



National Marketing Campaign, Top Dealers, and More!



Nissan@Home is powering into "shopping season" with a comprehensive national marketing campaign and full-steam-ahead momentum. Check out the latest success stories, enhancements, and best practices from top Dealers.

It's Here! Nissan@Home National Marketing Campaign

From a TV spot and online tactics to a high-impact presence in the eCommerce ecosystem of Amazon, the Nissan@Home marketing campaign is estimated to **generate 2.9 billion impressions** over critical shopping months. Enrolled Dealers, get ready! Here are some highlights.

NISSAN@HOME Launch Spot: Our launch spot is running in November and December. Nissan@Home will drive mass reach with top-performing foundational partners in TV, online video, and audio. Among the partners are the NBA, WarnerMedia, Amazon FireTV, TrueX, and Pandora®. [Watch it here.](#)



Big Picture Recap*

621 Dealers
Enrolled/Onboarding

30% Close Rate
on new vehicles

23,100+
Customer accounts created

34,400+
Vehicles saved in
customer online "garages"

1,300+
Pickup and drop-off
Service@Home
appointments completed

*As of November 9, 2021

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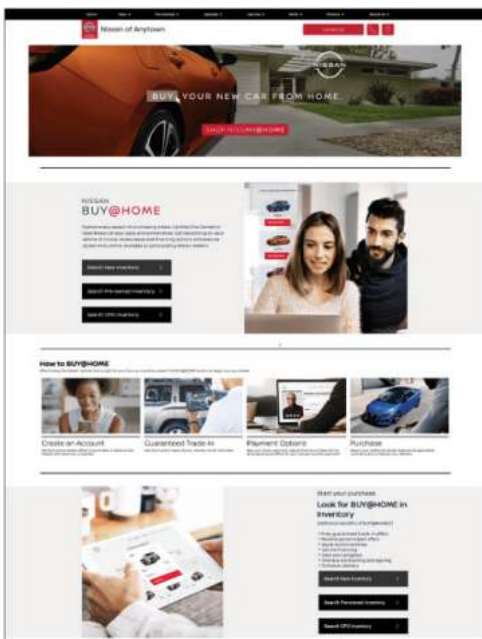
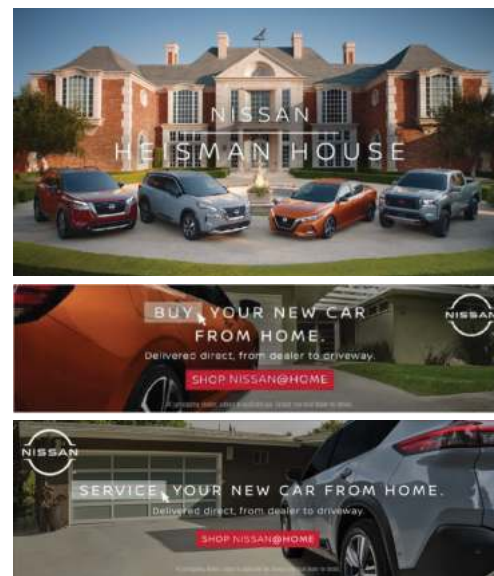
Amazon integration: Our 360 promotional partnership with Amazon will showcase Nissan@Home at every turn. It includes an Amazon home page takeover, a virtual showroom, Amazon Fire TV, and more.

Amazon shipping boxes: The Nissan@Home Amazon boxes will align with the Black Friday and Cyber Monday shopping period, and will include a QR code. The promotion will run approximately four weeks.

Continuing Marketing Efforts

Heisman House: The Heisman House TV spots, digital, and social media content featuring Nissan@Home continue to generate serious views – and laughs. [Watch them here.](#)

Digital “Always On” Marketing Support: These 24/7 marketing tactics target auto enthusiasts and heavy online shoppers with search, paid and organic social, and online displays. “Always On” began in select markets in October.



Dealer Call-to-Action: Don't Miss Out!

Activate Buy@Home T3 Marketing Page: Dealers are now utilizing a Buy@Home marketing page developed by the Nissan Dealer Website Program (NDWP) team. The page offers a turnkey explanation for Buy@Home and increases the likelihood of customers leveraging the platform. If you haven't activated it, **you risk missing out on making the most of the marketing campaign.** Contact your NDWP provider to activate today!

Top Performing Dealers

Congratulations to our first Top 10 in the Nissan@Home Leader Board! The following are ranked according to Buy@Home accounts created since Nissan@Home launched in April, and during the month of October. Read on to discover how these Dealerships are succeeding.

Rank	April-October 2021	Rank	October 2021
1	HGreg Nissan Kendall	1	HGreg Nissan Kendall
2	Teddy Nissan	2	Teddy Nissan
3	Central Houston Nissan	3	Ramsey Nissan
4	Hill Nissan	4	Universal Nissan
5	Ramsey Nissan	5	HGreg Puente Hills Nissan
6	Nissan of Duarte	6	South Shore Nissan
7	Faulkner Nissan Jenkintown	7	Mossy Nissan Oceanside
8	Nissan of Tustin	8	Regal Nissan
9	Royal Nissan	9	Bill Seidle's Nissan
10	Superior Nissan	10	Nissan of Richmond



We are seeing more success with the Nissan Buy@Home program than our previous retail digital tool. Our success is likely the result of following the program as designed, listening to and following the suggestions offered by our Performance Manager, Nissan, and CarSaver. We were receptive to this program from the beginning and have been open to change and new ideas, which I feel is contributing to our success.

— TERRY RODRIGUE,
EXECUTIVE MANAGER,
ROYAL NISSAN



3-Step Checklist to Increase Success with BUY@HOME

#1 Adopt & Engage

- ✓ Ensure personnel are trained and embracing the program. Create brand ambassadors within your store.
- ✓ Engage with your dedicated Performance Manager. Learn ideas and discover what's working across the network — and what the top Dealers are doing. Contact your Performance Manager at nissan@carsaver.com or 1-844-504-0900.

#2 Manage CTAs (Calls-to-Action) & Educate Your Customers

- ✓ Implement a Buy@Home explanation — does your Tier 3 website explain what Buy@Home is? There are marketing assets available at www.nissanartwork.com.
- ✓ Eliminate competing CTAs — are there multiple competing CTAs on your website (e.g., value your trade, explore financing, get today's price, etc.)? Multiple CTAs can be confusing, and Buy@Home accomplishes the same functionality.

#3 Create Seamless Internal Processes

- ✓ Utilize Atlas (in addition to your CRM) for more detailed customer information before determining your follow-up plan.
- ✓ Leverage the platform capabilities to enhance the customer experience; develop "digital selling skills" to create a seamless online to in-store transition.
- ✓ Ensure training-communication-alignment between the various departments: internet/BDC/sales/F&I.



Our two Nissan stores have been utilizing Nissan's Buy@Home digital retailing tool for about three months. The training and support we have received has been excellent. Our customers find our Buy@Home digital marketing tool convenient and easy to use.

— CHUCK HIRSCH,
MARKETING MANAGER,
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NISSAN 422 OF LIMERICK

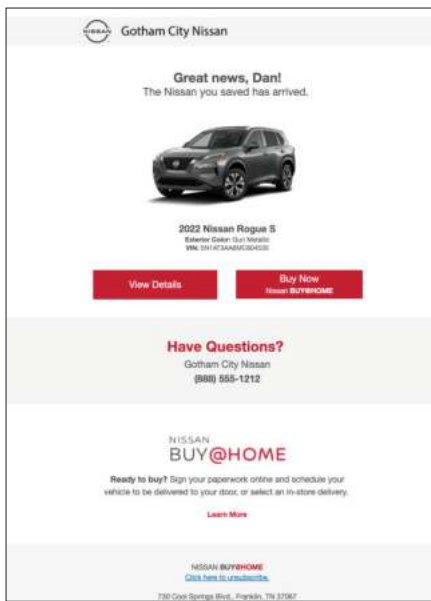
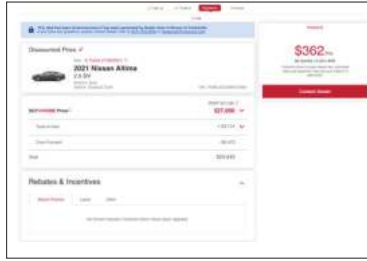


The marketing campaign is ramping up. Are you ready? Leverage the 3-Step Checklist!

BUY@HOME Enhancements!

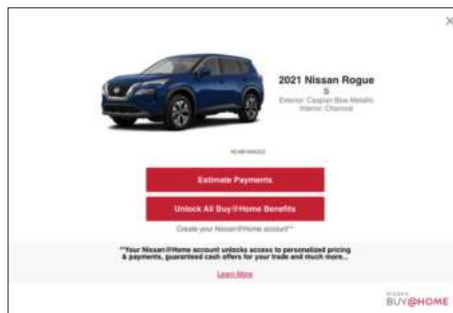
Deal Editing

Now active! Buy@Home allows you to create alternative deal structures to send customers. Capabilities include editing the sales price, down payment, rebate, term length, interest rate, and more. Deals viewed by a customer appear in Atlas. You can edit the values and then send your customer a direct link to the revised deal in their Buy@Home garage. They can then review and accept the deal in the Buy@Home platform.



In-Transit Vehicles

Now active! Buy@Home's in-transit visibility allows customers to see in-transit vehicles within three weeks of their estimated arrival at your Dealership. This increases the inventory available to them, and empowers them to interact in the same way as a vehicle already at your Dealership. They can save the vehicle in their garage and receive an email reminder when it arrives.

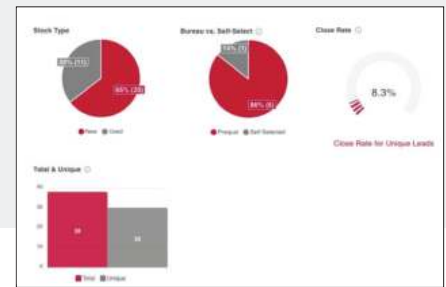


No Profile Experience

Now active! As a direct result of your feedback, Buy@Home now offers a No Profile experience. This allows customers to interact without sharing their information to create an account. So far, it's tripling customer engagement. The No Profile enhancement allows customers to estimate their monthly payment, and then see the impact when they modify the down payment, terms, and APR. Along the way, there are CTA on-ramps that invite them to fully engage, such as "include taxes and fees," "check for additional local incentives," "get guaranteed trade-in," and "save your work."

Dealer Dashboard

Coming soon! The Dealer Dashboard allows you to explore your performance metrics and customer engagement across Buy@Home in real time. You can deep dive into areas such as leads, proposed customer deals, vehicles being traded in, vehicles customers have engaged with and purchased using the platform, and the lenders they used. We've even included the ability to customize the date range for key reports. The Dealer Dashboard enhances visibility at the Dealership level.



We have definitely seen an uptick in leads since the 'No Profile' was released! We are also finding these remote deals work more seamlessly for our customers and — most importantly — save them time. These enhancements allow customers to do what they want to first, then proceed as they see more value and confidence with the process. This is a great step moving forward — we're excited to see the future results.

— SCOTT BEAN,
GENERAL MANAGER,
NISSAN NORTH



Drive@HOME and Service@HOME: Dealer Spotlight & What's New

Drive@Home and Service@Home provide Dealerships the opportunity to “wow” their customers and give them a reason to keep coming back. We've seen great success!

85%*

The majority of customers who have experienced these new services **said they would recommend that Dealership** to others based on that experience. This has resulted in **high customer satisfaction and loyalty** to that Dealership.

**Based on Net Promoter Score*

But don't just take it from us, listen to what Dealers are saying about the value this brings to customers, the ease of getting started, and the excitement to move forward.

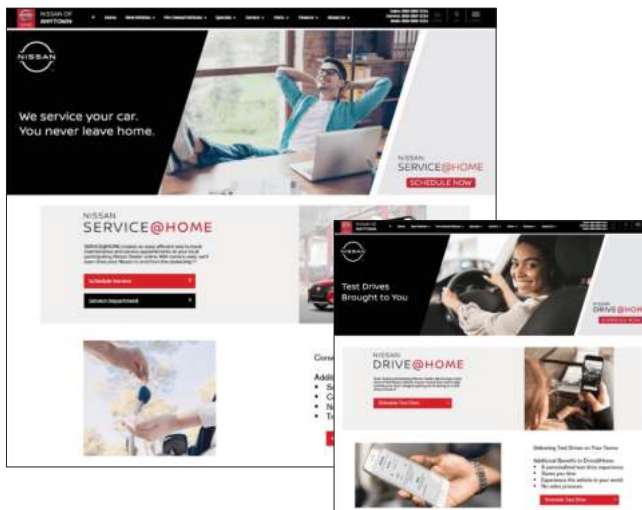
Dealer Spotlight: Robert Woodall Nissan

“At first I was hesitant to engage the @Home team about their platform. It felt a bit too ‘new,’ and I am always concerned about implementing digital platforms due to past experiences. **My concerns were quickly turned into confidence.**”



“The @Home team spent ample time, on multiple occasions, explaining the platform, its capabilities, their goals, and how it would benefit our customers. Once we made the decision, it was like there was an army waiting to get us trained, onboarded, integrated, and launched! Their team was organized, and they were able to get us launched in no time. The @Home team is passionate about their product, and they were able to energize our entire team. **We are now catering to a customer base that prefers the convenience of the Dealership accommodating their schedule** — as opposed to the customer adjusting their schedule. Not only can we say ‘we'll do whatever it takes to earn your business’ but now with @Home, we have the tools, platform, and support team to follow through on that promise.”

— DEAN CONFORTI, GENERAL MANAGER, ROBERT WOODALL NISSAN



New Drive@Home and Service@Home T3 Pages

New Drive@Home and Service@Home pages designed for your website offer a clear explanation about how customers can schedule a test drive, or receive vehicle pickup and drop-off for Service. The pages were developed by the NDWP team. Contact your NDWP provider for status and/or to get started!

For questions about training or staffing solutions, contact your Success Team at nissan@dopplerdrives.com or 1-833-633-0097.

Award-Winning Disruption: 2021 PACE Award

Nissan Buy@Home, powered by CarSaver, won an *Automotive News* 2021 PACE Award! The PACE Awards honor automotive suppliers for superior innovation, technological advancement, and business performance. Buy@Home was recognized for industry-leading innovation as the first end-to-end, 100% online vehicle-buying platform.

Our platform is a winner – literally!



It's On! Are You Doing Your Part?

The Nissan@Home platforms are performing as planned, and more enhancements are on the way. The national marketing campaign has kicked off and will generate an estimated **2.9 billion impressions** in the coming months. This is a massive opportunity for you to firmly establish your eCommerce solutions. We're doing our part. **Have you done what you need to succeed?**

- Activate the T3 Buy@Home and/or Drive@Home and Service@Home marketing pages.
- Follow the "3-Step Checklist to Increase Success" best practices.
- Contact your support team(s) for assistance or to provide feedback and ideas. **We're in this together and are listening to you!**
 - Buy@Home Performance Manager: nissan@carsaver.com or 1-844-504-0900
 - Drive@Home and Service@Home Success Team: nissan@dopplerdrives.com or 1-833-633-0097

The results show we're on the right trajectory – even *Automotive News* has honored our innovation! The new era of automotive retailing is officially here. Thank you for helping Nissan write history.

Non-enrolled Dealers, join us! Together, we'll continue to advance the industry, our brand, and customer loyalty. If you act now, you can take advantage of our introductory pricing.

For more information, visit www.NissanDigitalProgram.com or contact your DOM.

NISSAN@HOME

NISSAN BUY@HOME



NISSAN DRIVE@HOME



NISSAN SERVICE@HOME

