



# 360.AGENCY

## Essential

Package

The essentials for a professional web presence with 360.Agency

Generic, templated dealer website with CSS personalization  
(includes unlimited access to CMS).

## \$999

per site / per month

Powered by  BWEB AUTO



### CMS

CMS access for promo management, articles, coupons, landing pages, sections, departments and users.



### XMS 360

New and pre-owned cars inventory management software.  
(Includes syndication).



### XMS Mobile

Mobile version of our inventory management tool, adapted to your field team: VIN scan, data management, pictures and videos. (Available for Android and iPhone).



### XMS Review 360

App that allows you to collect testimonials at point of sale to broadcast on your website and social media.  
(Available for iPhone and iPad).



### PHONETRACK 360

1 local or (1-800) phone number with Phonetrack 360 Lite access.  
(250 minutes, tracking & recording included + \$25 for each additional 500 minutes).



### Design & Programming

Generic templates incorporating Mazda Canada's branding requirements.



### New Cars

- Specific VDP landing page for every trim level.
- 3 interior & exterior pictures for each colour.  
(Matching Canadian make, model, year, trim).
- Complete collection of new vehicles with an image gallery of your inventory.



### Pre-owned, new and certified cars

Inventory syndication management for pre-owned and new vehicles including certified vehicles. (Import & export).

#### AVAILABLE OPTIONS

#### DIGITAL ADVERTISING

Set up your complete and customized media plan with your dedicated media directors. (Banner creation included).

## \$1,000

per month

Minimum budget per month

#### PAYMENT 360\*

LEASE AND FINANCE CALCULATION

Our Showroom application provides a payment calculator as well as lease or finance options, including manufacturer rebates for new cars.

## \$150

per site / per month

\* Optional product for Essentiel Package.  
(Included in the Premium version).

#### OPTIONAL INTEGRATION

SSL Protocol

## \$35

per site / per month

Trade 360

## \$399

per site / per month  
\$500 upfront

Showroom 360  
Digital Retailing

**Not Available**  
with the Base  
Package



# Preferred Package

Offer your clients an engaging website experience with 360.Agency.

Multi-templated Mazda-specific dealer website with content and CSS personalization *(includes access to XMS Pro)*.

\$1,299  
per site / per month

Powered by **SM360**



## XMS Pro

CMS access for promo management, articles, coupons, landing pages, sections, departments and users.



## XMS 360

New and pre-owned cars inventory management software. *(Includes syndication)*.



## XMS Mobile

Mobile version of our inventory management tool, adapted to your field team: VIN scan, data management, pictures and videos. *(Available for Android and iPhone)*.



## XMS Review 360

App that allows you to collect testimonials at point of sale to broadcast on your website and social media. *(Available for iPhone and iPad)*.



## PHONETRACK 360

6 local or *(1-800)* phone number with Phonetrack 360 Lite access. *(500 minutes, tracking & recording included + \$25 for each additional 500 minutes)*.



## SSL protocol

Includes HTTPS protocol to provide a high data transmission security.



## Design & Programming

High-end template created specifically to meet Mazda Canada branding standards.



## New Cars

- Specific VDP landing page for every trim level.
- 3 interior & exterior pictures for each colour. *(Matching Canadian make, model, year, trim)*.
- Complete collection of new vehicles with an image gallery of your inventory.



## Pre-owned, new and certified cars

Inventory syndication management for pre-owned and new vehicles including certified vehicles. *(Import & export)*.



## Blog Starting Package

3 generic articles for activating the news section of your website. *(Exclusive items available with the Premium offer)*.



## Dedicated Account Manager

Your personal advisor for the support of your website and your offensive marketing projects. *(Charges may apply)*

### AVAILABLE OPTIONS

#### DIGITAL ADVERTISING

Set up your complete and customized media plan with your dedicated media directors. *(Banner creation included)*.

\$1,000  
per month

Minimum budget per month

#### PAYMENT 360\*

LEASE AND FINANCE CALCULATION

Our Showroom application provides a payment calculator as well as lease or finance options, including manufacturer rebates for new cars.

\$150

per site / per month

\* Optional product for Preferred Package. *(Included in the Premium version)*.

#### DIGITAL RETAILING

ONLINE SALES FOR  
AUTOMOTIVE RETAILERS

Showroom 360  
New Cars

\$675  
per site / per month  
\$1,500 upfront

Showroom 360  
Pre-owned Car

\$350  
per site / per month  
\$1,500 upfront

Canadian  
Black Book  
Integration

\$300  
per site / per month  
\$500 upfront





# 360.AGENCY

## Premium

Package

Never compromise on your consumer's digital experience; simply be the leader.

Custom-designed dealer website *(with Mazda brand guidelines)*.

Powered by **SM360**

**\$1,799**  
per site / per month

The Premium Package includes all items from the Preferred Package, plus:

### Personalized design and programming\*

Design created for a dealership or group of dealerships offering Personalization to their image by including Mazda Canada requirements.  
\* Personalization at launch with no additional charges



### Personalized Content

New, Pre-owned, After-sales, About us, Team, News, Videos, Testimonials, etc...

### High-end photo gallery

New vehicles: High-end and exclusive photo gallery *(Canadian make, model, year and trim)*.



### 360 Spin tour

New vehicles: 360 virtual tour of exterior and interior.

### PAYMENT 360

Lease and Finance Calculation.  
Payment calculation app integrated with your website.



## AVAILABLE OPTIONS

### DIGITAL ADVERTISING

Set up your complete and customized media plan with your dedicated media directors. *(Banner creation included)*.

**\$1,000**  
per month

Minimum budget per month

### PAYMENT 360\*

LEASE AND FINANCE CALCULATION

Our Showroom application provides a payment calculator as well as lease or finance options, including manufacturer rebates for new cars.

**\*Included**

### DIGITAL RETAILING

ONLINE SALES FOR  
AUTOMOTIVE RETAILERS

Showroom 360  
New Cars




















**\$675**  
per site / per month  
\$1,500 upfront

Showroom 360  
Pre-owned Car

**\$350**  
per site / per month  
\$1,500 upfront

Canadian  
Black Book  
Integration

**\$300**  
per site / per month  
\$500 upfront

SERVICES <i>(Price per site / per month)</i>		ESSENTIAL \$999	PREFERRED \$1 299	PREMIUM \$1 799
 <b>CMS</b> CMS access for promo management, articles, coupons, landing pages, sections, departments and users.		✓	-	-
 <b>XMS PRO</b> CMS access for promo management, articles, coupons, landing pages, sections, departments and users.		-	✓	✓
 <b>XMS 360</b> New and pre-owned cars inventory management software. <i>(Includes syndication)</i>		✓	✓	✓
 <b>XMS Mobile 360</b> Mobile version of our inventory management tool, adapted to your field team: VIN scan, data management, pictures and videos. <i>(Available for Android and iPhone).</i>		✓	✓	✓
 <b>XMS Review 360</b> App that allows you to collect testimonials at point of sale to broadcast on your website and social media. <i>(Available for iPhone and iPad).</i>		✓	✓	✓
 <b>PHONETRACK 360</b> 1 local or (1-800) phone number with Phonetrack 360 Lite access. <i>(250 or 500 minutes, tracking &amp; recording included + \$ 25 for each additional 500 minutes).</i>		1 number 250 minutes	6 numbers 500 minutes	6 numbers 500 minutes
 <b>SSL PROTOCOL</b> Includes HTTPS protocol to provide a high data transmission security.		\$35 <i>per site/per month</i>	✓	✓
 <b>PERSONALIZED DESIGN AND PROGRAMMING</b> Meets Mazda Canada's branding requirements		Generic template	High-end templates	Custom Design
 <b>NEW CARS :</b> <ul style="list-style-type: none"><li>• Specific VDP landing page for every trim level.</li><li>• 3 interior &amp; exterior pictures for each colour. <i>(Matching Canadian make, model, year, trim)</i></li><li>• Complete collection of new vehicles with an image gallery of your inventory.</li></ul>		✓	✓	✓
 <b>PRE-OWNED, NEW AND CERTIFIED CARS</b> Inventory syndication management for pre-owned and new vehicles including certified vehicles. <i>(Import &amp; export).</i>		✓	✓	✓
 <b>HIGH-END PHOTO GALLERY</b> New vehicles: High-end and exclusive photo gallery. <i>(Canadian make, model, year and trim).</i>		-	-	✓
 <b>360 SPIN TOUR</b> New vehicles: 360 virtual tour of exterior and interior.		-	-	✓
 <b>PAYMENT 360</b> <b>Lease and finance calculation</b> A payment calculator as well as lease or finance options, including manufacturer rebates for new cars		\$150 <i>per site/per month</i>	\$150 <i>per site/per month</i>	✓
 <b>CUSTOM CONTENT</b> New, Pre-owned, After-sales, About us, Team, News, Videos, Testimonials, etc...		-	-	✓
 <b>BLOG STARTING PACKAGE</b> 3 generic articles for activating the news section of your website. <i>(Exclusive items available with the Premium offer).</i>		-	3 Generic Articles	3 Exclusives Articles
 <b>DEDICATED ACCOUNT MANAGER</b> Your personal advisor for the support of your website and your offensive marketing projects. <i>(Charges may apply)</i>		-	✓	✓
AVAILABLE OPTIONS				
 <b>SHOWROOM 360 NEW CARS (V2)</b> Online sales for automotive retailers		Not available	\$675 <i>per site/per month</i> <i>(+ \$1,500 upfront)</i>	\$675 <i>per site/per month</i> <i>(+ \$1,500 upfront)</i>
 <b>SHOWROOM 360 PRE-OWNED CAR (V2)</b> Online sales for automotive retailers		Not available	\$350 <i>per site/per month</i> <i>(+ \$1,500 upfront)</i>	\$350 <i>per site/per month</i> <i>(+ \$1,500 upfront)</i>
 <b>TRADE 360 - (without Showroom v2)</b> Canadian Black Book Integration		\$399 <i>per site/per month</i> <i>(+ \$500 upfront)</i>		
 <b>TRADE 360 - (with Showroom v2)</b> Canadian Black Book Integration		\$300 <i>per site/per month</i> <i>(+ \$500 upfront)</i>		
 <b>DIGITAL ADVERTISING</b> Set up your complete and customized media plan with your dedicated media directors. <i>(Banner creation included).</i>		\$1,000 <i>per month</i> <i>(Minimum budget per month)</i>		