



# MAZDA DIGITAL CERTIFIED PROGRAM: COMPLETE AND CONNECTED

## 2017 Website Package Guide

Dealer.com is proud to unveil our most powerful digital solution for Mazda dealers. From greater control and flexibility, enhanced strategic support and advisory services, to exclusive integrations with other Cox Automotive solutions including Autotrader® and Kelley Blue Book®, we're delivering a level of performance and return on investment unmatched in our industry.

### Key Benefits:

- A website that incorporates all the benefits of responsive design while still empowering dealers to create tailored mobile shopping experiences.
- A Mazda-compliant design catalog.
- Deliver personalized user experiences based on previous shopping behavior.
- Digital Retailing tools that transform leads into deals.
- Mobile-First design enhancements for the ultimate in mobile performance.
- Measure and maximize your performance with our ground-breaking nGauge quality scoring.
- HTTPs encryption, for protection on every page – for every shopper.
- Stay on your current package at its current price, or enroll in a new program package.
- Preferred partner pricing and generous co-op eligibility.

Feature	Mazda Base Package	Mazda Core Package	Mazda Core Plus Digital Retailing Elite
<b>Cost per month</b>	<b>\$899</b>	<b>\$1,499</b>	<b>\$2,399</b>
Dealer.com Seamless Website Platform	X	X	X
Composer	X	X	X
PageBuilder	X	X	X
Incentives Manager	X	X	X
Inventory Management Tools	X	X	X
Visualization Insights (Heatmapping/Widget Mapping)	X	X	X
6 CallTracking Lines (3 for Desktop, 3 for Mobile)	X	X	X
Analytics	X	X	X
nGauge Quality Scoring	X	X	X
HTTPs Encryption	X	X	X
Dealer.com 24/7 Technical Support	X	X	X
Digital Advisor	X	X	X
MyCars™	X	X	X
Instant ePrice		X	X
Experience Optimization Package*		X	X
Video		X	X
Inventory Merchandising Tools		X	X
Mobile ControlCenter and Analytics		X	X
Digital Retailing with PaymentDriver			X
Digital Retailing with FinanceDriver			X
Trade Valuations with KBB or Black Book Online			X
Protection Offers (Aftermarket Products)			X
Online Vehicle Reservation			X

\*Experience Optimization Includes: Specials Campaign Manager, HTML Sideshow Editor, Enhanced Inventory Recommendations, Dynamic Content Targeting, and Autotrader and Kelley Blue Book integration.



# DEALER.COM PRODUCT PRICELIST

## Website Packages

- Dealer.com Base  
\$899/month
- Dealer.com Core  
\$1,499/month
- Dealer.com Core Plus Digital Retailing Elite  
\$2,399/month
- Dealer.com Premier  
\$4,499/month
- Experience Optimization  
\$349/month

## Digital Retailing

- Digital Retailing Pro  
\$1,399/month\*
- Digital Retailing Elite  
\$949/month\*
- Digital Retailing Plus Trade  
\$699/month\*
- Protection Offerings  
\$149/month
- Reservations  
\$149/month

## Advertising

- Custom Display Ads  
\$279/month
- Car-Mercial Pre-Roll  
\$249/month

## Managed Services

- Standard Content and Creative  
\$479/month\*

- Advanced Content and Creative  
\$899/month\*
- Premium Content and Creative  
\$1,299/month\*
- Standard Social  
\$479/month\*
- Advanced Social  
\$699/month\*
- Premium Social  
\$1,199/month\*
- Standard SEO  
\$599/month\*
- Advanced SEO  
\$999/month\*
- Premium SEO  
\$1,599/month\*
- SEO Local Listings  
\$30/month
- Website Management  
\$269/month

## A La Carte Products

- Advanced Composer  
\$299/month
- CallTracking — 1 line/200 mins  
\$79/month
- CallTracking — 10 lines/1000 mins  
\$179/month
- CallTracking — 3 lines/500 mins  
\$99/month
- CallTracking — 300 lines/3000 mins (for old Cores)  
\$399/month

- CallTracking — 300 lines/6000 mins  
\$599/month
- CallTracking — 50 lines/2500 mins  
\$299/month
- Credit Inquiries/Applications  
\$199/month
- Credit Inquiries/Applications (Off-Platform)  
\$299/month
- Custom Header  
\$249
- Custom Inventory Integration  
\$500
- Custom Work  
\$150/hour
- Domain Monthly  
\$3/month
- Export: Custom Prov. Configuration  
\$500
- Export: Single Provider 1 Inv. Type  
\$49
- Exports: Unlimited  
\$199/month
- Group Splash Page  
\$199/month
- HTTPS Encryption  
\$5/month
- Incentives Manager  
\$99/month
- Instant ePrice  
\$129/month
- Integration with SisterTech  
\$99/month

- Inventory Merchandising Package  
\$399/month
- LeadMachine — 10 User Pack  
\$229/month
- LeadMachine — 5 User Pack  
\$179/month
- LeadMachine — 50 User Pack  
\$349/month
- Mobile Lot Capture  
\$149/month
- MyCars™  
\$249/month
- OEM Custom Work  
\$120/hour
- Photo Overlays  
\$149/month
- SmartBlog with User Reviews  
\$79/month
- Spanish Language Site  
\$179/month
- Template Generator for Craigslist  
\$49/month
- Unityworks! Media Integration  
\$99/month
- Video SmartSites Package  
\$499/month
- Video Streaming Toolkit  
\$199/month
- Window Stickers  
\$69/month

\*Indicates product is available to non-website clients for an additional \$100/month.