



Mazda Digital Certified Program Billing & Co-Op Process

Parts Statement Billing

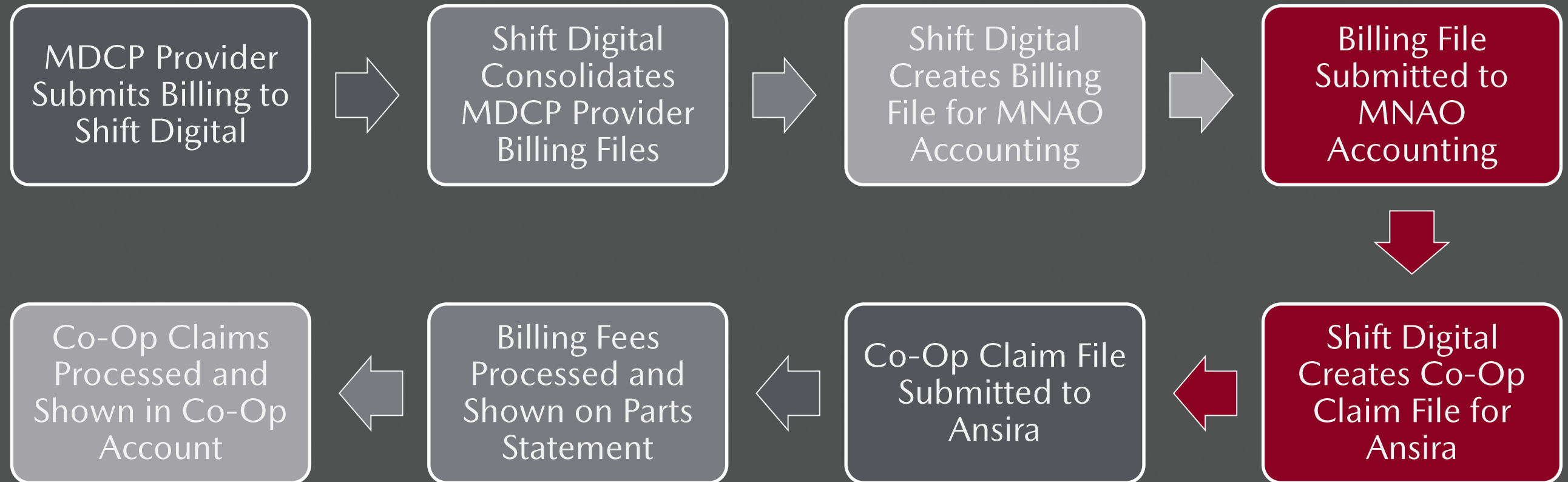
- All Mazda Digital Certified Program billing is submitted to the Dealer Parts Statement.
- Program services are billed in the month, for the month (except for providers billing in arrears – most Digital Advertising providers).
- The billing deadline is the 10th of every month – i.e., service cancellations, package/budget changes, add-on services, new enrollments, etc. if made after the 10th should be prorated to the following month.
- The MDCP Dealer Support Team can assist with any program-related billing question. Dealers can contact the MDCP Dealer Support team at 1-844-683-3151 or info@mazdadigitalcertified.com.

Please note, the MDCP Dealer Support Team does not have access to the Dealer Parts Statements or the Invoice Numbers. Should you have questions, please email a copy of your Parts Statement to the MDCP Dealer Support Team or be ready to reference the line-item description and fee when calling.

Co-Op Submissions

- All dealers enrolled and using MDCP program offerings will have their in-program services submitted to Ansira for co-op reimbursement. Shift Digital submits all co-op claims to Ansira through an automated monthly file. The claims included in the file are pulled directly from the billing files received from MDCP Providers and processed to Mazda Accounting for the Parts Statement Charges.
- Shift Digital and all dealer fees submitted through MDCP are exempt from the co-op submission deadline of the 20th because of the automated processing system.
- MDCP Providers do not submit claims directly through the MCAP co-op portal (unless they are submitting claims for services not covered within the program – e.g., traditional media).
- MDCP Providers should, however, be approved for access to the MCAP co-op portal so they can submit content to Ansira for compliance pre-approval.

Billing & Co-Op Process



Arrears / Delayed Billing & Co-Op

- The MDCP providers and services detailed in the table to the right are all billed in arrears.
- Billing fees and co-op claims for dealers with these providers will always be one month behind.


Provider	Service
Adpearance	Digital Advertising
Dealer eProcess	Digital Advertising
Dealer Inspire	Digital Advertising
Dealer.com	Digital Advertising
DealerFire	Call Tracking
DealerOn	Digital Advertising, Call Tracking
Force Marketing	Digital Advertising
L2T Media	Digital Advertising
PureCars	Digital Advertising
Sincro	Website
Sokal	Digital Advertising
Team Velocity	Digital Advertising

Parts Statement Charges

- All in-program charges will appear in this format:

Indicator	Meaning	
MDCP	Mazda Digital Certified Program	
Service Billed	Web, WebAddOn, SEO, SEM, Soc, Video, Dis, Chat, CallTrk, AdPkg, AdPkFee, HUP	
Business Unit	N U C F New Used CPO Fixed Ops	
Provider Name	ACT – ActivEngage ADP – Adpearance BB – Black Book/Car and Driver CRN – CarNow DDC – Dealer.com DEP – Dealer eProcess DI – Dealer Inspire DON – DealerOn DSDF – DealerFire FM – Force Marketing	GUB – Gubagoo KBB – Kelley Blue Book L2T – L2T Media PC – PureCars POD – Podium SNC – Sincro SOK – Sokal TV – Team Velocity UW – UnityWorks VIP – VIPdrv
Billing Month/Year	Oct22	
Mazda Dealer Support Phone	844-683-3151	

- Note: if a Parts Statement charge does not have “MDCP” at the start of it, it IS NOT a charge through the program.



Mazda Motor of America
200 Spectrum Center Drive
Irvine, CA, 92618, US

Invoice

Date	Page
10/26/2017	1 of 1
Customer Number	Invoice Number
	3000170613

Remit to:

Mazda North American Operations
Department # 190501
Post Office Box # 67000
Detroit, MI 48267-1905

Payment Terms - Last day of next month

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Quantity	Description		Amount (USD)
	MDCP SEO N DDC Oct17 Mazda VIP 844-683-3151 Mazda Dig Cert Oct17	23837 Oct 2017	499.00
Invoice Total			499.00

Quantity	Description		Amount (USD)
	MDCP DigAd N DDC Sep17 Mazda VIP 844-683-3151 Mazda Dig Cert Sep17	23837 Sep 2017	16,870.72
Invoice Total			16,870.72

Quantity	Description		Amount (USD)
	MDCP Web N DDC Oct17 Mazda VIP 844-683-3151 Mazda Dig Cert Oct17	23837 Oct 2017	1,199.00
Invoice Total			1,199.00

Billing & Co-Op Descriptions

Charge	Description	Co-Op Media Type	Co-Op Fund
AdPkg	Advertising Package	Internet Advertising	CFM
AdPkFee	Advertising Package – Management fee	Mazda Digital Certified	MHC
Dis	Display Advertising	Internet Advertising	CFM
DisFee	Display Advertising – Management Fee	Mazda Digital Certified	MHC
Vid	Video Advertising	Video Ads/Pre-Roll	CFM
VidFee	Video Advertising – Management Fee	Mazda Digital Certified	MHC
Soc	Social Advertising	Paid Social	CFM
SocFee	Social Advertising – Management Fee	Mazda Digital Certified	MHC
SEM	Paid Search	SEM	CFM
SEMFee	Paid Search – Management Fee	Mazda Digital Certified	MHC
SEO	Search Engine Optimization	SEO	CFM
Web	Website Package	Mazda Digital Certified	MHC
WebAdd	Website Package Add On	Mazda Digital Certified	MHC
WebSP	Website (Spanish) Add On	Mazda Digital Certified	MHC
Chat	Chat/Text Tool Add On	Mazda Digital Certified	MHC
Trade	Trade-In Tool Add On	Mazda Digital Certified	MHC
CallTr	Call Tracking Add On	Mazda Digital Certified	MHC
ServSch	Service Scheduler Tool Add On	Mazda Digital Certified	MHC

- The table to the left details an example list of the charges and claims dealers will see for services billed through MDCP on their Parts Statements and Co-Op Account.
- Actual charges may slightly differ from what is shown in the table.

Billing & Co-Op Processing Schedule | 2023

*All dates are estimates and subject to change

			Shift File Sent to Ansira	Shift Files Sent to MNAO			Shift File Sent to Ansira		Ansira Posts Available Funds	Ansira File Sent to MNAO	MNAO Approves Payment
Year	Wholesale Month	Month end date	Shift Enrollment File	MDCP Invoice	MDCP AR File (Dealer Parts Statement Charge)	MDCP Lead AR File (Dealer Parts Statement Charge)	Shift Claim File (Sales)	Shift Claim File (S&P)	MazdaCOOP.com Funds Post	Bill (Pay) File Sent at 5am	Dealers Get Paid
2023	January	1/31/2023	12/21/2022	1/27/2023	2/1/2023	1/13/2023	1/25/2023	2/6/2023	2/3/2023	2/8/2023	2/15/2023
	February	2/28/2023	1/20/2023	2/24/2023	3/1/2023	2/15/2023	2/24/2023	3/6/2023	3/3/2023	3/8/2023	3/15/2023
	March	3/31/2023	2/21/2023	3/29/2023	4/1/2023	3/15/2023	3/24/2023	4/5/2023	4/3/2023	04/07/23	4/14/2023
	April	5/1/2023	3/21/2023	4/26/2023	5/2/2023	4/14/2023	4/25/2023	5/4/2023	5/3/2023	05/08/23	5/16/2023
	May	5/31/2023	4/21/2023	5/26/2023	6/1/2023	5/15/2023	5/25/2023	6/6/2023	6/5/2023	06/08/23	6/15/2023
	June	6/30/2023	5/19/2023	6/28/2023	7/1/2023	6/15/2023	6/23/2023	7/6/2023	7/4/2023	07/10/23	7/14/2023
	July	7/31/2023	6/21/2023	7/27/2023	8/2/2023	7/14/2023	7/25/2023	8/4/2023	8/3/2023	08/08/23	8/15/2023
	August	8/31/2023	7/21/2023	8/25/2023	9/1/2023	8/16/2023	8/25/2023	9/6/2023	9/5/2023	09/08/23	9/15/2023
	September	10/2/2023	8/21/2023	9/27/2023	10/3/2023	9/15/2023	9/25/2023	10/4/2023	10/3/2023	10/06/23	10/17/2023
	October	10/31/2023	9/21/2023	10/27/2023	11/1/2023	10/13/2023	10/25/2023	11/6/2023	11/3/2023	11/08/23	11/15/2023
	November	11/30/2023	10/20/2023	11/28/2023	12/1/2023	11/15/2023	11/22/2023	12/6/2023	12/4/2023	12/08/23	12/15/2023
	December	1/2/2024	11/21/2023	12/27/2023	1/2/2024	12/15/2023	12/21/2023	1/4/2024	1/3/2024	01/08/24	1/16/2024

Questions

- For questions about your MDCP billing or co-op submissions, please contact the Mazda Digital Support Team:

Phone: 1-844-683-3151

Email: info@mazdadigitalcertified.com

- For questions regarding the Mazda Co-Op and Advertising Program (MCAP) and Guidelines, please contact your Regional Field Team (District Manager or Regional Marketing Manager).