



The Audi Digital Marketing Solution

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The most flexible dealer marketing platform—exclusively for Audi dealers

The Dealer.com platform has been engineered for maximum efficiency and performance to improve your communication with Audi buyers. Dealer.com continues to reinvest in the platform that empowers today's Audi dealer in the rapidly expanding digital marketplace. Dealer.com brings Audi dealers the right technology, people, and progressive solutions to propel your digital marketing—and the prestigious Audi brand—to the next level. Here are the elements of the Audi Digital Marketing Solution.

Dedicated Account Management

Account Management defines the premium experience with Dealer.com. This unique role positions the customer for optimum marketing and retail success. This unique role positions Audi dealers for maximum retail success. You have a direct line to your dedicated Account Manager who is devoted to the Audi program. The Account Management team provides the highest level of Customer Service in the industry and acts as a resource to help drive your online business strategy. This allows you to focus on what you do best: selling and servicing Audis.

24/7 RapidResponse™ Technical Support

Dealer.com sets the standard for real-time, around-the-clock, world-class technical support. Our business hours are 8AM to 8PM Monday - Friday, and Saturday 9AM - 5PM (EST). 24/7 Emergency Technological Infrastructure Support is available in cases of emergency.

Audi In-field Digital Strategist

The Audi In-Field Digital Strategist is a partner and a ready resource for Audi of America dealerships in place to assist the dealership as they implement and use the products and services offered as part of the Audi Digital Marketing Solution. The Strategist is a permanent regionally based resource with knowledge in digital marketing tool and processes.

ControlCenter™ Dealer.com Platform

ControlCenter™ is the foundation of the Dealer.com platform. More than just an access point to our back-end tools, it is the operating system that runs our entire product suite. Throughout development of the new ControlCenter, we analyzed current user behavior and customer feedback to create the most powerful Digital Marketing Platform in the industry.

SmartSites™ Dealer Websites

SmartSites™ are award-winning automotive retailer websites designed to connect dealers to customers. SmartSites enable Audi dealers to reach, retain and convert more in-market traffic than the competition. Choose from nine exclusive website design options for your Audi-branded retail dealer website.

CallTracking™ with Voice Recording

Our research shows that for every form submission, nine phone calls are made, so CallTracking™ allows you to track your website's performance much more accurately. Inbound calls are sent to ControlCenter where name, number and address are stored. Each call is recorded digitally, allowing dealers to replay conversations, recapture mishandled leads and identify ways your sales force can improve on the phone.

CarFinder™ with Automated Response Technology

CarFinder™ is our most widely used lead generating form and is based on proprietary technology developed by Dealer.com. Most commonly submitted for pre-owned vehicles, the form allows the customer to tell the dealer what type of car he or she is looking for. Based on those specifications, the system shows the visitor any cars in inventory that match the request and emails information about those vehicles to the customer. Then, the system generates a lead for the dealer, which the dealer can use to make purchasing decisions at auction. Finally, the system automatically emails the customer whenever a new vehicle arrives that matches his/her criteria.

ePricer™

ePricer alerts shoppers on your website to a special price on specific vehicles and generates an instant price quote once they submit the ePricer lead form. ePricer generates outstanding lead volume, and in many cases, will be a top lead generator on your website. This tool allows dealers to capture customer information (name, email, phone), and then emails the prospect a special "Internet price."

The Audi Digital Marketing Solution

Advanced Inventory Module

Our proprietary RapidView™ technology provides a quick overview of all available vehicles. Placing the mouse over a vehicle reveals its images. The listing can be sorted and filtered by any feature of the vehicle. The listing and vehicle details page are just a click away.

- ▶ New, Certified, Pre-Owned modules
- ▶ An average of 8 calls to action per vehicle
- ▶ Adjustable payment calculator
- ▶ Support for up to 40 dealer images and 20-30 stock images
- ▶ Colorized stock photos
- ▶ 3D interior and exterior spins for new and used vehicles
- ▶ Featured Vehicles
- ▶ Colorized Stock Inventory Photography
- ▶ Google Maps and Directions
- ▶ Printable eBrochures
- ▶ Industry standard miles per gallon icon
- ▶ Factory data, technical specifications
- ▶ CarFlix™ Video Test Drive (optional)

MobileSites™

MobileSites™ allow customers to browse inventory, view vehicle videos and submit leads via handheld devices. This mobile capability is enabled via microsites that are optimized for smart phones, meaning these devices automatically detect the dealership's mobile-specific website and display it for the user. MobileSites also integrate video, allowing Audi dealers greater flexibility to provide consumers with rich media experiences from their mobile devices.

IncentivesManager™

Our IncentivesManager creates and displays OEM incentives on dealer websites. Incentives are directly tied to a dealer's inventory, can be displayed on vehicle details pages, and can be configured to display with activation and expiration dates.

SpecialsBuilder™ Pro

Entice your customers and generate more leads for all your profit centers with SpecialsBuilder Pro, a tool built into ControlCenter that creates professional and customized specials for your dealership. Use our integrated "What-You-See-Is-What-You-Get" image and content editor, or customize specials using your HTML knowledge. Choose from hundreds of design and color themes and upload images from your integrated Media Library to build professional specials for every department.

PageBuilder™

Your Audi branded SmartSite™ comes equipped with a flexible content management system. PageBuilder is our integrated content editor, which allows you to create custom pages for your website in an easy-to-use website editor.

PowerMail Email Marketing

Dealer.com's PowerMail™ is more than email— it is a powerful broadcast email tool that lets you customize email campaigns and target specific customer groups. Ensure maximum lead generation for all profit centers by sending the right message at the right time to the right prospects.

With PowerMail, email marketing is automated, flexible and effective:

- ▶ Create and send hundreds of emails in seconds
- ▶ Respond to leads, send inventory updates with photos, and manage your mailing lists with point-and-click ease
- ▶ Click and drag media directly from your media library
- ▶ Customize delivery of specials, featured vehicles or incentives

Video Streaming Toolkit

This tool allows the fast and easy upload of custom videos—such as commercials, customer testimonials and promotions—to your Audi dealer website.

Performance Analytics

Analytics are more than just reports. Collecting and analyzing your data is the key to increasing sales and efficiency. Our Analytics have been totally redesigned to produce actionable business intelligence, so you can make more informed business decisions and spend more time focused on selling cars.

The Dealer.com Analytics Suite was designed to help you understand consumer behavior at every stage of the buying process. The dashboard is broken down to measure Consumer Interest in your marketing efforts, Interaction with your marketing efforts, and the Impact your marketing efforts are having on consumers.

Analytics Dashboard and Gadgets

Quickly assess and compare your online digital marketing performance from our all-new Analytics Dashboard with integrated gadgets, designed to provide engaging data visualization graphics. Gadgets expand for further drill down reporting.

Product-Specific Reporting

Dealer.com automatically creates reports for all profit centers and our products including Websites, SEO, SEM, Inventory, Videos, Leads, CallTracking™ and more. This saves dealers the hassle of having to subscribe to third party analytics tools and provides a transparent view into the true ROI from each Dealer.com product.

Industry-Specific Benchmarking

Dealers can compare their analytics with industry and historical performance.

Conversion Tracking and Reporting

Track every originating lead source, entry page, exit page, click-path, vehicles viewed and specials viewed during a user's session. Track leads by profit center and source, lead trends, lead conversion and more.

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Performance Analytics, continued

Track Performance of Multiple Sites

Our automotive-specific Analytics platform provides performance metrics for your primary website, mobile site, and roll-up reporting for group dealerships from one login.

Convenient Exportable Reports

For a more detailed analysis, dealers can export reports via full-color PDF or formatted Excel spreadsheet.

Data Accuracy

Fully automated analytics tracking for all default and dealer-created pages built with PageBuilder™, saving you setup time and ensuring data accuracy.

Track Consumer Behavior

Whether accessing your primary website or mobile site, viewing inventory, or submitting leads, all customer interactions will be tracked and analyzed to determine consumer behavior.

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