

Team Velocity's Practitioner's Guide for Digital Advertising

2026

Maximize Dealer Success Through The Correct Prioritization of Products!

Lowest Priority

Highest Priority

SEARCH

Search **Captures Demand**. It is the **#1 resource** Auto shoppers use when shopping for a car. The FD strategy **prioritizes budgets to search first** to maximize our Clients ROI.

PERFORMANCE MAX

Performance Max joins **Create AND Capture Demand strategies** through various placements. Foundation Direct executes Vehicle Ads and pMax strategies separately, and **prioritizes budget to Vehicle Ads campaigns to maximize our Client's presence on the SRP and drive highly-engaged traffic.**

VIDEO

Video Ads Create Demand. They are the **third most used** resource Auto shoppers use when shopping for a car. The FD strategy **prioritizes budget to Video where there is low search demand and/or after search opportunities have been maximized.**

SOCIAL

Facebook Ads also Create Demand. Although shoppers are not actively shopping on this platform, **studies show that its an environment where they spend a lot of time.** The FD strategy **recommends this strategy to increment client demand after Search & Video have been prioritized.**

OTT

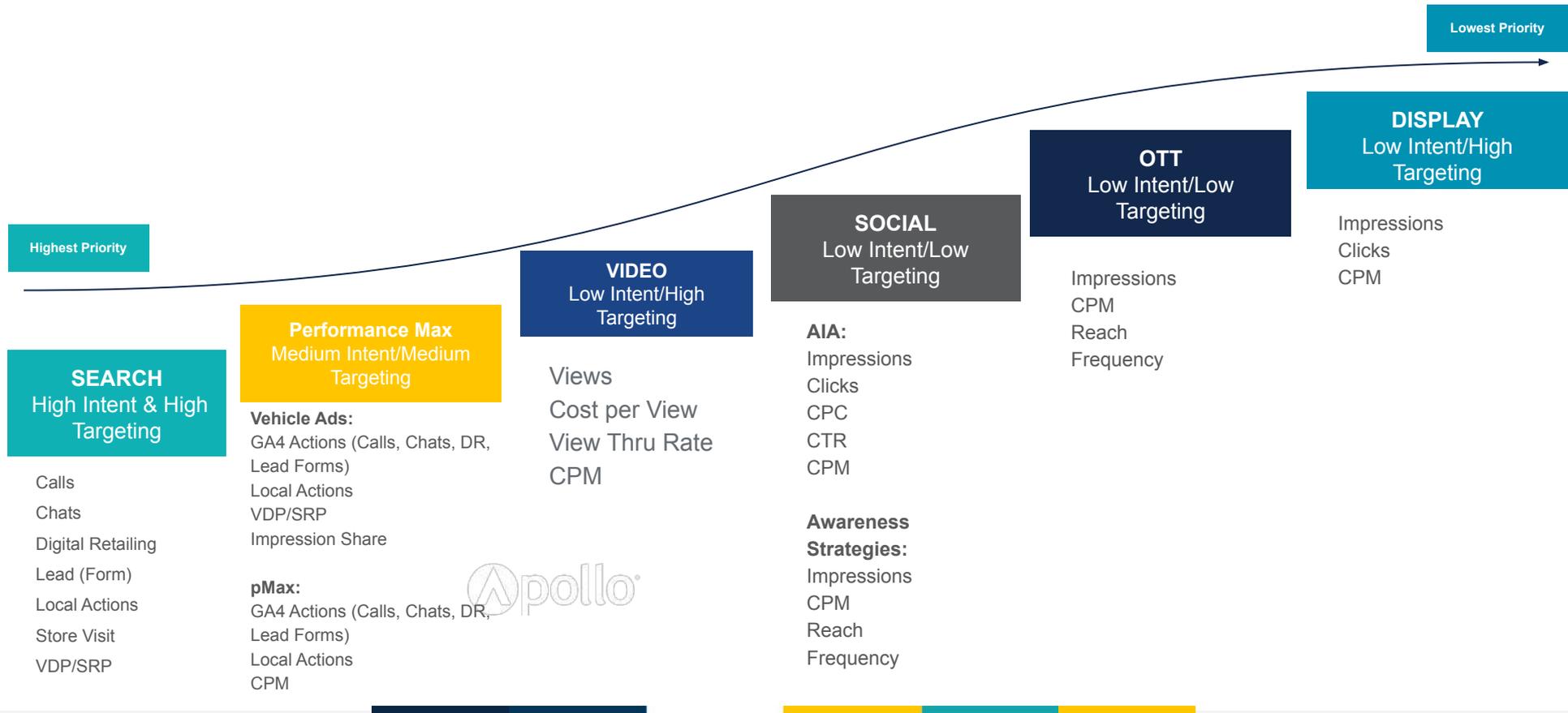
OTT Creates Demand. Streaming is the #1 way people watch TV as of 2024, and OTT remains a cost-effective strategy to build awareness for your dealership and inventory. OTT boasts advanced Audience targeting capabilities, and the Premium placements used in our OTT selection ensure strong viewability and retention through Short commercial breaks.

DISPLAY

Display Ads Create Demand. We recommend video ads over display, because research shows that video is more effective at driving Auto shoppers to take dealer-specific actions than Display. The FD strategy **targets Display budgets to Model Specific page Remarketing List.**



Dealer Success By Product



Maximize Dealer Success Through The Correct Prioritization of Products!

Lowest Priority

Highest Priority

SEARCH

Maximize investment in Low-funnel **Search strategies** until...

Impression Share is at a minimum **60%**

PERFORMANCE MAX

Maximize investment on **Vehicle Ads** until...

Impression Share is at a minimum **65%**

THEN maximize investment in Standard **Performance Max strategies** until...

Average CPM is greater than **\$25**

VIDEO

Maximize investment in **In-Market & Remarketing Video strategies** until...

Average CPM is greater than **\$15**

SOCIAL

Maximize investment in **Meta AIA Strategies** until...

Average CPM is greater than **\$15**

Maximize investment in **Meta Awareness Strategies** until...

Average CPM is greater than **\$5**

OTT

Maximize investment in **OTT Strategies** until...

Average CPM is greater than **\$40**

DISPLAY

Maximize investment in **Display Strategies** until...

Average CPM is greater than **\$7.50**



Maximize Dealer Success Through The Correct Prioritization of Products!

Advertising Strategy	Investment <= \$6,000	Investment Between \$6,000 and \$15,000	Investment >= \$15,000
Search Strategies	75%	60%	50%
Vehicle Ads Strategies	25%	15%	15%
Performance Max Strategies	0%	10%	10%
Video Strategies	0%	10%	10%
Social Strategies	0%	5%	5%
OTT Strategies	0%	0%	5%
Display Strategies	0%	0%	5%



Maserati Package Proposals

Package A: \$1,000 / month

Designed for dealers who want efficient high-intent coverage without overextending budget.

Channel Mix

- 100% Performance Max (Vehicle Feed Required)
- Focus: Lower funnel intent capture + remarketing pool building

Strategy

- Branded + in-market luxury auto audiences
- Inventory-based asset groups
- VDP optimization goal

Modeled Monthly Forecast

Site Traffic 1,500+ clicks

Impressions 300K+

Modeled performance ranges based on historical luxury auto benchmarks. Results vary by market size, inventory, and competitive pressure.



Maserati Package Proposals

Package B: \$2,000 / month

Expands beyond passive capture and actively competes for in-market luxury buyers.

Channel Mix

- 75% Performance Max (Vehicle Feed Required)
- 25% High-Intent Search (Model + “near me” campaigns)

Modeled Monthly Forecast

Site Traffic 2,500+ clicks

Impressions 400K+

Modeled performance ranges based on historical luxury auto benchmarks. Results vary by market size, inventory, and competitive pressure.



Maserati Package Proposals

Package C: \$3,000 / month

Full-funnel dominance strategy for dealers looking to maximize luxury market share and brand presence.

Channel Mix

- 60% Performance Max (Vehicle Feed Required)
- 30% High-Intent Search (Model + “near me” campaigns)
- 10% Video

Modeled Monthly Forecast

Site Traffic 3,000+ clicks

Impressions 500K+

Modeled performance ranges based on historical luxury auto benchmarks. Results vary by market size, inventory, and competitive pressure.

