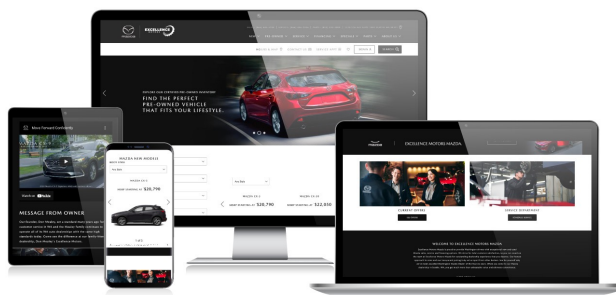


Ready For Something New **and Better?**
CERTIFIED MAZDA APPROVED WEBSITE PACKAGES



ENROLL NOW

www.mazdadigitalcertified.com/website/sincro



CHECK OUT OUR WEBSITES

www.mazda.sincrowebsites.com

SILVER
\$899/mo

GOLD
\$1299/mo

PLATINUM
\$1999/mo

All Packages Enable ADA WCAG 2.1 Level AA Compliance
 (Full accessiBe Solution Included at NO Additional Cost)

SINCRO WEBSITES

Every package includes tailored experiences, promo pop, new compliant designs, easy editing, data & analytics, and merchandising tools

UNLIMITED IN-THE-MOMENT SUPPORT

Fast response times & technical support before the phone call is over

UNLIMITED CUSTOM CONTENT AND LANDING PAGES

PlusSEO

Optimized Homepage + Up to 20 New Model VSR Pages + 4 Services Pages

PremierSEO

Optimized Homepage + ALL New + CPO Model VSR Pages + Model Landing Pages + ALL Service Pages

DIGITAL PERFORMANCE STRATEGIST

●	●	●
●	●	●
\$499/mo (a la carte)	●	●
N/A	●	N/A
N/A	N/A	●
\$699/mo (a la carte)	\$699/mo (a la carte)	●

Ready For Something New and Better?

A LA CARTE SOLUTIONS



ENROLL NOW

www.mazdadigitalcertified.com/website/sincro

	SILVER	GOLD	PLATINUM
Digital Performance Strategist	\$699/mo	\$699/mo	included
Unlimited Custom Creative Content	\$499/mo	included	included
PowerSEO	\$1399/mo \$1399 setup	N/A	N/A
PowerSEO Upgrade	N/A	\$999/mo \$999 setup	\$999/mo \$999 setup
Google Cars for Sale	N/A	N/A	included
Google Business Profile (w/o PowerSEO)	\$599/mo \$599 setup		
Google Business Profile (with PowerSEO)	\$499/mo \$499 setup		
Power Social	\$1200/mo \$1200 setup		
Social Essentials	\$499/mo \$499 setup		
Sales & Service Email Marketing	\$1999/mo \$1499 setup		
Sales Email Marketing	\$1199/mo \$1199 setup		
Service Email Marketing	\$1199/mo \$1199 setup		

Ready For Something New and Better?

A LA CARTE SOLUTIONS



ENROLL NOW

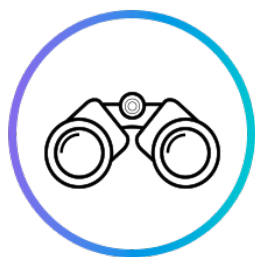
www.mazdadigitalcertified.com/website/sincro

	SILVER	GOLD	PLATINUM
Email Hosting (25GB Per Mailbox)	\$2/mo per each add'l mailbox over 35 \$5 setup		
Mobile Sync (5 Licenses)	\$25/mo		
Media Tracker 1 Call Tracking Number (CTN)	\$100/mo for ach add'l CTN over 3 \$80 setup		
Call Tracking Minutes (Usage-Based)	150 base minutes included \$0.10/minute after 150		

The Choice Is Yours

SWITCHING MADE EASY

Sincro makes switching your site easy. Our white glove concierge service will have your website your way using our easy 4-step approach.



DISCOVER

STEP 1

Planning & Strategy



DESIGN

STEP 2

Your Site, Your Way



LAUNCH

STEP 3

You, Set, Go



SUPPORT

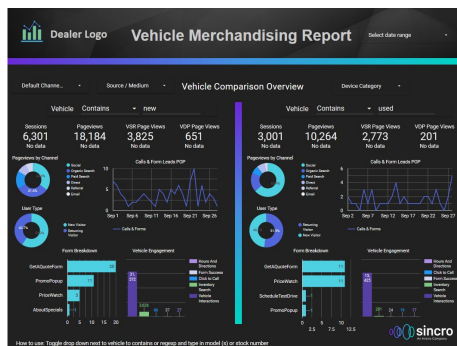
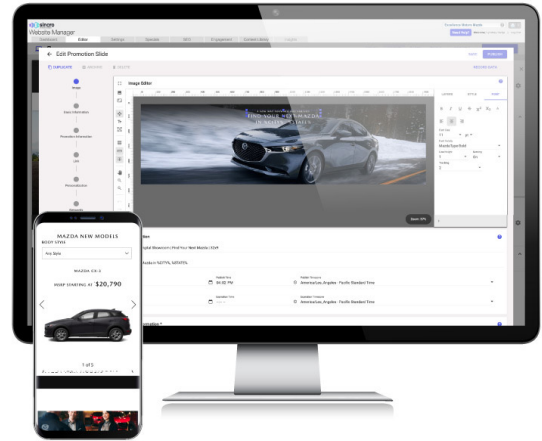
STEP 4

In The Moment Support

EASY

Use our full suite of design tools to elevate your brand and create beautiful, modern assets easily and quickly.

- Plan and automatically update your designs every month using Sincro Design Calendar
- Built-in graphic design tool
- Prebuilt compliant inventory and landing page templates



TRANSPARENT

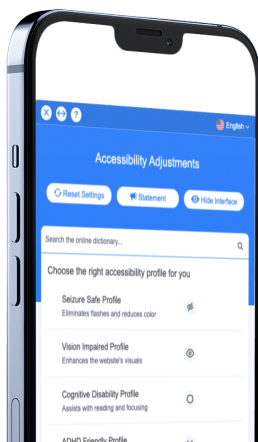
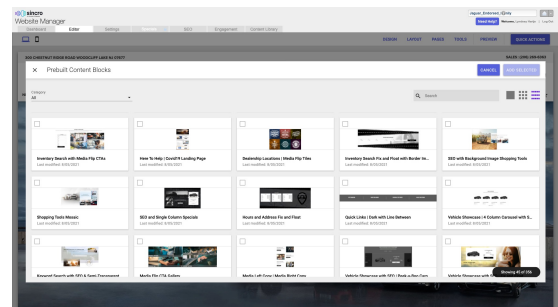
Make informed decisions about your business with actionable data found in exclusive Google Analytics reports, platform A/B testing, and Sincro Actionable Insights.

RELEVANT

Know what content cards are driving the most shopper engagement right now and activate the A/B tested vehicle search results page layout to generate:

+28% more email leads*

+50% more vehicle detail page views*



PROTECTED

With ADA lawsuits on the rise, protect your dealership with the only platform built to enable compliance at WCAG 2.1 Level AA standards. You also get the full accessiBE solution with Litigation support **at NO ADDITIONAL COST.**

Ready To Try Something New **and Better?**
Don't Spend More, Spend Smarter!

All three Sincro website packages include our **full suite of Google-Preferred responsive website technology**. In fact, every package includes dynamic full website tailored experiences and **unlimited In-The-Moment Support**.

Website Features and Benefits Included **in Every Package at NO additional cost:**

TAILORED EXPERIENCES

- Dynamic **Full-Site** Personalization (New, Used, Conquest, Service + Parts)
 - **4 out of 5** visitors receive a tailored experience
- **More than Double** the amount of Personal Experiences than other website providers

PLATFORM PERFORMANCE

- Tailored Experiences deliver **+30%** more leads, **+28%** more phone calls, and **-15%** fewer bounces
- Website load times **5x faster** than everyone!
- **Google-Preferred** Fully Responsive Websites
- **Google-Preferred** Built-in Structured Data and Schema / SSL (HTTPS) Secure Websites
- **Open Access Platform** for your chosen 3rd Party tools like Chat, Digital Retailing, etc

MERCHANDISING & TOOLS

- **Easily update** assets with Slide Studio
- **Fully Integrated** Incentives
- **Unlimited** Inventory Exports
- Lot Merchandiser for **Easy Updates**
- **Unlimited** Custom Lead Forms built Your Way
- Shopper Urgency + Vehicle Urgency **Alerts**
- **Enhanced** Inventory Navigation
- Call Tracking Numbers (CTN)
- **And More!** Mobile Add-to-Wallet, Offer Spotlight, Promo Pop, Rapid Search, Vehicle Badge, Vehicle Showcase Card, Voice Search

DESIGN

- **Easily automate** monthly design changes
- **Unlimited** Landing Pages
- **Fast Updates** with Prebuilt Content Gallery
- **Easy Update** Website Designs in Real Time
- Content Management System with **Compliant** Stock Image Library

DATA & ANALYTICS

- **Easily Activate** Platform A/B Testing
- **Simple** Content Engagement Heat Map
- Vehicle Insights with **Google Analytics**
- **Google Prebuilt** Performance Dashboards
- Audience + Inventory Performance Dashboard

PROTECTION

- **Automatically Enabled** ADA WCAG 2.1 Level AA Compliance (without 3rd-party plug-ins or additional service requirements)
- Full accessiBe Solution (includes foreground application, **litigation support** package, and on-going AI-powered remediation)



ORDER PROCESS

1. Reach out to your Sincro Sales Representative to learn more or enroll on www.mazdadigitalcertified.com/website/sincro
2. Shift Digital will call to confirm order (same day or next day)
3. Shift Digital will send the official order to Sincro
4. Sincro Implementation Success Team will get you started for an easy transition

If you need help, Sincro is here for you at 800-909-8244 prompt 1.