



# STELLANTIS

## DIGITAL CERTIFIED MARKETING PACKAGES



BOOST PROFITS WITH A **216%** HIGHER LEAD CONVERSION RATE.!

## Why Partner with Dealer.com?

### You Deserve the Best

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



2022 & 2021 AWA Award:  
Digital Retailing –  
Cox Automotive Digital Retailing



2021 Dealers' Choice Awards:  
New Vehicle Leads (Gold)  
Digital Marketing (Gold)  
Website (Diamond)  
Mobile Media (Gold)

### Personalized Websites

Create guided shopping experiences that drive real results.

**216%**

Higher form conversion rate<sup>1</sup>

**4x**

More likely to pencil a deal<sup>1</sup>

### Managed Services

Drive customers to your digital storefront with SEO, social and reputation management, website management, and content and creative services.

**61%**

More total visits<sup>3</sup>

**94%**

More phone leads<sup>3</sup>

### Precision Advertising

Find buyers everywhere and sell more cars more profitably.

**164%**

More leads<sup>2</sup>

**311%**

More VDP views<sup>2</sup>

### Accelerate My Deal

With the power of Accelerate My Deal, you can give your customers the shopping and buying experience they want, while being able to maintain the integrity of your deals.

**24%**

Higher gross profit per deal<sup>4</sup>

**46%**

Higher close rate<sup>4</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 524 franchise dealers who subscribed to Experience Optimization over a six-month period from Jan 2020-June 2020. We compared visits where shoppers were exposed to personalized content versus visits where they were not.

2. Average performance of 464 Dealers using paid search and retargeting channels vs. 291 using paid search, display, retargeting, Facebook, Video, and SEO. June – November 2020.

3. All Franchise Dealerships in US, Data from July 2020 – Dec 2020. Website Only – ran only websites for entire 6 months July 2020- Dec 2020. Website & Managed Services – subscribed to Websites & Managed Services (and potentially other products) during the same period—July 2020 – Dec 2020.

4. Cox Automotive Product Analytics. Accelerate My Deal to Close Analysis using VinSolutions sales data. Data from Jan 2020-Nov 2020. Analysis performed January 2021.

Website Packages

Stellantis Digital Storefront Packages	PERFORMANCE FOUNDATION	PERFORMANCE	PERFORMANCE PLUS	PERFORMANCE PLATINUM
<b>PERFORMANCE FOUNDATION</b>				
<b>WEBSITE EXPERIENCE</b>				
Website Experience Optimization (Personalization)	✓	✓	✓	✓
Mobile-First Website	✓	✓	✓	✓
Sitewide Free-Form Search Bar	✓	✓	✓	✓
Dedicated Performance Manager	✓	✓	✓	✓
Responsive Design with Device-Specific Customization	✓	✓	✓	✓
UX-driven Design	✓	✓	✓	✓
Website Accessibility Solution powered by AudioEye	✓	✓	✓	✓
MyCars™ Shopping Cart	✓	✓	✓	✓
Exclusive First-Party Consumer Data	✓	✓	✓	✓
"Find It For Me" Vehicle of Interest Form	✓	✓	✓	✓
Targeted Results Page	✓	✓	✓	✓
Enhanced Page Design and Editor	✓	✓	✓	✓
HTTPS Website Security	✓	✓	✓	✓
Inventory Exports – Up to 3 Providers	✓			
<b>MARKETING AND MERCHANDISING TOOLS</b>				
Single Cox Login	✓	✓	✓	✓
Specials Campaign Manager	✓	✓	✓	✓
Incentives Management and Syndication	✓	✓	✓	✓
Inventory Lifecycles	✓	✓	✓	✓
Digital Marketing Performance Analytics	✓	✓	✓	✓
nGauge Traffic Quality Scoring	✓	✓	✓	✓
Heatmap & Widget Map Visualizations	✓	✓	✓	✓
Video Upload and Streaming Toolkit	✓	✓	✓	✓
<b>PERFORMANCE</b>				
<b>MARKETING AND MERCHANDISING TOOLS</b>				
5-Star Review Syndication		✓	✓	✓
OEM Compliance Submission		✓	✓	✓
Inventory Exports – Up to 6 Providers		✓	✓	
<b>WEBSITE SERVICES / PARTNERSHIP AND SUPPORT</b>				
Core Search Engine Optimization		✓		
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 Website** 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 dealership make digital marketing and eCommerce simple and profitable.

**A Dealer.com Performance Website** delivers 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.

**A Performance Plus Website** 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.

**A Performance Platinum Website** 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

All Digital Retailing services are sold via a retail contract directly with the dealership. Please contact your Performance Manager to enroll today!

OR

### Accelerate My Deal Core

Features include: Shop by Payment, Shopper Self-Penciling on VDPs, Submit Price Offers, Finance & Lease Payments, Taxes, fees & dealer fees, Manufacturer & Conditional incentives, KBB.com Trade Valuation®, Email confirmation to continue deal, Dealer embedded "How it Works" Video, Test Drive appointment scheduling, Credit Applications, Online Deal Agreement Certificate, Vehicle Protection with payments, Text messaging, LPA chat, call tracking by DR source, Vehicle Reservations, VinSolutions Connect CRM integration (One Lead – No Dupes) Support includes: Performance Management, which features 1) a 3 hour training within 3 weeks of launch, 2) a virtual performance call every 90 days, and 3) training and consultation 60-days after launch.

VinSolutions customers also receive: Connect Desking Integration New, Base Payment Services (taxes & fees), Cash Deals (New, Used, CPO), and Retrieve a Deal (VinSolutions & 3rd Party CRMs)

### Accelerate My Deal Elite

Includes all features of Accelerate My Deal Core with additional in-store support.

Support includes: Performance Management, which features 1) a 3 hour training within 3 weeks of launch, 2) a virtual performance call every 45 days, and 3) retraining and process improvement consultations every 60 days.

## 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

### Advanced SEO

### Premium SEO

## 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

### Advanced Content & Creative

### Premium Content & Creative

## Custom Video

Engage your website visitors more efficiently and effectively than ever before with the new Dealer.com Custom Video solution. We'll work with you to create compelling, custom videos based on your dealership's goals—from unique special offers, to incentives, inventory and events. Professionally produced and fully integrated into your website and complete digital marketing solution, your custom videos will bring your customer engagement and your unique dealership brand to the next level.

### Custom Video Footage Capture\*

## 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

### Advanced Social

### Premium Social (with Reputation Management)

\*\$100 off-platform increase

## Advertising

Dealer.com Advertising delivers the strength and resources necessary to reach and influence every Alfa Romeo, Chrysler, Dodge, Jeep, Ram, and Fiat shopper, everywhere online. We deliver a proven portfolio that covers every major ad channel, and we power every campaign with the industry's broadest digital reach, deepest data targeting, total website integration, and comprehensive strategic support resources. This combination delivers you the ability to automatically connect your cars with their most likely buyers, track and monitor ROI in real time across your complete program, and execute any strategy, at scale, adapting as the situation requires. For dealers who seek the most efficient way to unlimit their online sales opportunity, no other solution comes close.

Features include: Retargeting, Paid Search, Display, Dynamic Vehicle Ads, Social Advertising, and the Unified Advertising Dashboard.\*\*

## WEBSITES

Foundations  
Performance  
Performance Plus  
Performance Platinum

## DIGITAL RETAILING

Accelerate My Deal Core\*  
Accelerate My Deal Elite\*  
Credit Application

## MANAGED SERVICES

### Search Engine Optimization

Standard SEO  
Advanced SEO  
Premium SEO

### Content & Creative

Standard Content & Creative  
Advanced Content & Creative  
Premium Content & Creative  
Custom Video Footage Capture

### Managed Social

Standard Social  
Advanced Social

## ADVERTISING

### Advertising Packages

Total Connect Package

## A LA CARTE PRODUCTS

Photo Overlays  
Unlimited Exports  
Domains  
Smart Blog with User Reviews

\*\$100 off-platform increase

\*\*2021 TAG Certified Against Fraud Seal for 4 consecutive years