

# Optimize Your Digital Dealership

Drive traffic and business online and in person by:

- ✔ Strengthening your Google presence
- ✔ Increasing leads resulting from online searches
- ✔ Expanding outreach and engagement
- ✔ Improving the customer experience

Now more than ever, consumers are going online to find and choose a dealership. The new front door to your dealership is now digital. This means that attracting customers depends on how strong your presence is in search, your social media engagement, and more.

The existing services offered by Nissan North America include survey and review requesting, the actions tool for managing customer feedback, business listings management and traffic insights, competitive comparisons, and more. Every Nissan dealer also gets alerts and do-it-yourself access to our dashboard (via both desktop and mobile) to monitor and manage feedback, glean operational insights, and create reports.

Our supplemental optimization plans take things to the next level by enabling you to leverage our expertise with additional features, a designated Customer Success Manager, and managed services. We have three options to help you win online and gain more sales and service business.

## Feedback Optimization

\$349/mo

For the dealer who wants designated customer support, review responding (in English and Spanish), and review streaming. You also get dispute resolution assistance, customized reporting, Reputation Score optimization, and more!

## Google Optimization

\$649/mo

For the dealer who wants everything in Feedback Optimization plus services to enhance and manage your primary Google My Business profile — including photos, Q&A, and other updates. You can also leverage our Paid Search Accelerator feature to optimize your Google Ads.

## Social Media Optimization

\$949/mo

For the dealer who wants everything in Google Optimization, plus social media profile enhancements, managed social publishing — including custom and boosted Facebook posts — and social community management.

Reputation: The Trusted Solution for Automotive

10K+

Dealerships

300K+

Locations

100M+

Reviews and Organic Social Posts

# Solutions for Your Digital Dealership

|   | Feedback Optimization<br>\$349/mo | Google Optimization<br>\$649/mo | Social Media Optimization<br>\$949/mo |
|---|-----------------------------------|---------------------------------|---------------------------------------|
| <b>Feedback Optimization</b>  |                                   |                                 |                                       |
| <b>Customer Success Manager (CSM)</b> - A customer success manager will be assigned to manage every aspect of your account, including regular status calls and updates.   | ✓                                 | ✗                               | ✓                                     |
| <b>Managed Review Responses</b> - Our staff will respond to reviews and monitor comments and responses on your behalf, according to your specifications.  | ✓                                 | ✗                               | ✓                                     |
| <b>Review Response in Spanish</b> - If a customer posts a review in Spanish, we'll respond in Spanish.  | ✓                                 | ✗                               | ✓                                     |
| <b>Review Streaming</b> - We will add customer reviews (and responses) from multiple sources to your website so customers can read them all in one spot. This will also enhance your website's SEO (search engine optimization).                            | ✓                                 | ✗                               | ✓                                     |
| <b>Dispute Resolution Assistance</b> - We will work with Google and Facebook on your behalf to remove reviews that violate their terms of service.  | ✓                                 | ✗                               | ✓                                     |
| <b>Reputation Score Optimization</b> - Work with your CSM to identify actions you can take to improve your Reputation Score.  | ✓                                 | ✗                               | ✓                                     |
| <b>Customized Management Reporting</b> - Work with your CSM to create, generate and distribute meaningful reports for key decision makers.  | ✓                                 | ✗                               | ✓                                     |
| <b>Automated Review Requesting</b> - After a customer buys a car or receives service, we will send out a series of automated emails (or texts) asking them to provide feedback on their experience. DMS integration required and included in monthly price. | ✓                                 | ✗                               | ✓                                     |
| <b>Google Optimization</b>  |                                   |                                 |                                       |
| <b>Paid Search Accelerator with Google Seller Ratings</b> - As a Certified Google Partner, we will integrate pulse surveys with your Google Ad campaigns to enhance your ads and optimize results. <b>Reputation Exclusive</b>                              |                                   | ✗                               | ✓                                     |
| <b>Google Posts</b> - We will create and publish posts to drive traffic to your website, promote sales events, and more.  |                                   | 1/wk                            | 1/wk                                  |
| <b>Google Photos</b> - We will add photos to your Google My Business profile to ensure that high-quality photos appear among ones being added by consumers.   |                                   | ✗                               | ✓                                     |
| <b>Google Profile Updates</b> - We will ensure that suggestions to change your Google profile are reviewed within 24 hours and either accepted or rejected to keep your data as accurate as possible.   |                                   | ✗                               | ✓                                     |
| <b>Google Q &amp; A</b> - We will help you populate the questions and answers section of your Google My Business profile for frequently asked questions. We will also ensure that future questions are answered within 24 hours.                            |                                   | ✗                               | ✓                                     |
| <b>Google Dashboard</b> - We will add a custom Google-centric dashboard to our platform that will help you see how your dealership is performing on Google.   |                                   | ✗                               | ✓                                     |

# Solutions for Your Digital Dealership

(continued)

|  | Feedback Optimization<br>\$349/mo | Google Optimization<br>\$649/mo | Social Media Optimization<br>\$949/mo |
|--|-----------------------------------|---------------------------------|---------------------------------------|
| <b>Social Media Optimization</b>   |                                   |                                 |                                       |
| <b>Social Media Profile Enhancements</b> - We will optimize your profiles by conducting an audit, providing best practices guidance, and helping you implement changes.                  |                                   |                                 | ✓                                     |
| <b>Managed Social Publishing</b> - We will create and publish attractive and engaging posts on sites like Facebook.  |                                   |                                 | 3/wk                                  |
| <b>Facebook Posts in Spanish</b> - We will create and publish up to two Spanish language posts each week.  |                                   |                                 | ✓                                     |
| <b>Custom Posts</b> - We will work with you to create up to two custom posts each month for Facebook and Instagram.  |                                   |                                 | ✓                                     |
| <b>Facebook Boosted Posts</b> - We will identify and boost your top performing organic content to increase visibility and drive more traffic to your store.                              |                                   |                                 | \$50/mo (included)                    |
| <b>Social Activity Management</b> - We will monitor sites like Facebook and Twitter, delete spam, and alert you to items that need your attention.                                       |                                   |                                 | ✓                                     |
| <b>Conversation Management</b> - We will respond to people who engage with your posts on sites like Facebook, Instagram and Twitter.   |                                   |                                 | ✓                                     |
| <b>Snap and Engage</b> - Use our mobile app to take and share pictures of happy customers, special events and more!  |                                   |                                 | ✓                                     |
| <b>Social Publishing and Livestreams</b> - Use our platform to create and schedule posts, using your own content. Monitor social media activity and engage with consumers on your posts. |                                   |                                 | ✓                                     |
| <b>Insights and Reporting</b> - Analyze and generate reports on your social media activity and customer engagement.  |                                   |                                 | ✓                                     |