

DEALER DIGITAL SOLUTION



IMR

DEALER.COM



The Power of One | Cox Automotive

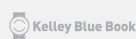
GENERAL MOTORS

DEALER DIGITAL SOLUTIONS



BOOST PROFITS WITH A **216%** HIGHER LEAD CONVERSION RATE. ¹

COX AUTOMOTIVE



DEALER.COM

Dealertrack

VinSolutions

overtime

vAuto

Why Partner with Dealer.com?

Delivering Unparalleled Results

With the industry's top-driving websites for the past 22 years and a full suite of marketing solutions, Dealer.com is the choice for the most successful dealerships in the country. Powered by unmatched Cox Automotive consumer data, Dealer.com creates engaging digital marketing experiences to help you sell more cars, more profitably.

"We tried smaller vendors, but needed to think bigger. Dealer.com has the capability to help us do that. We're seeing measurable results, more flexibility, and more consistency across our entire digital strategy."

– **Demetrius Moore,**
Marketing Manager, Ramey Auto Group



2022 & 2021 AWA Award:
Digital Retailing –
Cox Automotive Digital Retailing



2021 Dealers' Choice Awards:
New Vehicle Leads (Gold)
Digital Marketing (Gold)
Website (Diamond)
Mobile Media (Gold)

Personalized Websites

Create guided shopping experiences that drive real results.

216%

Higher form conversion rate¹

4x

More likely to pencil a deal¹

Managed Services

Drive customers to your digital storefront with SEO, social, website management, and content and creative services.

61%

More total visits³

94%

More phone leads³

Precision Advertising

Find buyers everywhere and sell more cars more profitably.

164%

More leads²

311%

More VDP views²

Accelerate My Deal

With the power of Accelerate My Deal, you can give your customers the shopping and buying experience they want, while being able to maintain the integrity of your deals.

24%

Higher gross profit per deal⁴

46%

Higher close rate⁴

The Cox Automotive Advantage

Cox Automotive offers an industry-leading suite of solutions to help your dealership connect workflows across sales, service, marketing, and operations to create a seamless consumer experience. By leveraging data from the world's most trusted automotive platforms, such as Kelley Blue Book and Autotrader, you'll gain valuable insights that produce real results for your dealership.

1. Statistics based on a Dealer.com study of 524 franchise dealers who subscribed to Experience Optimization over a six-month period from Jan 2020-June 2020. We compared visits where shoppers were exposed to personalized content versus visits where they were not.

2. Average performance of 464 Dealers using paid search and retargeting channels vs. 291 using paid search, display, retargeting, Facebook, Video, and SEO. June – November 2020.

3. All Franchise Dealerships in US, Data from July 2020 – Dec 2020. Website Only – ran only websites for entire 6 months July 2020- Dec 2020. Website & Managed Services – subscribed to Websites & Managed Services (and potentially other products) during the same period—July 2020 – Dec 2020.

4. Cox Automotive Product Analytics. Accelerate My Deal to Close Analysis using VinSolutions sales data. Data from Jan 2020-Nov 2020. Analysis performed January 2021.

Website Packages

General Motors Dealer Website Choice	BASE	PLUS	PREMIER
BASE			
WEBSITE EXPERIENCE			
Website Experience Optimization (Personalization)	✓	✓	✓
Mobile-First Website	✓	✓	✓
Responsive Design with Device-Specific Customization	✓	✓	✓
UX-driven Design	✓	✓	✓
Website Accessibility Solution powered by AudioEye	✓	✓	✓
MyCars™ Shopping Cart	✓	✓	✓
MARKETING AND MERCHANDISING TOOLS			
Single Cox Login	✓	✓	✓
Page Design and Editor	✓	✓	✓
Heatmap & Widget Map Visualizations	✓	✓	✓
Specials Campaign Manager	✓	✓	✓
Incentives Management and Syndication – Automated Incentives	✓	✓	✓
Streaming Toolkit	✓	✓	✓
Digital Marketing Performance Analytics	✓	✓	✓
nGauge Traffic Quality Scoring	✓	✓	✓
Technical Support (8am–8pm EST, Monday–Friday)	✓	✓	✓
Dealership Review Integration	✓	✓	✓
Base Package Content & Creative	✓		
Inventory Exports – Up to 3 Providers	✓		
WEBSITE SERVICES / PARTNERSHIP AND SUPPORT			
Search Engine Optimization – Core	✓		
Performance Manager	✓	✓	✓
Website Services	✓	✓	✓
PLUS			
Video SmartSites—Automated Inventory Videos		✓	✓
Inventory Exports – Up to 6 Providers		✓	✓
Standard Search Engine Optimization		✓	
Plus Package Content & Creative		✓	
PREMIER			
Unlimited Inventory Exports			✓
Premium Search Engine Optimization			✓
Premier Package Content & Creative			✓

A Dealer.com Base Website delivers personalized shopping, sales, and service experiences that connect automotive retailers with their customers. Through accessible, data-driven design, and unprecedented knowledge of automotive consumers, our websites guide shoppers through frictionless digital experiences, and help dealerships make digital marketing and eCommerce simple and profitable.

Plus guides dealerships with hands-on marketing expertise to help you navigate an increasingly complex digital landscape. A collaborative extension of your dealership, the additional services in Plus save you time and keep you focused on selling and strategy. They include a Dealer.com Base Website, plus more exports, additional Campaign Creative, and increased Search Engine Optimization focus.

Premier features our most comprehensive and advanced digital marketing services, all working in concert to position your dealership for maximum ROI. Accelerating critical digital marketing opportunities, Premier includes a Base Website, all the features of Plus, along with additional Campaign Content and Creative, and our award-winning Premium SEO service.

Digital Retailing

Accelerate My Deal Core

Features include: Shop by Payment, Shopper Self-Penciling on VDPs, Submit Price Offers, Finance & Lease Payments, Taxes, fees & dealer fees, Manufacturer & Conditional incentives, KBB.com Trade Valuation®, Email confirmation to continue deal, Dealer embedded "How it Works" Video, Test Drive appointment scheduling, Credit Applications, Online Deal Agreement Certificate, Vehicle Protection with payments, Text messaging, LPA chat, call tracking by DR source, Vehicle Reservations, VinSolutions Connect CRM integration (One Lead – No Dups) Support includes: Performance Management, which features 1) a 3 hour training within 3 weeks of launch, 2) a virtual performance call every 90 days, and 3) training and consultation 60-days after launch.

VinSolutions customers also receive: Connect Desking Integration New, Base Payment Services (taxes & fees), Cash Deals (New, Used, CPO), and Retrieve a Deal (VinSolutions & 3rd Party CRMs)

Accelerate My Deal Elite

Includes all features of Accelerate My Deal Core with additional in-store support.

Support includes: Performance Management, which features 1) a 3 hour training within 3 weeks of launch, 2) a virtual performance call every 45 days, and 3) retraining and process improvement consultations every 60 days.

Managed Content & Creative

Standout creative drives successful campaigns. Dealer.com's dedicated professional designers meticulously follow your campaign strategy and goals to create compelling website content including homepage slideshows, campaign landing pages, and other strategic creative.

Because they're dedicated to automotive, and partner closely with your Performance Manager, these content and creative specialists ensure all campaigns are developed according to your specific dealership, group, and OEM identity.

Standard Content & Creative

Advanced Content & Creative

Premium Content & Creative

Fixed Ops Content and Creative

Drive more fixed operations revenue with our new Fixed Operations Content & Creative solution. Through one partnership, you'll be able to leverage a dedicated design team focused on maximizing the potential of your service business through integrated digital campaigns built around your unique strategy and service offerings.

Fixed Operations Content and Creative

Custom Video

Engage your website visitors more efficiently and effectively than ever before with the new Dealer.com Custom Video solution. We'll work with you to create compelling, custom videos based on your dealership's goals—from unique special offers, to incentives, inventory and events. Professionally produced and fully integrated into your website and complete digital marketing solution, your custom videos will bring your customer engagement and your unique dealership brand to the next level.

Custom Video Footage Capture

WEBSITES

Base Package
Plus Package
Premier Package

DIGITAL RETAILING

Accelerate My Deal Core
Accelerate My Deal Elite
Credit Inquiries and Applications
Accelerate My Deal Reservations

MANAGED SERVICES

Content & Creative

Standard Content & Creative
Advanced Content & Creative
Premium Content & Creative
Fixed-Ops Content & Creative
Custom Video Footage Capture

A LA CARTE PRODUCTS

Advanced Composer
Exports: Unlimited
Video SmartSites
Domains
Smart Blog with User Reviews
Credit Inquiries and Applications
Accelerate My Deal Reservations
Spanish Language Site
Custom Work
Export: Single Provider – 1 Inventory