

Tyson's Toyota - September 2023

CATEGORIES	PRODUCTS	NO CAMPAIGN	NEW	USED	TOTAL
Digital Advertising	DealerX	\$ 0.00	\$ 40,275.00	\$ 4,475.00	\$ 44,750.00
	AccuTrade	\$ 0.00	\$ 749.50	\$ 749.50	\$ 1,499.00
	Autotrader.com	\$ 0.00	\$ 3,875.73	\$ 12,075.73	\$ 15,951.46
	CarGurus	\$ 0.00	\$ 0.00	\$ 5,850.00	\$ 5,850.00
	Cars.com	\$ 0.00	\$ 3,446.50	\$ 3,446.50	\$ 6,893.00
	Dealer.com - Website Fees	\$ 0.00	\$ 174.00	\$ 174.00	\$ 348.00
	Dealer.com - SEM	\$ 0.00	\$ 6,470.57	\$ 718.96	\$ 7,189.53
	Edmunds.com	\$ 0.00	\$ 599.40	\$ 399.60	\$ 999.00
	FourEyes	\$ 0.00	\$ 950.00	\$ 950.00	\$ 1,900.00
	KBB.com - Buying Center	\$ 0.00	\$ 0.00	\$ 6,639.00	\$ 6,639.00
	Management Fees	\$ 0.00	\$ 5,000.00	\$ 5,000.00	\$ 10,000.00
	Koons.com	\$ 0.00	\$ 59.52	\$ 59.52	\$ 119.04
	PureInfluencer	\$ 0.00	\$ 142.86	\$ 142.86	\$ 285.72
	Reunion SEO	\$ 0.00	\$ 1,450.00	\$ 1,450.00	\$ 2,900.00
	Toyota Digital Solutions	\$ 0.00	\$ 3,067.75	\$ 3,067.75	\$ 6,135.50
	TrueCar	\$ 0.00	\$ 5,260.50	\$ 3,089.50	\$ 8,350.00
	WideWail	\$ 0.00	\$ 403.70	\$ 403.70	\$ 807.40
	Yelp	\$ 0.00	\$ 29.93	\$ 29.93	\$ 59.86
	Subtotal:	\$ 0.00	\$ 71,954.96	\$ 48,721.55	\$ 120,676.51
Production	Dealer.com Digital Koons.com	\$ 0.00	\$ 4,779.61	\$ 4,779.61	\$ 9,559.22
	Managed Services - DDC	\$ 0.00	\$ 382.33	\$ 0.00	\$ 382.33
	Miscellaneous	\$ 0.00	\$ 1,176.40	\$ 0.00	\$ 1,176.40
	Subtotal:	\$ 0.00	\$ 6,338.34	\$ 4,779.61	\$ 11,117.95
Media	Koons Media DC	\$ 0.00	\$ 10,000.00	\$ 0.00	\$ 10,000.00
	Teads	\$ 0.00	\$ 318.75	\$ 318.75	\$ 637.50
	Subtotal:	\$ 0.00	\$ 10,318.75	\$ 318.75	\$ 10,637.50

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Bill Direct	Automotive Mastermind	\$ 0.00	\$ 4,000.80	\$ 1,000.20	\$ 5,001.00
	Carfax Listings	\$ 0.00	\$ 0.00	\$ 1,979.10	\$ 1,979.10
	Subtotal:	\$ 0.00	\$ 4,000.80	\$ 2,979.30	\$ 6,980.10
TOTAL		\$ 0.00	\$ 92,612.85	\$ 56,799.21	\$ 149,412.06