



JAGUAR AND LAND ROVER DIGITAL SOLUTION

2018 PACKAGING AND PRICING

Websites

- JLR Starter Package
\$899/month
- JLR Core Package
\$1399/month
- JLR Elite Package
\$2099/month

Digital Retailing

- Accelerate Digital Retailing*
\$699/month
- Accelerate Digital Retailing Elite*
\$949/month
- Accelerate Digital Retailing Vehicle Protection
\$149/month
- Accelerate Digital Retailing Reservations
\$149/month
- FinanceDriver*
\$199/month
- PaymentDriver
\$199/month
- Reserve It Now
\$149/month

Advertising

- Dealer.com Advertising Package
\$699/month, or 18% Spend Fee

Managed Services

- Dealer.com Managed Services
\$2799/month
- Standard Content and Creative
\$479/month
- Advanced Content and Creative*
\$899/month
- Premium Content and Creative*
\$1299/month
- Custom Display Ads+
\$279/month
- Standard SEO
\$599/month
- Advanced SEO*
\$999/month
- Premium SEO*
\$1599/month
- Managed SEO Local Listings
\$30/month
- Standard Social*
\$479/month
- Advanced Social*
\$699/month
- Premium Social*
\$1199/month

- Managed Social Boosting#
\$269/month
- Marketing Package Upgrade
\$600/month, \$0/setup

Miscellaneous Services

- Advanced Composer
\$299/month
- CallTracking
(1 Line + 200 mins/month)
\$79/month
(3 Lines + 500 mins/month)
\$99/month
(10 Lines + 1,000 mins/month)
\$179/month
(50 Lines + 2,500 mins/month)
\$299/month
(300 Lines + 3,000 mins/month)
\$399/month
(300 Lines + 6,000 mins/month)
\$599/month
- Custom Header
\$249/one-time
- Custom Work
\$150/hour
- Custom Group Splash Site
\$199/month, \$699/setup
- Custom Inventory Integration
\$500/setup
- DMS Integration
\$149/month

- Domain Monthly
\$3/month
- Experience Optimization
\$349/month
- Export: Custom Provider Integration
\$500/one-time
- Export: Single Provider
(All Inventory Types)
\$49/month
- Export: Unlimited
\$199/month
- Finance Application
\$20/month
- Group Login
\$49/month, \$150/setup
- Group SmartSite
\$299/month
- Group Splash Page
\$199/month
- Incentives Manager
\$99/month
- Instant ePrice
\$129/month
- Integration with SisterTech
\$99/month
- Inventory Merchandising Upgrade
\$289/month
- Kelly Blue Book LeadDriver
\$149/month

- LeadMachine
(5 User Pack)
\$179/month
(10 User Pack)
\$229/month
(50 User Pack)
\$349/month
- Mobile Lot Capture
\$149/month
- OEM Website Compliance
\$149/month
- Photo Overlays
\$149/month
- Site Services
\$99/month
- SmartBlog with User Reviews
\$79/month
- Spanish Language Site
\$179/month
- Template Generator for Craigslist
\$49/month
- Unityworks! Media Integration
\$99/month
- Video Package
\$250/month
- Video Smartsites Package
\$499/month
- Window Stickers
\$69/month, \$249/setup
- Website Management
\$269/month

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

*Must have Advertising Package to purchase.

*Must have Advanced or Premium Social product to purchase.



Website Packages

Elite Package*

\$2099/month

The Jaguar and Land Rover Elite package includes the Core Package, Advertising, and Managed SEO. Our team of Google and Bing-certified experts continuously align your site with the ever-changing search engines, ensuring optimum online visibility. As part of Google's SMB Premier Partnership program, the team stays on top of every search trend and produces detailed reports for every campaign. All you need to do is enjoy the results of increased traffic to your site.

Key features include: All Core features plus Dealer.com Advertising, Managed SEO, SmartBlog, Model Specific Landing Pages with Base Lifecycles, Digital Advisor, and 24/7 Technical Support.

Core Package*

\$1399/month

Dealer.com helps Jaguar and Land Rover dealers succeed by connecting automotive's top inventory and website technologies, configuring them for optimal shopper engagement and backing them with strategic partnerships and comprehensive support.

Key features include: Dealer.com Website, Heat Mapping and Widget Mapping, A/B Testing, ControlCenter, Inventory Management with Base Lifecycles, MyCars™, Video Package, Automated Jaguar and Land Rover Incentives, Digital Advisor, and 24/7 Technical Support.

Starter Package*

\$899/month

Jaguar and Land Rover starter websites provide uncompromised performance and continuous shopper engagement across every screen experience—whether desktop, tablet, or smartphone. Every site can be edited and configured intuitively from within ControlCenter, our single login back-end user interface. Page edits can be made to individual desktop, tablet, or smartphone experiences, or can cascade throughout all devices for automated convenience.

Key features include: Dealer.com Website, CallTracking, Inventory Videos, ControlCenter, Analytics, and more.

*Eligible for co-op reimbursement.

Experience Optimization Package

\$349/month

Powered by technology and insights only available from Dealer.com, Autotrader and Kelley Blue Book, Experience Optimization creates data-driven personalization across your website and gets shoppers in front of the vehicles and specials that matter most to them. Easily turn a shopper's journey into tangible results by personalizing their experience. Personalized content served through Experience Optimization increases click-through rates 2-2.5x and boosts inventory conversion.

Enhanced Inventory Recommendations

Allows you to display relevant vehicles in your inventory based on user browsing data from Autotrader, Kelley Blue Book and your website.

Dynamic Content Targeting

Allows specials assets from Specials Campaign Manager to be automatically reordered, based on the same user browsing data listed above, to ensure the more relevant and engaging content is displayed to shoppers.

Automated Incentives

Leverages data from Incentives Manager to display the best available incentive for a shopper based on their vehicle of interest, even when one hasn't been created by the dealer.



Digital Retailing Packages

Accelerate Digital Retailing delivers the ultimate virtual showroom experience, creating an uninterrupted and transparent path to purchase. Available across Dealer.com websites, Autotrader, and Kelley Blue Book, Accelerate gives your prospective buyers a seamless online shopping process and powerful transaction model regardless of their digital journey.

- Real Monthly Payments: Incentive and rebate data, personalized shopper selections for conditional programs (e.g., military and 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.

Accelerate Digital Retailing Elite*

\$949/month

Accelerate Digital Retailing*

\$699/month

Accelerate Digital Retailing Reservations

\$149/month

FinanceDriver*

\$199/month

Accelerate Digital Retailing Vehicle Protection

\$149/month

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

Advertising Package

\$699/month or 18% of spend

Dealer.com Advertising delivers the strength and resources necessary to reach and influence every Jaguar and Land Rover shopper, everywhere online. We deliver a proven portfolio that covers every major ad channel, and we power every campaign with the industry's broadest digital reach, deepest data targeting, total website integration and comprehensive strategic support resources.

This combination delivers you the ability to automatically connect your cars with their most likely buyers, track and monitor ROI in real time across your complete program, and execute any strategy, at scale, adapting as the situation requires. For dealers who seek the most efficient way to unlimit their online sales opportunity, no other solution comes close.

Key features include: Retargeting, Paid Search, Display, Social Advertising, Unified Advertising Dashboard

Website Management

\$269/month

Dealer.com Websites featuring Digital Retailing tools drive shoppers down the path to purchase, increasing their engagement, and creating stronger leads that result in more sales. Digital Retailing consists of connected tools that help shoppers calculate payment scenarios, estimate trade-in value, and apply for credit—all from the vehicle details page.

Key features include: Monthly Site Audit, Compliance Submission, Staff Page Management, One Page Build, Image Uploading and Posting, Video Uploading and Posting, Business Hour Changes, Navigation Changes, Featured Vehicles, Lead Routing and Lifecycle Rules, Incentives Building, Call Tracking, Phone Number Management



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 white-hat 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 Jaguar and Land Rover dealers tiered levels of search engine optimization management.

	Standard	Advanced	Premium
Reporting and Insights			
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	Quarterly	Quarterly	Monthly
Strategy and Performance Calls		Quarterly	Monthly
Direct Access to Analyst			X
SEO Optimization Activities			
Initial Site Optimization	X	X	X
SEO Audit		X	X
Ongoing Site Optimizations	Quarterly	Quarterly	Monthly
Custom Pages	1/Quarter	2/Quarter	2/Month
Link/Citation Building	Quarterly	Quarterly	Monthly
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	X	X



Managed Content and 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.

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.

Dealer.com offers Jaguar and Land Rover dealers tiered levels of content and creative management.

	Standard	Advanced	Premium
Proactive Strategic Guidance and Communication			
Digital Strategist	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 (Specials, Slides, Banners)		X	X
Campaign Brief		X	X
Creative Assets			
Monthly Integrated Campaigns	2	4	6
· Homepage Slide	X	X	X
· Landing Pages	X	X	X
· Landing Page Banner	X	X	X
· Special	X	X	X
· Display Ad		X	X
· Campaign Assets for Email Newsletter			X
· Other Asset (e.g. Button, Inventory Overlays, etc.)			X
· Social Creative			X
Social Creative (Profile and Cover Photo)		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 (Pages/Month)	1	2	3
Website Buttons			X
Inventory Overlays			X
Off-Network Display (e.g. Facebook Carousel Ads and Pandora)			X
Asset Turnaround Time (Business Days)	2	2	2



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.

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.
- Reputation Monitoring: Review alerts to inform you of customer sentiment. Powerful listening tools to uncover a true online sentiment towards your dealership. Social strategy is created and adapted based on this rich knowledge.
- Communication and Reporting: Monthly reports for visibility into your social performance.

Dealer.com offers Jaguar and Land Rover dealers tiered levels of social media management.

Managed Social Boosting

\$269/month

Managed Social Boosting enables dealerships to take advantage of our dedicated social professionals to align your overall digital strategy and brand guidelines to drive successful campaigns. This is a recurring monthly, a la carte offering for dealerships that want to invest more than their current boosting allocations of our current Managed Social packages. Our team will use Facebook boosting to enhance your campaigns in order to optimize your social identity and reach.

	Standard	Advanced	Premium
Product/Package			
Assigned Social Media Specialist	X	X	X
Monthly Strategy and Performance Call	X	X	X
Monthly Reporting Call	X	X	X
Strategic Monthly Posting	X	X	X
Weekly Social Activity Across Multiple Social Channels	8	16	30
Targeted Facebook Posts	X	X	X
Real-time Reputation Monitoring of relevant review sites, social media channels and blogs		X	X
Strategic Response to Comments and Reviews		Negative and Positive	Negative and Positive
Planned Instagram Posts		X	Monthly
Contest Management		Up to 4/Year	Monthly
Event Management		Up to 4/Year	Monthly
Custom Social Creative Assets (Profile, Cover Photo, Facebook Ad)		Up to 4/Year	Monthly
Included Social Boosting Ad Spend		\$25	\$75
Optional Social Boosting Budget (\$200)		\$279	\$279
Monthly Socially Relevant Blog Post		1/Month	2/Month