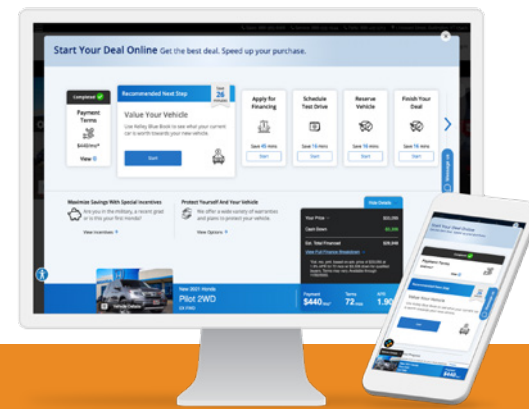


Digital Retailing



FLEXIBLE RETAILING EXPERIENCES THAT DRIVE BUSINESS.

Technology leaders like Apple have shown how award-winning design and intuitive user experiences make it easier for users to engage with their products. Cox Automotive and Dealer.com have applied these same principles to a brand new Digital Retailing experience that gives consumers the critical information they need to more confidently submit deals online.

Our next-generation digital retailing experience provides a seamless workflow for shoppers and dealers that saves time. Through guided navigation, the tool simplifies the sales process and drives more leads and conversions, resulting in faster deal-making and higher profits. With dedicated expertise and support, dealers are set up for success from day one and can easily incorporate these tools into their sales process.

Benefits

Next Generation Design. While the flexibility and conveniences of digital retailing are clear, smart design and a customer-first approach guide the overall experience, resulting in time savings for both the consumer and the dealer. Our new guided consumer workflow lets the shopper drive—and builds confidence and trust throughout the experience, delivering more transparency and control over the entire process.

Higher Engagement, Conversion, and Profits. Trusted by more than 5,000 franchise and independent dealers, and endorsed by more than 30 manufacturers, Cox Automotive

Digital Retailing provides shoppers with personalized shopping options that deliver high-quality engagements and lead to higher profits.

- Sessions with digital retailing activity, on average, visit 1 additional VDP, 6.5 more website pages, and are 5.4x more likely to submit a lead.¹
- Compared to other lead sources, Cox Automotive Digital Retailing leads produce 30% higher gross profits.²

To fuel those profits, you need an intuitive, seamless experience that caters to all types of shoppers. The new workflow does just that, boosting lead conversion rates by 26% among dealers testing the new guided user experience, resulting in an 88% increase in leads submitted per dealer.³

Dealer Control and Customization. Easy-to-use management tools let you control every point of the online deal structure to align with your in-store operations, while improving efficiency.

1. Comparison of visits with vs. without digital retailing activities, Dealer.com hosted websites (January–June 2020)

2. Cox Automotive Product Analytics. Dealer.com Digital Retailing Lead to Close Analysis using VinSolutions sales data. Data from Nov 2019–April 2020. Analysis performed August 2020.

3. Conversion Rate, Lead Performance, and Lead Quality were studied across 120 participating dealerships during four 90-day Beta Testing Periods beginning May 4, 2020 and ending October 8, 2020. Performance differences were averaged and compared to all Digital Retailing subscribers using the legacy experience during the same time period.

Features

Start driving more qualified leads and sales that produce higher margins by building a transparent relationship with your customers at the start of their car buying process.

Real Monthly Loan and Lease Payments. Feature incentive and rebate data. Shoppers self-select conditional programs (e.g. military and loyalty cash), and taxes and fees are adjusted based on zip code.

Self-Penciling Deal Terms. Quotes can be customized using OEM and dealer incentives, as well as applicable taxes and fees.

Accurate Trade-In Values. Capture trade-in details, provide trade-in price, and reduce friction of in-store trade negotiations with Kelley Blue Book, the industry's most trusted resource.

Price Offers. Give shoppers a sense of control by allowing them to send price offers based on real monthly payments.

Online Finance Applications and Approvals. Capture consumer information and enable pre-qualification through a quick, easy, and secure process.

F&I Offers. Feature F&I products online and allow consumers to see how these costs impact their monthly payments.

Deal Terms, Vehicle Reservations and Deposit. Display deal terms clearly and enable shoppers to self-close by accepting terms online. Reserve a vehicle with a credit card deposit. Schedule an appointment for a final close and pickup.

Remote Communication Tools. Assist shoppers through deals and boost your virtual car sales from anywhere via Text, Email, Video Chat or Cobrowsing capabilities. Shoppers can chat or share their screens as you guide them through the deal creation process.

Finalize the Deal. Seamlessly finalize the deal structure and credit application through integration with the Dealertrack F&I platform.

Dedicated, Strategic Support. Get up and running—faster—with dedicated boots-on-the-ground support. From virtual trainings and check-ins, your Performance Manager ensures you are set up for success. They'll work with you on deal-making strategies that help drive more sales including:

- How to work the tool into your sales process and set new goals.
- Building out marketing strategies to get the word out.
- Working best practices into your workflow to increase profits.

VinSolutions Connect CRM and Desking Integration

Say goodbye to manual data entry and duplicate leads—Cox Automotive Digital Retailing and VinSolutions Connect CRM & Connect Desking together eliminate repetitive tasks and smooth the way for faster deal-making.

- **Deal Visibility:** Follow exactly what a customer did online with a clean, simple view of the customer record in your CRM.
- **One Lead Per Shopper:** Eliminate confusion and double-date entry with one record per customer and real-time alerts every time a customer changes a deal structure
- **VinSolutions Desking Integration:** Pick up in-store exactly where a customer left off online by working a lead directly from your VinSolutions Desking tool.
- **VinSolutions Automotive Intelligence:** Leverage key shopping behaviors and insights to increase deal personalization and closing.

To learn more about Cox Automotive Digital Retailing, contact your Performance Manager or Dealer.com Representative by calling (888) 717-9390.

2021 Digital Retailing Package Feature Matrix

Digital Retailing Packages	Cox Automotive Digital Retailing CORE	Cox Automotive Digital Retailing ELITE	Cox Automotive Digital Retailing for INDEPENDENT DEALERS
	\$1,299/month*	\$1,999/month*	\$999/month
Real Finance/Lease Payments with Incentives, Taxes, and Fees	•	•	•
Enhanced Deal Dashboard (Send Deal, Save Deal, Share Deal)	NEW •	•	•
Structure Finance, Lease, and Cash deals with Price Offers	•	•	•
Manufacturer and Conditional Incentives	•	•	•
Shop by Payment on Dealer.com Websites	•	•	•
Dealer Configurable Branding (dealer branded image, video)	•	•	•
Text Messaging, LivePerson Chat, CoBrowse, Video Chat, Call Tracking by Source	NEW •	•	•
Test Drive and At Home Delivery Scheduling	NEW •	•	•
KBB Trade Valuation®, powered by KBB.com or ICO1	•	•	•
Vehicle Protection Product with Monthly Payments	•	•	•
Credit Application integrated with Dealertrack uniFI or RouteOne	NEW •	•	•
VinSolutions CRM Integration (Review a Deal, No Duplicate Leads, Start a Deal)	NEW •	•	•
VinSolutions Desking Integration	•	•	•
Review a Deal for Third-Party CRMs	•	•	•
Log-In to Continue Deal	NEW •	•	•
nVision Reporting	•	•	•
Reservations w/Credit Card Deposit (Worldpay®) and Deal Certificate	à la carte	•	à la carte
Performance Management Core (In-store setup + virtual training)	•	•	
Performance Management Elite (In-store setup + visits every 60 days)		•	
Virtual Performance Management			•

1. Requires separate contract with Kelley Blue Book Instant Cash Offer.

*Retail pricing only. \$999 setup fee. Core and Elite package pricing is an additional \$100/month without a Dealer.com website.