

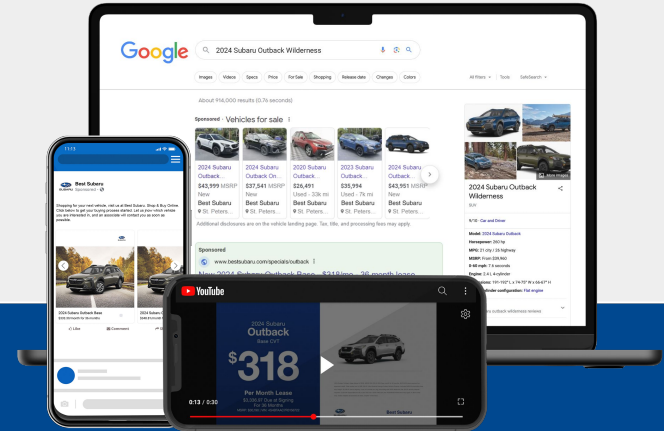


FOUNDATION

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 retailers in control, and focuses our teams on improving your outcomes.

- **Exclusive Insights That Increase ROI:** Our tools - designed for retailers - bring clarity from complexity in a single user friendly interface. Stop wasting money and start increasing ROI by arming your people with real time insights at their fingertips to make better, data driven decisions in marketing and beyond.



Compared To The Competition:
Foundation Direct Subaru Retailers Enjoy...

116% Increase
In Keyword Depth

\$1.67 Per Click
44% Lower vs Industry Benchmark

17% Increase
In Goal Completions

18.9% CTR
148% Higher vs Industry Benchmark

Source: Foundation Direct, Google Ads Data, 2023; FD Pre vs. Post Campaign Launch Performance Analysis, Subaru client

