

PORSCHE

Dealer.com
by Cox Automotive

Porsche

DIGITAL CERTIFIED MARKETING PACKAGES



126% more engagement with personalized content.¹

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 Porsche Centers 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 Porsche Center’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 Porsche Center 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 Porsche Center 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 Porsche Center.

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

Porsche Digital Storefront Packages

PERFORMANCE FOUNDATION	PERFORMANCE	PERFORMANCE PLUS	PERFORMANCE PLATINUM
MSRP: \$2322/mo. Porsche Dealer Price: \$1659/mo.	MSRP: \$2790/mo. Porsche Dealer Price: \$2059/mo.	MSRP: \$4657/mo. Porsche Dealer Price: \$3199/mo.	MSRP: \$6627/mo. Porsche Dealer Price: \$4699/mo.

FOUNDATION				
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	✓	✓	✓	✓
Dealer Review Syndication		✓	✓	✓
OEM Compliance Submission	✓	✓	✓	✓
PERFORMANCE				
MARKETING AND MERCHANDISING TOOLS				
Single Cox Login	✓	✓	✓	✓
Page Design and Editor	✓	✓	✓	✓
Heatmap & Widget Map Visualizations	✓	✓	✓	✓
Specials Campaign Manager	✓	✓	✓	✓
Incentives Management and Syndication	✓	✓	✓	✓
Inventory Lifecycles	✓	✓	✓	✓
Toll Free Call-Tracking	✓	✓	✓	✓
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		✓	✓	✓
PERFORMANCE PLUS				
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				✓

The Performance Foundation Package provides 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 Porsche Centers make digital marketing and eCommerce simple and profitable.

The Performance Package provides important upgrades that help your Porsche Center excel. With Site Services, a team of Dealer.com professionals help create operational efficiency for your Porsche Center by making strategic updates to your website. Our Core SEO solution includes the search engine basics for your website combined with ongoing, proactive SEO optimization. The Porsche Center Review Syndication product allows you to build trust with your consumers and helps you stand apart from your competitors.

The Performance Plus Package guides Porsche Centers with hands-on marketing expertise to help you navigate an increasingly complex digital landscape. A collaborative extension of your Porsche Center, 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 OEM Compliance Submission, monthly Campaign Creative, increased Search Engine Optimization focus, and Reputation Management support.

The Performance Platinum Package features our most comprehensive and advanced digital marketing services, all working in concert to position your Porsche Center 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.

Website Packages

Additional Website Packages

	PORSCHE SERVICE CENTER WEBSITE PACKAGE \$799/mo.	PORSCHE CENTER STUDIO WEBSITE PACKAGE \$1659/mo.
Base Website		✓
Mobile-First Website		✓
Incentives Manager		✓
Website Accessibility Solution powered by AudioEye	✓	✓
MyCars™ Shopping Cart		✓
Experience Optimization		✓
Video Streaming Toolkit		✓
Inventory Exports – Up to 6 Providers		✓
Site Services		
Dealership Review Integration		
Call Tracking – 6 lines, 1,500 minutes (3 Website lines and 3 MobileWebsite lines) w/ Call Recording – Defined above under Call Tracking		✓
Core SEO		
OEM Website Compliance	✓	✓
Video SmartSites Package		
Custom Creative – 5 and 2		
Advanced Reputation Management		
Standard SEO		
Inventory Exports – Unlimited		
Advanced Content & Creative		
Review Generations		
Dealer.com Premium SEO		
Non-Inventory Website	✓	
Mobile Sites with Call Tracking	✓	
Call Tracking – 3 lines – 1,000 minutes	✓	
Finance Center	✓	✓
Finance Application Form	✓	✓
Specials Campaign Manager	✓	✓
Performance Manager	✓	✓

Digital Retailing

All Digital Retailing services are sold via a retail contract directly with the Porsche Center. Please contact your Performance Manager to enroll today!

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

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
\$749/month

**Must have a website with Dealer.com*

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 Porsche Center, group, and OEM identity

Standard Content & Creative*
\$539/month

Advanced Content & Creative
\$1119/month

Premium Content & Creative
\$1479/month

Premium Content & Creative Upgrade
\$750/month

**Advanced Marketing Solution Bundle
(Premium SEO + Advanced Content & Creative)**
\$2939/month

**Premium Marketing Solution Bundle
(Premium SEO + Premium Content & Creative)**
\$3299/month

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

Custom Video

Engage your website visitors more efficiently and effectively than ever before with the new Dealer.com Custom Video solution. Each month, we'll work with you to create compelling, custom videos based on your Porsche Center's goals—from unique special offers, to incentives, inventory and events. Professionally produced and fully integrated into your website and complete digital marketing solution, your custom videos will bring your customer engagement and your unique Porsche Center brand to the next level.

Dealer.com Turnkey Video
\$999/month

Advanced Custom Video
\$1399/month

Premium Custom Video
\$1799/month

Custom Video Footage Capture*
One-time fee of \$4000 per branded shoot

Review Generation

\$449/month

Dealer.com delivers an efficient and personalized way for Porsche Centers to request and collect consumer reviews across multiple GMBs and industry-leading review sites, all while the Porsche Center experience is top-of-mind. Review Generation elevates the voice-of-the-customer through an always-on, SMS-based review growth strategy that is easy to use and painless for consumers.



Reputation Management

\$329/month

Dealer.com offers Porsche Centers 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 Porsche Center processes. Our solution combines coordinated third-party review response management, Google My Business review optimization, and dealer website syndication—with your best reviews showcased on your website. These combine to deliver consistent, high quality interactions with all Porsche Center 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

Additional Social Boosting

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

Advertising

Dealer.com Advertising delivers connected digital campaigns promoting your inventory and Porsche Center 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: Display Retargeting, Paid Search, Parts/Service, and Facebook. Also includes a Dealer.com Performance Manager.

Advanced Package

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

Includes all Standard channels, plus Network Display, including the Cox Automotive endemic network of automotive research sites. Also includes access to exclusive Cox Automotive in-market shopper audiences, including Autotrader and Kelley Blue Book, along with exclusive integrations with vAuto, Xtime, and Cox Automotive Enterprise Data. This package also includes access to strategic Add-On Services available at an additional cost, including Video Advertising with flighting, Custom Display Creative and more. Includes promotion eligibility.

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

Includes all Standard and Advanced features, plus dedicated Advertising Performance Manager support and premium, discounted access to strategic Add-On Services available at an additional monthly cost.

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

Advanced Custom Video for Advertising \$1399/month

Premium Custom Video for Advertising \$1799/month

Video Advertising Flighting
Additional \$299/month**

**On-Site Video Capture
\$4000 per Porsche Center visit**

*Must have a website with Dealer.com | **Must be purchased with Custom Video service | ***2021 TAG Certified Against Fraud Seal for 4 consecutive years



WEBSITES

- Performance Foundation
\$1659/month
- Performance Package
\$2059/month
- Performance Plus
\$3199/month
- Performance Platinum
\$4699/month
- Porsche Service Center Website Package
\$799/month
- Porsche Center Studio Website Package
\$1659/month

DIGITAL RETAILING

All Digital Retailing services are sold via a retail contract directly with the Porsche Center. Please contact your Performance Manager to enroll today!

MANAGED SERVICES

Search Engine Optimization

- Standard SEO
\$659/month
- Advanced SEO
\$999/month
- Premium SEO
\$1919/month

Review Generation & Reputation Management

- Review Generation**
\$449/month
- Advanced Reputation Management
\$329/month
- Review Generation + Reputation Management**
\$699/month

Content & Creative

- Standard Content & Creative**
\$539/month
- Advanced Content & Creative
\$1119/month
- Premium Content & Creative
\$1479/month
- Fixed-Ops Content & Creative
\$549/month
- Custom Video Footage Capture**
\$4000/branded shoot

Marketing Bundles

- Premium Content & Creative Upgrade
\$750/month
- Advanced Marketing Solution Bundle
\$2939/month
- Premium Marketing Solution Bundle
\$3299/month

Managed Social

- Standard Social***
\$539/month, \$639/month off-platform
- Advanced Social***
\$799/month, \$919/month off-platform
- Premium Social***
\$1199/month
- 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
- Advanced Package
22% of spend, \$650 Minimum Fee,
\$229 Platform Fee
- 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

Video Advertising

- Dealer.com Turnkey Video*
\$999/month
- Advanced Custom Video for Advertising*
\$1399/month
- Premium Custom Video for Advertising*
\$1799/month
- Video Advertising Flighting Additional*
\$299/month

Other Advertising

- Custom Display Creative for Advanced Package
\$299/month
- Custom Display Creative for Premium Package
\$249/month

A LA CARTE PRODUCTS

- Advanced Composer
\$299/month
- Toll-free Call-Tracking
1 line/200 mins – \$79.00
3 lines/500 mins – \$99.00
10 lines/1000 mins – \$179.00
50 lines/2500 mins – \$299.00
300 lines/3000 mins – \$399.00
300 lines/6000 mins – \$599.00
- Mobile Lot Capture
\$149/month
- Photo Overlays
\$149/month
- Unlimited Exports
\$199/month (Autotrader Basic Listing and
CarFax Integration included in Core)
- Video Package
\$499/month
- Window Stickers
\$69/month
- Domains
\$3/month
- Smart Blog with User Reviews
\$79/month
- Custom Header
\$199/month

Review Generation (On or Off Platform)

- Porsche Centers with a Dealertrack DMS
\$449/month
- Subscribing Porsche Centers with a CDK DMS
\$549/month
- Subscribing Porsche Centers with a non-Dealertrack or non-CDK DMS
\$519/month

Reputation Management & Review Generation (On or Off Platform)

- Porsche Centers with a Dealertrack DMS
\$699/month
- Subscribing Porsche Centers with a CDK DMS
\$799/month
- Subscribing Porsche Centers with a non-Dealertrack or non-CDK DMS
\$769/month

*Products not available for Standard Advertising Package subscribers | **Must have a website with Dealer.com | ***\$100 off-platform increase