

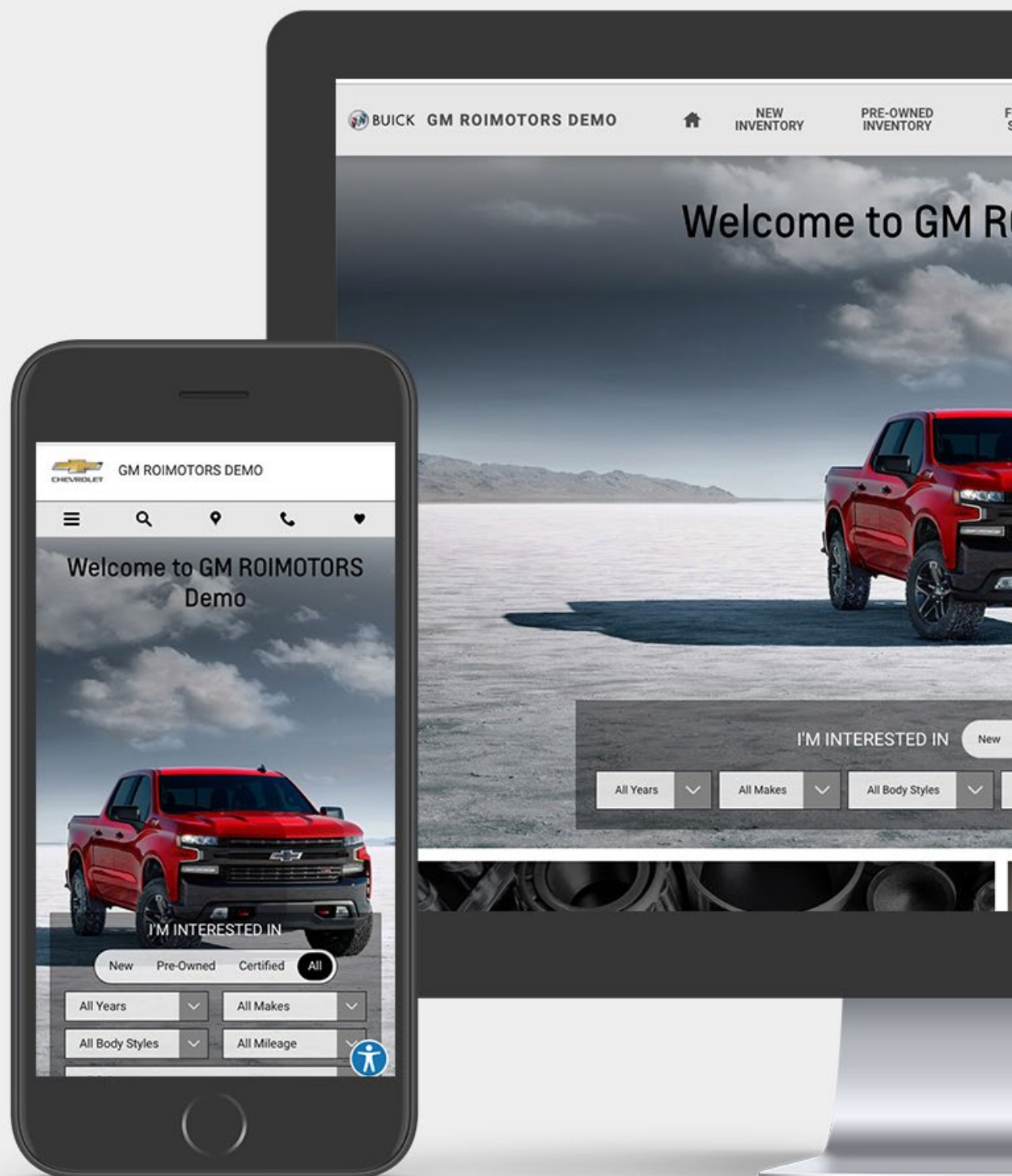
DEALER DIGITAL SOLUTION



GM Website Program

Dealer Onboarding and Welcome Guide

DEALER.COM



Welcome to the GM WEBSITE PROGRAM!

Our mobile-first website platform delivers unmatched mobile and desktop flexibility, comprehensive inventory merchandising, personalized shopper experiences, and groundbreaking connectivity with Autotrader®, Kelley Blue Book®, and other Cox Automotive solutions. This unrivaled combination transcends traditional website limitations, allowing you to optimize every aspect of your digital marketing strategy.

Your Performance Manager and your Technical Support Team are here to help you make the most of one of the industry's most powerful digital marketing solution. We pledge to work hard for you each and every day to help you achieve your business goals.

Thank you for partnering with Dealer.com.

Dealer.com
**GM WEBSITE
PROGRAM**

Table of Contents

- 01 Reaching Out to Us for Help**
- 02 Website Implementation**
- 03 Working with Your Performance Manager**
- 04 Managed Services & Tech Support**
- 05 ControlCenter Tools and Tutorials**
- 06 The GM Website Solutions**
 - Experience Optimization
 - AudioEye ADA Compliance
 - Digital Retailing
 - Managed Services
- 08 Glossary of Common Website and Advertising Terms**
- 11 Glossary of Critical Reporting KPIs**

REACHING OUT *to Dealer.com*

Tips for getting your website questions answered quickly.

888.740.2154 | generalmotorssupport@coxautoinc.com

For your most urgent requests, including critical website issues, please call the Dealer.com GM Website Program toll-free support number at **888.740.2154**, Monday through Friday 8:00AM to 8:00PM EST.

For non-urgent requests, including non-critical website issues, please email Dealer.com GM support at **generalmotorssupport@coxautoinc.com**.


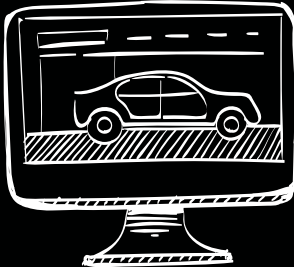
After-hours support is available 24/7 for critical website issues.

Your Dealer.com GM program **ControlCenter** anchors your digital dealership through an intuitive interface, program-wide analytics, and robust training resources. Everything is built to work together and deliver the smoothest experience possible, and there are extensive resources available in ControlCenter to help you make real-time edits to your website.



DEM Website Implementation

3 - 4 WEEKS (EXPECTED TURN AROUND TIME) *

START	1 - 4 DAYS	24 HOURS	2 - 3 WEEKS	1 - 48 HOURS **	14 DAYS
ENROLLMENT	PRE-IMPLEMENTATION	PL ASSIGNMENT	WEBSITE BUILD	SITE LAUNCH	STABILIZATION
					
<ul style="list-style-type: none">• Enroll Through GM Portal• Implementation Sprint Assignment• Enrollment Welcome Email• Billing Processing• Project is Created	<ul style="list-style-type: none">• Welcome Call• Welcome Email• Design Selection• Follow up w/ Clients• 1 Week Max Period	<ul style="list-style-type: none">• Implementation Project Lead Kick off with Client	<ul style="list-style-type: none">• Website Configured• Features Implemented• Dealer Logins Issued• Preview Link Sent• Site Revisions• Quality Assurance• Final Review• Service Activation Sent	<ul style="list-style-type: none">• Client Approves Launch• Launch Instructions Sent• Client Launches Site <p>** Propagation can take 1 - 48 hours before new site displays</p>	<ul style="list-style-type: none">• Warm Hand off to Performance Consultant• Implementation support for actual issues• Post-Implementation Enhancements done through PC

*Expected Turn Around Time: after wave start and when Dealer.com commences pre-implementation. Dependent on dealer engagement and completion of D2C2 on-boarding and training.

**Dealer will need access to their domains at Site Launch.



Working with Your **PERFORMANCE MANAGER**

**Performance Managers
proactively guide your
Dealer.com experience.**

Expert navigators of our organization, Performance Managers coordinate our teams and engage with top-level dealership decision makers to ensure success—from initial launch to long-term advocacy. They'll consistently work to understand each GM dealer's goals and suggest effective courses of action to map them to Dealer.com GM technologies, services, and resources.

Performance Managers are consultative customer service experts who support Dealers in the following ways:

- Work hand-in-hand with the DDPM
- Advise and educate on website and advertising trends and best practices
- Guide retailers through the elements of the Dealer.com GM platform
- Discuss dealership performance, answer dealer questions, discuss updates from GM, and strategic planning with regular proactive outreach
- Ensure platform optimization
- Provide guidance and how-to's on Dealer.com GM tools such as ControlCenter and Website Editor

Post website launch, your dedicated Performance Manager will be the main point of contact for you at Dealer.com. They will focus on execution to speed up your performance and ensure your digital success.



MANAGED SERVICES *and* TECHNICAL SUPPORT

Managed Services

Unlock your potential with a custom digital partnership. Dealer.com Managed Services allow you to stand out from your competition and increase your digital marketing results through distinct and connected service offerings. By leveraging Search Engine Optimization and GM Content & Creative, both available in some GM website packages, and a selection of other a la carte services, we help you create and execute a complete and custom digital marketing strategy. These offerings combine to drive sales opportunities, save you time and money, and free you to sell to and service more customers.

As an extra value-add of your enrollment in one of our three packages, the GM Content & Creative team will create monthly custom assets and landing pages for your website. Assets can be requested by phone, email or our online form. Additionally, this team will work closely with your with Performance Manager, who is also able to submit creative requests on your behalf.

- Base Package: 2 assets / 1 landing page
- Plus Package: 4 assets / 2 landing pages
- Premier Package: 6 assets / 3 landing pages

All three website packages also include Site Services. This reactive offering includes: Staff Page Management, Basic Page Builds, Image & Video Uploading and Posting, Navigation Changes, and Featured Vehicles, all contingent on the dealership providing the content.

Technical Support

Dealer.com has invested in dedicated technical support resources to better assist GM dealers in the complex automotive digital space. This team of focused analysts will allow for faster turnaround times and seamless communication as they collaborate on all your technical requests.

GM Managed Services Support:

888.577.1098

Monday through Friday, 9:00 AM to 5:00 PM EST

GMCreative@coxautoinc.com

[Intake Form Link](#)

GM Technical Support:

888.740.2154

Monday through Friday, 8:00 AM to 8:00 PM EST

generalmotorssupport@coxautoinc.com

After-hours support is available 24/7 for critical website issues.

ControlCenter

TOOLS AND TUTORIALS

The Dealer.com Learning Solutions team is happy to provide you with the following information to help make the most of your digital solution. If you have questions at any time, please click on the linked tutorial (you will need your ControlCenter Login credentials), or contact your Performance Manager.

Editing Pages and Site Content in Real Time

When you make changes to page content, images, your design, or your site navigation in ControlCenter, they are reflected in real-time on the live site once you hit 'Save'. Learning Solutions offers ControlCenter training 24/7 on the following functionality:

- Editing Website Navigation
- Composer Editor Overview
- Adding an Image to a Page
- Dealership Staff Page

Automated Functionality

Dealerships are busy. You have floor ups, phone calls, dent or paint vendors, follow-ups from the previous day, CRM calls, video to shoot for a customer two hours away, and everything else that comes up. But as busy as you are, it's easy to build a campaign special.

Here are two examples of how ControlCenter easily allows you to create, automate, and activate slides or specials for promotions with specific end dates:

- Editing a Slideshow
- Specials Campaign
- Experience Optimization

Change Your Website Design

Your ability to stand out is intrinsic to your business. Your Dealer.com GM website gives you an easy-to-use tool called Design Editor to help you achieve this. Design Editor lets you select, preview, and display compliant and approved layouts and color variations.

- Using DesignEditor in ControlCenter

Thinking Outside the Box Device-Specific Content

A device-specific experience is critical to your business. Dealer.com's GM Websites offer greater customization options with responsive and dynamic serving elements to deliver the best experience for your shoppers on every device—desktop, mobile, or tablet. Website functionality includes:

- Re-ordering content for mobile, putting valuable content "above the fold"
- Making device-specific sections of content (widgets)
- Condensing content to serve to smaller devices

How Do I Access On-Demand Training for Additional Products?

Your Dealer.com GM ControlCenter contains nearly two dozen tutorials and quick reference guides, accessible by clicking on the Tutorials tab on your ControlCenter Welcome Screen.

The GM PACKAGE

Partnership driven.
Performance focused.

Dealer.com is pleased to offer GM Dealers a premium digital solution. These are just some of the features of the GM website solution.

Experience

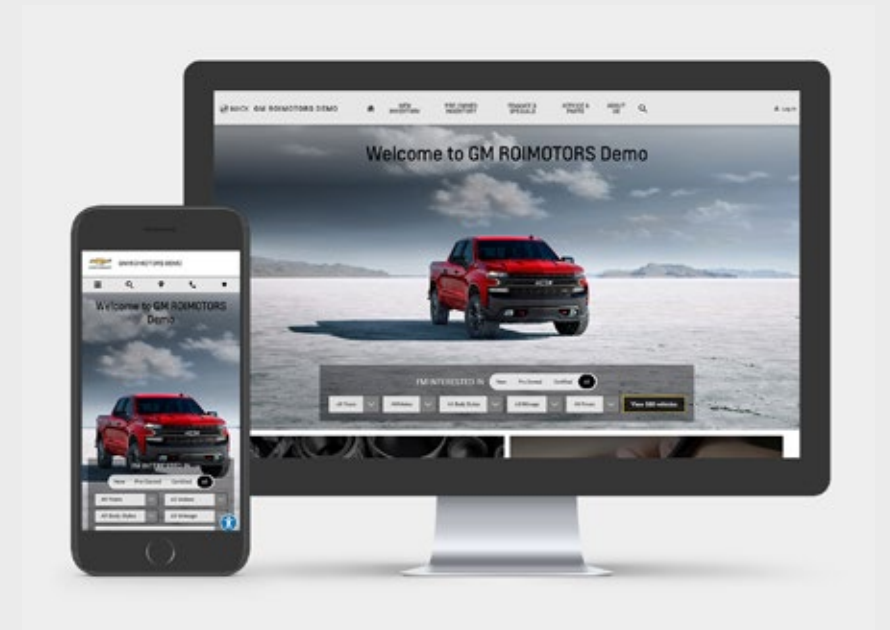
Mobile-First Websites

Beyond the one-size-fits-all approach taken by other automotive website providers, Dealer.com Websites combine responsive design with server-side elements to facilitate customization of the mobile experience. This hybrid, mobile-first approach to website design reflects the reality that consumers shop differently across different devices and gives dealers the flexibility to customize without sacrificing speed or search ranking.

Experience Optimization

Experience Optimization is award-winning website personalization that uses data and automation to deliver recommended vehicles and specials to shoppers on your website in real-time based on their vehicle preferences.

- **Powered by Cox Automotive.** The key to successful personalization on dealer websites is data and automation. Experience Optimization analyzes data from two industry-leading automotive hubs powered by Cox Automotive, Autotrader and Kelley Blue Book—along with an expanding list of manufacturer sites, and previous visits to your site, to deliver unique experiences to shoppers in real-time.
- **Recognized for innovation.** Experience Optimization earned a 2018 Automotive Website Award and was a finalist for the Driving Sales Innovation Cup.



FEATURES INCLUDE:

- **Inventory Recommendations.** Experience Optimization analyzes unique shopper data from previous visits to Autotrader, Kelley Blue Book, some OEM sites, and recent visit to your website. We use this intelligence to display relevant inventory, incentives and specials to shoppers, often on their first visit.
- **Tailored Specials and Incentives.** Dealer.com's dynamic content targeting engine ensures that the most relevant ads, banners, and slideshows from Specials Campaign Manager are automatically displayed adjacent to recommended inventory. Creative is deployed in real-time and assets can be custom-configured to best match your strategy.
- **Automated Incentives Makes Personalization Hands-free.** Ads, banners, and coupons featuring the best-available incentive for a specific make and model are automatically displayed using data from a dealer's incentives feed.

Website Accessibility, Powered by AudioEye

Digital Accessibility is a foundational part of who we are. It aligns with our mission to deliver technology that helps dealers master consumer expectations and build enduring client relationships.

Dealer.com's Website Accessibility Solution ensures dealers securely navigate ADA Compliance while delivering a premium, personalized digital storefront experience for consumers of all abilities.

Powered by AudioEye, our solution includes both a toolbar and a managed service, which safeguards dealers with accessibility protection and constant vigilance across the entire website experience. By applying regular automated and manual accessibility testing along with assistive technology like screen readers, this solution takes the guesswork out of compliance management, and lifts any burden off the dealer. Benefits of our solution include:

- **Compliance:** Immediately addresses issues of Legal Demand Letters and ADA-related requirements.
- **Conformance:** Aligned with WCAG 2.0 Level AA and Section 508 legacy and 2018 Refresh Success Criteria.
- **Certification:** AudioEye Trusted Certification shows your commitment to accessibility.
- **Usability:** The Ally Toolbar provides a customizable user experience to all site users.

Cox Automotive Digital Retailing

Give car shoppers the experience they want by letting them start the car-buying process right from your inventory pages, while you work deals online just as you would in-store, double close rates and increase profitability. Get the industry's most powerful digital retailing solution now completely integrated with your Dealer.com Website.

FEATURES INCLUDE:

- **Differentiated Experience.** Gain a competitive advantage by providing consumers the deal term information they want online prior to visiting your dealership, including monthly payments, trade-in values, F&I options, and available financing. Online info is personalized and connected to match the in-store experience.
- **Higher Profitability.** Increase the probability of closing more leads and selling more F&I products for higher revenue per car, with these integrated digital retailing tools.
- **Dealer Control and Efficiency.** 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.

Managed Services

Unlock your potential with a custom digital partnership. Dealer.com Managed Services allow you to stand out from your competition and increase your digital marketing results. Through distinct but connected service offerings including Search Engine Optimization, Content & Creative, Custom Video and a comprehensive Social media solution, we help you create and execute a complete custom digital marketing strategy that drives sales opportunities, saves you time and money, and frees you to sell and service more customers.

FEATURES INCLUDE:

- **Dedicated Expertise Where You Need It Most.** Partner with SEO, social, and campaign professionals to create your custom strategy.
- **Agency-Grade Creative.** Merchandise all of your profit centers, stand out from the competition and drive performance.
- **Coordinated, Hands-On Account Management.** Integrate every campaign with your complete digital marketing strategy to save you time and money.
- **Proven Performance.** Prove the value of every campaign through integrated reports.

GLOSSARY

of Common Website and Advertising Terms

A-D

Cox Automotive Digital Retailing

Accelerate Digital Retailing is Cox Automotive's proprietary Digital Retailing platform. Available across Dealer.com websites, Autotrader, and Kelley Blue Book, Accelerate gives prospective buyers a seamless online shopping process and powerful transaction model regardless of their digital journey.

Activity Tracking

A feature that automatically tracks all activities for each contact, including: email, third-party leads, phone calls, and trade-in leads.

Attribution

Identifying an event or set of events that led to a desired outcome. For automotive dealers, attributing dealership sales to marketing activities helps determine where future investment focus should be.

Auto-Responder

A templated email automatically sent to a shopper based on a trigger. For example, a shopper submits a form on a dealership's website, triggering an automatic response.

Behavioral Targeting

An advertising feature that targets people whose online behaviors show they share a common interest, like sports or travel.

Bounce Rate

A single interaction with a website followed by an exit.

Call to Action

A marketing term that describes a graphic or text meant to prompt a user to click it.

Call Tracking

A system of providing separate contact numbers for each point of contact (website, mobile, service, etc.) so leads can be grouped and analyzed for marketing effectiveness.

Click Path

A sequence of successive webpages seen by a website visitor, which provides details into the visitor's behavior.

Contextual Targeting

An advertising feature that delivers relevant messages to users based on their demographic data.

ControlCenter

A proprietary application that aggregates all the products that a Dealer.com GM Program client has purchased allowing for single sign-on to all products in one location.

Note: To get back-end access to any product, you enter through ControlCenter.

Conversion Rate

The completion of an activity on a website that is important to the success of your business. It's calculated by dividing the number of conversions by unique visitors.

Co-Op Funds

A contribution that OEMs make to compliant dealerships to supplement digital marketing costs.

Cost-per-Click — CPC

A pay structure that tells search engines how much a dealership is willing to pay for each click.

Cost-per-Thousand Impressions — CPM

A pay structure based on the number of times an ad is shown.

Digital Retailing

Digital tools and technologies, such as credit applications, loan and lease payment calculators, trade valuation tools, F&I protection offerings and online reservation tools—which are used to initiate the purchase of a vehicle online.

Display Advertising

A type of digital advertising that targets specific audiences by using contextual and interest based targeting and website retargeting to select appropriate delivery options.

GLOSSARY

of Common Website and Advertising Terms

E-M

Experience Optimization

Experience Optimization is award-winning personalization technology built by Dealer.com that leverages data from Kelley Blue Book, Autotrader, Tier I properties and previous site visits to serve inventory recommendations and relevant specials to shoppers on dealer websites.

Geographic Targeting

The practice of using terms that describe the business's home location, nearest major metropolitan area, county or region, etc., to optimize search results.

Hybrid Website Platform

A website comprising responsive design elements and server-side detection technologies that allows for easier customization and device- specific experiences.

Impression Share

The number of impressions received divided by the estimated number of impressions eligible to receive.

Impressions

An advertising term that refers to a unique instance where the ad was delivered to a website and recorded by the ad server, regardless of whether the user actually viewed it or not.

Incentives Manager

A tool that helps Dealers customize their ad messaging with minimal effort in ControlCenter. Authorized dealership personnel can view available new vehicle incentives and select relevant offers to include in their ads (It is also possible to create a custom incentive as well).

Indexable Content

Content that is easily found by search engines.

KPIs

An acronym for Key Performance Indicators.

Lead

An advertising feature that delivers relevant messages to users based on their demographic data.

Lead Tracking

A feature that tracks and organizes leads from the website, syndicated sites, regional websites, or any third-party provider.

Lower Funnel

A term used to describe shoppers who are closest to a purchase in the sales funnel analogy.

Metadata

Information about data or descriptions about the content and context of data, for example information about the language in which a web page is written, what tools were used to create it, and where to go for more on the subject.

MyCars™

MyCars is a tool on Dealer.com websites that allows consumers to save their vehicle of interest, and notifies them when there is a change in vehicle price, new incentive, or when the vehicle is sold.

GLOSSARY

of Common Website and Advertising Terms

P-Z

Pageviews

An instance of a page being loaded by a browser.

Paid Search

A digital advertising term that provides dealerships the ability to deliver ads on the top and righthand side of a search engine results page (SERP). The paid search ad integrates with a dealership's inventory and incentives, so when online shoppers click the Paid Search ad on the SERP, it links them straight to a vehicle details page.

Premium Display Network

A digital advertising network featuring exclusive access to Jumpstart Automotive Media's premium content for real-time bidding optimization and display reach (ex. a dealership display ad appearing on the Motor Trend site).

Reach

The total number of different people exposed, at least once, to an advertisement during a given period.

Real-Time Bidding

Serving ad impressions one at a time, instantly (in real time), based on the attributes an individual user exhibits (via information stored in his or her browser's cookie).

Retargeting

Display ads that are served across the web to users who've previously visited a dealership website.

Tags

Keywords used to describe content.

Traditional Display Advertising

Reaching a highly coveted in-market audience through broad-based behavioral and contextual targeting (ex. a dealership ad appearing on the ESPN website).

Video Streaming Toolkit

A feature that automatically translates custom videos for posting on a dealership website.

Visits

The number of individual sessions initiated by all visitors to a dealer's site.

Visitor

An individual or browser that accesses a website within a specific time period.

Widget

A small application with a defined and limited functionality. It is usually part of a webpage and designed for end user (online shoppers) interaction.

WYSIWYG

An acronym that stands for What You See Is What You Get; in this case, it refers to Dealer.com's back-end website editing functionality.

GLOSSARY of Critical Reporting KPIs

Understanding what your website metrics mean

KPIs provide an objective quantification of performance.
With the right resources, they can point to opportunities for improvement.

KPI	Why it Matters	Reports
Visits	Total traffic to digital presence. More visits means more eyes on your inventory which creates more opportunities for you.	Webstats Rollup Traffic Trends, Traffic Summary, External Referrers.
Visitors	Visitors that return are like virtual be-backs. A mix of great content, compelling inventory and a retargeting strategy will encourage repeat visits.	
Time on Site	More time on site = better quality of customer = more engagement = more likely to submit a form, call, or arrive at the dealership for a specific unit.	
Bounce Rate	Customers leave for 2 reasons - they have all the info they need, or they don't. Ballpark is to be below 30%.	Webstats Rollup, Content Details, External Referrers.
Form Submission Rate	Indication of leads from the website. If the Dealer is using 3rd party leads - the data in ControlCenter may be incomplete.	Webstats Rollup, Leads Rollup, Profit Centers by Origin.
Combined Conversion Rate	See your mix of phone calls and forms - play to what works. Mobile? Work on your phone leads.	Leads Rollup, Call Tracking Rollup.
VDP Views	Opportunity to look beyond leads to these indirect demand indicators. VDP Views drive floor and phone traffic.	Consumer Demand Reports.

DEALER DIGITAL SOLUTION



THANK YOU *for your Partnership.*

GM Website Program Support

Contact Us:

888.740.2154

generalmotorssupport@coxautoinc.com

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