



Mercedes-Benz Digital Solution

WEBSITES

Base Websites Package
\$1099/month

Core/Executive Website Package
\$1649/month

Premier Website Package
\$4549/month

DIGITAL RETAILING¹

Cox Digital Retailing Elite¹
\$1799/month

Cox Digital Retailing Core¹
\$1099/month

90 Day Performance Management
\$599/month

FinanceDriver®
\$199/month

Reservations
\$149/month

Vehicle Protection
\$149/month

ADVERTISING²

Standard Package²
22% of Spend, \$299 minimum fee,
\$229 platform fee

Advanced Package²
22% of Spend, \$650 minimum fee,
\$229 platform fee

Premium Package²
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 Advertising²
\$99/month

Video Flighting²
\$299/month

Turnkey Video Creative with Flighting²
\$999/month

Advanced Custom Video with Flighting²
\$1399/month

Premium Custom Video with Flighting²
\$1799/month

Custom Display Ad Service²
\$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 & Creative¹
\$899/month

Premium Content & Creative¹
\$1299/month

Fixed Operations Content and Creative
\$549/month

Custom Display Ads
\$279/month

Standard SEO & Reputation Management
\$899/month

Advanced SEO & Reputation Management¹
\$1299/month

Premium SEO & Reputation Management¹
\$1899/month

Reputation Management
\$329/month

Dealership Review Integration
\$150/month

Review Generation
\$449/month

Standard SEO¹
\$599/month

Advanced SEO¹
\$999/month

Premium SEO¹
\$1599/month

Standard Social¹
\$479/month

Advanced Social¹
\$699/month

Premium Social¹
\$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



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 Mercedes-Benz dealers the following website packages. For more information about these packages, please contact a Dealer Success Consultant, or your Performance Manager.

Products/Packages	PREMIER \$4549/month	CORE \$1649/month	BASE \$1099/month
Mobile-First, Responsive Website	X	X	X
Design Editor	X	X	X
ControlCenter	X	X	X
Composer	X	X	X
Page Builder	X	X	X
Visualization Insights <i>(Heat and Widget Mapping)</i>	X	X	X
Specials Campaign Manager	X	X	X
HTTPS Encryption	X	X	X
nGauge Quality Score	X	X	X
Pricing Display Configuration	X	X	X
CallTracking Lines	X	X	X
Analytics	X	X	X
Performance Manager	X	X	X
MyCars™	X	X	X
Mobile App	X	X	X
Inventory Lifecycles	ADVANCED	STANDARD	STANDARD
Experience Optimization <i>(Automated Personalization)</i>	X	X	
Incentives Manager	X	X	
Inventory Exports to 3 Providers	X	X	
Mobile Lot Capture	X	X	
Video Package <i>(CarFlix Inventory Videos, Unlimited Uploads, Video Gallery, Video Blog, Video Slideshow)</i>	X	X	
Inventory Merchandising ¹	X		
Digital Retailing Plus KBB Trade Valuation <i>(Finance and Lease Payments, Credit Applications, and Trade Valuation Tools)</i>	X		
Premium Search Engine Optimization	X		
Digital Retailing Vehicle Protection	X		
Advanced Content & Creative Services	X		
Proactive Site Services	X		

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