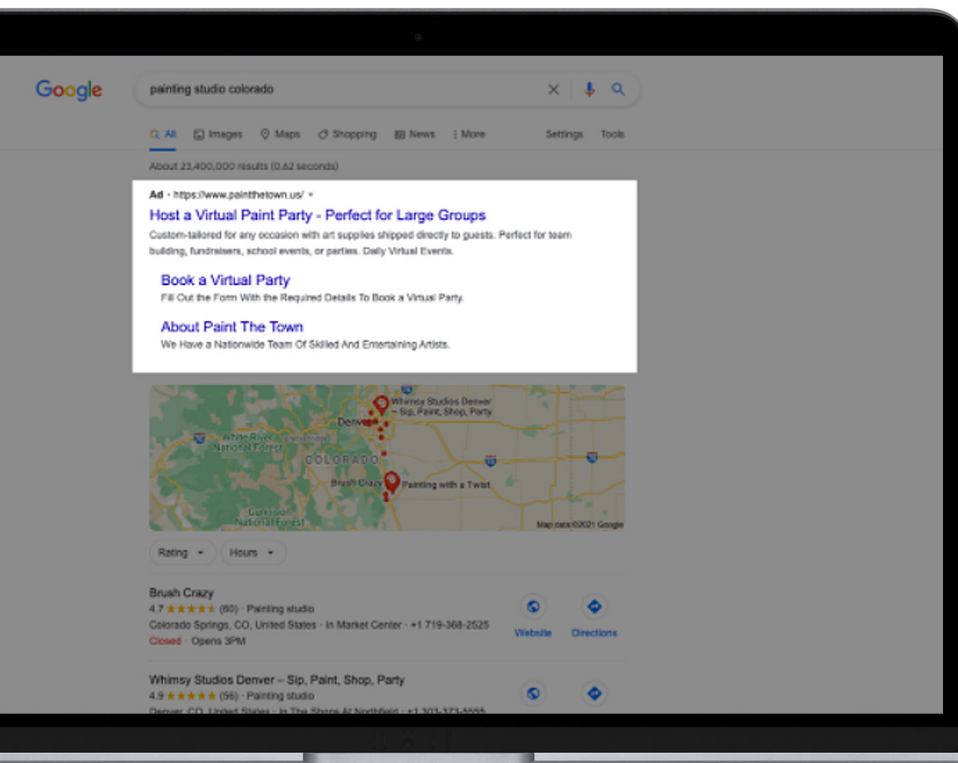


PAY-PER-CLICK ADVERTISING

DRIVE MORE CUSTOMERS WITH PPC SEARCH ADS

With billions of searches each day on Google, PPC advertising is a great way to increase your presence online to ensure potential customers notice your company, consider your products and services, as well as take action.

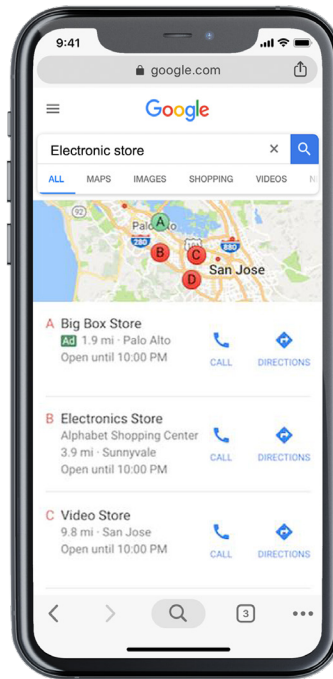


WHY PAY-PER-CLICK?

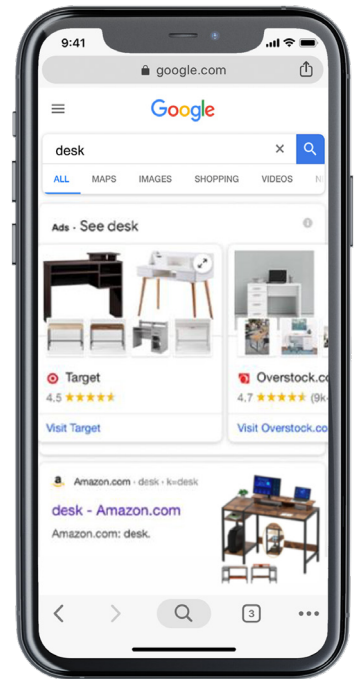
PPC gives you the ability to easily target specific audiences, and you pay only for performance. It has instant results and can generate visitors as soon as you turn on the taps - (much faster than SEO, which needs to build authority for your site). Plus, you can manage your budget and easily measure your results and ROI.

PAID SEARCH AD CAMPAIGN TYPES:

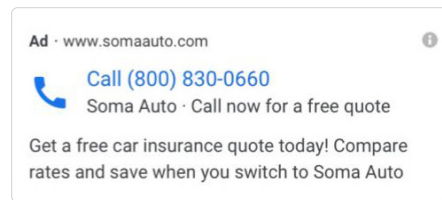
- **Text Ads (Standard):** These are text-based ads that use keywords and textual ad copy generated through a variety of ways such as responsive search ads (RSAs). These work best when using multiple headlines and descriptions to A/B test or with custom written ad copy.
- **Google Shopping Ads:** Shopping Ads show items for sale with a product image, title, price, and a link to the business' online store. The product information is sourced from the Google Merchant Center account.
- **Local Service Ads:** This ad type is best for local businesses with a specific service area (e.g., plumbers, lawyers, tax services, etc.) and allows you to pay only for leads that you receive from the ad. Ads show at the top of the search results page with a "Google Screened" or "Google Guaranteed" icon. To run this type of ad, your business must go through a screening and verification process that involves a background check.
- **Call Ads:** Call-only ads run on mobile devices and allow you to promote phone calls. These can be set to run only during operating hours or all day, whichever the business prefers. When a user clicks the ad, the ad places a call to you directly from the SERP. These ad types still offer headlines and descriptions and will resemble regular text ads.
- **Dynamic Auto PPC:** Dynamic ads are created based on what your dealership currently has available in inventory. Our dynamic automotive PPC ad campaigns pair human oversight with real-time, keyword-level automation to bid on the keywords related to vehicles on the lot. These continuous adjustments eliminate wasted spend and ensure your campaign is always up to date.**



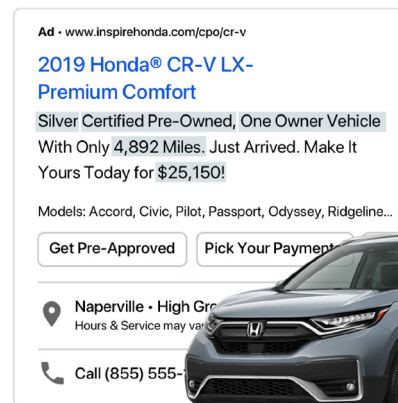
Local Service Ad Example



Shopping Ads Example



Call Ad Example



Dynamic Auto PPC Example



As a best practice, we recommend pairing Call Tracking with your paid search campaigns. Call tracking enables you to gain valuable insights on your campaign, showcasing which ads and keywords customers responded to the most and how many calls your paid search campaign is generating for your business!

We generate a trackable phone number associated with your paid search campaign. Consumers will ONLY see the tracking number if they see or click on your paid search ads. PLUS, you can record your inbound calls for valuable insights and visibility into your conversations.*

*PPC campaign types supported by Call Tracking include Text Ads and Call Ads. Google Shopping allows for call tracking on the website but not call extensions. Industry restrictions apply. Call recording is not available for medical practices and law firms. Additional HIPAA compliant setup may be required.

**Dynamic Automotive Paid Search campaigns do not include Google Vehicle Listing Ads.

200% PPC ads can have up to a 200% ROI.

50% Traffic generated via PPC advertising brings 50% more conversions than organic advertising.

38% of consumers shop online 2-3x per week.

70% of all paid search impressions are on mobile.

3.5B Google processes over 3.5B searches every day.