



SmartAdvertising®

# FIXED OPS

## For Lexus Dealers

PureCars' ad technology delivers targeted, personalized offers directly to prospects and existing customers who are most likely to service their vehicle with you. We help you maximize your Fixed Operations marketing spend across multiple digital ad channels and deliver cost-effective results.

### WHAT'S IN IT FOR ME?

**Increase** your CPRO Volume and Average Dollar / RO

**Protect** your PMA from independents

**Maintain** repeat business

Service-to-sales **leads**

First mover **advantage**



### Reach existing customers more often

- Most direct mail and emails don't get opened. With digital, your message reaches your customers where they spend time- online.
- Your customers can easily request service appointments directly in Facebook with lead ads
- Maximize the value of your CRM data and expand your reach

### Attract new service customers by conquering your competition & the independents:

- Use your existing CRM data to target prospects with similar behaviors to your customers
- Use exclusive coupons and incentives to pull in a large group of non-loyal service customers.

 **Hometown Motors of Lexus** Like Page  
Sponsored · 🌐


Early bird oil change special. Come in Mon-Fri before 2:00 PM. All makes welcome! Call now to make an appointment: (000) 000-0000.



Visit us for the **Early Bird Special!**  
HOMETOWN MOTORS OF LEXUS **\$5 OFF\*** OIL CHANGE

Early Bird Special: \$5 Off Oil Change  
Open at 7:00 AM, Monday through Friday  
HOMETOWNMOTORSOFLexus.COM | BY HOMETOWN

Visit us for the **Early Bird Special!**  
HOMETOWN MOTORS OF LEXUS



Hometown Motors, City

Sign up by providing your info below.

Email

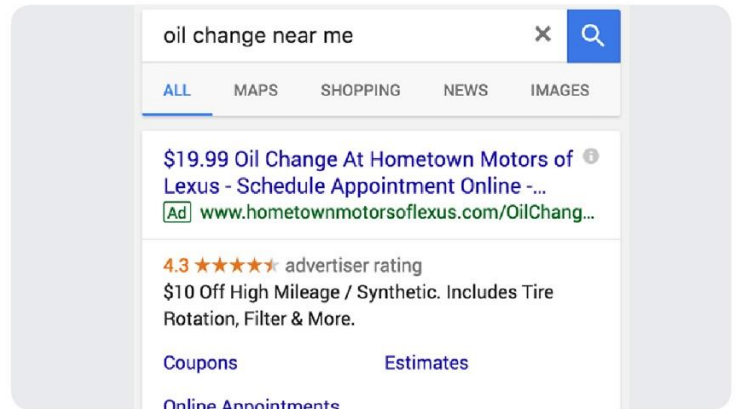
Enter your answer.

[Back](#) [Submit](#)

Beat the competition:



Reach shoppers where they are:



**77% OF DRIVERS** use independent repair facilities. Protect your service market share and service customer retention!



**7 OUT OF 10 CUSTOMERS** utilize online search to determine where to service their car. Are you showing up? PureCars can help you reach them.

## SmartAdvertising Fixed Ops Package Pricing

PACKAGES	RETAIL PRICE
SEM	\$1,000 AND ABOVE
Social/Facebook	\$1,000 AND ABOVE
Display/Retargeting	\$1,000 AND ABOVE
Video	\$1,000 AND ABOVE
Retail price of Lexus Fixed Operations Service Package billed to the subscribing dealer (includes Media Spend and Vendor Flat Management Fee)	

**\*\$100 discount on management fees when purchasing multiple packages.**