



# Nissan

 **DIGITAL CERTIFIED MARKETING PACKAGES**



**126%** *more engagement with personalized content.<sup>1</sup>*



## 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 submitted<sup>1</sup>

**3x**

More VDP views<sup>1</sup>

### Advertising

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

**3.8x**

More VDP views<sup>3</sup>

**2.7x**

More visits<sup>3</sup>

### Managed Services

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

**43%**

More website visits<sup>2</sup>

**56%**

More VDP views<sup>2</sup>

### Accelerate My Deal

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

**28%**

Increase in deals with  
a credit application<sup>4</sup>

**48%**

Higher close rate on average with  
Accelerate My Deal compared  
to other internet leads<sup>5</sup>

## 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

|  | <b>PERFORMANCE</b><br><i>MSRP: \$2790/mo.</i><br><i>Nissan Dealer Price:</i><br><i>\$1499/mo.</i> | <b>PERFORMANCE PLUS</b><br><i>MSRP: \$4657/mo.</i><br><i>Nissan Dealer Price:</i><br><i>\$2599/mo.</i> | <b>PERFORMANCE PLATINUM</b><br><i>MSRP: \$6627/mo.</i><br><i>Nissan Dealer Price:</i><br><i>\$3999/mo.</i> |
|--|---|--|--|
| <b>PERFORMANCE</b>                                   |   |  |  |
| <b>WEBSITE EXPERIENCE</b>                            |   |  |  |
| 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                                | ✓   | ✓  | ✓  |
| 5-Star Review Syndication                            | ✓   | ✓  | ✓  |
| <b>MARKETING AND MERCHANDISING TOOLS</b>             |   |  |  |
| 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                | ✓   | ✓  |  |
| <b>WEBSITE SERVICES / PARTNERSHIP AND SUPPORT</b>    |   |  |  |
| Core Search Engine Optimization                      | ✓   |  |  |
| Performance Manager                                  | ✓   | ✓  | ✓  |
| Reactive Website Services                            | ✓   | ✓  | ✓  |
| <b>PERFORMANCE PLUS</b>                              |   |  |  |
| Video SmartSites – Automated Inventory Videos        |   | ✓  | ✓  |
| OEM Compliance Submission                            |   | ✓  | ✓  |
| Custom Creative Assets (5 Assets, 2 Landing Pages)   |   | ✓  |  |
| Reputation Management                                |   | ✓  | ✓  |
| Standard Search Engine Optimization                  |   | ✓  |  |
| <b>PERFORMANCE PLATINUM</b>                          |   |  |  |
| 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.





## Digital Retailing Packages

### Accelerate My Deal Core \$1299/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 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: 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**  
\$699/month, \$699/setup

**Advanced SEO**  
\$1099/month, \$1099/setup

**Premium SEO**  
\$1999/month, \$1999/setup

## 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**  
\$249/month

**Advanced Local SEO**  
\$999/month

**Premium Local SEO**  
\$1199/month

**Premium SEO & Advanced Local SEO**  
\$2799/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\***  
\$499/month

**Advanced Content & Creative\***  
\$1099/month

**Premium Content & Creative\***  
\$1499/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\***  
\$599/month

## Custom Video

Engage your website visitors more efficiently and effectively than ever before with the new Dealer.com Custom Video solution. Each month, 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.

**Dealer.com Turnkey Video**  
\$999/month

**Advanced Custom Video**  
\$1399/month

**Premium Custom Video**  
\$1799/month

## Review Generation

**\$499/month**

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.

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



## Advanced Reputation Management

### \$399/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

**\$499/month, \$499/setup**

### Advanced Social

**\$799/month, \$799/setup**

### Premium Social

**\$1399/month, \$1399/setup**

### Additional Social Boosting

**\$279/month, (\$79 fee + \$200 in Boosting)**

## Advertising

Dealer.com Advertising delivers connected digital campaigns promoting your inventory and dealership services to the places where your customers browse, shop, or consume content online. We connect your cars to your customers through a flexible, intelligent, and secure advertising solution powered by exclusive consumer insights, market intelligence, and first-party data.\*\*\*

### Standard Package

**25% of spend, \$299 minimum fee, \$224 Platform Fee, Available to dealers without a Dealer.com website with one-time fee of \$250**

Channels include: Display Retargeting, Paid Search, Parts/Service, and Facebook. Also includes a Dealer.com Performance Manager.\*\*\*\*

### Advanced Package

**25% of spend, \$650 minimum fee, \$224 Platform Fee, Available to dealers without a Dealer.com website with one-time fee of \$250**

Includes all Standard channels, plus Network Display, including the Cox Automotive endemic network of automotive research sites. Also includes access to exclusive Cox Automotive in-market shopper audiences, including Autotrader and Kelley Blue Book, along with exclusive integrations with vAuto, Xtime, and Cox Automotive Enterprise Data. This package also includes access to strategic Add-On Services available at an additional cost, including Video Advertising with flighting, Custom Display Creative and more. Includes promotion eligibility.

### Premium Package

**\$1650 minimum fee, plus 8% of spend up to \$2499, \$224 Platform Fee, Available to dealers without a Dealer.com website with one-time fee of \$250**

Includes all Standard and Advanced features, plus dedicated Advertising Performance Manager support and premium, discounted access to strategic Add-On Services available at an additional monthly cost.

The minimum fee for the Premium Advertising Package is \$1650/month, plus 8% of any ad spend in excess of \$7500/month, up to a maximum of \$2499/month in total fees. The fee maximum does not include the cost of any la carte product purchased, or the \$229/month Platform Fee.

## Video Advertising

Dealer.com's video advertising solutions make it easy to create and deploy high quality video content that connects your cars with your customers browsing Facebook and YouTube.

**Turnkey Video Advertising with Creative \$1099/month**

**Advanced Custom Video for Advertising \$1399/month**

**Premium Custom Video for Advertising \$1799/month**

**Video Advertising Flighting\*\*  
Additional \$299/month**

\*Must have a website with Dealer.com | \*\*Must be purchased with Custom Video service | \*\*\*2021 TAG Certified Against Fraud Seal for 4 consecutive years  
\*\*\*\*Spend via Meta channels will incur an additional 5% audience management fee



## WEBSITES

Performance Package  
\$1499/month

Performance Plus  
\$2599/month

Performance Platinum  
\$3999/month

## DIGITAL RETAILING

Cox Automotive Digital Core\*\*  
\$1299/month

Cox Automotive Digital Retailing Inventory Integration  
\$499/month

Credit Application\*\*  
\$299/month

Reservations  
\$199/month

## MANAGED SERVICES

### Search Engine Optimization

Standard SEO  
\$699/month

Advanced SEO  
\$1099/month

Premium SEO  
\$1799/month

Standard Local SEO  
\$229/month

Advanced Local SEO  
\$959/month

Premium Local SEO  
\$1149/month

Premium SEO & Advanced Local SEO  
\$2699/month

### Review Generation & Reputation Management

Reputation Management  
\$339/month, \$399/setup

Standard SEO & Reputation Management  
\$999/month, \$999/setup

Advanced SEO & Reputation Management  
\$1399/month, \$1399/setup

Premium SEO & Reputation Management  
\$2099/month, \$2099/setup

### Content & Creative

Standard Content & Creative  
\$499/month

Advanced Content & Creative  
\$1099/month

Premium Content & Creative  
\$1499/month

Fixed Operations Content & Creative  
\$599/month

### Managed Social

Standard Social\*\*  
\$499/month

Advanced Social\*\*  
\$799/month

Premium Social\*\*  
\$1399/month

Managed Social Boosting  
\$279/month,  
(\$79 fee + \$200 in boosting)

## ADVERTISING

### Advertising Packages

Standard Package\*\*\*  
25% of spend, \$299 minimum fee, \$50 setup

Advanced Package\*\*\*  
25% of spend, \$650 minimum fee, \$0 setup

Premium Package\*\*\*  
\$1650 minimum fee, plus 8% of spend up to \$2499, \$0 setup

Advertising Creative – Custom  
\$200/hour

### Video Advertising

Turnkey Video Creative with Flighting  
\$999/month

Advanced Custom Video for Advertising  
\$1399/month

Premium Custom Video for Advertising  
\$1799/month

Video Advertising Add-On\*  
\$299/month

### Other Advertising

Custom Display Ad Service\*  
\$299/hour

## A LA CARTE PRODUCTS

Advanced Composer  
\$299/month, \$299/setup

Call-Tracking  
1 line/200 mins – \$49  
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

Experience Optimization  
\$349/month, \$349/setup

LivePerson Automotive Chat  
Tango 50 \$475/month, \$250/setup  
Tango 100 \$775/month, \$250/setup  
Tango Unlimited \$1100/month, \$250/setup  
Additional Text Numbers \$49

Inventory Exports  
Single Provider, 1 Inventory Type  
\$35/mo. Single Provider, All Inv. Types  
\$49/mo. Custom Provider Configuration  
\$500 Unlimited Exports \$199/month

### Custom Work – Hourly

\$200/hour

Domain Management – Monthly  
\$3/month

Group Splash Page  
\$299/month

SisterTech Integration  
\$99

Inventory Merchandising Package  
\$399/month

Mobile Lot Inventory Capture  
\$199/month

OEM Compliance  
\$169/month

Photo Overlays  
\$199/month

Spanish Language Site  
\$179/month

SmartBlog with User Reviews  
\$79/month

Template Generator For Craigslist  
\$49/month

Video SmartSites Package  
\$499/month, \$499/setup

Video Upload Toolkit  
\$199/month

Window Stickers  
\$99/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)

Nissan 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

\*Must have a website with Dealer.com

\*\*\$100 off-platform increase

\*\*\*Spend via Meta channels will incur an additional 5% audience management fee

