



# Mazda

**DIGITAL CERTIFIED MARKETING PACKAGES**



**126%** more engagement with personalized content.<sup>1</sup>



The Power of One | Cox Automotive



## Why Partner with Dealer.com?

### Better Data, Better Results

With the industry's top-driving websites for the past 22 years and a full suite of marketing solutions, Dealer.com is the choice for the most successful dealerships in the country. Powered by unmatched Cox Automotive consumer data, Dealer.com creates engaging digital marketing experiences to help you sell more cars, more profitably.

**"We tried smaller vendors, but needed to think bigger. Dealer.com has the capability to help us do that. We're seeing measurable results, more flexibility, and more consistency across our entire digital strategy."**

**– Demetrius Moore,**  
Marketing Manager, Ramey Auto Group



2021 Dealers'  
Choice Awards:

New Vehicle Leads (Gold)  
Digital Marketing (Gold)  
Website (Diamond)  
Mobile Media (Gold)

### Websites

Create a personalized, customized, and optimized experience driving real results.

**2x**

More leads submitted<sup>1</sup>

**3x**

More VDP views<sup>1</sup>

### Managed Services

Elevate your dealership's search visibility using Social and Reputation Management, Content and Creative Services and Search Engine Optimization.

**43%**

More website visits<sup>2</sup>

**56%**

More VDP views<sup>2</sup>

## The Cox Automotive Advantage

Cox Automotive offers an industry-leading suite of solutions to help your dealership connect workflows across sales, service, marketing, and operations to create a seamless consumer experience. By leveraging data from the world's most trusted automotive platforms, such as Kelley Blue Book and Autotrader, you'll gain valuable insights that produce real results for your dealership.

1. Statistics based on a Dealer.com study of 9,342 dealers who subscribed to Experience Optimization (EO) over a six-month period of January – June 2023. We compared visits where shoppers were exposed to personalized content versus non-personalized content.

2. Based on Dealer.com study comparing organic traffic performance of 2,974 franchise dealerships using Core SEO to 498 franchise dealerships using Premium SEO. The study included dealerships that had been using the respective SEO products for at least 3 months before the comparison period (June to August 2023).



## Website Packages

### Mazda Digital Storefront Packages

|  | <b>PERFORMANCE FOUNDATION</b><br>MSRP: \$2322/mo.<br>Mazda Price: \$1659/mo.<br>Co-op Eligible Amount: \$1659/mo. | <b>PERFORMANCE</b><br>MSRP: \$2790/mo.<br>Mazda Price: \$2059/mo.<br>Co-op Eligible Amount: \$2059/mo. | <b>PERFORMANCE PLUS</b><br>MSRP: \$4657/mo.<br>Mazda Price: \$3199/mo.<br>Co-op Eligible Amount: \$3199/mo. | <b>PERFORMANCE PLATINUM</b><br>MSRP: \$6627/mo.<br>Mazda Price: \$4699/mo.<br>Co-op Eligible Amount: \$4699/mo. |
|--|---|--|---|---|
| <b>FOUNDATION</b>                                    |   |  |   |   |
| <b>WEBSITE EXPERIENCE</b>                            |   |  |   |   |
| Website Experience Optimization (Personalization)    | ✓   | ✓  | ✓   | ✓   |
| Mobile-First Website                                 | ✓   | ✓  | ✓   | ✓   |
| Responsive Design with Device-Specific Customization | ✓   | ✓  | ✓   | ✓   |
| UX-driven Design                                     | ✓   | ✓  | ✓   | ✓   |
| Website Accessibility Solution powered by AudioEye   | ✓   | ✓  | ✓   | ✓   |
| MyCars™ Shopping Cart                                | ✓   | ✓  | ✓   | ✓   |
| Dealer Review Syndication                            |   | ✓  | ✓   | ✓   |
| OEM Compliance Submission                            | ✓   | ✓  | ✓   | ✓   |
| <b>PERFORMANCE</b>                                   |   |  |   |   |
| <b>MARKETING AND MERCHANDISING TOOLS</b>             |   |  |   |   |
| Single Cox Login                                     | ✓   | ✓  | ✓   | ✓   |
| Page Design and Editor                               | ✓   | ✓  | ✓   | ✓   |
| Heatmap & Widget Map Visualizations                  | ✓   | ✓  | ✓   | ✓   |
| Specials Campaign Manager                            | ✓   | ✓  | ✓   | ✓   |
| Incentives Management and Syndication                | ✓   | ✓  | ✓   | ✓   |
| Inventory Lifecycles                                 | ✓   | ✓  | ✓   | ✓   |
| Toll-Free Call Tracking                              | ✓   | ✓  | ✓   | ✓   |
| Video Upload and Streaming Toolkit                   | ✓   | ✓  | ✓   | ✓   |
| Digital Marketing Performance Analytics              | ✓   | ✓  | ✓   | ✓   |
| nGauge Traffic Quality Scoring                       | ✓   | ✓  | ✓   | ✓   |
| Inventory Exports – Up to 6 Providers                | ✓   | ✓  | ✓   |   |
| <b>WEBSITE SERVICES / PARTNERSHIP AND SUPPORT</b>    |   |  |   |   |
| Core Search Engine Optimization                      |   | ✓  |   |   |
| Performance Manager                                  | ✓   | ✓  | ✓   | ✓   |
| Reactive Website Services                            |   | ✓  | ✓   | ✓   |
| <b>PERFORMANCE PLUS</b>                              |   |  |   |   |
| Video SmartSites—Automated Inventory Videos          |   |  | ✓   | ✓   |
| Reputation Management                                |   |  | ✓   | ✓   |
| Custom Creative Assets (5 Assets, 2 Landing Pages)   |   |  | ✓   |   |
| Standard Search Engine Optimization                  |   |  | ✓   |   |
| <b>PERFORMANCE PLATINUM</b>                          |   |  |   |   |
| Unlimited Inventory Exports                          |   |  |   | ✓   |
| Advanced Content & Creative Services                 |   |  |   | ✓   |
| Review Generation                                    |   |  |   | ✓   |
| Premium Search Engine Optimization                   |   |  |   | ✓   |

A **Dealer.com Performance Foundation Package** provides personalized shopping, sales, and service experiences that connect automotive retailers with their customers. Through accessible, data-driven design, and unprecedented knowledge of automotive consumers, our websites guide shoppers through frictionless digital experiences, and help dealerships make digital marketing and eCommerce simple and profitable.

**The Performance Package** provides important upgrades that help your dealership excel. With Site Services, a team of Dealer.com professionals help create operational efficiency for your dealership by making strategic updates to your website. Our Core SEO solution includes the search engine basics for your website combined with ongoing, proactive SEO optimization. The Dealership Review Syndication product allows you to build trust with your consumers and helps you stand apart from your competitors.

**Performance Plus** guides dealerships with hands-on marketing expertise to help you navigate an increasingly complex digital landscape. A collaborative extension of your dealership, the additional services in Performance Plus save you time, and keep you focused on selling and strategy. They include a Dealer.com Performance Website, plus monthly OEM Compliance Submission, monthly Campaign Creative, increased Search Engine Optimization focus, and Reputation Management support.

**Performance Platinum** features our most comprehensive and advanced digital marketing services, all working in concert to position your dealership for maximum ROI. Accelerating critical digital marketing opportunities, Performance Platinum includes a Performance Website, all the features of Performance Plus, along with Advanced Campaign Content and Creative, 360-degree reputation management, including Review Generation and Review Response, and our award-winning Premium SEO service.







## Digital Retailing

### **Accelerate My Deal + Showroom Product<sup>^</sup>** **\$1499/month**

Must be enrolled with VinSolutions CRM. Features include Actual Finance/Lease Payments with Incentives, Taxes, and Fees, Enhanced Deal Dashboard (Send Deal, Save Deal, Share Deal), Structure Finance, Lease, and Cash deals with Price Offers, Manufacturer and Conditional Incentives, Shop by Payment on Dealer.com Websites, Dealer Configurable Branding (dealer branded image, video), Text Messaging, ActivEngage Chat, Cobrowse, Video Chat, Call Tracking by Source, Test Drive and At-Home Delivery Scheduling, KBB Trade Valuation®, Shopper Document Uploads (Driver's License, Proof of Insurance, W2, Paystubs), Vehicle Protection Product with Monthly Payments, Credit Application integrated with Dealertrack uniFI or RouteOne, VinSolutions CRM Integration (Review a Deal, No Duplicate Leads, Start a Deal), VinSolutions Desking Integration, Review a Deal for Third-Party CRMs, Log-In to Continue Deal, nVision Reporting.

## Dealer.com SEO

The industry's premier SEO service combines automotive expertise with Google, Bing, and Yahoo, and fluency with Dealer.com's market-leading technology platform. The SEO team consists of continuously trained SEO Strategists, Specialists, and Copywriters, that work to capture relevant traffic and steer it toward your Digital Storefront.

### **Standard SEO\*** **\$659/month**

### **Advanced SEO** **\$999/month**

### **Premium SEO** **\$1919/month**

### **Advanced Local SEO** **\$959/month**

### **Premium Local SEO** **\$1149/month**

## Managed Content & Creative

Standout creative drives successful campaigns. Dealer.com's dedicated professional designers meticulously follow your campaign strategy and goals to create compelling website content including homepage slideshows, campaign landing pages, and other strategic creative.

Because they're dedicated to automotive, and partner closely with your Performance Manager, these content and creative specialists ensure all campaigns are developed according to your specific dealership, group, and OEM identity.

### **Standard Content & Creative\*** **\$539/month**

### **Advanced Content & Creative** **\$1119/month**

### **Premium Content & Creative** **\$1479/month**

## Marketing Bundles

### **Advanced Marketing Solution Bundle** **\$2939/month**

### **Premium Marketing Solution Bundle** **\$3299/month**

## Fixed Ops Content and Creative

Drive more fixed operations revenue with our new Fixed Operations Content & Creative solution. Through one partnership, you'll be able to leverage a dedicated design team focused on maximizing the potential of your service business through integrated digital campaigns built around your unique strategy and service offerings.

### **Fixed Operations Content and Creative** **\$549/month**

## Review Generation

  
**\$449/month\*\***

Dealer.com delivers an efficient and personalized way for dealerships to request and collect consumer reviews across multiple GMBs and industry-leading review sites, all while the dealership experience is top-of-mind. Review Generation elevates the voice-of-the-customer through an always-on, SMS-based review growth strategy that is easy to use and painless for consumers.

## Compliance Protection

Dealers face many challenges posed by the intricate regulatory landscape. Dealer.com is dedicated to offering comprehensive compliance solutions that ease the burden for our clients as they strive to adhere to evolving laws. Compliance Protection is an easy to implement solution that supports state privacy

laws and provides shoppers an interface to manage cookie preferences when visiting the dealership website while Compliance Protection Plus is more comprehensive and supports state privacy regulations, cookie management, advance accessibility remediations and assurance coverage.

### **Compliance Protection** **\$49/month**

### **Compliance Protection Plus** **\$749/month**

## Advanced Reputation Management

### **\$329/month**

Dealer.com offers dealers a coordinated consumer review and response management solution that reinforces your customer service commitment online, strengthens local SEO, and delivers valuable content you can use to attract additional shoppers.

Reputation Response Specialists monitor and respond to all reviews (both positive and negative), in lockstep with established dealership processes. Our solution combines coordinated third-party review response management, Google My Business review optimization, and dealer website syndication—with your best reviews showcased on your website. These combine to deliver consistent, high quality interactions with all dealership customers across all profit centers.

## Managed Social

Dealer.com's dedicated social professionals combine creative content with community management for a complete social presence. Campaigns consistently align with your overall digital strategy and brand guidelines, and encompass a complete range of services that optimize your social identity and reach.

### **Standard Social** **\$539/month, \$639/month off-platform**

### **Advanced Social (with Reputation Management)** **\$799/month, \$919/month off-platform**

### **Premium Social (with Reputation Management)** **\$1199/month, \$1299/month off-platform**

### **Managed Social Boosting** **\$269/month**

\*Must have a website with Dealer.com | \*\* Pricing varies based on dealer DMS (Dealers with a Dealertrack DMS - \$449/mo, Dealers with a CDK DMS - \$549/mo, Dealers with non-Dealertrack or non-CDK DMS - \$519/mo, Dealers with a non-Dealertrack or non-CDK DMS - \$769/mo) | \*\$200 off-platform increase





## WEBSITES

Performance Foundation  
**\$1659/month**

Performance Package  
**\$2059/month**

Performance Plus  
**\$3199/month**

Performance Platinum  
**\$4699/month**

## DIGITAL RETAILING

Accelerate My Deal + Showroom^  
**\$1499/month**

## MANAGED SERVICES

### Search Engine Optimization

Standard SEO  
**\$599/month**

Advanced SEO  
**\$999/month**

Premium SEO  
**\$1799/month**

Standard Local SEO  
**\$229/month**

Advanced Local SEO  
**\$959/month**

Premium Local SEO  
**\$1149/month**

Premium SEO & Local SEO  
**\$2699/month**

### Review Generation & Reputation Management\*

OEM Dealers with a Dealertrack DMS  
**\$699/month**

Subscribing Dealers with a CDK DMS  
**\$799/month**

Subscribing Dealers with a non-Dealertrack or non-CDK DMS  
**\$769/month**

### Review Generation\*

OEM Dealers with a Dealertrack DMS  
**\$449/month**

Subscribing Dealers with a CDK DMS  
**\$549/month**

Subscribing Dealers with a non-Dealertrack or non-CDK DMS  
**\$519/month**

Dealership Review Integration\*  
**\$150/month**

Advanced Reputation Management  
**\$329/month**

### Content & Creative

Standard Content & Creative\*  
**\$479/month**

Advanced Content & Creative  
**\$999/month**

Premium Content & Creative  
**\$1299/month**

Fixed-Ops Content & Creative  
**\$549/month**

### Managed Social

Standard Social\*\*  
**\$479/month**

Advanced Social\*\*  
**\$699/month**

Premium Social\*\*  
**\$1199/month**

Social Boosting  
**\$269/month, (\$69 fee + \$200 in boosting)**

## A LA CARTE PRODUCTS

Toll-free Call-Tracking  
**1 line/200 mins – \$79.00**  
**3 lines/500 mins – \$99.00**  
**10 lines/1000 mins – \$179.00**  
**50 lines/2500 mins – \$299.00**  
**300 lines/3000 mins – \$399.00**  
**300 lines/6000 mins – \$599.00**

Mobile Lot Capture  
**\$149/month**

Photo Overlays  
**\$149/month**

Unlimited Exports  
**\$199/month (Autotrader Basic Listing and CarFax Integration included in Core)**

Video SmartSites Package  
**\$499/month**

Window Stickers  
**\$69/month**

Domains  
**\$3/month**

Smart Blog with User Reviews  
**\$79/month**

Site Services  
**\$99/month**

\*Must have a website with Dealer.com | \*\*\$100 off-platform increase | ^\$200 off-platform increase

