



Subaru of America

DIGITAL CERTIFIED MARKETING PACKAGES



126% more engagement with personalized content.¹



The Power of One | Cox Automotive

Why Partner with Dealer.com?

Better Data, Better Results

With the industry's top-driving websites for the past 22 years and a full suite of marketing solutions, Dealer.com is the choice for the most successful dealerships in the country. Powered by unmatched Cox Automotive consumer data, Dealer.com creates engaging digital marketing experiences to help you sell more cars, more profitably.

"We tried smaller vendors, but needed to think bigger. Dealer.com has the capability to help us do that. We're seeing measurable results, more flexibility, and more consistency across our entire digital strategy."

– **Demetrius Moore,**
Marketing Manager, Ramey Auto Group



2022 & 2021
AWA Award:

Digital Retailing –
Cox Automotive
Digital Retailing



2021 Dealers'
Choice Awards:

New Vehicle Leads (Gold)
Digital Marketing (Gold)
Website (Diamond)
Mobile Media (Gold)

Websites

Create a personalized, customized, and optimized experience driving real results.

2x

More leads submitted¹

3x

More VDP views¹

Advertising

Maximize your visibility and ability to target potential customers with accuracy and efficiency.

3.8x

More VDP views³

2.7x

More visits³

Managed Services

Elevate your dealership's search visibility using Social and Reputation Management, Content and Creative Services and Search Engine Optimization.

43%

More website visits²

56%

More VDP views²

Accelerate My Deal

Convert browsers on your dealership website into buyers with Accelerate My Deal.

28%

Increase in deals with
a credit application⁴

48%

Higher close rate on average with
Accelerate My Deal compared
to other internet leads⁵

The Cox Automotive Advantage

Cox Automotive offers an industry-leading suite of solutions to help your dealership connect workflows across sales, service, marketing, and operations to create a seamless consumer experience. By leveraging data from the world's most trusted automotive platforms, such as Kelley Blue Book and Autotrader, you'll gain valuable insights that produce real results for your dealership.

1. Statistics based on a Dealer.com study of 9,342 dealers who subscribed to Experience Optimization (EO) over a six-month period of January – June 2023. We compared visits where shoppers were exposed to personalized content versus non-personalized content.

2. Based on Dealer.com study comparing organic traffic performance of 2,974 franchise dealerships using Core SEO to 498 franchise dealerships using Premium SEO. The study included dealerships that had been using the respective SEO products for at least 3 months before the comparison period (June to August 2023).

3. Average performance of 391 dealers using paid search and retargeting channels vs. 133 using paid search, display, retargeting, Facebook, and Premium SEO. January – June 2023.

4. Google Analytics (Dealer.com Aggregate Account) Jan. – Jun. 2023.

5. Cox Automotive Product Analytics. Accelerate My Deal Lead to Close Analysis using VinSolutions sales data. Data from Jan to June 2023. Analysis performed August 2023.



Website Packages

Subaru of America Digital Storefront Packages

PERFORMANCE

MSRP: \$2790/mo.
Subaru Retailer Price:
\$2434/mo.

PERFORMANCE PLUS

MSRP: \$4657/mo.
Subaru Retailer Price:
\$3674/mo.

PERFORMANCE PLATINUM

MSRP: \$6627/mo.
Subaru Retailer Price:
\$5174/mo.

PERFORMANCE			
WEBSITE EXPERIENCE			
Website Experience Optimization (Personalization)	✓	✓	✓
Mobile-First Website	✓	✓	✓
Responsive Design with Device-Specific Customization	✓	✓	✓
UX-driven Design	✓	✓	✓
Website Accessibility Solution powered by AudioEye	✓	✓	✓
MyCars™ Shopping Cart	✓	✓	✓
5-Star Review Syndication	✓	✓	✓
MARKETING AND MERCHANDISING TOOLS			
Single Cox Login	✓	✓	✓
Page Design and Editor	✓	✓	✓
Heatmap & Widget Map Visualizations	✓	✓	✓
Specials Campaign Manager	✓	✓	✓
Incentives Management and Syndication	✓	✓	✓
Video Upload and Streaming Toolkit	✓	✓	✓
Digital Marketing Performance Analytics	✓	✓	✓
nGauge Traffic Quality Scoring	✓	✓	✓
Inventory Exports — Up to 6 Providers	✓	✓	✓
WEBSITE SERVICES / PARTNERSHIP AND SUPPORT			
Core Search Engine Optimization	✓		
Performance Manager	✓	✓	✓
Reactive Website Services	✓	✓	✓
Subaru Platform Integrations & Enhancements	✓	✓	✓
PERFORMANCE PLUS			
OEM Compliance Submission		✓	✓
Video SmartSites—Automated Inventory Videos		✓	✓
Reputation Management		✓	✓
Custom Creative Assets (5 Assets, 2 Landing Pages)		✓	
Standard Search Engine Optimization		✓	
PERFORMANCE PLATINUM			
Unlimited Inventory Exports			✓
Advanced Content & Creative Services			✓
Review Generation			✓
Premium Search Engine Optimization			✓

A Dealer.com Performance Website delivers personalized shopping, sales, and service experiences that connect automotive retailers with their customers. Through accessible, data-driven design, and unprecedented knowledge of automotive consumers, our websites guide shoppers through frictionless digital experiences, and help dealerships make digital marketing and eCommerce simple and profitable.

Performance Plus guides dealerships with hands-on marketing expertise to help you navigate an increasingly complex digital landscape. A collaborative extension of your dealership, the additional services in Performance Plus save you time and keep you focused on selling and strategy. They include a Dealer.com Performance Website, plus monthly Campaign Creative, increased Search Engine Optimization focus, and Reputation Management support.

Performance Platinum features our most comprehensive and advanced digital marketing services, all working in concert to position your dealership for maximum ROI. Accelerating critical digital marketing opportunities, Performance Platinum includes a Performance Website, all the features of Performance Plus, along with Advanced Campaign Content and Creative, 360-degree reputation management, including Review Generation and Review Response, and our award-winning Premium SEO service.



Digital Retailing

Accelerate My Deal Core[^] **\$1099/month**

Features include: Shop by Payment, Shopper Self-Penciling on VDPs, Submit Price Offers,

Finance & Lease Payments, Taxes, fees & retailer fees, Manufacturer & Conditional incentives, KBB.com Trade Valuation®, Email confirmation to continue deal, Retailer embedded "How it Works" Video, Test Drive appointment scheduling, Credit Applications, Online Deal Agreement Certificate, Vehicle Protection with payments, Text messaging, LPA chat, call tracking by DR source, Vehicle Reservations, VinSolutions

Connect CRM integration (One Lead – No Dupes) Support includes: Performance Management, which features 1) a 3 hour training within 3 weeks of launch, 2) a virtual performance call every 90 days, and 3) training and consultation 60-days after launch.

VinSolutions customers also receive: Connect Desking Integration New, Base Payment Services (taxes & fees), Cash Deals (New, Used, CPO), and Retrieve a Deal (VinSolutions & 3rd Party CRMs)

Dealer.com SEO

The industry's 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 Storefront.

Standard SEO* **\$659/month**

Advanced SEO* **\$999/month**

Premium SEO* **\$1919/month**

Standard Local SEO* **\$229/month**

Advanced Local SEO* **\$959/month**

Premium Local SEO* **\$1149/month**

Premium SEO and Advanced Local SEO* **\$2699/month**

Cookie Compliance

Dealers face many challenges posed by the intricate regulatory landscape. Dealer.com is dedicated to offering comprehensive compliance solutions that ease the burden for our clients as they strive to adhere to evolving laws. Compliance Protection is an easy to implement solution that supports state privacy laws and provides shoppers an interface to manage cookie preferences when visiting the dealership website while Compliance Protection Plus is more comprehensive and supports state privacy regulations, cookie management, advance accessibility remediations and assurance coverage.

Compliance Protection **\$49/month**

Compliance Protection Plus **\$759/month**

Managed Content & 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 Performance Manager, these content and creative specialists ensure all campaigns are developed according to your specific dealership, group, and OEM identity

Standard Content & Creative* **\$539/month**

Advanced Content & Creative* **\$1119/month**

Premium Content & Creative* **\$1479/month**

Advanced Marketing Solution Bundle **\$2,939/month**

Premium Marketing Solutions Bundle **\$3,299/month**

Premium Content and Creative Upgrade **\$750/month**

[^]Can be purchased by retailers not affiliated with the Dealer.com website platform.

*Must have a website with Dealer.com



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.

Fixed Operations Content and Creative*
\$549/month

Reputation Management

\$329/month

Dealer.com offers retailers a coordinated consumer review and response management solution that reinforces your customer service commitment online, strengthens local SEO, and delivers valuable content you can use to attract additional shoppers.

Reputation Response Specialists monitor and respond to all reviews (both positive and negative), in lockstep with established dealership processes. Our solution combines coordinated third-party review response management, Google My Business review optimization, and retailer website syndication—with your best reviews showcased on your website. These combine to deliver consistent, high quality interactions with all dealership customers across all profit centers.

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.

Standard Social
\$539/month, \$639/month off-platform

Advanced Social (with Reputation Management)
\$799/month, \$919/month off-platform

Premium Social (with Reputation Management)
\$1199/month, \$1,299/month off-platform

Additional Social Boosting
\$269/month, (\$69 fee + \$200 in Boosting)

Advertising

Dealer.com Advertising delivers connected digital campaigns promoting your inventory and dealership services to the places where your customers browse, shop, or consume content online. We connect your cars to your customers through a flexible, intelligent, and secure advertising solution powered by exclusive consumer insights, market intelligence, and first-party data.*

Standard Package
22% of spend, \$299 minimum fee, \$229 Platform Fee

Channels include: Paid Search, Display Retargeting and Social.

Advanced Package
22% of spend, \$650 minimum fee, \$229 Platform Fee

Includes all Standard channels, plus Video Advertising (Social Media Video and OTT/CTV). Also includes the

Exclusive Audiences & Integrations of Cox Automotive Audiences: Autotrader and Kelley Blue Book Display Audience Targeting (Exclusive to Dealer.com and Cox Automotive), and Cox Automotive Integrations (vAuto, Cox Automotive Enterprise Data—Exclusive to Dealer.com and Cox Automotive).

Premium Package
\$1650 minimum fee, plus 8% of spend up to \$2499, \$229 Platform Fee

Includes all Standard and Advanced features, plus emerging markets (Pinterest and other new channels). Also includes an Advertising Performance Manager.

The minimum fee for the Premium Advertising Package is \$1650/month, plus 8% of any ad spend in excess of \$7500/month, up to a maximum of \$2499/month in total fees. The fee maximum does not include the cost of any la carte product purchased, or the \$229/month Platform Fee.

Video Advertising

Dealer.com's video advertising solutions make it easy to create and deploy high quality video content that connects your cars with your customers browsing Facebook and YouTube.

Turnkey Video Advertising with Creative
\$999/month

Requires Advanced or Premium Advertising Package

Advanced Custom Video for Advertising
\$1399/month

Requires Advanced or Premium Advertising Package

Premium Custom Video for Advertising
\$1799/month

Requires Advanced or Premium Advertising Package

*2021 TAG Certified Against Fraud Seal for 4 consecutive years



WEBSITES

Performance Package
\$2434/month

Performance Plus
\$3674/month

Performance Platinum
\$5174/month

DIGITAL RETAILING

Accelerate My Deal Core[^]
\$1099/month

Credit Inquiries/Finance Application Standalone[^]
\$189/month

Reservations[^]
\$149/month

MANAGED SERVICES**Search Engine Optimization**

Standard SEO*
\$659/month

Advanced SEO*
\$999/month

Premium SEO*
\$1919/month

Advanced Reputation Management
\$329/month

Standard Local SEO*
\$229/month

Advanced Local SEO*
\$959/month

Premium Local SEO*
\$1149/month

Premium SEO and Advanced Local SEO*
\$2699/month

Review Generation (On or Off Platform)

Subaru Retailers with a Dealertrack DMS
\$449/month

Subscribing Retailers with a CDK DMS
\$549/month

Subscribing Retailers with a non-Dealertrack or non-CDK DMS
\$519/month

Reputation Management & Review Generation (On or Off Platform)

Subaru Retailers with a Dealertrack DMS
\$699/month

Subscribing Retailers with a CDK DMS
\$799/month

Subscribing Retailers with a non-Dealertrack or non-CDK DMS
\$769/month

Content & Creative

Standard Content & Creative*
\$539/month

Advanced Content & Creative*
\$1119/month

Premium Content & Creative*
\$1479/month

Fixed Operations Content & Creative*
\$549/month

Marketing Bundles

Advanced Marketing Solution Bundle
\$2939/month

Premium Marketing Solution Bundle
\$3299/month

Premium Content and Creative Upgrade
\$750/month

Managed Social

Standard Social
\$539/month, \$639/month off-platform

Advanced Social
\$799/month, \$919/month off-platform

Premium Social
\$1199/month, \$1299/month off-platform

Social Boosting
\$269/month
(**\$69 fee + \$200 in boosting**)

COOKIE COMPLIANCE

Compliance Protection
\$49/month

Compliance Protection Plus
\$749/month

ADVERTISING**Advertising Packages**

Standard Package
22% of spend, \$299 Minimum fee
\$229 Platform Fee
One-time setup fee for off-platform - \$250

Advanced Package
22% of spend, \$650 Minimum fee
\$229 Platform Fee
One-time setup fee for off-platform - \$250

Premium Package
For first \$7500 in spend, 22% fee
Spend above \$7500 will be billed at 8%
in fees up to the Maximum Fee of \$2499
\$229/month Platform Fee
One-time setup fee for off-platform - \$250

Video Advertising

Turnkey Video Creative
\$999/month

Advanced Custom Video for Advertising
\$1399/month

Premium Custom Video for Advertising
\$1799/month

Other Advertising

Custom Display Ad Service*
\$299/month

Connected Video Standalone
\$299/month plus 22% Variable Fee

Custom Video Footage Capture
\$4000

A LA CARTE PRODUCTS

Advanced Composer***
\$299/month

Mobile Lot Capture
\$149/month

Photo Overlays
\$149/month

Unlimited Exports
\$199/month

Video Package
\$499/month

Window Stickers**
\$69/month

Domains
\$3/month

Smart Blog with User Reviews
\$79/month

Custom Header
\$249 one-time fee

Custom Inventory Integration
\$500/each

Export: Custom Provider Configuration
\$500/each

Export: Single Provider Integration
\$49/month

[^]Can be purchased by retailers not affiliated with the Dealer.com website platform.

*Must have a website with Dealer.com

** Window Stickers tool allows retailers to print their own window stickers for Used Inventory. The tool does not display Window Sticker on the website.

***Requires approval from Shift Digital and Dealer.com



Advertising

Dealer.com Advertising delivers data-driven intelligent advertising so you can own the moments that matter most for your customers. With the right data, the right partner, and the right innovations to bring it all together, Dealer.com Advertising helps you reach the right consumer with the right message at precisely the right time in the buying process and service selection, providing a superior dealership experience.

The Right Data

First-Party Buying Data Targets Potential Customers. In the fast-approaching cookie-less world, use Cox Automotive proprietary data to build audiences on each buyer's intent and predict the make with 90% accuracy¹ and exact model with 55% accuracy² that those evaluators lowest in the funnel will purchase in the next 30 days.

Provide Personalized Experiences and Predictive Insights. Use powerful intel to reach customers who are actively shopping or casually browsing. Target shoppers who have researched your inventory or similar vehicles within the past 90 days on Kelley Blue Book or Autotrader, where 2 out of 3 buyers start their shopping.³

Deliver Strategic Campaigns. Know the moments that matter for each customer with precise data that allows you to access the largest, most comprehensive, first-party automotive data available to promote your inventory and services to the places where your customers browse, shop, and look for service online.

The Right Technology

Customize Your Advertising. Choose the channels that work best for your dealership and adjust your strategy in real-time. With proprietary Advertising Management software, you can identify opportunities for growth and optimization, so you can shift with your market and maximize the impact of your advertising spend.

Get Exclusive Integrations. Shape smarter campaigns by integrating with vAuto data, including Market Day Supply, Price Rank, vRank, and Price to Market, to filter inventory for advertising through Paid Search, ensuring you spend the right amount marketing the right vehicles. Display dynamic pricing that changes with market conditions.

Integrate with Xtime Schedule Recapture. Recapture missed revenue opportunities plus declined services with price-relevant paid search ads to in-market service customers.

1. Predict Make of vehicle purchase with approximately 90% accuracy within 30 days of purchase. (VinSolutions Connect Automotive Intelligence Data predictions for 30 days prior to purchase in Aug 2020–Feb 2021)

2. Predict Model of vehicle purchase with approximately 55% accuracy within 30 days of purchase. (VinSolutions Connect Automotive Intelligence Data predictions for 30 days prior to purchase in Aug 2020–Feb 2021)

3. 2 out of 3 shoppers begin their buying journey on Autotrader and Kelley Blue Book (2020 Cox Automotive Buyer Journey Study)





Advertising Packages & Fees

STANDARD

ADVANCED

PREMIUM

FEES

Retailer Advertising Variable Fee (lesser of percentage of Spend or Maximum Fee, but no less than the Minimum Fee)	22%	22%	For first \$7500 in spend, 22% fee; Spend above \$7500 will be billed at 8% in fees up to the Maximum Fee
Retailer Maximum Fee (Fee Maximum)			\$2499
Retailer Minimum Fee (Fee Floor)	\$299	\$650	\$1650
Retailer Platform Fee	\$229	\$229	\$229
Dealer.com Setup - On Platform (One-Time Fee)	\$0	\$0	\$0
Dealer.com Setup - Off Platform (One-Time Fee)	\$250	\$250	\$250

STRATEGY & SUPPORT

Performance Manager	•	•	•
Advertising Performance Manager Support (Optional)		\$250	•
Advertising Fraud Protection	•	•	•
Dealer.com Promotion Eligibility	•	•	•
Channel Intelligence	•	•	•

ADVERTISING CHANNELS

Search (PMax/VLAs)	•	•	•
Display Advertising	•	•	•
Social Advertising	•	•	•
Video Advertising (Social Media Video & OTT/CTV)		•	•
Emerging Markets (Pinterest and other new channels)			•

EXCLUSIVE AUDIENCES & INTEGRATIONS

Cox Automotive Audiences: Autotrader and Kelley Blue Book Display Audience Targeting (Exclusive to Dealer.com and Cox Automotive)		•	•
Cox Automotive Integrations (vAuto, Cox Automotive Enterprise Data—Exclusive to Dealer.com and Cox Automotive)		•	•





Add-On Services (No Setup Fees)

STANDARD

ADVANCED

PREMIUM

VIDEO & CREATIVE SERVICES (ON- & OFF-PLATFORM)

Turnkey Video Creative with Flighting (Turnkey Incentive-based Creative w/Flighting – Social Media, CTV & OTT)		\$999	\$999
Advanced Custom Video with Flighting (2 campaigns; 6 videos per month – Social Media, CTV & OTT)		\$1399	\$1399
Premium Custom Video with Flighting (3 campaigns; 9 videos per month – Social Media, CTV & OTT)		\$1799	\$1799
Custom Display Creative Service		\$299	\$299
Custom Footage Video Capture (One-Time Fee)	\$4000 One-Time Fee	\$4000 One-Time Fee	\$4000 One-Time Fee
Connected Video – Standalone product without an advertising package	\$299 (Plus 22% Variable Fee)	\$299 (Plus 22% Variable Fee)	\$299 (Plus 22% Variable Fee)



Video Advertising

Dealer.com's all-new video advertising solution makes it easy to create and deploy high quality video content that connects your cars with your customers browsing Facebook and YouTube.

Key Features and Benefits

No Dealership Resources? No problem! Reach, engage, and convert in-market shoppers on the advertising channels where they are engaging the most, and enjoy barrier-free access to high-quality video assets and advertising services.

Agency-Grade Production. Our videographers are highly skilled in production and delivery, and archive all video content for further reference and easy editing.

Customized to Meet Your Needs. We offer a variety of video lengths to address all of your marketing needs, from 0:06 to 0:15 to 0:30 second spots.

Advanced Fraud Protection. Spend with confidence, knowing your digital investment is protected from bots, non-human traffic, and fraud, thanks to Dealer.com's partnership with HUMAN and the Trustworthy Accountability Group (TAG).

Multiple Package Options to Match Your Strategy

Dynamic Video Creation and Flighting. If you're just looking to promote incentives and inventory, our dynamic Video Advertising creation and flighting solution does just that. Retailers can choose 6 OEM-specific offers and up to 7 variations, for 42 possible video combination offers per month.

Each video includes a monthly incentive that you select, your dealership name, compliant vehicle imagery, and three unique retailer statements.

Custom Video Advertising Packages. Looking for more curated, custom video content? Partner with our expert videographers to deliver custom videos and video ads aligned to your specific strategy. Video content, produced in collaboration with your staff, features unique offers, incentives, inventory or events, and will help take your unique dealership brand to the next level.

Video Advertising Fees & Features	MONTHLY CAMPAIGNS	NUMBER OF VIDEOS	VIDEO LENGTHS	SUBARU OF AMERICA PRICE
Turnkey Video Creative	Based on Your Strategy ¹	Based on Your Strategy ¹	15 seconds	\$999/month, Only Available on Advanced or Premium Advertising Packages
Advanced Custom Video	Two	Six ²	30, 15, 6 seconds	\$1399/month, Only Available on Advanced or Premium Advertising Packages
Premium Custom Video	Three	Nine ²	30, 15, 6 seconds	\$1799/month, Only Available on Advanced or Premium Advertising Packages

Content Usage is Growing

89%

of shoppers rely heavily on content to research vehicles.³

90%

of shoppers intend to use content to research vehicles in the future.³

#1

Dealers are the preferred creators of automotive video content for shoppers learning about special deals or incentives.³

Video Content Inspires Action

58%

of shoppers prefer to watch videos for learning about vehicles.³

67%

of new in-market shoppers took action after seeing online video ads for a vehicle.³

72%

of shoppers find content, including videos, useful.³

Due to program pricing, final cost may vary slightly by Franchise.
Please contact your Dealer.com Representative for OEM Program Pricing.

¹ Up to 42 videos or revisions per month

² 2 revision per campaign each month

³ 2023 Cox Automotive Gfk Content Influence Study

