



To book a demo, reach out to [sales@helloconstellation.com](mailto:sales@helloconstellation.com)

## Multi-Channel Media Strategies Built For Automotive Powered By Constellation

C Tier

**\$3,000**

### Performance Max

Maximize visibility with Google Performance Max using advanced audience segmentation and predictive analysis to determine how and when to get in front of a shopper.

Lead Forms / Phone Calls ~ 50/mo.  
VDP Views ~ 800/mo.

B Tier

**\$5,000**

### Performance Max, Paid Social

Performance Max (\$3,000), Paid Social (\$2,000)

Pairing Google and Meta tactics, build brand awareness through advanced creative and precision targeting to connect with your ideal audience segments at scale. Capture low funnel conversions in the form of website calls, Google Ads calls, and lead form submissions on your website.

Lead Forms / Phone Calls ~75/mo.  
VDP Views ~ 1500/mo.  
Website Clicks ~ 3000/mo.

A Tier

**\$7,500**

### Performance Max, Paid Social, NBC Spot On

Performance Max (\$3,000), Paid Social (\$2,000), NBC Spot On (\$2,500)

Full Funnel strategy focused on engaging users throughout their buying journey. Featuring premium inventory targeting In-Market intenders on NBC Spot On, generating key and quality website traffic with advanced creative and precision targeting, and capturing interest when the customer is ready to contact the dealership.

Lead Forms / Phone Calls ~100/mo.  
VDP Views ~ 2000/mo.  
Website Clicks ~ 5000/mo.