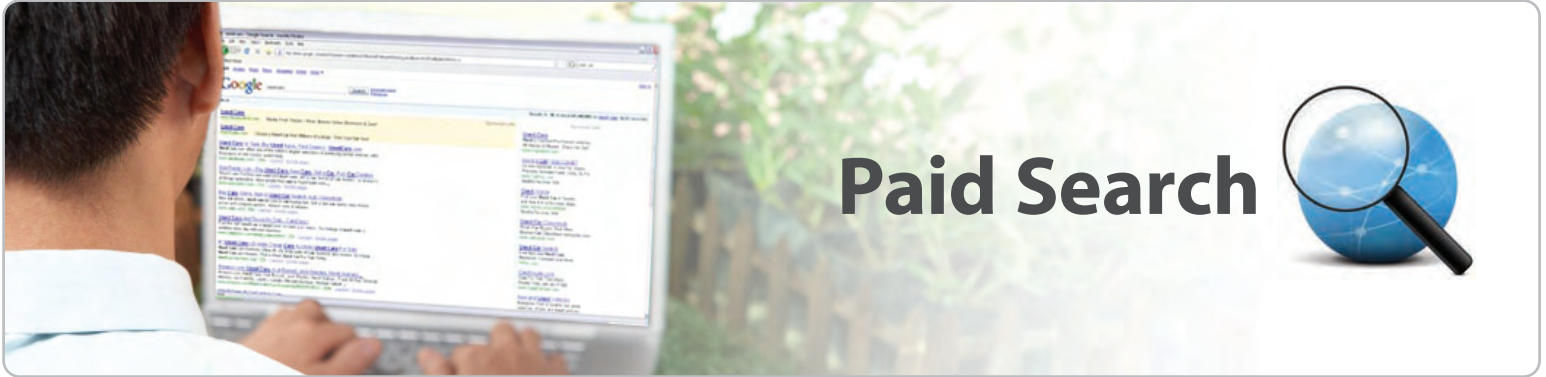


Build awareness and generate more leads for your dealership with Cobalt Paid Search.



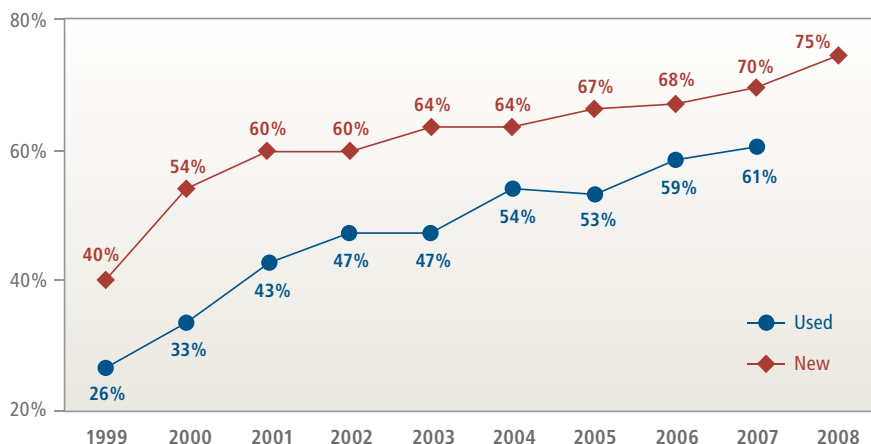
Paid Search

Don't get left behind – drive quality Internet search engine traffic to your website with Cobalt Paid Search Marketing Services.

With over 75% of all in-market auto buyers conducting research on the Internet before walking into a dealership,* can you afford not to be present in the major search engines?

And with the average new car buyer spending over five hours online conducting research before buying,** if your website isn't showing up on Google™ or Yahoo!® then you're missing out on a big opportunity to sell more cars.

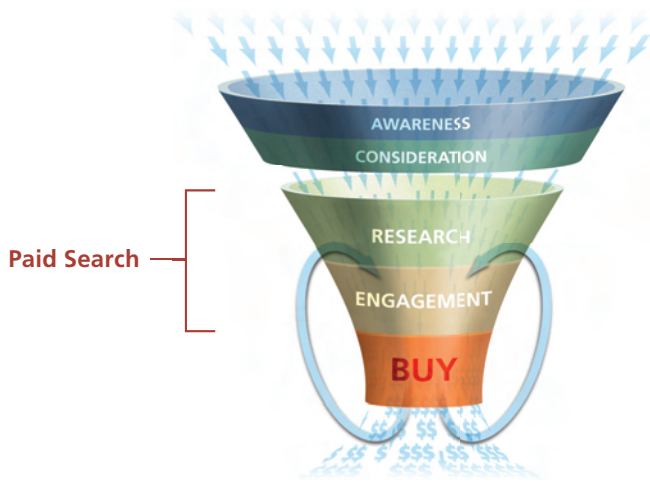
Maybe you don't have time to manage your own search marketing campaigns or perhaps you don't know how to get started? We know that your time is better spent doing what you do best – selling cars. Let Cobalt take care of the details of keyword optimization, bid strategy optimization, writing ad copy and testing, website optimization and everything else that goes into managing your search campaigns.



Automotive Internet Usage Trends Used¹ – Vs. New² – Vehicle Buyers 10-Year Trend

¹Based on used-vehicle buyers. ²Based on new-vehicle buyers.
Source: J.D. Power and Associates 1999-2008 New and Used Autoshooper.com Studies

*Source: JD Power & Associates
**Source: JD Power & Associates / Google, Inc.



Guiding Shoppers to your Showroom

Cobalt gives you the marketing tools, insight and expertise to manage your marketing “funnel” the same way you manage your showroom. From awareness of your brand to shoppers researching inventory and engaging your sales staff, no other vendor has the range of digital marketing products and services you need to sell more cars at less cost.

Cobalt’s Paid Search solutions target consumers in the middle and late stages of your marketing funnel when in-market shoppers are looking for new or used vehicles, parts and service, financing offers and when they are searching for a dealership to visit.

Cobalt offers three packaged solutions to meet any business goal, from building brand awareness to generating immediate leads.

PACKAGES	BUSINESS GOALS	KEYWORD CAMPAIGNS
1 PowerSearch	Complete Package (High, Mid and Low Funnel)	Dealer Brand & Competitor, Consumer Research, New Make, New Model, Used Make, Used Model, Certified Previously Owned <i>Add-on:</i> General Service, Make-specific Service, General Body Shop / Collision and Make Specific Body Shop / Collision <i>Add-on:</i> Bad Credit Auto Financing, Bad Credit Car Loans, After-Bankruptcy Car Loans
2 Search Special Finance	Complete Package (High, Mid and Low Funnel) for Special Finance only	Bad Credit Auto Financing, Bad Credit Car Loans, After-Bankruptcy Car Loans
3 Search Essentials	Low Funnel	Dealer Brand, New Make, New Model

As the largest buyers of automotive dealer paid search, your Cobalt team are skilled search term negotiators and analysts. We’re also fluent in the algorithms that make search engines tick, taking advantage of the latest bid management tools with our proprietary Smart® Technology platform.

Cobalt will personalize your program to meet your specific needs and with a dedicated Digital Marketing Specialist working on an ongoing basis to optimize your campaigns you can be sure that your campaign delivers 24X7 and you don’t miss out on your paid search marketing opportunities.

To learn more about how your dealership can benefit from paid search marketing or the entire suite of Cobalt’s Digital Marketing solutions, email us at sales@cobalt.com or call your Cobalt representative.

866.200.5099

