



# Digital Retailing Welcome Guide

Launching your Digital Retailing Program

JUNE 2020

COX AUTOMOTIVE

DEALER.COM

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# Welcome

We're excited to partner with your dealership to help you accelerate deals with Cox Automotive Digital Retailing – helping you increase efficiency, boost shopper confidence and build trust.

This guide is designed to set your dealership up for success. It includes an outline of what to expect and a list of actions to take before, during and after your implementation. Take the time to read through the information provided and start to imagine the opportunities and rewards to come.

*Welcome to the world of digital retailing!*



# Overview

## Why digital retailing?

More and more, car shoppers are ready to start - and even make - deals online. Thanks to a convergence of high consumer expectations, evolving technologies and a greater understanding of online behaviors, the stage has been set for revolutionizing the deal with digital retailing.

## How does it work?

With the power of Cox Automotive Digital Retailing, you will give your customers the shopping and buying experience they want, while being able to maintain the integrity of your deals. The digital retailing platform helps shoppers structure deals with real monthly payments, explore and select F&I products, schedule a test drive, complete online credit applications and reserve a vehicle.

## What's the end result?

A well-executed digital retailing program allows flexibility for the shopper, takes the stress out of negotiations and enables convenient, online financing. By reducing the amount of time a shopper spends purchasing their next vehicle, it frees up your dealership team to be more efficient! In the end, it's a win-win for both the shopper and the dealer.

# Winning Numbers

DEALERS WIN

26%

HIGHER  
Gross Profit

On average, Cox Automotive Digital Retailing leads produce 26% higher gross profits compared to other internet lead sources\*

SHOPPERS WIN

85%

MORE  
Likely to Buy

Shoppers are 85% more likely to buy from a dealership that allows them to start or complete nearly all of the vehicle purchase online\*\*

BOTH WIN

33%

REDUCED  
Time In-Store

Reduces time spent completing the sale by 33% - from 90 minutes to 60 minutes - freeing up your team and making the entire process more efficient\*\*



# How Are We Innovating Today?

Read through the steps below to prepare for your dealership's launch of Cox Automotive Digital Retailing

## READY

Get acquainted with Cox Automotive Digital Retailing & prepare for launch

- ☐ Read through this Welcome Guide
- ☐ Determine your settings/preference choices (pages 9-15)
- ☐ Identify who in your store is responsible for the digital retail rollout, who will participate in the Effective Deal-Making call

## SET

Configure digital retailing settings to your store's preferences

- ☐ Participate in the *Effective Deal-Making* call to configure settings
- ☐ Communicate to all applicable team members that Cox Automotive Digital Retailing is live
- ☐ Set up CRM workflows and alerts

## GO

Consultation and training resources to help you get started

- ☐ Schedule & participate in ongoing business reviews with assigned Digital Retailing Performance Manager
- ☐ Refine roles and responsibilities within the dealership and identify any training needed
- ☐ Implement process changes for incoming digital retailing deals and inquiries (both in-store and online)

# Your Support Team

## Field Sales Representative

As you make the decision to utilize digital retailing in your dealership, your regular sales representative can answer any initial questions and introduce you to your assigned Digital Retailing Performance Manager.

## Digital Retailing Implementation Team

A member of the Digital Retailing Implementation team will contact you via email to let you know your account is being configured; and they will gather the required information for launch, as outlined in this guide.

## Digital Retailing Performance Manager

A Digital Retailing Performance Manager will review your vehicle payment settings, provide training and consultation on best practices. They will review performance of the tool and be your main point of contact for ongoing support.

## Cox Automotive University

For training and resources regarding advanced digital retailing activation and process transformation in your store, contact [CAUniversity@coxautoinc.com](mailto:CAUniversity@coxautoinc.com) or visit [CoxAutomotiveUniversity.com](https://CoxAutomotiveUniversity.com).



A man with grey hair, wearing a white dress shirt and a blue and white striped tie, is sitting next to a car. He is looking down at a laptop, which is open on his lap. The car's door is open, and the interior is visible. The background is a soft, out-of-focus grey.

# Key Details for a Successful Launch

## Gather this information

To successfully launch Cox Automotive Digital Retailing at your dealership, please gather the information listed on this page **prior** to your Effective Deal Making call.

- ☐ Primary contact information (ISM/GM/GSM/F&I)
- ☐ List of preferred lenders
- ☐ CRM lead destination information
- ☐ Email address for all credit submissions
- ☐ Preferred credit reporting bureau
- ☐ Dealertrack.com Account ID #, or Enroll in Dealertrack at no charge if not already enrolled – required for launch and allows access to leads
- ☐ Enroll in WorldPay (if enabling Reservations)
- ☐ Preferred F&I provider(s) and list of products (if enabling Vehicle Protection)



# Digital Retail Settings

## Review your setting options

During the installation of Cox Automotive Digital Retailing, you will be asked to make selections on user settings. These settings impact what your shopper will experience as they navigate through the process.

To maximize your dealership's success with digital retailing, it's important to consider settings that best align with your business goals.

The options listed in this guide are simply a summary of the most critical; many other options are available. Talk to your Digital Retailing Performance Manager during your scheduled business review sessions to learn more.



# Settings

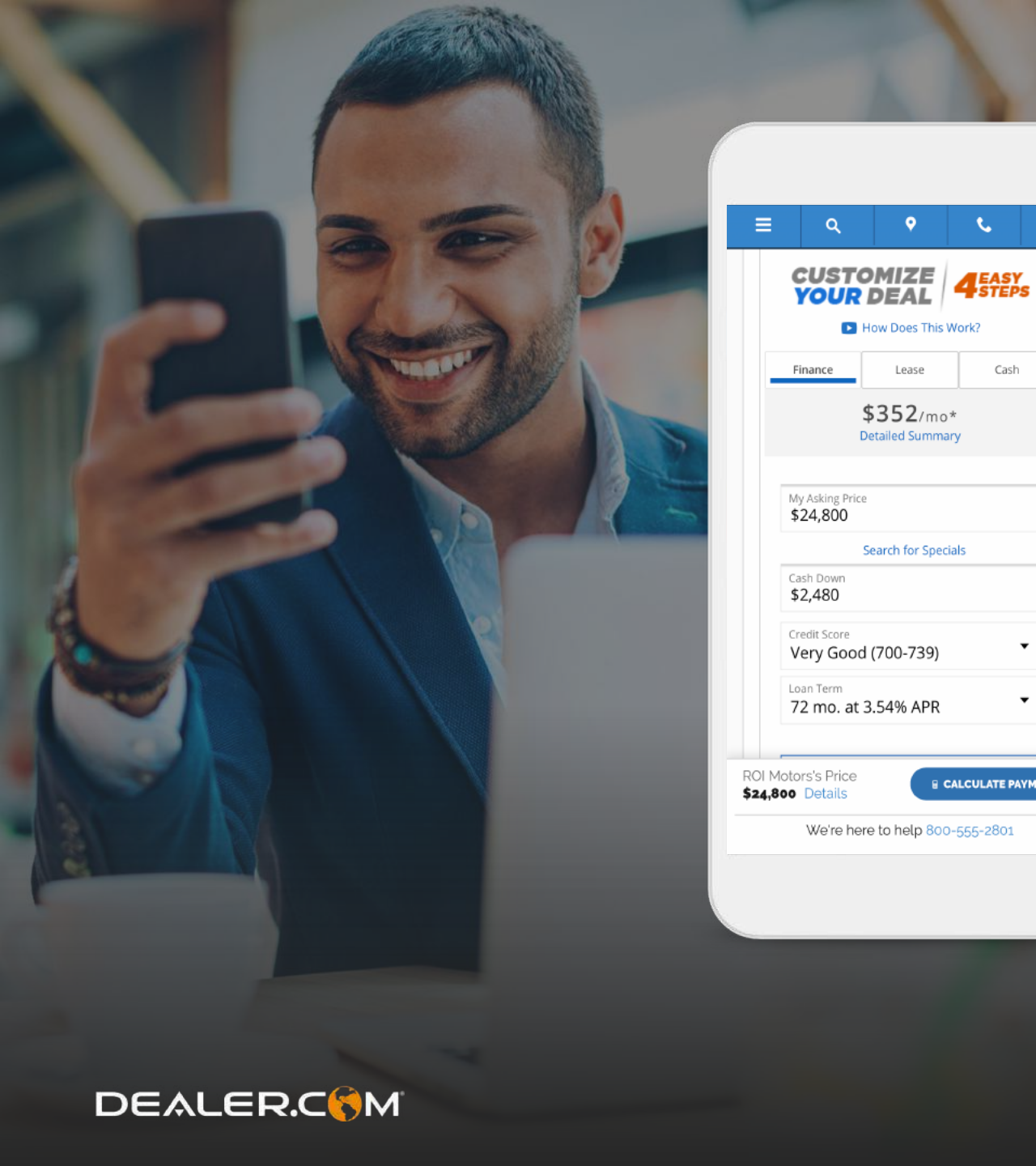
## Payment Calculations

Given most shoppers are payment buyers, setting options that affect how your payments display are crucial. There are multiple settings within this category that will impact your success.

### Key points to consider include:

Maximize the effectiveness of your strategy by balancing the display of aggressive (low) payments with actual transaction payments.

Evaluate your current inventory pricing strategy; be sure your pricing and payments are consistent across all online portals.



The image shows a man in a blue blazer smiling while holding a smartphone. The phone screen displays the Dealer.com 'CUSTOMIZE YOUR DEAL' interface. The interface has a blue header with icons for menu, search, location, phone, and car. Below the header, it says 'CUSTOMIZE YOUR DEAL' and '4 EASY STEPS'. There is a link 'How Does This Work?'. The main section has three tabs: 'Finance' (selected), 'Lease', and 'Cash'. Under 'Finance', it shows '\$352/mo\*' with a link 'Detailed Summary'. Below that is a box for 'My Asking Price' with '\$24,800' and a link 'Search for Specials'. Then a box for 'Cash Down' with '\$2,480'. Below that is a 'Credit Score' dropdown showing 'Very Good (700-739)'. Then a 'Loan Term' dropdown showing '72 mo. at 3.54% APR'. At the bottom, it shows 'ROI Motors's Price' with '\$24,800' and a link 'Details', followed by a blue button 'CALCULATE PAYMENTS'. At the very bottom, it says 'We're here to help 800-555-2801'. On the right side of the phone screen, there is a vertical 'Message us' button and a user icon.

# Settings / Payment Calculations

| Settings   | Choices   | Default                      | Considerations  |
|--|---|------------------------------|---|
| Cash down payment<br>-Select for New & Used, Finance & Lease   | <input type="checkbox"/> % of Price<br><input type="checkbox"/> Set \$ Amount   | 10% Finance<br>\$2,000 Lease | Make sure your cash down payment settings mirror your other marketing & OEM programs. This setting should also mirror your in-store processes.                  |
| Default credit tier<br>-Select for New & Used, Finance & Lease | <input type="checkbox"/> Excellent<br><input type="checkbox"/> Very Good<br><input type="checkbox"/> Good<br><input type="checkbox"/> Fair<br><input type="checkbox"/> Poor | Very Good                    | Determine your dealership's actual average customer credit scores.  |
| Enable lease payments  | <input type="checkbox"/> On<br><input type="checkbox"/> Off   | On                           | Consider mirroring your other marketing and OEM programs.   |
| Default lease vs. finance for new                              | <input type="checkbox"/> Lease<br><input type="checkbox"/> Finance  | Finance                      | Consider mirroring your dealership's actual lease/finance penetration percentage. If under 50% lease, consider using lease defaults to boost lease penetration. |



# Settings Payment Calculations

**90%** OF CAR BUYERS  
Are Payment Shoppers

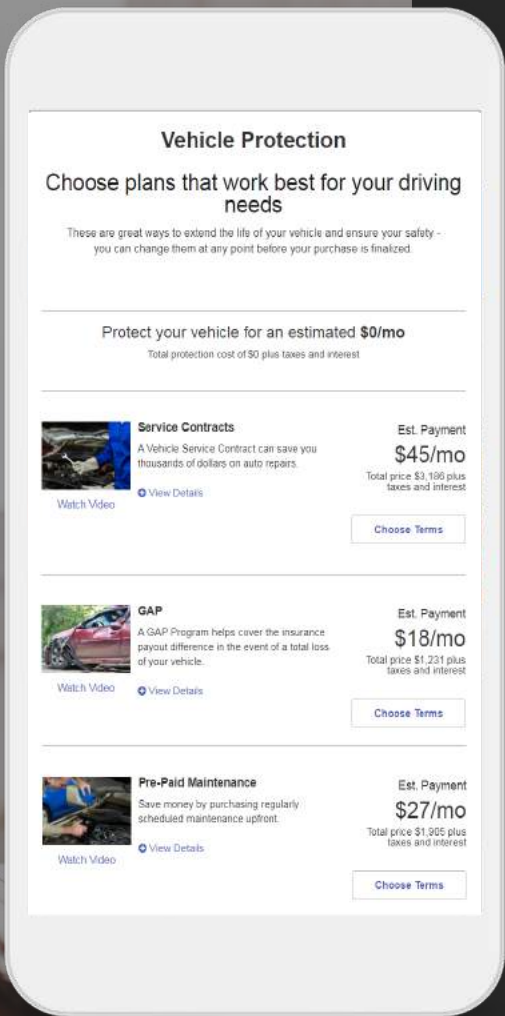
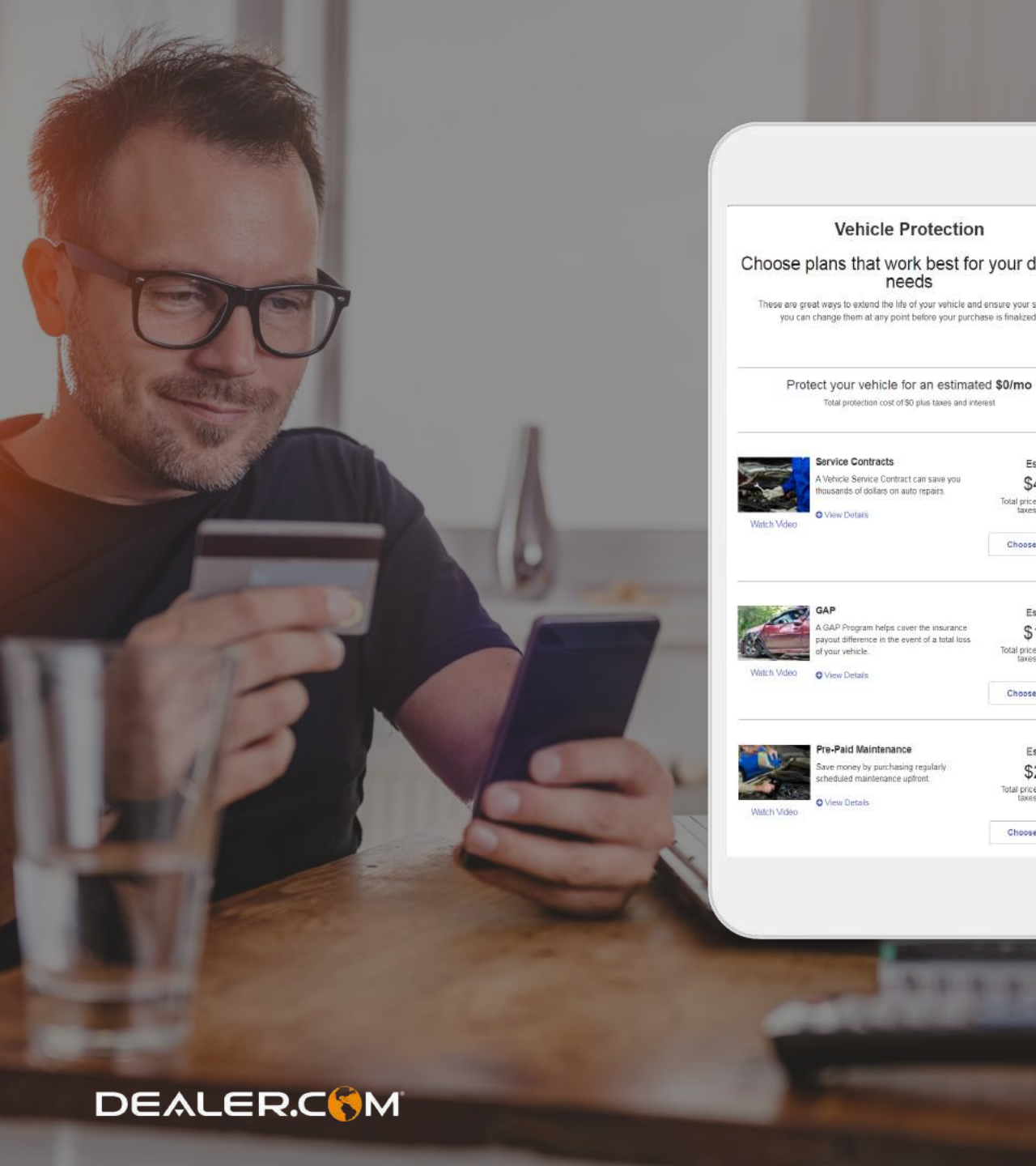
Cox Automotive Digital Retailing puts the financing information car buyers need at their fingertips to get an accurate, personalized payment, plus finance and trade-in options.

Payments are calculated to include city, state and county taxes & fees.



# Settings / Payment Calculations cont.

| Settings  | Choices  | Default   | Considerations  |
|---|--|---|---|
| Exclude cash incentives from loan price/lease price | <input type="checkbox"/> Yes<br><input type="checkbox"/> No    | No  | <p>Recommendation is to select No if dealership can provide a price feed without incentives, but with dealer discounts included. This allows for the calculation of accurate incentives.</p> <p>If vehicle pricing already includes cash/OEM incentives, select Yes to exclude cash incentives so they are not applied twice.</p> |
| Finance - Available Terms (# months)                | <input type="checkbox"/> Terms are customizable for new & used | <b>New:</b> 36, 48, 60, 66, 72, 84 months<br><b>Used:</b> 36, 48, 60, 66, 72 months | Ok to utilize multiple lenders to achieve lowest payment.   |
| Lease - Available Terms & Mileage (new)             | <input type="checkbox"/> Term & Mileage are customizable       | <b>Terms:</b> 24, 36, 39, 48 months<br><b>Mileage:</b> 10k, 12k, 15k                | Ok to utilize multiple lenders to achieve lowest payment.   |
| Finance Rate Markup                                 | <input type="checkbox"/> Finance reserve                       | None  | Mirror current dealership payment quote markups.  |
| Lease Rate Markup                                   | <input type="checkbox"/> Lease reserve                         | None  | Mirror current dealership payment quote markups. If you include markup here, it could cause the payments displayed to be higher than OEM advertised payments.   |



# Settings Vehicle Protection

Vehicle Protection is part of the Elite Package  
or can be purchased separately

Research shows us that buyers are

**63%** **MORE LIKELY**  
to buy F&I products \*

when they learn about them earlier in the process

Your settings choices here determine the level of  
display for your F&I products

*\*2018 Cox Automotive Car Buyer Journey Study*



# Settings / Payment Calculations Cont.

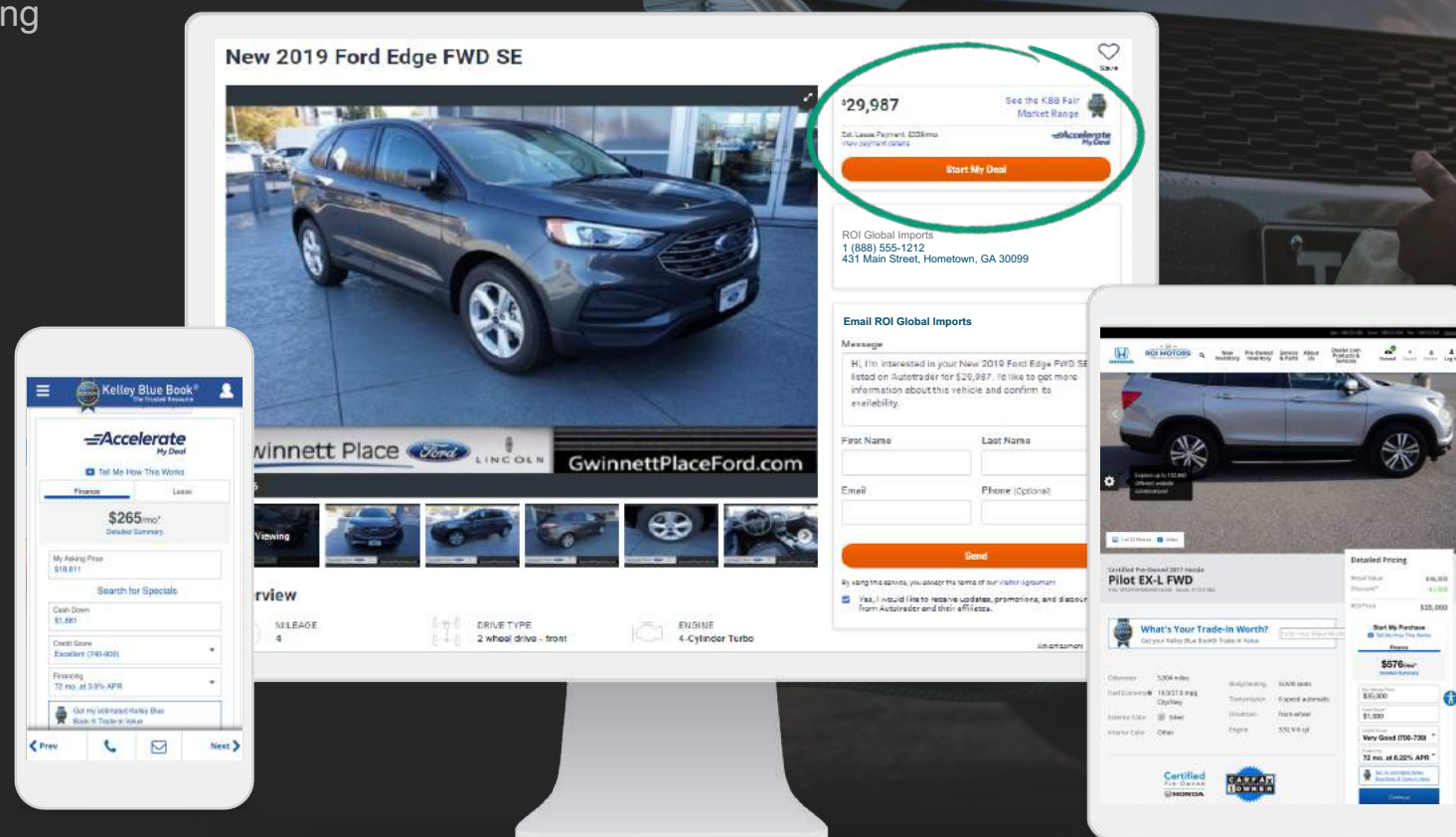
| Settings  | Choices   | Considerations  |
|---|---|---|
| Display F&I products                                  | <input type="checkbox"/> Yes<br><input type="checkbox"/> No                 | Identify which F&I products you want to display and who is the provider for each product. (For example, JM&A for gap insurance, vehicle service contracts, pre-paid maintenance, all-weather mat accessories, etc.)   |
| Display F&I products with custom descriptions         | <input type="checkbox"/> Yes<br><input type="checkbox"/> No                 | Research shows there is a significant increase in F&I conversions by giving shoppers the opportunity to “self-discover” F&I products online.<br><br>This gives them the ability to research and make educated selections, prior to entering the dealership. |
| Display F&I products with pricing and monthly payment | <input type="checkbox"/> Yes<br><input type="checkbox"/> No                 | Displaying both description and pricing/payments is a dealership’s best long-term strategy.<br><br>However, it requires a significant commitment for both launch and maintenance. Make sure your store is ready before turning on this feature.             |
| F&I Product Markup                                    | <input type="checkbox"/> % Markup<br><input type="checkbox"/> Set \$ Amount | Each product can be assigned a unique markup amount.  |

# The Shopper Experience

Shoppers can experience Cox Automotive Digital Retailing on your dealership website\*, Autotrader listings, and/or Kelley Blue Book listings.

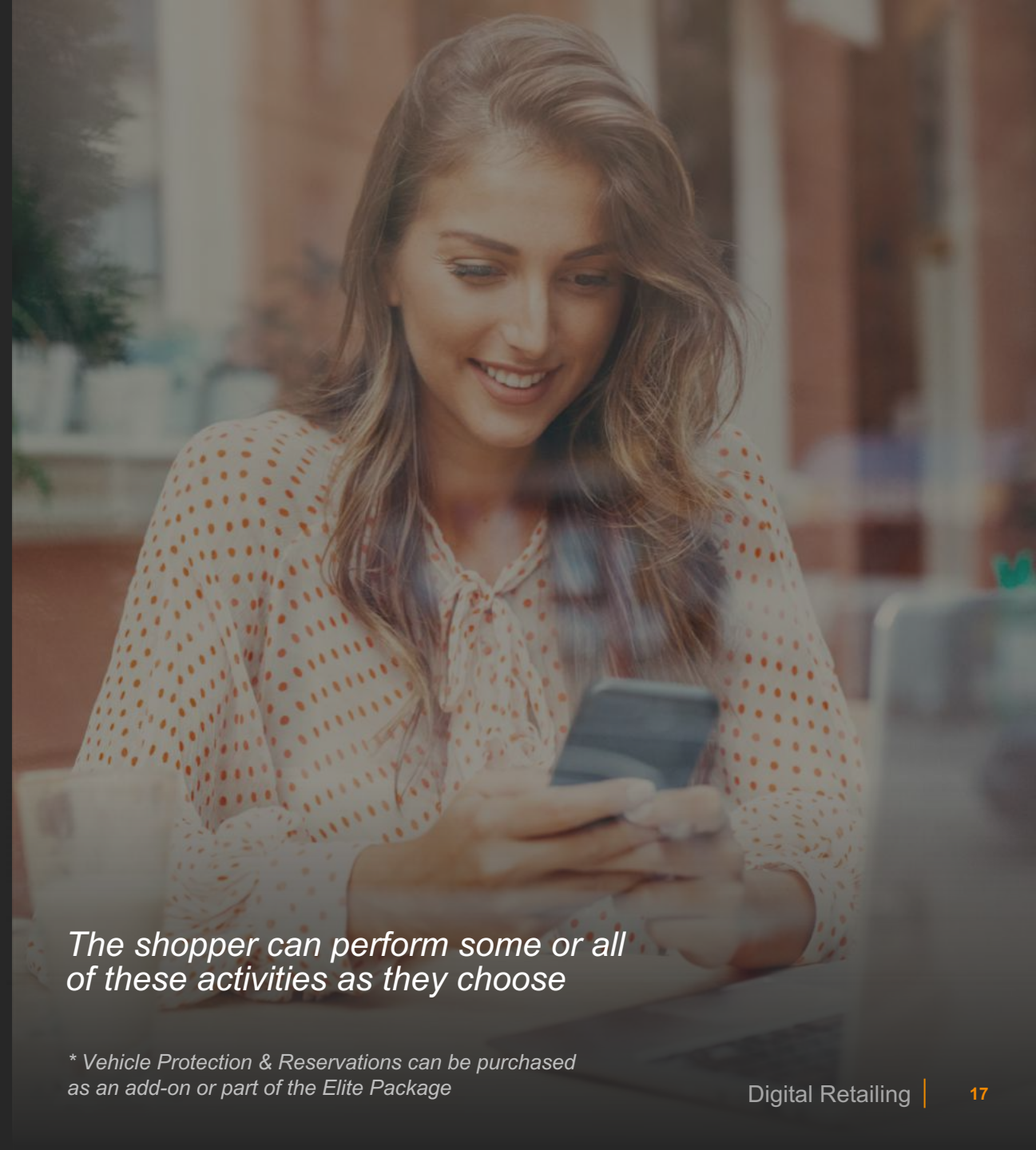
\*Depending on package purchased

Images reflected are representative only and may change based on updates to enhance the shopper experience.



# The Experience

- 1 Set Payment Terms
- 2 Trade-in Valuation
- 3 Vehicle Protection\*
- 4 Finalize & Submit the Deal
- 5 Schedule a Test Drive
- 6 Apply for Credit
- 7 Reservations\*



*The shopper can perform some or all of these activities as they choose*

\* Vehicle Protection & Reservations can be purchased as an add-on or part of the Elite Package

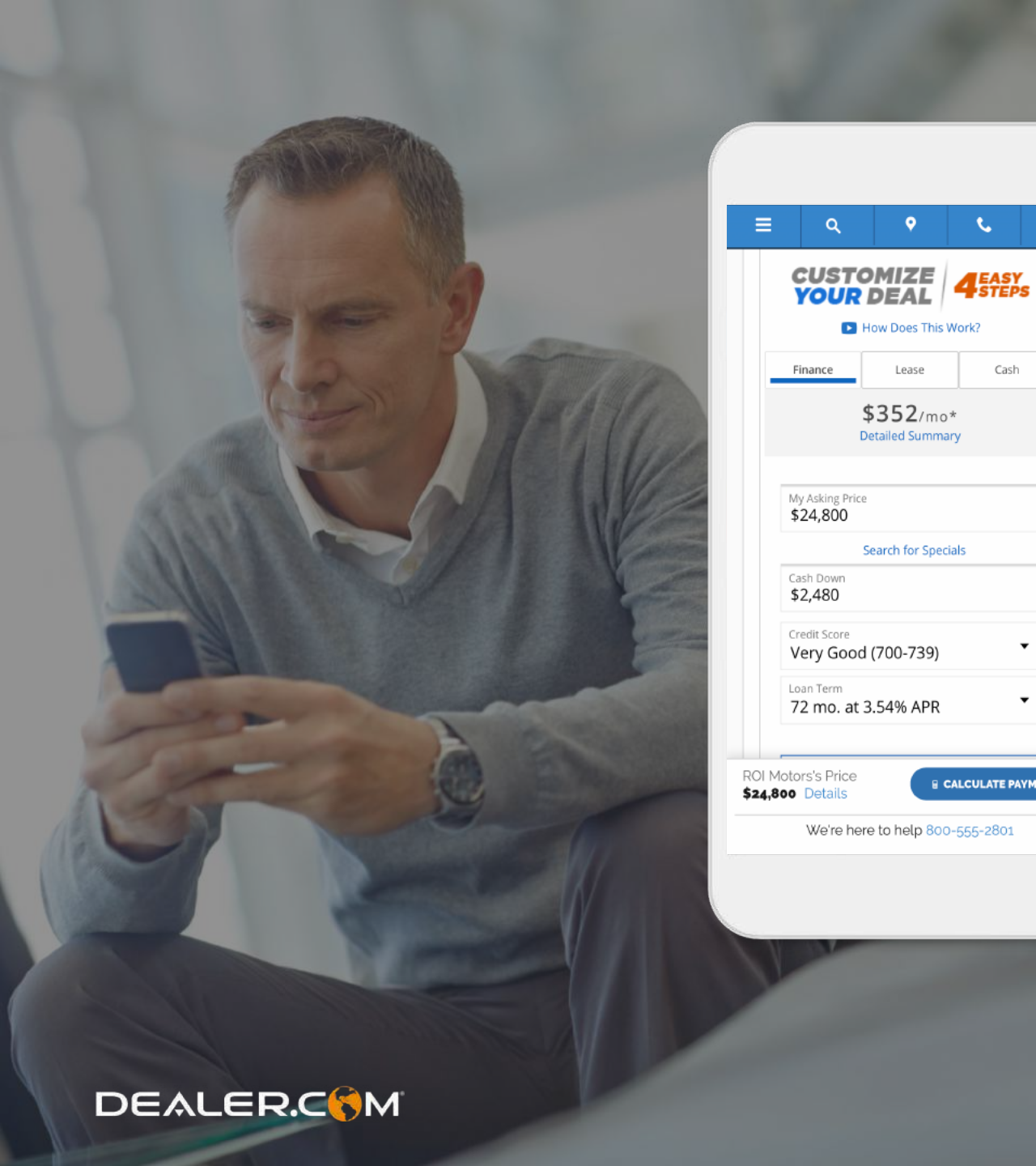


# 1. Payment Terms

After the shopper starts their deal, they can customize many fields in this category, including:

- Finance or lease
- Asking price \$ amount
- Down payment \$ amount
- Credit score
- Finance / lease terms

Once all of these selections are made, an estimated payment will be displayed.



The image shows a man in a grey sweater sitting and looking at a smartphone. The phone screen displays the Dealer.com 'CUSTOMIZE YOUR DEAL' interface. The interface has a blue header with icons for menu, search, location, phone, and car. Below the header, it says 'CUSTOMIZE YOUR DEAL' and '4 EASY STEPS'. There is a link 'How Does This Work?'. The main section has three tabs: 'Finance' (selected), 'Lease', and 'Cash'. Under 'Finance', it shows '\$352/mo\*' and a link 'Detailed Summary'. Below that is a field for 'My Asking Price' with '\$24,800' and a link 'Search for Specials'. Then a 'Cash Down' field with '\$2,480'. A 'Credit Score' dropdown menu showing 'Very Good (700-739)'. A 'Loan Term' dropdown menu showing '72 mo. at 3.54% APR'. At the bottom, it shows 'ROI Motors's Price \$24,800' with a link 'Details' and a blue button 'CALCULATE PAYMENTS'. A vertical 'Message us' button is on the right side of the form. At the very bottom, it says 'We're here to help 800-555-2801'.

## 2. Trade-in Valuation

Shoppers can provide basic information about their current car and receive either:

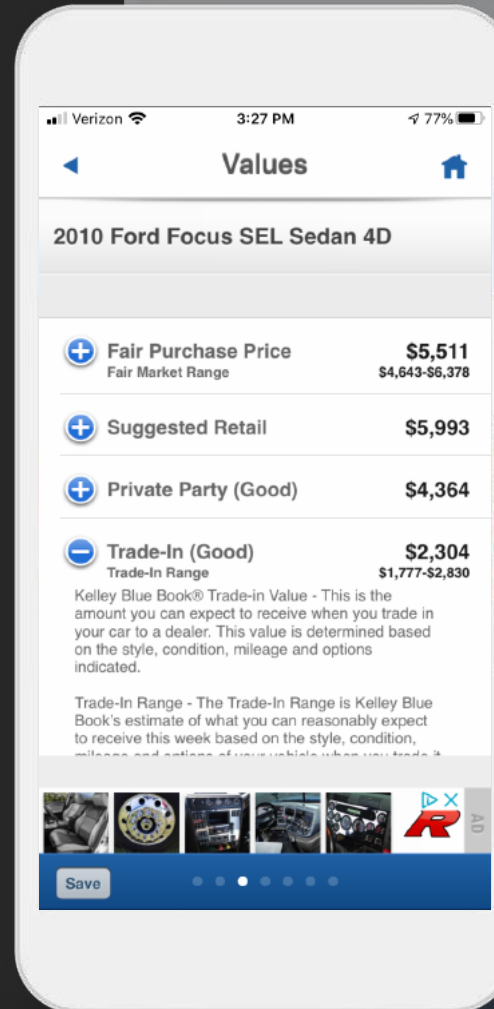
- Kelley Blue Book trade-in value
- Kelley Blue Book Instant Cash Offer\*

The trade-in value is automatically incorporated into estimated monthly payment.



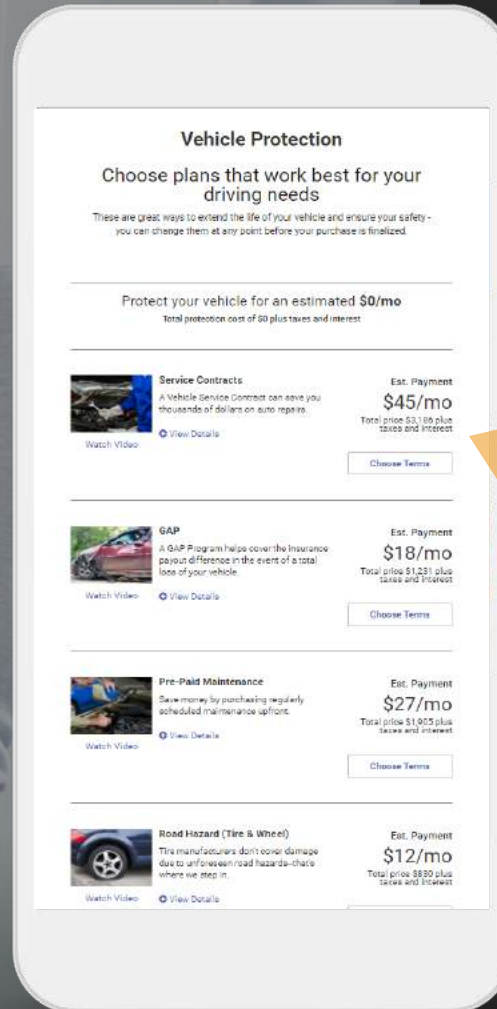
Kelley Blue Book®  
**Price Advisor**

*\*For dealers with Kelley Blue Book Instant Cash Offer products*



# 3. Vehicle Protection

In the Vehicle Protection\* section, shoppers can research, review costs, select and add different F&I products to protect their investment.





**Service Contracts**

**Select Your Coverage Options**

Coverage Name  
**DP33 - PLATINUM (EXCEEDS WARRANTY)**

Months: **84** 96 108 100k 120k  
Miles

**Add**

Est. Payment  
**\$45/mo**

Total price \$3,186 plus taxes and interest

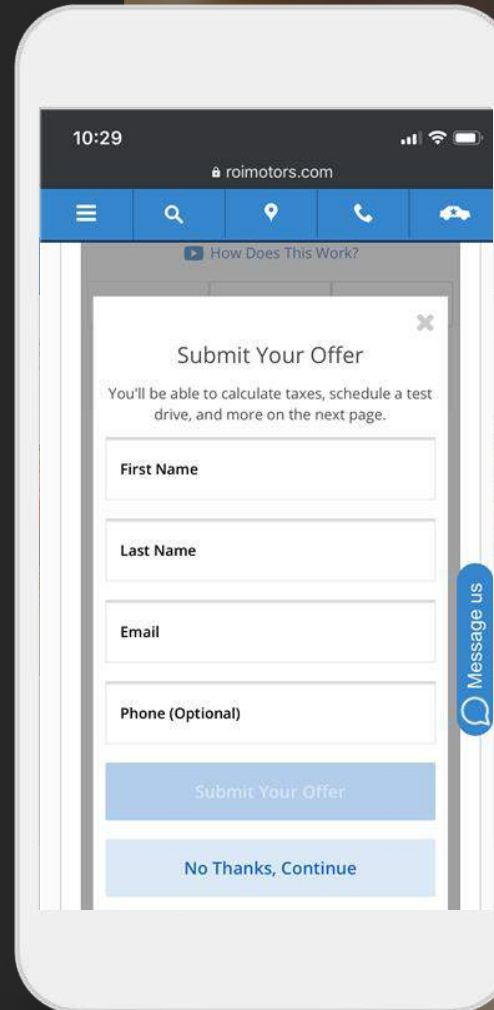
\* Included in Elite Package; available as add-on with all other Packages



## 4. Finalize and Submit the Deal

After all payment terms have been entered, payments are then calculated to include city, state and county taxes & fees based on the shopper's location. To submit their deal, the shopper is only required to provide their name and email address (phone number is optional). It's that easy!

Pricing and payments are consistent across Autotrader, Kelley Blue Book and Dealer.com websites, creating transparency and trust between the customer and dealership.



10:29 roimotors.com

How Does This Work?

Submit Your Offer

You'll be able to calculate taxes, schedule a test drive, and more on the next page.

First Name

Last Name

Email

Phone (Optional)

Submit Your Offer

No Thanks, Continue

Message us

## 5. Schedule a Test Drive

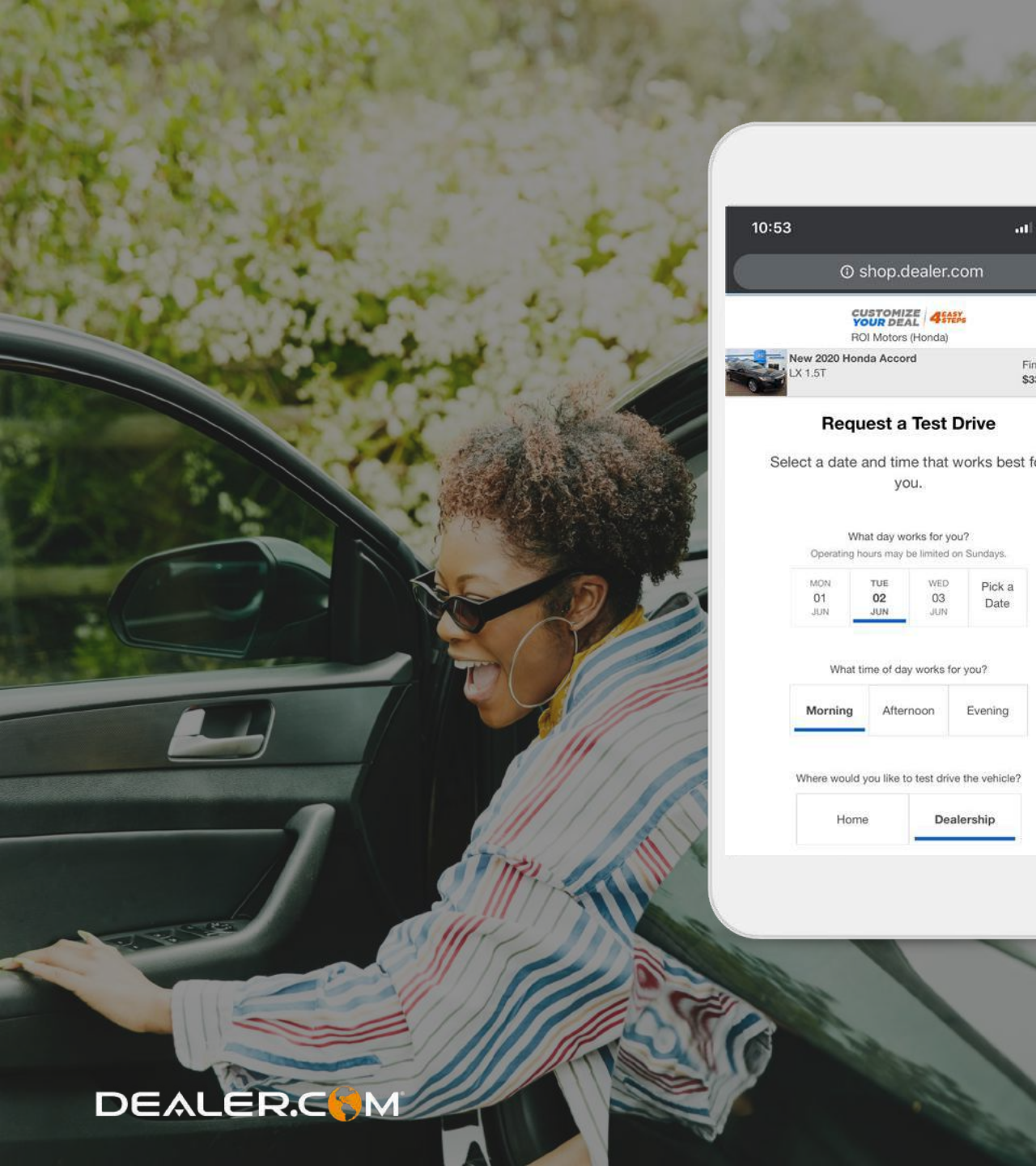
Shoppers can also schedule a test drive through Cox Automotive Digital Retailing.

### The Shopper:

- Chooses a timeframe of morning, afternoon or evening
- Provides contact information so you can reach out to confirm a time
- Can choose to test drive at the dealership or from home

### The Dealership:

- Schedules the test drive
- Ensures vehicle is available and clean



10:53

shop.dealer.com

**CUSTOMIZE YOUR DEAL** **4.9%**  
ROI Motors (Honda)

New 2020 Honda Accord LX 1.5T Finance \$338/mo\*

### Request a Test Drive

Select a date and time that works best for you.

What day works for you?  
Operating hours may be limited on Sundays.

|                  |                  |                  |                |
|------------------|------------------|------------------|----------------|
| MON<br>01<br>JUN | TUE<br>02<br>JUN | WED<br>03<br>JUN | Pick a<br>Date |
|------------------|------------------|------------------|----------------|

What time of day works for you?

**Morning** Afternoon Evening

Where would you like to test drive the vehicle?

Home **Dealership**

Message us

# 6. Apply For Credit

Shoppers can complete credit applications online through a series of three simple screen clicks.

This saves both you and the shopper time at the dealership and avoids the stress of negotiations – a win for everyone.

**Know before you go!**

Save time by getting your credit approval before you arrive at the dealership. We work with all types of clients and our strong relationships allow you to get the financing you need. When you complete your credit application you will be contacted by our sales team with information about financing and the status of your credit application so you can make the best decision.

**Apply now**

Step 1 of 4  
**Applicant Contact Info**

**All fields are required unless indicated as optional.**

**Application Type**

☒ Individual ☐ Joint

Please be aware that by selecting "Joint" the applicant and the co-applicant agree they intend to apply for joint credit. The co-applicant must be present and must indicate his or her acceptance of the Terms and Conditions at the end of this application before it is submitted.

**Name**

First: John Last: Smith Suffix: (Optional)

**Primary Phone Number**

Home: Cell: (770) 555-1212

☐ I consent to receive automated, pre-recorded and artificial voice telemarketing and sales calls and text messages from or on behalf of dealer (or any financing source to which dealer assigns my contract) at the telephone number(s) provided in this communication, including any cell phone numbers. I understand that this consent is not a condition of purchase or credit. - (Optional)





## 7. Reservations


Shoppers can make a refundable deposit via credit card and receive the commitment of a reserved vehicle with a scheduled appointment.\*

The number of days a dealership will hold a car and the deposit amount required vary based on reservations settings selected.

### Create Your Reservation


Step 1 of 3. Please read the information below.

*Before creating your reservation we recommend that you complete a credit application.*




**Your reservation will hold this vehicle for 3 day(s) from today.**

All reservations expire at the close of business on your expiration date.



**\$500 Deposit amount can be made with a credit card.**


Deposit will be applied to your deal by reducing your cash down amount or the purchase price in the event you are paying cash.




**Your deposit is refundable.**

In the rare case this vehicle is already "Pending Sale" with another customer, we will make every attempt to find you an alternative vehicle that matches the features you would like or we will refund your deposit at your request. No questions asked.

[Continue](#)



New 2019 Hyundai  
**Santa Fe 2.0T Ultimate**  
VIN: 5XYZWDLA8JG512344 Stock#: HTJ1016



**On The Lot**  
at Hyundai of Burlington

[Location Details](#)

\* Included in Elite Package; available as add-on with all other Packages

\*\* 2018 Cox Automotive Car Buyer Journey Study



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