



Mazda Digital Certified Program Enrollment Process

Overview

- Dealers are REQUIRED to enroll with a Certified Website Provider in order to be eligible to accrue co-op.
- Dealer are REQUIRED to enroll with a Certified CRM Tool Provider in order to receive Mazda Brand leads and/or buy Mazda Third Party Leads.
- Enrollment with other Certified Providers or Programs are optional.
- All dealers must enroll through the Mazda Digital Certified Program site:
<http://www.mazdadigitalcertifiedprogram.com/Home/Enroll>
 - RGTM+ enrollment is the only exception – enrollment for this program is accessible through OneMazda

ENROLLMENT PROCESS – STEP BY STEP

- STEP 1: Go to MazdaDigitalCertifiedProgram.com
- STEP 2: Select the Program you'd like to enroll in via the Homepage Dropdown or Navigation
- STEP 3: Select the Provider you'd like to enroll with by clicking 'Enroll'
- STEP 4: Select your Package and/or Add Ons and click 'Update Cart'
- STEP 5: Click 'Checkout'
- STEP 6: Fill out the necessary Contact & Dealership Information
- STEP 7: Check to agree to the End User License Agreement
- STEP 8: Click 'Continue'

STEP 1: Go to MAZDADIGITALCERTIFIEDPROGRAM.COM



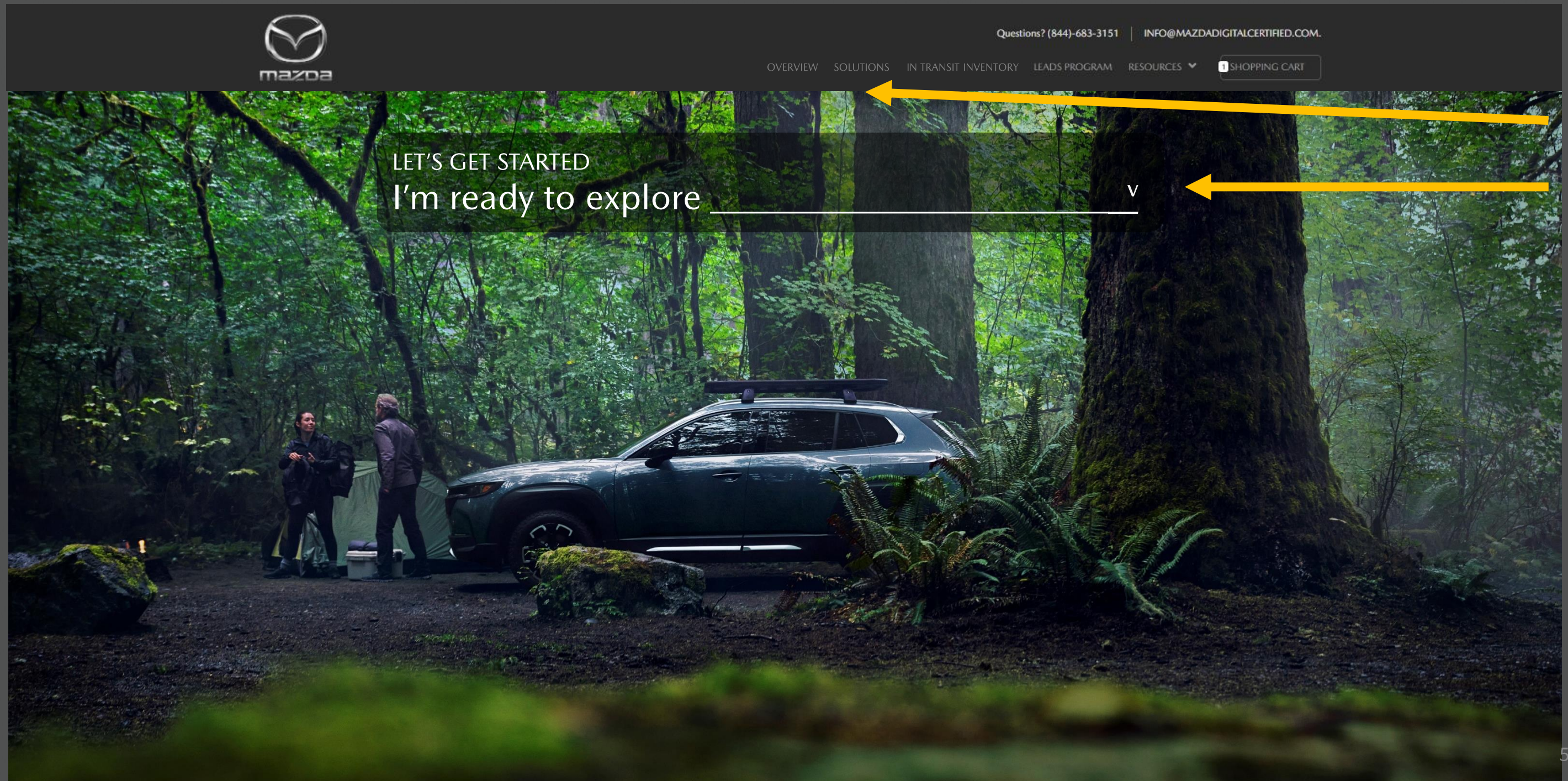
Questions? (844)-683-3151 | INFO@MAZDADIGITALCERTIFIED.COM

[OVERVIEW](#) [SOLUTIONS](#) [IN TRANSIT INVENTORY](#) [LEADS PROGRAM](#) [RESOURCES](#) [SHOPPING CART](#)

LET'S GET STARTED
I'm ready to explore



STEP 2: Select the Program you'd like to enroll in



STEP 3: Select the Provider you'd like to enroll with by clicking 'Enroll'



DEALER WEBSITES

Your dealership's website platform is your online showroom and the place that most of your customers will be introduced to your store. We have partnered with several website companies, including industry pioneers and innovative newcomers to deliver you with a variety of best-in-class website provider options.

The choice of providers allows you to develop a unique look and feel for your website, differentiating your store from others. Regardless of the provider you choose, your website will benefit from the seamless integration of our latest campaign content, offers, incentives and other digital assets to maintain a consistent message across tiers.

Once you've made your provider and package selections you will receive a confirmation email and the provider you have selected will contact you to get started.

COMPARE PROVIDERS

Select a Provider

DEALER.COM



DEALER INSPIRE

DEALERON



DEALER.COM

At Dealer.com, we believe that the automotive industry thrives when dealers, consumers, and manufacturers are completely connected. It's what drives us to build the industry's most tightly integrated, dealer-focused digital marketing platform. From digital advertising that automatically connects your inventory to likely buyers in your market, to digital retailing products that help you start and make deals faster than ever, to strategic advisory and managed services, no other solution allows you to connect more meaningfully with your online customers.

LEARN MORE

ENROLL



DEALERFIRE

Car shoppers are doing their homework online before ever stepping onto your lot. Don't waste another second making a "pretty good" first impression. Your dealership is unique - doesn't it make sense that your online presence should reflect that? Show off your brand like you mean it, by partnering with a team that understands the business and what it takes to make a difference out there. Not only do we know how to build the best sites - we know how to help you leverage them to produce the results you need. We want what you want. Respect. Success. Recognition. Results. It's all within reach. Let's go get it - together.

LEARN MORE

ENROLL

DEALER INSPIRE

Don't judge a book by its cover. While Dealer Inspire's platform may look sleek, its data driven approach to design and functionality is second to none.

LEARN MORE

ENROLL

STEP 4: Select your Package and/or Add Ons and click 'Update Cart'

The screenshot displays three website packages: **CAMPFIRE** (\$699.00), **BONFIRE** (\$1,499.00), and **WILDFIRE** (\$2,199.00). Each package includes a list of features and a 'SELECT PLAN' button. Below the packages is an 'ADD-ONS' section with a list of optional features and their prices. A yellow arrow points to the 'SELECT PLAN' button for the Campfire package. Another yellow arrow points to the 'ADD-ONS' section. A third yellow arrow points to the 'UPDATE CART' button at the bottom right.

CAMPFIRE
\$699.00

- Responsive Website • HTTPS/2 • Advanced Engine6 Page Editor • Search by Popular Features • Inventory Management • OEM Showroom w/ Model Details • Website Live Search (w/ Voice Recognition) • Incentives Page • Share Vehicle Via Text • Menu Manager • Dynamic SEO Platform • Facebook Messenger Integration • Schema Structured Data • Advanced Form Builder • Intelligent Pricing Profiles • Easy iFrame • Shop by Payment • Website Call Tracking • Mobile Page Speed Optimization • Geo-Fencing • Multi-Device Preview • Dedicated Account Strategist • Google Maps API w/ Auto-Complete • Admin Google Analytics Integrations • Announcements Bar

BONFIRE
\$1,499.00

- Campfire Package Features Plus:
• Incentives Manager • Price Drop Alerts • Targeted Keyword Optimization • Dedicated Content Writer • Custom Organic SEO Strategy • 4 Monthly Blog Posts (AMP Enabled) • Monthly Landing Pages – 2

WILDFIRE
\$2,199.00






- Bonfire Package Features Plus:
• Unlimited Inventory Exports • Monthly Landing Pages – 4 • 2 Monthly Press Releases • 1 Quarterly Press Release

ADD-ONS

- AudioEye - \$199.00
- Blogs - \$60.00
- Custom Landing Pages - \$313.00
- Email 25GB - \$6.00
- Email Set Up Fee - \$188.00
- Epay Reserve with Paypal - \$94.00
- Inventory Exports Module - \$94.00
- Inventory Video - \$124.00
- Precise Price - \$1,499.00
- Press Release - \$325.00
- Price Drop Alerts - \$35.00
- ROI Dashboard - \$94.00
- Social Media Engagement - \$938.00
- Spanish Translation - \$299.00
- Stitched Video Exports to AutoTrader and Cars.com - \$40.00
- Stitched Video Exports to YouTube - \$40.00
- Website Redesign - \$699.00

UPDATE CART

STEP 5: Click 'Checkout'

Your Items	Price	Custom Budget	
Messaging Program - Conversations - Conversations (Self-Managed w/ Ana Bot)	\$400.00		REMOVE 
Website Program - Dealer Inspire - Advanced	\$1,999.00		REMOVE 
Website Addon - Dealer Inspire - Email Marketing w/ CRM Integration	\$899.00		REMOVE 
Website Addon - Dealer Inspire - PRIZM™ Enhanced	\$199.00		REMOVE 
Total Enrollment Cost	\$3,497/mo		
			CHECKOUT 

Recommended Programs	
Cars For Sale Program	SELECT PROVIDER
Parts & Service Digital Advertising Program	SELECT PROVIDER
Sales Digital Advertising Program	SELECT PROVIDER
Test Drive Program	SELECT PROVIDER
Trade-In Program	SELECT PROVIDER
Video Program	SELECT PROVIDER



STEP 6: Fill out the necessary Contact & Dealership Information

PRIMARY CONTACT

Primary Contact Name

Primary Contact Position

Primary Contact Phone

Primary Contact Email

DEALER INFORMATION

Dealership Name

Dealership Code



Dealership Website URL

Your Items	Price	Custom Budget
Messaging Program - Conversations - Conversations (Self-Managed w/ Ana Bot)	\$400.00	
Website Program - Dealer Inspire - Advanced	\$1,999.00	
Website Addon - Email Marketing w/ CRM Integration	\$899.00	
Website Addon - PRIZM™ Enhanced	\$199.00	
Total Enrollment Cost	\$3,497/mo	

[View Co-op Details](#)

I, an authorized representative of the Dealership, hereby agree to the End User License Agreement (EULA) on behalf of the Dealership.

[Universal Terms and Conditions of the Use and End User License Agreement - Mazda Dealer Digital Certified Program \(Updated 6/1/2021\)](#)

[EDIT CART](#)  [CONTINUE](#) 



STEP 7: Check to agree to the End User License Agreement

PRIMARY CONTACT

Primary Contact Name

Primary Contact Position

Primary Contact Phone

Primary Contact Email

DEALER INFORMATION

Dealership Name

Dealership Code



Dealership Website URL

Your Items	Price	Custom Budget
Messaging Program - Conversations - Conversations (Self-Managed w/ Ana Bot)	\$400.00	
Website Program - Dealer Inspire - Advanced	\$1,999.00	
Website Addon - Email Marketing w/ CRM Integration	\$899.00	
Website Addon - PRIZM™ Enhanced	\$199.00	
Total Enrollment Cost	\$3,497/mo	

[View Co-op Details](#)

I, an authorized representative of the Dealership, hereby agree to the End User License Agreement (EULA) on behalf of the Dealership.

[Universal Terms and Conditions of the Use and End User License Agreement - Mazda Dealer Digital Certified Program \(Updated 6/1/2021\)](#)

[EDIT CART](#)  [CONTINUE](#) 



STEP 8: Click 'Continue'

PRIMARY CONTACT

Primary Contact Name

Primary Contact Position

Primary Contact Phone

Primary Contact Email

DEALER INFORMATION

Dealership Name



Dealership Code

Dealership Website URL

Your Items	Price	Custom Budget
Messaging Program - Conversations - Conversations (Self-Managed w/ Ana Bot)	\$400.00	
Website Program - Dealer Inspire - Advanced	\$1,999.00	
Website Addon - Email Marketing w/ CRM Integration	\$899.00	
Website Addon - PRIZM™ Enhanced	\$199.00	
Total Enrollment Cost	\$3,497/mo	

[View Co-op Details](#)

I, an authorized representative of the Dealership, hereby agree to the End User License Agreement (EULA) on behalf of the Dealership.
[Universal Terms and Conditions of the Use and End User License Agreement - Mazda Dealer Digital Certified Program \(Updated 6/1/2021\)](#)

[EDIT CART](#)  [CONTINUE](#) 

POST-ENROLLMENT PROCESS

- Once you successfully submit your enrollment, you will receive an automated email.
- Within 1-2 business days your enrollment details will officially be processed, and you will receive an email confirmation from the MDCP Dealer Support Team (info@mazdadigitalcertified.com).
- Your MDCP Certified Provider will then be in contact with you to begin the onboarding and setup process.

CANCELLATIONS

- All MDCP service cancellations need to be emailed to the MDCP Dealer Support Team (info@mazdadigitalcertified.com).
- Cancellations submitted on or before the 10th of the month will be effective at the end of the current month – i.e. cancellation submitted on October 8th will be effective October 31st. Cancellations submitted after the 10th of the month will be effective at the end of the following month – i.e. cancellation submitted on October 20th will be effective November 30th.
- NOTE: Enrollments with a MDCP Provider other than the existing MDCP Provider will count as a cancellation for the existing provider. In this instance, the MDCP Dealer Support team will reach out to the dealer to confirm the change. After receiving confirmation, the MDCP Dealer Support Team will process the cancellation for the existing provider and the enrollment with the new provider. If unable to receive confirmation within 3 business days, the cancellation and new enrollment will be processed as outlined above.

QUESTIONS?

- Please contact the MDCP Dealer Support Team:

Phone: 1-844-683-3151

Email: info@mazdadigitalcertified.com