

# Digital Ad Automation and Insights for Tomorrow's Top Subaru Retailer



Harness the power of artificial intelligence, real-time data, and automation in one dealer-centric platform to drive more customers to your website. With ZeroSum, retailers have on-demand access to MarketAI® which provides cross-channel ad execution, VIN-level attribution reporting, cutting-edge competitive insights, and industry-wide market data to drive unprecedented growth.



## INVENTORY DATA AND INSIGHTS

Gain access to the largest, most comprehensive, active and historic inventory database in North America. View competitor inventory, turn rates, and pricing.



## HIGH-EFFICIENCY AD AUTOMATION

We use machine learning to determine what inventory to promote on any given day, and on which channel (social, display, video, search, VLA), taking into consideration days on lot, budget, exposure, supply, and demand. MarketAI creates your ads using vehicle details from your VDPs and pairs that with channel-specific in-market shoppers to for maximum sales potential.



## PRECISE AUDIENCE TARGETING

ZeroSum's automated inventory data integration enables precise targeting to shoppers ready to buy a vehicle like the one you have on lot right now.



## AI-POWERED, HUMAN SUPPORTED

Our team of experts guide and oversee the entire process, allowing you to reclaim your time and focus on what's important, running your dealership.



## 24/7 ATTRIBUTION

We provide unrivaled analytics that enable everything from forecasting expected sales, to VIN-level marketing attribution available in a single platform.



# Marketing Designed to Efficiently Drive More Traffic to Your Retailer Website

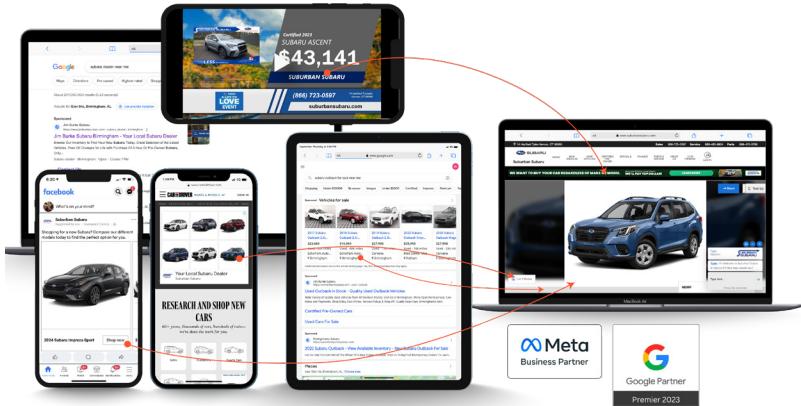
## ALL MARKETAI® PACKAGES INCLUDE:

- ✓ Dedicated dealer success manager
- ✓ Connection to CRM for enriched data insights
- ✓ Predictive sales numbers updated daily with comparisons to previous periods
- ✓ Real-time market conditions and share for your market, brand and dealership
- ✓ Recommendations on the most in-demand new vehicle inventory mix
- ✓ Real-time data on the velocity of models in your market.
- ✓ Inventory insights of your closest competitors
- ✓ Analysis of your vehicle pricing vs the market
- ✓ VIN level attribution of marketed inventory to movement off the lot.
- ✓ Detailed data on dealership conversion rates
- ✓ All creative copy generated directly from your VDP data and images



Custom digital advertising solutions based on your real-time market and competitive conditions. The MarketAI platform finds active shoppers in your market and delivers them relevant ads built from the vehicles on your lot. These ads dynamically adjust to provide the best ad creative for each individual shopper, 24/7 across:

**SOCIAL MEDIA | DISPLAY | SHOPPING/VLA  
VIDEO/OTT | SEARCH**



**1** (0-49 VINS)  
\$995/MO  
+ 25% OF SPEND

**2** (50-99 VINS)  
\$1,495/MO  
+ 25% OF SPEND

**3** (100-149 VINS)  
\$1,995/MO  
+ 25% OF SPEND

**4** (150+ VINS)  
\$2,499/MO  
+ 25% OF SPEND

**5** (200+ VINS)  
\$2,995/MO  
+ 25% OF SPEND

### SEO (OPTIONAL ADD-ON)

**1 FOUNDATION**  
\$595/MO

- Local listing, map pack, and content management
- 5 monthly GMB optimizations and content posts
- 1 monitored SEO ranking term
- 2 monthly on-site page content/ indexing ranking modifications

**2 ENGAGE**  
\$1,195/MO

- Local listing, map pack, and content management
- 10 monthly GMB optimizations and content posts
- 2 monitored SEO ranking terms
- 4 monthly on-site page content/ indexing ranking modifications
- Online review monitoring, management, and replying
- 1 monthly blog or custom landing page

**3 EXPAND**  
\$1,995/MO

- Local listing, map pack, and content management
- 15 monthly GMB optimizations and content posts
- 3 monitored SEO ranking terms
- 6 monthly on-site page content/ indexing ranking modifications
- Online review monitoring, management, and replying
- 3 monthly blogs or custom landing pages