

Affinitiv



# Digital

Audience-based digital marketing for SEM, Social, Display, Online Video, and OTT

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**23%**

average revenue increase  
resulting from targeted,  
brand-specific digital campaigns

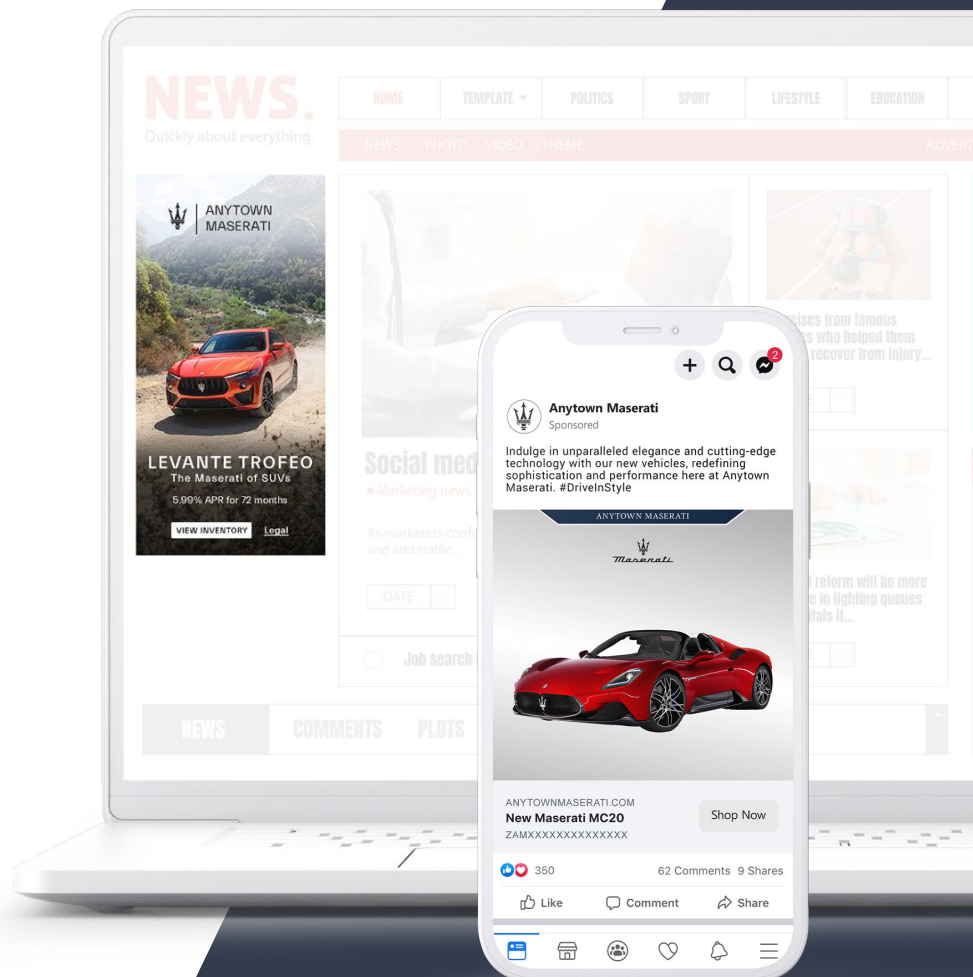
# Digital campaigns unique to your dealership.

A full suite of data-driven digital marketing solutions.

Build awareness and drive leads with custom, targeted ads using strategic placements on the channels your audience uses most. With the latest GA4 event tracking standards, performance and optimization are built into every campaign.

## Key Features:

- Comprehensive digital marketing strategy and execution within Google, Meta, and YouTube
- Full support in Google Analytics 4, ASC-certified events, and post-click behavior analysis
- Specialized landing pages and blog posts
- Extensive organic keyword research
- Quarterly technical and functional campaign audit





## Advanced Analytics

Measure your impact through Google Analytics and receive detailed event tracking and on-site conversions.



## Search Engine Optimization

Improve the quality and quantity of your website traffic by ranking higher on a search engine results page.



## Audience Segmentation

Aggregate active Maserati and exotic shoppers via Market, Site, and Geo Activator, and match them to your inventory, offers, and calls to action.



## Social Advertising

Reach a targeted audience through paid social advertisements and networks.



## Display and Retargeting

Attract website audiences through display ads that lead them to your landing page and then retarget those consumers who have already visited your website or interacted with your ad.



## Streaming Radio

Ensure lower minimums and increased efficiency with highly targeted and personalized content. Leverage lighter spot loads than traditional radio at a more affordable price.



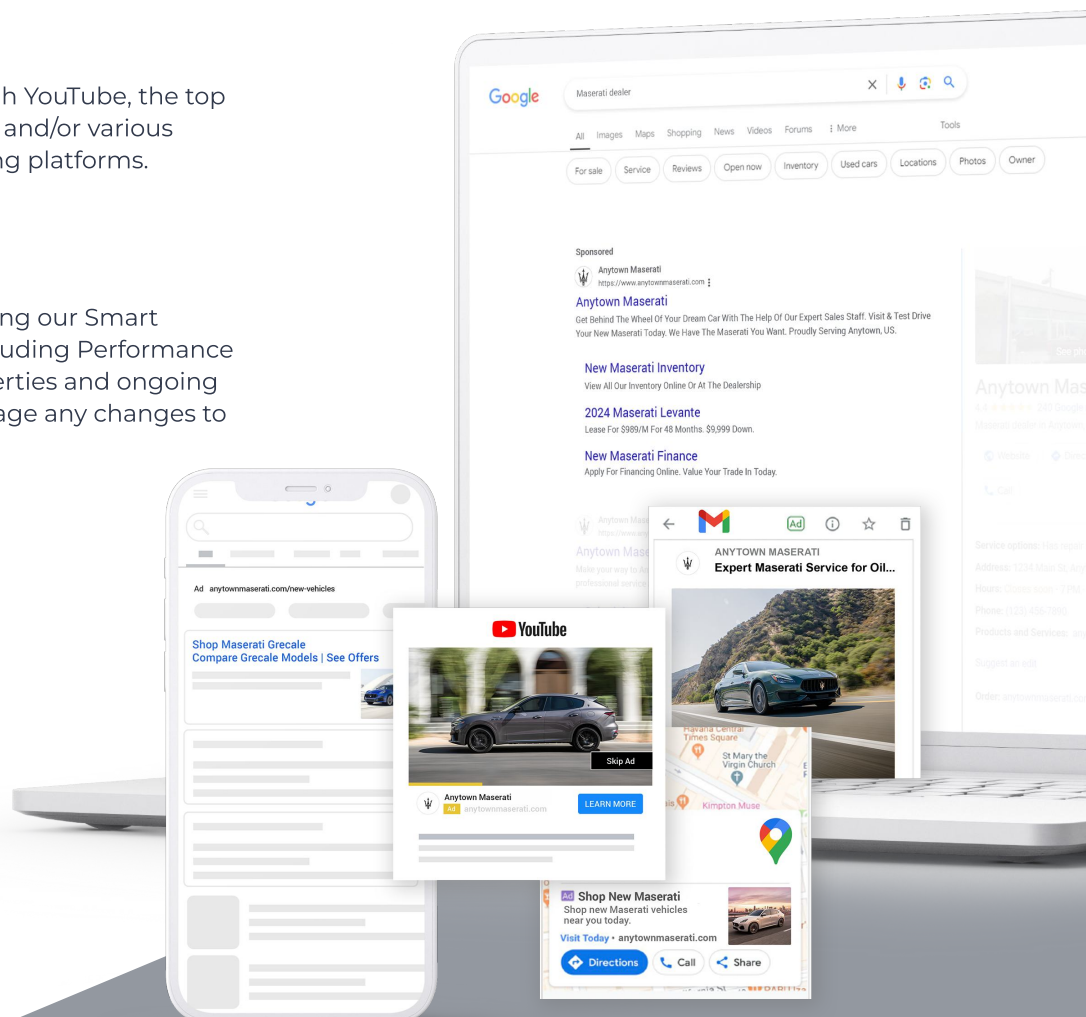
## OTT/CTV/OLV

Video ad placement through YouTube, the top online video search engine, and/or various over-the-top (OTT) streaming platforms.



## Paid Search

Enhance efforts by employing our Smart Bidding on SEM spend, including Performance Max across all Google properties and ongoing daily management to leverage any changes to the search landscape.



## Package Pricing:

	Digital Ad	Complete Digital	Advanced	Pro
Account Management	✓	✓	✓	✓
Google & Meta strategy, execution, and review	✓	✓	✓	✓
GA4 reporting	✓	✓	✓	✓
No minimum spend	✓	✓	✓	✓
Website Merchandising		✓	✓	✓
SEO Advanced (up to 24 content pieces a year)			✓	✓
Audience Building (Market, Site, and Geo)				✓
	20% or \$2,699 (whichever is less)	20% or \$3,699 (whichever is less)	\$5,399	\$9,399

## A La Carte Pricing:

### Audience Segmentation Bundle

**\$4,899**, or one-off pricing below

Geo Activator - **\$1,499**

Site Activator - **\$1,799**

Market Activator - **\$2,999**

### One-Off Digital Tactic

**20% or \$2,499**

(whichever is less)

### SEO Packages

Advanced - **\$1,899**

Professional - **\$3,199**

Video SEO - **\$649**