

FEATURES	BASE \$1,099	CORE/EXECUTIVE \$1,649	PREMIER \$4,549
Dedicated Mercedes-Benz Digital Consultant	●	●	●
Digital Strategist	●	●	●
Technical Support 8am to 8pm EST MTWTF	●	●	●
Primary Domain (Provided by MBUSA)	●	●	●
Integrated SEO	●	●	●
Dealer.com Mobile First Website	●	●	●
Design Editor	●	●	●
ControlCenter	●	●	●
Composer	●	●	●
PageBuilder	●	●	●
Visualization Insights (Heat and Widget Mapping)	●	●	●
Specials Campaign Manager	●	●	●
HTTPS Encryption	●	●	●
nGauge Visit Score	●	●	●
Pricing Display Configuration	●	●	●
Call Tracking Lines	●	●	●
Analytics	●	●	●
MyCars™	●	●	●
Mobile App	●	●	●
Inventory Lifecycles	●	●	●
Experience Optimization		●	●
Incentives Manager		●	●
Inventory Exports to 3 Providers		●	●
Mobile Lot Capture		●	●
Video Package		●	●
Inventory Merchandising*			●
Digital Retailing Plus KBB Trade Valuation <i>(Finance and lease payments, credit applications and trade valuation tools)</i>			●
Premium Search Engine Optimization			●
Advanced Content and Creative Services			●
Proactive Site Services			●

*Includes Template Generator for Craigslist, Contact Manager with Third Party Integration, AutoComment Generator, Inventory Health Score, Unlimited Inventory Exports, Photo Overlays, and Window Stickers.

Dedicated Mercedes-Benz Digital Consultant (MDC)

A dedicated Mercedes-Benz Digital Consultant (MDC) works with your dealership to update and manage your new website, report analytics, and provide suggestions to improve website performance.

Digital Strategist

Dealer.com Digital Strategist are a Mercedes-Benz dealer's primary point of contact. Digital Strategists proactively guide the Dealer.com experience from initial launch to long-haul advocacy. They consistently work to understand a dealer's goals and suggest effective courses of action mapping them to our technologies, services and resources.

Technical Support 8am to 8pm EST MTWTF

The Technical Support team is trained with deep understanding of the challenges that face dealer's day in and day out. Available to answer all your questions 8am-8pm EST MTWTF.

Primary Domain (Provided by MBUSA)

Domain name registered with Dealer.com.

Integrated SEO

Search optimized SmartSite.

Dealer.com Mobile First Website

Dealer.com delivers an optimal website experience across all mobile devices. Full mobile website solution including video, mobile editing tools and reporting to ensure a positive mobile experience. Site updates automatically carry across every device for complete simplicity.

Design Editor

Dealer.com is offering dealers greater differentiation opportunities by opening up our entire design catalog. Choose from any of our 100,000+ design combinations and change colors, fonts and templates on-the-fly in ControlCenter.

ControlCenter

Control Center anchors your marketing and operations through an intuitive interface, program-wide analytics, and robust training resources. Everything's built to work together and deliver the smoothest experience possible. Plus, each product is mobile-friendly and configurable, so you can work however, and wherever you want.

Composer

Every device experience - desktop, mobile, and tablet - is manageable and configurable in one intuitive Composer view, offering centralized control that combines the power of mobile automation with the flexibility of customization.

PageBuilder

PageBuilder is an intuitive drag-and-drop page creation tool that empowers dealers to create their own dynamic website pages in just a few clicks. These pages can then be added to a dealer's navigation and pushed live in just a few minutes.

Visualization Insights (Heat and Widget Mapping)

Specials Campaign Manager

The area of the ControlCenter where you can add, configure and manage specials.

HTTPS Encryption

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.

nGauge Visit Score

The nGauge Quality Score applies Cox Automotive's proprietary Pixall™ technology to gauge the quality of your site visitors and reveal vehicle purchase intent. nGauge takes a deeper approach to analyzing advertising and digital KPI's than ever before, and filters out traffic "noise" to help dealers target and engage a higher quality car shopper.

Pricing Display Configuration

Call Tracking Lines

Every paid search and display ad campaign is tracked and recorded, allowing dealers to measure marketing reach, advertising impact, and overall brand lift from each source.

Analytics

Measure and monitor your websites performance.

MyCars™

A convenient toolbar appearing at the top of your dealership website, MyCars collects and organizes the vehicles shoppers research on the dealer's site, allowing them to identify a shortlist of favorites, compare vehicles, and sign up for automatic price alerts and notifications.

Mobile App

The Dealer.com Mobile app allows you to quickly view your Advertising, Website, and Inventory performance on your mobile phone. Being able to view this performance data at your fingertips, keeps you in the know and allows you to make smarter business decisions. In addition, you can also manage your inventory with this application by adding new vehicles, adding photos and videos, entering vehicle options, and updating the vehicle's status.

Inventory Lifecycles

This feature allows dealers to add pricing rules to specific inventory.

Experience Optimization

The Experience Optimization Package includes the following features/ functionality:

- Specials Campaign Manager - Create and manage HTML5 specials and slides across the entire digital experience.
- HTML Slideshow Editor - Gives users the ability to create slides by adding text overlays and control positioning.
- Enhanced Inventory Recommendations - Integrated, relevant, inventory recommendations based on on-site user data.
- Dynamic Content Targeting - Servers shoppers relevant vehicle recommendations and specials slides based on information or activities previously viewed.
- AutoTrader and Kelly Blue Book data integration - Brings a continuous shopper experience from site to site.

Incentives Manager

Incentives Manager displays incentives data on inventory listings pages, details pages, inside the Showroom™ catalog and within the dedicated specials/ incentives pages. Dealers can opt to automatically publish incentives from the included library or manually control when incentives are displayed. When an account is subscribed to DDC's advertising tools, paid search ads are automatically generated on incentives.

Inventory Exports to 3 Providers

Dealer.com offers inventory exports for up to 3 3rd party sites (ex: cars.com, autotrader.com).

Mobile Lot Capture

Gives dealers the tools to upload, manage, and help gauge the health of their vehicle merchandising on the website from a mobile device or tablet. The tool includes a merchandising health meter, barcode reader, VIN explosion tool, direction on the number and arrangement of the photos that need to be taken, and the ability to save vehicles to various states, for example saving a vehicle to staging prior to sending it live to the website.

Video Package

Videos generate more leads, engage your customers emotionally, and increase their time on site. Video SmartSites™ are SEO-friendly and deliver the latest in video technology.

Inventory Merchandising*

Inventory Merchandising Package includes: Advanced Lifecycles, Photo Overlays, Exports: Unlimited, Mobile Lot Capture (with Mobile VIN Scan), Template Generator for Craigslist™, Window Stickers, and Contact Manager with 3rd Party Integration. This is an add-on package that requires concurrent enrollment with the Base Solution, Core Solution or Elite Solution.

Digital Retailing Plus KBB Trade Valuation (Finance and lease payments, credit applications and trade valuation tools)

Includes everything in Digital Retailing, plus Trade Valuation. Trade Valuation is a consumer facing online dealer-driven appraisal tool.

Premium Search Engine Optimization

Premium SEO promotes search engine relevance through digital content coordination, execution and management. With a focus on attempting to optimize for Dealer's local market, DDC's interdisciplinary strategists, analysts and copywriters work to help achieve a high level of search engine visibility.

Advanced Content and Creative Services

The service includes a monthly call with DOC to discuss campaign objectives and to discuss recommendations. The DOC Campaign Coordinator will deliver campaigns that are consistent and direct your users to existing offers. Additionally, the service includes a site audit for expired content.

Proactive Site Services

Site Services includes reactive task work by Dealer.com within the website platform for the Dealer.



MERCEDES-BENZ DIGITAL SOLUTION

2018 PACKAGING AND PRICING

Websites

- Base Websites Package
\$1099/month
- Core/Executive Website Package
\$1649/month
- Premier Website Package
\$4549/month

Advertising

- Dealer.com Advertising Package*
(Flat-Fee Model)
\$699/month
- Dealer.com Advertising Package
(% of Spend Model)
20% of Spend

- Advanced SEO*
\$999/month
- Premium SEO*
\$1,599/month
- SEO Local Listings
\$30/month
- Standard Social*
\$479/month
- Advanced Social*
\$699/month
- Premium Social*
\$1199/month

(300 Lines + 6,000 mins/month)

- Craigslist™ Template Generator
\$49/month
- Custom Header
\$249/design
- Custom Work
\$150/hour
- Custom Inventory Integration
\$500/month
- DMS Integration
\$149/month
- Domains
\$3/each
- Unlimited Exports
\$199/month
- Export New and Used Inventory
(Single Provider)
\$49/month
- Exports – Custom Setup
(New Provider)
\$500 one-time / \$0 per month
- Group Splash Page
\$199/month
- Integration with SisterTech®
\$99/month
- Integration with Unity Media Works®
\$99/month

- Inventory Merchandising Package
\$399/month
- Lead Machine
(5 User Pack)
\$179/month
(10 User Pack)
\$229/month
(50 User Pack)
\$349/month
- Mobile Lot Capture
\$149/month
- MyCars™
\$249/month
- OEM Compliance Submissions
\$149/month
- Photo Overlays
\$149/month
- Site Services
\$99/month
- SmartBlog™
\$79/month
- Reserve It Now
\$149/month
- Spanish Language Site
\$179/month
- Video Upload Toolkit
\$199/month
- Window Stickers
\$69/month

Digital Retailing*

- Accelerate Digital Retailing Elite*
\$949/month
- Accelerate Digital Retailing*
\$699/month
- FinanceDriver®
\$199/month
- Reservations
\$149/month
- Vehicle Protection
\$149/month

Managed Services

- Dealer.com Managed Services
(Premium SEO, Advanced Content and Creative, and Advanced Social)
\$2799/month
- Website Management
\$269/month
- Standard Content and Creative
\$479/month
- Advanced Content and Creative*
\$899/month
- Premium Content and Creative*
\$1299/month
- Custom Display Ads
\$279/month
- Standard SEO*
\$599/month

Miscellaneous Services

- Advanced Composer
\$269/month
- Experience Optimization Package
\$349/month
- CallTracking
(1 Line + 200 mins/month)
\$79/month
(3 Lines + 500 mins/month)
\$99/month
(10 Lines + 1,000 mins/month)
\$179/month
(50 Lines + 2,500 mins/month)
\$299/month
(300 Lines + 3,000 mins/month)
\$399/month

*Available to dealers who do not have a Dealer.com website for an additional \$100/month.



Dealer.com Website Packages

Transform your digital showroom.

Dealer.com allows you to create and control a complete virtual showroom. Our mobile-first website platform delivers unmatched mobile and desktop flexibility, comprehensive inventory merchandising, personalized shopper experiences, and groundbreaking connectivity with Autotrader®, Kelley Blue Book®, and other Cox Automotive solutions. This unrivaled combination transcends traditional website limitations, allowing you to optimize every aspect of your digital marketing strategy.

Dealer.com is proud to offer Mercedes-Benz dealers the following website packages. For more information about these packages, please contact a Dealer Success Consultant, or your Digital Strategist.

	Base (\$1099/month)	Core (\$1649/month)	Premier (\$4549/month)
Proposed 2018 Mercedes-Benz Website Packages			
Dealer.com Mobile First Website	X	X	X
Design Editor	X	X	X
ControlCenter	X	X	X
Composer	X	X	X
PageBuilder	X	X	X
Visualization Insights (Heat and Widget Mapping)	X	X	X
Specials Campaign Manager	X	X	X
HTTPS Encryption	X	X	X
nGauge Visit Score	X	X	X
Pricing Display Configuration	X	X	X
Call Tracking Lines	X	X	X
Analytics	X	X	X
Digital Strategist	X	X	X
MyCars™	X	X	X
Mobile App	X	X	X
Inventory Lifecycles	Standard	Standard	Advanced
Experience Optimization		X	X
Incentives Manager		X	X
Inventory Exports to 3 Providers		X	X
Mobile Lot Capture		X	X
Video Package		X	X
Inventory Merchandising			X
Digital Retailing Plus KBB Trade Valuation <i>(Finance and lease payments, credit applications and trade valuation tools)</i>			X
Premium Search Engine Optimization			X
Advanced Content and Creative Services			X



Digital Retailing Packages

Accelerate Digital Retailing delivers the ultimate virtual showroom experience, creating an uninterrupted and transparent path to purchase. Available across Dealer.com websites, Autotrader, and Kelley Blue Book, Accelerate gives your prospective buyers a seamless online shopping process and powerful transaction model regardless of their digital journey.

- Real Monthly Payments: Incentive and rebate data, personalized shopper selections for conditional programs (e.g., military and loyalty cash). Taxes and fees adjusted based on zip code.
- Accurate Trade-In Values: Reduce friction of in-store trade-in value negotiations through Kelley Blue Book, the industry's most trusted resource
- Online Finance Applications and Approvals: Capture consumer information and enable pre-qualification options through a quick, easy and secure process.
- Reservations: Display deal terms clearly and enable shoppers to self-close by accepting the deal terms online. Reserve the vehicle with a credit card deposit. Schedule an appointment for final close and pickup.

Accelerate Digital Retailing Elite*

\$949/month

Accelerate Digital Retailing*

\$699/month

Reservations

\$149/month

FinanceDriver

\$199/month

Vehicle Protection

\$149/month

*Available to dealers who do not have a Dealer.com website for an additional \$100/month.

Advertising Package

\$699/month or 20% of spend

Dealer.com Advertising delivers the strength and resources necessary to reach and influence every Mercedes-Benz shopper, everywhere online. We deliver a proven portfolio that covers every major ad channel, and we power every campaign with the industry's broadest digital reach, deepest data targeting, total website integration and comprehensive strategic support resources.

This combination delivers you the ability to automatically connect your cars with their most likely buyers, track and monitor ROI in real time across your complete program, and execute any strategy, at scale, adapting as the situation requires. For dealers who seek the most efficient way to unlimit their online sales opportunity, no other solution comes close.

Key features include: Retargeting, Paid Search, Display, Social Advertising, Unified Advertising Dashboard

Website Management

\$269/month

Dealer.com Websites featuring Digital Retailing tools drive shoppers down the path to purchase, increasing their engagement, and creating stronger leads that result in more sales. Digital Retailing consists of connected tools that help shoppers calculate payment scenarios, estimate trade-in value, and apply for credit—all from the vehicle details page.

Key features include: Monthly Site Audit, Compliance Submission, StaffPage Management, One Page Build, Image Uploading and Posting, Video Uploading and Posting, Business Hour Changes, Navigation Changes, Featured Vehicles, Lead Routing and Lifecycle Rules, Incentives Building, Call Tracking, Phone Number Management



Managed Search Engine Optimization

At Dealer.com we understand that search engine optimization (SEO) is a core component of your digital marketing strategy.

Dealer.com's SEO services partner dealers with the industry's largest and most skilled organic search team. With a focus on the key performance indicators that matter, and proven white-hat strategies, Dealer.com SEO helps you reach new heights in terms of search engine visibility. Optimal search visibility feeds qualified new traffic to your website, elevating quality website visits, engagement, and leads.

Dealer.com offers Mercedes-Benz dealers tiered levels of search engine optimization management.

	Standard	Advanced	Premium
Reporting and Insights			
Market and Keyword Research	X	X	X
Search Engine Verification	X	X	X
Weekly Keyword Reporting	X	X	X
SEO Reporting	Monthly	Monthly	Monthly
Analyst Insights	Quarterly	Quarterly	Monthly
Strategy and Performance Calls		Quarterly	Monthly
Direct Access to Analyst			X
SEO Optimization Activities			
Initial Site Optimization	X	X	X
SEO Audit		X	X
Ongoing Site Optimizations	Quarterly	Quarterly	Monthly
Custom Pages	1/Quarter	2/Quarter	2/Month
Link/Citation Building	Quarterly	Quarterly	Monthly
Forensic SEO	X	X	X
Schema Markup	X	X	X
Model Specific Landing Pages	X	X	X
On-Site Blog and Posts	2/Month	2/Month	2/Month
Mobile SEO	X	X	X



Managed Content and Creative

Dealer.com's professional Campaign Coordinators and Graphic Designers are dedicated to creating compelling, strategic website content that increases on-site engagement and aligns with your campaign strategy and dealership goals. Our Campaign Coordinators develop your campaigns according to your specific dealership, group, and OEM identity.

Benefits include:

- A collaborative structure, backed by professional specialists for efficient campaign management.
- Monthly campaign creation highlighting OEM incentives dealership specials, and other dealership events.
- Automotive-specific expertise to inform and deliver strategic marketing and design needs for today's automotive dealer.
- A team of experienced graphic designers ready to create visually-engaging and effective custom creative assets.

Dealer.com offers Mercedes-Benz dealers tiered levels of content and creative management.

	Standard	Advanced	Premium
Proactive Strategic Guidance and Communication			
Digital Strategist	X	X	X
Dedicated Campaign Coordinator		X	X
Gathering/Extraction Calls with Proactive Recommendations		X	X
Monthly Campaign Performance Review Call		X	X
Monthly Report		X	X
Monthly Site Audit for Expired Offers (Specials, Slides, Banners)		X	X
Campaign Brief		X	X
Creative Assets			
Monthly Integrated Campaigns	2	4	6
• Homepage Slide	X	X	X
• Landing Pages	X	X	X
• Landing Page Banner	X	X	X
• Special	X	X	X
• Display Ad		X	X
• Campaign Assets for Email Newsletter			X
• Other Asset (e.g. Button, Inventory Overlays, etc.)			X
• Social Creative			X
Social Creative (Profile and Cover Photo)		X	X
Full Site Submitted to OEM for Compliance			X
Assets Submitted to OEM for Compliance Pre-Approval	X	X	X
Additional Page Content Creation (Pages/Month)	1	2	3
Website Buttons			X
Inventory Overlays			X
Off-Network Display (e.g. Facebook Carousel Ads and Pandora)			X
Asset Turnaround Time (Business Days)	2	2	2



Managed Social

Dealer.com's dedicated Social Media Coordinators provide a balanced approach to social media marketing and dealership community management. Campaigns and social activity consistently align with your overall digital strategy and encompass a complete range of services to optimize your social identity and reach.

Benefits include:

- Partnership
 - Planning and execution of your dealership's optimal social strategy.
- Social Posting
 - Automotive retail's leading social experts and applications to actively engage your clients with organic, unique, and targeted posts across relevant social media channels.
- Reputation Monitoring
 - Review alerts to inform you of customer sentiment.
 - Powerful listening tools to uncover a true online sentiment towards your dealership. Social strategy is created and adapted based on this rich knowledge.
- Communication and Reporting
 - Monthly reports for visibility into your social performance.

	Standard	Advanced	Premium
Product/Package			
Assigned Social Media Specialist	X	X	X
Monthly Strategy and Performance Call	X	X	X
Monthly Reporting Call	X	X	X
Strategic Monthly Posting	X	X	X
Weekly Social Activity Across Multiple Social Channels	8	16	30
Targeted Facebook Posts	X	X	X
Real-time Reputation Monitoring of relevant review sites, social media channels and blogs		X	X
Strategic Response to Comments and Reviews		Negative and Positive	Negative and Positive
Planned Instagram Posts		X	Monthly
Contest Management		Up to 4/Year	Monthly
Event Management		Up to 4/Year	Monthly
Custom Social Creative Assets (Profile, Cover Photo, Facebook Ad)		Up to 4/Year	Monthly
Included Social Boosting Ad Spend		\$25	\$75
Optional Social Boosting Budget (\$200)		\$279	\$279
Monthly Socially Relevant Blog Post		1/Month	2/Month

Dealer.com offers Mercedes-Benz dealers tiered levels of social media management.