



# Dealer Eligibility For Hyper-Targeted SEM Funding From Audi

## Find out if your dealership qualifies to participate in the campaign.

Certain high-performing dealers on the Base 1, Base 2, Advanced, or Pro packages could be eligible to receive funds from Audi for hyper-targeted Search Engine Marketing.

This campaign is geared toward allowing high-performing dealers to expand their reach even further so they can connect with new audiences. The availability of funds is contingent upon dealer monthly performance, so the amount of funding your store could be eligible to receive may vary from month to month.

## You could potentially qualify for this campaign if you currently have:



**Competitive pricing**



**Competitive shipping rates**



**ROAS (Return on Ad Spend) of \$5 or above**

**One of the following packages:**

- Base 1
- Base 2
- Advanced
- PRO

*ROAS (Return on Ad Spend) is the ratio of the amount of revenue generated for every dollar invested in advertising. For example, an investment of \$10 in advertising that resulted in \$100 in revenue would have a \$10/\$1 ROAS.*

*Note: The higher your ROAS, the larger amount of SEM funding you could be eligible to receive.*

This initiative is currently running through January 2023, and has the potential to drive additional traffic to your site at absolutely no cost to you. For additional information or tips on how you can refine your strategies so that you meet the eligibility for this campaign, contact a member of SimplePart's dealer coaching team at **(888) 843-0425** or **[coaching@simplepart.com](mailto:coaching@simplepart.com)**.

*\*Funding based on the dealer's previous monthly numbers. Subject to change.*