This sheet includes links to the various program and certified provider webinars that have been recorded to support the 2022 Mazda Digital Certified Program Enhancements.

MDCP Inventory

MDCP Inventory Overview Webinar Recording
Covers what MDCP Inventory is, how it works, what to expect upon launch and FAQs.

MDCP Third-Party Lead Program

Third-Party Lead Program Webinar Recording
Covers the enhancements being made to the program, benefits, how to enroll and FAQs.

Mazda Analytics Dashboard

Lead Reports (ELMS)   Website Reports   Digital Advertising Reports   Digital Retailing Reports
Covers the various enhancements made to the Mazda Analytics Dashboard including what's new, what's changed and how to best use each set of reports.

MDCP Digital Advertising Program

Digital Advertising Program Enhancements Webinar Recording
Covers the background of the MDCP Digital Advertising Programs, the updates being made and brief refresher of program benefits.

Additionally, all MDCP Digital Advertising Providers have pre-recorded a webinar that details their Mazda-approved offerings, what makes them unique in the market, including technology, reporting and support highlights. Please click on the provider logos below to view their respective webinar recording.

MDCP Website Program

Team Velocity - Website Webinar Recording
As a new website provider, Team Velocity covers their Mazda-approved website offerings, what makes them unique in the market, including technology, reporting and support highlights.

Google Cars for Sale Program

Google Cars for Sale Webinar Recording
Covers Google's newest pilot feature on the Google Business Profile and the competitive, turnkey program that Mazda has launched to support it.