



MAZDA DIGITAL CERTIFIED PROGRAM PARTS & SERVICE DIGITAL ADVERTISING

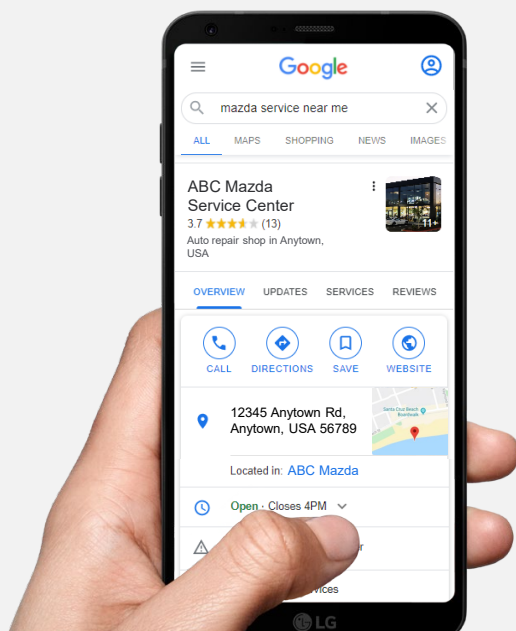
Drive traffic to dealership websites while pushing competitors off the main Search Results Page using paid search, retargeting, social, video, and display advertising services to meet your unique preferences, needs, and budget.

DEALER SUCCESS STORY

ABC Mazda *real dealer results, name is anonymized

- Enrolled in the program in April 2020
- Increased online presence on digital
- Mazda is dominating the Search Results Page

<p>+28%</p> <p>increase in click-through-rate</p>	<p>44</p> <p>total leads in program</p>	<p>\$2.67 : \$1</p> <p>phone call RO return on investment (ROI)</p>
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PARTICIPATING PROVIDERS



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Questions? Contact the Mazda Dealer Support Team at 1-844-683-3151 or by email at info@mazdadigitalcertified.com.



Program Benefits

- Discounted program pricing
- 30-day dealer agreements – easy to upgrade, downgrade, switch providers
- Automated and streamline billing via Dealer’s Parts statement
- Agency management fees co-op eligible in-program only (exclusive to parts & service)
- Co-op claims automatically processed to Ansira for reimbursement
- Brand and digital standards integrated into all services
- Improved strategic alignment with MNAO initiatives
- Provider compliance and integrated benchmark reporting with Mazda Digital Analytics Dashboard
- MNAO approved assets and imagery provided to certified providers
- Dedicated dealer support team

Packages & Pricing

Digital Advertising packages have been pre-determined for the program and are streamlined across all* providers:

- PACKAGE A: Paid Search | Retargeting
- PACKAGE B: Paid Search | Retargeting | Social
- PACKAGE C: Paid Search | Retargeting | Social | Display

The tables below detail monthly management fees and minimum media spend by provider where applicable.

*MS = Media Spend, Min = Minimum

Provider	Adpearance	DEP DEALER ePROCESS	DEALERINSPIRE TECHNOLOGIES FOR THE INNOVATIVE DEALER	DEALER TEAMWORK	DEALERON
Package A	20% of MS / 22% of MS (Bundle/Solo)	\$299 + MS (\$750 Min)	20% + MS (\$1,000 Min)	\$299 + MS / \$499 + MS (Bundle/Solo)	21% + MS (\$750 Budget)
Package B	20% of MS / 22% of MS (Bundle/Solo)	\$599 + MS (\$1,000 Min)	20% + MS (\$2,250 Min)	\$429 + MS / \$649 + MS (Bundle/Solo)	21% + MS (\$2,000 Bdgt)
Package C	20% of MS / 22% of MS (Bundle/Solo)	\$799 + MS (\$2,000 Min)	20% + MS (\$3,250 Min)	\$529 + MS / \$749 + MS (Bundle/Solo)	21% + MS (\$4,000 Bdgt)
Provider	FORCE MARKETING	l2tmedia	PURECARS	TeamVelocity	J.D. POWER UNITYWORKS
Package A	20% + MS	23% + MS (\$500 Budget)	\$300 + MS / \$700 + MS (Bundle/Solo)	\$595 + MS (Solo)	\$300 + MS (Video Only)
Package B	20% + MS	23% + MS (\$1,000 Bdgt)	\$300 + MS / \$700 + MS (Bundle/Solo)	\$795 + MS (Solo)	\$600 + MS (Video Only)
Package C	20% + MS	23% + MS (\$1,500 Bdgt)	\$300 + MS / \$700 + MS (Bundle/Solo)	\$745 + MS / \$995 + MS (Bundle/Solo)	\$900 + MS (Video Only)

*UnityWorks is a Video Only Provider.

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Q. What is the purpose of this program?

A. The purpose of the MDCP Parts and Service Digital Advertising Program is to help increase traffic to dealership websites, services drives and ultimately yield higher dealer revenue and profits. The program also aims to help dealers conquest consumer market share away from the aftermarket and independent shops.

Q. What are the package offerings?

A. The Digital Advertising program will offer a streamlined set of packages across all providers. There will be three primary packages, outlined below. All providers will be offering separate add-on products as well. UnityWorks is a Video Only provider and does not have the same package structure outlined below.

Packages	Services
Package A	· Paid Search · Retargeting
Package B	· Paid Search · Retargeting · Social
Package C	· Paid Search · Retargeting · Social · Display

Q. What if I am already enrolled in the Digital Advertising Program and supporting parts and service advertising?

A. Beginning April 6, 2020, only MDCP Certified Parts & Service Providers will be able to support parts and service advertising campaigns. If you are enrolled with a dually-certified provider, your provider should be reaching out to you to migrate you into the MDCP Parts & Service Digital Advertising Program. If you are enrolled with a MDCP Certified Digital Advertising Provider who is not a Certified Parts & Service Provider, your services will be cancelled, and you will need to officially enroll in the MDCP Parts & Service Program to continue supporting parts and service advertising.

Q. What type of agreement am I entering with Shift Digital and the providers? How long is the commitment?

A. When you enroll in the program, you are entering into a 30-day agreement with Shift Digital, meaning you are in a month-to-month contract with Shift Digital and the provider. You may change providers after 30 days and continue to participate in the program.

Q. What if I want to cancel my services with my chosen provider?

A. Please contact the Mazda Dealer Support Team at 1-844-683-3151 or by email at info@mazdadigitalcertified.com to cancel services with your provider of the month. Please note that normal billing rules will apply for all cancellations:

- If you notify the Mazda Dealer Support Team from the 1st – 10th, you will receive services and will be billed through the end of the same month.
- If you notify the Mazda Dealer Support Team from the 11th – 31st of the month, you will receive services and be billed through the end of the following month.

Q. How does billing and co-op work?

A. All dealers will be billed for in-program services automatically via the Parts Statement. The MDCP team will process all eligible in-program co-op claims to Ansira for reimbursement monthly. Note: billing and co-op claim submission may appear delayed if you are working with a provider who bills for services in arrears.

Q. Will billing for the Parts & Service Program be combined with billing for the Sales Digital Advertising Program on the dealers' statement?

A. Billing for the Parts & Service Digital Advertising Program will be processed on a separate line item from the Sales Digital Advertising Program on the dealers' statement, even if a dealer is using the same provider for both programs.

Q. Will Co-Op claims processed through the Parts & Service Program be separate from the Sales Digital Advertising program?

A. Yes, co-op claims for the Parts & Service Digital Advertising Program will be separate from the Sales Digital Advertising Program.

Q. Can we use Sales Co-Op if we exhaust Parts & Service Co-Op funds?

A. Yes, if your Parts & Service Co-Op is depleted, you will be able to submit the remaining balance for reimbursement under the Marketing Hard Costs. Please refer to the most recent Mazda Co-Op and Advertising Guidelines for specifics.

Q. Today we must manually process a separate claim for any parts and service roll over amounts. Will this be automated in the new program?

A. Unfortunately, this process is unchanged from what is currently required of the dealers. In the event that dealers deplete their S&P co-op funds and would like to roll over to Marketing Hard Costs, dealers still need to submit their new claims and select "Service & Parts" Media Type. More information can be found in the most recent Mazda Co-Op and Advertising Program guide.

Q. What is the price range per package/level?

A. All digital advertising package and add-on pricing is detailed on the Provider Capability One-Sheet. You can also find pricing information on MazdaDigitalCertified.com, reference the individual provider one-sheets or the enrollment form. Please note the following:

- 1) The prices listed on MazdaDigitalCertified.com are exclusive to management fees – all media spend is incremental.
- 2) There are 2 types of fee types – flat fee and variable fee. Flat fee is a flat amount paid per package that does not change with increases or decreases in media spend. Variable fees are taken as a percentage of total budget. Most providers with variable fee will require a minimum media spend amount.

Q. If a dealer utilizes the same provider for Sales and Service, will there be one management fee or two management fees charged?

A. As the Parts & Service Program is separate from the Sales Digital Advertising Program, two separate management fees will be charged. If you're working with a provider today, it is likely that you are currently being charged a management fee specific to Parts & Service – maybe as an add-on, for example.

Along with all the other program benefits outlined, like cross-tier strategy coordination, discounted pricing, automated billing and co-op, remember that management fees are eligible for co-op reimbursement *exclusively for in-program dealers*.

Q. We already do this on the Sales Digital Advertising Program with a certified provider, does it make sense to use the same provider for the P&S program? If so, how do they integrate, if at all?

A. If you are happy with your current provider, then we encourage you to enroll and work with them for the Parts & Service Program. There are benefits to using the same provider across your various Website and/or Advertising services as your single provider will be more in-tune with the inner workings of your complete digital marketing strategy. However, if you identify a provider different from your Sales provider that better suits your needs, rest assured that they understand how to help you. Additionally, in being enrolled in MDCP as a whole, your MDCP Account Management Team will work to ensure synergy across all programs and providers – including Website, Trade-In, Sales Digital Advertising and/or Parts & Service Digital Advertising.

It is also important to note that if you are currently running parts and service advertising within the Sales Digital Advertising program today, your provider will no longer be able to offer those services starting March 2, 2020. If your Sales provider is dually certified on the Parts & Service program, they will be contacting you to help transition you onto the Parts & Service Program. If your Sales provider is not certified on the Parts & Service Program, you will need to enroll in the Parts & Service Program to continue running parts and service advertising campaigns through MDCP.

Q. If I'm with a Certified Provider already and am already doing Parts & Service digital advertising, what is the benefit of signing up through this new certified program? Will it cost less? I'm already paying a management fee – it seems like I'll be paying twice.

A. Your Sales Digital Advertising Provider will NO longer be able to support Parts & Service digital advertising through the Sales program beginning March 2, 2020. As a result, if you would like to run any parts and service advertising campaigns within MDCP, you will need to enroll in the MDCP Parts & Service Digital Advertising program.

In terms of unique Parts & Service Digital Advertising Program benefits:

- This program been curated and designed with minimum strategy requirement and enhanced program guidelines, ensuring a high-quality strategy and more stringent provider accountability measures.
- You can also expect increased coordination locally (among your fellow Mazda dealer neighbors) and with Tier 1.
- We've also negotiated pricing with all partners to ensure pricing in program is more competitive than their retail/out-of-program offerings.

Q. What is the term length for retargeting – 30/60/90 days?

A. On program, providers are required to comply to a retargeting cap of 90 days. However, we highly encourage you to work together with your provider to refine the cap based on your unique audience and budget.

Q. What is the recommended starting budget for SEM?

A. Unfortunately, we cannot provide a general answer as there are many factors to consider that are unique to each dealer. For example, the following needs to be considered to assess a proper starting budget: What is your current parts and service advertising budget, if at all today? If you are spending, what campaigns are setup and what does performance look like – i.e. are you properly saturating demand for your area? How big is your advertising geo?

Please reach out to us if you need help finding out where to start or would like assistance in assessing if your current investment is sufficient.

Q. Will there be a minimum keyword list made available? Are there required keywords through Parts and Service?

A. At this time, there are NO required keywords. We do, however, send an expansive keyword list to all certified providers on program to ensure they are aligned with the proper Mazda-branded keywords and can create a highly optimized strategy for each dealer. Provider/dealer use of the recommended keyword list will be monitored regularly and the MDCP Account Management Team will provide recommendations should keyword usage be low.

Q. Are any other providers going to be considered?

A. We are still considering certifying additional providers before the March 2nd go-live date. We will let you know as soon as items are finalized.

Q. Is this program Required? Or Optional?

A. The MDCP Parts & Service Digital Advertising Program is an optional program, but participation is highly encouraged.

Q. Can we use this program to promote other brands we have besides Mazda (BMW, Audi, etc.)?

A. No, this program is Mazda-specific, and you are only permitted to run Mazda-specific advertising through the program. You can NOT use this program to promote other brands.