



mazda

360 AGENCY

GROUP OF COMPANIES

SM360

C360

net media 360

HUMANIFY 360

FIDELITIX

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 BWEBAUTO

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

SHOWROOM 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 Essential 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

SM360
MEMBER OF 360.AGENCY

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1 833 360-1955 - www.360.agency

C360
MEMBER OF 360.AGENCY



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

SHOWROOM 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

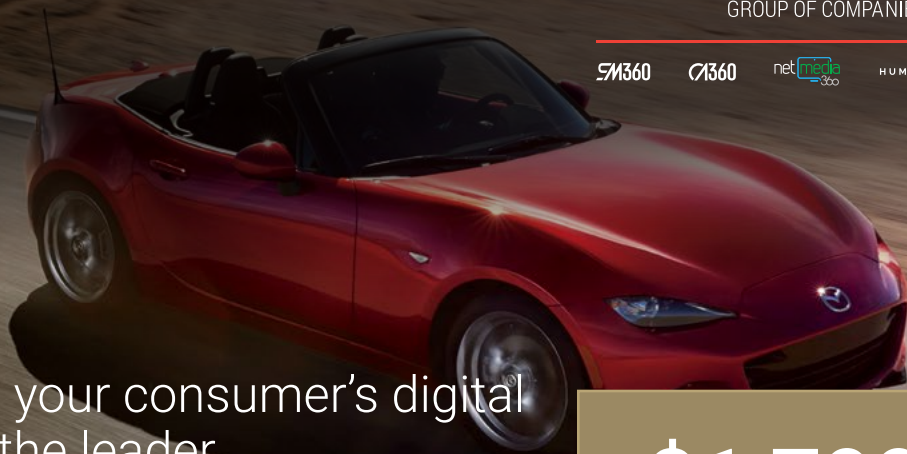
\$1,500 upfront

Canadian Black Book Integration

\$300

per site / per month

\$500 upfront



Premium

Package

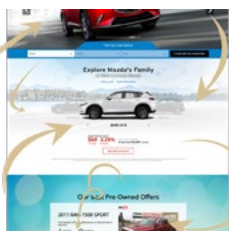
Never compromise on your consumer's digital experience; simply be the leader.

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

\$1,799
per site / per month

Powered by **SM360**

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



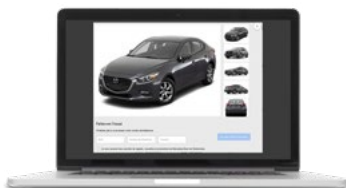
Personalized design and programming*

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.



Showroom 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

SHOWROOM 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
	CMS CMS access for promo management, articles, coupons, landing pages, sections, departments and users.	✓	-	-
	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. <i>(Includes syndication)</i>	✓	✓	✓
	XMS Mobile 360 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>	✓	✓	✓
	XMS Review 360 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>	✓	✓	✓
	PHONETRACK 360 1 local or (1-800) phone number with Phonetrack 360 Lite access. <i>(250 or 500 minutes, tracking & recording included + \$ 25 for each additional 500 minutes).</i>	1 number 250 minutes	6 numbers 500 minutes	6 numbers 500 minutes
	SSL PROTOCOL Includes HTTPS protocol to provide a high data transmission security.	\$35 per site/per month	✓	✓
	PERSONALIZED DESIGN AND PROGRAMMING Meets Mazda Canada's branding requirements	Generic template	High-end templates	Custom Design
	NEW CARS : • Specific VDP landing page for every trim level. • 3 interior & exterior pictures for each colour. <i>(Matching Canadian make, model, year, trim)</i> • 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. <i>(Import & export).</i>	✓	✓	✓
	HIGH-END PHOTO GALLERY New vehicles: High-end and exclusive photo gallery. <i>(Canadian make, model, year and trim).</i>	-	-	✓
	360 SPIN TOUR New vehicles: 360 virtual tour of exterior and interior.	-	-	✓
	SHOWROOM 360 (V1) Lease and finance calculation A payment calculator as well as lease or finance options, including manufacturer rebates for new cars	\$150 per site/per month	\$150 per site/per month	✓
	CUSTOM CONTENT New, Pre-owned, After-sales, About us, Team, News, Videos, Testimonials, etc...	-	-	✓
	BLOG STARTING PACKAGE 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
	DEDICATED ACCOUNT MANAGER Your personal advisor for the support of your website and your offensive marketing projects. <i>(Charges may apply)</i>	-	✓	✓
AVAILABLE OPTIONS				
	SHOWROOM 360 NEW CARS (V2) Online sales for automotive retailers	Not available	\$675 per site/per month <i>(+ \$1,500 upfront)</i>	\$675 per site/per month <i>(+ \$1,500 upfront)</i>
	SHOWROOM 360 PRE-OWNED CAR (V2) Online sales for automotive retailers	Not available	\$350 per site/per month <i>(+ \$1,500 upfront)</i>	\$350 per site/per month <i>(+ \$1,500 upfront)</i>
	TRADE 360 - (without Showroom v2) Canadian Black Book Integration	\$399 per site/per month <i>(+ \$500 upfront)</i>		
	TRADE 360 - (with Showroom v2) Canadian Black Book Integration	\$300 per site/per month <i>(+ \$500 upfront)</i>		
	DIGITAL ADVERTISING Set up your complete and customized media plan with your dedicated media directors. <i>(Banner creation included).</i>	\$1,000 per month <i>(Minimum budget per month)</i>		