



MAZDA DIGITAL CERTIFIED PROGRAM

SALES DIGITAL ADVERTISING PROGRAM

Harness the power of digital advertising by reaching your preferred target audiences, share relevant and appealing content, and ultimately convert in-market shoppers into Mazda customers through the MDCP Digital Advertising program. Boost your dealership's digital coverage today to take advantage of exclusive in-program benefits.

PROGRAM BENEFITS

- Industry leading providers offering competitive pricing & 30-day contracts
- Dedicated Google and Facebook support offering enhanced dealer optimization recommendations and insights
- Exclusive access to MazdaUSA audiences for video advertising on YouTube
- Partake in the latest Google Alpha and Beta product testing opportunities
- Package re-alignment ensures coverage of foundational paid media efforts
- Monthly strategic planning & reporting reviews with certified providers
- Strategic alignment with MNAO initiatives
- Certified provider compliance with MCAP
- Media spend & fees 100% co-op eligible and automatically submitted for reimbursement

PARTICIPATING PROVIDERS



LEARN MORE & ENROLL TODAY AT MAZDADIGITALCERTIFIED.COM

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

PROGRAM PERFORMANCE



IN VS. OUT OF PROGRAM – PERFORMANCE

Dealers enrolled in the Sales Digital Advertising Program drive more traffic to their website and drive higher quality traffic to their website, proven with higher form and phone call leads.

KPI (Average per Dealer)	Enrolled in DigAd	Not Enrolled in DigAd	Difference
Website Visits	8,908	8,578	+330 more website visits
Unique Visitors	7,915	7,536	+379 more unique visitors
Form Submissions	63	58	+5 more form submissions
Form Conversion Rate	0.79%	0.77%	+0.2% higher form conv. rate
Phone Calls	251	241	+10 more phone calls
Phone Conversion Rate	1.48%	1.09%	+0.39% higher phone conv. rate
Unique Visits per Lead	44	54	-10 less unique visitors required to generate a lead

Data Source: MDCP Sales DigAd Enrollment Data, MDCP Website Program Data – All Dealers – Q4 2021

GOOGLE PAID SEARCH CLICK CAPTURE – THEN & NOW

Since the launch of the MDCP Sales Digital Advertising Program, dealer investment and click capture has increased significantly in the lower funnel micro-moments, continuing to push 'Others' off the Search Results Page.

AUGUST 2017

25% DEALERS ON PAID SEARCH

Micro Moments	T1 CC	T3 CC	Others
Which Car is Best?	74.73%	12.98%	12.30%
Is it Right for Me?	64.65%	15.39%	19.96%
Can I Afford It?	45.16%	27.57%	27.26%
Am I Getting a Deal?	18.77%	15.41%	65.81%
Where Should I Buy?	29.76%	53.10%	17.14%

FEBRUARY 2022

100% DEALERS ON PAID SEARCH

Micro Moments	T1 CC	T3 CC	Others
Which Car is Best?	72.7%	15.3%	12.0%
Is it Right for Me?	67.0%	18.8%	14.1%
Can I Afford It?	40.9%	46.2% ↑	13.0% ↓
Am I Getting a Deal?	26.7%	43.2% ↑	30.1% ↓
Where Should I Buy?	0.2%	93.8% ↑	6.0% ↓

Data Source: Google Internal Data, August 2017 vs. February 2022, New Car Search Only

LEARN MORE & ENROLL TODAY AT MAZDADIGITALCERTIFIED.COM

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

FREQUENTLY ASKED QUESTIONS



Q. What is the purpose of this program?

A. The purpose of the MDCP Sales Digital Advertising Program is to offer dealers a turnkey advertising solution that is hyper focused on low-funnel demand capture. The program is intended to be a dealer's digital advertising foundation that is always-on.

Q. How is this program different than Retail Go To Market (RGTM)?

A. The programs are designed to compliment each other and work in unison together. Each program supports a different part of the overall marketing funnel:

- RGTM prioritizes OTT, Zoned Cable, Digital Audio, Paid Social and Dynamic Display media. RGTM has an increased focus on mid-funnel media to help increase consideration and drive demand.
- MDCP prioritizes Paid Search, Retargeting, Social, Video and Display advertising, often featuring dynamic VIN-based ad units. MDCP has an increased focus on low-funnel media to help capture demand and increase conversions via form submissions and phone calls.

Q. Why is there a strict package structure in the MDCP Sales Digital Advertising Program?

A. The intent behind the package structure is to ensure dealers prioritize available media spend into specific media channels, following the recommended channel prioritization approach securing support for paid search and retargeting at minimum, then supporting social, display, and video. It is also intended to help streamline offerings across providers and ensure that dealers in-program are sufficiently capturing in-market demand.

Q. Why are new providers being added to the program?

A. With the addition of new providers, Mazda hopes to appeal to more dealers across the nation and offer dealers in-program more choice. Additionally, the addition of new providers will bring more technology, services and offerings to Mazda dealers.

Q. Can I solely enroll in a video package with UnityWorks with no other channel support through the program?

A. No, video packages via UnityWorks are *only* 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.

Q. Do I have to submit another enrollment if I want to upgrade or downgrade services?

A. 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.

Q. How do I know if my provider will not be certified in the DigAd 2.0 program?

A. Impacted dealers enrolled with removed providers will be notified mid-September if their provider was not selected as a certified DigAd provider in the DigAd 2.0 program. 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.