



**ENTERPRISE  
EDITION**

**We have a variety of  
revenue  
opportunities to  
increase your  
online earnings.**

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## **GROW MOTORS REVENUE WITH PREMIUM ADVERTISING UPSELLS**

Adicio Motors offers extensive opportunities to generate additional online revenue. Use our integrated e-commerce system to sell premium advertising opportunities to your advertisers and private sellers and extend their reach and visibility.

**Premium Upsells** – Featured Vehicle Listings ensure high visibility for your advertisers and typically result in increased click-throughs from potential buyers. Spotlight Listings receive more page views than a standard listing and are targeted to each buyer’s specific search criteria. Advertisers and dealers can even spotlight all their listings for maximum exposure. You can also offer Ad Enhancement Options such as bolding, different font colors, highlighting and icons so advertisers’ listings stand out. Dealers that would like to draw more attention to their listings can use Dealer Premium Placement, which adds an icon to their vehicle listings on the search results pages and profiles in the dealer search pages. Dealers can also use this feature to display their information higher on the Dealer Directory and “Request a Quote” pages in the Vehicle Configurator and the Vehicle Comparator tools.

**PowerLeads Program** – Dealers located in competitive or specialized markets can purchase additional leads with our PowerLeads Buy Program, which buys qualified leads on their behalf so they can secure greater market share in their local regions. Use our PowerLeads Sell Program for qualified leads that are unsupported by your local dealerships, and get paid for each lead you generate, or sell all of your new car leads to maximize your lead revenue.

**Niche Sites** – Use automotive niche sites to drive more targeted traffic to your site and your advertisers’ dealerships, all while increasing your site revenue. You can develop vehicle specific, finance or marketing campaign sites covering topics such as fuel efficient cars, classic cars, RVs, powersports, boats and much more.

**Video Review Sponsorships** – You can also generate additional revenue by upselling dealer sponsorships for video reviews, or run targeted banner ads based on vehicle makes, to increase dealer visibility and extend their reach. Dealers can create their own pre-roll advertising or we can create the pre-roll advertisements for your dealers. In addition, you can generate more qualified leads with integrated dealer forms.

**Toll Free Numbers** – Utilize toll free numbers and expand dealers’ calling radius by redirecting calls to an assigned toll free number. This feature also provides dealers with integrated reports so they can evaluate the effectiveness of advertising on your site.

**Dealer Profiles** – Dealers can generate additional leads by creating a Dealer Profile, which includes supported vehicle makes and types, dealership address, logo, dealer financing link, and toll free numbers. Using an easy dealer search form, consumers are able to locate dealerships by specific location (or radius around that location) and by vehicle make.

**Video Listings** – Offer custom advertising wrappers so dealers can target audiences with their dealership pitch every time a consumer searches for a specific vehicle model or make. These short video clips, which can play at the beginning or end of the vehicle video, can contain the dealership name, logo, directions and contact information.