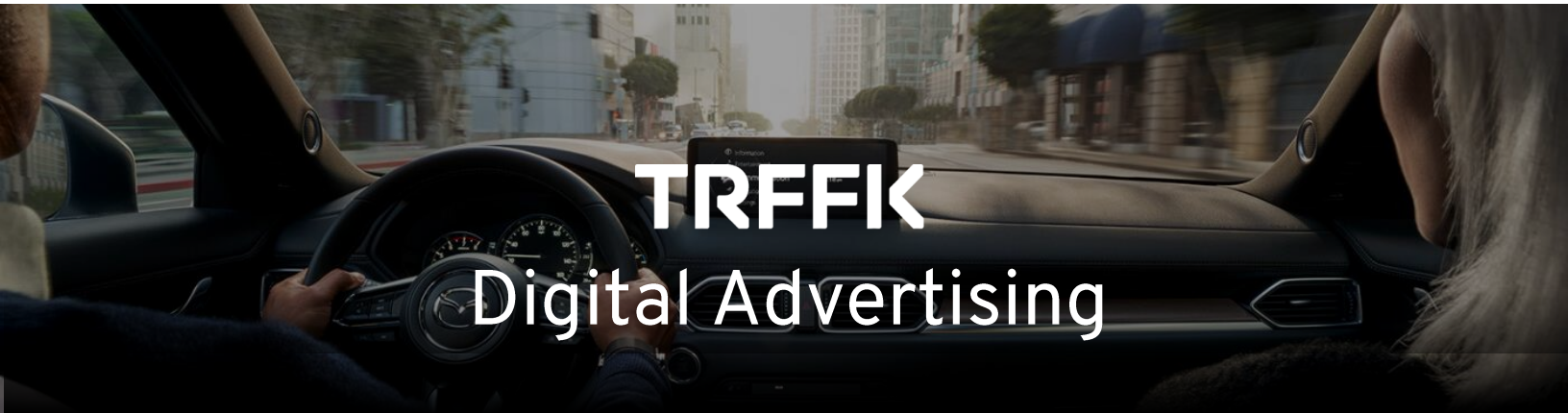
An **all-in-one** AI powered digital advertising solution



All Encompassing Cross-Channel Marketing

- 1** AI & AUTOMATION POWERED SOFTWARE
- 2** ROI REPORTING & TRANSPARENT DASHBOARDS
- 3** COST-EFFICIENT & HYPER-TARGETED

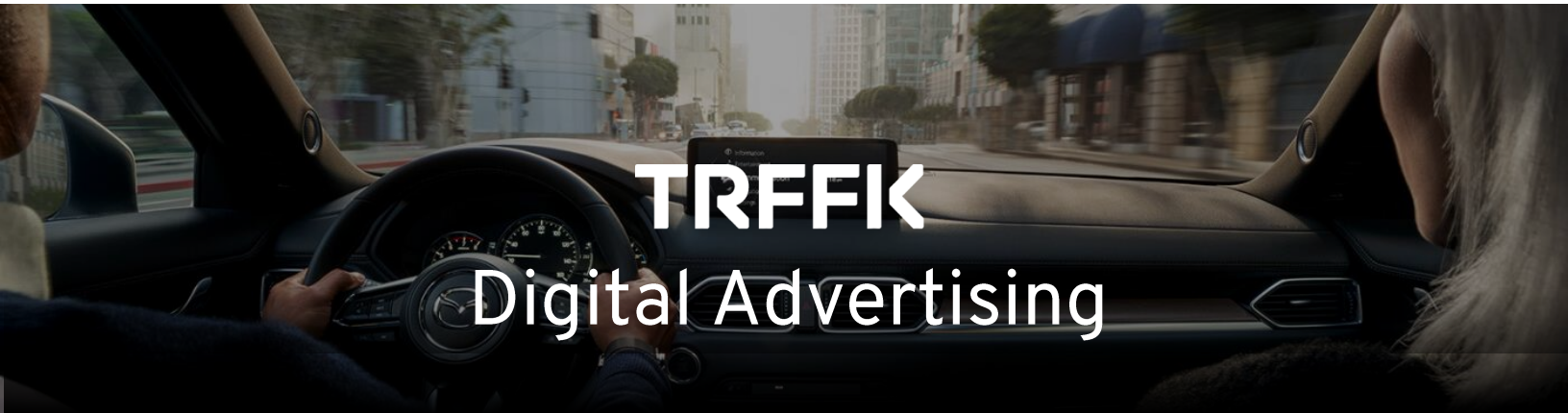




TRFFK Digital Advertising

TRFFK Digital Advertising	<p>TRFFK Search</p> <p>Fully Managed - VIN Specific or Brand-Specific; SEM Advertising Solutions across all major Search Engine Platforms: Google, Bing and Yahoo as well as Performance Max campaigns</p>	<p>21% (\$7500+)</p> <p>23% (<\$7500)</p> <p>Minimum Spend: \$1,500 per month</p>
	<p>TRFFK Display</p> <p>Fully Managed - VIN Specific or Brand-Specific - Display Advertising Solutions, leveraging both Canadian Premium Audience Exchanges as well as the Google DV360 Network</p>	
	<p>TRFFK Video</p> <p>Fully managed - Video Advertising Solutions for YouTube and TikTok (Pilot) through: Trueview Ads, Bumper Ads, Action Ads, Spark Ads</p>	
	<p>TRFFK Social Media</p> <p>Fully Managed - VIN Specific or Static ads for Facebook, Instagram and TikTok (Pilot) inc Static, Carousel, Collection, Dynamic Product Ads, Lead ads, On-Facebook AIA, Messenger ads, Spark ads</p>	
	<p>TRFFK Geofencing</p> <p>Fully Managed - Target mobile users who enter specific locations with HTML5 Banner Display ads that link direct to your chosen Campaign preference landing pages</p>	
	<p>TRFFK Vehicle Ads</p> <p>Fully Managed - Includes feed setup, meta tag verification, GBP access, Merchant Center setup and vehicle bid strategies</p>	

Add-ons	<p>Self Managed - Agency Bundle</p> <p>Access to the full Dealer Breacher platform features for search (dynamic campaign and static campaign) including feed creation for Social and Display.</p>	<p>\$799 per month</p>
	<p>Self Managed - Dynamic New</p> <p>Access to the full Dealer Breacher platform features for Google Ads and Microsoft Ads dynamic Search Marketing for your new inventory</p>	<p>\$299 per month</p>
	<p>Self Managed - Dynamic Used</p> <p>Access to the full Dealer Breacher platform features for Google Ads and Microsoft Ads dynamic Search Marketing for your used inventory</p>	<p>\$299 per month</p>
	<p>Self Managed - Conquest</p> <p>Access to the full Dealer Breacher platform features for Google Ads dynamic search for your new inventory to conquest other brands</p>	<p>\$259 per month</p>
	<p>Self Managed - Activation Fee</p> <p>Set Up, implementation and training services on the Dealer Breacher platform</p>	<p>\$500 one time</p>



Advertising Creative Add-Ons	<p>TRFFK Package 1 (Social)</p> <p>OEM TRFFK Social campaign bundle. Includes 3 OEM offers (3 ad sizes per offer). Automatically updated every month with the latest manufacturer offers. No customizations or substitutions. French and English options included.</p>	<p>\$310 per month</p>
	<p>TRFFK Package 2 (Display)</p> <p>OEM TRFFK Display campaign bundle. Includes 3 OEM offers (5 static ad sizes per offer). Automatically updated every month with the latest manufacturer offers. No customizations or substitutions. French and English options included.</p>	<p>\$435 per month</p>
	<p>TRFFK Package 3 (HTML5 Display)</p> <p>OEM TRFFK HTML5 Display campaign bundle. Includes 3 OEM offers (5 animated HTML5 ad sizes per offer). Automatically updated every month with the latest manufacturer offers. No customizations or substitutions. French and English options included.</p>	<p>\$530 per month</p>
	<p>TRFFK Package 4 (Social and HTML5)</p> <p>OEM TRFFK Social and HTML5 Display campaign bundle. Includes 3 OEM offers (3 social and 5 animated HTML5 ad sizes per offer). Automatically updated every month with the latest manufacturer offers. No customizations or substitutions. French and English options included.</p>	<p>\$750 per month</p>
Custom TRFFK Packages	<p>TRFFK Package 1 (Social)</p> <p>Single custom TRFFK Social campaign. Includes 3 ad sizes. Fully custom ad or stack additional OEM offers. French and English options included.</p>	<p>\$185 per month</p>
	<p>TRFFK Package 2 (Display)</p> <p>Single custom TRFFK Display campaign. Includes 5 static ad sizes. Fully custom ad or stack additional OEM offers. French and English options included.</p>	<p>\$280 per month</p>
	<p>TRFFK Package 3 (HTML5 Display)</p> <p>Single custom TRFFK HTML5 Display campaign. Includes 5 animated ad sizes. Fully custom ad or stack additional OEM offers. French and English options included.</p>	<p>\$345 per month</p>
	<p>TRFFK Package 4 (Social and HTML5)</p> <p>Single custom TRFFK Social and HTML5 Display campaign. Includes 3 social and 5 animated ad sizes. Fully custom ad or stack additional OEM offers. French and English options included.</p>	<p>\$435 per month</p>
	<p>Custom TRFFK Video</p>	<p>\$500</p>



AutoSync

We help dealerships & OEMs increase the effectiveness of their sales efforts, the efficiency of their processes, and the profitability of their business.

Which solutions will you choose to future-proof your business?

TRFFIK

Digital Advertising All-In-One

INFLUENCE
through AI-driven digital marketing

MOTOINSIGHT

Connected Modern Retail

TRANSACT
with omnichannel sales tools

Activix CRM

CLM & CXM & DPM

RETAIN
customer loyalty and life cycle

∞xtime

Fixed Ops Technology Solutions

DRIVE
revenues and retention

TAdvantage

Dealership Website Platform

ENGAGE
with your online inventory

EasyDeal

End-to-End Dealer Workflow

INTEGRATION COMING SOON
with desking for seamless retail

vAuto

Inventory Management

MAXIMIZE
profitability on all your inventory

