

Affinitiv



Digital

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

23%

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

Affinitiv.com
solutions@Affinitiv.com
844-378-0200

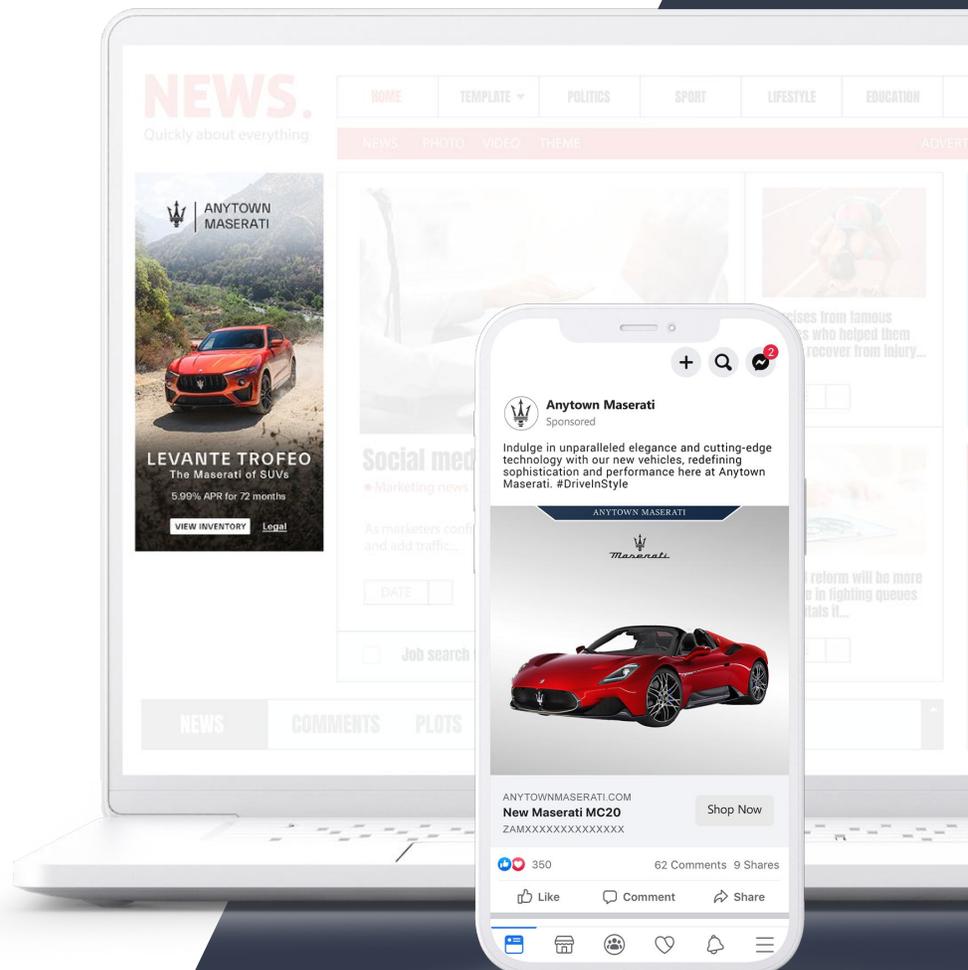
Digital campaigns unique to your dealership.

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.



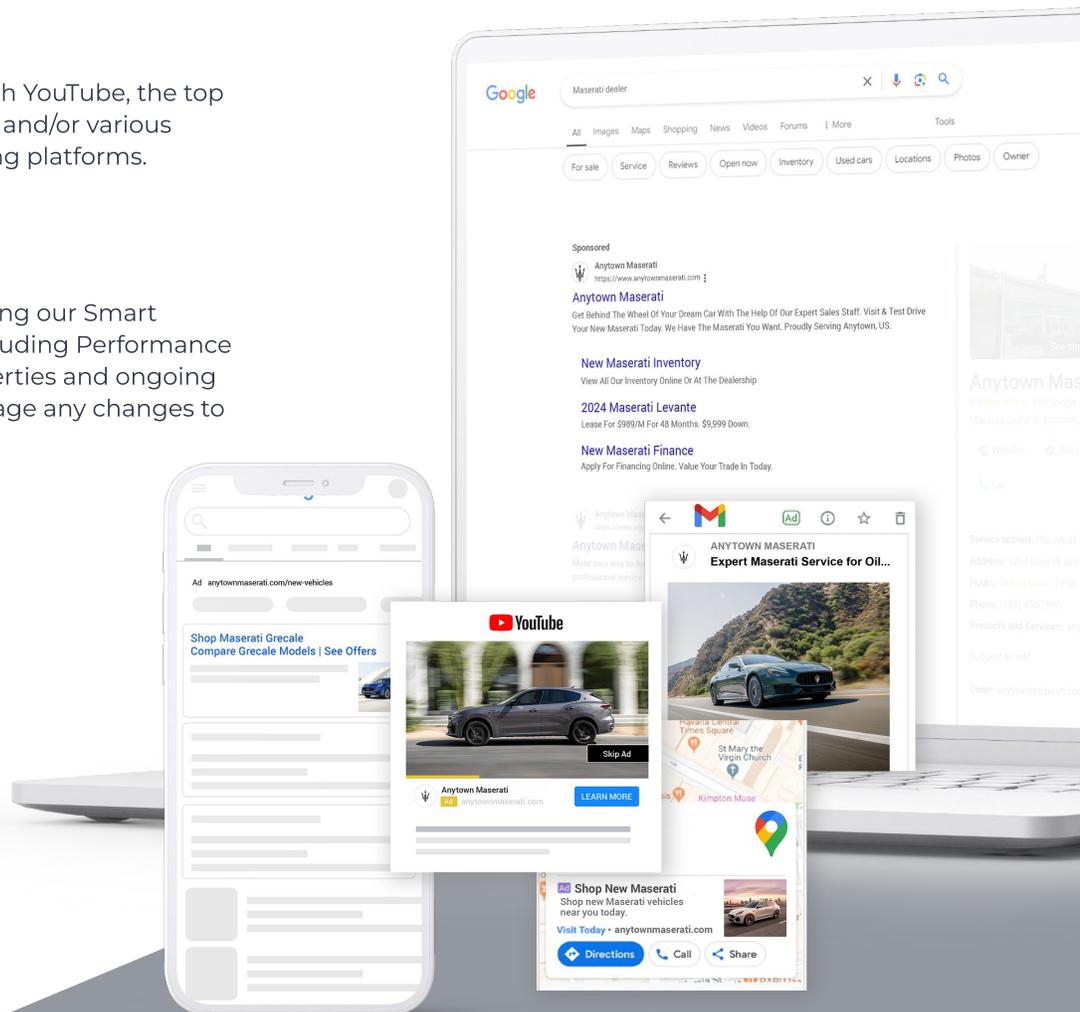
OTT/CTV/OLV

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.



2026 Digital Investment Tiers

(Digital Spend Only — Package Pricing Separate)

Base – GT:

<p>\$2,500 Digital Spend</p> <p>VLA - \$1,000 Paid Search - \$1,500</p> <p>Objective: Capture high-intent shoppers and protect branded search.</p>	<p>Projected Monthly Outcomes</p> <p>Sessions: 1,000 VDPs: 1,250 Form Submissions: 10 Estimated Leads (All Sources): 18–22</p>	<p>What This Delivers</p> <ul style="list-style-type: none"> • Strong bottom-funnel capture • Inventory visibility via VLA • Search dominance on model + branded terms • Efficient CPL, but limited upper-funnel growth
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Better – Modena:

<p>\$4,000 Digital Spend</p> <p>VLA - \$1,500 Paid Search - \$2,000 META AIA - \$500</p> <p>Objective: Expand reach + improve mid-funnel engagement.</p>	<p>Projected Monthly Outcomes</p> <p>Sessions: 2,800 VDPs: 2,500 Form Submissions: 16 Estimated Leads (All Sources): 28–35</p>	<p>What Changes at This Level</p> <ul style="list-style-type: none"> • Meta AIA adds conquest + audience expansion • Improved remarketing pools • Stronger VDP-to-lead pipeline • Better geographic penetration
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This is typically where dealers begin to see meaningful incremental lift, not just maintenance.

Best – Trofeo:

<p>\$7,500 Digital Spend</p> <p>VLA - \$1,500 Paid Search - \$2,500 META AIA - \$1,500 YouTube - \$2,000</p> <p>Objective: Full-funnel dominance + consistent pipeline growth.</p>	<p>Projected Monthly Outcomes</p> <p>Sessions: 5,000 VDPs: 4,000 Form Submissions: 30 Estimated Leads (All Sources): 45–60</p>	<p>What This Unlocks</p> <ul style="list-style-type: none"> • True full-funnel strategy (Awareness → Consideration → Conversion) • YouTube builds incremental market share • Strong remarketing depth • Higher assisted conversions • Increased branded search lift
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This level supports sustained volume growth instead of fluctuating monthly performance.

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:

<p>Audience Segmentation Bundle</p> <p>\$4,899, or one-off pricing below</p> <ul style="list-style-type: none"> Geo Activator - \$1,499 Site Activator - \$1,799 Market Activator - \$2,999 	<p>One-Off Digital Tactic</p> <p>20% or \$2,499 (whichever is less)</p>	<p>SEO Packages</p> <ul style="list-style-type: none"> Advanced - \$1,899 Professional - \$3,199 Video SEO - \$649
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