



# 360.AGENCY

## GM CANADA CERTIFICATION PROGRAM

Offer your customers an engaging website experience with 360.Agency.



# SOLUTIONS INCLUDED IN ALL PACKAGES

## XMS Pro 360

Your CMS for managing your promotions, articles, coupons, landing pages, departments and user rights.



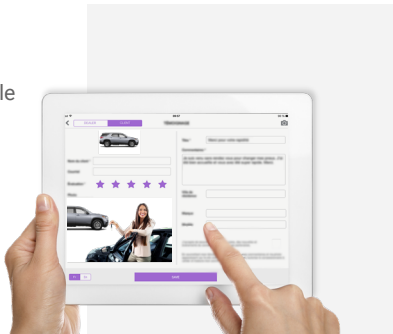
## XMS 360

- Inventory management software for new and used vehicles. (Includes syndication.)
- New inventory vehicle configurator



## XMS Review 360

App that collects testimonials at point of sale to broadcast on your website and social media (Available on iPad and iPhone).



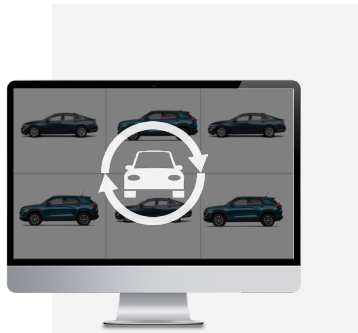
## XMS Mobile 360

Mobile version of our inventory management tool, adapted to your field team: VIN scan, data management, pictures and videos (Available on Android and iPhone).



## Pre-Owned, New and Certified Cars

Gestion de la syndication de Inventory syndication management for pre-owned and new vehicles including certified vehicles. (Import and export).



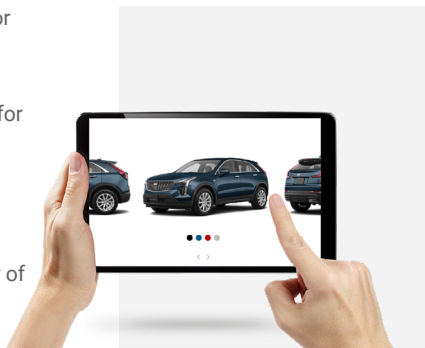
## DASH 360 - GM Canada Analytics pack

Reporting package accessible through XMS Pro 360 to access critical data about website and CRM activities.



## Virtual New Vehicle Lineup

- Specific VDP landing page for every trim level.
- 3 interior & exterior pictures for each colour. (Canadian make, model, year, trim.)
- Complete collection of new vehicles with an image gallery of your inventory.



## PAYMENT 360 Manufacturer programs and discounts

Payment calculation application integrated into your website.



# SOLUTIONS AVAILABLE DEPENDING ON PACKAGE

## PACKAGE LEGEND:

- Included in the Base package
- Included in the Preferred package
- Included in the Premium package
- ☒ Included with conditions
- Available as a paid option

## Design & programming\* ●●●

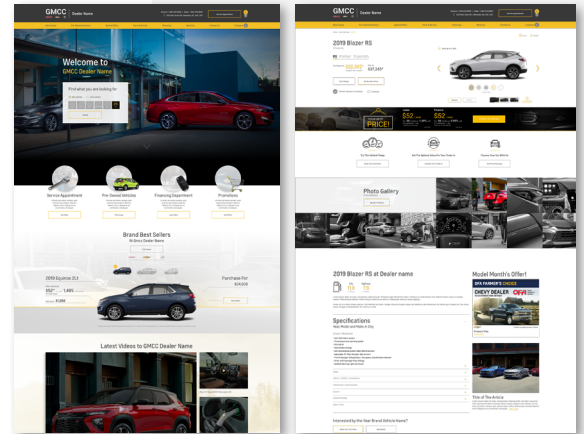
Certain conditions apply

**Base:** Generic template incorporating the brand requirements.

**Preferred:** High-end template created specifically to meet the brand requirements.

**Premium:** Design created for a dealership or group of dealerships offering personalized brand image including GM brand requirements.

\*Personalization at launch with no additional charges in the Premium package.



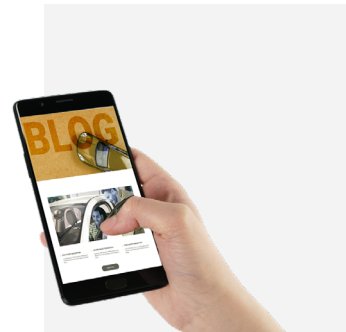
## SSL Certificate ●●●

Includes HTTPS protocol for high security data transmission.



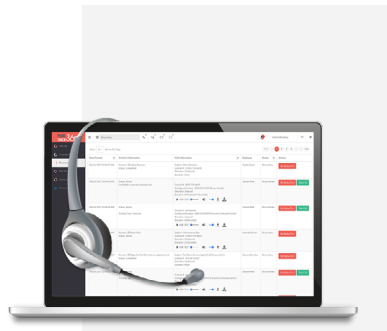
## Blog Starting Package ●●●

3 generic articles to activate the News section of your website (Exclusive articles available with Premium.)



## PHONETRACK 360 LITE ●●●

1 to 5 local numbers or toll-free (1-800) phone numbers with PHONETRACK 360 LITE. (250 or 500 minutes, tracking and recording included + \$25 for each additional 500 minutes.)



## Monthly Manufacturer Promotions Update (Regions Specific) ●●●

Publication of generic manufacturer-provided monthly offers (regions specific), roughly 2-5 models (as provided by the Program and/or the OEM), and home page carousel banner for the monthly event offer.



# SUPPORT 360

Support platform included and emergency hotline

Available 24/7

Unique to OEM Certification Programs: additional support by your Programs Team.

# INCLUDED IN PREMIUM

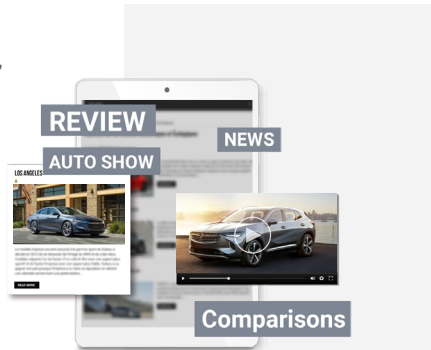
POSSIBILITY OF À LA CARTE ADD-ONS WITH OTHER PACKAGES

## PACKAGE LEGEND:

● Included in the Base package   ● Included in the Preferred package   ● Included in the Premium package   ☹ Included with conditions   ○ Available as a paid option

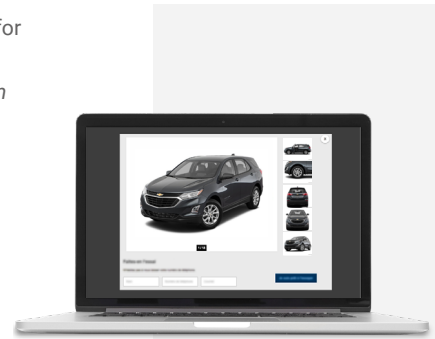
### Custom Content ○ ○ ●

News, Pre-owned, After-sales, About us, Team, News, Videos, Testimonials, etc.



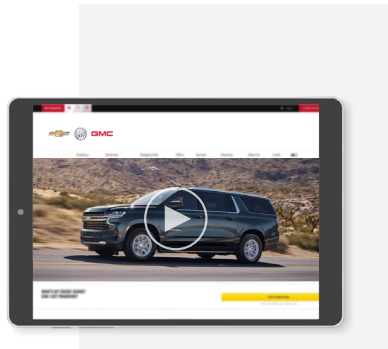
### High-End Photo Gallery ○ ○ ●

New vehicles: exclusive gallery for each model.  
(Year, make, model and Canadian versions.)



### Video Slideshow ●

Option of including video in carousel section of homepage design.



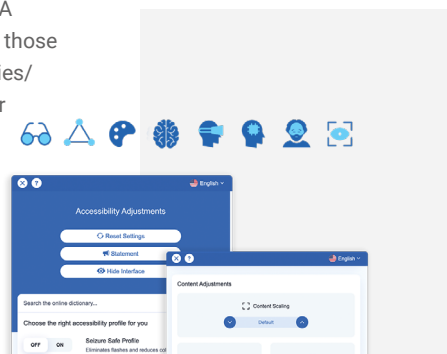
### 360 Spin Tour ●

New vehicles: interior and exterior virtual tour.



### ACCESS 360 ○ ○ ●

Enhanced WCAG 2.1 Level AA Compliance Widget allowing those with visual or motor disabilities/limitations to customize their user interface.

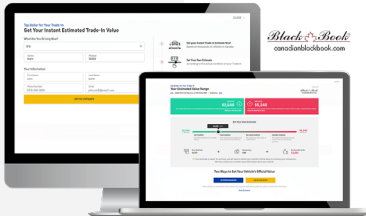


# AVAILABLE OPTIONS (ADD-ONS)



## SHOWROOM 360-V2

Online sales platform for new and pre-owned vehicles for retailers (including configuration and inventory of new vehicles).



## TRADE 360

Online Trade-In Estimator with Canadian Black Book integration. (available with or without SHOWROOM 360-V2)



## CHAT 360

Instant messaging system, managed by and connected to CRM 360.



### + Creative Services

Coupons, headers, promos...

### + Additional Content

News, testimonials...

### + Email Hosting

Per batch of 25 addresses

### + EasyDeal Integration

### + Third Party Digital Retailing Integration and Support

### + Google Reviews and Dynamic Google Map Integration

### + Third Party Integration

### + AutoVerify Third Party Widget Integration and Support

### + Additional Vehicle Import Feed

### + PBS Integration

### + XMS 360 - Additional Vehicle Daily Import

### + XMS 360 - Real-Time V-Auto Price Update

## DIGITAL ADVERTISING













PERSONA360











Contact your Media Director to complete our **persona test** and define the personalized strategy for your dealership according to your objectives.

*(Includes all standard banner creatives.)*



SERVICES		BASE \$1,099	PREFERRED \$1,399	PREMIUM \$1,799
Solutions included in all packages: XMS PRO 360   XMS 360   XMS MOBILE 360   XMS REVIEW 360   DASH 360   New Virtual Vehicle Lineup   Pre-Owned, New and Certified Cars		✓	✓	✓
 SSL Certificate		✓	✓	✓
 Design & Programming		Generic template	High-end templates	Personalized design
 PHONETRACK 360 LITE		1 number 250 minutes	5 numbers 500 minutes	5 numbers 500 minutes
 Blog Starting Package		3 Generic articles	3 Generic articles	3 Exclusive articles
OEM Promotions		✓	✓	✓
 High-End Photo Gallery +		\$199 per site/per month <i>(Add-on)</i>	\$199 per site/per month <i>(Add-on)</i>	✓
 360 Virtual Tour		-	-	
 Custom Content		À la carte	À la carte	✓
 Video Slideshow		-	-	✓
 ACCESS 360		\$39 per site/per month \$250 Installation fee		✓
 PAYMENT 360		✓	✓	✓

OTHER AVAILABLE OPTIONS (À la carte)

 TRADE 360 (Stand alone)	\$399 per site/per month	 SHOWROOM 360-V2 New vehicles	\$675 per site/per month
 TRADE 360 (with SHOWROOM 360-V2)	\$300 per site/per month	 SHOWROOM 360-V2 Used vehicles	\$350 per site/per month
 Additional Vehicle Import Feed	\$50 per site/per month	 CHAT 360	Starting at \$395 /per month (100 conversations)
 XMS 360 Additional Vehicle Daily Import	\$7 per site/per month/per daily additional publication	 AutoVerify Third Party Widget Integration and Support	\$99 per site/per month
 XMS 360 Real-Time V-Auto Price Update	\$25 per site/per month	 Third Party Digital Retailing Integration and Support	\$99 per site/per month No Upfront Investment
Digital Advertising	Per budget <i>(Minimum budget: \$1 000/month)</i>	Additional Content	À la carte
Creative Website Services	\$95 per hour	Third Party Integration	À la carte
Email Hosting	\$35 per month + \$250 Installation fee	PBS Integration	\$50 per site/per month
Google Reviews & Dynamic Google Maps Integration	\$89 per site/per month	EasyDeal Integration	\$50 per site/per month