



RETAIL GO-TO-MARKET+ PROGRAM

Retail Go-To-Market+ (RGTM+) is an integrated, modern marketing platform that leverages our industry-leading Retail Customer Data Platform (Retail CDP) to connect Mazda Dealers with Mazda Corporate and deliver the most effective and efficient marketing communications throughout the customer journey.

RGTM+ integrates the Demand Generation capabilities of the prior Retail Go To Market (RGTM) program with the Demand Capture capabilities of the prior MDCP Digital Advertising program, and the Owner Communication capabilities of the prior Mazda Customer Engage Program (MCE).

EXCLUSIVE PROGRAM BENEFITS

RGTM+ participating dealers will have access to exclusive benefits that cannot be delivered outside of the Mazda ecosystem:

- Access to Mazda first-party data for marketing and advertising.
- Ability to personally advertise to shoppers active on your Dealer Website and MazdaUSA.com.
- Advanced media coordination across campaigns and tiers (Mazda Corporate + Dealer).
- Access to near real-time performance data for all in-program media via a single, integrated analytics dashboard.
- RGTM+ media costs and fees eligible for 100% reimbursement out of Sales co-op funds.

MEDIA STRATEGY

Retail Go-To-Market (RGTM+) deploys a data-driven, audience first strategy that places the customer at the center of the communication plan.

Demand generation and demand capture plans are designed to work together. Demand generation plans build interest for Mazda vehicles, driving intenders to search for and visit your digital showroom. Demand capture plans ensure your dealership captures people who are actively searching and/or expressed interest in your business – ultimately converting generated demand.

All aspects of your business, including Mazda New Car Sales, Mazda Certified Pre-Owned, and Aftersales are supported in your media plan.

PARTICIPATING DEMAND CAPTURE PROVIDERS



VISIT THE [RGTM+ HUB ON ONEMAZDA](#) TO LEARN MORE & ENROLL

Questions? Contact the Mazda Dealer Support Team at 1-844-683-3151 or by email at info@mazdadigitalcertified.com.

PROVEN PROGRAM PERFORMANCE

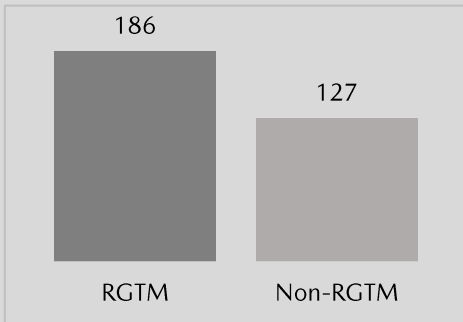


Mazda's Retail Marketing Programs have continued to perform well for Dealers time and time again, and RGTM+ will build on prior learnings and success.

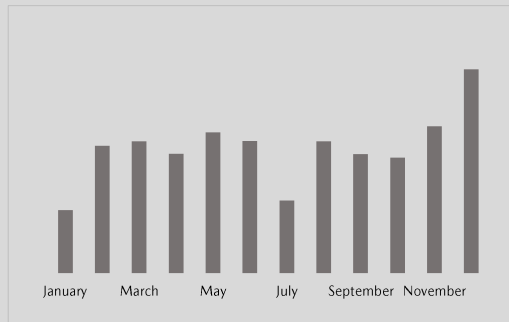
Demand Generation (formerly RGTM)

RGTM+'s Demand Generation media is proven to perform. The power of Mazda audience sharing, and brand-aligned coordination has driven great performance:

46% more efficient than Non-RGTM media



3.7M avg. dealer website page views per month



+33% increased sales for RGTM vs. Non-RGTM dealers

	RGTM	Non-RGTM	% Change
Sales Lift YoY	-4%	-37%	+33% Pts.
VDP Views YoY	3%	-36%	+39% Pts.



62% of 2022 RGTM budget focused on activation of 1st Party Data (Direct + LAL)

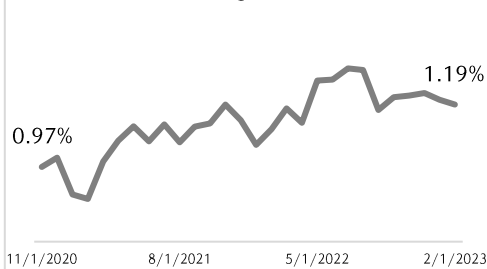


50% more efficient cost-per page view when leveraging 1st Party Data

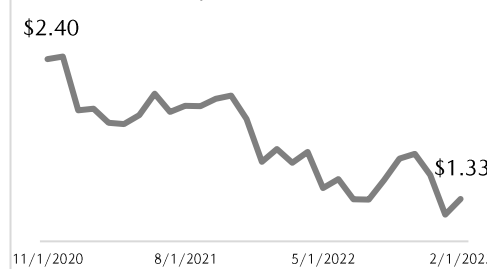
Demand Capture (formerly MDCP DigAd)

RGTM+'s Demand Capture media has also proven performance throughout the years – through diligent cross-dealer coordination, an emphasis on low-funnel media tactics and prioritizing high quality customers:

Click Through Rate (CTR)



Cost per Click (CPC)



KPI	Nov 2020	Feb 2023	% Change
Avg. Leads Generated from Media	102	150	+46%
Lead Conv. Rate	4.17%	6.24%	+49%
Cost per Acquisition	\$55.20	\$42.50	-23%

KPI (Average per Dealer)	Enrolled in DigAd	Not Enrolled in DigAd	Difference
Avg Unique Visitors	13,372	11,512	+16%
Avg Page Views	35,519	31,118	+11%
Avg Form Submissions	66	53	+13 Forms
Avg C2C	99	93	+6 C2Cs

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