

PORSCHE

Dealer.com  
by Cox Automotive

# Porsche

DIGITAL CERTIFIED MARKETING PACKAGES



**126%** more engagement with personalized content.<sup>1</sup>

## 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 submitted<sup>1</sup>

**3x**

More VDP views<sup>1</sup>

### Advertising

Maximize your visibility and ability to target potential customers with accuracy and efficiency.

**3.8x**

More VDP views<sup>3</sup>

**2.7x**

More visits<sup>3</sup>

### 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 visits<sup>2</sup>

**56%**

More VDP views<sup>2</sup>

### Accelerate My Deal

Convert browsers on your Porsche Center website into buyers with Accelerate My Deal.

**28%**

Increase in deals with  
a credit application<sup>4</sup>

**48%**

Higher close rate on average with  
Accelerate My Deal compared  
to other internet leads<sup>5</sup>

## 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

	<b>PERFORMANCE FOUNDATION</b> MSRP: \$2322/mo. Porsche Dealer Price: \$1659/mo.	<b>PERFORMANCE</b> MSRP: \$2790/mo. Porsche Dealer Price: \$2059/mo.	<b>PERFORMANCE PLUS</b> MSRP: \$4657/mo. Porsche Dealer Price: \$3199/mo.	<b>PERFORMANCE PLATINUM</b> MSRP: \$6627/mo. Porsche Dealer Price: \$4699/mo.
<b>FOUNDATION</b>				
<b>WEBSITE EXPERIENCE</b>				
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	✓	✓	✓	✓
<b>PERFORMANCE</b>				
<b>MARKETING AND MERCHANDISING TOOLS</b>				
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	✓	✓	✓	
<b>WEBSITE SERVICES / PARTNERSHIP AND SUPPORT</b>				
Core Search Engine Optimization		✓		
Performance Manager	✓	✓	✓	✓
Reactive Website Services		✓	✓	✓
<b>PERFORMANCE PLUS</b>				
Video SmartSites—Automated Inventory Videos			✓	✓
Reputation Management			✓	✓
Custom Creative Assets (5 Assets, 2 Landing Pages)			✓	
Standard Search Engine Optimization			✓	
<b>PERFORMANCE PLATINUM</b>				
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**

## 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.

*\*Must have a website with Dealer.com*





## 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, 6% Meta Audience Management Fee (Percentage of Social and Video Advertising Spend), \$299 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, 6% Meta Audience Management Fee (Percentage of Social and Video Advertising Spend), \$299 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, 6% Meta Audience Management Fee (Percentage of Social and Video Advertising Spend), \$299/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 \$299/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, 6% Meta Audience Management Fee (Percentage of Social and Video Advertising Spend), \$299 Platform Fee

Advanced Package  
22% of spend, \$650 Minimum Fee, 6% Meta Audience Management Fee (Percentage of Social and Video Advertising Spend), \$299 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, 6% Meta Audience Management Fee (Percentage of Social and Video Advertising Spend), \$299/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