



+ Leadbox 



Digital Advertising

Better clicks. Better results.



All Leadbox digital advertising packages include:

- Access to the latest advertising tactics and technologies that find in-market car buyers and drive them to your website.
- Messaging and Unique Selling Proposition development
- New traffic generation and retargeting campaigns
- Creation and maintenance of all graphics and creative
- Account management and monthly performance reporting

Strategic messaging.

What makes your dealership stand out? Excellent service? Low prices? Largest Inventory? Join the club. Leadbox understands all dealerships are unique but many dealerships have a difficult time communicating their unique selling proposition. Every Leadbox campaign includes a strategy session that dives deep into your dealership's operations to create and distill the answer to "what makes you different".

Creative creative.

Every display or Facebook ad campaign includes Leadbox's visual design services to create all of your ad's creative graphics needs. From static Facebook ad creative to dynamic inventory video ads and everything in between, Leadbox's inclusive service allows you to showcase your dealership your way.

Guaranteed to increase your results

Leadbox's technology and advertising strategies are second to none. In fact, Leadbox will decrease the average cost per lead compared to your current provider - guaranteed.

All channels. All ad types.



Car shoppers are everywhere, and so are we. Leadbox creates ads for car shoppers during crucial parts of their car buying journey. Reaching consumers with the "Right Message" at the "Right Time" using industry-leading technology, and partnering with largest companies in Digital Marketing. Leadbox brings highly engaged car shoppers to your website.

Incentives and Programs directly from JLRC

Programs and incentives change often. Leadbox gathers every incentive directly from JLRC and automatically applies them to your website and inventory advertising programs.

This means your inventory advertising will always have the latest pricing structure, and your shoppers will have the most detailed information - without you lifting a finger.



Digital Advertising Packages

Packages	New Car Digital Advertising	Pre-Owned Digital Advertising	Total Inventory Digital Advertising
Campaign Type	<ul style="list-style-type: none"> New Car OEM Offers New Car Model Specific New Traffic Generation Campaigns Retargeting Campaigns 	<ul style="list-style-type: none"> Used Inventory New Traffic Generation Campaigns Retargeting Campaigns 	<ul style="list-style-type: none"> New Car OEM Offers New Car Model Specific Used Inventory New Traffic Generation Campaigns Retargeting Campaigns
Messaging & Creative	<ul style="list-style-type: none"> JLR offers with JLR approved assets Messaging and USP development Advertising graphic creation and monthly updates 	<ul style="list-style-type: none"> JLR offers with JLR approved assets Messaging and USP development Advertising graphic creation and monthly updates 	<ul style="list-style-type: none"> JLR offers with JLR approved assets Messaging and USP development Advertising graphic creation and monthly updates
Advertising Channels*	<ul style="list-style-type: none"> Google Adwords Google Display Network Facebook Facebook Marketplace Waze Ads Spotify Audio 	<ul style="list-style-type: none"> Google Adwords Google Display Network Facebook Facebook Marketplace Waze Ads Spotify Audio 	<ul style="list-style-type: none"> Google Adwords Google Display Network Facebook Facebook Marketplace Waze Ads Spotify Audio
Advertising Technologies*	<ul style="list-style-type: none"> Offer, model and branding ads Dynamic Inventory Search ads Dynamic Inventory Social ads 	<ul style="list-style-type: none"> Dynamic Inventory Search ads Dynamic Inventory Social ads 	<ul style="list-style-type: none"> Offer, model and branding ads Dynamic Inventory Search ads Dynamic Inventory Social ads

Management Fees	25% Margin
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* Specific advertising channels and technologies will be determined by your campaign manager to maximize results. Depending on budget, not all channels or technologies may be utilized.

Leadbox charges 25% margin of your total advertising budget (Gross Budget) as our Management Fee. This is calculated by subtracting 25% from your total advertising budget (Gross Budget). The remaining budget is the total that will be spent on Media such as SEM, Display and Video (Media Budget). For example: Dealers who spend \$1000 per month will have \$250 allocated to the management fee and \$750 allocated to the media budget.



Digital Advertising Add-Ons

Custom Campaigns

Dealer Initiative Campaigns

Advertise your own promotion above and beyond your vehicle inventory

Great for

- Dealer Open Houses
- Sub-prime Promotions
- Service Promotions

Includes:

Advertising Management
 USP and messaging creation
 Graphic Advertising Creation and Updates
 Landing page creation and updates
 (Leadbox website clients only)

Advertising Channels:

Google Adwords
 Google Display Network
 Facebook

Management Fee

25% Margin

New Car Video Campaign

Enhance your New Car or Total Inventory campaigns with a New Car Video campaign. Designed to promote your OEM and model specific offers, the New Car Video Campaign helps increase the reach of your dealership.

Includes:

Advertising Management
 USP and messaging creation
 Video production and editing
 (USP, voice over, music, stock footage, edits, graphics)

Advertising Channels:

YouTube
 Facebook Video Advertising

\$1050

Graphics, Videos and Landing Pages

Custom Graphics & Video

Custom graphics and video production to your advertising specifications.

\$125/hr

Custom Video Production

Script, voice over, music, stock footage, edits, graphics. Any length

\$950+

New Car Offer Video

USP, voice over, music, stock footage, edits, graphics

Includes:

15 and 6 second YouTube Video
 15 second Facebook video

\$1050+