



# Automotive Products & Services Portfolio

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## Our Story

Back in 2011, Marshal Finch, Regan Hinchcliffe, and Tayler Ursu met at the concert, and a new friendship sparked a new company. Soon after, three of them were sitting at one desk looking for their first client.

It wasn't easy to sell advertising services as a new team, until one sale got sMedia running for another month.

Regan called a local company to offer advertising services. They said they had five minutes. Those five minutes turned into ten. They called Marshal the next day and asked to work with sMedia. Then, sMedia moved into a bigger room and started to hire more people.

The turning point happened when we developed a Facebook crawler. The solution browsed websites of dealerships and benchmarked them based on their social interactions. By showing the solution to clients, we realized that:

- ✓ data was valuable
- ✓ data was in demand
- ✓ data got people's attention

sMedia founders recognized one of the biggest problems in automotive advertising: [everyone was guessing](#).

Marketing teams ran ad campaigns based on vanity metrics, attracting costly unqualified traffic. They didn't know where their engaged customers were, how to spot and reach them, and how much they needed to spend in order to do so. Meanwhile, General Managers became lost in unactionable reports trying to justify high ad spend.

sMedia found a better way to acquire customers for dealerships, and it was backed with [data](#).

We developed a technology that recognizes purchase intent and helps over 240 dealerships across North America capitalize on it. Our success in automotive advertising was recognized by Google when we became the first Google Premier Partner in Saskatchewan.

In 2017, we were acknowledged as one of a handful of Google SMB (Small & Medium Business) Channel Partners for Automotive.

**This was not a coincidence - we relied on data to understand how we can scale and grow.**

**Now, we're helping our clients do the same.**

## Founders

sMedia started with a friendship and common passion for digital innovation



**Marshal Finch**  
CEO

Marshal is a visionary in all things Finance, Product, Development, Marketing, Customer Service and Sales.

Prior to co-founding sMedia, Marshal gathered his experience at Iqmetrix and RROC, later consulting large ad agencies and government organizations like MGM Communications, Sasktel, and Sask Energy.

As a Google certified expert, Marshal led sMedia to become one of a handful of Google SMB Channel Partners for Automotive in 2017, and Top Google Partner in 2014 and 2015.

With his alignment, focus, and execution, sMedia won a New Business Venture of the Year award from Regina Chamber of Commerce. Marshal graduated from SIAST with a New Media Communications Certificate.



**Regan Hinchcliffe**  
VP of Accounts

Prior to co-founding sMedia, Regan was Captain Morgan for Saskatchewan, creating positive and exciting brand experiences for consumers. The modern day pirate ran into his future co-founder Marshal while giving a concert. They started sMedia shortly after.

Regan oversees Account management and builds lasting relationships with clients. Under Regan's management, sMedia maintains one of the lowest churn rates in the industry. CBC recognized Regan's achievements in the Automotive world with a Future 40 under 40 Award. Due to relentless humanitarian efforts, he was also granted a Young Humanitarian Award from Red Cross. Regan graduated from the University of Regina with a Psychology and Philosophy degree.



**Tayler Ursu**  
Head of Creative

Tayler oversees Process workflow, and the Graphics department. Before Tayler met Marshal and Regan, he attended Saskatchewan Polytechnic studying Graphic Communications.

Tayler leans on experience in visual, interaction, and product design. He has led sMedia design team to creating products and services that delight people and exceed expectations of more than 240 clients. Tayler's strive for creative excellence helped sMedia to become one of the top 500 fastest growing companies in Canada.

## Team



**Dean Finch**  
Head of Sales

Dean brings 26 years of enterprise Sales Management experience to sMedia team. He has held senior management positions in professional services at SaskTel and at a SaskTel subsidiary. Dean builds lasting, mutually beneficial relationships with customers and internal departments to ensure strong services delivery.



**Shah-nawaj Shuhan**  
VP of Engineering

Shah-nawaj is a visionary for sMedia software engineering. He's responsible for planning the software architecture, helping his team members to implement it, and resolving any roadblocks during development and maintenance. Shah-nawaj led his team to creating an innovative AI-driven optimization solutions that increases sales for 100+ dealerships.



**Kateryna Rud**  
Marketing Ally

Kateryna is a certified digital marketer who develops and implements digital marketing strategies daily. She gained her experience within a diverse range of SaaS and IT services companies. Kateryna oversees content strategy and design initiatives for sMedia, supporting Dean's sales team.

## Advisors



**Carl Mark**  
Strategic Advisor

Carl is Advisor to the Board at Grideo Technologies and sMedia. He is an entrepreneur with a great personality, and ability to pitch product and raise capital. Due to his relationship building skills and his ability to cover all three of the strategic, process, and tactical aspects of the sales function, Carl held top positions at Traqspera Technologies, Microsoft and IBM.



**Terry Leach**  
Strategic Advisor

Terry is an automotive expert with 27 years of expertise gained within the dealership business. He is a President of the Titan Automotive Group, helping connect buyers to their dream cars. Under Terry's leadership, Titan Automotive Group serves drivers in Regina and throughout south central Saskatchewan with a premium inventory of used cars from a wide variety of manufacturers.

## Our Sales Process

We have a team of 8 appointment setters that call dealerships on a daily basis and fill the pipeline for the sales team. They set up a meeting between the prospect and the sales manager within 5 days.

Prior to the meeting, the sales team warms the lead up by sending small pieces of relevant content - proof statements & testimonials - to spark the client's interest and increase the chances they show up for the introductory call.

We offer a free first month trial, and don't tie customers down with a contract afterwards - we aim to win our clients' business every month, based on the performance of Facebook campaigns.

Once the client decides to work with us, we assign them a dedicated Account manager to ensure they make the most out of their investment in sMedia solutions.

We charge a flat management fee which allows us to provide an unbiased feedback on their marketing investment and strategy.

# Engaged Prospect Metric

## The universal digital metric

An engaged prospect is a potential customer that shows [high purchase intent while browsing dealer's vehicle detail pages \(VDP\)](#).

Engaged Prospect Metric is the cornerstone of all advertising services that sMedia offers to automotive dealers.

## Marketers in automotive chase vanity metrics

In traditional dealership advertising - whether it's radio, TV, newspaper, or direct email - GMs usually relied on one metric to evaluate ROI: how many people come through the door.

When dealerships start to adopt online marketing, they become exposed to an overwhelming number of metrics. With traffic spikes, bounce rate, time on page, and number of clicks it's easy to lose focus. These indicators are also referred to as vanity metrics - things dealers measure that don't speak to business success.

Marketers start chasing vanity metrics and hit the wall with their advertising campaigns. Ad spend becomes a liability rather than an investment.

## Most metrics don't connect to vehicle sales

GMs are going through marketing reports filled with endless data and hundreds of metrics. All of this data is worthless unless they are able to translate it into an actionable insight and convert customers.

The problem with conventional ad metrics in automotive is that they have no correlation with vehicle sales. They are performance indicators showing the health of an ad campaign.

For example, bounce rate is a classic metric that steers dealers off the course. Based on how many customers engage with only one page of the website, dealers are quick to judge which strategy is to blame.

However, a potential customer may have an eye on a particular car. They bookmark its VDP and occasionally check if the car is still in stock - they open the website, glance at the page, close the tab, and purchase a car a week later.

This still counts as a bounce.

On the contrary, there are customers who come to the homepage and click on any other page but never make it to the VDP. This visit won't count as a bounce despite being of low value to the dealership.

Such examples show how some conventional metrics aren't always reliable in automotive advertising. Alone, they fail to provide information dealers could act on to make their next ad campaign successful and increase sales.

Finally, dealerships don't make money off visitors or likes. They make money off engaged customers.

### Wrong ad optimization targets

Ad campaigns based on metrics that don't speak to vehicle sales are doomed for low engagement at high cost.

Dealerships are simply targeting ads at wide segments of unqualified traffic. Meanwhile, ad spend goes up and valuable customer intent data is overlooked.

Let's look at stats from **Google** around shoppers behaviour prior to walking into a dealership.

### In-Market Shopper Behaviour Prior to Visiting a Dealership

#### The Problem:

**74%**  
did not complete  
a lead form

**56%**  
preferred not to be  
contacted

**67%**  
don't chat

**46%**  
don't call

Only 26% of customers will be willing to fill in a form before buying a vehicle.

When dealers optimize their ad campaigns towards form completions alone, they are attracting roughly a quarter of potential customers.

### Engaged Prospect Metric

To make the most out of their advertising campaigns, dealers should capitalize on real customer intent.

When a customer walks in the store, a Sales Manager can tell whether or not a customer is interested in buying by paying attention to their body language, tone, and inflection.

The dealer's website can do the same.

Customer's browsing and click patterns give us information regarding their intent - think of it as a digital body language.

We analyze hundreds of behavioral indicators of customers such as click patterns, searches, VDP interest, and condense them into one easy to understand metric - [Engaged Prospect](#).

The Engaged Prospect Metric shows us how many serious buyers dealers have on their website at any given time.

Our studies have proven these behavioral indicators to be the highest correlated statistic to sales.

### What marketing decisions can dealers make based on the Engaged Prospect Metric?



#### Campaign performance

Get to the bottom of which campaign strategies generate results and which ones do not.



#### Inventory performance

Monitor inventory that is underperforming and focus needed attention towards increasing deliveries.



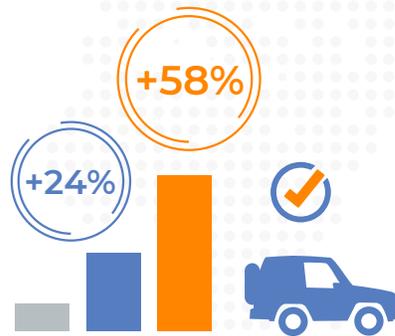
#### Vendor performance

Transparently assess which current digital vendors are helping grow the business and which ones are not.

### Case study

Performance Auto Mall evaluated their monthly campaign performance. Out of all cars that scored below average on the Engaged Prospect Metric, 23.9% were sold that month. Also, out of all cars that scored above average on the Engaged Prospect Metric, 57.5% were sold. Vehicles with the Engaged Prospect Metric above average were twice as likely to sell.

The higher the Engaged Prospect Metric is for a car, the higher are the chances of this car being sold.



# Engaged Prospect Retargeting

## Nudge customers towards conversion

Engaged Prospect Retargeting ads help dealerships increase the likelihood of conversion by promoting relevant vehicles in Facebook and Instagram newsfeeds to customers who have browsed their VDPs.

## Vehicles sales are evolving

Purchasing a car used to be a lot simpler for both the customer and the dealer.

A customer would visit different lots and test-drive multiple vehicles, giving a salesperson the opportunity to gauge purchase intent. A salesperson would ask a customer for contact information before they leave and re-engage later with a warm prospect.

Now, customers prefer to do most of their research and consideration online.

On average, it takes **7 visits** to the dealership's website before a customer is confident enough to take the next step in their buying journey.

Dealerships aren't able to get enough information on these customers unless they are ready to fill in the form on the website or call.

Those who are ready make up **only 26% of all traffic**, according to Google survey across dealerships of North America.

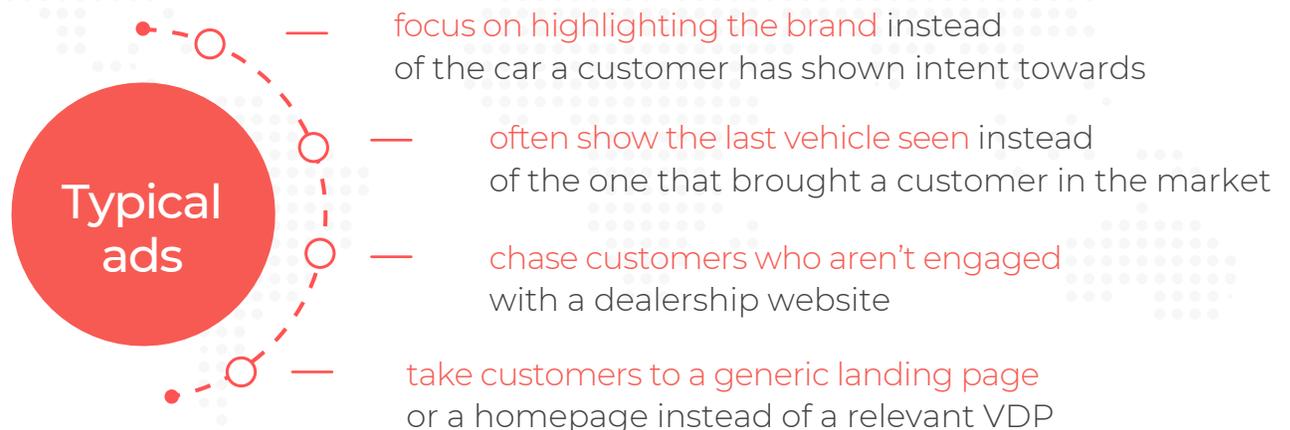
Knowing their customers are initially shy of calling or completing a form, a dealership often adopts conventional retargeting as one of their marketing tactics.

They aim to reinforce the brand, bring customers back to the site, and convert more sales.

So do their competitors. On average, a customer visits 1.7 dealerships before making a purchase. By driving Engaged Prospects back to client's VDPs, we ensure customers will pick their dealership to visit.

### Where traditional retargeting falls short

Typical retargeting ads in Automotive fail to provide dealers with a competitive advantage:



Opting for a generic retargeting approach, a dealership fails to re-engage their once interested customer who is now likely to research a competitor's inventory.

To gain a competitive advantage, sMedia helps dealerships follow up with their Engaged Prospects and bring them back to the VDP they're most likely to convert on.

## Engaged Prospect Retargeting

We use Engaged Prospect data to optimize our product-specific Engaged Prospect Retargeting technology.

By tracking behavioural cues on dealer's VDPs, sMedia follows up with Engaged Prospects with the right car, at the right time to increase the likelihood they choose the client's dealership to visit.

We automate ads for every vehicle and target them on Facebook and Instagram newsfeeds of the customer. The retargeting ad selectively shows a vehicle that Engaged Prospect had the highest proclivity towards and takes them straight to the VDP.

Engaged Prospect Retargeting ads are **21x more likely** to be clicked on than Google Retargeting Ads.

### Case Study

**Campkins RV Centre** decided to retarget their Engaged Prospects with sMedia. During a monthly check in, a dealership noticed that their Cost per Click was **\$0.11** while a Cost per Engaged Prospect was **\$0.17**.

According to Facebook advertising benchmarks, the average cost per click in Automotive is **\$2.24**.

By retargeting Engaged Prospects with sMedia, **Campkins RV Centre** maximized their ad investment by lowering their Cost per Click by **2036%**, compared to their competitors.

For the same budget, **Campkins RV Centre** was getting **20x more clicks**.

# Engaged Prospect Lookalike

Target prospects exactly like potential buyers

## Vehicles sales are evolving

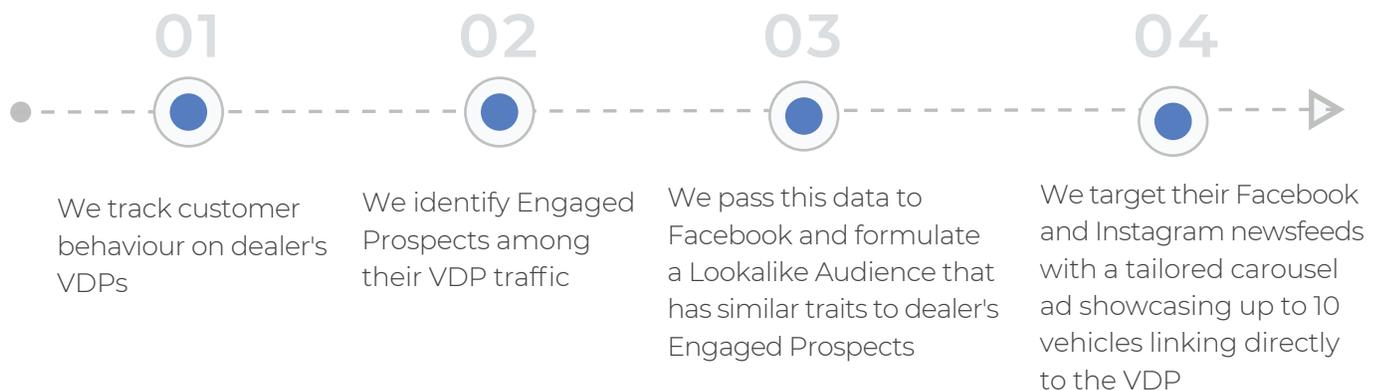
75% of customers who walk into a dealership for their first test-drive never called, chatted, or filled in the form on the VDP. Knowing what drives 75% of sales that are coming from walk-ins, dealers can attribute these sales to advertising that works.

To maximize ROI of the ad spend, we help dealerships target potential Engaged Prospects.

Targeting on Google Ads is a common tactic for dealerships who are willing to fight for costly, high-ranking keywords, and often disengaged traffic. Meanwhile, social media channels like Facebook and Instagram remain overlooked.

To give a competitive advantage to the dealer, we leverage the power of social networks by creating a Lookalike Audience.

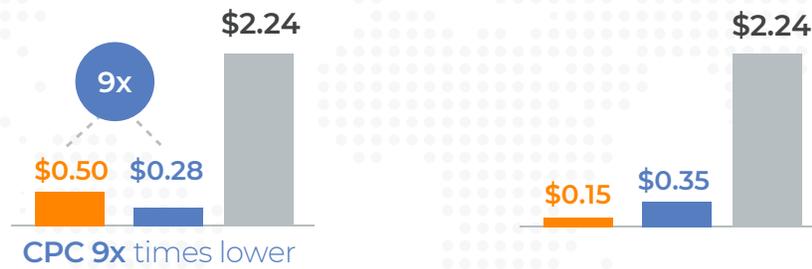
## New approach to Lookalike audiences



### Case study

Campkins RV Centre and sMedia partnered to create and target Lookalike audiences on Facebook. After a month, the dealership witnessed \$0.50 Cost per Engaged Prospect and \$0.28 Cost per Click - cost 9x lower than the average Cost per Click in Automotive which is \$2.24.

Optimizing with sMedia further, Campkins RV Centre upgraded their Lookalike campaign to a Carousel Lookalike campaign which lowered Cost per Click to \$0.15 and Cost per Engaged Prospect to \$0.35.



## Engaged Prospect Lead Ads

We use dynamic Lead Ads to retarget Engaged Prospects on Facebook newsfeeds and convert them into leads while staying on social media.

We retarget prospects with an exact unit that they show the highest purchase intent towards, contrary to the generic dealership branding approach.

The average Cost per Lead among our clients is **\$44.35**.

# AI Lead Optimizer

Get more quality leads from Vehicle Detail Pages

## Lack of website optimization

Car dealers rarely optimize websites for higher conversion rates. Most are locked in with a third-party vendor that manages their website. The smallest changes that should be applied become siloed in miscommunication and take weeks to be implemented.



As a result, critical buttons on VDPs like “Get a quote” or “Contact us” are placed and designed primarily for aesthetic purposes. They rarely get A/B tested to see which button drives more clicks.

Let’s imagine a dealer decides to optimize and gets hold of their vendor

Will a few variants of a button be appealing to a diverse traffic at any given time?

While split A/B testing takes it one step further towards an optimized website, it isn't sufficient enough to appeal to all customers on a personal level.

For example, A 70-year old customer coming from a mobile device may prefer a bigger button of a neutral color with a concise call to action.

To grab the attention of a millennial customer who’s coming from a desktop, you may have to go for a smaller but brighter button.

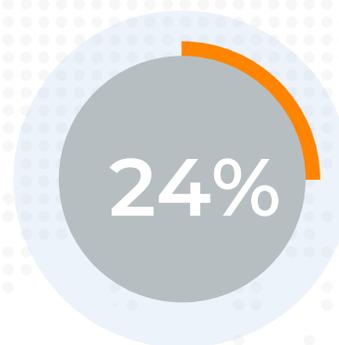
## The cost of an inefficient website

The best quality online leads come from the dealer's website. They cost less and close more often.

What happens when a customer clicks on an add and lands on the website?

Only 24% of customers will be willing to fill in a form before buying a vehicle. They are often shy of the sales tactics.

Does it mean that 24% of dealership sales come from the website? For the vast majority, it's nowhere near that number. Such discrepancy points to a strong website inefficiency in the industry.



What does an inefficient website cost to the dealer?

It decreases effectiveness of all ad spend. Numbers speak for themselves - the average conversion rate for a button click on a VDP is only 0.5%.

Valuable traffic on a VDP becomes wasted, as do leads and potential sales.

## AI Lead Optimizer

AI Lead Optimizer increases efficiency of the dealer's website, so it converts more leads which tend to close better. Our solution ensures dealer's ad dollars are well spent.

### How AI Lead Optimizer works:

01

#### Create button combinations

AI Lead Optimizer creates different button combinations for a VDP that range in color, verbiage, placement and size.



GET MARKET PRICE

02

#### Test, Learn, Gather

Our machine learning technology replaces and tests every button combination we created on dealer's VDPs to learn and gather customer data. 720 trillion combinations of variables are taken into account to predict the most probable customer behavior.



SPECIAL PRICING

03

#### Deliver highest converting button combination

Using this information, AI Lead Optimizer shows a button that is most likely to yield action for a particular customer.



CONTACT US

## Current dealership results & ROI

Since the launch of the AI Lead Optimizer, we have seen a consistent increase in dealership button conversion rates. We ran a test over the course of a month with 30 dealerships - here are our results:

**50%**

Lowest increase  
in conversion rate

**100%**

Average increase  
in conversion rate

**800%**

Highest increase  
in conversion rate

### What's the ROI of AI Lead Optimizer?

Imagine a dealer having 20 website leads a month. At the industry conversion rate, they may convert 20% of these leads once they come through the door. With four sales and a gross profit of 2000\$ each, they make 8000\$ a month.

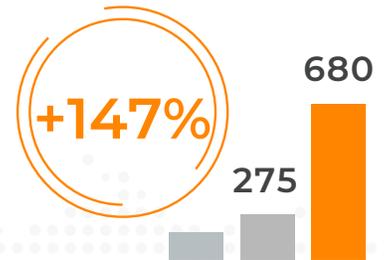
Based on the average increase, AI Lead Optimizer can double website leads from 20 to 40, which means a dealer now makes an extra 8000\$ a month from website leads alone.

If a dealer spends 475\$ on website optimization, it leaves them with **1584%** return on investment.

Our data gathered from 30 dealerships has shown that ROI of AI Lead Optimizer increases with the dealership size.

## Case Study & Customer Testimonials

After using AI Lead Optimizer for just a month, **Rome Nissan** increased button clicks on their VPD by 147% - from 275 to 680 clicks. As a result, engaged customers filled out 97% more lead forms. **Rome Nissan** gathered 77 fill outs instead of 39.



*At Crestview Chrysler we look for ways to get more leads as all dealerships continually do. We were pleasantly surprised at the success we had with installing sMedia's Button Optimization solution using Artificial Intelligence. We were able to achieve a 103% increase in online leads from our website.*

Kurtis Anderson- Internet Director  
 Knight Automotive Group  
 (306) 525-5411 | kurtisa@crestviewchrysler.ca



*When we received a call about sMedia's Artificial Intelligence Button Optimization we were sold. We've never heard of a solution quite like it. In a short period of time, the online leads from our website increased by 398%.*

Terry Leach- General Manager  
 Mercedes-Benz Regina  
 (306) 757-2369 | terry@mbregina.ca

# Smart Offer

Increase website leads with precise VDP targeting

## Generic marketing on VDPs creates clutter

Unnecessary pop-ups, banners, and sticky bars destroy the website experience and prevent website visitors from contacting the dealership.

The sMedia approach highlights the best offers and displays them based on unique visitor behavior to create a personalized experience for all traffic. Whether comparing new vehicles, booking service, or just browsing, each visitor gets what they need without the interference of multiple third-party popups.

## Incentives at the right place, at the right time

Instead of pushing all offers indiscriminately, Smart Offer presents a coupon to a visitor when they are most likely to convert into the lead.

Smart Offer converts Engaged Prospects on VDPs with timely and relevant “next action” experiences.

## How Smart Offer works:

# 01

### Find Engaged Prospects

We track behavioral cues of VDP traffic to spot Engaged Prospects - website visitors who are actively shopping for cars a dealer has on the lot

# 02

### Perfectly-timed delivery

Relying on machine learning, we determine when a visitor displays the highest purchasing intent to compliment their buying journey

# 03

### Convert visitors into leads

Triggered by behavioral characteristics, Smart Offer displays a banner incentivizing a visitor to leave their contact information in return for a discount

## Technically speaking



### Convert visitors into leads

We present an offer when we spot purchasing intent. Dealers don't have to worry about coming across as annoying to their traffic



### Device-friendly

Offers are delivered to visitors regardless of what device they are browsing on



### Perfectly timed delivery

Advanced algorithm determine when a visitor is most likely to convert



### CRM integration

We connect to most CRM platforms ensuring no lead falls through the cracks



### Customizable offers

Dealers can test multiple offers for both pre-owned and new vehicles



### No hassle

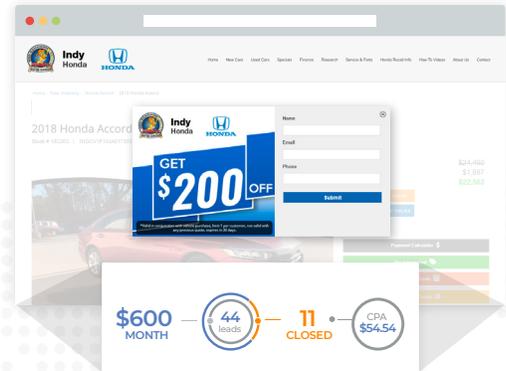
We get dealers up and running in less than 24 hours

## Case Study

### Indy Honda

Indy Honda partnered with sMedia to bring Engaged Prospects back to VDPs they were most interested in and incentivize them with a Smart Offer coupon.

In total, Indy Honda invested \$600/month, not including the margins they sacrificed from their \$200 off coupons. The solution yielded 44 website leads of which 11 were closed with Cost per Acquisition \$54.54.



### Campkins RV Center

Campkins RV Center implemented Smart Offer to increase the effectiveness of their website. Their close rate hovered at 10%.

Out of 50 coupon fill outs, 5 deals were potentially going to close. Considering an average \$10k made per sale and \$100 Smart Offer cost, the ROI of sMedia solution reaches up to 500x.



# sMedia Inventory

## Dynamic VIN Level Advertising

sMedia Inventory automatically places dealership's inventory in front of customers on Google Search and Google Display Networks at every stage of the buying cycle. Our solution includes:

- ✓ Google Search Ads
- ✓ Google Display Ads
- ✓ Google Remarketing Ads

## How to beat the competition

Vehicle buyers spend on average 16 hours of researching their potential vehicle purchases online. A dealer needs to be at the forefront of buyer's browsing experience to stay ahead of the competition.

To ensure our clients are top-of-mind among customers, sMedia Inventory incentivizes buyers at every stage of the buying cycle:

# 01

### Research

A buyer in the dealer's geographic area starts to browse blogs, articles, and review sites, which triggers customized search text and banner advertisements. Ads appear for the exact type of car a buyer is looking for that a dealer also has in their inventory.

# 02

### Shopping

Once a buyer shows proclivity towards a specific vehicle, an advertisement displays at the top of the Google search results and everywhere buyers go to consume information. The ad drives traffic directly to the VDP of interest.

# 03

## Consideration

When a buyer visits a listing on the dealer's website, sMedia Inventory adds them to a retargeting list and continues to display the exact type of vehicle that the buyer is looking for through banner advertisements, bringing them back to the VDP.

# 04

## Purchase

Once the buyer purchases a vehicle from the dealer's inventory, sMedia Inventory automatically syncs every 15 minutes with the dealer's database, and stops advertising vehicles that have been purchased and removed from their website.

# Appendix

## Engaged Prospect Metric Proof Statement

**Matt Ponto**, General Manager at Knight Ford Lincoln Moose Jaw, relied on advertising in the local digital newspaper to bring customers to his dealership. One day, the newspaper rep called him with an offer to lock the entire section for an extra **\$2000 a month**.

Matt reached out to **sMedia** to weigh in on such a possibility. To prove our hypothesis with data, we dived into Knight Lincoln analytics. We found that **\$2000 a month** invested in the newspaper advertising generated **14 Engaged Prospects**. If Matt doubled his investment, he would have ended up with **28 Engaged Prospects**.

**\$37.24**  
a month

**\$47,553.12**  
saving a year

Meanwhile, to get the same number of Engaged Prospects with **sMedia**, **Matt would have to allocate \$37.24 a month, saving \$47,553.12 a year.**

Knowing how many Engaged Prospects different sources generate, Matt can now maximize the ROI on advertising and reduce cost per sold vehicle.

## Engaged Prospect Retargeting Proof Statement

**Indy Honda** partnered with sMedia to understand traffic, increase leads, and grow sales. To do this, we implemented two solutions: **Engaged Prospect Retargeting** and **Smart Offer**.



*Indy Honda's relationship with sMedia has been amazing. They provide us the best ROI of any vendor we use, by far.*

**Ryan Piercy**  
Sales Manager,  
Indy Honda

Engaged Prospect Retargeting ads brought buyers back to VDPs they were most interested in. There, they were incentivized with a Smart Offer Coupon at the moment of their highest purchase intent.

In total, Indy Honda invested **\$600/month**, not including the margins they sacrificed from their coupon for \$200 off.

Two solutions yielded **44 website leads**, of which **11 were closed** with Cost per Acquisition **\$54.54**.

sMedia also compared the vehicles with the highest number of clicks from the Engaged Prospect Retargeting campaigns to vehicles sold.

Of the top **40 vehicles** with the most clicks, **45% were sold within 30 days**. This clearly demonstrates the correlation strength between Engaged Prospects and sales.



## sMedia Client Testimonial



*sMedia is, without a doubt, one of the biggest reasons that Rosetown Mainline is one of the top GM dealers in Western Canada, if not the Nation. That is no small feat being a dealership in a town of 2,500 people and an hour plus drive from anywhere, but **advertising with sMedia has helped put us on the map in a big way.***

*No other agency will care more about your business and helping you achieve whatever goals you set than these guys and girls. **They are always innovating, where others stay flat.** They understand advertising in the digital space better than any other agency out there and are consistently leaving them to play catch-up.*

*If you have considered using an agency for your business' digital marketing and haven't considered sMedia, you're doing it wrong. Don't just spend money on digital marketing, **spend it efficiently and effectively with the best in the industry today.***

Scott Murdoch - Marketing Director

**Rosetown Mainline**

(306) 882-2691 | [smurdoch@rosetownmainline.net](mailto:smurdoch@rosetownmainline.net)

## Pricelist

Solution	Monthly Price	Free First Month Trial
Engaged Prospect Metric Analytics	\$43	✓
Engaged Prospect Retargeting	\$200 flat management fee + 2.8% from ad spend	✗
Engaged Prospect Lookalike		✗
Engaged Prospect Lead Ads		✗
sMedia Inventory		✗
AI Lead Optimizer	\$450 for one rooftop \$350 for 2+ rooftops	✓
Smart Offer	\$100	✓