



FOUNDATION

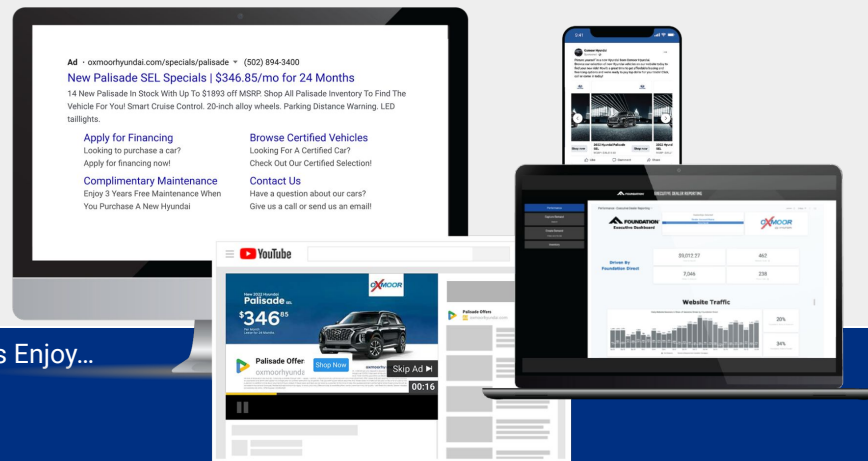
Own Your Accounts. Unlock Exclusive Data. Optimize Your Spend. Drive Better Results. **Go Direct.**

Unmatched Expertise & Strategic Consultation: Our Leadership Team founded Google's Automotive Retail Team and boasts 40+ years of digital marketing experience at Google. This unmatched expertise equips & empowers our team to deliver unparalleled strategic consultation & results.

Unrivaled Relevance With Inventory-Based Ads, Including Regional Offers & Price: An elegant combination of technology, data, and expertise updates your Ad Creative, Keywords, and Targeting daily, ensuring that shoppers always see hyper-relevant ads that reflect your in-stock Inventory & current Pricing.

Total Transparency and Direct Access: Our flat-fee business model puts dealers in control, and focuses our teams on improving your outcomes.

Exclusive Access to Google Search Demand Visualizations: Google's daily Search Demand data is gold, giving dealers a competitive advantage through strategic, real-time insights not found anywhere else.



Compared To The Competition: Hyundai Digital Alliance Dealers Enjoy...

75% CO-OP SUPPORT FOR HDAA DEALERS

(Compared to 50% Out of Program)

20- 40% More Clicks
For the Same Marketing Budget

\$2.12 Per Click
55% Decrease in CPC

20% Higher CTR
Vs Non- Alliance Dealers

27% More Paid Search Traffic
than Non Alliance Dealers

