



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.mazdadigitalcertified.com/Home/Enroll>

ENROLLMENT PROCESS – STEP BY STEP

- STEP 1: Go to MazdaDigitalCertified.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 Plan 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 MAZDADIGITALCERTIFIED.COM



WEBSITE

DIGITAL ADVERTISING v

DEALER TOOLS v

MAZDA DIGITAL SHOWROOM

LEADS PROGRAM

TRAINING

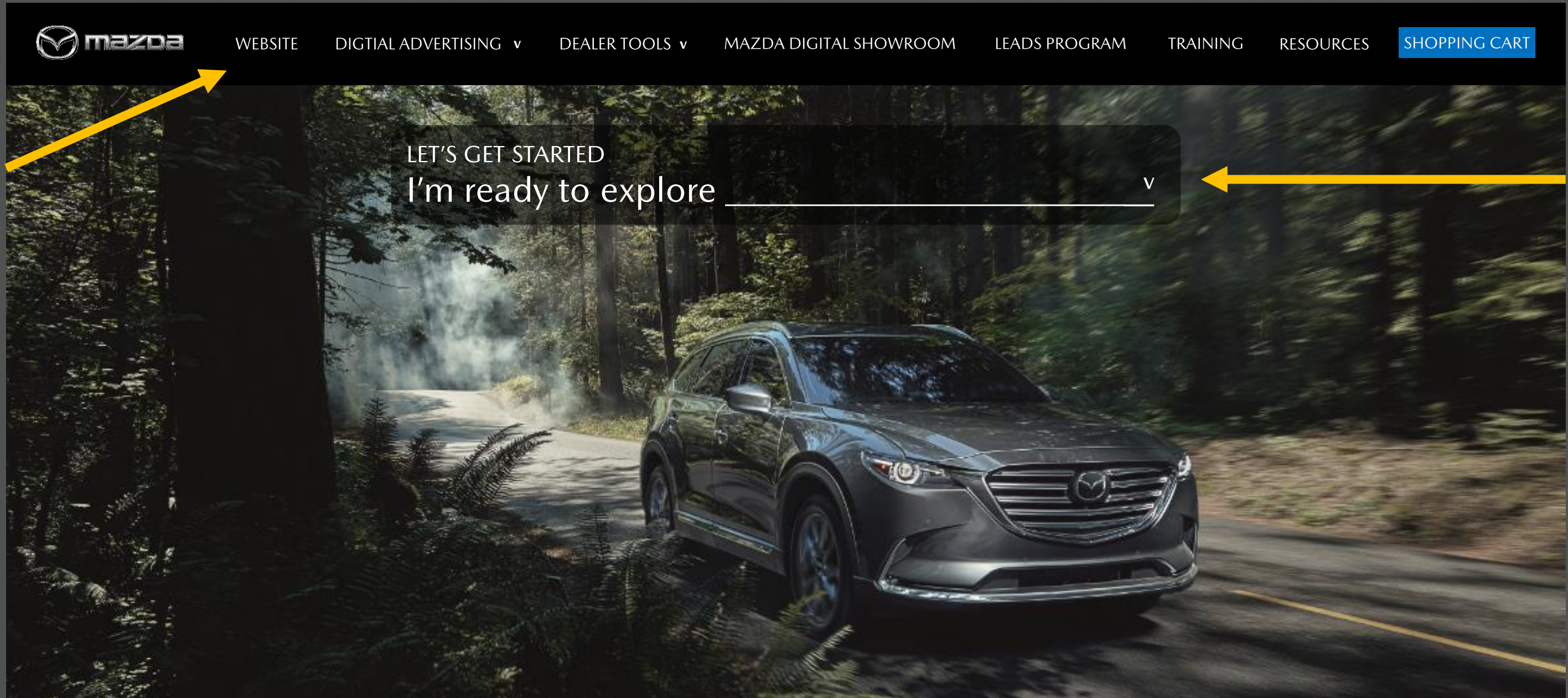
RESOURCES

SHOPPING CART


LET'S GET STARTED
I'm ready to explore _____ v



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'







WEBSITE PROGRAM

Your website is the first place most of your customers will discover your dealership and is the foundation for your digital marketing strategy. The Mercedes-Benz Digital Certified Website Program has partnered with industry-leading website providers to deliver best-in-class support and tools. Through the Certified Website Program, dealerships have a choice of the provider they choose, allowing for a unique and brand-compliant digital experience.

Once you've made a provider and package selection, your Mercedes-Benz Digital Consultant will contact you to discuss product and service activations.

Select a Provider

DEALER.COM

Dealer.com integrates auto retail's top-performing advertising, inventory merchandising, and Digital Retailing tools into a connected and intuitive website platform that empowers Mercedes-Benz dealers to successfully attract, engage, and convert online vehicle shoppers. With its unsurpassed technology, service, and data integration, this connected solution makes every aspect of automotive retailing more profitable for Mercedes-Benz retailers and more enjoyable for Mercedes-Benz shoppers.

[LEARN MORE](#) [ENROLL](#)

DEALERFIRE

The path to results starts here. DealerFire responsive websites are designed specifically for cross-platform compatibility, which ensures your customers have the same experience whether they're on a desktop, tablet, or mobile device. We combine our innovative products to craft a unique winning strategy.

[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. Using Google's Material Design elements, Inspire operates by constantly innovating and implementing change based on behind the scenes ROI and event testing. DI breaks the mold by using platform originating digital retailing tools such as geo-fencing, personalization, advanced payment calculator, Conversations (live chat), YouTube video plugins, and more.

Adding the backend components of the True ROI dashboard, inventory analytics and customer intelligence module, dealers will have everything they need to handle leads better and measure results in a way they never could have before.

[LEARN MORE](#) [ENROLL](#)

STEP 4: Select your Plan and click 'Update Cart'

BASE
\$999/MONTH

EXECUTIVE
\$1,999/MONTH

ELITE
\$2,699/MONTH

COMPARE >






SELECT PLAN ●

ADD-ONS

- Conversations 2.0 (Managed Chat with Trade-In Eval Tool - up to 50 chats) - \$800/month*
- Conversations 2.0 (Self-Managed with Trade-In Eval Tool) - \$600/month*
- Conversations 2.0 Add On - OEM Personalized Offers Integrations - \$100/month*
- Conversion rate optimization - \$125/hour
- DealerTrack Credit App Integration - \$99/month*
- Email Marketing Advanced (up to 2/mo + automated new customer campaign series) - \$1,500/month*
- Email Marketing Dominate (up to 3/mo + 2 automated new customer campaign series) - \$2,250/month*
- Email Marketing Standard (up to 2/mo) - \$750/month*
- HomeNet Essentials setup fee - \$120/One-Time*
- HomeNet IOL Essentials - \$299/month*
- Homenet IOL Lite - \$95/month*
- HomeNet Lite setup fee - \$95/One-Time*
- HomeNet SnapLot - \$99/month*
- Homenet Window Sticker Printing Add on (Homenet Lite add on) - \$100/month*

UPDATE CART

STEP 5: Click 'Checkout'

Your Items	Price	Custom Budget	
Website Program - Dealer Inspire - Base	\$999/month		REMOVE 
Website Addon - Dealer Inspire - DealerTrack Credit App Integration	\$99/month*		REMOVE 
Website Addon - Dealer Inspire - Online Shopper Electric	\$1,200/month*		REMOVE 
Website Addon - Dealer Inspire - SEO Elite	\$2,899/month		REMOVE 
			CHECKOUT 

Recommended Programs	
Digital Advertising Program	SELECT PROVIDER
Trade-In Program	SELECT PROVIDER
Certified Chat	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
Website Program - Dealer Inspire - Base	\$999/month	
Website Addon - DealerTrack Credit App Integration	\$99/month*	
Website Addon - Online Shopper Electric	\$1,200/month*	
Website Addon - SEO Elite	\$2,899/month	



*This is a direct-to-Dealer bill product. In order for this product to go live, please reach out to your MDC to setup a payment method.

†Additional integration fees may apply based on specific dealer requests.

I agree to the End User License Agreement - Mercedes-Benz Dealer Digital

[Universal Terms and Conditions of the Use and End User License Agreement - Mercedes-Benz Dealer Digital Certified Program](#)

By clicking the "Continue" button, you are subscribing for and agreeing to pay for the selected products and services per the terms and conditions of the Universal Terms and Conditions and End User License Agreement for the Mercedes-Benz Certified Digital Program ONLY incorporated herein by reference.

[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
Website Program - Dealer Inspire - Base	\$999/month	
Website Addon - DealerTrack Credit App Integration	\$99/month*	
Website Addon - Online Shopper Electric	\$1,200/month*	
Website Addon - SEO Elite	\$2,899/month	

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[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
Website Program - Dealer Inspire - Base	\$999/month	
Website Addon - DealerTrack Credit App Integration	\$99/month*	
Website Addon - Online Shopper Electric	\$1,200/month*	
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[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