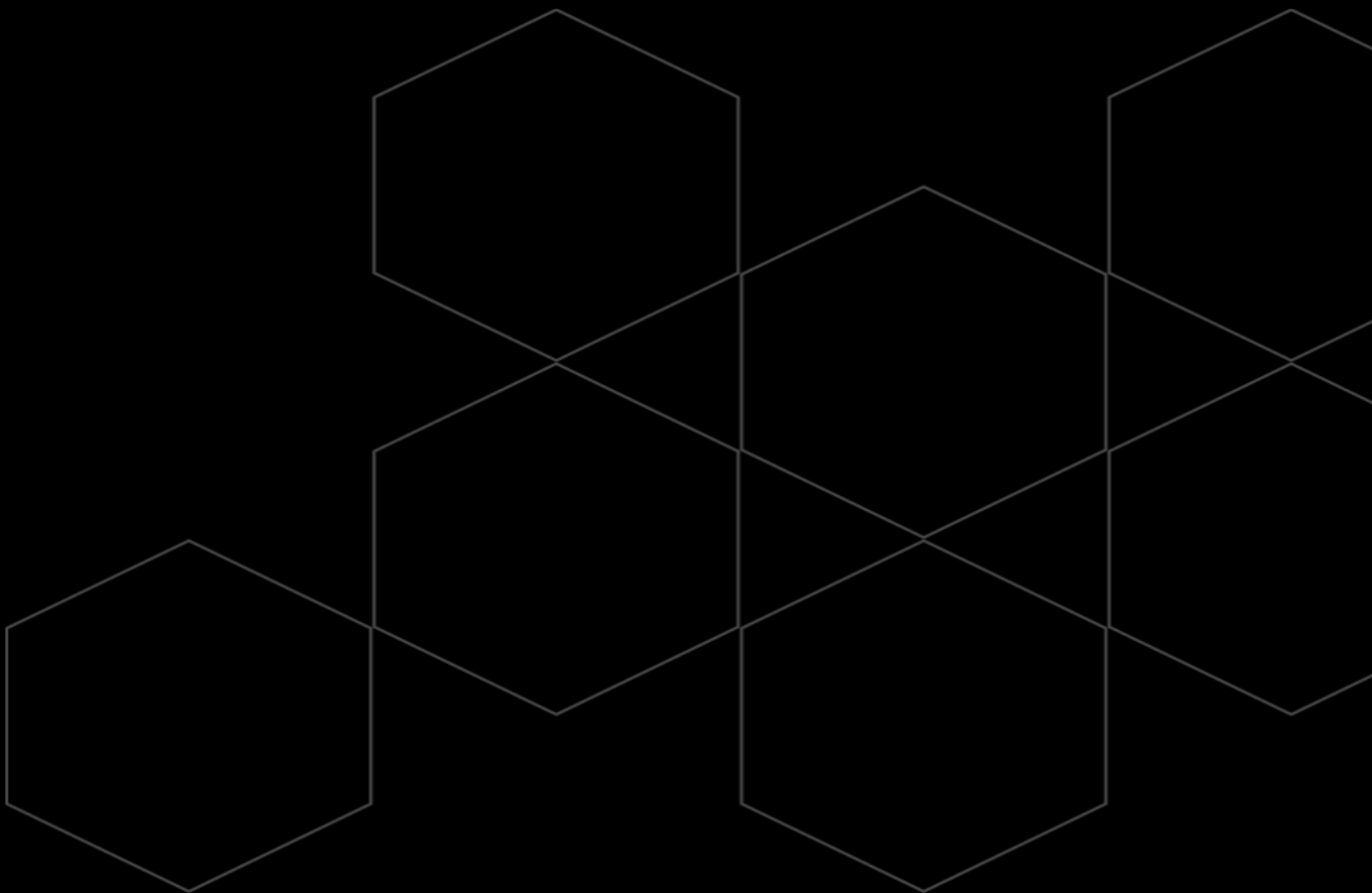




INFINITI

**TRFFK**

Digital Advertising



**All-In-One Digital  
Advertising Solution for  
Automotive Dealers**

**INFLUENCE**  
through AI-driven  
digital marketing

# TRFFK Digital Advertising

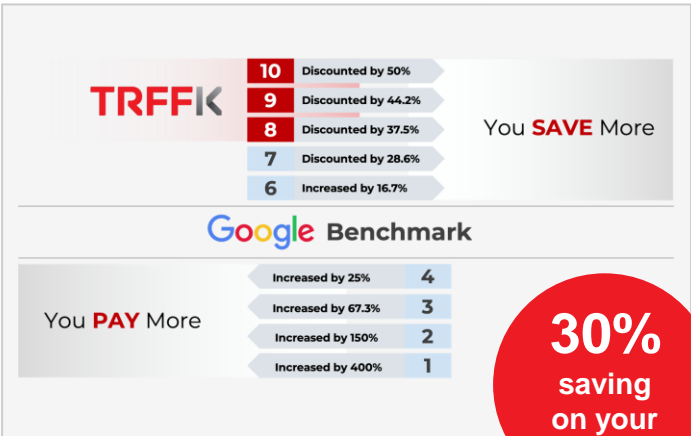
## What Is TRFFK?

AutoSync’s TRFFK offers AI-powered digital marketing solutions to help OEMs and dealerships convert in-market shoppers to real-time customers. Partly using consumer behaviour data from AutoTrader.ca marketplace, as well as their proprietary digital ads manager Dealer Breacher,

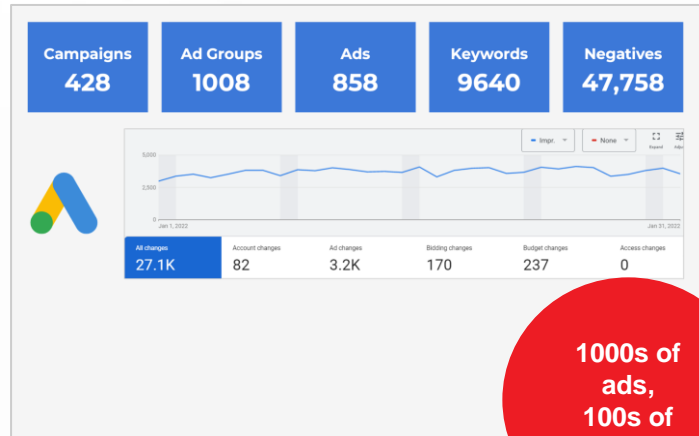
TRFFK experts execute tailored digital advertising campaigns across paid search, display, social media, video, vehicle ads, geofencing and audience retargeting channels. The razor-sharp focus of their campaigns ensures qualified customers are redirected at the lowest, most optimized cost per click.

## Lowest Cost-per-click

TRFFK’s high Quality Scores and relevant audience targeting leads to the industry’s lowest cost per click of \$1.13 - saving dealers on ad spend and increasing exposure.



**30%**  
saving  
on your  
ad spend



**1000s of  
ads,  
100s of  
campaigns**

## Hundreds of Ads & Campaigns Created Monthly

TRFFK’s automation software continuously optimizes & improves campaigns, with thousands of changes per campaign per month.

## Adaptive Search Personalizes Buyer Journeys

TRFFK’s AI scrapes your website every 24 hours to create VIN and SRP-specific Ads and related landing pages, This results in the highest search query relevance and overall best user experience.



“2022 Infiniti QX60”

=

**1 in Stock =  
VDP Landing Page**



“New Infiniti QX80”

=

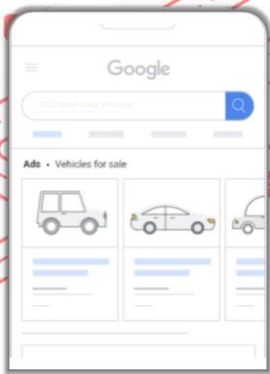
**Many in Transit =  
SRP Landing Page**

# TRFFK Digital Advertising

Google  
VEHICLE ADS

TRFFK

25%  
Average  
Conversion  
Increase

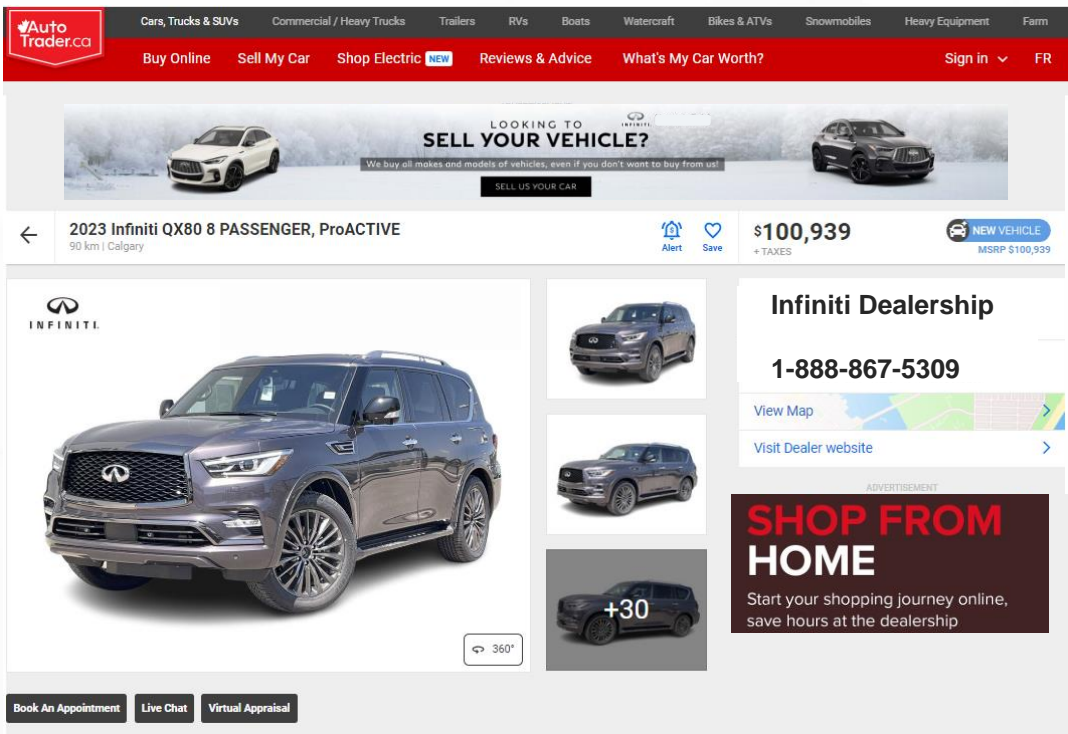


## Latest Digital Marketing Strategies

TRFFK is always testing the latest digital marketing strategies to bring to market. Our newest offering - Google Vehicle Ads, is fully released to market gaining dealers valuable clicks, VDP views & conversions on a new platform - ahead of the competition.

TRFFK

## Exclusive Access To AutoTrader.ca Remarketing Audiences



Many prospect car buyers start or continue their search for a new or pre-owned vehicle through Canada's largest automotive Marketplace, AutoTrader.ca.

TRFFK has exclusive access to AutoTrader.ca audience lists, importing them into subsequent Search, Social, Display & Video Channels for up to 90 days, a complete buyer's journey.

In-market shoppers are then served highly relevant, higher converting digital advertisements across those Channels. This enhances the hyper-targeting capability of dealer campaigns with the safe, future-proof and sizeable AutoTrader.ca Marketplace data.





# Social Media

## Social Dynamic Inventory

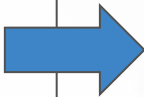
Leverage your inventory to show targeted ads across all social platforms.

TRFFK links straight to static pages, dealer VDPs or natively on Facebook, Instagram & TikTok (Pilot).

TRFFK executes Static, Carousel, Collection, Dynamic Product Ads, Lead ads, On-Facebook AIA, Messenger ads, Spark ads.

### Your Inventory

	\$
	\$
	\$



### Facebook Ad



## Video Marketing

A diverse media mix is essential and TRFFK's video marketing strategies get you the most views with the right audiences.

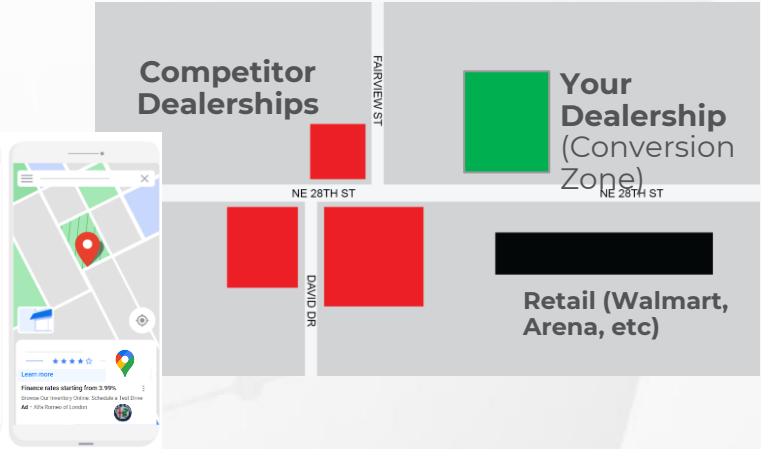
Let our creative services create affordable, professional videos to advertise across YouTube, Facebook, Instagram & TikTok.



## Geofencing

TRFFK's proprietary technology ensures a presence in the physical spaces of large venues and competitor dealerships.

More powerful & accurate than IP Targeting, remarket users with HTML5 ads on user's mobile phones.



New 2023 INFINITI QX50 PURE  
Stock: 2307209  
VIN: 3PCA35AB4PF117798

Price: \$53,929

Exterior: QM1-Lunar White  
Interior: G-Graphite

KEY FEATURES:

New 2023 INFINITI QX50 PURE  
Stock: 2307207  
VIN: 3PCA35AB3PF117954

Price: \$53,929

Exterior: KH3-Black Obsidian  
Interior: G-Graphite

KEY FEATURES:

## Display Ads on DV360

Remarket your AutoTrader.ca VDP users & website users on the high quality DV360 network.

Use the network to **conquest buyers with dynamic inventory campaigns** that automatically upload photos and prices with direct VDP links

Target in-market shoppers, retargeted audiences and lookalikes for **high-performing campaigns**.

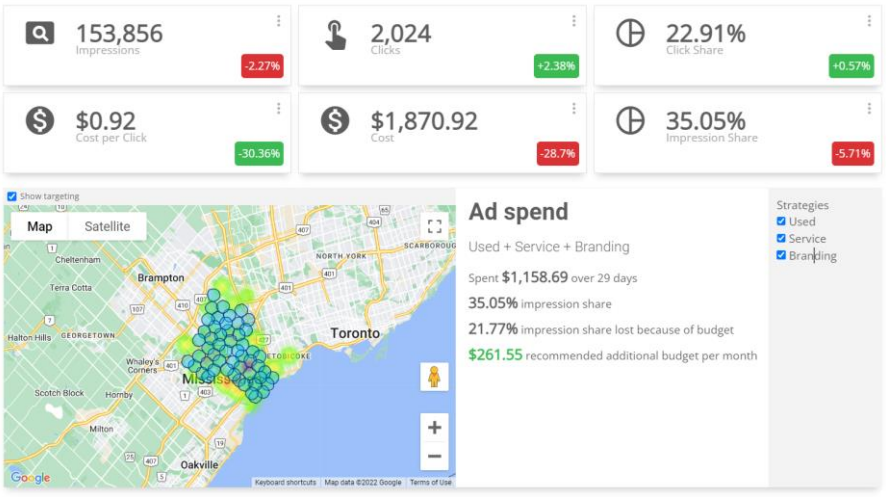
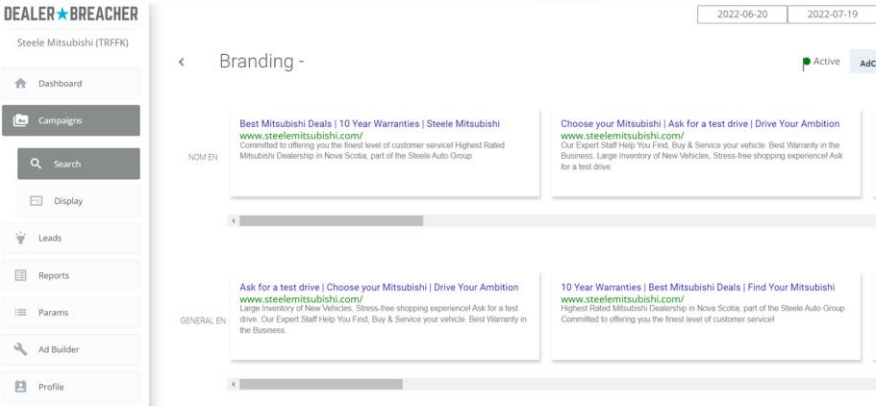
# Self Managed Ad Solutions with TRFFK

Use TRFFK’s digital ads manager platform known as Dealer Breacher for your own, self-managed digital marketing strategies.

Create, Control, and optimize ads at scale for your vehicles in stock - with real-time pricing and real-time inventory counts reflected in all your current ads.

## Automated Campaign Creation

Use Dealer Breacher’s Responsive Search Ad platform to automatically create ad campaigns for all vehicles in stock. The AI will best combine custom Headline and Ad copy combinations that are the most relevant for each individual in-market shopper



## Proactive Dashboard Tools

View your pertinent KPI’s in real-time and adjust strategies instantly. Benefit from the Dealer Breacher AI that can recommend increases or decreases in ad spend, keyword trends & show ad influenced sales - all based on current search market demand in your campaigns and targeted areas.

## Sample Premium Display Network Placements





# TRFFK Digital Advertising

## All-Encompassing Cross Channel Marketing

Leverage your branding initiatives and inventory-level ad targeting across all major digital platforms. TRFFK leverages AI and expert optimizations to show the right ads to the right user at the right time. Every time.



Search  


Social  


Vehicle Ads  




Retargeting  
  


Video  


Geofencing  




# TRFFK Digital Advertising

## TRFFK PRICING

TRFFK Digital Advertising	<b>TRFFK Search</b> Fully Managed - VIN Specific or Brand-Specific; SEM Advertising Solutions across all major Search Engine Platforms: Google, Bing and Yahoo as well as Performance Max campaigns	
	<b>TRFFK Display</b> Fully Managed - VIN Specific or Brand-Specific - Display Advertising Solutions, leveraging both Canadian Premium Audience Exchanges as well as the Google DV360 Network	21% (\$7500+)
	<b>TRFFK Video</b> Fully managed - Video Advertising Solutions for YouTube and TikTok (Pilot) through: Trueview Ads, Bumper Ads, Action Ads, Spark Ads	23% (<\$7500)
	<b>TRFFK Social Media</b> Fully Managed - VIN Specific or Static ads for Facebook, Instagram and TikTok (Pilot) inc Static, Carousel, Collection, Dynamic Product Ads, Lead ads, On-Facebook AIA, Messenger ads, Spark ads	Minimum Spend:
	<b>TRFFK Geofencing</b> Fully Managed - Target mobile users who enter specific locations with HTML5 Banner Display ads that link direct to your chosen Campaign preference landing pages	\$1,500 per month
	<b>TRFFK Vehicle Ads</b> Fully Managed - Includes feed setup, meta tag verification, GBP access, Merchant Center setup and vehicle bid strategies	
Add-ons	<b>Self Managed - Agency Bundle</b> Access to the full Dealer Breacher platform features for search (dynamic campaign and static campaign) including feed creation for Social and Display.	\$799 per month
	<b>Self Managed - Dynamic New</b> Access to the full Dealer Breacher platform features for Google Ads and Microsoft Ads dynamic Search Marketing for your new inventory	\$299 per month
	<b>Self Managed - Dynamic Used</b> Access to the full Dealer Breacher platform features for Google Ads and Microsoft Ads dynamic Search Marketing for your used inventory	\$299 per month
	<b>Self Managed - Conquest</b> Access to the full Dealer Breacher platform features for Google Ads dynamic search for your new inventory to conquest other brands	\$259 per month
	<b>Self Managed – Activation Fee</b> Set Up, implementation and training services on the Dealer Breacher platform	\$500 one time



# AutoSync

We help dealerships & OEMs **increase the effectiveness** of their sales efforts, the **efficiency** of their processes, and the **profitability** of their business.

Which solutions will you choose to future-proof your business?

**TRFFK**

Digital Advertising All-In-One

**INFLUENCE**  
through AI-driven digital marketing

**MOTOINSIGHT**

Connected Modern Retail

**TRANSACT**  
with omnichannel sales tools

**Activix CRM**

CLM & CXM & DPM

**RETAIN**  
customer loyalty and life cycle

**∞xtime**

Fixed Ops Technology Solutions

**DRIVE**  
revenue and retention

**TAdvantage**

Dealership Website Platform

**ENGAGE**  
with your online inventory

+ EasyDeal

End-to-End Dealer Workflow

**INTEGRATION COMING SOON**  
with desking for seamless retail

**vAuto**

Inventory Management

**MAXIMIZE**  
profitability on all your inventory