

DEALER TEAMWORK



MDCP Parts & Service Digital Advertising Program

Dealer Teamwork management fees are 100% co-op eligible for Mazda dealers! Maximize your full digital marketing potential with Dealer Teamwork and our patented MPOP® technology.

The MPOP® helps dealers create, distribute, and manage results-driven campaigns, with a single update, across your digital channels. Experience digital marketing management like never before with a proven partner!



The MPOP®

Merchandising, Personalization & Optimization Platform

Exclusive Dealer Teamwork Benefits



Better search results



Faster merchandising



No wasted spend



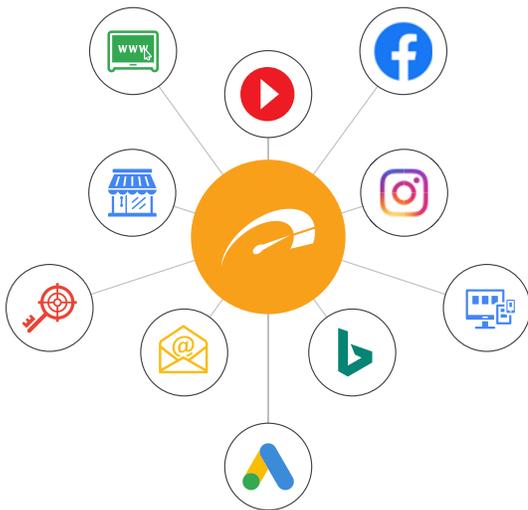
Targeted audiences



More leads



#1 customer support



Our MPOP® software and a team of digital experts combine forces to help you manage:

- Dynamic service offers landing page
- Paid search campaigns
- Retargeting campaigns
- Social campaigns
- Display campaigns
- Email campaign building

We can also manage local SEO, Google Vehicle Listing Ads, and YouTube campaigns with package add-ons!



Mazda Digital Certified Program Packages

On top of Dealer Teamwork's exclusive benefits, the Mazda Digital Certified Program offers the following benefits: automatic co-op submission, consolidated billing with your parts statement, additional support from Mazda Digital Consultants, and more!

Service Packages	Package A	Package B	Package C
Paid Search	x	x	x
Retargeting	x	x	x
Service Offers Landing Page	x	x	x
Social		x	x
Display			x
Monthly Costs	Digital Ad Spend + \$299 Mgt Fee* <i>(\$499 a la carte)</i>	Digital Ad Spend + \$429 Mgt Fee* <i>(\$649 a la carte)</i>	Digital Ad Spend + \$529 Mgt Fee* <i>(\$749 a la carte)</i>

**Management fee when bundled with sales. Packages & pricing subject to change at any time.*

Want More? Ask About Our Add-On Services!

- Vehicle Listing Ads
- YouTube Advertising
- Local SEO Premium Suite
- Additional Landing Pages
- Custom Social Campaigns

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