



**Join the  
Revolution.**



**A CALL FOR CHANGE!**



If you're sick of seeing minimal results for your online marketing investment, of having no accountability from your vendors, of having a company that just treats you like an ATM every month, then it's time to demand change.

We see it every day – companies taking advantage of dealers, overcharging for ineffective products, offering poor support, and treating you like you're only as valuable as your next invoice.

**If you're as sick of this as we are, then demand better – raise your expectations.**

Our commitment to your success starts with **Honesty** and **Integrity, Openness** and **Transparency**, and **holding ourselves accountable to you**. Can you say that about the other guys?

This booklet is your introduction to the RnD Revolution – the Internet Marketing Revolution you were promised years ago, and the one we are delivering now. We promise this will be a great investment of your time and energy that will yield a fantastic payoff.

***Read about the RnD Revolution...***

**RnD Interactive  
is bringing  
new ideas to  
Automotive Internet  
Marketing.**



**[www.rndinteractive.com](http://www.rndinteractive.com)**

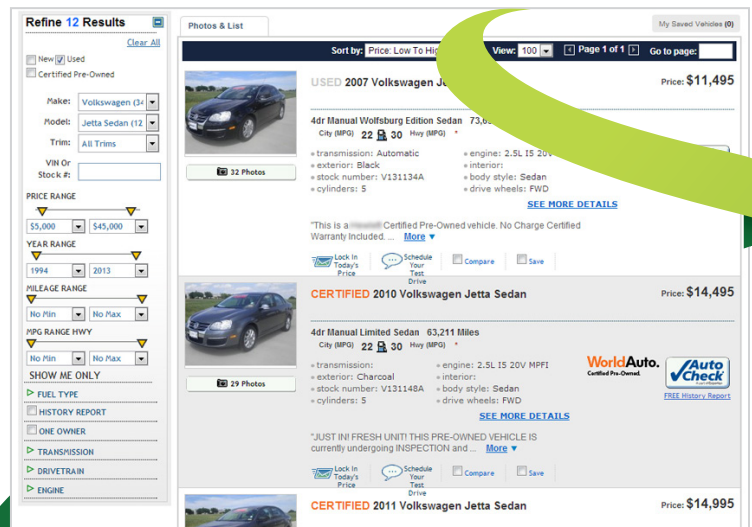
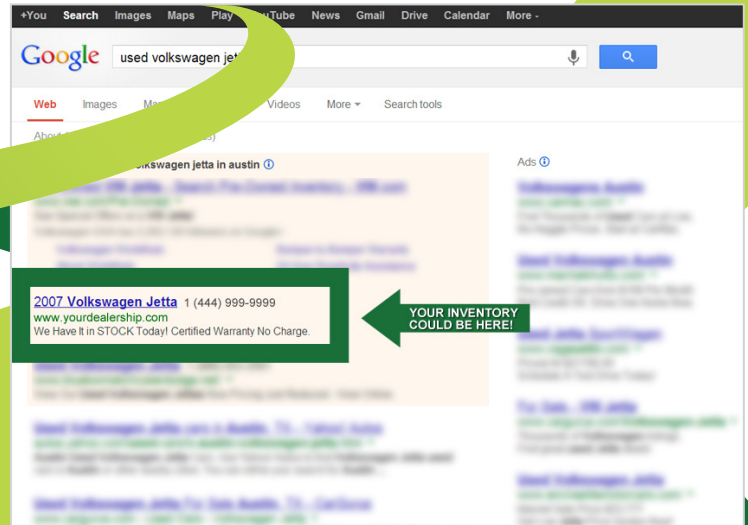
**SALES (888) 689-2652**

## reach for more

Posting your inventory onto Google and Bing is a great way to dramatically increase the number of customers who know about you, and a great way to turn your used inventory faster.

# FEATURING...

- Ads on Google, Bing and Yahoo
- Ads built around your current inventory
- Frequent Updates
- Call and Conversion Tracking
- On-Demand Reporting



more details online at  
[www.rndinteractive.com](http://www.rndinteractive.com)

Turn over to dig into the details...

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# INVENTORY-BASED SEM

Marketing your used vehicle inventory online still poses a challenge to many dealers. The choices are limited, with questionable results. However, joining the power of Search Engine Marketing with Inventory Marketing allows your dealership access to an almost unlimited source of potential customers who are searching for the vehicles you have in stock, and you only pay when a customer visits your website. The result is phenomenal value, and a much larger pool of potential customers looking at your inventory.

## Vehicle Marketing – RnD Style:

First, just like our regular SEM solution, you get no markups on your budget, and a transparent billing model – you'll know where every penny is being spent. You'll also get call tracking, and we'll track the form submissions so you'll know how your ads are working.

Behind the scenes, we process your inventory every two days and post new ads on the search engines. These ads are for in-stock used vehicles, so you'll only be paying for clicks on vehicles you have in stock. We take people to a filtered inventory results page where they can see the vehicles that closely match their interest. We'll increase bids on old-age units, and write special ads for your certified inventory. Every month, we'll review results with you and make some suggestions for changing bids, adjusting the market, and optimizing your results.

It really is that easy to dramatically expand the size of your potential market.

**Give us a call at (888) 689-2652 to learn more.**