

DEALER.COM THIRD-PARTY INTEGRATION BEST PRACTICES

We gladly implement third-party integrations onto our websites, but have some requirements and best practices that will help expedite code installations.

Important Information and Requirements

- You should host your own code, and provide the script source within <script> tags whenever possible. This gives you the benefit of updating your code whenever you want, without needing to contact us.
- Please host your own image files and push out the images through your script when possible, so the images can be updated across a large number of websites simultaneously.
- Our sites are template-based, and the classing used in the markup cannot be modified on a site-by-site basis. Please write code that works with our existing markup.
- You should control your integration's functionality through your code. We are happy to add checks around your code, but want to keep the amount of additional javascript we write for third-party code to a minimum. We don't want to inadvertently modify the functionality of your integration or make it difficult for you to troubleshoot should an issue arise.
- It is helpful to specify which pages your code should be added to, as well as what the integration does, when sending requests to Dealer.com. This allows us to reduce errors related to your integration, and allows us to perform some general QA after we add your code.
- We are unable to add third-party code to the site Head. We typically parse in third-party script files near the bottom of the site Body (or specific parts of inventory pages), and reserve the right to add it further down in the markup. While we understand the desire to have code installed in the Head, we want to ensure the main content of the site loads prior to third-party integrations to prevent any issues for the end user.
- Please send code in text files whenever possible. Code sent via email or in a Microsoft Word document often results in extra characters being added.
- Code should always be loaded over HTTPS.
- We reserve the right to remove third-party code that is breaking functionality of the website or if there is reason to believe the code is being used in a harmful manner.
- The code provided should work with the existing libraries on the site and not require a different version or new library to function.
- Do not hide or manipulate any integrations (aside from your own) on Dealer.com websites. This includes, but is not limited to, existing buttons, forms, Digital Retailing integrations, and integrations controlled by other third-party providers. If your integration uses buttons, you should be pushing out your own button(s) through a script, and controlling all styling, graphics, and functionality through your code (opposed to altering the functionality of other existing buttons on our sites).

Common Types of Integrations

Tracking Pixel/Script Implementations

- **Click Events**
 - We will not write additional code to make your integration fire on specific click events.
- **Confirmation Page Tracking**
 - Most of our sites use a single confirmation page that loads on form submission. There should rarely be a need for us to create custom confirmation pages for tracking purposes. Tracking code should be written to use these parameters whenever possible.

Button, Badge and Chat Integrations

- **Pop-up Implementations**
 - This functionality should be handled by your scripts. We will not write additional code to change the way third-party integrations function.
- **For buttons or other vehicle-specific visible integrations:**
 - Please use a placeholder div, such as the following example:

```
<div class="custom-acme-integration">></div>
```
 - You should then populate the div through your script, including controlling all functionality and options, as well as pushing out the button graphic.
 - We would add your script to the bottom of the page/site body, and add the div to one of the sections mentioned below for each vehicle.
 - To use a button that inherits the default template styling, you can use our class of 'btn'.

- **Placement Options:**

- There are three main sections on Vehicle Listing Pages and Vehicle Details Pages where we add integrations.

- a. **Media**

- This section includes vehicle photos and videos. We can add third-party integrations below the vehicle image. This position is usually ideal for buttons that open videos or vehicle photos/spin viewers.

- b. **Badge**

- This section is below the main vehicle data on Vehicle Listing Pages, and typically in the right column or below the main vehicle data on the Vehicle Details Pages.

- c. **Price**

- This section contains the vehicle prices, incentives and buttons that open vehicle lead forms. Any integration placed in the pricing area will be displayed below the pricing structure. This position is ideal for price-specific integrations, such as financing or trade-in integrations.

Example:

2019 Honda HR-V LX 2WD SUV

MSRP \$21,515

Engine: 1.8L I-4 cyl
Transmission: Variable
MPG Range: 28/34
Exterior Color: Lunar Silver
Stock #: 00190064

Est. Finance \$330/mo*
Est. Lease \$298/mo**
Payment Info ⓘ

Get Today's Price

Watch Video

Save This Car! Get Price Alerts

Media Badge Price

- **Passing on Vehicle Information:**

- We are able to pass nearly any vehicle field you see on our sites to your code. These include:
 - a. VIN
 - b. Price
 - c. Stock Number
 - d. Make
 - e. Model
 - f. Year
- These values should ideally be passed on as parameters to the placeholder div. For example:

```
<div class="custom-acme-integration" data-vin="VIN" data-price="MSRP"></div>
```

Call Tracking Scripts

If you are looking to handle phone number swapping through your script, you should be using our default classes (i.e. phone1, phone2, phone3). Since our sites are template-based, we do not modify the phone classes on a site-by-site basis.

General Disclaimer

Our platform is constantly evolving and may require you to update your code in order for it to continue functioning properly. This may include, but is not limited to:

- Classes
- Variables
- Language library
- Browser compatibility