

# AUTOMOTIVE WEBSITES



MAZDA CANADA CERTIFIED WEBSITE VENDOR

## HOW WOULD YOU LIKE TO TRIPLE YOUR LEADS?

Are you looking to significantly upgrade your website performance and speed? Are you frustrated with how few leads your current website generates? Did you know that D2C Media websites outperform on average all Canadian Automotive websites by an average of 300%? In fact, many dealers are actually seeing a greater than 500% increase in leads within their first 30 days!

## TRACKING REAL METRICS: ARE YOU SELLING CARS?

Don't you wish that your monthly digital performance reviews were about how many store visits and cars sold your digital efforts generated as opposed to vanity metrics like impressions, clicks and time spent on site? D2C Media is the only website that integrates with your DMS to allow true transparency and optimisation of real metrics that dealers really care about.

## TOP FEATURES

- Easy to use & secure proprietary CMS (ie: Not WordPress!)
- Fastest (AMP) automotive mobile sites in Canada
- Digital Retailing ready:
  - Full build & price
  - Trade-in values provided by Canadian Black Book
  - Free Credit Score lead generation
  - Multi-steps Credit Application
  - Payments calculator for Finance and Lease
  - Cash, Finance and Lease offers
- Advanced on-site and off-site SEO included
- Highest lead conversions in the industry
- Automated email Marketing
- SMS leads with automated brochures and videos sent to visitors
- DMS integration allows dealers to measure real metrics such as Store visits and Cars sold based on digital efforts.

**300%**

### LEADS

Average increase in internet leads generated from D2C websites.

**20%**

### LEADS TO STORE VISITS

Average conversions of eLeads to Store visits by our top-25% performing dealers.

**100%**

### MOBILE SPEED

D2C Media's AMP mobile sites are 2x faster than the average of 3000 Canadian automotive websites.

## DMS INTEGRATION

SOURCE	VISITORS	PAGES/VISITOR	E-MAILS	CALLS	SMS	TOTAL	COST	CPL	NA	SALES	CPS
Google	6,277	4.6	252	43	16	311	\$9,244.07	\$29.72	33	27	\$355.54
Facebook	466	6.8	23	0	0	23	\$1,059.57	\$46.07	5	4	\$264.83
Bing	242	7.1	20	1	0	21	\$440.84	\$20.99	3	2	\$220.42

## PACKAGE FEATURES

	Silver \$1,099	Gold \$1,399	Platinum \$1,999	Rhodium \$2,399
Inventory Syndication (Exports) Trader, Kijiji, CarGurus	✓	✓	✓	✓
Monthly OEM Incentive Banner Updates (1 slide on homepage + promotion sections)	✓	✓	✓	✓
CarFax Integration	✓	✓	✓	✓
Google Analytics Tagging	✓	✓	✓	✓
Migration of Existing Custom Site Content	3 pages	5 pages	7 pages	10 pages
2nd Language - French or English		✓	✓	✓
Basic Digital Retailing Package: Showroom SRP & VDP (No Build & Price)		✓	✓	✓
Advanced Lead Generation Module (Lead Boost)		✓	✓	✓
Call Tracking Pack (3 lines) \$.12/min		✓	✓	✓
Advanced Digital Retailing Package: Showroom, Build & Price, OEM incentives, Lease and Finance Calculator, New Car Photo Match, Search Bar Under the Menu, Dynamic Toasters			✓	✓
SEO Boost - Backlinks Package			✓	✓
Automated Marketing System			✓	✓
In-Transit (On Order) DMS Import, Site Tags & Filters			✓	✓
Unlimited Syndication			✓	✓
3rd Party Non-Inventory Imports & Exports: (Price, Pictures, Digital Retailing, etc...)			✓	✓
Trade-Boost w/o Canadian Black Book Values				✓
Transaction Builder				✓
Google Reviews				✓
Click-to-Store Advanced Tracking (+ DMS Sales Integration)				✓
3rd-Party Digital Retailing Integration (MotoCommerce, AutoFi, AskAVA, etc...)				✓

## A LA CARTE SERVICES

	Price
Basic Digital Retailing Package Showroom VDP + Build & Price	\$195/Month
Advanced Digital Retailing Package Showroom, Build & Price, OEM incentives, Lease and Finance Calculator, New Car Photo Match, Search Bar under the Menu, Dynamic Toasters	\$595/Month
Upgrade from Basic to Digital Retailing Package	\$400/Month
Transaction Builder	\$250/Month
PayPal Online Deposit	\$245/Month
3rd-Party Digital Retailing Integration (MotoCommerce, AutoFi, AskAVA, etc...)	\$100/Month
2nd Language - French or English	\$150/Month
Facebook Marketplace Boost Automated Syndication (Used Up 100 Vehicles)	\$445/Month
Facebook Marketplace Boost Automated Syndication (Add 100 Vehicles)	\$195/Month
Facebook Marketplace Boost Automated Syndication (New Vehicles)	\$195/Month
Facebook Marketplace Boost Set Up Fees	\$895 Each
Facebook Messenger Agent during Business Hours	\$500/Month
Facebook Vehicles Catalog for AIA (V1)	\$150/Month
Trade-Boost with Canadian Black Book Values & Free Credit Score feature	\$395/Month
Trade-Boost w/o Canadian Black Book values	\$250/Month
Trade-Boost w/o CBB upgrade to Canadian Black Book Values	\$245/Month
Chat Leads Integration/Tracking Feature	\$100/Month
Google Reviews + Google Maps for Multi-Locations	\$100/Month
Lead Generation Boost Module	\$250/Month
3rd Party Non-Inventory Imports & Exports: (Price, Pictures, Digital Retailing, etc...)	\$50/Month
Click-to-Store Advanced Tracking (+ DMS Sales Integration)	\$225/Month
Call Tracking (1 line, 100 minutes). Overages @ \$.12/min	\$40/Month
Call Tracking Pack (3 lines, 600 minutes). Overages @ \$.12/min	\$100/Month
Call Tracking Pack (6 lines, 600 minutes). Overages @ \$.12/min	\$200/Month
Extra Inventory Syndication (Exports) Other Media or 3rd-Parties	\$50/Month

## A LA CARTE SERVICES

	Price
Mass eMailer on Demand <small>** Requires Automated Marketing System</small>	\$600 Each
SEO Content Boost (2 x 400-words articles + 1 x 800-words article per month)	\$1,000/Month
Standard Site-Banner Design & Integration (1 Language)	\$100 Each
Custom Banners Design & Integration	\$125 Each
Custom Design and Content Work (Front-End)	125/Hour
Custom Development Work (Back-End)	\$180/Hour
Google, Bing and Facebook Advertising	30% of NET
Initial Setup Fee Google Account	\$250 Each
Initial Setup Fee Facebook Account	\$250 Each
Design: Static Banners	\$125 Each
Design: Animated banners 3-size-pack (IAB sizes) FR+ENG	\$675 Each
Creative Services	\$125/Hour
Other Custom Work for Campaigns	\$125/Hour
Yearly Domain and SSL Renewal Fee	\$150
Yearly Domain Renewal Fee	\$35