

Nissan Digital Marketing

Program Packaging and Pricing

WEBSITES

Nissan Performance Package
\$1499/month, \$1499/setup

Nissan Performance Plus Package
\$2599/month, \$2599/setup

Nissan Performance Platinum Package
\$3999/month, \$3999/setup

DIGITAL RETAILING

Cox Automotive Digital Retailing Core
\$1,299/month

Cox Automotive Digital Retailing Elite
\$1,999/month

Cox Automotive Digital Retailing Inventory Integration
\$499/month

90-Day Performance Management
\$599/month

FinanceDriver
\$299/month

Reservations
\$199/month

Vehicle Protection
\$199/month

MANAGED SERVICES

Standard Content & Creative
\$499/month, \$499/one-time setup

Advanced Content & Creative
\$1,099/month, \$1,099/one-time setup

Premium Content & Creative
\$1,499/month, \$1,499/one-time setup

Fixed Operations Content & Creative
\$599/month, \$599/setup

Custom Display Ads
\$299/month

Video Advertising with Flighting (Turnkey)
\$1099/month, \$1099/setup

Advanced Custom Video with Flighting
\$1399/month, \$1399/setup

Premium Custom Video with Flighting
\$1799/month, \$1799/setup

Standard SEO
\$699/month, \$699/setup

Advanced SEO
\$1,099/month, \$1,099/setup

Premium SEO
\$1,799/month, \$1,799/setup

Standard Social
\$499/month, \$499/setup

Advanced Social
\$799/month, \$799/setup

MANAGED SERVICES

Premium Social
\$1,399/month, \$1,399/setup

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

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

Advanced SEO & Reputation Management
\$1,399/month, \$1,399/setup

Premium SEO & Reputation Management
\$2,099/month, \$2,099/setup

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

Site Services
\$119/month

Integrated Digital Marketing Solution (Bundle of PSEO and Adv C&C)
\$2,099/month, \$2,099 setup

Managed Services Group Support
\$299/month

Website Management
\$299/month

Custom Video Footage Capture
\$4,000

ADVERTISING

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

MISCELLANEOUS

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

Call Tracking
1 Line/200 minutes, \$49
10 Lines/1000 minutes, \$179
3 Lines/500 minutes, \$99
300 Lines/3000 minutes, \$399
300 Lines/6000 minutes, \$599
50 Lines/2500 minutes, \$29

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

MISCELLANEOUS CONT'D

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

Nissan Dealer Websites

Build your best Digital Storefront experience

Dealer.com Websites deliver personalized digital sales and service experiences that connect automotive retailers with in-market shoppers everywhere. Through careful, data-driven design, our websites thoughtfully guide shoppers through frictionless experiences that build purchase confidence and facilitate digital sales transactions.

Aligned with leading eCommerce best practices and user-guided design, Dealer.com has the data and expertise to personalize car shopping, and the technology to help dealerships make digital marketing and online retail simple and profitable.

KEY BENEFITS

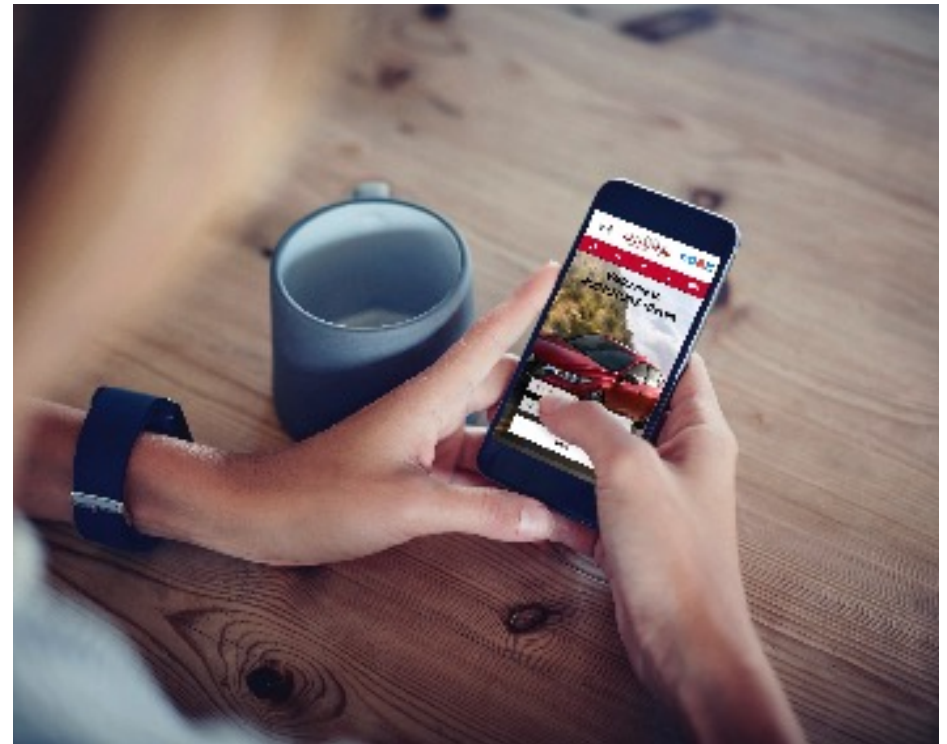
A digital storefront experience that inspires confidence—and drives leads. The Dealer.com Website Platform helps dealers deliver personalized digital shopping experiences to consumers that enable buying and selling.

Marketing and website tools that keeps you focused on selling and strategy. From simplified asset management to advanced pagebuilding tools and seamless incentives and site-wide specials syndication, we've modernized our tools to help you tackle website and digital marketing fundamentals.

Partnership and accountability for lasting success. Supported by your Performance Manager, partnership with Dealer.com brings forward the strategic digital marketing expertise you need to run a successful digital dealership.

NEW FEATURES

Connected across marketing, sales, service, and dealership operations. From data sharing to strategic integrations with the brands most critical to your business, Dealer.com and Cox Automotive deliver the difference-making insights and strategic value you'd expect from a complete digital marketing partner.



Digital Experience Enhancements

- All-new Search Results Page design
- Free-form or Faceted inventory search
- Site-wide free-from Search Bar
- New homepage and interior page design options
- Homepage review syndication*
- New User-guided Digital Retailing experience*
- Video Chat and Co-browsing*

Enhanced Dealer Tools

- Redesigned Media Library asset management
- Page Designer advanced page maker
- Composer Drafts page preview and scheduling
- Third-Party Website add-on API
- Flexible, remote sales and service resources
- Product Release notes published
- in ControlCenter

Nissan Program Website Packages

	PERFORMANCE PLATINUM \$3,999/month	PERFORMANCE PLUS \$2,599/month	PERFORMANCE \$1,499/month
WEBSITE EXPERIENCE			
Website Experience Optimization (Personalization)	•	•	•
Mobile-First, Responsive Design with Device-Specific Customization	•	•	•
UX-driven Design	•	•	•
Website Accessibility Solution powered by AudioEye	•	•	•
MyCars™ Shopping Cart	•	•	•
5-Star Review Syndication	•	•	•
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	•	•	•
Exports	UNLIMITED	UP TO 5	UP TO 5
Toll Free Call-Tracking	•	•	•
Video Upload and Streaming Toolkit	•	•	•
Digital Marketing Performance Analytics	•	•	•
nGauge Traffic Quality Scoring	•	•	•
HTTPs Encrypted	•	•	•
Video Smart Sites—Automated Inventory Videos	•	•	•
WEBSITE SERVICES / PARTNERSHIP AND SUPPORT			
Core Search Engine Optimization	•	•	•
Standard Search Engine Optimization	•	•	•
Premium Search Engine Optimization	•	•	•
Dedicated Performance Manager	•	•	•
Managed Creative	•	•	•
Website Management	•	•	•
Dealership Review Integration	•	•	•
Advanced Reputation Management	•	•	•
Review Generation - DT	•	•	•
Advanced Content and Creative	•	•	•

To learn more about a Dealer.com Website, please contact your Performance Manager or a Dealer.com Regional Sales Consultant at (888) 718-9331. Schedule a demo at Dealer.com/Nissan.

Dealer.com Advertising

Connect your cars to in-market shoppers with our flexible, intelligent, and secure advertising platform powered by data you can't get anywhere else.

Dealer.com Advertising combines more than a decade of digital advertising experience along with in-market shopper data and Cox Automotive business intelligence to deliver the most effective advertising portfolio aligned to your strategy. Our platform deploys personalized, integrated ad campaigns that use advanced data-targeting, AI, and impactful creative to reach prospective vehicle buyers and owners through paid search, display, social media and video channels.

KEY FEATURES AND BENEFITS

Spend smarter on every channel and reach shoppers wherever they are online.

Showcase your vehicles and dealership services to shoppers at all stages of the consumer journey—to capture existing demand and drive new interest.

Access only the most relevant shoppers.

We deliver your inventory and fixed operations ad campaigns to the most relevant in-market audiences visible through data integrations and business intelligence exclusive to Dealer.com, Cox Automotive. Together, this data helps you make the right relevant connections with consumers at every stage of their journey.

Flex your strategy and budget as your needs change.

Backed by digital marketing expertise and our proprietary Compass Advertising Intelligence engine, you'll build an advertising portfolio that can pivot when you need it to and focuses solely on the strategy you set.

Protect your digital advertising investment from fraud.

Our partnerships with White Ops and the Trustworthy Accountability Group (TAG) monitor and protect your digital advertising investment from bots, artificial traffic, and ad fraud.

Our multi-channel, data-powered, dealer-first portfolio drives more high-quality traffic, website engagement, and leads.



Dealers using search and retargeting channels vs. those using search, display, retargeting, Facebook and SEO. May-October 2019.



Exclusive Partnerships Drive Campaign Performance

Autotrader and Kelley Blue Book

Only Dealer.com leverages shopper data from Autotrader and Kelley Blue Book to help you capitalize on existing demand in your market. Named in the 2019 Car Buy Journey as the two third-party destinations that drive the most buyers to dealers*, we can help you target and retarget these in-market audiences and direct them back to your website using Dealer.com's proprietary Machine Learning and Real-Time-Bidding platform.

75% of shoppers visit Autotrader or Kelley Blue Book prior to purchase

vAuto Business Intelligence

Only Dealer.com uses vAuto data, including Market Day Supply, Price Rank, vRank, and Price to Market, to filter inventory for advertising through Paid Search, ensuring your spending the right amount of your budget on the right vehicles. We also dynamically adjust the prices shown in your ad copy based on how your vehicles are priced in the market. Additionally, our exclusive vAuto integration allows you to further prioritize your inventory by targeting Distressed Vehicles within a Facebook Campaign.

Dealers leveraging this exclusive vAuto data increased their impression share 138%, and increased click-throughs to the website by 38%.

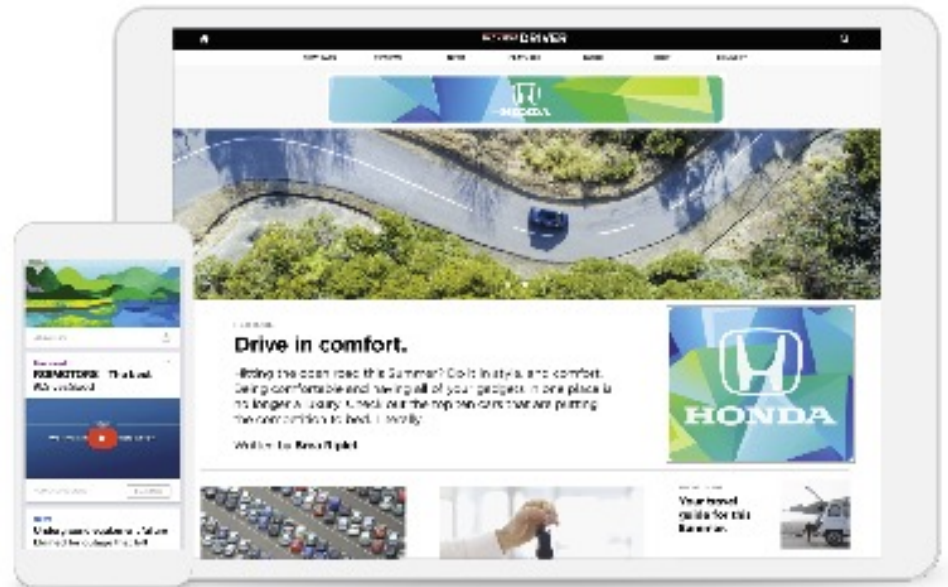
Facebook Targeting

Only Dealer.com gives you the ability to target in-market shoppers—who have researched vehicles on Kelley Blue Book or shopped on Autotrader within the last 90 days—on the world's most popular social network. With 20% of mobile traffic going to Facebook, reaching these in-market audiences there has never been more important.

In 2019, a large dealer group ran Facebook dynamic ad campaigns fueled by Autotrader and Kelley Blue Book audience data, which—according to a Facebook conversion lift study—resulted in a 63% increase in incremental (new) VDP views.

Xtime Pricing Data

Automatically include relevant pricing data from Xtime Schedule in your paid search ads, driving more relevant ad copy promoting your service department.



Video Advertising Creation and Flighting

Only Dealer.com offers an accessible, holistic video creation and delivery service for dealers no matter their budget, driving compelling, offer-based video content to high value, high engagement video channels like Facebook and YouTube.

Test drive videos viewed online outnumber in-store test drives 2 to 1.

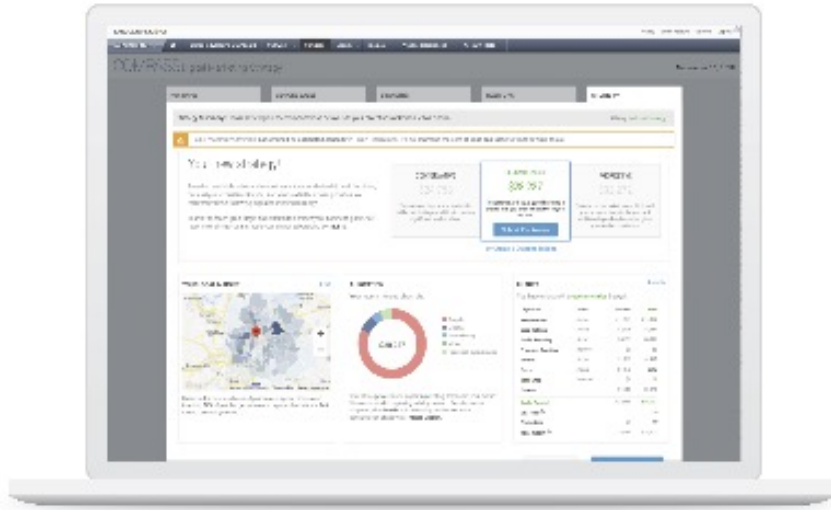
Your Secure Investment

Our partnerships with White Ops and the Trustworthy Accountability Group help detect and combat advertising fraud, and ensure your investment is protected.

In 2018, Dealer.com's bot detection partner blocked 1.42 Billion automated bots, saving retailers millions in ad spend.

Managed Creative

Our Campaign Coordinators create compelling, digital content that drives on-site engagement aligned to your goals and brand identity.



Expert Guidance for your Strategy

Compass Automotive Intelligence

The Compass Automotive Intelligence engine crafts custom, multi-channel digital advertising strategies and budget recommendations based on exclusive in-market shopper data, Cox Automotive AI, and your dealership goals, allowing you to reach the right customer with the right message at the right time.

Strategic Insight and Partnership

Our Google and Bing Certified Performance Managers guide and hone your strategy so that you can create successful campaigns that deliver results—and leads—to all of your dealership's profit centers.

Precision Analytics and Attribution

Dealer.com offers insightful reporting to help you measure the results of your campaigns and strategies. Measure reach, impact, and overall brand lift across every channel and every campaign.

Connected Advertising on the Channels that Drive Sales

Paid Search

Fully integrated with your inventory, bolstered by vehicle-specific content for every ad, and in aligned with your OEM, Dealer.com Paid Search is differentiates your dealership and helps you capture existing demand in your market.

Display

Equipped with display fraud protection, Dealer.com Display Advertising delivers the most cost-efficient, effective, and attractive digital ads to potential buyers wherever they browse online, influencing their decisions throughout their path to your showroom.

Retargeting

Dealer.com Retargeting turns digital “be-backs” into customers, delivering relevant vehicles and offers to your prospects after they leave your site. Each ad reflects your pricing, specials, and photos, keeping each customer connected to your dealership.

Audience Targeting

Reach Kelley Blue Book and Autotrader shoppers and direct them back to your website through Dealer.com's industry-leading Machine Learning and Real-time Bidding automation.

Facebook Advertising

Reach in-market shoppers in your area with targeted inventory ads that are dynamically created and served within Facebook's newsfeed. Retarget shoppers that have visited your website or leverage Autotrader and Kelley Blue Book audience data to drive ready-to-buy customers directly to your Vehicle Deal Pages.

Video Advertising (Facebook and YouTube)

Dealer.com Video Advertising helps build brand and inventory awareness on today's most popular and engaging video channels—YouTube and Facebook. Utilize our turnkey video creation and deployment services, or leverage our in-house video professionals to create more customized, engaging video content that aligns to your strategy.

Precision Advertising: Fees and Features

	STANDARD <i>Retargeting, Search, Demand, Capture, Co-op, Profit Centers</i>	ADVANCED <i>Demand, Capture, Demand Generation, Exclusive Cox Automotive Audiences, Data and Strategic Add-Ons</i>	PREMIUM <i>Add-On Pricing Discounts, Advertising Performance Manager Support</i>
Advertising Fees***	25% of spend	25% of spend	\$1,650 + 8% of spend up to \$2,499
Minimum Fee**	\$299	\$650	\$1,650
Performance Management & Consultation	Performance Manager	Performance Manager	Performance Manager
Display Retargeting	•	•	•
Paid Search	•	•	•
Parts, Service, Body Shop	•	•	•
Facebook (including Instagram)	•	•	•
Network Display, Cox Automotive Endemic Network*		•	•
Cox Automotive Audiences (Autotrader and Kelley Blue Book)*		•	•
Cox Automotive Integrations (vAuto, Xtime, Cox Automotive Enterprise Data)*		•	•
Emerging Media: Waze Advertising Add-On		\$99	\$49
Video Flighting		\$229	\$129
Turnkey Video Creative and Flighting		\$1,099	\$799
Advanced Custom Video with Flighting		\$1,399	\$1,099
Premium Custom Video with Flighting		\$1,799	\$1,499
Custom Display Creative Service		\$299	\$249
Advertising Performance Manager Support*		\$250	INCLUDED

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*Exclusive to Dealer.com and Cox Automotive

**The minimum fee for the Premium Package is \$1,650/month plus 8% of any ad spend up to a maximum of \$2,499/month in total fees.

The fee maximum does not include the cost of any la carte product listed above.

***There is a \$250 setup fee for all dealers without a Dealer.com website.

Managed Services Packages

Specialized digital marketing expertise:

Content & Creative

Standout creative drives successful campaigns. Dealer.com's 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 & Creative⁴

\$499/month, One-time Setup Fee: \$499

Advanced Content & Creative

\$1,099/month, One-time Setup Fee: \$1,099

Premium Content & Creative

\$1,499/month, One-time Setup Fee: \$1,499

Custom Display Ads¹

\$299/month

Fixed Operations Content and Creative

\$599/month, One-time Setup Fee: \$599

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.

Advanced Custom Video with Flighting

\$1,399/month, \$1,399/setup

Premium Custom Video with Flighting

\$1,799/month, \$1,799/setup

OnSite Video Capture

\$4,000 One-Time

Dealer.com SEO

The 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 showroom.

Standard SEO

\$699/month, One-time Setup Fee: \$699

Advanced SEO

\$1,099/month, One-time Setup Fee: \$1,099

Premium SEO

\$1,799/month, One-time Setup Fee: \$1,799

Standard SEO & Reputation Management

\$999/month, One-time Setup Fee: \$999

Advanced SEO & Reputation Management

\$1,399/month, One-time Setup Fee: \$1,399

Premium SEO & Reputation Management

\$2,099/month, One-time Setup Fee: \$2,099

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, One-time Setup Fee: \$499

Advanced Social (with Reputation Management)

\$799/month, One-time Setup Fee: \$799

Premium Social (with Reputation Management)

\$1,299/month, One-time Setup Fee: \$1,299

Reputation Management

Dealer.com's dedicated Reputation Specialists protect your dealership brand and reputation proactively by thoroughly monitoring online platforms with a immediate, thoughtful, personal responses.

Reputation Management

\$399/month, \$399/setup

Managed Service Bundles

Integrated Digital Solution Bundle

Premium SEO and Advanced Content and Creative

\$2,099/month, One-time Setup Fee: \$2,099