

# STREAM COMPANIES - DIGITAL ADVERTISING PROGRAM PACKAGES



## Tired of Cookie-Cutter Agencies? It's Time You Talked to Stream.

Stream is a full-service, fully integrated advertising agency powered by strategy, experience, and technology.

We believe in an integrated approach that fosters communication with and between each department to elevate the results of our digital efforts. This strategy aligns all messaging through each medium and channel but also ultimately allows us to be more strategic and transparent with our advertising dollars, thus saving money and being more effective with our ad placement and spend.

Our motto is **Do the Ordinary Extraordinarily Well**, and our team members truly live by this philosophy. Our client partners are treated like our only clients with a high level of communication, absolute transparency, and an aggressive pursuit of mutually set KPIs.

## Digital Advertising Package Features

Features	Digital Advertising Package (SPORT) \$1,750	Digital Advertising Package (TOURING) \$3,850
<b>Paid Search Advertising</b> <ul style="list-style-type: none"> <li>• Google, Bing, Yahoo Paid Search (New, Used, CPO)</li> <li>• Daily Optimization</li> <li>• Extension Additions &amp; Tracking</li> <li>• Unique Ad Copy</li> <li>• A/B Testing</li> <li>• Lead and Call Tracking</li> <li>• Customized Reporting</li> <li>• Client Owns Their Own AdWords Account</li> </ul>	✓	✓
<b>Honda Digital Merchandising</b> <ul style="list-style-type: none"> <li>• Dedicated Web Merchandising Concierge</li> <li>• 24/7 Non-Ticketed Customer Support</li> <li>• Monthly Website Audit (Mobile, Desktop, &amp; Tablet)</li> <li>• Specials, Slides, Banner, Video, and Event/Landing Page Management</li> <li>• Customized Event Tagging</li> <li>• Form Verification</li> <li>• Indexation Requests</li> <li>• Feed Troubleshooting</li> <li>• 3<sup>rd</sup> Party Vendor Support</li> </ul>	✓	✓
<b>Local Business Management</b> <ul style="list-style-type: none"> <li>• Managing GMB Listings</li> <li>• Weekly Posts</li> <li>• Parts and Service Listings</li> <li>• Claiming, Updating, and Optimizing 3<sup>rd</sup> Party Business Listings</li> </ul>	✓	✓
<b>Display Advertising</b> <ul style="list-style-type: none"> <li>• Programmatic Display</li> <li>• Interactive Dynamic Display Auto Ads</li> <li>• Retargeting</li> <li>• Waze Navigation Ads</li> <li>• Full Design and Compliance Approval</li> </ul>	✓	✓
<b>Search Engine Optimization (SEO)</b> <ul style="list-style-type: none"> <li>• Monthly Content Writing</li> <li>• Bi-weekly Website Accessibility and Technical Errors Audit</li> <li>• Google Analytics and KPI Setup</li> <li>• Keyword Analysis and Mapping</li> <li>• New &amp; Existing Pages Optimized Monthly</li> <li>• Citation Building and Clean-Up</li> <li>• Ongoing Link Building</li> </ul>	□	✓
<b>Social Media Advertising</b> <ul style="list-style-type: none"> <li>• Facebook &amp; Instagram</li> <li>• Oracle Data Targeting</li> <li>• Full Design and Compliance Approval</li> <li>• Custom CRM Audience Targeting</li> <li>• Lead Generation or Local Awareness Ads</li> </ul>	□	✓
<b>Digital Video Advertising</b> <ul style="list-style-type: none"> <li>• In-App Native Video</li> <li>• Social Video</li> <li>• Pre-Roll (ComScore 100 Sites)</li> <li>• Connected TV</li> </ul>	□	✓

## Additional Package Add-Ons

Features	
Behavioral Targeted Advertising	\$249
Digital Video Advertising	\$249
Social Media Advertising	\$249
Social Media Management	\$799

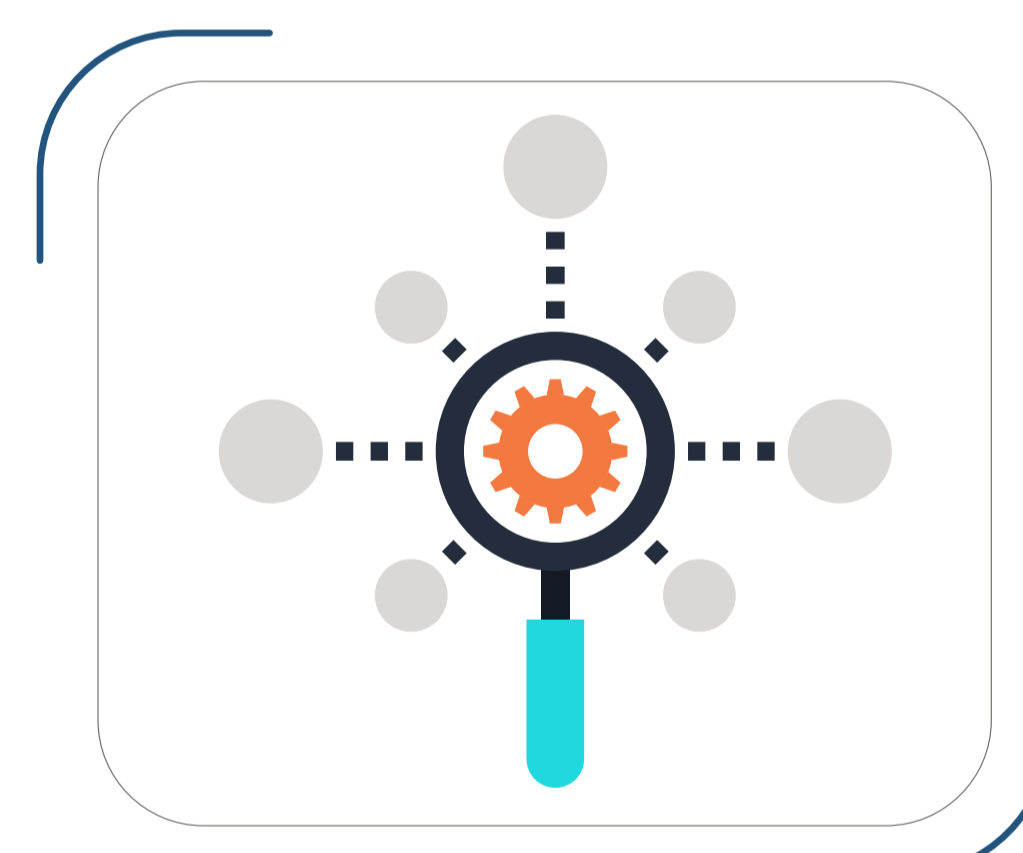
## Paid Search

Also known as pay per click (PPC), paid search is a fast and effective way to get your business in front of customers. When paired with search engine optimization (SEO), it can help to increase brand visibility and allow your business to virtually dominate the search engine results pages. Because of that, PPC has the ability to increase traffic, leads, and sales, which makes it a valuable component of any successful integrated advertising strategy. At Stream, we'll make sure that your paid search, SEO, and other digital advertising efforts are working together so you're not bidding on keywords that you already rank highly for organically.



## Search Engine Optimization (SEO)

SEO is the foundation of your entire website. It doesn't matter how good your website looks if search engines aren't finding it. With comprehensive SEO services from Stream Companies, you can take your dealership's website to new heights by generating traffic that actually makes a difference to your bottom line. How? By targeting the only kind of traffic a car dealership cares about: local.



## Behavioral Targeted Advertising

In the age of data and advanced tracking technologies, you can market with superior precision. With Stream's behavioral targeted advertising, you can leverage web user data to create more customized advertising messages for individual shoppers. As an Oracle Elite Data Partner, we offer custom audience building based off your DMS and look-alike audiences. We also have the tools to help you reach in-market shoppers at the zip code level.

We'll help you target likely owners of the brand(s) of vehicles you sell (garage predictors) as well as drivers near the end of their leases who may want to lease again. It all starts by knowing who you're marketing to on an individual level.



## Honda Digital Merchandising Incorporated Into Your Showroom

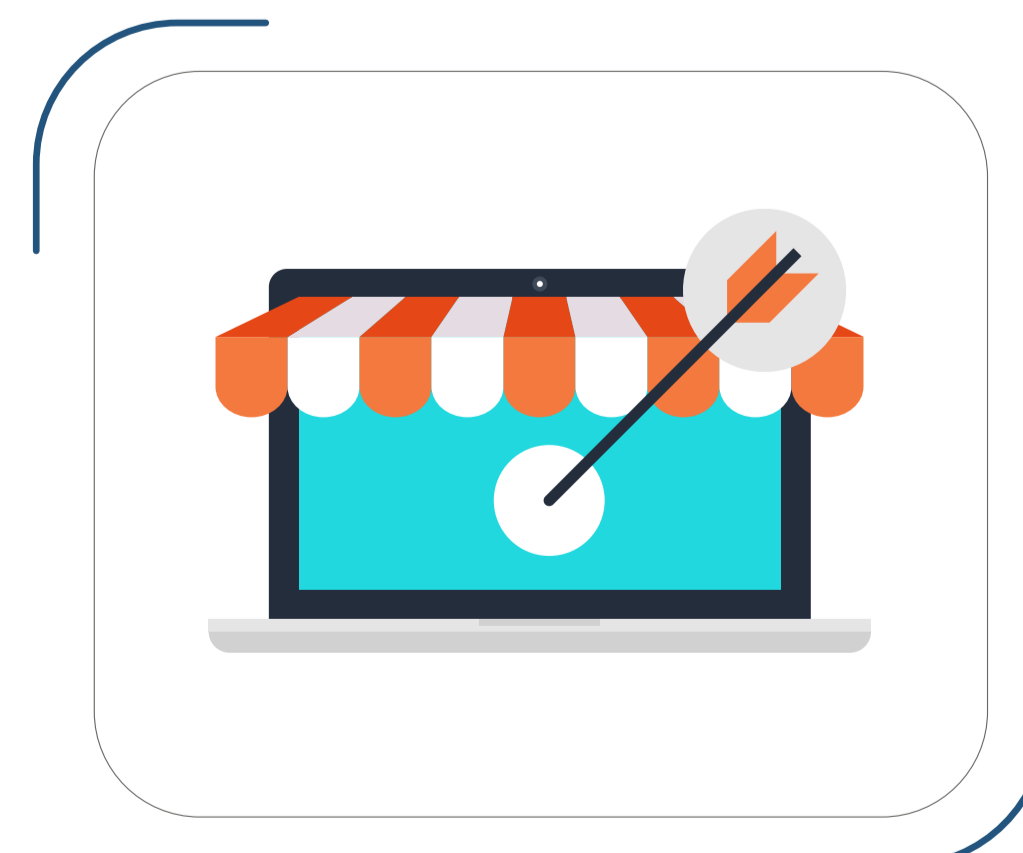
Honda Digital Merchandising is an important digital discipline to recreate every level and layer of your dealership within your website. It's our belief that your main homepage should reflect the level of care, detail, and positioning incorporated in your showroom. Your listing pages are just another version of your lot, and as such, should be just as clean and easy to navigate. Finally, your vehicle detail pages should be as straightforward and useful as the window stickers on your cars. Our goal is to drive all the people visiting your website into your dealership physically.

A Honda Digital Merchandising specialist familiar with your web platform will be available 24/7 to help resolve any issues you may run into on your website. They're happy to update promotional messaging, open tickets with your web platform, and assist in integrating new technologies into your site. Outside normal business hours, an emergency web maintenance specialist is available on Saturdays and Sundays to assist with any on-site emergencies. Our team will routinely review your site and use any available hours to complete proactive site audits. These aim to improve your site using standard best practices as well as individual creativity.



## Local Business Management

Google My Business (GMB) and organic citations play a huge role in a customer's car-buying experience. With Stream's local business management, we will not only create, but also help manage all your GMB pages, including your sales and service centers. Additionally, we will create and clean up all citations on a monthly basis to ensure continuity across all the platforms that customers are using to shop.



## Display Advertising

Our access to exclusive and superior data gives us a unique advantage to our display advertising targeting. Meet your leads around the web and serve them customized visual advertising, even when they're not on your site.



## Digital Video Advertising

Video advertising is one of the most effective and fastest-growing methods of reaching shoppers. Stream Companies will help you reach as many people as possible with the latest in digital video techniques, technology, and platforms. From Connected TV (CTV) marketing to pre-roll ads before featured videos, we'll deliver quality content that makes an impression.

We produce in-app native videos for a seamless user experience with no unnecessary clicks or new windows and social videos that you can post on your preferred platforms. Start conversations with your audience and showcase your personality in a whole new way with videos that adapt to any device you view them on, from laptops and tablets to mobile devices.

