



GMCC DEALER DIGITAL SOLUTION

2020 Websites Packaging and Pricing

Websites

- Base Website Package
\$1,199/month
- Core Website Package
\$1,799/month
- Prestige Website Package
\$2,949/month

Managed Services*

- Standard Content and Creative
\$479/month
- Advanced Content and Creative
\$999/month
- Premium Content and Creative
\$1,299/month
- Standard SEO
\$599/month
- Advanced SEO
\$999/month
- Premium SEO
\$1,599/month

- Standard Social
\$479/month
- Advanced Social
\$699/month
- Premium Social
\$1,199/month
- Reputation Management Standard
\$39/month
- Reputation Management
Advanced
\$229/month
- Social Boosting
\$269/month

Prestige Website Package Special Offer*

- Advanced Content and Creative Plus Up
\$520/month
- Premium Content and Creative Plus Up
\$820/month
- Premium SEO Plus up
\$600/monthx
- Advanced Composer
\$299/month

Miscellaneous Services

- Video Smart Sites
\$429/Month
- Video Advertising
\$825/month
- Mobile Lot Capture
\$149/month
- Photo Overlays
\$149/month
- Additional Inventory Integration (DMS)
\$149/month
- Custom Inventory Provider Setup
\$500 one time
- Custom Export Setup
\$500 one time
- CallTracking - 1 line/200 mins
\$49/month
- CallTracking - 3 lines/500 mins
\$99/month
- CallTracking - 10 lines/1000 mins
\$179/month
- CallTracking - 50 lines/2500 mins
\$299/month

- Custom Design Work
\$150/hour
- SmartBlog
\$89/month
- AudioEye Accessibility Solution
\$229/month
- Domain Management
\$4/month

*Per language

*Special pricing applies on certain Managed Services as part of the Prestige Website Package offer.

**Where permitted by inventory provider.





Dealer.com Website Packages

Transform your digital showroom.

At Dealer.com, we believe that the automotive industry thrives when dealers, consumers, and manufacturers are completely connected. For 20 years, we have been relentlessly focused on delivering the most powerfully-integrated and best-performing digital marketing platform available and enabling dealers to optimize and customize it through strategic partnership and support.

We are now delivering our most comprehensive solutions ever directly to Canadian dealerships as part of Cox Automotive Canada.

From digital advertising that automatically connects your inventory to likely buyers in your market, to groundbreaking personalized websites that drive faster deals, to strategic managed services teams that help you deliver custom monthly campaigns, we're delivering a more complete virtual dealership experience than ever.

Dealer.com is proud to offer GMCC dealers the following website packages. For more information about these packages, please contact your Shift GMDC.

Features	PRESTIGE \$2,949/month	CORE \$1,799/month	BASE \$1,199/month
Dealer.com Mobile First Website	✓	✓	✓
Design Editor	✓	✓	✓
nVision ControlCenter	✓	✓	✓
Composer / PageBuilder	✓	✓	✓
Payment Calculator (PaymentDriver)	✓	✓	✓
Finance Application (FinanceDriver)	✓	✓	✓
Window Stickers	✓	✓	✓
Visualization Insights <i>Heat and Widget Mapping</i>	✓	✓	✓
Experience Optimization Website Personalization	✓	✓	✓
Inventory Management Tools	✓	✓	✓
Specials Campaign Manager	✓	✓	✓
HTTPS Encryption	✓	✓	✓
Call Tracking Lines	6	6	6
Analytics w/ nGauge Quality Score	✓	✓	✓
Digital Strategist	✓	✓	✓
Site Services	✓	✓	✓
MyCars™	✓	✓	✓
Incentives Manager	✓	✓	✓
Inventory Lifecycles	ADVANCED	ADVANCED	BASE
Inventory Exports	UNLIMITED	UNLIMITED	1
Instant ePrice	✓	✓	
Photo Overlays	✓	✓	
Video Smart Sites	✓	✓	
Mobile Lot Capture	✓	✓	
Advanced Search Engine Optimization	✓		
Standard Content and Creative Services	✓		



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 GMCC dealers tiered levels of search engine optimization management.

	PREMIUM \$1,599/mo	ADVANCED \$999/mo	STANDARD \$599/mo
Reporting and Insights			
Market and Keyword Research	✓	✓	✓
Search Engine Verification	✓	✓	✓
Weekly Keyword Reporting	✓	✓	✓
SEO Reporting	MONTHLY	MONTHLY	MONTHLY
Analyst Insights	MONTHLY	QUARTERLY	QUARTERLY
Strategy and Performance Calls	MONTHLY	QUARTERLY	
Direct Access to Analyst	✓		
SEO Optimization Activities			
Initial Site Optimization	✓	✓	✓
Ongoing Site Optimizations	MONTHLY	QUARTERLY	QUARTERLY
Custom Pages	2/MONTH	2/QUARTER	1/QUARTER
Link/Citation Building	MONTHLY	QUARTERLY	QUARTERLY
Forensic SEO	✓	✓	✓
Schema Markup	✓	✓	✓
Model Specific Landing Pages	✓	✓	✓
On-Site Blog and Posts	2/MONTH	2/MONTH	2/MONTH
Mobile SEO	✓	✓	✓
SEO Audit	✓	✓	



Managed Content and 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 GMCC dealers tiered levels of content and creative management.

Proactive Strategic Guidance and Communication		PREMIUM \$1,299	ADVANCED \$999	STANDARD \$479
Digital Strategist		✓	✓	✓
Dedicated Campaign Coordinator		✓	✓	
Gathering/Extraction Calls with Proactive Recommendations		✓	✓	
Monthly Campaign Performance Review Call		✓	✓	
Monthly Report		✓	✓	
Monthly Site Audit for Expired Offers <i>(Specials, Slides, Banners)</i>		✓	✓	
Campaign Brief		✓	✓	

Creative Assets

	6 TOTAL <i>Everything in the Advanced Package, plus:</i>	4 TOTAL <i>Everything in the Standard Package, plus:</i>	2 TOTAL <i>• Homepage Slides • Landing Pages • Landing Page Banner • Special</i>
Monthly Integrated Campaigns	<ul style="list-style-type: none"> • Campaign Assets for Email Newsletter • Other Assets (e.g. Button, Inventory Overlays, etc.), • Social Creative 	<ul style="list-style-type: none"> • Display Ads 	
Additional Page Content Creation <i>(Pages/Month)</i>	3	2	1
Social Creative <i>(Profile and Cover Photo)</i>	✓	✓	
Website Buttons	✓		
Inventory Overlays	✓		
Off-Network Display <i>(e.g. Facebook Carousel Ads)</i>	✓		
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.
- Reputation Monitoring
 - Review alerts to inform you of customer sentiment.
 - Powerful listening tools to uncover a true online sentiment towards your dealership. Social strategy is created and adapted based on this rich knowledge.
- Communication and Reporting
 - Monthly reports for visibility into your social performance.

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

Product/Package	PREMIUM \$1,199	ADVANCED \$699	STANDARD \$479
Assigned Social Media Specialist	✓	✓	✓
Monthly Strategy and Performance Call	✓	✓	✓
Monthly Reporting Call	✓	✓	✓
Strategic Monthly Posting	✓	✓	✓
Weekly Social Activity Across Multiple Social Channels	30	16	8
Targeted Facebook Posts	✓	✓	✓
Real-time Reputation Monitoring of relevant review sites, social media channels and blogs	✓	✓	
Strategic Response to Comments and Reviews	NEGATIVE AND POSITIVE	NEGATIVE AND POSITIVE	
Planned Instagram Posts	MONTHLY	✓	
Contest Management	MONTHLY	UP TO 4/YEAR	
Event Management	MONTHLY	UP TO 4/YEAR	
Custom Social Creative Assets <i>(Profile, Cover Photo, Facebook Ad)</i>	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	