

Nissan Core Package

\$1699/month

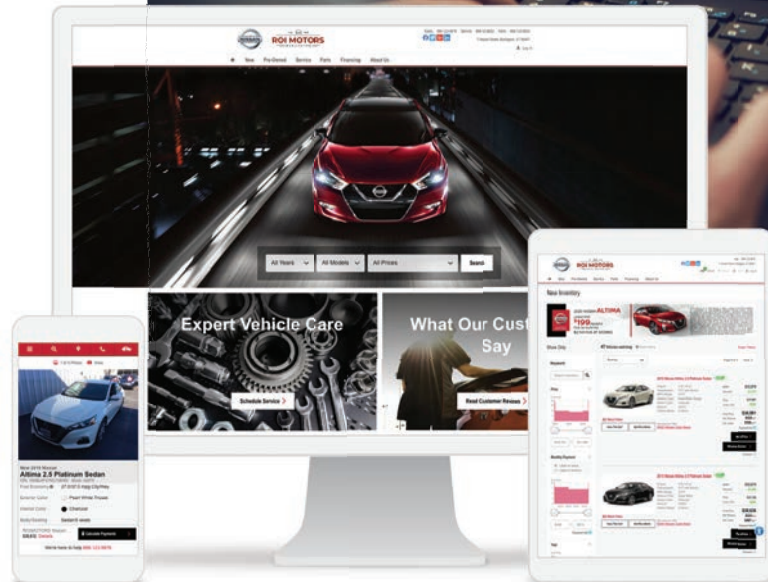
Deliver a mobile-first, engaging digital experience.

FEATURES INCLUDE:

- Dealer.com Mobile-First Website Platform
- ControlCenter
- HTTPS Encryption
- Specials Campaign Manager
- Analytics
- nGauge Quality Score
- Strategic Guidance and Support
- Experience Optimization
- OEM Website Compliance
- Site Services
- Core SEO
- OEM Custom Creative
- AudioEye
- Video SmartSites Package



Gain Insight With Analytics



Dealer.com Websites

Dealer.com allows you to create and control a complete digital storefront. Our mobile-first website platform delivers unmatched mobile and desktop flexibility, speed, and security, award-winning site personalization, and seamless connectivity with other Cox Automotive brands. This unrivaled combination transcends traditional website limitations, allowing you to optimize every aspect of your digital marketing strategy.

Mobile-First Websites

Dealer.com Websites are responsive with server-side elements, giving dealers the flexibility to quickly and easily customize mobile and desktop experiences from ControlCenter, without sacrificing site-speed or user experience.

Vehicle Deals Pages

Our newly-designed, next generation Vehicle Deals Pages deliver a more transparent and trustworthy user experience, with high-resolution vehicle imagery, a more intuitive digital retailing workflow, Kelley Blue Book dealer reviews, and mobile-first collapsible features and specifications.

ControlCenter

ControlCenter anchors your complete digital showroom, with a centralized back-end interface to help you manage, analyze and strategize not only your website experience, but your entire Cox Automotive digital marketing investment—all from one, single-sign on platform.

Composer

The industry's most easy-to-use desktop and mobile customization tool, facilitating real-time content edits and unlimited custom pages.

PageBuilder

Simply add, configure and manage pages and their components within Composer for automatic consistency across every device. You can also make adjustments or additions to mobile or desktop experiences separately, giving you total control.

Design Editor

Tap into a vast library of website customization options, which can be selected and deployed in real-time.

Specials Campaign Manager

With Specials Campaign Manager, you can easily create, manage and deploy HTML5 specials across vehicle listings and details pages, in slideshows and on promotions pages.

HTTPS Encryption

Enjoy the industry's most secure online retailing experience through site-wide HTTPS encryption. This technology safeguards customer data across every page of your website, ensuring total confidentiality throughout a shopper's entire digital journey—from online form submissions to financial queries and deals.

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.

MyCars™

A convenient tool that's proven to reduce vehicle time on your lot by seven days. It encourages continuous shopper engagement by providing a list of recently viewed cars with the option to save them and sign up for alerts.

Pricing Display Configurations

Flexible pricing controls provide configurable pricing display options to meet state sales regulations, OEM specific compliance standards, or pricing preferences that align with your dealership's ability to accommodate any pricing equation, effectively advertising inventory to your shoppers.

ePricer

Gathers customer information in return for an internet price and delivers an electronic copy to a shopper's inbox.

CallTracking

Convert every phone call into a lead in ControlCenter. This includes three numbers for desktop and mobile. More can be added upon purchase and request.

Analytics

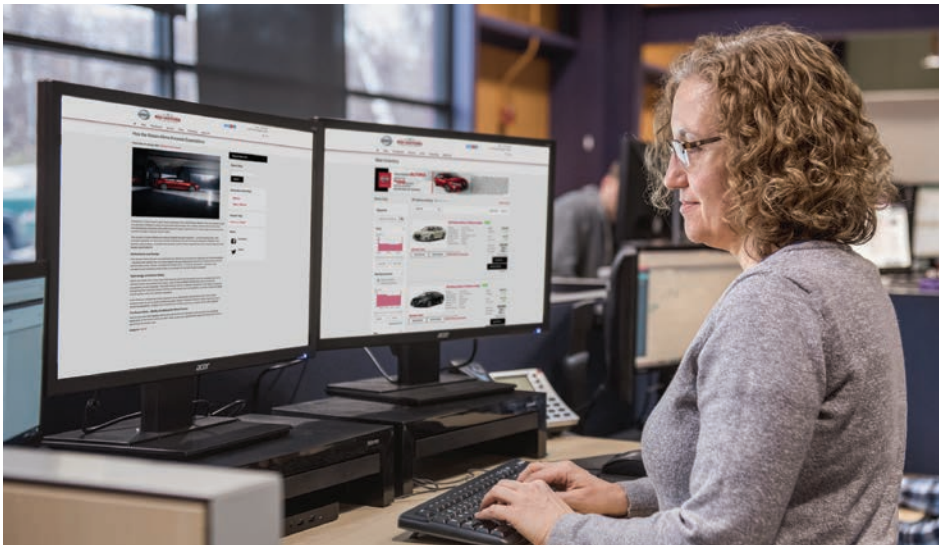
To understand your digital performance, and how you stack up to your competition, you need more than basic digital data. Our Analytics platform provides critical data and insight into your website, advertising and campaign performance, with an easy-to-read reporting system that delivers comprehensive business intelligence across your digital investment.

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.

Strategic Guidance and Support

A focused and integrated team of in-field consultants and digital marketing experts and technologists work together for your dealership. From technical issues to strategic planning, our Client Services team brings you the solutions to all your day-to-day and long-term digital marketing challenges.



Site Services

A team of Dealer.com professionals working to enhance dealership efficiencies by making updates per your specific strategy. The team focuses on the essential components of daily performance. Your dealership can facilitate and request changes based on the following:

- **Staff Page Management**
Management of staff pages to keep website up-to-date. You provide the content.
- **Basic Page Builds**
Building of one basic page via Composer each month. You provide the content and images.
- **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**
Building of up to five different incentives per dealership. You provide all disclaimers and content.
- **CallTracking 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.



Dealer.com Nissan Website Packages	NISSAN ELITE \$2499/month	NISSAN CORE \$1699/month	NISSAN BASE \$1299/month
Dealer.com Mobile First Website	X	X	X
Design Editor	X	X	X
ControlCenter	X	X	X
Composer	X	X	X
Page Builder	X	X	X
Visualization Insights (Heat and Widget Mapping)	X	X	X
Specials Campaign Manager	X	X	X
HTTPS Encryption	X	X	X
nGauge Quality Score	X	X	X
Pricing Display Configuration	X	X	X
CallTracking Lines	6 LINES	6 LINES	6 LINES
Performance Manger	X	X	X
MyCars™	X	X	X
Mobile ControlCenter App	X	X	X
Inventory Lifecycles	STANDARD	STANDARD	STANDARD
Incentives Manager	X	X	X
AudioEye	X	X	X
Experience Optimization	X	X	
Export Single Provider — All Inventory Types	3 Exports	3 Exports	
OEM Website Compliance Management	X	X	
Video Package	X	X	
Core SEO		X	
OEM Custom Creative	X	X	
Site Services	X	X	
Reputation Management	X		
Standard SEO	X		