



DEALER.COM



The Power of One | Cox Automotive

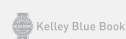
KIA

DIGITAL CERTIFIED MARKETING PACKAGES



BOOST PROFITS WITH A **216%** HIGHER LEAD CONVERSION RATE.¹

COX AUTOMOTIVE™



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 rate¹

4x

More likely to pencil a deal¹

Managed Services

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

61%

More total visits³

94%

More phone leads³

Precision Advertising

Find buyers everywhere and sell more cars more profitably.

164%

More leads²

311%

More VDP views²

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 deal⁴

46%

Higher close rate⁴

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

Kia Digital Storefront Packages

| PERFORMANCE FOUNDATION | PERFORMANCE | PERFORMANCE PLUS | PERFORMANCE PLATINUM |
|------------------------------------------------------------------------------|-----------------------------------------------------------------------------|------------------------------------------------------------------------------|------------------------------------------------------------------------------|
| MSRP: \$2322/mo. Kia Dealer Price: \$1659/mo. Co-op Amount: \$1659/mo. | MSRP \$2790/mo. Kia Dealer Price: \$2059/mo. Co-op Amount: \$2059/mo. | MSRP: \$4657/mo. Kia Dealer Price: \$3199/mo. Co-op Amount: \$3199/mo. | MSRP: \$6627/mo. Kia Dealer Price: \$4699/mo. Co-op Amount: \$4699/mo. |

| FOUNDATION | | | | |
|------------------------------------------------------|---|---|---|---|
| WEBSITE EXPERIENCE | | | | |
| 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 | ✓ | ✓ | ✓ | ✓ |
| PERFORMANCE | | | | |
| MARKETING AND MERCHANDISING TOOLS | | | | |
| 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 | ✓ | ✓ | ✓ | |
| WEBSITE SERVICES / PARTNERSHIP AND SUPPORT | | | | |
| Core Search Engine Optimization | | ✓ | | |
| Performance Manager | ✓ | ✓ | ✓ | ✓ |
| Reactive Website Services | | ✓ | ✓ | ✓ |
| PERFORMANCE PLUS | | | | |
| Video SmartSites—Automated Inventory Videos | | | ✓ | ✓ |
| Reputation Management | | | ✓ | ✓ |
| Custom Creative Assets (5 Assets, 2 Landing Pages) | | | ✓ | |
| Standard Search Engine Optimization | | | ✓ | |
| PERFORMANCE PLATINUM | | | | |
| 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 Packages

Accelerate My Deal Core

\$1099/month

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

Accelerate My Deal Elite

\$1799/month

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*

\$599/month

Standard SEO with Reputation Management

\$899/month

Advanced SEO

\$999/month

Premium SEO

\$1799/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*

\$479/month

Advanced Content & Creative

\$999/month

Premium Content & Creative

\$1299/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

Custom Video

Engage your website visitors more efficiently and effectively than ever before with the new Dealer.com Custom Video solution. Each month, 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.

Dealer.com Turnkey Video

\$999/month

Advanced Custom Video

\$1399/month

Premium Custom Video

\$1799/month

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

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.

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

\$479/month

Advanced Social

\$699/month, \$799/month off-platform

Premium Social

\$1199/month, \$1299/month off-platform

Additional Social Boosting

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

Advertising

Dealer.com Advertising delivers connected digital campaigns promoting your inventory and dealership services to the places where your customers browse, shop, or consume content online. We connect your cars to your customers through a flexible, intelligent, and secure advertising solution powered by exclusive consumer insights, market intelligence, and first-party data.***

Standard Package

22% of spend, \$299 minimum fee, \$229 Platform Fee

Channels include: Display Retargeting, Paid Search, Parts/Service, and Facebook. Also includes a Dealer.com Performance Manager.

Advanced Package

22% of spend, \$650 minimum fee, \$229 Platform Fee

Includes all Standard channels, plus Network Display, including the Cox Automotive endemic network of automotive research sites. Also includes access to exclusive Cox Automotive in-market shopper audiences, including Autotrader and Kelley Blue Book, along with exclusive integrations with vAuto, Xtime, and Cox Automotive Enterprise Data. This package also includes access to strategic Add-On Services available at an additional cost, including Waze Advertising, Video Advertising with flighting, Custom Display Creative and more. Includes promotion eligibility.

Premium Package*

\$1650 minimum fee, plus 8% of spend up to \$2499, \$229 Platform Fee

Includes all Standard and Advanced features, plus dedicated Advertising Performance Manager support and premium, discounted access to strategic Add-On Services available at an additional monthly cost.

The minimum fee for the Premium Advertising Package is \$1650/month, plus 8% of any ad spend in excess of \$7500/month, up to a maximum of \$2499/month in total fees. The fee maximum does not include the cost of any la carte product purchased, or the \$229/month Platform Fee.

Waze Advertising

\$99/month

Dealer.com is proud to help our clients reach drivers on-the-go with Waze Pin or Search Ads. Boasting a dedicated user base of more than 90 million, and 28 Million monthly active users, Waze is the world's largest community-based navigation app.

Video Advertising

Dealer.com's video advertising solutions make it easy to create and deploy high quality video content that connects your cars with your customers browsing Facebook and YouTube.

Turnkey Video Advertising with Creative

\$999/month

Advanced Custom Video for Advertising

\$1399/month

Premium Custom Video for Advertising

\$1799/month

Video Advertising Flighting**

Additional \$299/month

*Must have a website with Dealer.com | **Must be purchased with Custom Video service | ***2021 TAG Certified Against Fraud Seal for 4 consecutive years

WEBSITES

- Performance Foundation
\$1659/month
- Performance Package
\$2059/month
- Performance Plus
\$3199/month
- Performance Platinum
\$4699/month

DIGITAL RETAILING

- Accelerate My Deal Core**
\$1099/month
- Accelerate My Deal Elite**
\$1799/month
- Credit Application
\$199/month
- Reservations
\$149/month

MANAGED SERVICES

Search Engine Optimization

- Standard SEO
\$599/month
- Advanced SEO
\$999/month
- Premium SEO
\$1799/month

Review Generation & Reputation Management

- Advanced Reputation Management
\$329/month

Content & Creative

- Standard Content & Creative
\$479/month
- Advanced Content & Creative
\$899/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)

ADVERTISING

Advertising Packages

- Standard Package**
22% of spend, \$299 minimum fee
\$229 Platform Fee
Available to dealers without a Dealer.com website with one-time fee of \$250
- Advanced Package**
22% of spend, \$650 Minimum Fee,
\$229 Platform Fee
Available to dealers without a Dealer.com website with one-time fee of \$250
- Premium Package**
For first \$7500 in spend, 22% fee; Spend above \$7500 will be billed at 8% in fees up to the maximum fee of \$2499, \$229/month platform fee. Available to dealers without a Dealer.com website with one-time fee of \$250

Video Advertising

- Turnkey Video Creative with Flighting*
\$999/month
- Advanced Custom Video for Advertising*
\$1399/month
- Premium Custom Video for Advertising*
\$1799/month
- Video Advertising Add-On*
\$299/month

Other Advertising

- Waze Advertising*
\$99/month
- Custom Display Ad Service*
\$299/hour

A LA CARTE PRODUCTS

- Advanced Composer
\$299/month
- 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
- DMS Integration
\$149/month
- Video SmartSites Package
\$499/month
- Window Stickers
\$69/month
- Domains
\$3/month
- Smart Blog with User Reviews
\$79/month
- Custom Header
\$249 one-time fee

Review Generation (On or Off Platform)

- Kia 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

Reputation Management & Review Generation (On or Off Platform)

- Kia 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

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