

Digital Advertising Certified Provider

Dealer Teamwork is a Mercedes-Benz Certified Provider! Maximize your full digital marketing potential with Dealer Teamwork and our patented MPOP® technology.

The MPOP® helps dealers create, distribute and manage results-driven omnichannel vehicle campaigns with a single update in real-time. Experience digital marketing management like never before with a proven partner!



The MPOP®
Merchandising, Personalization & Optimization Platform

Benefits to Dealers



Better search results



Faster merchandising



No wasted spend



Targeted audiences



More leads



Best-in-class client support

Digital Marketing Channels & Services



Website & SEO



Search Engine Marketing



Social Media



Offer Generation



Client Services Support

Package Costs	Silver	Gold	Platinum
Dealer monthly cost	\$1,299	\$2,398	\$3,399
One-time set-up fee	\$750	\$750	\$750
Recommended media budget	\$1,000 - \$5,000	\$5,000 - \$15,000	\$15,000+

**Pricing subject to change at any time. Full package breakdown on reverse.*

Dealer Teamwork Approved Packages | Mercedes-Benz

Website & SEO	Silver	Gold	Platinum
New, Used, Service offers landing pages	x	x	x
Model-specific landing pages	5	10	Unlimited
New Vehicle body-style landing pages		3	Unlimited
Used Vehicle body-style landing pages		3	Unlimited
Service loaner landing pages		x	x
Customization / Additional Pages			Unlimited
Search Engine Marketing			
Search Engine Marketing	Silver	Gold	Platinum
Branded, Dealer terms, GEO-targeted campaigns	x	x	x
Make / Model campaigns (New Vehicles)	x	x	x
Used inventory campaigns	x	x	x
Inventory-specific Used Vehicle campaigns		x	x
Fixed Operations / Service campaigns		x	x
Display retargeting		x	x
Dynamic display			x
YouTube campaigns			x
Social Media			
Social Media	Silver	Gold	Platinum
Facebook Marketplace (Used Vehicle listing tool)	x	x	x
Facebook Ads		x	x
Instagram Ads			x
Offer Generation			
Offer Generation	Silver	Gold	Platinum
Fixed Operations/Service offers	x	x	x
Used Vehicle offers	x	x	x
New Vehicle OEM offers	x	x	x
New Vehicle personalized offers		x	x
MPOP® Assistant (Shift administered)		x	x
Client Services Support			
Client Services Support	Silver	Gold	Platinum
Monthly reporting	x	x	x
Monthly review & strategy call	x	N/A	N/A
Semi-monthly review & strategy calls		x	N/A
Weekly review & strategy calls			x

**Packages & pricing subject to change at any time.*