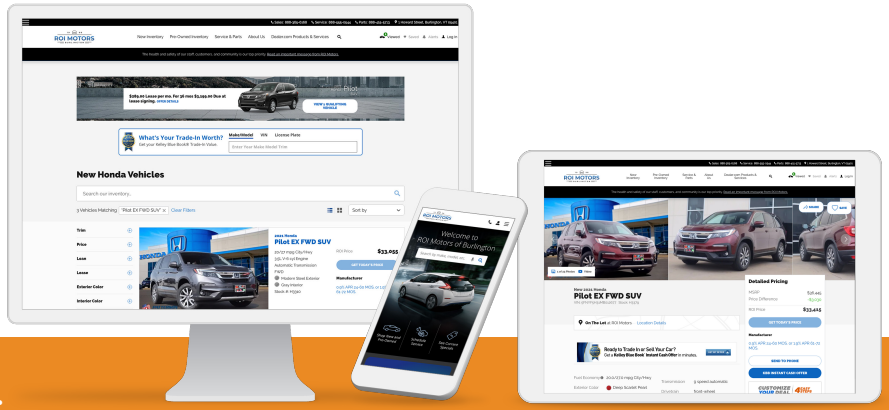
DEALER.COM

Websites



A PERSONALIZED DIGITAL DEALERSHIP EXPERIENCE FOR EVERY SHOPPER.

Dealer.com Websites deliver personalized digital sales and service experiences that connect automotive retailers with in-market shoppers everywhere. Through careful, data-driven design, our websites thoughtfully guide shoppers through frictionless experiences that build purchase confidence and facilitate digital sales transactions.

Aligned with leading eCommerce best practices and user-guided design, Dealer.com has the data and expertise to personalize car shopping, and the technology to help dealerships make digital marketing and online retail simple and profitable.

Key Benefits

A digital storefront experience that inspires confidence—and drives leads. The Dealer.com Website Platform helps dealers deliver personalized digital shopping experiences to consumers that enable buying and selling.

Marketing and website tools that keeps you focused on selling and strategy. From simplified asset management to advanced pagebuilding tools and seamless incentives and site-wide specials syndication, we've modernized our tools to help you tackle website and digital marketing fundamentals.

Partnership and accountability for lasting success. Supported by your Performance Manager, partnership with Dealer.com brings forward the strategic digital marketing expertise you need to run a successful digital dealership.

Connected across marketing, sales, service, and dealership operations. From data sharing to strategic integrations with the brands most critical to your business, Dealer.com and Cox Automotive deliver the difference-making insights and strategic value you'd expect from a complete digital marketing partner.

New Features

DIGITAL EXPERIENCE ENHANCEMENTS

- All-new Search Results Page design
- Free-form or Faceted inventory search
- Site-wide free-from Search Bar
- New homepage and interior page design options
- Homepage review syndication*
- New User-guided Digital Retailing experience*
- Video Chat and Co-browsing*

ENHANCED DEALER TOOLS

- Redesigned Media Library asset management
- Page Designer advanced page maker
- Composer Drafts page preview
- Third-Party Website add-on API
- Flexible, remote sales and service resources
- Product Release notes published in ControlCenter

**Requires additional purchase.*

Base Website Package Components

Dedicated Performance Manager: Our Performance Managers are trained experts who deliver proactive digital marketing consultation focused on your success. Each month, your Performance Manager will deliver 1-2 key actionable insights you can use to impact your business in the short term.

Your Performance Manager makes sure you're using our technology to seize every digital marketing opportunity. We only recruit the best talent from across the country who specialize in marketing, advertising, and automotive.

Dealer.com Design Evolution: Our newly-designed and UX-driven Homepages, VDPs, and Search Results Pages deliver personalized, efficient and effective user experiences to consumers looking for their next vehicle or service.

Mobile-First Website: Dealer.com Websites use responsive technology—and are the most flexible in the industry. We optimize a shopper's experience based on the viewport and browser size, and through device-specific configuration when desired. Dealer.com Websites leverage the same design approach used by other eCommerce leaders, including Amazon.com and Lowes.com.

ControlCenter: Our newly redesigned ControlCenter anchors your digital marketing strategy, with a centralized back-end interface to help you manage your website, analyze your advertising and inventory performance, and maximize your investment—all from one, single-sign on platform.

New! Composer: Our intuitive, mobile and desktop website editor now features preview and scheduling capabilities.

New! Page Designer: Build dynamic, modern looking website pages with Page Designer, our completely redesigned page building tool that features robust and responsive layouts with fully-customizable preferences. Page Designer provides a flexible and powerful framework for designing dynamic website experiences.

Design Editor: Tap into a vast library of website customization options, which can be deployed in real-time.

MyCars™: A shopping cart for your website visitors, MyCars inspires shopper engagement by showing a list of recently viewed vehicles, with the option to save them and sign up for alerts.

Specials Campaign Manager: Easily create, manage and deploy creative assets promoting your incentives and specials to your Slideshow, Listings, and Specials pages. Specials can be deployed across your website or distributed across multiple rooftops.

Dealer.com and Cox Automotive Analytics: Data is a remarkable differentiator between Dealer.com and its competitors. Dealer.com partners with a centralized Cox Automotive analytics organization that grades how well Dealer.com is performing for their clients. Our Analytics Platform provides self-service transparency into your return on investment, helping you make ever-improving, informed decisions around what's working and what's not. From there, we deliver actionable insights on how you can maximize performance of the digital marketing investments that you are making, while eliminating waste and noise.

nGauge Quality Scoring System: nGauge is a proprietary measurement algorithm that assigns meaning to online consumer engagement activities and behaviors. nGauge helps dealers focus their sales strategies on the right vehicles and the right visitors, and to invest in the most impactful digital marketing opportunities.

Flexible Pricing Configurations: Adjust your pricing display options to meet state sales regulations, OEM-specific compliance standards, or your dealership's own pricing preferences.

Toll-Free CallTracking: Convert every phone call into a lead in ControlCenter, including numbers for desktop and mobile, inventory, parts, and service.

Visualization Insights: Accessible through Composer, two integrated click-tracking tools provide easy insight into customers' shopping behavior. The heat map displays frequently viewed "hot spots", while a widget map tracks the number of clicks on specific features.

Inventory Lifecycles: Inventory Lifecycles provide centralized insight into every vehicle on your lot, the ability to forecast effectively, and the power to execute a profitable merchandising strategy accurately and instantly.

Did you know?

Our Product Teams now publish Product Release information in ControlCenter. Now you can stay in formed about all of the new features we bring to market throughout the year. Simply login to ControlCenter and select the Bell icon in the upper right to learn about all of our recent innovation.

Core Package Features

The Dealer.com Retail Core and Premier Packages include all Base package features plus:

Experience Optimization: Experience Optimization is award-winning website personalization that uses data and automation to deliver real-time vehicle recommendations, along with inventory, parts and service specials, slides and banners to vehicle buyers or vehicle owners browsing your website.

- **Inventory Recommendations:** Serves recommended vehicles to your homepage and listings pages based on previous shopping behavior on Kelley Blue Book, Autotrader, some OEM websites, and previous site visits.
- **Dynamic Content Targeting:** Automatically reorders specials assets from Specials Campaign Manager based on shopper preferences and Cox Automotive consumer data, to ensure the most relevant, personalized experience.
- **Automated Incentives:** Subscribers will enjoy our Automated Incentives feature, which leverages data from your existing incentives feed to automatically create and display the best available incentive for a shopper aligned with their vehicle(s) of interest.
- **Fixed-Ops Personalization:** Drive more service leads from your Digital Storefront, leveraging Cox Automotive data to promote service content to consumers in-market for local service

Incentives Manager: Distribute and syndicate OEM and dealership incentives across your listings and details pages, as well as slides, banners, and coupons.

Core SEO: Included with Dealer.com's Core Website Package, Core SEO ensures the search engine basics are covered for your website, and reporting is in place and monitored to identify and address potential issues. Ongoing we'll optimize your site, including content and metadata, add schema.org markup, and address crawl errors.

Inventory Exports to Three Providers: Dealer.com will syndicate your dealership's inventory to three third-party providers.

Mobile Lot Capture: Instantly upload any vehicle on your lot to your website. Simply scan a VIN using this Smartphone application to upload vehicle information and generate flawless photos.

Video: CarFlix® HumanVoice inventory videos boost inventory engagement and are automatically generated, saving you time and resources. Custom videos can also be uploaded to ControlCenter and automatically converted for display on your website.

Site Services: A team of Dealer.com professionals create operational efficiency for your dealership by making updates per your specific strategy. Your dealership can facilitate and request changes based on the following:

- **Staff Page Management:** Management of staff pages to keep website up-to-date. (Dealer is responsible for providing the content for these changes.)
- **Basic Page Builds:** Building of one basic page via Composer each month. (Dealer is responsible for providing the content for these changes.)
- **Image Uploading and Posting:** Upload and post up to five images. Does not include slides, specials or inventory photos.
- **Video Uploading and Posting:** Upload and post videos for non-inventory related pages.
- **Business Hour Change:** Change of business hours on website.
- **Navigation Changes:** Adjustments to navigation. Does not include creation of new assets.
- **Featured Vehicles:** List of featured vehicles using your inventory list.
- **Lead Routing Rules:** Routing of leads to appropriate forms and email destinations.
- **Inventory Lifecycle Rules:** Creation of up to five Lifecycle rules per month. Does not include multi-tiered discounting or pricing updates.
- **Building Incentives via Incentives Manager:** Up to five different incentives per dealership. You provide all disclaimers and content.
- **Call Tracking Phone Number Management:** Adding or changing of call tracking numbers.
- **24/7 Dealer Support:** When you need answers and resolutions fast, call on Dealer Support. Our support professionals are here for you 24/7, and typically resolve technical issues quickly and easily.

Premier Package Features

The Dealer.com Retail Premier Website Solution includes all Base and Core features plus:

Premium SEO: Search engine optimization (SEO) is a core component of your digital marketing strategy. Dealer.com's SEO services partner dealers with the industry's largest and most skilled organic search team. With a focus on the KPIs that matter and proven, white-hat strategies, Dealer.com SEO helps you reach new heights in terms of search engine visibility, and feeds qualified new traffic to your website.

- **Expert Interdisciplinary Teams:** Our 100+ member team, made up of Strategists, Specialists and Copywriters combine an unmatched SEO IQ with a total auto-industry focus. They work alongside Campaign Coordinators, Social Media Strategists and your PErformance Manager to incorporate SEO into a complete digital strategy.
- **Reporting and Strategic Insights:** From market and keyword research to transparent SEO reporting and expert insights, we provide all of the resources you need to understand your SEO performance. We deliver comprehensive reports that complement program-wide Dealer.com analytics for total digital visibility.
- **SEO Optimization Activities:** Our comprehensive service helps create a long-term strategy for your organic visibility including tactics like content strategy, backlink profile efforts, crawl error correction, conversion optimization, internal link sculpting, and much more.
- **Platform Experts:** Our expertise in the Dealer.com website platform means we understand how to maximize SEO efforts.

SERVICES INCLUDE:

Market and keyword research, Search Engine verification, Weekly keyword reporting, SEO reports, Analyst Insights and Direct Access to Analyst, Strategy and Performance Calls, Site Optimization and Audit, Custom Pages, and Link building.

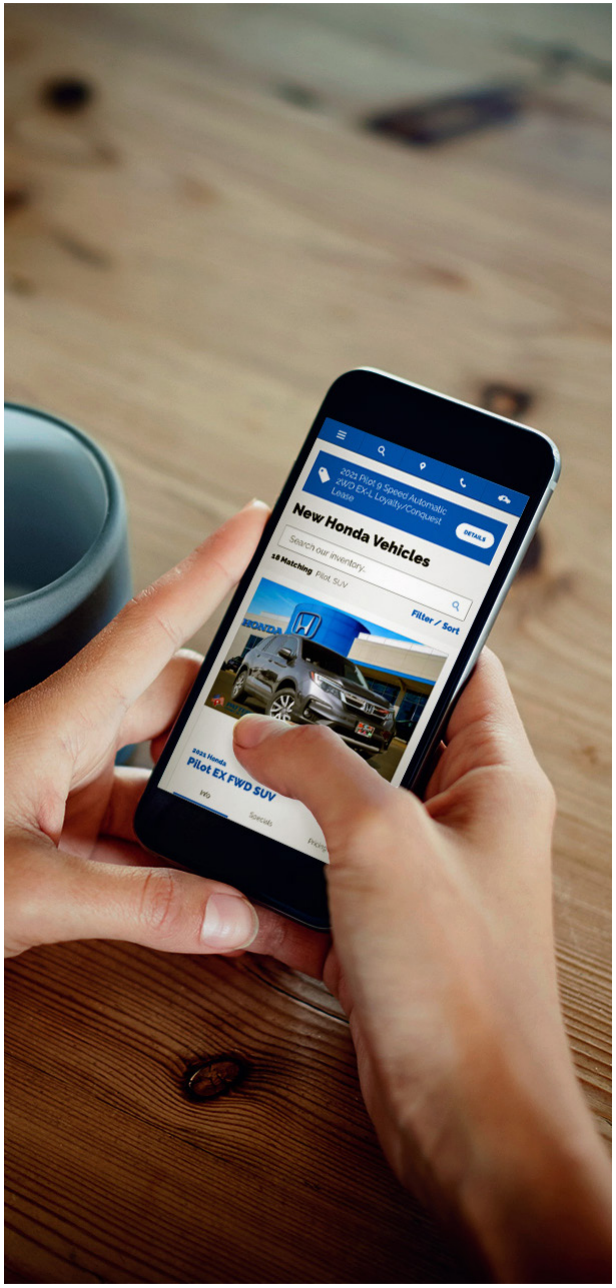
Advanced Content and Creative: Your dedicated Campaign Coordinator and expert Graphic Designers create compelling, strategic and compliant website content that increases on-site engagement and aligns with your campaign strategy and dealership goals.

SERVICES INCLUDE:

Proactive strategic guidance and communication through your Performance Manager and Dedicated Campaign Coordinator, Gathering Calls with Proactive Recommendations, Monthly Campaign Performance Review, Monthly Campaign Reporting, Monthly Site Audit for expired offers (Specials, Slides, Banners, Marketing Campaign Brief.

ASSETS INCLUDE:

Four monthly integrated campaigns featuring homepage slides, landing pages, a landing page banner, special, display ad, and social creative (profile and cover photo), OEM compliance submission for assets, additional page content creation (2 pages per month), and a 2-day turnaround.



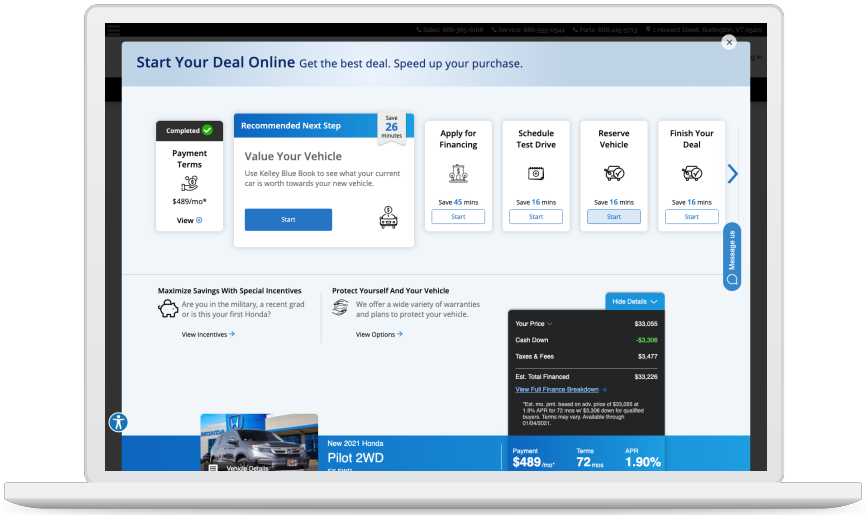
Premier Package Features (Cont.)

Cox Automotive Digital Retailing: 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.

- **Consistent Buying Experience:** Start deals online with consistent pricing and monthly payment options across Autotrader and Kelley Blue Book listings, and dealer websites.
- **Real Monthly Payments:** Offer monthly incentive/rebate data and personalized shopper selections for conditional programs (e.g. military and loyalty cash). Taxes and fees can also be adjusted based on zip code.
- **Accurate Trade-In Values:** Reduce friction of in-store trade-in value negotiations through Kelley Blue Book, the industry's most trusted resource.
- **Monthly F&I Offerings:** Show monthly cost of F&I products online and give consumers the ability to factor those into their monthly payments.
- **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.
- **Deal Terms, Vehicle Reservation And Deposit:** Shoppers can reserve a vehicle without a deposit and schedule an appointment for final close and pickup.
- **Seamless Deal Closing:** Finalize the deal structure and credit app process seamlessly through integration with Dealertrack F&I platforms.

Inventory Merchandising Package: Measure, modify, and maximize inventory health though our convenient inventory management system.

- **Advanced Inventory Lifecycles:** Control every vehicle's "life" on the lot, from marketing opportunities to configuring and controlling exactly how it's priced and merchandised.
- **Inventory Health Score:** View essential details about your inventory's marketability at a glance.
- **Demand-Driven Merchandising Automation:** Gauge vehicle-marketing demand, time-on-lot, and adjust vehicle pricing and merchandising accordingly. Changes can be scheduled in advance, and will be synched everywhere the vehicle is online.
- **Photo Overlays:** Add powerful vehicle overlays to highlight price changes, sales and specials, or other key marketing messages. All overlays are adjustable within Inventory Lifecycles and can be scheduled to display over time.



Digital Retailing

To learn more about Dealer.com Websites, contact your Dealer.com Representative by calling (888) 717-9390

Dealer.com Retail Website Packages	PREMIER *$3999/month*	CORE *$1699/month*	BASE *$999/month*
Dedicated Performance Manager	•	•	•
Mobile First, Responsive Website	•	•	•
ControlCenter	•	•	•
Composer (with Page Preview & Scheduling)	•	•	•
Page Designer	•	•	•
Website Design Editor	•	•	•
MyCars™	•	•	•
Specials Campaign Manager	•	•	•
Dealer.com and Cox Automotive Analytics	•	•	•
nGauge Quality Score	•	•	•
Flexible Pricing Configuration	•	•	•
Toll Free CallTracking Lines	6 LINES	6 LINES	6 LINES
HTTPS Encryption	•	•	•
Visualization Insights	•	•	•
Inventory Lifecycles	ADVANCED	STANDARD	STANDARD
Experience Optimization (Inventory and Fixed Operations Personalization)	•	•	
Incentives Manager	•	•	
Core SEO		•	
Inventory Exports to 3 Providers	•	•	
Mobile Lot Capture	•	•	
CarFlix Automated Inventory Videos	•	•	
Site Services	•	•	
Cox Automotive Digital Retailing (New workflow, finance and lease payments, credit applications, and trade valuation tools)	•		
Premium Search Engine Optimization	•		
Advanced Content and Creative Services	•		
Inventory Merchandising (Includes Template Generator for Craigslist, Contact Manager with Third Party Integration, AutoComment Generator, Inventory Health Score, Unlimited Inventory Exports, Photo Overlays, and Window Stickers)	•		