

Mercedes-Benz Canada Dealer Website Program



Why are we implementing new Dealer Websites?

Digital continues to shape our customers shopping landscape. As retailers, you need the tools that represent your dealership on every device and that converts shoppers into buyers - making performance paramount. With these considerations in mind, we, along with MBUSA ran a request for proposal with 15 of the best Dealer Website providers in the business. We've heard your feedback and our goal is to ensure that we are providing you with the right tools that continuously gives you flexibility, innovation and ease of use. That's why we're providing you with two market-leading website vendors to choose from.

Which website providers have been approved for Mercedes-Benz Canada dealers?

- Dealer Inspire
- Strathcom

What are the key advantages of this new website program?

- The choice between two market-leading website solutions
- Industry-leading support with unbiased performance improvement recommendations
- Complete insight into your digital performance, benchmarking, and best practices
- Best-in-class program value by leveraging brand purchase power and provider competition
- Unified website solution for Passenger Cars, Vans, smart, and CPO – all on one platform



What support will be offered?

- Mercedes-Benz Canada has contracted a first-class support team known as **Mercedes-Benz Digital Consultants (MDCs)**, for ongoing program management
- These bilingual **MDCs** are not incentivized on sales and do not have provider preference
- The MDC team will be your main point of contact for any changes or questions you have regarding your website
- MDCs are available to update your website, and will interface with the approved web providers for any major change requests

The MDCs will support you with:

- Enrollment in the program and any program related questions
- Performance review (twice a month)
- Creative services including content updates, creating current offers, and building pages
- The MDC team can be reached at info@mbdealerdigital.ca

Am I required to enroll in the Mercedes-Benz Dealer Website Program?

- Yes, all dealers are required to select either Strathcom or Dealer Inspire as their authorized Mercedes-Benz dealer website provider

When do I have to select a Website Provider?

- Please select your provider during the Open Enrollment Period starting on **June 15th and closing on July 8th** (link to be provided on June 15, 2016).

Will I be without a website at anytime?

- No , we will ensure an effective transition between your dealer websites so that you are never without a functioning dealer website



What will happen to dealer website leads?

- Dealer website leads will continue to be delivered as they are today
- The new program will allow dealers to get better insight into lead and source performance

How will I be able to check the performance of website metrics?

- Advanced metrics and reports, including lead source performance will be provided via an online portal
- Additional reports and analysis will be available upon request

What do I do with existing service contracts for non-authorized secondary website providers?

- Review your existing contracts and exit clauses in order to provide sufficient notice to your current providers
- Dealers are responsible for managing any cancellations for services outside of the program

What will my new website URL (address) be?

- Your new website address will follow this format: www.mercedes-benz-dealername.ca.
- Your new website address is live and is being redirected to your current passenger car website

Will digital advertising be available from the providers?

- Yes, in addition to our currently run Digital Dealer Program (OMD), both Strathcom and Dealer Inspire will offer various forms of digital advertising including search, retargeting, and display
- Once you have made a provider selection a representative will call you to discuss digital marketing options and pricing



How will I be billed for the new Website?

- Your website platform costs and advertising will be billed through your parts statement on monthly basis, along with any third party tools (i.e. live chat) you select through the program

Co-op eligibility?

- Co-op reimbursement **will not** be eligible for the dealer website platform costs (including add-ons such as live chat)
- Co-op reimbursement **will be** eligible for digital advertising purchased through the program

What do I do if I have additional questions?

- Contact the MDC Support Team at info@mbdealerdigital.ca
- Contact Mercedes-Benz Canada Interactive Marketing Specialist at adriano.bernaudo@mercedes-benz.ca

