



MAZDA DIGITAL CERTIFIED PROGRAM 2.0

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MAZDA DIGITAL CERTIFIED PROGRAM DEALER SUPPORT

WWW.MAZDADIGITALCERTIFIED.COM
EMAIL: INFO@MAZDADIGITALCERTIFIED.COM
PHONE: 1-844-683-3151

Questions about the Mazda Digital Certified Program (MDCP) can be answered by contacting your Mazda Digital Support Team.



INTRODUCTION

Dear Mazda Dealers,

It's hard to believe it was just three years ago when we launched the original MDCP program to provide digital marketing support for our dealers when we transitioned from Dealer Marketing Groups (DMGs) to a Tier 3 dealership focused, enhanced Co-op advertising program.

Since those "early" days, our brand has grown with our first Seventh generation vehicles – the Mazda3 and all new CX-30, we've updated our physical showrooms with over 100 completed Retail Evolution facilities and over 300 total commitments, and increasing alignment and integration of our marketing efforts with almost 100% of dealers dominating SEM search results versus just 25% that were active in 2017.

Since then, the pandemic has accelerated consumer trends that were already impacting our industry, with even more daily activities moving online and consumers' expectations of a seamless experience rising in kind. Our goal with the launch of Retail Marketing 2.0 is to provide you with the tools to reach more consumers, provide them an elevated digital experience, and turn more of them into loyal customers for your dealership.

This guide is a comprehensive overview of the turnkey programs we have available for you to meet consumers along their entire purchase journey:

- Retail Go to Market Advertising Packages – Generate Demand with In Market Shoppers
- Sales Digital Advertising Program – Capture Demand with SEM, Retargeting, Paid Social, Video
- Dealer Website Program & Tools – Your Digital Showroom
- Digital Retail (Roadster) – Facilitating the Transaction
- Parts & Service Digital Advertising Program – Drive your Fixed Ops business and grow Loyalty

These programs represent next level enhancements to proven programs with a track record of success. We hope you join us in participating in our growing digital eco-system and providing customers with the elevated and seamless experience that will collectively grow our brand. As always, thank you for your continuing partnership.

Brad Audet,
Chief Marketing Officer



MAZDA DIGITAL CERTIFIED PROGRAM BACKGROUND & OVERVIEW

UPGRADED CO-OP PROGRAM & MARKETING STRUCTURE
MDCP PROGRAM BENEFITS
IN VS. OUT OF PROGRAM PERFORMANCE



MAZDA DIGITAL CERTIFIED BACKGROUND & OVERVIEW

UPGRADED CO-OP PROGRAM & MARKETING STRUCTURE

More money for your dealership to grow. More control of your marketing dollars. More website and showroom traffic. That's the power of the upgraded co-op program and marketing structure we put in place in 2017. It's never been easier to execute and optimize marketing efforts that align with Mazda's communication strategy for greater impact.

MAZDA DIGITAL CERTIFIED PROGRAM (MDCP)

This turnkey digital marketing solution puts software, data insights and performance standards at your fingertips, along with consulting for Mazda Dealers:

- Certified Dealer Website Program (All Dealers)
- Website Assistant Program (Coming Soon)
- Certified Parts & Service Digital Advertising Program
- Enterprise Lead Management System
- Certified Dealer Tools Program
- Certified Sales Digital Advertising Program
- Lead Concierge Program
- Training & Consulting

Mazda also updated its industry leading co-op and compliance program with refreshed Dealer Advertising Guidelines and new resources on Mazda's Marketing Knowledge Center (MKC).



MDCP PROGRAM BENEFITS

The Mazda Digital Certified Program offers multiple exclusive benefits and resources for participating dealers.

BENEFITS	IN-PROGRAM
Exclusive Access to Google, YouTube and Facebook Automotive Strategy Playbooks	✓
Access to Dedicated Google, YouTube & Facebook Auto Specialists and Data Insights	✓
Mazda Digital Analytics – Reporting Tool (Connects DigAd, Websites & Leads. Includes Benchmark data comparing Dealer performance to District, Region and Nation.)	✓
Access to Mazda Digital Consultants (Focus on lead handling & processes, strategic guidance, in-region training)	✓ (Comprehensive, strategic support)
Strategic Alignment & Coordination w/ T1 across Sales and Fixed Ops Initiatives	✓
Early Access to Brand Creative	✓
Competitive Pricing for All Offerings	✓
30-Day Contracts	✓
Access to Co-Op (w/ Certified Website Vendor)	✓
Automated Co-Op Submission & Proof of Performance	✓
100% Reimbursement for Certified Vendors Management Fees	✓
Automated Billing via Parts Statement	✓
Certified Provider Compliance & Performance Accountability	✓
Compliance Infraction Support	✓ (Proactive support via Shift)



MDCP DIGITAL ADVERTISING – IN VS. OUT OF PROGRAM PERFORMANCE

MDCP PARTICIPATION IMPROVES CLICKS, WEBSITE TRAFFIC, CONVERSION AND SALES

Dealers enrolled in the MDCP Sales Digital Advertising Program have better website performance and higher sales on average than dealers who are not enrolled in the program.

Q2 2020 IN VS. OUT OF PROGRAM PERFORMANCE			
KPI (Average Per Dealer)	Enrolled in DigAd	Not Enrolled in DigAd	% Difference
Unique Visitors	6,933	6,730	+3%
New Inventory VDP Views	2,432	2,353	+3%
Form Submissions	88	82	+8%
Phone Calls	166	128	+30%
Form Conversion Rate	1.27%	1.21%	+5%
Phone Conversion Rate	2.40%	1.90%	+26%
Unique Visits per Lead (Efficiency KPI - Requires Less unique visitors to Generate a Lead)	27	32	-15%
Engaged Visitor Rate	49.37%	47.27%	+4%
2018 vs. 2019 New Car Sales	-2.1%	-9.8%	+7.7 ppts Δ

(Data Source: MDCP Digital Advertising Enrollment Data, MDCP Dealer Website Program Data – All Dealers – April-June 2020)

MAZDA DIGITAL CERTIFIED PROGRAM 2.0 UPGRADES

DEALER WEBSITE PROGRAM UPGRADES

DEALER WEBSITE ASSISTANT PROGRAM

DEALER WEBSITE TOOLS PROGRAM UPGRADES

MAZDA DIGITAL SHOWROOM

SALES DIGITAL ADVERTISING 2.0 PROGRAM UPGRADES

RETAIL GO TO MARKET

PARTS & SERVICE DIGITAL ADVERTISING PROGRAM

MAZDA CUSTOMER ENGAGE

PROGRAM MATERIALS & RESOURCES



INTRODUCING NEW PROGRAM SOLUTIONS AND UPGRADES

As a result of almost three years of program performance and learnings, we are pleased to introduce MDCP 2.0, which includes a series of enhancements and program additions:

NEW DEALER WEBSITE DESIGN UPGRADES

NEW DEALER WEBSITE ASSISTANTS PROGRAM (AVAILABLE EARLY 2021)

NEW DEALER WEBSITE TOOLS

MAZDA DIGITAL SHOWROOM

NEW SALES DIGITAL ADVERTISING 2.0 PROGRAM UPGRADES

RETAIL GO TO MARKET

PARTS & SERVICE DIGITAL ADVERTISING PROGRAM

MAZDA DIGITAL SERVICE

MAZDA CUSTOMER ENGAGE



DEALER WEBSITE PROGRAM UPGRADES

DEALER WEBSITE DESIGNS

With over 500K visitors each week, your dealership websites – your digital showrooms – are more important than ever. They must deliver the seamless online shopping experience consumers expect.

With millions of web visits per month, even small improvements in conversion can have a significant impact on your sales. That's why we're launching our new Dealer Website 2.0 initiative.

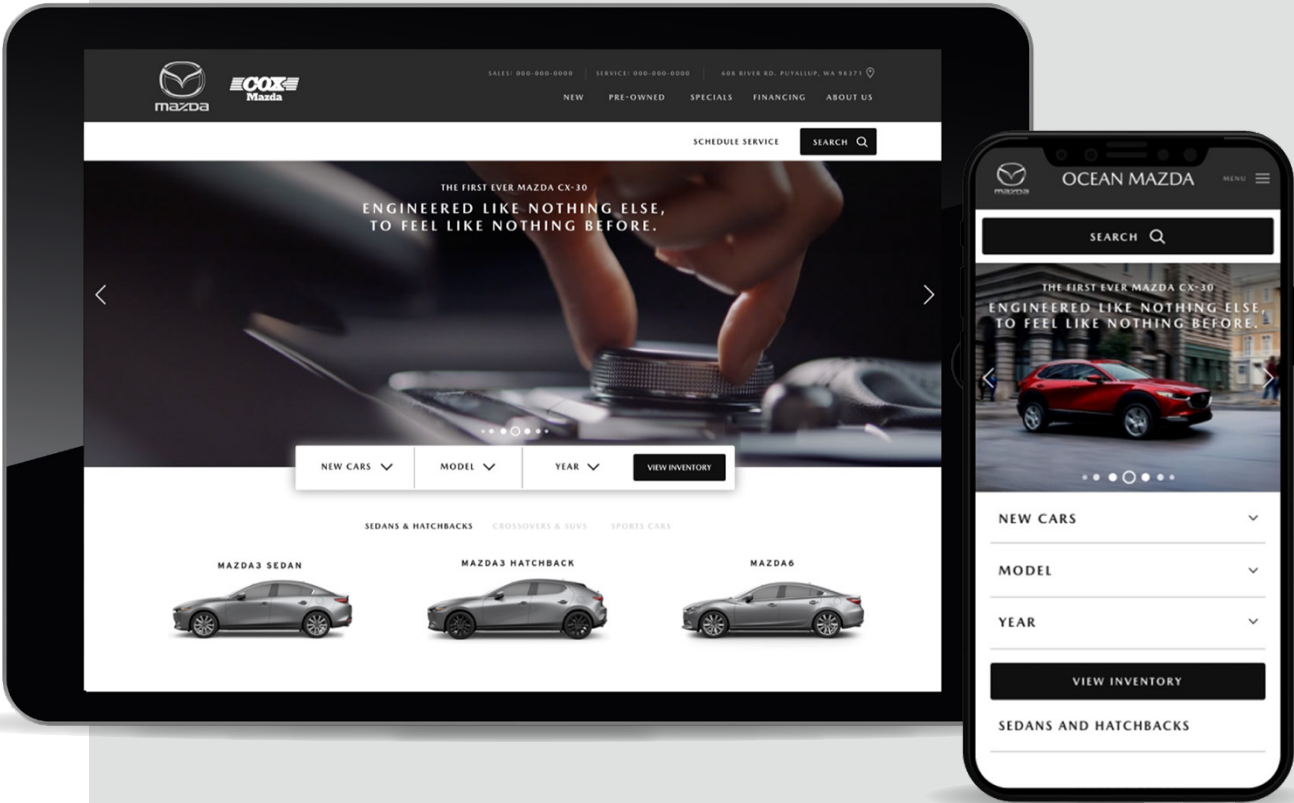
The design and features are rooted in consumer research. They're built to reinforce brand and product values while making it easy to select and locate the right vehicle. They also offer more transparency and information to support the buying decision.



DEALER WEBSITE DESIGNS (CONT.)

Greater alignment and ease of handoff between MazdaUSA.com and your website is critical. But these aren't website "templates" you must use. We utilize a *component library* system that puts you in control.

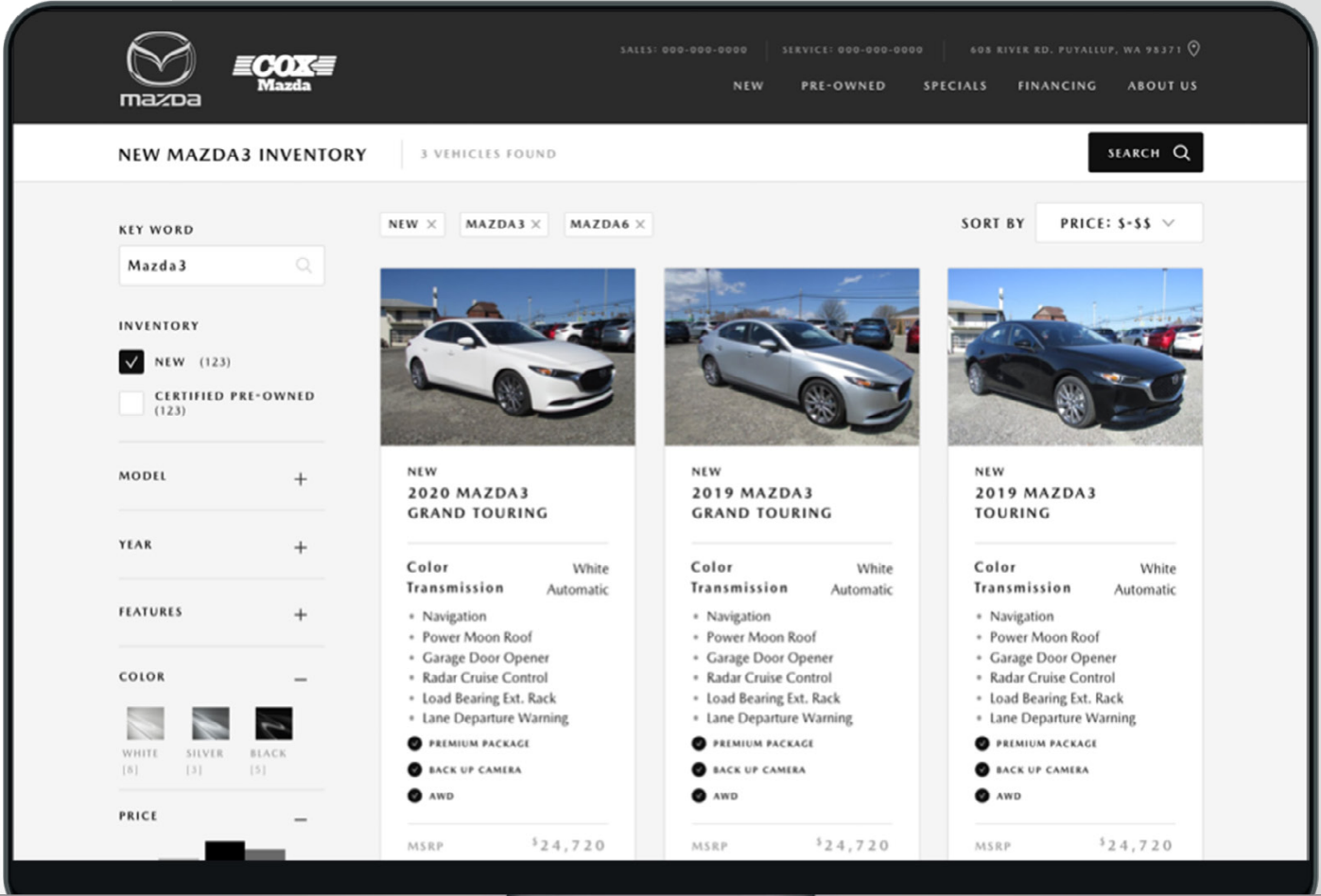
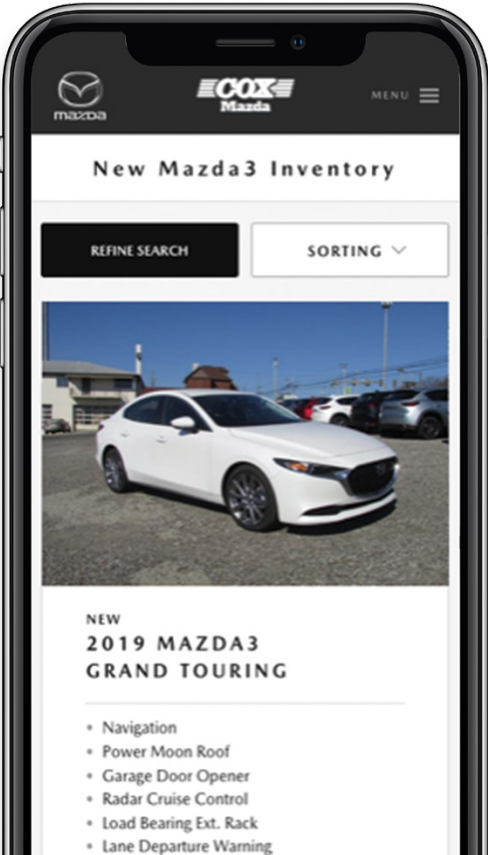
This approach allows you to make your website unique while maintaining the overall Mazda brand look and feel. It allows you to choose the layout, images, copy and content that feels right for your customer without straying from the established brand voice and visual identity.



DEALER WEBSITE REDESIGN COMPONENTS

The component library accounts for all key website experiences, including but not limited to: Homepage, Global Navigation, Inventory Search, Incentives & Specials, Inventory Search Results Pages, Inventory/Vehicle Detail Pages, Content Pages and more.

Some components are required for dealership websites (e.g. inventory pages and incentive information), while others are optional. See all-new dealer website guidelines supporting document for additional information!



DEALER WEBSITE 2.0 IMPLEMENTATION PLAN

The website design implementation will be staggered across a 3- to 6-month period. This will allow sites to be built by each provider. It also helps reduce any potential negative SEO impact.

Mazda Region Teams, MDCP Website Providers and the Shift Digital/MDCP Team will collectively work to inform dealers of their slated rollout timing as it is determined with each MDCP Website Provider. Be on the lookout for future announcements of all-new dealer website designs and Certified Provider offerings.

DEALER WEBSITE REDESIGN PROJECT – NEXT STEPS

- ☐ Mazda Region Teams, MDCP Website Providers and Shift Digital/MDCP Team will be in contact with all dealers to review the Website Redesign Project and discuss implementation steps
- ☐ Visit MazdaDigitalCertified.com to review in order to complete disclosure and agreement



DEALER INSPIRE

DEALERON



DEALER.COM



DEALER WEBSITE ASSISTANTS PROGRAM OVERVIEW

NEW PROGRAM OFFERING (AVAILABLE EARLY 2021)

The Dealer Website Assistants Program provides valuable support and additional resources for your dealership when you participate with a certified website provider. Website Assistants are a dedicated point of contact that work with you on a regular basis, ensuring website content is up-to-date and engaging for customers. Your Website Assistant will:

- Proactively update dealer specials and banners
- Create custom landing pages
- Optimize dealership mobile sites
- Help troubleshoot website lead routing and phone routing issues
- Conduct regular website compliance checks, user-experience checks and review performance with you on a monthly basis

The Dealer Website Assistants Program packages are designed to scale depending on the level of support you require. You will receive support monthly; however, the amount of creative and custom content support varies by package level. Website Assistant services are intended to be incremental to the MDCP Website Provider Packages/Add-Ons you may already be subscribed to and are proven to complement the services of all certified Website Providers.

The Dealer Website Assistants Program is eligible for 100% co-op reimbursement under the Marketing Hard Costs bucket. Shift Digital will automatically submit Website Assistant claims to MCAP for reimbursement. Additionally, all program services will be billed to you through your Parts Statement. The program follows the standard MDCP approach – meaning the program supports 30-day contracts, and all standard program billing and cancellation rules apply.



DESIGN

Custom content to help build reputations. Dedicated to giving you a creative and consistent visual identity.



ANALYTICS

Using monthly reporting and quarterly website health checks we make website optimization suggestions, so you get the most out of your digital showroom.



LOCAL LISTING SUPPORT

Regular local listing audits, including listing information updates, ensure your online business information is correct and consistent on primary channels.



SUPPORT

Personalized solutions and digital support are only a phone call away. With dedicated assistance, we make you and your website a priority.



COMPLIANCE

We proactively review your website so your content is current and compliant. Let us keep your site looking its best so you don't have to.



CO-OP

Month to month contract; standard MDCP billing rules apply. This program is 100% co-op eligible for Marketing Hard Cost reimbursement and will be submitted to MCAP on the dealer's behalf.



DEALER WEBSITE ASSISTANTS – NEXT STEPS

To Learn More:

- ☐ Visit MazdaDigitalCertified.com to review new program (available early November)
- ☐ Connect with MDCP Dealer Support Team (info@mazdadigitalcertified.com)



DEALER WEBSITE TOOLS PROGRAM/UPGRADES

NEW CERTIFIED DEALER WEBSITE TOOLS

NEW UPGRADED USER EXPERIENCE GOALS

NEW INTEGRATION WITH MAZDA DIGITAL SHOWROOM (DIGITAL RETAILING)

DEALER WEBSITE TOOLS PROGRAM & BENEFITS

The MDCP 2.0 provides turnkey solutions and tools that are proven to help increase lead generation and enhance the customer experience.

The Dealer Website Tools Program maintains all of the same MDCP Benefits:

- Eligible for co-op reimbursement under Marketing Hard Costs
- Discounted program pricing
- 30-day dealer agreements – easy to upgrade, downgrade, switch providers
- Co-op claims automatically processed to Ansira for reimbursement
- Automated and streamlined billing via Dealer's Parts statement
- Brand and digital standards integrated into all services (Mazda approved assets and imagery provided to certified Providers)
- Improved strategic alignment with OEM initiatives
- Integrated benchmark reporting with Mazda Digital Analytics Dashboard

- Dedicated dealer support MDCP Dealer Support Team | 1-844-683-3151 | info@mazdadigitalcertified.com
- Team and dealer training (webinar series)
- Participation in the Dealer Tools Program is optional, yet highly encouraged


For MDCP 2.0, we are expanding the available dealer website tool offerings to include:

- NEW Certified Messaging (Messaging & Chat/SMS) Program
- NEW Certified Test Drive Scheduling Program



Put the power of Car and Driver & Kelley Blue Book shopping tools, valued and trusted by consumers, to work on your website. Your dealership will be able to provide fair, accurate and transparent trade-in valuations online in minutes and help consumers make an informed purchase decision, all while staying on your dealership website. These two providers will support you and your dealership per Mazda brand standards and guidelines. Plus, all trade-in leads generated through a Certified Trade-In Tool Provider are delivered directly to your CRM via the Mazda Enterprise Lead Management System.





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CAR and DRIVER


Step 1
Your Vehicle

Step 2
Your Options


Step 3
Your Info



Fast
Take 20 Seconds



Easy
No Unnecessary Info



Convenient
Accepted by Dealers

Let's Get Your Trade-In Value

Car and Driver values are calculated from the same Black Book's data dealers use to appraise vehicles, giving you the best estimated value.

Enter Current Vehicle Year, Brand, and Model

Mileage

ZIP

Can't find your car? [Click to enter your car's info](#)

Next: Vehicle Options

Questions?

Please speak with our trade advisor for more information.

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Service

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Parts

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MDCP MESSAGING PROGRAM

The online chat and SMS user experience has evolved from annoying generic and interfering pop-ups to a truly value added experience for shoppers that are seeking quick responses and answers to their questions. The MDCP 2.0 Messaging Program will enable your shoppers to go from information gathering to the buying process with an integrated digital retailing experience. Additionally, shoppers will be able to begin communicating with your dealership directly from your online business listings (Google My Business, Facebook, Yelp).

The new MDCP Messaging Program includes five certified providers. All providers have been thoroughly vetted and carefully selected based on their UX design, platform capabilities and ability to align with Mazda's future roadmap including integration with Mazda Digital Showroom and Google My Business listings. All providers will support you with a live chat and SMS technology platform, so you can engage with customers in additional ways.

All messaging platforms will support a mobile responsive user experience, integrate with Mazda Digital Showroom and will align with the Mazda Visual Identity designs.



MDCP TEST DRIVE SCHEDULING PROGRAM (AVAILABLE EARLY 2021)

The MDCP Test Drive Scheduling Tool Program will be one of the first of its kind. The tool will offer you an opportunity to provide your customers with a unique and elevated test drive scheduling experience. The platform supports a range of options including at dealership test drive scheduling, at home test drive scheduling, various test drive route options, preferred arrival accommodations – i.e. beverage preference, child/pet care availability, etc. The tool is expected to support a mobile responsive user experience, will be required to align with the Mazda Visual Identity designs and will integrate with the Mazda Enterprise Lead Management System.



Step 1

Step 3

Step 5

Step 2

Step 4

Step 6

Step 7

MAZDA DIGITAL SHOWROOM

DIGITAL ENABLED SALES PROCESS: ONLINE AND IN-STORE

As customer expectations evolve, you need a seamless digital tool that excels in both the online, as well as in-store shopping and buying experiences. That’s why we’ve launched an integrated digital retailing experience, the Mazda Digital Showroom in partnership with Roadster earlier this year. This unique offering provides your customers with a seamless, integrated retailing experience. It begins with an online buying process from MazdaUSA.com, where customers are then transferred directly to your Mazda Digital Showroom store on your website. From there, customers can complete the transaction online or in-store.

Customer benefits include:

- Seamless and transparent process where they feel in control
- Reduced transaction times – 72% are less than 2 hours*
- Customer satisfaction up 20%*
- Net Promoter Scores up 4 points*

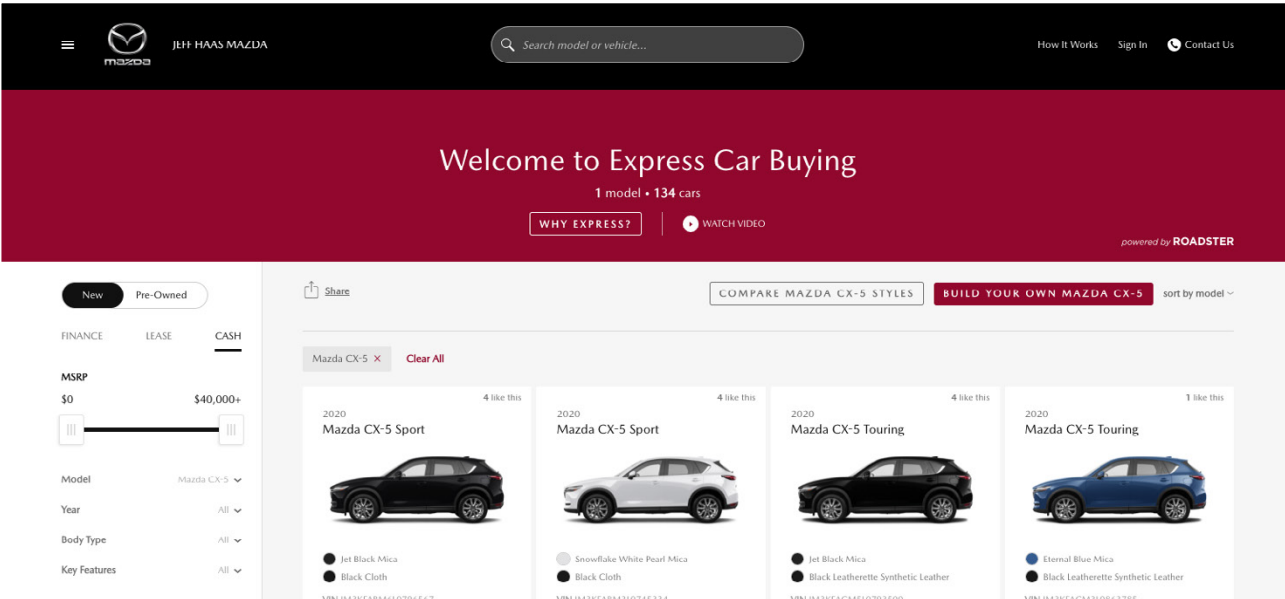
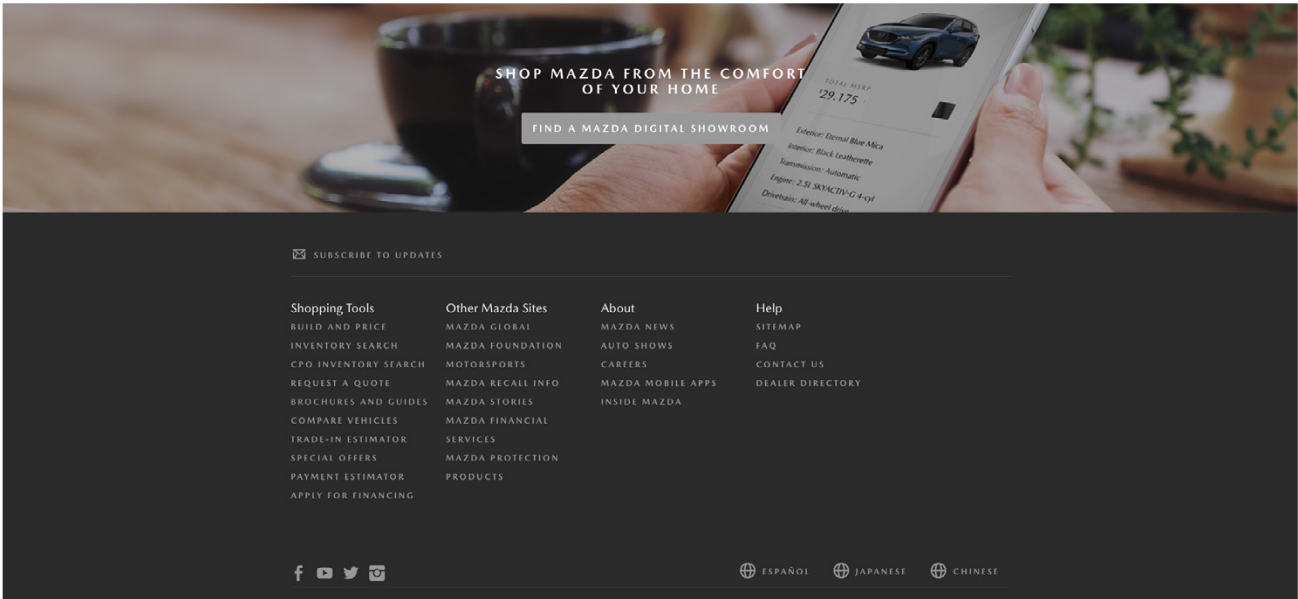
Your benefits as a Mazda Digital Showroom dealer:

- Designation on MazdaUSA.com as a Digital Showroom dealer, and direct pass through of consumers to your Digital Showroom store on your website
- Conversion Rate up 10X over traditional dealer websites
- F&I Gross, Penetration and Products Sold Per Deal are up
- Dedicated field resources for ongoing support and coaching participating dealers
- Long term, operational efficiencies

Beginning September 2020, Mazda Digital Showroom leads generated on MazdaUSA.com and your Roadster Express Store are now integrated into the Enterprise Lead Management System (ELMS). This improves data visibility and drives consistency in performance measurement.

Incorporating digital shopping and buying experiences into the online and in-store customer experience is a priority for Mazda.

*(Mazda CX360 Customer Survey)



DEALER WEBSITE TOOLS – NEXT STEPS

To Learn More:

- ☐ Attend an upcoming Dealer Website Tools – Program Webinar
- ☐ Visit MazdaDigitalCertified.com to review new program and provider offerings (available early November)
- ☐ Connect with the MDCP Dealer Support Team (info@mazdadigitalcertified.com)

To Add a Tool:

- ☐ Visit MazdaDigitalCertified.com and enroll (available early November)

Note: Legacy Dealers (those working with a newly certified tool provider) will be approached by their provider and the MDCP Dealer Support Team to transition into the program. An enrollment will need to be completed.

To Enhance Your Digital Showroom:

- ☐ Visit Roadster.com/Partners/Mazda to request a demo and enroll



SALES DIGITAL ADVERTISING 2.0 PROGRAM UPGRADES

As shoppers continue to consume more information digitally, it is critical for your dealership to reach target audiences where they are, share relevant and engaging content, and most importantly, convert digital prospects into customers. That's why Mazda's new MDCP DigAd 2.0 program is launching several key upgrades.

In an effort to help with this ongoing need to improve demand capture tactics, Mazda's new MDCP DigAd 2.0 Program introduces several upgrades, including:

- New Package Structure: Strategically re-aligns service offerings to re-prioritize dealer dollars into the appropriate media channels, per the Mazda media mix priorities. Ensures all dealers in-program support paid search and retargeting at minimum.
- Certified Provider Changes: Removing 4 providers and adding 1 new provider.
- Exclusive Video Advertising Opportunities: In partnership with YouTube and UnityWorks, Mazda has designed an exclusive set of Video offerings that are only available to MDCP Sales Digital Advertising Program dealers.
- Evolved Strategy by Channel: Improved minimum strategy requirements deployed to certified providers, helping to ensure better alignment and performance for dealers in-program.
- Enhanced Provider Reporting & Access Requirements: Updated to include additional performance data such as, retargeting to be reported as a separate channel, additional video data points, Microsoft Ads View Only access, Facebook Business Manager Analyst access.
- Exclusive Google Dedicated Support & Benefits: With additional dedicated Google resources, Mazda will have access to more industry-specific performance, dealer optimization recommendations and new alpha and beta product testing opportunities.

MEDIA MIX PRIORITIES

OWNED (WEBSITE)

DESIGN

SHOPPING TOOLS

CONTENT

SEO

EARNED & OWNED

CRM

REPUTATION MANGEMENT

ORGANIC SOCIAL

LEAD MANAGEMENT

PAID: FOUNDATION

PAID SEARCH/SEM

WEBSITE RETARGETING

PAID: SHOPPING

TARGETED SOCIAL

TARGETED VIDEO

TARGETED DISPLAY

AUTO-ENDEMIC SITE DISPLAY

PAID: CONSIDERATION

BROADCAST & DIGITAL VIDEO

RADIO & DIGITAL AUDIO

EXPERIENTIAL

OOH

PRINT

SALES DIGITAL ADVERTISING 2.0 OVERVIEW

Mazda’s goal for the Sales Digital Advertising 2.0 Program is to ensure dealers prioritize available media dollars into specific media channels.

Under the new package structure, all in-program dealers will be required to support Paid Search and Retargeting at minimum. Social and Display offerings can be subscribed to in packages B and C. Additionally, all video upgrade packages will be exclusively supported through UnityWorks. In order to enroll in a UnityWorks video package, you must be enrolled in a DigAd package.

PACKAGE	CHANNEL SUPPORT	PRICE RANGE – FLAT	PRICE RANGE – VARIABLE	VIDEO UPGRADE PACKAGES
PACKAGE A	Search Retargeting	\$699 – \$1,000	21-23%	
PACKAGE B	Search Retargeting Social	\$899 – \$1,599		
PACKAGE C	Search Retargeting Social Display	\$1,299 – \$1,899		

As seen in the table above, parties responsible for supporting packages vary. Packages A-C will be supported by the following MDCP Providers:



All video upgrade packages will be exclusively supported through UnityWorks. Again, under the new MDCP DigAd 2.0 package structure, all dealers in-program will be required to support Paid Search and Retargeting at minimum. This ensures all dealers have the most fundamental strategies in place – i.e. capturing low-funnel demand generated from SEM and retargeting customers that have already expressed interest by visiting your website. Social and Display offerings are introduced in the subsequent packages B and C. In order for a dealer to enroll in a video package with UnityWorks, they must be enrolled in a Package A at minimum.

INTRODUCING NEW VIDEO PACKAGES WITH UNITYWORKS

Mazda has officially certified UnityWorks as the exclusive video provider for the Sales Digital Advertising Program after achieving strong results with them in 2019. We have secured specifically tailored, pre-negotiated video packages which all include complete core Mazda model coverage. Package and pricing details are below:



PACKAGE	DESCRIPTION	MIN. MEDIA SPEND	MGMT. FEE	TOTAL
PACKAGE A	1 platform (YouTube), 2 creatives (1 SUV, 1 Sedan covering 5 core models), 2 campaigns on YouTube	\$1,150	\$325	\$1,475
PACKAGE B	2 platforms (YouTube, Facebook), 4 creatives (2 SUV, 2 Sedan covering 5 core models), 4 campaigns - 2 YouTube, 2 on Facebook	\$2,150	\$600	\$2,750
PACKAGE C	2 platforms (YouTube, Facebook), 9 creative (2 SUV, 2 Sedan, 5 6-sec bumper ads, 1 per model), 5 campaigns - 3 on youTube, 2 on Facebook	\$2,850	\$800	\$3,650



NEW: EXCLUSIVE MAZDA AUDIENCES ON YOUTUBE THROUGH UNITYWORKS

Mazda is excited to share that dealers will have exclusive access to custom Mazda audiences on Google and YouTube, made available through all UnityWorks' video upgrade packages. These audiences will consist of the following:

- Demand Generation (Growth) Audiences includes consumers in-market actively researching sedans/compact or SUV/CUV.
- Demand Capture (Retention) Audiences includes consumers in-market specifically researching Mazda vehicles and actively google searching "Ready to Buy" keywords.



MDCP DIGAD EXCLUSIVE AUDIENCES – Mazda is providing dealers enrolled in the Sales Digital Advertising Program exclusive access to Mazda USA YouTube viewers, Mazda USA website visitors and Mazda customer audiences for YouTube advertising



MDCP SALES DIGAD 2.0 MIGRATION PLAN

With the introduction of the new MDCP Sales Digital Advertising 2.0 Program packages, re-enrollment will not be necessary*, as dealers will be automatically transitioned into comparable 2.0 packages. The planned migration details are as follows:

- All enrolled MDCP Sales Digital Advertising Program dealers will be contacted via email by the MDCP Team
 - Enrolled dealers will be categorized into three groups
 - Email notifications to each group will be staggered, commencing the week of November 2nd through the week of November 16th
- The email will detail each dealers’ current package/pricing subscription and the recommended DigAd 2.0 package/pricing
- All dealers will have 30-days to review the details and respond to the MDCP Team, either confirming the new package details or providing feedback
- If any dealer does not respond within the allotted 30-day feedback window, the recommended DigAd 2.0 package/pricing will be put into effect beginning January 1, 2021
- To help facilitate this transition process, your respective MDCP Sales Digital Advertising Provider and Mazda District Manager will be in contact

For dealers currently working with impending removed providers (DealerFire, Netsertive, Search Optics and Sincro/CDK), the planned migration details are as follows:

- All dealers will be contacted via email by the MDCP Team the week of November 2nd
- The email will inform the dealer that their current provider is no longer certified within the MDCP Sales Digital Advertising Program
- Effective December 31, 2020, all Digital Advertising products serviced by the impending removed providers will no longer be supported through the Mazda Digital Certified Program; this applies to both the Sales Digital Advertising Program and the Parts & Service Digital Advertising Program
- The MDCP Team (Mazda Digital Consultants and MDCP Dealer Support Team) will work with each dealer to encourage them to migrate to an alternative certified provider



*Only dealers currently enrolled with an impending removed provider will need to re-enroll with a certified provider should they wish to remain in the MDCP Sales Digital Advertising Program.

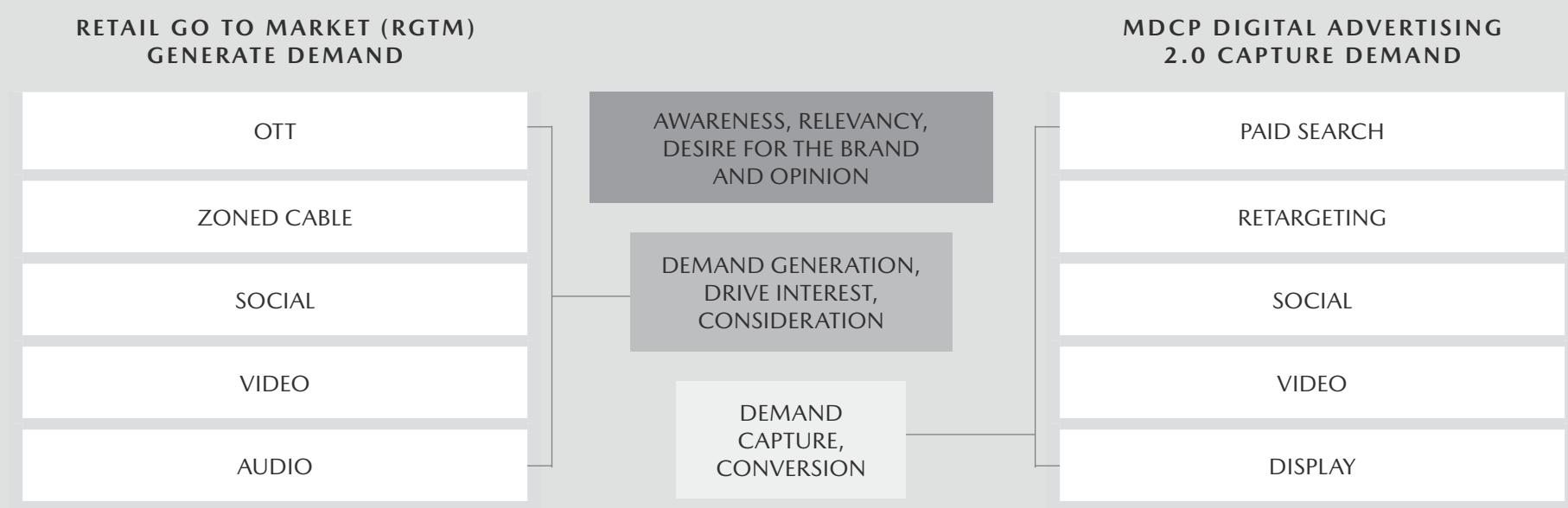
COORDINATED MARKETING APPROACH

DIGAD 2.0 + RETAIL GO TO MARKET

To compliment MDCP DigAd 2.0 marketing efforts, Mazda has designed the Retail Go To Market (RGTM) Program. MDCP DigAd 2.0 & RGTM work together to generate and capture demand, providing your dealership with a thorough and well-coordinated media plan.

RGTM packages focus on generating traffic through mid-funnel marketing tactics. This traffic is then retargeted through low funnel marketing channels (via the MDCP DigAd 2.0 program), to drive impactful conversions.

Additional details on the Retail Go To Market program can be found on the next page.



RETAIL GO TO MARKET

BENEFITS

MESSAGING

- Feature/benefit led creative, with competitive incentive and dealer tagging
- Market-level coordination to amplify SOV

TARGETING

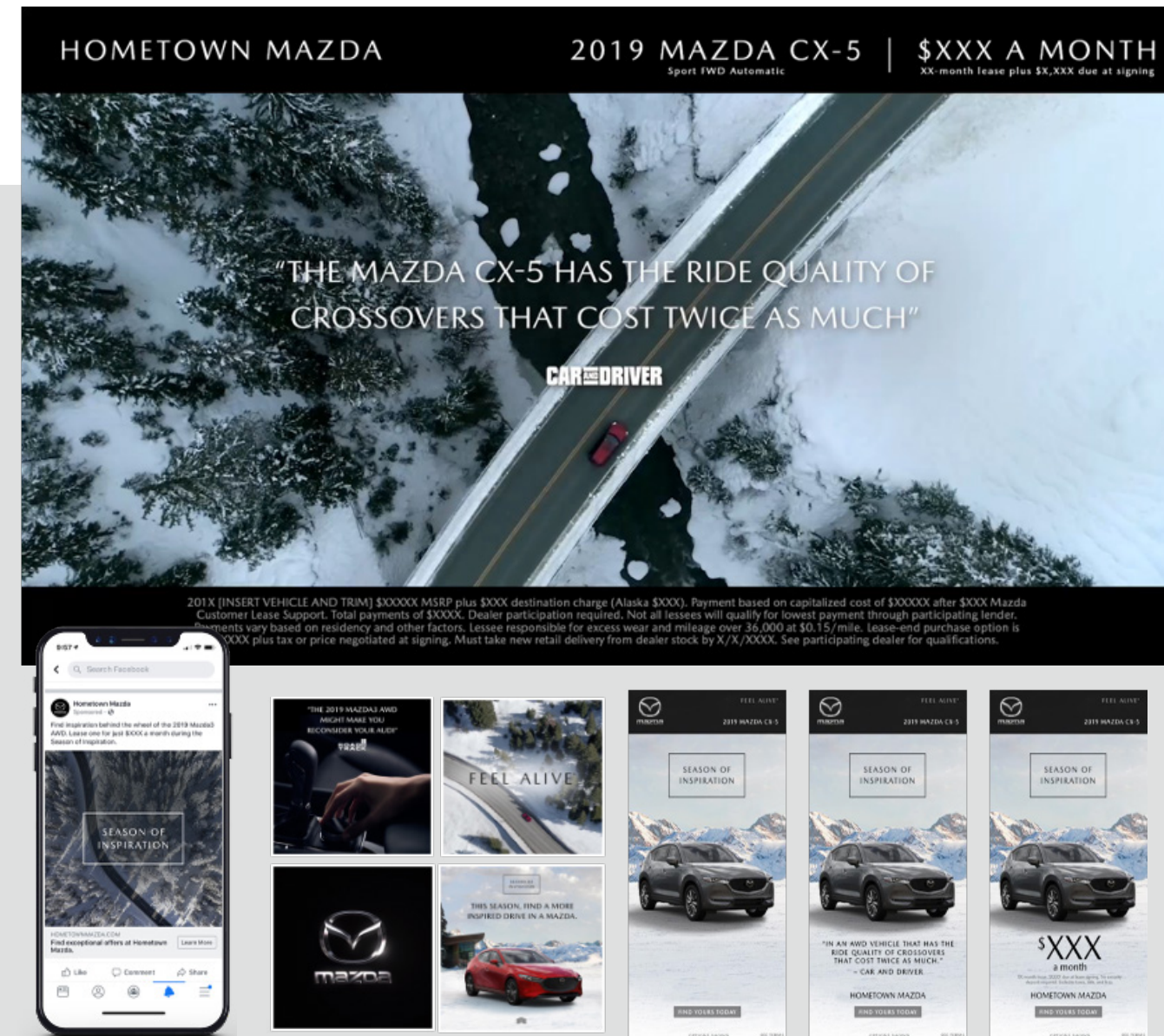
- Target the Auto Intender closest to purchase (0-3 months out) within individual dealer SOAs
- All traffic driven to dealer website or includes website CTA

OPERATION

- Quarterly planning with alignment of inventory, incentives, fixed marketing and training
- Monthly market and dealer-level media reporting
- Buying power and media expertise of WPP
- Automatic Co-op reimbursement

PERFORMANCE

- Since November 2019, RGTM participation has grown from 25% to 70% of Mazda Dealers and has contributed \$17M in media spend and 760M targeted impressions over five quarters. (As of Winter Event 2020)
- Participating dealers have outpaced non-participating dealers in website visits, VDP views, and sales which were up +4.8% YOY (vs. +2.5%). (Nov-2019 through June 2020)



QUESTIONS? Contact your District Manager for more information.

SALES DIGITAL ADVERTISING 2.0 & RGTM – NEXT STEPS

To Learn More:

- ☐ Attend an upcoming MDCP Sales Digital Advertising 2.0 Webinar (details to follow)
- ☐ Visit MazdaDigitalCertified.com to review new program and provider offerings (available early November)
- ☐ Connect with the MDCP Dealer Support Team (info@mazdadigitalcertified.com)

To Complete Your 2.0 Migration:

- ☐ Look for an email to come from the MDCP Team (info@mazdadigitalcertified.com) between November 2nd and November 20th
- ☐ Reply to that email by the deadline specified - either confirming approval or providing feedback – if applicable
- ☐ Actively work with your Regional Field Team, MDCP Team and MDCP Digital Advertising Providers for additional assistance

For RGTM:

- ☐ Contact your District Manager for information or to enroll



PARTS & SERVICE DIGITAL ADVERTISING

DEDICATED FIXED OPERATIONS PROGRAM

The MDCP Parts & Service Digital Advertising Program is designed to help increase traffic to your website, service drives and ultimately yield higher revenue and profits from your parts and service business. Since Fixed Operations contribute over 53% to Mazda Dealers' overall gross profit, you need to have a dedicated Digital Advertising program for fixed ops to drive increased service and parts business.

The program aims to improve dealer rankings by monopolizing the Search Results Page with a primary emphasis on paid search and retargeting. This will help drive more incremental local traffic to your website, rather than aftermarket and independent shops. Like other MDCP program offerings, the Parts & Service Digital Advertising Program offers you a coordinated, all-in-one solution for parts and service advertising that is aligned with Mazda's initiatives. You will also have the choice to work with one of five certified Parts & Service Digital Advertising providers.



TIRES



BRAKES



BATTERIES



ENGINE OIL

PARTS & SERVICE DIGITAL ADVERTISING PROGRAM BENEFITS

Like all MDCP offerings, the Parts & Service Digital Advertising Program offers many of the same great benefits, including a few program-specific benefits:

- Eligible for Parts & Service Co-Op prerequisite*
- Discounted program pricing
- 30-day dealer agreements – easy to upgrade, downgrade, switch providers
- Agency management fees co-op eligible for in-program only*
- Co-op claims automatically processed to Ansira for reimbursement
- Automated and streamlined service provider billing via Dealer's Parts statement
- Brand and digital standards integrated into all services
- Improved strategic alignment with OEM initiatives
- Integrated benchmark reporting with Mazda Digital Analytics Dashboard
- Proactive compliance review
- Mazda approved assets and imagery provided to certified Providers
- Dedicated dealer support team

*Exclusive Parts & Service Digital Advertising Program Benefit



STANDARD PROGRAM SERVICES

When you participate in the MDCP Parts & Service Digital Advertising Program, we guarantee that a minimum standard service-level has been imposed on all certified providers, including the following:

- Setup, Optimize, & Management Digital Advertising Campaigns
- Dedicated Account Representative
- At Least 2 Touch Bases/Contacts Per Month
- Content Planning, Strategy Planning and Optimizations
- Performance Reviews
- Reporting/Dashboard Review from the Provider

In addition to the above, all MDCP Parts & Service Digital Advertising Providers are able to fully support the below media channels:

PAID SEARCH	RETARGETING	SOCIAL	VIDEO	DISPLAY
Available on Google and Bing, using Bing only after saturating demand on Google Search.	Available for social and display networks.	Leveraging Facebook, Instagram and Messenger from both an organic and paid standpoint.	Leveraging YouTube/Video from both an organic and paid standpoint.	Generic and/or Premium Display should be an alternative option to assist with brand awareness.
Increase Dealer revenue and profits by allowing Dealer to better compete in today's highly competitive digital marketing landscape.	Through the implementation of remarketing tags on website pages, customers who visit your website are tracked and are added to a remarketing list. Using this list, you can reconnect with customers who have already indicated interest.	Campaigns to support both desktop AND mobile.	Videos give a potential buyer easy access to view the dealer's service and parts which allows for a seamless transition from online browsing to actually stepping into the dealership.	
		Some providers offer Waze as an additional add-on		

PARTS & SERVICE DIGITAL ADVERTISING PROGRAM PACKAGES

The Parts & Service Digital Advertising Program packages are pre-determined and consistent across all certified providers — management fees and minimum budgets being the only variable across providers. This takes the guesswork out of evaluating providers based on service package differences.

Similar to the Sales Digital Advertising Program, the packages are aligned with the recommended media prioritization approach. This helps you spend your available media dollars in the most effective channels first before allocating additional media dollars elsewhere.

See below for a high-level summary of the package offerings and management fee ranges by package:

PACKAGE	CHANNEL SUPPORT	PRICE RANGE - FLAT	PRICE RANGE - VARIABLE
PACKAGE A	Paid Search Retargeting	Flat Fee: \$129-\$750	Variable: 20-23%
PACKAGE B	Paid Search Retargeting Social	Flat Fee: \$199-\$1,000	Variable: 20-23%
PACKAGE C	Paid Search Retargeting Social Video	Flat Fee: \$499-\$1,000	Variable: 20-23%
PACKAGE D	Paid Search Retargeting Social Video Display	Flat Fee: 500-\$1,000	Variable: 20-23%

PARTS & SERVICE DIGITAL ADVERTISING – NEXT STEPS

To Learn More:

- ☐ Visit MazdaDigitalCertified.com to review new program and provider offerings
- ☐ Connect with the MDCP Dealer Support Team (info@mazdadigitalcertified.com)

To Enroll:

- ☐ Visit MazdaDigitalCertified.com/Enroll



MAZDA DIGITAL SERVICE

In September 2019, Mazda launched the latest evolution of the Ultimate Mazda Experience – Mazda Digital Service. To further Mazda’s commitment to deliver a customer experience as good as the vehicles we sell, we have developed a robust strategy that delivers a convenient and interactive service experience that customers value.

Mazda Digital Service is a set of tools and processes that enable your dealership to provide customers with technician inspection videos, advanced communication through 2-way texting and ease of doing business through mobile invoicing and payment. Mazda has partnered with technology providers to deliver this transparent experience.

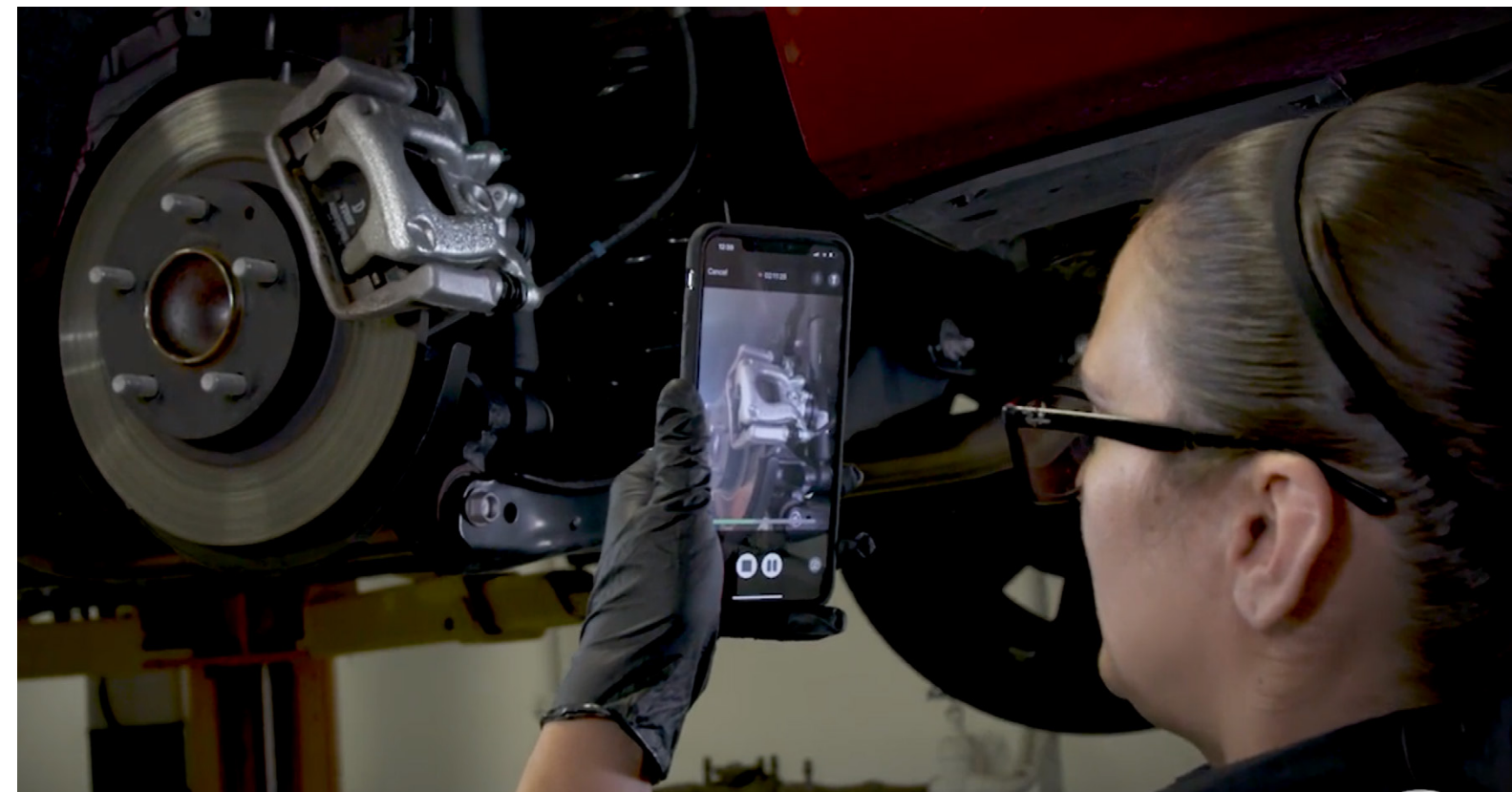
Pricing for the tools differ by partner and dealership size ranging from \$675—\$1200. Please contact your District Service Manager to assist you with setting up a demonstration with one or all of the Digital Service partners today.

Benefits of Using a Digital Service Tool

- Average 25% dollars per Repair Order increase
- Improved Customer Satisfaction
- Improved Likely to Return scores

Benefits of Using a Mazda Partner

- Digital Service web page on your website
- Digital Service identifier on Mazda USA
- Digital Service marketing assets
- 100% Co-op eligible
- (Future) MyMazda integration



MAZDA CUSTOMER ENGAGE (MCE)

Mazda Customer Engage (MCE) is a flexible dealer-to-customer communications program created by Mazda North American Operations for its dealers. MCE includes automated sales and service (email and surface) communications to your customers throughout their owner/vehicle life cycle. Communications target new, active and lapsed customers at various stages of their ownership experience with messaging based on their individual needs and behaviors.

MCE Program Benefits:

- Drives sales and service traffic in support of dealer profitability
- Takes a customer-centric approach to foster satisfaction and loyalty among owners
- Integration points with the following Mazda programs:
 - Mazda Service Scheduler (Powered by XTIME)
 - Multi-Point Inspection Process
 - Flex Maintenance Monitor Schedules
 - Recall Alert Messaging
 - MyMazda
 - Provides dedicated Marketing Consultants and Field Representatives
 - Delivers measurable program results, visible in online performance reports
 - Includes consistent messaging and new creative formats to align with the Mazda brand standards
 - Provides automatic Co-Op submission on behalf of dealer

MCE OnDemand:

An online direct marketing tool available to all Mazda Dealers to support additional, supplemental email and/or surface mail communications to customers

- Quick-to-market production with daily fulfillment

- Includes many easy to build template and creative options
- Available for Sales, Service and Recall messaging

MCE Dealer Support:

For additional information or questions:

MCE Marketing Consultants can be reached at (877) MAZDA-37 or mazdaemail@mazdadsg.com and are available to help Monday-Friday, 7:00 a.m. – 6:00 p.m., Central Time



PROGRAM MATERIALS & RESOURCES

There are multiple resources available to dealers today regarding the Mazda Digital Certified Programs. Additional material will also be made available through this rollout process. See below for an outline of materials and resources. Should you have any questions or need help locating the material, please feel free to reach out to your Mazda Regional Team or the MDCP Dealer Support Team.

MazdaDigitalCertified.com: Includes all MDCP certified program details, including provider-specific details and package offerings. This site also houses the enrollment portal for all MDCP certified programs. Newly site will launch early November, including many of the updated program information outlined in this guide.

Webinar Series: To support the upcoming MDCP 2.0 Launch, there will be several webinar series available for dealers to tune into. Dealers are encouraged to join all MDCP Overview Webinars, in addition to webinars for any Certified Provider they are interested in working with. The final webinar schedule and registration details will be released in future announcements. However, see below the currently slated webinar:

- MDCP Overview Webinars:
 - Dealer Website Redesign – 30 minutes
 - Dealer Website Tools – 30 minutes
 - Sales Digital Advertising 2.0 Program – 30 minutes
- Certified Provider Webinars:
 - Certified Messaging Tool Providers – 1 hour per Provider
 - Certified Test Drive Scheduling Tool Provider – 1 hour per Provider
 - Sales Digital Advertising Providers – 1 hour per Provider

Individual Provider PDFs: MDCP certified programs have a respective summarized overview PDF that can be referenced for quick, high level questions and accessible from MazdaDigitalCertified.com.

Frequently Asked Questions: Each program one-sheet includes a page dedicated to FAQs for that specific program. Additionally, MazdaDigitalCertified.com will be updated early November 2020 to include a comprehensive FAQ section for the Mazda Digital Certified Program overall.

MDCP Dealer Support Team: 1-844-683-3151 | info@mazdadigitalcertified.com

FREQUENTLY ASKED QUESTIONS

DEALER WEBSITE REDESIGN

DEALER WEBSITE TOOLS PROGRAMS

SALES DIGITAL ADVERTISING 2.0 PROGRAM

PARTS & SERVICE DIGITAL ADVERTISING PROGRAM



FREQUENTLY ASKED QUESTIONS

DEALER WEBSITE REDESIGN	
QUESTION	ANSWER
Are all dealers nationally required to support these new website designs?	Yes – all dealers will be expected to support these designs.
Will these designs be automatically rolled out? Or will each dealer need to provide explicit permission?	The new website designs will be automatically rolled out to the dealer body; however, all dealers will have been informed via Mazda Region Teams, MDCP Teams, and Website Providers prior to the rollout.
Will there be a coordinated rollout of these designs across all dealers in the MDCP Website Program?	The rollout will be coordinated one provider at a time and not nationally. Each of the MDCP Website Providers has a different build out and implementation timeline. Rather than waiting for all designs to be ready across the entire network, we will pursue a phased rollout as designs become ready for launch.
How will I be informed when my website will be redesigned?	As the exact rollout plans are finalized with each provider, dealers will be notified via communication from a combination of the Mazda Region Team, MDCP Team and Website Provider Teams.
Are the MCAP guidelines going to change to account for these designs as a new requirement?	Yes, the co-op guidelines and requirements will be updated in a near-future MCAP update.
Will I have the ability to customize the design of my website?	Dealers will not have the ability to provide input on the designs or make changes to the designs as they are final and approved as is. However, dealers do have the ability to dictate the content, copy and placement of many components, which allows you to customize the layout and content on your website.
How much flexibility is there with the layout of the Homepage?	Layout above the fold is required, however anything below the fold can be determined by the dealer/provider collectively.
Are the colors of the new website designs the only compliant colors now?	Yes – the colors incorporated into the new designs are the only approved, compliant colors.
Can I add additional pages/items to the Main Navigation menu?	Yes – dealers can work with their providers to choose the hierarchy and overall order of their own navigation.



FREQUENTLY ASKED QUESTIONS

DEALER WEBSITE TOOLS PROGRAM	
QUESTION	ANSWER
Are these programs required?	No, these programs are optional, and dealers are not required to use only certified dealer tools or website assistants. However, participation with these certified dealer tools is highly encouraged.
Are these programs eligible for co-op reimbursement?	Yes, all certified dealer tools and website assistants are eligible for 100% co-op reimbursement.
Do I need to submit co-op claims on my own?	No, Shift Digital automatically submits claims for co-op reimbursement for all eligible offerings.
I'm already working with one of these tool providers, what do I need to do?	Please officially enroll in the MDCP Messaging or Test Drive Scheduling Programs by completing the enrollment form on MazdaDigitalCertified.com.
If I'm already working with one of these tool providers, do I have to transition into the program?	All certified providers will be required to transition their current Mazda Dealers into the certified program. In most cases, in-program pricing will be less than what is available in the normal retail space. That coupled with the additional program benefits should encourage all dealers to participate in-program.
How will I be billed for the services?	All certified services are billed directly to your Dealer Parts Statement. All certified services offerings will include "MDCP" in the line item description.
What is the billing policy?	Per program billing rules, services that begin on or before the 15th of the month will be invoiced for that month. Should services begin after the 15th of the month, billing will begin in the following month. Please keep in mind that cancellations take precedence over new product enrollments when switching from one certified provider to another.
What is the cancellation policy?	All cancellations must be submitted to our support team at info@mazdadigitalcertified.com. Cancellations submitted on or before the 10th of the month will be effective at the end of the current month. Cancellations submitted after the 10th will result in services and billing continuing through the end of the following month.
Do I have to submit another enrollment if I want to upgrade or downgrade services?	If you want to upgrade or downgrade a product, you can enroll in the new products through the enrollment site or email the MDCP Dealer Support Team at info@mazdadigitalcertified.com.
Can I switch providers?	You may switch providers at any time. Please note that billing and cancellation policies will still be followed. Please reach out to info@mazdadigitalcertified.com for assistance in avoiding being billed for two providers in one month.
What can I expect after I submit an enrollment?	A member of the MDCP Dealer Support Team will confirm the enrollment via email within 2-3 business days after the enrollment was received. Shortly after the enrollment has been processed, the provider will reach out with next steps.



FREQUENTLY ASKED QUESTIONS

SALES DIGITAL ADVERTISING 2.0 PROGRAM	
QUESTION	ANSWER
Why is Mazda enforcing this new package structure?	The intent behind the package restructure is to ensure dealers reprioritize available media funds into specific media channels, following the recommended channel prioritization approach securing support for SEM and RETARGETING at minimum, then supporting SOCIAL, DISPLAY, VIDEO.
Is it required to support these DigAd 2.0 packages?	Yes, all enrolled dealers will need to adhere to the new DigAd 2.0 packages. Provider/MDCP teams have mapped out which package will most likely fit your current channel support.
Do I need to re-enroll into the DigAd 2.0 program?	Dealers enrolled with providers that will retain their certification status will not need to re-enroll - dealers will be auto-migrated into a comparable package that closely matches their current channel support. *Select dealers enrolled with impending “Removed” providers will need to re-enroll with a certified provider.
How do I know which DigAd 2.0 package I will be transitioned into?	Provider teams and Mazda field teams will communicate the recommended package to transition into based on your current channel support.
Can I solely enroll in a video package with UnityWorks with no other channel support through the program?	No, video packages via UnityWorks are <i>only</i> available for dealers enrolled in any of the DigAd Packages A-C (supporting SEM and RET at minimum, with options to add Social and Display if desired). Video offerings may not be selected as an a la carte option.
Do I have to submit another enrollment if I want to upgrade or downgrade services?	If you want to upgrade or downgrade a product, you can enroll in the new products through the enrollment site or email the MDCP Dealer Support Team at info@mazdadigitalcertified.com .
Do I have to support all of the media channels in the package?	Yes, dealers are expected to adequately fund each channel included in their new DigAd 2.0 package selection. These packages are designed to support each dealer’s ‘always on,’ low funnel, demand capture digital advertising.
How do I know if my provider will not be certified in the DigAd 2.0 program?	The following providers have not been re-certified for the MDCP DigAd 2.0 Program: DealerFire, Netsertive, Search Optics, Sincro/CDK. Impacted dealers enrolled with removed providers will be notified via email in early November. Available certified provider options/pricing will be shared if you’d like to remain enrolled in the DigAd program. Dealers can also reference MazdaDigitalCertified.com for information on the certified providers and their in-program offerings.



FREQUENTLY ASKED QUESTIONS

PARTS & SERVICE DIGITAL ADVERTISING PROGRAM	
QUESTION	ANSWER
Will billing for the Parts & Service Program be combined with billing for the New Car Digital Advertising Program on the dealer's statement?	Billing for the Parts & Service Digital Advertising Program will be processed on a separate line item from the New Car Digital Advertising Program on the dealers' statement, even if a dealer is using the same provider for both programs.
Will Co-Op claims processed through the Parts & Service Program be separate from the New Car Digital Advertising program?	Yes, co-op claims for the Parts & Service Digital Advertising Program will be separate from the New Car Digital Advertising Program.
Can we use New Car Co-Op if we exhaust Parts & Service Co-Op funds?	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.
Today we must manually process a separate claim for any parts and service roll over amounts. Will this be automated in the new program?	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.
If a dealer utilizes the same provider for Sales and Service, will there be one management fee, or two management fees charged?	As the Parts & Service Program is separate from the New Car 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.
Will there be a minimum keyword list made available? Are there required keywords through Parts and Service?	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.
Is this program Required? Or Optional?	The MDCP Parts & Service Digital Advertising Program is an optional program, but participation is highly encouraged.
Can we use this program to promote other brands we have besides Mazda (BMW, Audi, etc.)?	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.



MDCP DEALER SUPPORT TEAM

The MDCP Dealer Support Team consists of a dedicated team of experts who know the Mazda Digital Certified Program. They are readily available to assist you with questions. Please contact the MDCP Dealer Support Team by emailing info@mazdadigitalcertified.com or calling 1-844-683-3151

