



NISSAN DEALER DIGITAL PROGRAM

Digital Retailing Program Benefits

Bring the Car Buying Experience Online

Today's shoppers expect the same convenience when buying a car as they do with other online purchases. A Digital Retailing tool on your website helps deliver a streamlined, user-friendly experience.

Choose from six provider solutions designed to create a smooth, user-friendly experience from browsing to signing.



NISSAN DIGITAL RETAILING
ENROLL TODAY



EXPLORE PROVIDER OPTIONS OR ENROLL
nissandigitalprogram.com/DigitalRetailing

Why Digital Retailing?

- Discounted Package Pricing
- Automated Co-Op Submission & Compliance
- Dealer Choice
 - Six Nissan providers to choose from
- Seamless Integrations with Nissan Solutions
 - Nissan Dealer Website Program (NDWP) Websites
 - Integrated accessories catalog
 - NESNA F&I products and services
 - Enterprise Lead Management System (ELMS)
- Direct Integration with Nissan Motor Acceptance Company (NMAC)
 - Ability to display both special and standard rates
 - Instant Finance Decisioning through Dealertrack
- Tier 1 Messaging & Branding
 - Exclusive Digital Retailing dealer designation on nissanusa.com
 - Inclusion of future media and marketing strategies
- Streamlined Analytics
 - Reporting and benchmarking in the Nissan analytics dashboard