



## MAZDA DIGITAL CERTIFIED PROGRAM CHAT & SMS MESSAGING PROGRAM

Improve your website conversion and generate more website leads by engaging with one of the certified messaging platforms below. These tools help provide your consumers with additional information while increasing engagement and conversions on your website.

### PROGRAM BENEFITS

- Discounted program pricing
- 100% eligible for co-op reimbursement under Marketing Hard Cost
- 30-day dealer agreements – allowing you to easily upgrade, downgrade, or switch providers
- Automated and streamline billing via Dealer's Parts statement
- Co-op claims automatically processed to Ansira for reimbursement
- Brand and digital standards integrated into all services
- Improved strategic alignment with MNAO initiatives
- Provider compliance and integrated benchmark reporting with Mazda Digital Analytics Dashboard
- MNAO approved assets and imagery provided to certified providers
- Dedicated dealer support team

### PARTICIPATING PROVIDERS








LEARN MORE & ENROLL TODAY AT [MAZDADIGITALCERTIFIED.COM](https://MAZDADIGITALCERTIFIED.COM)

Questions? Contact the Mazda Dealer Support Team at 1-844-683-3151 or by email at [info@mazdadigitalcertified.com](mailto:info@mazdadigitalcertified.com).



## MESSAGING PROGRAM LAUNCH PROMOTIONS

PROVIDER	PROMOTION DETAILS	ELIGIBILITY REQUIREMENTS	ENROLLMENT PERIOD
 <b>ActivEngage</b>	50% off 1st month of any fully-managed messaging package, 2-month commitment	NEW Mazda dealer enrollments & New Mazda dealer upsells/upgrades only, legacy dealer customers not eligible	November 2 – December 31, 2021
 <b>CarNow</b>	MessageNow & UpNow offered for FREE for November & December	NEW Mazda dealer enrollments & New Mazda dealer upsells/upgrades only, legacy dealer customers not eligible	November 2-30, 2020
 <b>Conversations</b>	Conversations Self-Managed offered for FREE for November & December	NEW Mazda dealer enrollments & New Mazda dealer upsells/upgrades only, legacy dealer customers not eligible	November 2-30, 2020
 <b>Gubagoo</b>	All services offered for FREE for 2 months	NEW Mazda dealer enrollments & New Mazda dealer upsells/upgrades in enhancement products. Legacy dealer customers not eligible	November 2 – December 31, 2021
 <b>PODIUM</b>	\$200 Visa Gift Card	NEW Mazda dealer enrollments & New Mazda dealer upsells/upgrades only, legacy dealer customers not eligible	November 2 – December 31, 2021

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## Q. What is the purpose of this program?

A. The purpose of the MDCP Messaging Program is to help improve website conversion and generate more website leads. The program also aims to provide more data visibility to inform optimization recommendations and provide more detailed benchmark reporting.

## Q. What are the package offerings?

A. The Messaging program will offer a series of packages across all providers ranging from Self-Managed/Software Only to Fully Managed. The package offerings vary by provider:

Packages	Price Range
Self-Managed	\$79 - \$999 per month
Fully-Managed	\$399 - \$2,500 per month
Add-Ons	\$29 - \$1,449 per month

## Q. What if I am already working with one of these Messaging Providers?

A. Once the program launches, your provider should be reaching out to you to migrate you into the MDCP Messaging Program. Once you are migrated into the program, your pricing will adjust to reflect what has been negotiated through the program, your billing will be processed through the Parts Statement, rather than directly between you and the provider and your co-op submissions will become automated and handled through the program.

## Q. What type of agreement am I entering with Shift Digital and the providers? How long is the commitment?

A. When you enroll in the program, you are entering into a 30-day agreement with Shift Digital, meaning you are in a month-to-month contract with Shift Digital and the provider. You may change providers after 30 days and continue to participate in the program.

## Q. What if I want to cancel my services with my chosen provider?

A. Please contact the Mazda Dealer Support Team at 1-844-683-3151 or by email at [info@mazdadigitalcertified.com](mailto:info@mazdadigitalcertified.com) to cancel services with your provider of the month. Please note that normal billing rules will apply for all cancellations:

- If you notify the Mazda Dealer Support Team from the 1st – 10<sup>th</sup>, you will receive services and will be billed through the end of the same month.
- If you notify the Mazda Dealer Support Team from the 11<sup>th</sup> – 31<sup>st</sup> of the month, you will receive services and be billed through the end of the following month.

## Q. How does billing and co-op work?

A. All dealers will be billed for in-program services automatically via the Parts Statement. The MDCP team will process all eligible in-program co-op claims to Ansira for reimbursement monthly. Note: billing and co-op claim submission may appear delayed if you are working with a provider who bills any services in arrears.

## Q. Is this program Required? Or Optional?

A. The MDCP Messaging Program is an optional program, but participation is highly encouraged.