



## MAZDA DIGITAL CERTIFIED PROGRAM TRADE-IN TOOL PROGRAM

Mazda's Trade-In Tool Program offers dealers certified trade-in tools, which are proven to increase website conversion and help dealers generate more leads. These tools get shoppers the information they need more quickly and without disrupting their online shopping experience.

### PROGRAM BENEFITS

- Discounted program pricing
- 100% eligible for co-op reimbursement under Marketing Hard Cost
- 30-day dealer agreements – allowing you to easily upgrade, downgrade, or switch providers
- Automated and streamline billing via Dealer's Parts statement
- 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

### PARTICIPATING PROVIDERS



LEARN MORE & ENROLL TODAY AT [MAZDADIGITALCERTIFIED.COM](http://MAZDADIGITALCERTIFIED.COM)

Questions? Contact the Mazda Dealer Support Team at 1-844-683-3151 or by email at [info@mazdadigitalcertified.com](mailto:info@mazdadigitalcertified.com).

**Q.** What is the purpose of this program?

**A.** The purpose of the MDCP Trade In Program is to help improve website conversion and generate more website leads. The program also aims to provide more data visibility to inform optimization recommendations and provide more detailed benchmark reporting.

**Q.** What are the package offerings?

**A.** Both MDCP Trade-In Tool Providers offer a basic package, including their trade-in tool, for \$175 per month. Some add-on offerings are available and differ by provider.

**Q.** What if I am already working with one of these Trade-In Providers?

**A.** If you have signed up for one of these tools outside of the program, your provider should be reaching out to you to migrate you into the MDCP Trade In Program. Once you are migrated into the program, your pricing will adjust to reflect what has been negotiated through the program, your billing will be processed through the Parts Statement, and your co-op submissions will become automated and handled through the program.

**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](mailto: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 – 10<sup>th</sup>, 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 11<sup>th</sup> – 31<sup>st</sup> 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 any services in arrears.

**Q.** Is this program Required? Or Optional?

**A.** The MDCP Trade-In Program is an optional program, but participation is highly encouraged.