



Stream Companies, DealerSocket's DealerFire Announce Strategic Partnership

Award-Winning Website Provider Partners with Fully Integrated Digital Agency

DealerFire, a business unit of DealerSocket, and Stream Companies, a full-service, fully integrated, tech-enabled ad agency, today announced a strategic partnership that brings together expert advertising solutions with award-winning technologies to offer dealers a consolidated approach to digital marketing management.

This new partnership taps into the power, strengths, and capabilities of both companies to provide dealers with an innovative way to accelerate their digital marketing performance. Stream will serve as the full-service ad agency and ad tech provider and DealerFire as the website and SEO provider for dealers who will now have the best of both offerings combined together. Dealers will continue to receive the white-glove customer service for which both companies are well known.

"Stream's partnership with DealerSocket's DealerFire will allow both companies to innovate faster and provide the best client service in automotive marketing," said Dave Regn, co-founder of Stream Companies. "Innovation and integrated advertising, plus retailing, are key to long-term growth and competitive positioning in the marketplace."

By leveraging each company's technology and expertise, the ongoing partnership aims to drive client success under the following "Core Four" goals:

- Spark Retail Traffic with Exclusive Web & Marketing Integrations
- Captivate, Convince, & Convert with Strong Brand Message Identification
- True Transparency with Business Intelligence Targeting & Reporting
- Fanatical Customer Service with Detail-Oriented, High-Touch Support

"When I took a closer look at Stream's offerings and what it has done to accelerate automotive dealerships' advertising returns on investment, I knew it would be a perfect partnership and complement our websites and SEO offerings at DealerFire," said Darren Harris, executive vice president and general manager of retail solutions at DealerSocket. "Today's announcement allows us and Stream to jointly deliver successful digital marketing that dealers need right now. Our partnership will allow dealers to optimize their clicks-to-showroom buying experience with DealerFire websites while fulfilling their broader digital advertising needs with a full-service, fully integrated ad agency with Stream Companies."

About Stream Companies

Stream Companies is a full-service, fully integrated, tech-enabled advertising agency. With over 20 years of experience in advertising and digital marketing, Stream Companies uses a data-driven and solutions-oriented approach to deliver retail traffic to businesses across the U.S. Currently, Stream is comprised of over 350 team members and has offices in Pennsylvania, Florida, and California. Stream has partnered with over 1,000 businesses, including some of the largest publicly and privately-owned dealership groups in the United States: The CAR Group/Norm Reeves Brands, Group 1 Automotive, and Fred Beans Family of Dealerships.

The company has been recognized by Inc. 500/5000 as a "Fastest Growing Company" 12 times, by The Philadelphia Inquirer as a "2019 Top Workplace," named one of the "Best Places to Work in Pennsylvania," and named one of the "Healthiest Employers" many years running. To learn more about Stream's offerings, visit <https://www.streamcompanies.com>.

About DealerSocket

DealerSocket is a leading provider of software for the automotive industry, offering a suite of seamlessly integrated products to help dealers sell and service vehicles more profitably, while improving their customers' experience. DealerSocket's suite of products gives dealers of all sizes advanced Customer Relationship Management (CRM), innovative Digital Retail, Marketing and Websites, robust Vehicle Inventory Management, insightful Analytics Reporting, and solutions to streamline dealer operations such as Desking, Credit Reporting, Compliance, an independent-gated Dealer Management System (DMS), as well as Auto/Mate, a leader in franchise DMS. DealerSocket serves more than 9,000 dealerships and 300,000 users. DealerSocket's software has helped its customers sell more than 100 million vehicles throughout its history. For more information, visit DealerSocket.com, or follow us on Twitter, LinkedIn, and Facebook.