

**DRIVE MORE CUSTOMERS TO YOUR BUSINESS  
WITH COST-EFFECTIVE SEARCH ENGINE MARKETING****SEARCH ENGINE MARKETING IS  
FOUNDATIONAL TO YOUR SUCCESS****92%** of tire purchases  
begin on online**WHAT IS DIGITAL BOOST?**

Digital BOOST is an ongoing Search Engine Marketing (SEM) program that drives high quality local web traffic from Google to your website. In addition to increased web traffic, Digital BOOST will drive key revenue producing conversions.

**Digital BOOST provides:**

- Geo-targeted ads on Google triggered by relevant keywords to boost traffic to your website and drive high quality leads and phone calls.
- Seamless integration into any promotional calendar. Ads automatically feature any active offer and send shoppers to a special landing page on your website.
- Access to an online dashboard to monitor results and listen to phone calls generated by the program.
- An increase in web traffic, leads, online orders, phone calls, and sales.

**PROGRAM DETAILS**

Digital BOOST is a unique program that provides premier SEM service at one of the lowest costs in the industry.

- Competitively priced at \$500 per month.
- Program complies with most co-op programs.

**DEALER CASE STUDY – 30 DAY CAMPAIGN RESULTS****102**  
CLICKS**11**  
QUOTES**12**  
APPOINTMENTS**74**  
PHONE CALLS