

Mazda Website Solution

WEBSITES

Mazda Base Website Package
\$899/month

Mazda Core Website Package
\$1499/month

Mazda Elite Website Package
\$2399/month

Mazda Premier
Website Package
\$4499/month

DIGITAL RETAILING

Cox
Digital Retailing
Elite¹
\$1799/month

Cox Digital Retailing Core¹
\$1099/month

90 Day Performance
Management
\$599/month

Finance Driver¹
\$199/month

MANAGED SERVICES

Integrated Digital
Solution Bundle
\$2249/month

Standard Content & Creative
\$479/month

Advanced Content & Creative¹
\$899/month

Premium Content & Creative¹
\$1299/month

Fixed Operations Content &
Creative
\$549/month

Custom Display Ads
\$279/month

Standard SEO
\$599/month

Advanced SEO¹
\$999/month

Premium SEO¹
\$1599/month

Reputation Management
\$329/month

Standard SEO & Reputation
Management
\$899/month

Advanced SEO &
Reputation Management¹
\$1299/month

Premium SEO &
Reputation Management¹
\$1899/month

Standard Social¹
\$479/month

Advanced Social¹
\$699/month

Premium Social¹
\$1199/month

Website Management¹
\$269/month

Site Services
\$269/month

OEM Website Compliance
\$149/month

MISCELLANEOUS SERVICES

AudioEye
\$229/month

Advanced Composer
\$299/month

CallTracking
1 Line + 200 mins/month
\$79/month
3 Lines + 500 mins/month
\$99/month
10 Lines + 1000 mins/month
\$179/month
50 Lines + 2500 mins/month
\$299/month
300 Lines + 6000 mins/month
\$599/month

Craigslist™
Template Generator
\$49/month

Custom Header
\$249/month

Custom Inventory Integration
\$500/month

DMS Integration
\$149/month

Domain Monthly
\$3/month

Experience
Optimization Package
\$349/month

Export: New and Used
Unlimited
\$199/month

Export: New and Used
Single Provider
\$49/month

Export: Custom Setup
New Provider
\$0/month, \$500/setup

Group Splash Page
\$199/month

Integration with SisterTech®
\$99/month

Inventory
Merchandising Package
\$399/month, \$499/setup

Mobile Lot Capture
\$149/month, \$199/setup

Photo Overlays
\$149/month

SmartBlog™
\$79/month

Spanish SmartSite™
\$179/month

Window Stickers Craigslist
Template Generator
\$99/month

¹ These Products and Services are available to dealers without a Dealer.com website for an additional \$100/month.

Dealer.com Website Packages

Transform your digital showroom.

Fueled by UX research, data science and exclusive integrations with Cox Automotive brands, Dealer.com websites deliver a full-service, personalized Digital Storefront experience designed to meet the consumer wherever they are in their purchase or ownership process.

Dealer.com is proud to offer Mazda dealers the following website packages. For more information about these packages, please contact a Dealer Success Consultant, or your Performance Manager.

Features	PREMIER \$4,499/month	ELITE \$2,399/month	CORE \$1,499/month	BASE \$899/month
Mobile-First, Responsive Website	X	X	X	X
Design Editor	X	X	X	X
ControlCenter	X	X	X	X
Composer	X	X	X	X
Page Builder	X	X	X	X
Visualization Insights <i>(Heat and Widget Mapping)</i>	X	X	X	X
Composer Website Editor	X	X	X	X
Specials Campaign Manager	X	X	X	X
HTTPS Encryption	X	X	X	X
Pricing Display Configuration	X	X	X	X
CallTracking Lines <i>(3 Mobile, 3 Website)</i>	X	X	X	X
Analytics	X	X	X	X
Performance Manager	X	X	X	X
MyCars™	X	X	X	X
Mobile App	X	X	X	X
Inventory Lifecycles	ADVANCED	ADVANCED	STANDARD	STANDARD
Experience Optimization	X	X	X	
Incentives Manager	X	X	X	
Spanish Language Translation	X	X	X	
Instant ePricer	X	X	X	
Inventory Exports to 3 Providers	X	X	X	
Mobile Lot Capture	X	X	X	
Video Package	X	X	X	
Site Services	X	X	X	
Inventory Merchandising	X	X		
Accelerate Digital Retailing	X	X		
Accelerate Digital Retailing Protection Offerings	X	X		
Accelerate Digital Reservations	X	X		
Premium Search Engine Optimization	X			
Advanced Content and Creative Services	X			

Digital Retailing Packages

By integrating Cox Automotive's comprehensive Digital Retailing solution with the industry's top-performing website platform, you control key stages in the online deal-making experience while giving shoppers the freedom and flexibility to start their deal online. The result is a complete online to in-store sales workflow that saves customers time and sells cars faster.

Real Monthly Payments

Incentive and rebate data, personalized shopper selections for conditional programs (e.g., military & loyalty cash). Taxes and fees adjusted based on zip code.

Accurate Trade-In Values

Reduce friction of in-store trade-in value negotiations through Kelley Blue Book, the industry's most trusted resource.

Online Finance Applications and Approvals

Capture consumer information and enable pre-qualification options through a quick, easy and secure process.

Reservations

Display deal terms clearly and enable shoppers to self-close by accepting the deal terms online. Reserve the vehicle with a credit card deposit. Schedule an appointment for final close and pickup.

Vehicle Protection

Show F&I products online and give consumers the ability to see how to factor those costs into their monthly payments, so they'll be more open to adding them in.

Cox Digital Retailing Elite¹

\$1799/month

Includes personalized monthly loan or lease payment calculator, accurate trade-in values powered by Kelley Blue Book, online finance applications and approvals, plus Vehicle Protection, Cash Deals, RouteOne Integration, Send a Deal, CRM Integration and two in-store Performance Management visits with recurring 60-day visits.

Cox Digital Retailing Core¹

\$1099/month

Includes personalized monthly loan or lease payment calculator, accurate trade-in values powered by Kelley Blue Book, online finance applications and approvals, plus Vehicle Protection, Cash Deals, RouteOne Integration, Send a Deal, CRM Integration and two in-store Performance Management visits.

Digital Retailing 90-Day Performance Management

\$599/month

Digital Retailing Reservations¹

\$149/month

Digital Retailing Vehicle Protection¹

\$149/month

⁴ Not available off-platform.

Website Management

\$269/month

Professional website monitoring and execution, for performance on every page.

Website Management comprises Dealer.com professionals — coordinated by your Performance Manager— that enhance dealership operational efficiencies through the monitoring of your website, a monthly desktop and mobile site audit and compliance submission, and ongoing site updates per your request and specific strategy.

The service focuses on the essential components of daily performance — from compliance submission to site imagery and vehicle merchandising updates. And unlike an “outsourced” provider, it’s coordinated through a digital team fluent in your overall strategy, led by your Performance Manager, and fully integrated into your Dealer.com Solution.

Managed Search Engine Optimization

At Dealer.com we understand that search engine optimization (SEO) is a core component of your digital marketing strategy.

Dealer.com's SEO services partner dealers with the industry's largest and most skilled organic search team. With a focus on the key performance indicators that matter, and proven white-hat strategies, Dealer.com SEO helps you reach new heights in terms of search engine visibility. Optimal search visibility feeds qualified new traffic to your website, elevating quality website visits, engagement, and leads.

Dealer.com offers Mazda dealers tiered levels of search engine optimization management.

Products/Packages	PREMIUM \$1599/month	ADVANCED \$999/month	STANDARD ⁵ \$599/month
REPORTING AND INSIGHTS			
Market and Keyword Research	X	X	X
Search Engine Verification	X	X	X
Weekly Keyword Reporting	X	X	X
SEO Reporting	MONTHLY	MONTHLY	MONTHLY
Analyst Insights	MONTHLY	QUARTERLY	QUARTERLY
Strategy and Performance Calls	MONTHLY	QUARTERLY	
Direct Access to Analyst	X		
SEO OPTIMIZATION ACTIVITIES			
Initial Site Optimization	X	X	X
SEO Audit	X	X	
Ongoing Site Optimizations	MONTHLY	QUARTERLY	QUARTERLY
Custom Pages	2/MONTH	2/QUARTER	1/QUARTER
Link/Citation Building	MONTHLY	QUARTERLY	QUARTERLY
Forensic SEO	X	X	X
Schema Markup	X	X	X
Model Specific Landing Pages	X	X	X
On-Site Blog and Posts	2/MONTH	2/MONTH	2/MONTH
Mobile SEO	X	X	X
Google My Business	X		

⁵ Standard SEO only available on a Dealer.com website.

Managed Content & Creative

Dealer.com's professional Campaign Coordinators and Graphic Designers are dedicated to creating compelling, strategic website content that increases on-site engagement and aligns with your campaign strategy and dealership goals. Our Campaign Coordinators develop your campaigns according to your specific dealership, group, and OEM identity.

BENEFITS INCLUDE:

- A collaborative structure, backed by professional specialists for efficient campaign management.
- Monthly campaign creation highlighting OEM incentives dealership specials, and other dealership events.
- Automotive-specific expertise to inform and deliver strategic marketing and design needs for today's automotive dealer.
- A team of experienced graphic designers ready to create visually-engaging and effective custom creative assets.

Dealer.com offers Mazda dealers tiered levels of content and creative management.

⁶ Standard Content & Creative not available off-platform. Advanced Content & Creative \$1099/month and Premium Content & Creative \$1599/month.

Products/Packages	PREMIUM ⁶ \$1299/month	ADVANCED ⁶ \$899/month	STANDARD ⁶ \$479/month
PROACTIVE STRATEGIC GUIDANCE AND COMMUNICATION			
Performance Manager	X	X	X
Dedicated Campaign Coordinator	X	X	
Gathering/Extraction Calls with Proactive Recommendations	X	X	
Monthly Campaign Performance Review Call	X	X	
Monthly Report	X	X	
Monthly Site Audit for Expired Offers <i>(Specials, Slides, Banners)</i>	X	X	
Campaign Brief	X	X	
CREATIVE ASSETS			
Monthly Integrated Campaigns	6 TOTAL	4 TOTAL	2 TOTAL
• Homepage Slides	X	X	X
• Landing Pages	X	X	X
• Landing Pages Banner	X	X	X
• Special	X	X	X
• Display Ads	X	X	
• Campaign Assets for E-mail Newsletter	X		
• Other Asset <i>(e.g. Button, Inventory Overlays, etc.)</i>	X		
• Social Creative	X	X	
Full Site Submitted to OEM for Compliance	X		
Assets Submitted to OEM for Compliance Pre-Approval	X	X	X
Additional Page Content Creation <i>(pages/month)</i>	3	2	1
Website Buttons	X		
Inventory Overlays	X		
Off-Network Display <i>(e.g. Facebook Carousel Ads and Pandora)</i>	X		
Asset Turnaround Time <i>(Business Days)</i>	2	2	2

Managed Social

Dealer.com's dedicated Social Media Coordinators provide a balanced approach to social media marketing and dealership community management. Campaigns and social activity consistently align with your overall digital strategy and encompass a complete range of services to optimize your social identity and reach.

BENEFITS INCLUDE:

Partnership

Planning and execution of your dealership's optimal social strategy.

Social Posting

Automotive retail's leading social experts and applications to actively engage your clients with organic, unique, and targeted posts across relevant social media channels.

Communication and Reporting

Monthly reports for visibility into your social performance.

Dealer.com offers Mazda dealers tiered levels of social media management.

Product/Packages	PREMIUM	ADVANCED	STANDARD
Assigned Social Media Specialist	X	X	X
Monthly Strategy and Performance Call	X	X	X
Monthly Reporting Call	X	X	X
Strategic Monthly Posting	X	X	X
Weekly Social Activity Across Multiple Social Channels	30	16	8
Targeted Facebook Posts	X	X	X
Strategic Response to Comments and Reviews	NEGATIVE AND POSITIVE	NEGATIVE AND POSITIVE	
Planned Instagram Posts	MONTHLY	X	
Contest Management	MONTHLY	UP TO 4/YEAR	
Event Management	MONTHLY	UP TO 4/YEAR	
Custom Social Creative Assets (Profile, Cover Photo, Facebook Ad)	MONTHLY	UP TO 4/YEAR	
Included Social Boosting Ad Spend	\$75	\$25	
Optional Social Boosting Budget (\$200)	\$279	\$279	
Monthly Socially Relevant Blog Post	2/MONTH	1/MONTH	

⁷ These packages are iMR eligible but do not qualify for the dealer's Reputation Management portion of their EBE bonus.