



MAZDA DIGITAL CERTIFIED PROGRAM

SALES DIGITAL ADVERTISING PROGRAM

Harness the power of digital advertising by reaching your preferred target audiences, share relevant and appealing content, and ultimately convert in-market shoppers into Mazda customers through the MDCP Digital Advertising program. Boost your dealership's digital coverage today to take advantage of exclusive in-program benefits.

PROGRAM BENEFITS

- Industry leading providers offering competitive pricing, 30-day contracts
- Dedicated Google and Facebook support offering enhanced dealer optimization recommendations and insights
- Exclusive access to Mazda audiences through YouTube
- Partake in the latest Google Alpha and Beta product testing opportunities
- Package re-alignment ensures coverage of foundational paid media efforts
- Monthly reporting/strategy reviews with certified providers
- Strategic alignment with MNAO initiatives
- Certified provider compliance with MCAP
- In-program solutions automatically submitted and claimed for co-op reimbursement

PARTICIPATING PROVIDERS



LEARN MORE & ENROLL TODAY AT MAZDADIGITALCERTIFIED.COM

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

PROGRAM PERFORMANCE



IN VS. OUT OF PROGRAM – PERFORMANCE

Dealers enrolled in the Sales Digital Advertising Program have better website performance on average than dealers not enrolled in the program.

+7.7 ppts Δ

Enrolled DigAd dealers sold more cars than dealers not enrolled. (2018 v 2019 New Car Sales)

| KPI (Average per Dealer) | Enrolled in DigAd | Not Enrolled in DigAd | % Difference |
|-----------------------------|-------------------|-----------------------|--------------|
| Unique Visitors | 6,933 | 6,730 | +3% |
| New Inventory VDP Views | 2,432 | 2,353 | +3% |
| Form Submissions | 88 | 82 | +8% |
| Phone Calls | 166 | 128 | +30% |
| Form Conversion Rate | 1.27% | 1.21% | +4% |
| Phone Conversion Rate | 2.40% | 1.90% | +26% |
| Unique Visits per Lead | 27 | 32 | -15% |
| Engaged Visitor Rate | 49.37% | 47.27% | +4% |
| 2018 vs. 2019 New Car Sales | -2.1% | -9.8% | +7.7 ppts Δ |

Data Source: MDCP Sales DigAd Enrollment Data, MDCP Website Program Data – All Dealers – Q2 2020

GOOGLE PAID SEARCH CLICK CAPTURE – THEN & NOW

Since the launch of the MDCP Sales Digital Advertising Program, dealer investment and click capture has increased significantly in the lower funnel micro-moments, continuing to push 'Others' off the Search Results Page.

AUGUST 2017

25% DEALERS ON PAID SEARCH

| Micro Moments | T1 CC | T3 CC | Others |
|----------------------|--------|--------|--------|
| Which Car is Best? | 74.73% | 12.98% | 12.30% |
| Is it Right for Me? | 64.65% | 15.39% | 19.96% |
| Can I Afford It? | 45.16% | 27.57% | 27.26% |
| Am I Getting a Deal? | 18.77% | 15.41% | 65.81% |
| Where Should I Buy? | 29.76% | 53.10% | 17.14% |

JULY 2020

100% DEALERS ON PAID SEARCH

| Micro Moments | T1 CC | T3 CC | Others |
|----------------------|-------|---------|---------|
| Which Car is Best? | 71.3% | 18.0% | 10.7% |
| Is it Right for Me? | 64.1% | 21.2% | 24.7% |
| Can I Afford It? | 41.7% | 39.8% ↑ | 18.4% ↓ |
| Am I Getting a Deal? | 32.2% | 40.3% ↑ | 27.5% ↓ |
| Where Should I Buy? | 0.2% | 93.9% ↑ | 5.9% ↓ |

Data Source: Google Internal Data, August 2017 vs. July 2020, New Car Search Only

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FREQUENTLY ASKED QUESTIONS



Q. Why is Mazda introducing this new package structure?

A. The intent behind the package restructure is to ensure dealers reprioritize available media funds into specific media channels, following the recommended channel prioritization approach securing support for SEM and retargeting at minimum, then supporting social, display, and video.

Q. Do I need to support all the media channels outlined in the new enrolled DigAd 2.0 package?

A. Yes, dealers are expected to adequately fund each channel included in their new Dig Ad 2.0 package selection. These packages are designed to support each dealer's 'always on,' low funnel, demand capture digital advertising.

Q. Do I need to re-enroll into the DigAd 2.0 program?

A. Dealers enrolled with providers that will retain their certification status will not need to re-enroll - dealers will be auto-migrated into a comparable package that closely matches their current channel support. *Select dealers enrolled with impending "Removed" providers will need to re-enroll with a certified provider.

Q. When do these new DigAd 2.0 packages go into effect?

A. Currently enrolled dealers will be transitioned into the new DigAd 2.0 packages beginning November 2, 2020 with a goal transition completion date of January 1, 2021. Any new dealer enrolling in the MDCP DigAd 2.0 program beginning November 2, 2020 will be subject to the new package structure.

Q. How do I know which DigAd 2.0 package I will be transitioned into?

A. Provider teams and Mazda field teams will communicate the recommended package to transition into based on your current channel support.

Q. Can I solely enroll in a video package with UnityWorks with no other channel support through the program?

A. No, video packages via UnityWorks are *only* available for dealers enrolled in any of the DigAd Packages A-C (supporting SEM and RET at minimum, with options to add Social and Display if desired). Video offerings may not be selected as an a la carte option.

Q. Do I have to submit another enrollment if I want to upgrade or downgrade services?

A. If you want to upgrade or downgrade a product, you can enroll in the new products through the enrollment site or email the MDCP Dealer Support Team at info@mazdadigitalcertified.com.

Q. How do I know if my provider will not be certified in the DigAd 2.0 program?

A. Impacted dealers enrolled with removed providers will be notified mid-September if their provider was not selected as a certified DigAd provider in the DigAd 2.0 program. Available certified provider options/pricing will be shared if you'd like to remain enrolled in the DigAd program. Dealers can also reference MazdaDigitalCertified.com for information on the certified providers and their in-program offerings.