

Maserati Digital Solution

WEBSITES

- Base Website Package
\$849/month
- Core Website Package
\$1299/month
- Premium Package
\$1599/month

ADVERTISING

- TotalConnect Advertising
22% of spend, capped at \$1299

DIGITAL RETAILING

- Accelerate Digital Retailing Elite¹
\$1149/month
- Accelerate Digital Retailing¹
\$899/month
- Vehicle Protection¹
\$149/month
- Digital Retailing Reservations¹
\$149/month
- Vehicle Payments
\$199/month
- Credit Inquiries/Applications¹
\$199/month

MANAGED SERVICES

- Standard Content & Creative
\$479/month
- Advanced Content & Creative¹
\$999/month
- Premium Content & Creative¹
\$1299/month
- Fixed Ops Content & Creative
\$549/month
- Standard SEO
\$599/month
- Advanced SEO¹
\$999/month
- Premium SEO¹
\$1599/month
- Managed SEO Local Listings
\$30/month
- Standard Social¹
\$479/month
- Advanced Social¹
\$699/month
- Premium Social¹
\$1199/month
- Managed Social Boosting
\$269/month
- Standard Custom Video
\$549/month
- Advanced Custom Video
\$949/month

Premium Custom Video
\$1349/month

Custom Video Setup
\$4000/month

Standard Reputation Management
\$39/month

Advanced Reputation Management¹
\$229/month

MISCELLANEOUS

AudioEye
\$229/month

Advanced Composer
\$299/month

CallTracking
1 Line + 200mins/month
\$79/month

3 Line + 500mins/month
\$99/month

10 Line + 1000mins/month
\$179/month

50 Line + 2500mins/month
\$299/month

300 Line + 3000mins/month
\$399/month

300 Line + 6000mins/month
\$599/month

Custom Header
\$249/one-time

Craigslist Template Generator
\$49/month

Custom Inventory Integration
\$500/one-time

Custom Work
\$150/hour

Domain
\$3/month

Experience Optimization
\$349/month

Exports
Custom Provider Configuration
\$500/setup
Single Provider (One Inventory Type)
\$49/month
Unlimited
\$199/month

Group Splash Page
\$199/month

Incentives Manager
\$99/month

Inventory Integration
\$149/month

Inventory Merchandising Package
\$399/month

Mobile Lot Capture
\$149/month

MyCars™
\$149/month

Photo Overlays
\$149/month

SisterTech Integration
\$99/month

Site Services
\$99/month

SmartBlog with User Reviews
\$79/month

Spanish Language Site
\$179/month

Template Generator for Craigslist
\$49/month

UnityWorks! Media Integration
\$99/month

Video SmartSites Package
\$499/month

Video Streaming Toolkit
\$199/month

Window Stickers
\$69/month

¹ These products and services are available to dealers without a Dealer.com website for an additional \$100/month.

Dealer.com Website Packages

Personalize your digital storefront.

Dealer.com allows you to create and control a complete digital storefront. Our mobile-first website platform delivers unmatched mobile and desktop flexibility, speed, and security, award-winning site personalization, and seamless connectivity with other Cox Automotive brands. This unrivaled combination transcends traditional website limitations, allowing you to optimize every aspect of your digital marketing strategy.

Dealer.com is proud to offer Maserati dealers the following website packages. For more information about these packages, please contact your Digital Strategist or a Dealer.com Representative.

Website Packages	PREMIUM ² \$1599/month	CORE ² \$1299/month	BASE ² \$849/month
Dealer.com Mobile-First Websites	X	X	X
Digital Performance Consultant	X	X	X
Incentives Manager	X	X	X
Visualization Insights (<i>Website Heatmaps and Widget Maps</i>)	X	X	X
Website Specials Campaign Manager	X	X	X
MyCars™ Vehicle Shopping Cart	X	X	X
Inventory Lifecycle On-site Merchandising	X	X	X
ControlCenter™ Back-end Content Management System	X	X	X
Digital Marketing Performance Analytics and Reporting	X	X	X
nGauge Quality Scoring System	X	X	X
Full Site Encryption (<i>HTTPS</i>)	X	X	X
On-demand Design Editor	X	X	X
PageBuilder DIY Web Page Tool	X	X	X
Exports: Single Inventory Provider	X	X	X
CallTracking Lines	X	X	X
Mobile Lot Inventory Capture	X	X	X
Parts Center/Service Center/Body Shop Center	X	X	X
Featured Vehicles/Mega Menu/Vehicle Showroom	X	X	X
Domain Hosting	X	X	X
Core SEO Service	X	X	
Experience Optimization Automated Website Personalization	X	X	
Video Package (<i>CarFlix Inventory Videos, Video Gallery, Video Slideshow, Video Blog</i>)	X	X	
Maserati Website Creative and Audit Services	X		
Unlimited Inventory Exports	X		

² Includes Shift Customer Services Assistant.

Dealer.com Websites

A personalized, customized, and optimized digital storefront.

Dealer.com Websites deliver a modern, interactive, and personalized digital storefront for automotive shoppers through state-of-the-art design, award-winning tools that turn browsing activities into buying behaviors, and all-new site architecture that ensures speed, security and flexibility.

Mobile First Philosophy

Beyond the one-size-fits-all approach taken by other automotive website providers, Dealer.com Websites combine responsive design with server-side elements to facilitate customization of the mobile experience. This hybrid, mobile-first approach to website design reflects the reality that consumers shop differently across different devices, and gives dealers the flexibility to customize without sacrificing speed or search ranking.

Designs Driven by Data

With more than 15,000 websites and North America's largest volume of franchise partnerships and shopper data, Dealer.com delivers modern automotive website solutions shaped by user experiences.

All New Front-End Design Architecture

Our all-new site architecture gives dealers more flexibility than ever to customize, manage, and differentiate their websites, resulting in fewer support requests. Bolstered by three dynamic new homepages and thousands of style configurations, the new design system connects dealers to additional fonts, color palettes, heading text, buttons and styles that are relevant to their existing design and available on-demand without custom work.

Reimagined Inventory Pages turn Details into Deals

Our newly-designed, next generation Vehicle Deals Pages deliver a more transparent and trustworthy user experience, with high-resolution vehicle imagery, Cox Automotive Digital Retailing, Kelley Blue Book vehicle reviews, and mobile-first collapsible features and sticky navigation. These features turn ordinary browsing activities into buying behaviors on the VDP, one of the most critical steps in the shopper journey.

On-Site Specials Distribution Platform

On-site merchandising is simplified with Specials Campaign Manager, a robust incentives and specials creation and syndication engine that deploys specials where shoppers will find them – on your homepage, inventory pages, and coupon pages.

Personalized Shopping

Experience Optimization technology creates data-driven personalization across your website in real-time, and gets shoppers in front of the vehicles and specials that matter most to them.

ADA-Aligned

Dealer.com partners with AudioEye to offer tailored website accessibility solutions that are compliant with the Americans with Disabilities Act.

Speed and Security

Backed by Akamai, the world's largest Content Distribution Network, Dealer.com adheres to stringent site speed best practices to deliver a website experience that surpasses consumer expectations.

For complete packaging and pricing information, or to schedule a demo, please contact your Dealer.com representative, visit our website, or call 888.717.9390.

Managed Services

Managed Content and Creative

Standout creative drives successful campaigns. Dealer.com's dedicated 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 Digital Strategist, these content and creative specialists ensure all campaigns are developed according to your specific dealership, group, and OEM identity.

Fixed Ops Content and Creative

Drive more fixed operations revenue with our new fixed operations content & creative solution. Through one partnership, you'll be able to leverage a dedicated design team focused on maximizing the potential of your service business through integrated digital campaigns built around your unique strategy and service offerings.

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.

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.

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.

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.

Dealer.com TotalConnect Advertising Package

22% of spend up to \$1299/month

Dealer.com now delivers you more intelligent reach, efficient performance, audience targeting and flexibility. With the new TotalConnect Advertising package, you'll unlock the power of in-market audiences on Facebook, and connect the right inventory to the right advertising channel using market data from vAuto.³

Our platform allows you to reach consumers at all stages of their shopper journey to drive more transactions in your dealership.

Channels Include:

Paid Search, Remarketing, Display Advertising, Social Advertising (includes Facebook and Instagram placement), Video Advertising⁴ (includes YouTube and Facebook).

Audiences include:

Display Audience Targeting, Autotrader and Kelley Blue Book Audiences for Facebook.

Also Includes:

Compass Strategy Solution, Analytics, vAuto integration for Search and Facebook.

³ Must be a vAuto customer for this feature. | ⁴ Must also purchase the Video Add On product.