

# DEALER TEAMWORK



## Mazda Digital Certified & Co-op Eligible—Sales

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



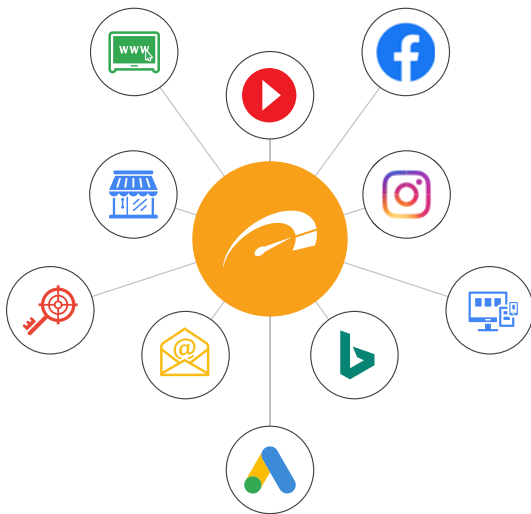
Targeted audiences



More leads



#1 customer support



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

- Dynamic vehicle 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!

Sales Packages	Package A	Package B	Package C
Paid Search	x	x	x
Retargeting	x	x	x
Vehicle Offers Landing Page	x	x	x
Social		x	x
Display			x
<b>Monthly Costs</b>	Digital Ad Spend + 23% Management Fee (% of Digital Ad Spend, \$750 minimum)	Digital Ad Spend + 23% Management Fee (% of Digital Ad Spend, \$1,200 minimum)	Digital Ad Spend + 23% Management Fee (% of Digital Ad Spend, \$1,500 minimum)

*\*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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