



Nissan

 **DIGITAL CERTIFIED MARKETING PACKAGES**



126% more engagement with personalized content.¹



Why Partner with Dealer.com?

Better Data, Better 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)

Websites

Create a personalized, customized, and optimized experience driving real results.

2x

More leads submitted¹

3x

More VDP views¹

Advertising

Maximize your visibility and ability to target potential customers with accuracy and efficiency.

3.8x

More VDP views³

2.7x

More visits³

Managed Services

Elevate your dealership's search visibility using Social and Reputation Management, Content and Creative Services and Search Engine Optimization.

43%

More website visits²

56%

More VDP views²

Accelerate My Deal

Convert browsers on your dealership website into buyers with Accelerate My Deal.

28%

Increase in deals with
a credit application⁴

48%

Higher close rate on average with
Accelerate My Deal compared
to other internet leads⁵

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 9,342 dealers who subscribed to Experience Optimization (EO) over a six-month period of January – June 2023. We compared visits where shoppers were exposed to personalized content versus non-personalized content.

2. Based on Dealer.com study comparing organic traffic performance of 2,974 franchise dealerships using Core SEO to 498 franchise dealerships using Premium SEO. The study included dealerships that had been using the respective SEO products for at least 3 months before the comparison period (June to August 2023).

3. Average performance of 391 dealers using paid search and retargeting channels vs. 133 using paid search, display, retargeting, Facebook, and Premium SEO. January – June 2023.

4. Google Analytics (Dealer.com Aggregate Account) Jan. – Jun. 2023.

5. Cox Automotive Product Analytics. Accelerate My Deal Lead to Close Analysis using VinSolutions sales data. Data from Jan to June 2023. Analysis performed August 2023.





Website Packages

Dealer.com Retail Website Packages

PERFORMANCE FOUNDATION MSRP: \$2283/mo. Nissan Dealer Price: \$1559/mo.	PERFORMANCE MSRP: \$2790/mo. Nissan Dealer Price: \$1959/mo.	PERFORMANCE PLUS MSRP: \$4657/mo. Nissan Dealer Price: \$3199/mo.	PERFORMANCE PLATINUM MSRP: \$6627/mo. Nissan Dealer Price: \$4699/mo.
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PERFORMANCE FOUNDATION				
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				
ControlCenter	✓	✓	✓	✓
Composer with Page Preview	✓	✓	✓	✓
Media Library (Asset Management)	✓	✓	✓	✓
Page Designer	✓	✓	✓	✓
Heatmap & Widget Map Visualizations	✓	✓	✓	✓
Specials Campaign Manager	✓	✓	✓	✓
Incentives Management and Syndication	✓	✓	✓	✓
Design Editor	✓	✓	✓	✓
Inventory Lifecycles	✓	✓	✓	✓
Toll-Free Call Tracking	✓	✓	✓	✓
Video Upload and Streaming Toolkit	✓	✓	✓	✓
Digital Marketing Performance Analytics	✓	✓	✓	✓
nGauge Traffic Quality Scoring	✓	✓	✓	✓
Inventory Exports – Up to 6 Providers	✓	✓	✓	✓
OEM Compliance Submission	✓	✓	✓	✓
PERFORMANCE				
WEBSITE SERVICES / PARTNERSHIP AND SUPPORT				
Core Search Engine Optimization		✓		
5-Star Review Syndication		✓	✓	✓
Reactive Website Services		✓	✓	✓
PERFORMANCE PLUS				
Video SmartSites – Automated Inventory Videos			✓	✓
Custom Creative Assets (5 Assets, 2 Landing Pages)			✓	✓
Reputation Management			✓	✓
Standard Search Engine Optimization			✓	✓
PERFORMANCE PLATINUM				
Unlimited Inventory Exports				✓
Advanced Content & Creative Services*				✓
Review Generation				✓
Premium Search Engine Optimization				✓

The Performance Package provides important upgrades that help your dealership excel. With Site Services, a team of Dealer.com professionals help create operational efficiency for your dealership by making strategic updates to your website. Our Core SEO solution includes the search engine basics for your website combined with ongoing, proactive SEO optimization. The Dealership Review Syndication product allows you to build trust with your consumers and helps you stand apart from your competitors.

Performance 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 Performance Plus save you time and keep you focused on selling and strategy. They include a Dealer.com Performance Website, plus monthly OEM Compliance Submission, monthly Campaign Creative, increased Search Engine Optimization focus, and Reputation Management support.

Performance Platinum 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, Performance Platinum includes a Performance Website, all the features of Performance Plus, along with Advanced Campaign Content and Creative, 360-degree reputation management, including Review Generation and Review Response, and our award-winning Premium SEO service.

**Can be upgraded to Premium Content & Creative for an additional \$750/mo.*



Digital Retailing Packages

Accelerate My Deal Core

\$1099/month**

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, Vin CRM Integration (One Lead – No Duplicates)

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

Dealer.com SEO

The industry's premier SEO service combines automotive expertise with Google, Bing, and Yahoo, and fluency with Dealer.com's market-leading technology platform. The SEO team consists of continuously trained SEO Strategists, Specialists, and Copywriters, that work to capture relevant traffic and steer it toward your Digital Storefront.

Standard SEO
\$659/month

Advanced SEO
\$999/month

Premium SEO
\$1919/month

Dealer.com Local SEO

Any business that has a physical location or serves a geographic area can benefit from local SEO. If you search Google for any important keywords related to your business and a map with 3 listings appears underneath it (also known as a map pack), then local SEO can help you grow your business.

Standard Local SEO
\$229/month

Advanced Local SEO
\$959/month

Premium Local SEO
\$1149/month

Premium SEO & Advanced Local SEO
\$2699/month

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*
\$539/month*

Advanced Content & Creative*
\$1199/month*

Premium Content & Creative*
\$1479/month*

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*
\$549/month

Review Generation

Dealer.com delivers an efficient and personalized way for dealerships to request and collect consumer reviews across multiple GMBs and industry leading review sites, all while the dealership experience is top-of-mind. Review Generation elevates the voice-of-the-customer through an always-on, SMS-based review growth strategy that is easy to use and painless for consumers.

Dealertrack DMS:
\$449/month

CDK DMS:
\$549/month

Non-Dealertrack/CDK DMS:
\$519/month

**Must have a website with Dealer.com | **\$100 off-platform increase*





Advanced Reputation Management

\$329/month

Dealer.com Advanced Reputation Management offers dealers a coordinated consumer review and response management solution that reinforces your customer service commitment online, strengthens local SEO, and delivers valuable content you can use to attract additional shoppers.

Reputation Response Specialists monitor and respond to all reviews (both positive and negative), in lockstep with established dealership processes. Our solution combines coordinated third-party review response management, Google My Business review optimization, and dealer website syndication—with your best reviews showcased on your website. These combine to deliver consistent, high quality interactions with all dealership customers across all profit centers.

Managed Social

Dealer.com's dedicated social professionals combine creative content with community management for a complete social presence. Campaigns consistently align with your overall digital strategy and brand guidelines, and encompass a complete range of services that optimize your social identity and reach.

Standard Social
\$539/month**

Advanced Social
\$799/month; Off-Platform \$919/month

Premium Social
\$1199/month**

Compliance and Accessibility

Navigate an increasingly complex regulatory landscape and maintain compliance with evolving laws using Dealer.com's Compliance and Accessibility solution. It provides a comprehensive approach that alleviates the burden for our dealers. Select from Compliance Protection, an easy-to-implement solution that offers shoppers a simple interface to manage their cookie preferences while visiting the website or Compliance Protection Plus which, includes cookie management and supports State Privacy regulations and Accessibility compliance.

Compliance Protection
\$49/month

Compliance Protection Plus
\$749/month

**Must have a website with Dealer.com **\$100 off-platform increase*



Websites

Performance Foundation
\$1559/month

Performance Package
\$1959/month

Performance Plus
\$3199/month

Performance Platinum
\$4699/month

Digital Retailing

Cox Automotive Digital Retailing**
\$1099/month

Credit Application**
\$199/month

Reservations
\$149/month

Managed Services

Search Engine Optimization

Standard SEO
\$659/month

Advanced SEO
\$999/month

Premium SEO
\$1919/month

Standard Local SEO
\$229/month

Advanced Local SEO
\$959/month

Premium Local SEO
\$1149/month

Premium SEO & Advanced Local SEO
\$2699/month

Advanced Marketing Solution Bundle
\$2939/month

Premium Marketing Solution Bundle
\$3299/month

Content & Creative

Standard Content & Creative
\$539/month*

Advanced Content & Creative
\$1199/month*

Premium Content & Creative
\$1479/month*

Fixed Operations Content & Creative
\$549/month*

Managed Social

Standard Social**
\$539/month

Advanced Social
\$799/month;
Off-Platform \$919/month

Premium Social**
\$1199/month

Advanced Reputation Management
\$329/month

A La Carte Products

Advanced Composer
\$299/month

Call-Tracking
1 line/200 mins – \$79
3 lines/500 mins – \$99
10 lines/1000 mins – \$179
50 lines/2500 mins – \$299
300 lines/3000 mins – \$399
300 lines/6000 mins – \$599

Inventory Exports

\$49/mo. Single Provider, All Inv. Types
Unlimited Exports \$199/month

Domain Management – Monthly
\$3/month

Import
\$149/month

Mobile Lot Inventory Capture
\$149/month

OEM Compliance
\$149/month

Photo Overlays
\$149/month

Site Services
\$99/month

Spanish Language Site
\$179/month

SmartBlog with User Reviews
\$79/month

Video SmartSites Package
\$499/month

Window Stickers
\$69/month

Review Generation (On or Off Platform)

Nissan Dealers with a Dealertrack DMS
\$449/month

Subscribing Dealers with a CDK DMS
\$549/month

Subscribing Dealers with a non-Dealertrack or non-CDK DMS
\$519/month

Reputation Management & Review Generation (On or Off Platform)

Subscribing Dealers with a Dealertrack DMS
\$699/month

Subscribing Dealers with a CDK DMS
\$799/month

Subscribing Dealers with a non-Dealertrack or non-CDK DMS
\$769/month

Compliance Protection

Compliance Protection
\$49/mo

Compliance Protection Plus
\$749/mo

*Must have a website with Dealer.com **\$100 off-platform increase

