

# Kia Digital Solutions

## WEBSITES

- Base Website Package  
\$959/month
- Core Website Package  
\$1599/month
- Premier Website Package  
\$4599/month

## ACCELERATE MY DEAL

- Accelerate My Deal Elite<sup>1</sup>  
\$1799/month
- Accelerate My Deal Core<sup>1</sup>  
\$1099/month
- 90 Day Performance Management  
\$599/month
- Credit Application<sup>1</sup>  
\$199/month

## ADVERTISING

- Standard Package  
22% of Spend, \$299 minimum fee,  
\$229/month platform fee
- Advanced Package<sup>2</sup>  
22% of Spend, \$650 minimum fee,  
\$229/month platform fee
- Premium Package<sup>2</sup>  
For first \$7,500 in spend, 22% fee;  
Spend above \$7,500 will be billed at 8%  
in fees up to the maximum fee of  
\$2,499, \$229/month platform fee
- Waze Advertising<sup>2</sup>  
\$99/month
- Video Flighting<sup>2</sup>  
\$299/month

- Turnkey Video Creative with  
Flighting<sup>2</sup>  
\$999/month
- Advanced Custom Video with  
Flighting<sup>2</sup>  
\$1399/month
- Premium Custom Video with  
Flighting<sup>2</sup>  
\$1799/month
- Custom Display Ad Service<sup>2</sup>  
\$299/month

## MANAGED SERVICES

- Dealer.com Managed  
Services  
\$2799/month
- Website Management  
\$269/month
- Standard Content & Creative  
\$479/month
- Advanced Content & Creative  
\$899/month
- Premium Content & Creative  
\$1299/month
- Fixed Operations Content & Creative  
\$549/month
- Custom Display Ads  
\$279/month
- Standard SEO  
\$599/month
- Advanced SEO  
\$999/month

- Premium SEO  
\$1599/month
- Reputation Management  
\$329/month
- Standard SEO & Reputation  
Management  
\$899/month
- Advanced SEO & Reputation  
Management<sup>1</sup>  
\$1299/month

- Premium SEO & Reputation  
Management<sup>1</sup>  
\$1899/month

- Dealership Review Integration  
\$150/month

- Review Generation<sup>3</sup>  
\$449/month

- Review Generation – CDK<sup>3</sup>  
\$549/month

- Review Generation - non-  
Dealertrack or non CDK DMS<sup>3</sup>  
\$519/month

- Reputation Management & Review  
Generation<sup>3</sup>  
\$699/month

- Reputation Management & Review  
Generation – CDK<sup>3</sup>  
\$799/month

- Reputation Management & Review  
Generation - non-Dealertrack or non  
CDK DMS<sup>3</sup>  
\$769/month

- Standard Social<sup>1</sup>  
\$479/month

- Advanced Social<sup>1</sup>  
\$699/month

- Premium Social<sup>1</sup>  
\$1199/month

- Managed Social Boosting  
\$269/month

- Integrated Digital Solution Bundle  
\$2249/month

- Managed Services Group Support  
\$299/month

## MISCELLANEOUS

- AudioEye  
\$229/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

- CarFlix 3.0 Inventory Videos  
\$249/month

- Custom Header  
\$249/month

- DMS Custom Integration Fee  
\$500/month

- Domain Monthly  
\$3/month

- Export: Custom Provider  
Configuration  
\$500/month

- Export: Single Provider  
(1 Inventory Type)  
\$49/month

- Export: Unlimited  
\$199/month

- Group Splash Page  
\$199/month

- Incentives Manager  
\$99/month

- Inventory Merchandising  
Package  
\$399/month

- Mobile Lot Capture  
\$149/month

- MyCars™  
\$249/month

- Photo Overlays  
\$149/month

- SmartBlog™  
with User Reviews  
\$79/month

- Spanish Language Site  
\$179/month

- Video Package  
\$499/month

- Video Upload Toolkit  
\$199/month

- Window Stickers  
\$69/month

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<sup>1</sup> Available to dealers who do not have a Dealer.com website for an additional \$100/month.

<sup>2</sup> These products and services are available to dealers without a Dealer.com website at the listed price with a one-time setup fee of \$250.

<sup>3</sup> Available to dealers who do not have a Dealer.com website at no additional cost.

# Kia Digital Solutions

Advanced Composer  
\$299/month

Experience Optimization  
Package  
\$349/month

DMS Integration  
\$149/month

OEM Website Compliance  
\$149/month

Group Core Package  
\$1599/month

Integration with SisterTech  
\$99/month

1 Available to dealers who do not have a Dealer.com website for an additional \$100/month.

2 These products and services are available to dealers without a Dealer.com website at the listed price with a one-time setup fee of \$250.

3 Available to dealers who do not have a Dealer.com website at no additional cost.

## Dealer.com Website Packages

Transform your digital showroom.

Fueled by UX research, data science and exclusive integrations with Cox Automotive brands, Dealer.com websites deliver a full-service, personalized Digital Storefront experience designed to meet the consumer wherever they are in their purchase or ownership process.

**Dealer.com is proud to offer Kia dealers the following website packages. For more information about these packages, please contact a Dealer Success Consultant, or your Performance Manager.**

Products/Packages	PREMIER \$4599/month	CORE \$1599/month	BASE \$959/month
Design Editor	X	X	X
ControlCenter	X	X	X
Page Builder	X	X	X
Mobile-First, Responsive Website	X	X	X
Visualization Insights (Heat and Widget Mapping)	X	X	X
Specials Campaign Manger	X	X	X
HTTPS Encryption	X	X	X
nGauge Quality Score	X	X	X
Pricing Display Configuration	X	X	X
CallTracking Lines (3 Mobile, 3 Website)	X	X	X
Performance Manager	X	X	X
Mobile App	X	X	X
MyCars™	X	X	X
Website Management	X	X	X
ePricer	X	X	X
Inventory Management <sup>2</sup>	X	X	X
DMS Integration	X	X	X
Enhanced CarFax Integration	X	X	X
Export: Pre-Owned to Autotrader	X	X	X
Account Management	X	X	X
Performance Analytic	X	X	X
Incentives Manager	X	X	X
OEM Website Compliance	X	X	X
Site Services	X	X	X
Video Smartsites Package	X	X	
Inventory Exports to 3 Providers	X	X	
Experience Optimization Package	X	X	
MyCars™	X	X	
Mobile Lot Capture	X	X	
Digital Retailing Plus TrdVal 3.0	X		
Advanced Content and Creative	X		
Dealer.com Premium SEO	X		
Photo Overlays	X		

<sup>2</sup> Includes Template Generator for Craigslist, Contact Manager with Third Party Integration, AutoComment Generator, Inventory Health Score, Unlimited Inventory Exports, Photo Overlays, and Window Stickers.



Precision Advertising: Fees and Features

	STANDARD <i>Retargeting, Search, Demand, Capture, Co-op, Profit Centers</i>	ADVANCED <i>Demand, Capture, Demand Generation, Exclusive Cox Automotive Audiences, Data and Strategic Add-Ons</i>	PREMIUM <i>Add-On Pricing Discounts, Advertising Performance Manager Support</i>
Advertising Fees***	22% of spend	22% of spend	For first \$7,500 in spend, 22% fee; Spend above \$7,500 will be billed at 8% in fees up to the Maximum Fee of \$2,499
Minimum Fee**	\$299	\$650	\$1,650
Platform Fee***	\$229	\$229	\$229
Performance Management & Consultation	Performance Manager	Performance Manager	Performance Manager
Display Retargeting	•	•	•
Paid Search	•	•	•
Parts, Service, Body Shop	•	•	•
Facebook (including Instagram)	•	•	•
Network Display, Cox Automotive Endemic Network*		•	•
Cox Automotive Audiences (Autotrader and Kelley Blue Book)*		•	•
Cox Automotive Integrations (vAuto, Xtime, Cox Automotive Enterprise Data)*		•	•
Emerging Media: Waze Advertising Add-On		\$99	\$49
Video Flighting		\$299	\$199
Turnkey Video Creative and Flighting		\$999	\$799
Advanced Custom Video with Flighting		\$1,399	\$1,099
Premium Custom Video with Flighting		\$1,799	\$1,499
Custom Display Creative Service		\$299	\$249
Advertising Performance Manager Support*		\$250	INCLUDED

**We understand that your strategy and budget may change as your digital marketing needs change. To initiate a budget change, which may require a package upgrade or downgrade, please contact your Performance Manager.**

*To learn more about Dealer.com Advertising, please contact your Performance Manager or a Dealer.com Advertising Sales Consultant.*

\*Exclusive to Dealer.com and Cox Automotive

\*\*For first \$7,500 in spend, 22% fee; Spend above \$7,500 will be billed at 8% in fees up to the maximum fee of \$2,499. The fee maximum does not include the cost of any la carte product listed above.

\*\*\*There is a Dealer Platform Fee of \$229/month for all Advertising Packages.

# Dealer.com Advertising

Connect your cars to in-market shoppers with our flexible, intelligent, and secure advertising platform powered by data you can't get anywhere else.

Dealer.com Advertising combines more than a decade of digital advertising experience along with in-market shopper data and Cox Automotive business intelligence to deliver the most effective advertising portfolio aligned to your strategy. Our platform deploys personalized, integrated ad campaigns that use advanced data-targeting, AI, and impactful creative to reach prospective vehicle buyers and owners through paid search, display, social media and video channels.

## Key Features and Benefits:

**Spend smarter on every channel, and reach shoppers wherever they are online.** Showcase your vehicles and dealership services to shoppers at all stages of the consumer journey—to capture existing demand and drive new interest.

## Access only the most relevant shoppers.

We deliver your inventory and fixed operations ad campaigns to the most relevant in-market audiences visible through data integrations and business intelligence exclusive to Dealer.com, Cox Automotive. Together, this data helps you make the right relevant connections with consumers at every stage of their journey.

## Flex your strategy and budget as your needs change.

Backed by digital marketing expertise and our proprietary Compass Advertising Intelligence engine, you'll build an advertising portfolio that can pivot when you need it to and focuses solely on the strategy you set.

## Protect your digital advertising investment from fraud.

Our partnerships with White Ops and the Trustworthy Accountability Group (TAG) monitor and protect your digital advertising investment from bots, artificial traffic, and ad fraud.

Our multi-channel, data-powered, dealer-first portfolio drives more high-quality traffic, website engagement, and leads.



Dealers using search and retargeting channels vs. those using search, display, retargeting, Facebook and SEO. May-October 2019.



## Exclusive Partnerships Drive Campaign Performance

### Autotrader and Kelley Blue Book

Only Dealer.com leverages shopper data from Autotrader and Kelley Blue Book to help you capitalize on existing demand in your market. Named in the 2019 Car Buy Journey as the two third-party destinations that drive the most buyers to dealers\*, we can help you target and retarget these in-market audiences and direct them back to your website using Dealer.com's proprietary Machine Learning and Real-Time-Bidding platform.

### 75% of shoppers visit Autotrader or Kelley Blue Book prior to purchase

### vAuto Business Intelligence

Only Dealer.com uses vAuto data, including Market Day Supply, Price Rank, vRank, and Price to Market, to filter inventory for advertising through Paid Search, ensuring your spending the right amount of your budget on the right vehicles. We also dynamically adjust the prices shown in your ad copy based on how your vehicles are priced in the market. Additionally, our exclusive vAuto integration allows you to further prioritize your inventory by targeting Distressed Vehicles within a Facebook Campaign.

### Dealers leveraging this exclusive vAuto data increased their impression share 138%, and increased click-throughs to the website by 38%.

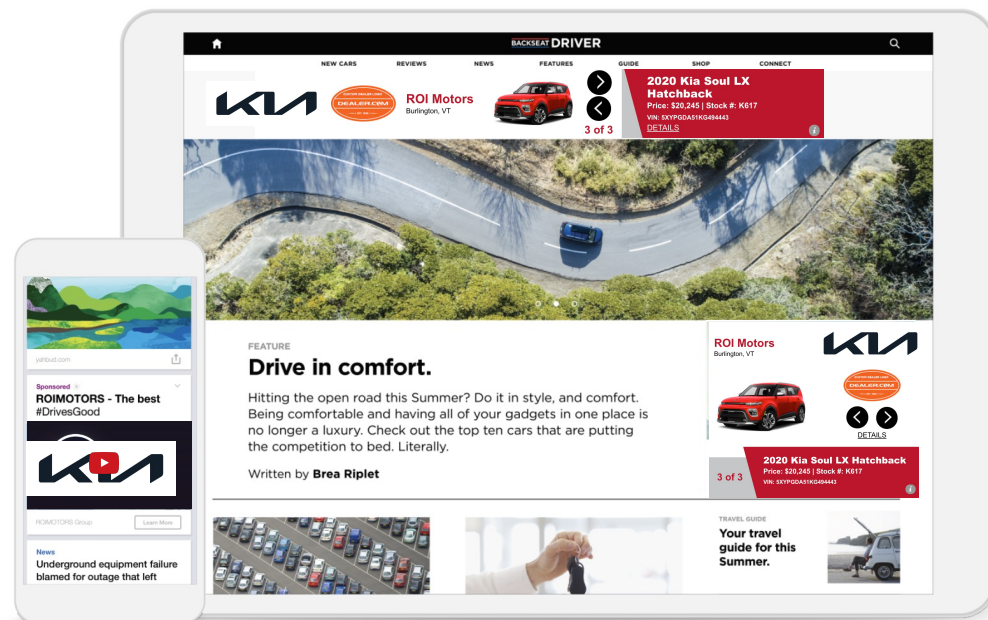
### Facebook Targeting

Only Dealer.com gives you the ability to target in-market shoppers—who have researched vehicles on Kelley Blue Book or shopped on Autotrader within the last 90 days—on the world's most popular social network. With 20% of mobile traffic going to Facebook, reaching these in-market audiences there has never been more important.

### In 2019, a large dealer group ran Facebook dynamic ad campaigns fueled by Autotrader and Kelley Blue Book audience data, which—according to a Facebook conversion lift study—resulted in a 63% increase in incremental (new) VDP views.

### Xtime Pricing Data

Automatically include relevant pricing data from Xtime Schedule in your paid search ads, driving more relevant ad copy promoting your service department.



### Video Advertising Creation and Flighting

Only Dealer.com offers an accessible, holistic video creation and delivery service for dealers no matter their budget, driving compelling, offer-based video content to high value, high engagement video channels like Facebook and YouTube.

### Test drive videos viewed online outnumber in-store test drives 2 to 1.

### Your Secure Investment

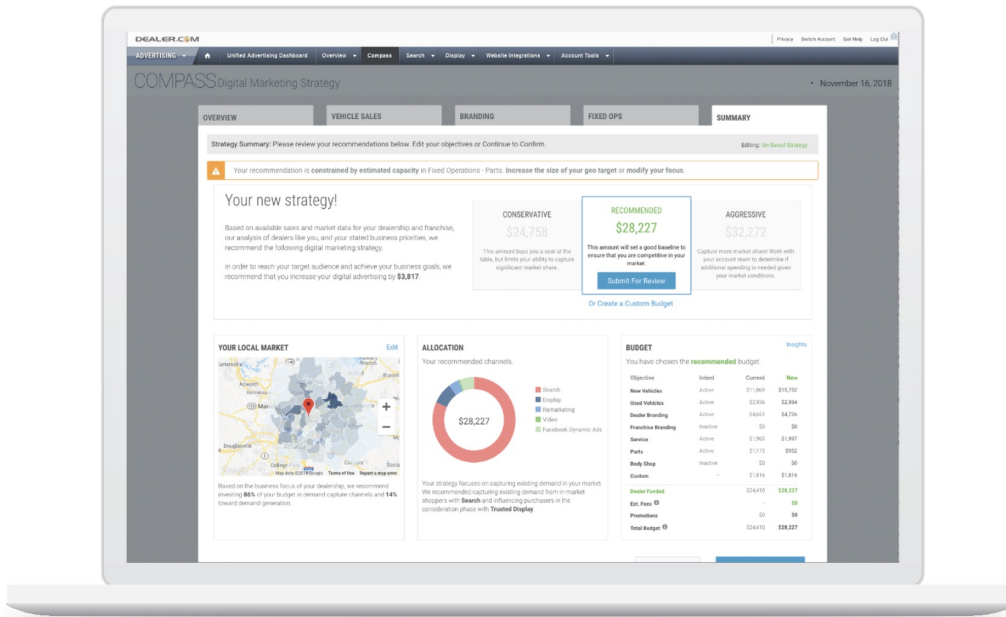
Our partnerships with White Ops and the Trustworthy Accountability Group help detect and combat advertising fraud, and ensure your investment is protected.

### In 2018, Dealer.com's bot detection partner blocked 1.42 Billion automated bots, saving retailers millions in ad spend.

### Managed Creative

Our Campaign Coordinators create compelling, digital content that drives on-site engagement aligned to your goals and brand identity.





## Expert Guidance for your Strategy

### Compass Automotive Intelligence

The Compass Automotive Intelligence engine crafts custom, multi-channel digital advertising strategies and budget recommendations based on exclusive in-market shopper data, Cox Automotive AI, and your dealership goals, allowing you to reach the right customer with the right message at the right time.

### Strategic Insight and Partnership

Our Google and Bing Certified Performance Managers guide and hone your strategy so that you can create successful campaigns that deliver results—and leads—to all of your dealership's profit centers.

### Precision Analytics and Attribution

Dealer.com offers insightful reporting to help you measure the results of your campaigns and strategies. Measure reach, impact, and overall brand lift across every channel and every campaign.

## Connected Advertising on the Channels that Drive Sales

### Paid Search

Fully integrated with your inventory, bolstered by vehicle-specific content for every ad, and in aligned with your OEM, Dealer.com Paid Search is differentiates your dealership and helps you capture existing demand in your market.

### Display

Equipped with display fraud protection, Dealer.com Display Advertising delivers the most cost-efficient, effective, and attractive digital ads to potential buyers wherever they browse online, influencing their decisions throughout their path to your showroom.

### Retargeting

Dealer.com Retargeting turns digital “be-backs” into customers, delivering relevant vehicles and offers to your prospects after they leave your site. Each ad reflects your pricing, specials, and photos, keeping each customer connected to your dealership.

### Audience Targeting

Reach Kelley Blue Book and Autotrader shoppers and direct them back to your website through Dealer.com's industry-leading Machine Learning and Real-time Bidding automation.

### Facebook Advertising

Reach in-market shoppers in your area with targeted inventory ads that are dynamically created and served within Facebook's newsfeed. Retarget shoppers that have visited your website or leverage Autotrader and Kelley Blue Book audience data to drive ready-to-buy customers directly to your Vehicle Deal Pages.

### Video Advertising (Facebook and YouTube)

Dealer.com Video Advertising helps build brand and inventory awareness on today's most popular and engaging video channels—YouTube and Facebook. Utilize our turnkey video creation and deployment services, or leverage our in-house video professionals to create more customized, engaging video content that aligns to your strategy.

## Accelerate My Deal Packages

By integrating Cox Automotive's comprehensive Accelerate My Deal solution with the industry's top-performing website platform, you control key stages in the online deal-making experience while giving shoppers the freedom and flexibility to start their deal online. The result is a complete online to in-store sales workflow that saves customers time and sells cars faster.

### Real Monthly Payments

Incentive and rebate data, personalized shopper selections for conditional programs (e.g., military & loyalty cash). Taxes and fees adjusted based on zip code.

### Accurate Trade-In Values

Reduce friction of in-store trade-in value negotiations through Kelley Blue Book, the industry's most trusted resource.

### Online Finance Applications and Approvals

Capture consumer information and enable pre-qualification options through a quick, easy and secure process.

### Reservations

Display deal terms clearly and enable shoppers to self-close by accepting the deal terms online. Reserve the vehicle with a credit card deposit. Schedule an appointment for final close and pickup.

### Vehicle Protection

Show F&I products online and give consumers the ability to see how to factor those costs into their monthly payments, so they'll be more open to adding them in.

## Accelerate My Deal Elite<sup>1</sup>

**\$1799/month**

*Includes personalized monthly loan or lease payment calculator, accurate trade-in values powered by Kelley Blue Book, online finance applications and approvals, plus Vehicle Protection, Cash Deals, RouteOne Integration, Send a Deal, CRM Integration and two in-store Performance Management visits with recurring 60-day visits.*

## Accelerate My Deal Core<sup>1</sup>

**\$1099/month**

*Includes personalized monthly loan or lease payment calculator, accurate trade-in values powered by Kelley Blue Book, online finance applications and approvals, plus Vehicle Protection, Cash Deals, RouteOne Integration, Send a Deal, CRM Integration and two in-store Performance Management visits.*

## 90-Day Performance Management

**\$599/month**

## Accelerate My Deal Reservations<sup>1</sup>

**\$149/month**

## Vehicle Protection<sup>1</sup>

**\$149/month**

<sup>1</sup> Available to dealers who do not have a Dealer.com website for an additional \$100/month.



## Managed Search Engine Optimization

At Dealer.com we understand that search engine optimization (SEO) is a core component of your digital marketing strategy.

Dealer.com’s SEO services partner dealers with the industry’s largest and most skilled organic search team. With a focus on the key performance indicators that matter, and proven whitehat strategies, Dealer.com SEO helps you reach new heights in terms of search engine visibility. Optimal search visibility feeds qualified new traffic to your website, elevating quality website visits, engagement, and leads.

**Dealer.com offers Kia dealers tiered levels of search engine optimization management.**

Products/Packages	PREMIUM	ADVANCED	STANDARD
<b>REPORTING AND INSIGHTS</b>			
Market and Keyword Research	X	X	X
Search Engine Verification	X	X	X
Weekly Keyword Reporting	X	X	X
SEO Reporting	MONTHLY	MONTHLY	MONTHLY
Analyst Insights	MONTHLY	QUARTERLY	QUARTERLY
Strategy and Performance Calls	MONTHLY	QUARTERLY	
Direct Access to Analyst	X		
<b>SEO OPTIMIZATION ACTIVITIES</b>			
Initial Site Optimization	X	X	X
SEO Audit	X	X	
Ongoing Site Optimizations	MONTHLY	QUARTERLY	QUARTERLY
Custom Pages	2/MONTH	2/QUARTER	1/QUARTER
Link/Citation Building	MONTHLY	QUARTERLY	QUARTERLY
Forensic SEO	X	X	X
Schema Markup	X	X	X
Model Specific Landing Pages	X	X	X
On-Site Blog and Posts	2/MONTH	2/MONTH	2/MONTH
Mobile SEO	X	MONTHLY	X
Google My Business Optimization	X		

## Managed Content & Creative

Dealer.com’s professional Campaign Coordinators and Graphic Designers are dedicated to creating compelling, strategic website content that increases on-site engagement and aligns with your campaign strategy and dealership goals. Our Campaign Coordinators develop your campaigns according to your specific dealership, group, and OEM identity.

**Dealer.com offers Kia dealers tiered levels of content and creative management.**

### BENEFITS INCLUDE:

- A collaborative structure, backed by professional specialists for efficient campaign management.
- Monthly campaign creation highlighting OEM incentives dealership specials, and other dealership events.
- Automotive-specific expertise to inform and deliver strategic marketing and design needs for today’s automotive dealer.
- A team of experienced graphic designers ready to create visually-engaging and effective custom creative assets.

Products/Packages	PREMIUM	ADVANCED	STANDARD
<b>PROACTIVE STRATEGIC GUIDANCE AND COMMUNICATION</b>			
Performance Consultant	X	X	X
Dedicated Campaign Coordinator	X	X	
Gathering/Extraction Calls with Proactive Recommendations	X	X	
Monthly Campaign Performance Review Call	X	X	
Monthly Report	X	X	
Monthly Site Audit for Expired Offers <i>(Specials, Slides, Banners)</i>	X	X	
Campaign Brief	X	X	
<b>CREATIVE ASSETS</b>			
Monthly Integrated Campaigns	<b>6 CAMPAIGNS</b>	<b>4 CAMPAIGNS</b>	<b>2 CAMPAIGNS</b>
• Homepage Slides	X	X	X
• Landing Pages	X	X	X
• Banners	X	X	X
• Specials	X	X	X
• Display Ads	X	X	
• Campaign Assets for E-mail Newsletter	X		
• Other Asset <i>(e.g. Button, Inventory Overlays, etc.)</i>	X		
Social Creative <i>(profile and cover photo)</i>	X	X	
Full Site Submitted to OEM for Compliance	X		
Assets Submitted to OEM for Compliance Pre-Approval	X	X	X
Additional Page Content Creation <i>(pages/month)</i>	<b>3 PAGES/MONTH</b>	<b>2 PAGES/MONTH</b>	<b>1 PAGE/MONTH</b>
Website Buttons	X		
Inventory Overlays	X		
Off-Network Display <i>(e.g. Facebook Carousel Ads and Pandora)</i>	X		
Asset Turnaround Time <i>(Business Days)</i>	<b>2 BUSINESS DAYS</b>	<b>2 BUSINESS DAYS</b>	<b>2 BUSINESS DAYS</b>

## Managed Social

Dealer.com’s dedicated Social Media Coordinators provide a balanced approach to social media marketing and dealership community management. Campaigns and social activity consistently align with your overall digital strategy and encompass a complete range of services to optimize your social identity and reach.

**Dealer.com offers Kia dealers tiered levels of social media management.**

### BENEFITS INCLUDE:

#### Partnership

Planning and execution of your dealership’s optimal social strategy.

#### Social Posting

Automotive retail’s leading social experts and applications to actively engage your clients with organic, unique, and targeted posts across relevant social media channels.

#### Communication and Reporting

Monthly reports for visibility into your social performance.

Products/Packages	PREMIUM <sup>3</sup>	ADVANCED <sup>3</sup>	STANDARD <sup>3</sup>
Assigned Social Media Specialist	X	X	X
Monthly Strategy and Performance Call	X	X	X
Monthly Reporting Call	X	X	X
Strategic Monthly Posting	MONTHLY	MONTHLY	X
Weekly Social Activity Across Multiple Social Channels	30	16	8
Targeted Facebook Posts	X	X	X
Strategic Response to Comments and Reviews	NEGATIVE AND POSITIVE	NEGATIVE AND POSITIVE	
Planned Instagram Posts	MONTHLY	X	
Contest Management	MONTHLY	UP TO 4/YEAR	
Event Management	MONTHLY	UP TO 4/YEAR	
Custom Social Creative Assets (Profile, Cover Photo, Facebook Ad)	MONTHLY	UP TO 4/YEAR	
Included Social Boosting Ad Spend	\$75	\$25	
Optional Social Boosting Budget (\$200)	\$279	\$279	
Monthly Socially Relevant Blog Post	2/MONTH	1/MONTH	

<sup>3</sup> All packages are available off-platform.