

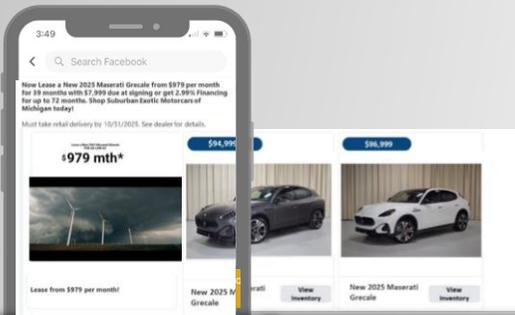
MASERATI

SOCIAL VIN SPECIFIC HEAVY UP

JAN - MARCH 26'



With the Utilization of live Active Shoppers, Inventory, & Sales Data, we will actively advertise inventory to relevant consumers, driving awareness, dealer website traffic, and VDP views across luxury performance conquest & retention shoppers. Campaign will run for 60 days launching in Feb



Serving live Inventory to In-market consumers. Inventory displays based on consumer shopping behavior. Consumers link direct to dealer site

SOCIAL 

All social ads will have dynamic video alongside live inventory to increase engagement and provide awareness

 **VIDEO**

MARKET BUDGET & STRATEGY

Utilizing live market data and analyzing the competitive luxury/performance segment we have placed prescriptive budgets across each market based on demand, offers, and audience behavior. Essentially the budget that puts Maserati dealers in the best position to grow share & capture the opportunity with each market





Results will be reported live and can be sent on demand through your day-to-day account manager. Results will reflect live impressions, clicks, VDP Views, and moved vehicles.

Market sales data will be analyzed & shared during the campaign run and post to measure campaign influence over vehicle sales

ESTIMATED RESULTS

SOCIAL VIN SPECIFIC PACKAGES & ESTIMATES



Package A: \$1500/m

Dealer Website Traffic: 850+

VDP Views: 1000+

Package B: \$2500/m

Dealer Website Traffic: 1500+

VDP Views: 2000+

Package C: \$3500/m

Dealer Website Traffic: 2500+

VDP Views: 3000+

ENROLL