



Get a team of digital marketing professionals behind you. Boost online performance, leads and ROI.



ProCareSM



ProCare Delivers Real ROI

2-5

average incremental vehicle sales per month.

\$1500-\$4000

average in additional new car gross margin per month, plus used and service sales.

\$5-\$13

average each month in gross margin, for every \$1 you spend on ProCare.



Over 80% of consumers shop for vehicles and service online, yet less than one out of five dealers consistently maintain their online presence.* With ProCare, you have unprecedented access to a team of specialists skilled specifically in digital automotive marketing. This team is dedicated to maintaining your websites and improving your online strategy in order to help you beat the competition and stay top-of-mind with local consumers.

ProCare was Designed with Dealer Input

- Keep websites current and updated, specials current & fresh
- Increase the ability to be found by top search engines via Search Engine Optimization (SEO)
- Coordinate offline advertising online
- Review metrics monthly and make adjustments to improve digital marketing performance
- Reduce the number of vendors needed to manage the elements of an online marketing strategy

Your Digital Marketing Team

With ProCare, you will work with an Account Advocate who has deep experience in automotive and online marketing strategies. As you enhance your digital marketing to include paid search, display advertising, and Owner Marketing, your Advocate coordinates with an expanded team of digital specialists that manage these solutions. Your Advocate is focused on constantly fine-tuning your strategy and media spend to produce the best, most measurable marketing results.



* J.D. Power and Associates, 2008 Auto Buyer Clickstream Study

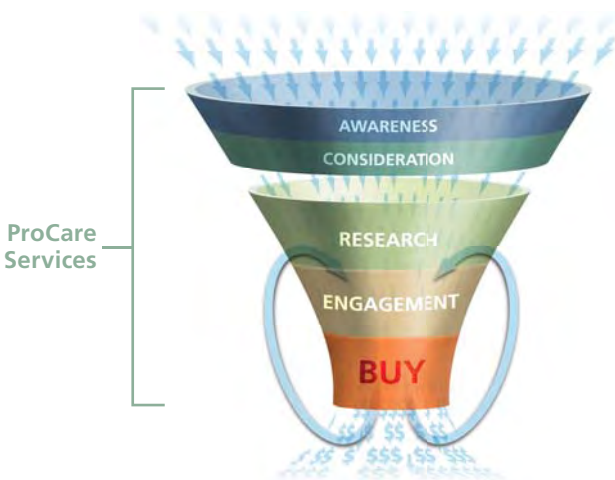
ProCare Lets You Focus on Sales and Service by Delivering:

- **Marketing Alignment:** Ensures your website supports your goals and objectives, provides a monthly metric review with strategy recommendations and provides the synchronization of your online and offline advertising.
- **Search Engine Optimization (SEO):** Increases your ability to be found via search engines such as Google,™ Yahoo!® and MSN® Live, increasing your Web traffic.
- **Website Performance Optimization:** Drives visitor engagement, increasing your leads and conversion rates.
- **Premium Access:** Provides exclusive access to Cobalt's website content libraries and first-tier exposure to new website features and designs as they're introduced.

SIMPLE, VISUAL, MONTHLY REPORTING



Know at-a-glance if your online strategy is working.



ProCare Raises Your Bar

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 digital partner has the range of digital marketing products and services you need to sell more cars and service at less cost.

Every month your Account Advocate will review the health of your digital marketing funnel – giving you tight control of your online digital marketing power, same as you're doing with your sales floor.

RESULTS YOU CAN SEE – PROCARE DELIVERS

- Twice as many email and phone leads per month
- 128% average monthly increase in organic, SEO search website referrals
- 56% average monthly increase in website visits
- 77% more inventory searches per month



2008 ACE Award
Achievement in Customer Excellence

CustomerSat

Get Started

Engage personal attention and service you need to achieve digital marketing success. Email us at sales@cobalt.com or call your Cobalt representative. **888.450.7550**

Cobalt®

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