

FCA DEALER WEBSITES

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 FCA dealers the following website packages. For more information about these packages, please contact your Digital Strategist.

Key Benefits Include:

- Strategic guidance and partnership: A Digital Strategist for all FCA dealers.
- Total design flexibility: Choice of design from Dealer.com's entire website catalog.
- Mobile-First design enhancements for the ultimate in mobile performance.
- Unprecedented ROI optimization: Access to Dealer.com's groundbreaking nGauge score.

	FCA Base Plus	FCA Core	FCA Core Plus DR Elite
Feature			
Digital Strategist	X	X	X
24/7 Technical Support	X	X	X
Dealer.com Website Platform	X	X	X
nGauge Quality Scoring	X	X	X
Analytics	X	X	X
Video Smartsites Package		X	X
Design Editor	X	X	X
ePricer	X	X	X
CallTracking – 6 Lines	X	X	X
CallTracking Usage – 1500 Minutes	X	X	X
Specials Campaign Manager	X	X	X
Mobile Smartsite	X	X	X
Integrated SEO	X	X	X
Inventory Management Tools	X	X	X
CarFinder	X	X	X
Vehicle Showroom	X	X	X
Website Performance Analytics	X	X	X
Inventory Reports	X	X	X
Mobile Lot Capture		X	X
Advanced Lifecycles		X	X
MyCars™	X	X	X
DMI Inventory Feed	X	X	X
eVox Multimedia	X	X	X
Export: Pre-Owned to Autotrader	X	X	X
Incentives Manager (Full)		X	X
Incentives Page	X		
Enhanced CarFax Integration			X
Digital Retailing Plus Trade <i>(Accurate monthly loan and lease payments, finance applications and approvals, and trade valuation.)</i>			X
MenuDriver			X
Reserve It Now			X
Protection Offerings			X

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Features include:

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

- **Instant ePrice:** Instant ePrice improves the shopping experience by driving customer research intent. Leveraging MyCars, shoppers can discover more competitive pricing across multiple vehicles. The result is increased visibility for Dealers into shopper interest and engagement data.
- **Incentives Manager:** Automatically distributes OEM and dealership incentives across every critical webpage. Incentives can be adjusted and integrated with inventory pricing.
- **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.
- **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.
- **Video:** CarFlix® HumanVoice inventory videos boost engagement on every relevant inventory page. Unlimited uploads support your brand across every profit center.
- **CallTracking:** Enables you to convert every phone call into an email. This includes three numbers for desktop and mobile, with more available for an additional cost.
- **Digital Retailing:** As car shoppers' expectations increase, and buying behaviors begin to migrate online, Dealer.com Seamless Websites featuring Digital Retailing give you the ability to drive high-value leads from low-funnel shoppers. These website tools are designed to complement your website experience by driving the purchase process and providing your online shoppers with the ability to instantly calculate an accurate first pencil payment and trade-in offer. Digital Retailing tools are simple to manage and can be added to your current Dealer.com Website.

With Digital Retailing, you can jumpstart buyer engagement online by helping your shoppers search your inventory by monthly payment or vehicle type; present real calculations using APRs from your selected lenders (including residuals and incentives for VIN-specific new and used vehicles); generate an instant trade-in offer that is vehicle and dealer-specific; plus generate finance-ready leads in addition to trade-in leads. You can also choose to offer customers the option to pre-qualify by filling out a form inquiry or full credit application.

Experience Optimization Package

Powered by technology and insights only available from Dealer.com, Autotrader and Kelley Blue Book, Experience Optimization creates data-driven personalization across your website and gets shoppers in front of the vehicles and specials that matter most to them. Easily turn a shopper's journey into tangible results by personalizing their experience. Personalized content served through Experience Optimization increases click-through rates 2-2.5x and boosts inventory conversion.

- **Enhanced Inventory Recommendations:** Allows you to display relevant vehicles in your inventory based on user browsing data from Autotrader, Kelley Blue Book and your website.
- **Dynamic Content Targeting:** Allows special assets from Specials Campaign Manager to be automatically reordered, based on the same user browsing data listed above, to ensure the more relevant and engaging content is displayed to shoppers.
- **Automated Incentives:** Leverages data from Incentives Manager to display the best available incentive for a shopper based on their vehicle of interest, even when one hasn't been created by the dealer.

Inventory Management Tools

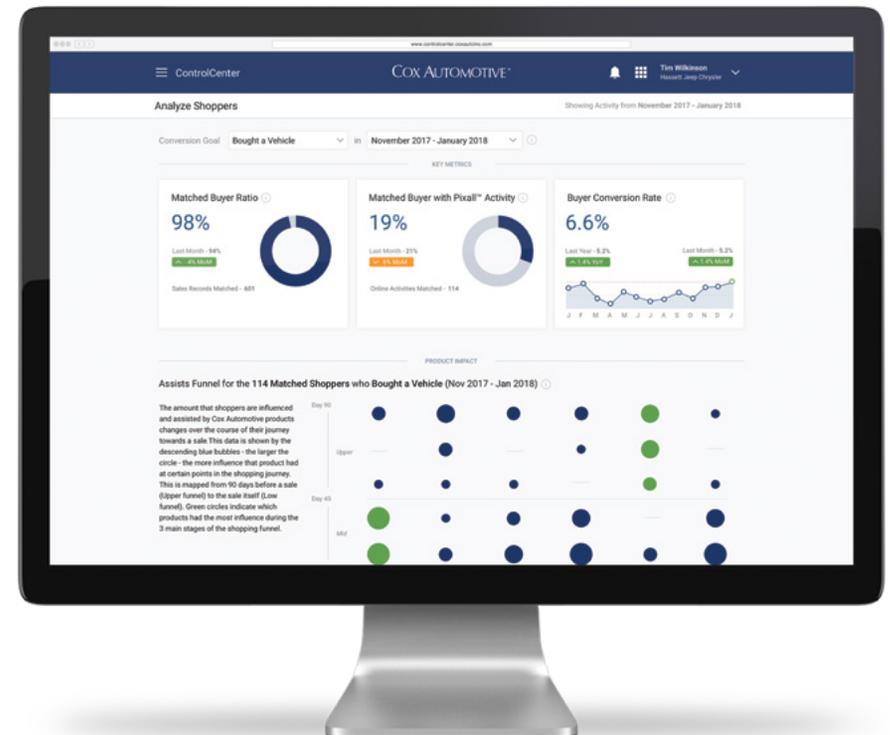
- **Base Inventory Lifecycles:** Provide centralized insight into every vehicle on your lot, the ability to forecast effectively, and the power to execute a profitable merchandising strategy accurately and instantly.
- **Mobile Lot Capture:** Instantly upload any vehicle on your lot to your website. This mobile app makes it possible to scan VINs and generate flawless photos. It's the perfect combination of complete consistency and the fastest-possible merchandising.

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 Cox Automotive digital investment.

Mobile Analytics

Dealer.com's mobile app brings the power of Core to any smartphone, providing a portable picture of your inventory health.



nGauge Visit Score

LOW SCORING VISIT	MODERATE SCORING VISIT	HIGH SCORING VISIT
Landed on Homepage Bounced Very low time on site Possible Bot	Viewed Homepage and Specials Page No VDPs viewed Two minutes on site	Viewed three VDPs Ten minutes on site Submitted "Get ePrice" Lead
NGAUGE SCORE: 20	NGAUGE SCORE: 55	NGAUGE SCORE: 100

Visit Score by nGauge is a system of proprietary algorithms powered by Cox Automotive that generates highly relevant, automotive-specific KPI's to help dealers qualify digital marketing activity relative to automotive-specific goals. nGauge pushes you ahead of the competition by assigning meaning to online consumer engagement behaviors that signal the intent to purchase a vehicle.

nGauge helps you:

- Focus your sales strategy on the most serious online car shoppers.
- Spend more time with the right opportunities.
- Measure digital advertising channel ROI.

Client Services

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.
- Call Tracking 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.