



# Mercedes-Benz Digital Solution

## WEBSITES

- Base Websites Package  
\$1099/month
- Core/Executive Website Package  
\$1649/month
- Premier Website Package  
\$4549/month

## DIGITAL RETAILING<sup>1</sup>

- Cox Digital Retailing Elite<sup>1</sup>  
\$1799/month
- Cox Digital Retailing Core<sup>1</sup>  
\$1099/month
- 90 Day Performance Management  
\$599/month
- FinanceDriver®  
\$199/month
- Reservations  
\$149/month
- Vehicle Protection  
\$149/month

## ADVERTISING<sup>2</sup>

- Standard Package<sup>2</sup>  
22% of Spend, \$299 minimum fee,  
\$229 platform fee
- Advanced Package<sup>2</sup>  
22% of Spend, \$650 minimum fee,  
\$229 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

- 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  
*(Premium SEO, Advanced Content and Creative, and Advanced Social)*
- Integrated Digital Marketing Solution  
\$2249/month
- Website Management  
\$269/month
- Standard Content & Creative  
\$479/month
- Advanced Content & Creative<sup>1</sup>  
\$899/month
- Premium Content & Creative<sup>1</sup>  
\$1299/month
- Fixed Operations Content and Creative  
\$549/month
- Custom Display Ads  
\$279/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
- Reputation Management  
\$329/month
- Dealership Review Integration  
\$150/month
- Review Generation  
\$449/month
- Standard SEO<sup>1</sup>  
\$599/month
- Advanced SEO<sup>1</sup>  
\$999/month
- Premium SEO<sup>1</sup>  
\$1599/month
- Standard Social<sup>1</sup>  
\$479/month
- Advanced Social<sup>1</sup>  
\$699/month
- Premium Social<sup>1</sup>  
\$1199/month
- Standard Custom Video  
\$549/month  
*\$4,000 Custom Video Setup fee for Standard, Advanced or Premium*
- Advanced Custom Video  
\$949/month  
*\$4,000 Custom Video Setup fee for Standard, Advanced or Premium*
- Premium Custom Video  
\$1,349/month  
*\$4,000 Custom Video Setup fee for Standard, Advanced or Premium*

## MISCELLANEOUS

- CallTracking  
1 Line + 200 mins/month \$79/month
- 3 Lines + 500 mins/month  
\$99/month
- 10 Lines + 1000 mins/month  
\$179/month
- 50 Lines + 2500 mins/month  
\$299/month
- 300 Lines + 3000 mins/month  
\$399/month
- 300 Lines + 6000 mins/month  
\$599/month
- Advanced Composer  
\$269/month
- Experience Optimization Package  
\$349/month
- Craigslist™ Template Generator  
\$49/month
- Custom Header  
\$249/design
- Custom Work  
\$150/hour
- Custom Inventory Integration  
\$500/month
- DMS Integration  
\$149/month
- Domains  
\$3/each
- Unlimited Exports  
\$199/month
- Export New and Used Inventory  
\$49/month (Single Provider)

- Exports – Custom Setup  
\$500 one-time / \$0 per month (New Provider)
- Group Splash Page  
\$199/month
- Integration with SisterTech®  
\$99/month
- Inventory Merchandising Package  
\$399/month
- Mobile Lot Capture  
\$149/month
- MyCars™  
\$249/month
- OEM Compliance Submissions  
\$149/month
- Photo Overlays  
\$149/month
- Site Services  
\$99/month
- SmartBlog™  
\$79/month
- Reserve It Now  
\$149/month
- Spanish Language Site  
\$179/month
- Video Upload Toolkit  
\$199/month
- Window Stickers  
\$69/month

<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 \$250 one-time setup fee.

## Digital Retailing Packages

Cox 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 & 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.

### Cox Digital Retailing Elite<sup>1</sup>

**\$1799/month**

*Features included: Personalized monthly loan or lease payments, accurate trade-in values through Kelley Blue Book, online finance applications and approvals, online vehicle reservations, and online F&I vehicle protection products, the ability to handle Cash Deals, and integration with RouteOne. Includes Performance Management: recurring 60-day in-store visits*

### Cox Digital Retailing Core<sup>1</sup>

**\$1099/month**

*Features included: Personalized monthly loan or lease payments, accurate trade-in values through Kelley Blue Book, online finance applications and approvals, online vehicle reservations, and online F&I vehicle protection products, the ability to handle Cash Deals, and integration with RouteOne. Includes Performance Management: Two in-store visits.*

### 90 Day Performance Management

**\$599/month**

### Digital Retailing Reservations

**\$149/month**

### FinanceDriver<sup>1</sup>

**\$199/month**

### Digital Retailing Vehicle Protection

**\$149/month**

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