

The MPOP® is a platform that helps dealers easily Merchandise, Personalize, and Optimize real-time offers for new and used vehicles as well as service offers for the web. The way consumers are shopping and researching is changing rapidly and Dealer Teamwork has designed MPOP® to be at the forefront of those behavioral changes. Shoppers are provided information that matches their search query which helps the dealer truly affect their end results daily; generating higher quality leads at a lower price.

Dealers can create and publish highly relevant marketing content to all their online channels in real time with a single action: 'Create once, publish everywhere.' Inventory data feeds and marketing channels are aligned so that dealers can use one tool to create, edit, and publish digital advertising content for search engines, social media, and email marketing.

The MPOP® effectively merchandises model, trim, and VIN-specific offers with lease terms, finance terms, savings amount, compliant disclaimers, CTAs, and more. The MPOP® creates landing pages that perfectly match the content the shopper is clicking on and effectively answers the shopper's questions. This dynamically generated content integrates with the dealer's website, SEM, social media, email campaigns, and video strategies. Completely customizable, this tool empowers dealers to be first in market with new offers and the ability to price and merchandise their vehicles and services with relevancy.

The Problem:

Effective digital marketing requires staying on top of OEM rebates, incentives, and offers and using this dynamic information in advertising campaigns. The repricing of new and used car inventory and creating relevant service specials, which may change at a moment's notice, is time consuming to manage. Dealers or their agencies also have to stay abreast of the latest Google strategies in order to achieve high organic rankings or lower cost-per-click charges in SEM campaigns to stay ahead of the competition.

Digital Marketing

The MPOP®

A centralized content creation and distribution platform that publishes merchandised offers in real time to marketing channels, website, SEM, social media, and email campaigns.



"The team is phenomenal, the human touchpoints are excellent. It's a top-notch, highly reactive organization. I can call on a Saturday and get immediate attention."

Judson Douglas
Director of Digital Marketing
Morgan Automotive



www.DealerTeamwork.com

"Dealer Teamwork is transforming the future of automotive digital marketing. Today it demands a scalable, easy-to-use, real-time platform like the patented MPOP® has created. Nothing like it exists."

Sean Stapleton
Co-founder and CEO
Dealer Teamwork

How It Works:

The MPOP® creates ad campaigns and dynamically generates the landing pages that match each model-specific offer. Through a direct API into Google, the MPOP® develops up to 184 different variations of ads in real time for the new model and up to 40 variations for used. Using the same content and publishing in as many spots as possible – organic search, paid search, social media, email campaigns – generates a high degree of efficiency at a low price. ‘Create once, publish everywhere.’

Dealer Teamwork’s goal is to simplify and automate digital marketing for the dealer as a DIY solution and/or a managed service at no charge. The MPOP® adheres to the Google Playbook rules for optimum indexing, maximizing opportunities for SEO, SEM, and social media. SEM ads that are extremely relevant to the shopper’s query rank high in search results and empower the shopper. Most importantly, the ad copy delivered online is specific to the shopper’s search query. Provider agnostic, MPOP® handles the ad development and corresponding landing pages for every VIN in the dealer’s inventory, both new and used. It includes the appropriate header, prices, disclaimer, pictures, videos, CTAs, and links and updates on a daily basis. The MPOP® provides Google with up to 184+ new vehicle ads and allows Google to pick which one is the best match. This results in a spending reduction because the process is optimized for Google’s bidding engine.

New this year: Automated marketing for used car inventory, and complete integrations for automated marketing with Facebook and Facebook Marketplace.

Creating Offers. New inventory is automatically integrated with accurate OEM rebates and incentives as well as real-time and geo-targeted Market Scan transactional data (Zip Code-specific lease and retail finance information). Offers are fully-compliant with OEM guidelines and tailored to the location of the dealer’s store, their lenders, and their pricing rules. When the vehicle sells or the offer changes, a new offer is automatically generated in its place.

Clicking ‘view inventory’ will allow the dealer to see the Ad Quality Score for each VIN. Shown here, the MPOP® will identify any elements missing or expired in the offer: lease offer, APR offer and deals in disclosure. As the dealer inserts the missing elements, the quality score increases. Checking the disclosure box in the top left, the tool automatically builds out the disclosure and inserts it.

DEALER TEAMWORK

Home Plans Chrysler Dodge Jeep Ram MPOP Account Targets Reports Comp News Settings

Back to offers: **it New 2019 Jeep Compass Altitude**

Stock Number: J19-194
Vin Number: 3C4NJB82KT650835

Vehicle Pricing Disclosure Special Landing Page Social Media Special Quality Score 71%

Expires: 2019-07-31
Last Updated: 2019-10-17

Stock/Vin ✓
Year/Make/Model ✓
Image/Video ✓
Tagline ✓
Link/URLs ✓

New 2019 Jeep Compass Altitude

Finance for \$366/mo. Save up to \$2,719
Buy for \$29,076
GET SPECIAL

JAKESWEENEY.COM
MSRP: \$31,795
Model Code: MPJMJ74
(855) 787-9770

2019 Jeep Disclosure

You're missing 3 items that could help improve your conversions. See missing items.

Ad Quality Score is based on Google's priorities for optimum indexing.

If ad optimization is below 100% (76% in this case), the missing components will be listed here.

You're missing 3 items that could help improve your conversions: Year/Make/Model, Tagline, Years In Discount

The MPOP® has content-building tools to create rich, sales-oriented ads.

CALL SALES DIRECTIONS

New Jeep Cherokee On Sale Now at Jeff Belzer Chrysler Dodge Jeep Ram in Lakeville MN

Lease for [1]
\$198/mo.
for 42 mos w/*\$3,000 down

Zero Down Lease [2]
\$280/mo.
for 42 mos

Total Savings [3]
\$7,461

Buy for [4]
\$29,324

New 2020 Jeep Cherokee Limited 4WD [1] Lease for \$198/mo. for 42 months w/*\$3000 down. 10000 miles per year. [2] Zero Down Lease for \$280/mo. for 42 months 10000 miles per year. [3] Total Savings \$7,461. [4] Buy for \$29,324. Stock#: ND052046. Vin: 1C4RJMDN0LD533133. MSRP: \$36,785. Model code: KLJP74. First Payment + Tax, Title, License and Fees Due at Signing. No Security Deposit. On Approved Credit. *Photos are for illustration purposes only. Sale ends 01-02-2020

View Inventory

Special Offers

Landing Page. Dedicated landing pages are created to match every vehicle offer promoted on social media, Facebook, paid search, Instagram, retargeting, or display ad. The headers are constructed correctly – H1 and H2 – as well as all of the structure Google prescribes as best practices in order to rank organically for search. More importantly, if someone engages a lease ad, then they receive a landing page with a real offer that displays the leasing information they were interested in.

New Vehicles. Scrolling down the landing page reveals additional model information that has been customized to this dealership and their market. A YouTube video is added onto every landing page because Google gives priority to YouTube. (see [blue arrow](#)) Today's consumers are more inclined to watch video than read.

NEW INVENTORY USED INVENTORY COMMERCIAL SPECIALS SERVICE & PARTS FINANCE ABOUT

Does the Jeep® Trailhawk have available heated exterior mirrors?

The Jeep® Cherokee Trailhawk® is bold in capability and design. A revised front end is accented by standard red tow hooks and Trail Rated® badging to show off superior off-road prowess. A distinctive off-road fascia exclusive to Trailhawk and new 17-inch polished painted aluminum wheels give Trailhawk an aggressive and confident stance that will inspire you to conquer new heights.

Rain, rough terrain or snow can't stop your driving adventures. The Jeep® Cherokee is equipped with a variety of available features designed to help you make it through any season.

- Available heated exterior mirrors help keep ice and fog from building up and blocking your side view visibility.
- The available wiper de-icer helps melt ice that builds on your windshield wipers for better visibility.
- Available rain-sensing wipers detect rain on the windshield and activate automatically, wiping away moisture for increased visibility.

Can I get a hands-free power liftgate on a Jeep® Cherokee?


Look good whether you're coming or going on the road or the trails. Cherokee rear tail lamps get an eye-catching redesign with an all-new design and the license plate has been moved to the center of the liftgate for a more familiar and streamlined look. Plus, you get the new hands-free power liftgate that is foot activated, so loading and unloading everything from the rear is easier. Save time and eliminate the hassle when putting the groceries in or removing sports and camping equipment.

Jeff Belzer: Jeep Cherokee Videos

Jeep Different Plans | Cherokee | Jeep®

CALL SALES DIRECTIONS

New 2020 Jeep Cherokee Limited 4WD



MSRP: \$36,785 | Model# KLJJP74

(952) 758-2700

Lease for only \$198/mo!

Lease for **\$198/mo.** [1]
for 42 mos w/\$3,000 down


Zero Down Lease **\$280/mo.** [2]
for 42 mos

Total Savings **\$7,461** [3]

Buy for **\$29,324** [4]

GET SPECIAL

10:00 28%



☐ Lease for **\$215/mo.** for 42 mos
w/\$3000 down

☐ Zero Down Lease **\$296/mo.** for 42 mos
w/\$0 due at signing

☐ Total Savings **\$8,072** off msrp

☐ Buy for **\$28,213**

Get This New 2020 Jeep Cherokee Limited

FIRST NAME*

LAST NAME*

EMAIL*

PHONE

PREFERRED CONTACT
☐ TEXT ☒ EMAIL ☐ PHONE

The creative consistently promotes transactional data throughout the site. From landing ads to offers. Clicking 'Get Special' (see [blue arrow](#)) delivers a form that will include options on how the customer wants to build their deal: it gives the lease and purchase options, and 'submit' delivers the form to the CRM.

Used Cars. NEW. MPOP® will automatically pencil out every used car in the dealer's inventory. On the back end, dealers set up a rate table with the terms, money down, and finance APR they want to use to build the offer. Based on the resulting feed, MPOP® will automatically create 30 different variations of ads for every stock number in every used vehicle feed. The dealer is required to do absolutely nothing. When the customer engages with the offer, they are delivered to the matching landing page.

ARIZONA CAR SALES 2019


INVENTORY CERTIFIED FEATURED VEHICLES FINANCE SELL YOUR CAR SERVICE CAREERS ABOUT US OUR BLOG

Browse Our Current Selection of Pre-Owned SUV Incentives Offers & Prices in Mesa, AZ

Used SUV Deals & Specials Mesa AZ

Certified Pre-Owned 2015 Jeep Grand Cherokee Overland

Available APR **4.24%** OAC for 72 mos



Finance for **\$378/mo.** for 72 months

Buy for **\$27,974** plus doc, TT&L & opt

\$2,021 Total Savings

TRANSMISSION: 8-SPEED AUTOMATIC (845RE) (STD), WHEELS: 20 X 8.0 ALUMINUM (STD), ADVANCED TRAIL RAY GROUP

Starting Price: \$29,995


844-858-0086

Mileage: 45,352 mi

GET SPECIAL

Certified Pre-Owned 2017 Jeep Cherokee Trailhawk L Plus

Available APR **4.24%** OAC for 72 mos



Finance for **\$235/mo.** for 72 months

Buy for **\$16,909** plus doc, TT&L & opt

\$888 Total Savings

WHEELS: 17" (STD), ENGINE Tigershark (S1)

Market value: \$17,797

844-858-0086

Mileage: 92,857 mi

GET SPECIAL

Hi there, have a question? Text us here!

Dealer Teamwork is focused on thinking like a customer – one who may not know exactly what they are looking for. They develop ads and corresponding landing pages for body styles, brands, and for transactional data because shoppers search in different manners. A shopper may search: *‘Used Jeep Cherokee for under \$20,000.’* A relevant ad costs less and gets more click throughs.

Service. MPOP® will create landing pages around each dealer’s biggest service offerings such as batteries, brakes, oils changes, tires, etc. For Son Kia’s oil change campaigns (shown below), Dealer Teamwork has designed the ad to drive traffic back to the Op Code-specific landing pages – providing value for the consumer and the search engine. Ads can also be pushed to paid search and social media. Most service departments are ignored in the dealership’s marketing plan, even though it is one of the largest profit centers. Dealer Teamwork’s account management team ensures each dealership gets a robust service strategy on top of new and used strategies.

The screenshot shows a web browser displaying the URL `sonskia.com/kia-oil-change-service-offers-mcdonough-ga/`. The page features a pink header with contact information: Sales: 678-210-8775, Service: 678-261-5228, Parts: 678-379-5755, and 100 Sons Dr, McDonough, GA 30253. The main navigation bar includes links for New, Pre-Owned, Service, Specials, Finance, Sell & Trade, and About. A search icon is also present. The page content is titled "Browse Our Latest Kia® Oil Change Offers in McDonough, GA" and "Kia Oil Change Service Deals in McDonough, GA". It highlights an "Oil & Filter Change" for "\$29.95". A sidebar on the right lists various service offers: Service Center, Schedule Service, Service Offers, Battery Offers, Brake Offers, Oil Change Offers, Tire Offers, Parts Center, and Order Parts. A "LIVE HELP" button is visible on the right. At the bottom, there are "Chat" and "Text" buttons. Three blue callout boxes provide additional context: "Built off the primary URL of the website and optimized 100% for search and attribution." points to the URL bar; "One click goes straight to the service scheduler." points to the "Schedule Service" button; and "High volume service offers." points to the "Service Offers" link in the sidebar.

Social Media is utilized for new and used vehicles as well as service campaigns. If a shopper has been on the dealer’s website, they may receive a retargeting ad within their Facebook or Instagram feed. The ad will feature the same offers and transactional data as the vehicles viewed on the website. Engaging with the social media ad is going to drive that shopper back to the website and that same offer – never losing the customer intent.

Facebook Marketplace. As part of their MPOP® used car strategy, every dealer gets access to Facebook Marketplace – the modern-day Craigslist. At no charge, MPOP® will push listings directly into Facebook Marketplace, and consumers will engage dealers through Facebook Messenger providing low-funnel leads.

Email Campaign Builder. Dealers can insert their offers into HTML-formatted email, adjusting the layout and styling in the MPOP®. The code is copied to email service for distribution or to any CRM the dealer is using where it will create a dynamic and responsive email campaign in real time. It will syndicate to all channels with the appropriate UTM tagging for tracking in Google Analytics.

Reporting. In order to manage performance, Dealer Teamwork uses Google Data Studio. This reporting platform is a free tool providing transparent data. Specifically, Dealer Teamwork can be graded on their number of website calls and calls from ads. Data regarding visit conversions identifies the number of shoppers who interacted with the dealer's ad and then, in the next 30 days, actually entered their store. For example, the dealer can see that their \$xxx ad spend resulted in xx customers visiting their dealership for sales or service. Dynamic number insertion assists in tracking conversions.

In addition, budget and conversions around each model can be individually tracked. Dealers can see the click thru rate, cost per click, the cost per conversion, and what they are losing to budget. It's easy to move money to areas where it is needed most.

Client Services. Every dealer gets two client services managers who are experts in the automotive market: 1. search engine marketing and social media marketing manager, and 2. an account manager who is their day-to-day contact and addresses organic optimization, MPOP® utilization, enhancements on the website, etc. The Client Services team conducts a weekly call with the dealer to go over goals and rapidly changing variables. Dealer Teamwork places a high value on staff and hires for attitude, ethics, and effort. Dealer Teamwork is a Google Premier Partner, and they require all client-facing employees to become Google-certified.

Pricing. No mandatory contracts are required. MPOP® uses flat pricing for paid search management fees vs. percentage of spend.

What do dealers say about the MPOP®?

"What's been impressive is their improvement year-over-year, especially in terms of impression share and the efficiency of AdWords. I have seen anywhere from 10-15% gains in my stores utilizing the MPOP, and that includes some challenging brands. The team is phenomenal, the human touchpoints are excellent. It's a top-notch, highly reactive organization. I can call on a Saturday and get immediate attention. Ease of use is also a key feature for us; my team can create specials on THEIR OWN, and it's pushed out automatically. Over our two years, they've proactively adjusted and started to implement different tactics and channels by asking for and getting feedback and ideas from the dealers. It has fueled their evolution and their growth."

Judson Douglas
Director of Digital Marketing
Morgan Automotive