



## 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 vetted and certified offering competitive pricing, 30-day contracts
- Dedicated Google and Facebook support offering enhanced dealer optimization recommendations and industry-specific performance insights
- Exclusive access to Mazda audiences through YouTube
- Partake in the latest Google Alpha and Beta product testing opportunities
- Package re-alignment ensures coverage of foundational paid media efforts & increase cost efficiencies
- Monthly reporting/strategy reviews with certified providers
- Strategic alignment with MNAO initiatives
- Certified provider compliance with MCAP co-op guidelines and brand standards
- In-program solutions automatically submitted and claimed for co-op reimbursement

### 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).

# FREQUENTLY ASKED QUESTIONS



**Q.** Why is Mazda enforcing this new package structure?

**A.** 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, and video.

**Q.** Is it required to support these DigAd 2.0 packages?

**A.** 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.

**Q.** Do I need to re-enroll into the DigAd 2.0 program?

**A.** 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.

**Q.** How do I know which DigAd 2.0 package I will be transitioned into?

**A.** Provider teams and Mazda field teams will communicate the recommended package to transition into based on your current channel support.

**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](mailto:info@mazdadigitalcertified.com).

**Q.** Do I have to support all the media channels in the new enrolled package?

**A.** Yes, dealers are expected to adequately fund each channel included in their new Dig Ad 2.0 package selection. These packages are designed to support each dealer's 'always on,' low funnel, demand capture digital advertising.

**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](http://MazdaDigitalCertified.com) for information on the certified providers and their in-program offerings.