NISSAN

Dealer.com
by Cox Automotive

Nissan

DIGITAL CERTIFIED MARKETING PACKAGES

102% more monthly vehicle leads with personalized content.[5]

Why Partner with Dealer.com?

Better Data, Better Results

With the industry's top-driving websites for the past 22 years and a full suite of marketing solutions, Dealer.com is the choice for the most successful dealerships in the country. Powered by unmatched Cox Automotive consumer data, Dealer.com creates engaging digital marketing experiences to help you sell more cars, more profitably.

"Dealer.com's team has been hugely valuable to our family business and has helped us to differentiate our brand online, taking a smaller dealership store far beyond what we thought was possible for our digital efforts. The Dealer.com team members on our account exhibit integrity and just as important, their service aligns with the core values of our dealership. Dealer.com far surpasses anyone we have worked with on our website before."

– **Kevin P. Quinn,** Quinn Motors of Ellsworth, Marketing + Website

2025 Dealers' Choice Awards

- New Vehicle Leads (Gold)
- Digital Retailing (Platinum)
- Digital Marketing (Gold)
- Reputation Management (Gold)

Websites

Create a personalized, customized, and optimized experience driving real results.

81% Greater lead submission rate[1]

3x More penciled deals[1]

Advertising

Maximize your visibility and ability to target potential customers with accuracy and efficiency.

3.4x More VDP views[3]

2.3x More visits[3]

Managed Services

Elevate your dealership's search visibility using Social and Reputation Management, Content and Creative Services and Search Engine Optimization.

24% More website visits[2]

25% More VDP views[2]

Accelerate My Deal

Convert browsers on your dealership website into buyers with Accelerate My Deal.

56% Faster average close rate compaed to other internet leads[4]

72% Higher close rate on average with Accelerate My Deal compared to other internet leads[5]

The Cox Automotive Advantage

Cox Automotive offers an industry-leading suite of solutions to help your dealership connect workflows across sales, service, marketing, and operations to create a seamless consumer experience. By leveraging data from the world's most trusted automotive platforms, such as Kelley Blue Book and Autotrader, you'll gain valuable insights that produce real results for your dealership.

1. *Statistics based on 9,059 Dealers that have utilized Modern Specials, comparing shoppers that only saw Personalized Specials impressions vs shoppers that only saw Non-Personalized Specials impressions from 10/01/2024 – 03/31/2025*
2. *Based on a study conducted by Dealer.com that compared the organic traffic performance of 2,765 franchise dealerships using Core SEO to 855 franchise dealerships using Premium SEO. The study included dealerships that had been using the respective SEO products for at least 3 months before the comparison period, which spanned from June to August 2025.*
3. *Average performance of 412 dealers using paid search and retargeting channels vs 82 using paid search, retargeting, Facebook, and Premium SEO. Feb-July 2025*
4. *Source: VinSolutions data December 1, 2024 to July 1, 2025*
5. *Source: Dealer.com analyzed 4,576 dealerships in Q2 2025, comparing those fully using the digital suite to website-only users. The study tracked consistent adopters over the quarter, evaluating inventory turnover, sale probability, and lead generation using internal performance and lead data.*

Website Packages

Dealer.com Retail Website Packages

	PERFORMANCE FOUNDATION *MSRP: $2383/mo.* *Nissan Dealer Price: $1559/mo.*	PERFORMANCE *MSRP: $2790/mo.* *Nissan Dealer Price: $1959/mo.*	PERFORMANCE PLUS *MSRP: $4657/mo.* *Nissan Dealer Price: $3199/mo.*	PERFORMANCE PLATINUM *MSRP: $6627/mo.* *Nissan Dealer Price: $4699/mo.*
PERFORMANCE FOUNDATION				
WEBSITE EXPERIENCE				
Website Experience Optimization (Personalization)	✓	✓	✓	✓
Mobile-First Website	✓	✓	✓	✓
Responsive Design with Device-Specific Customization	✓	✓	✓	✓
UX-driven Design	✓	✓	✓	✓
Website Accessibility Solution powered by AudioEye	✓	✓	✓	✓
MyCars™ Shopping Cart	✓	✓	✓	✓
MARKETING AND MERCHANDISING TOOLS				
ControlCenter	✓	✓	✓	✓
Composer with Page Preview	✓	✓	✓	✓
Media Library (Asset Management)	✓	✓	✓	✓
Page Designer	✓	✓	✓	✓
Heatmap & Widget Map Visualizations	✓	✓	✓	✓
Specials Campaign Manager	✓	✓	✓	✓
Incentives Management and Syndication	✓	✓	✓	✓
Design Editor	✓	✓	✓	✓
Inventory Lifecycles	✓	✓	✓	✓
Toll-Free Call Tracking	✓	✓	✓	✓
Video Upload and Streaming Toolkit	✓	✓	✓	✓
Digital Marketing Performance Analytics	✓	✓	✓	✓
nGauge Traffic Quality Scoring	✓	✓	✓	✓
Inventory Exports – Up to 6 Providers	✓	✓	✓	
OEM Compliance Submission	✓	✓	✓	✓
PERFORMANCE				
WEBSITE SERVICES / PARTNERSHIP AND SUPPORT				
Core Search Engine Optimization		✓		
5-Star Review Syndication	✓	✓	✓	✓
Reactive Website Services		✓	✓	✓
PERFORMANCE PLUS				
Video SmartSites – Automated Inventory Videos			✓	✓
Custom Creative Assets (5 Assets, 2 Landing Pages)			✓	✓
Reputation Management			✓	✓
Standard Search Engine Optimization			✓	
PERFORMANCE PLATINUM				
Unlimited Inventory Exports				✓
Advanced Content & Creative Services*				✓
Review Generation				✓
Premium Search Engine Optimization				✓

A Dealer.com Performance Foundation Package provides personalized shopping, sales, and service experiences that connect automotive retailers with their customers. Through accessible, data-driven design, and unprecedented knowledge of automotive consumers, our websites guide shoppers through frictionless digital experiences, and help dealerships make digital marketing and eCommerce simple and profitable.

The Performance Package provides important upgrades that help your dealership excel. With Site Services, a team of Dealer.com professionals help create operational efficiency for your dealership by making strategic updates to your website. Our Core SEO solution includes the search engine basics for your website combined with ongoing, proactive SEO optimization. The Dealership Review Syndication product allows you to build trust with your consumers and helps you stand apart from your competitors.

Performance Plus guides dealerships with hands-on marketing expertise to help you navigate an increasingly complex digital landscape. A collaborative extension of your dealership, the additional services in Performance Plus save you time, and keep you focused on selling and strategy. They include a Dealer.com Performance Website, plus monthly OEM Compliance Submission, monthly Campaign Creative, increased Search Engine Optimization focus, and Reputation Management support.

Performance Platinum features our most comprehensive and advanced digital marketing services, all working in concert to position your dealership for maximum ROI. Accelerating critical digital marketing opportunities, Performance Platinum includes a Performance Website, all the features of Performance Plus, along with Advanced Campaign Content and Creative, 360-degree reputation management, including Review Generation and Review Response, and our award-winning Premium SEO service.

Digital Retailing Packages

Accelerate My Deal Core
$1099/month**

Features include: Shop by Payment, Shopper Self-Penciling on VDPs, Submit Price Offers, Finance & Lease Payments, Taxes, fees & dealer fees, Manufacturer & Conditional incentives, KBB.com Trade Valuation®, Email confirmation to continue deal, Dealer embedded "How it Works" Video, Test Drive appointment scheduling, Credit Applications, Online Deal Agreement Certificate, Vehicle Protection with payments, Text messaging, LPA chat, call tracking by DR source, Vehicle Reservations, Vin CRM Integration (One Lead – No Dupes)

Support includes: Performance Management, which features 1) a 3 hour training within 3 weeks of launch, 2) a virtual performance call every 90 days, and 3) training and consultation 60-days after launch.

VinSolutions customers also receive: Vin Desking Integration New, Base Payment Services (taxes & fees), Cash Deals (New, Used, CPO), and Retrieve a Deal (Vin & 3rd Party CRMs)

Accelerate My Deal Elite
$1799/month**

Accelerate My Deal (AMD) Elite includes all the features of Accelerate My Deal (AMD) Core as well as document verification, digital contract signing, payment processing and delivery/trade-in pickup scheduling.

Dealer.com SEO

The industry's premier SEO service combines automotive expertise with Google, Bing, and Yahoo, and fluency with Dealer.com's market-leading technology platform. The SEO team consists of continuously trained SEO Strategists, Specialists, and Copywriters, that work to capture relevant traffic and steer it toward your Digital Storefront.

Advanced SEO
$999/month

Premium SEO
$1919/month

Premium SEO Plus Local
$2199/month

Combines Premium and Local SEO strategies into one powerful service to help improve visibility and support lead quality.

Dealer.com Local SEO

Any business that has a physical location or serves a geographic area can benefit from local SEO. If you search Google for any important keywords related to your business and a map with 3 listings appears underneath it (also known as a map pack), then local SEO can help you grow your business.

Standard Local SEO
$229/month

Advanced Local SEO
$959/month

Premium Local SEO
$1149/month

Managed Content & Creative

Standout creative drives successful campaigns. Dealer.com's dedicated professional designers meticulously follow your campaign strategy and goals to create compelling website content including homepage slideshows, campaign landing pages, and other strategic creative. Because they're dedicated to automotive, and partner closely with your Performance Manager, these content and creative specialists ensure all campaigns are developed according to your specific dealership, group, and OEM identity.

Advanced Content & Creative*
$1199/month*

Premium Content & Creative*
$1479/month*

Managed Generative Engine Optimization (GEO)

Generative Engine Optimization (GEO)
$1,099/month

Uses GEO focused tactics and reporting to help enhance visibility in AI-driven search results and provides insights on trends and sentiment.

Generative Engine Optimization (GEO) with Platinum
$699/month

For dealers with the Platinum website package, this add-on version of GEO uses focused tactics and reporting to help enhance visibility in AI-driven search results and provides insights on trends and sentiment. Additionally, a la carte can be purchased for those programs where Reputation Management is not in program.

Premium Generative Engine Optimization (GEO)
$1,999/month

Premium experience that uses GEO-focused tactics and reporting to help enhance visibility in AI-driven search results, generate high-quality reviews, and deliver advanced social insights on trends and sentiment.

Premium Generative Engine Optimization (GEO) with Platinum
$1,199/month

For dealers with the Platinum website package, this add-on version of Premium GEO uses focused tactics and reporting to help enhance visibility in AI-driven search results and provides insights on trends and sentiment.

**Must have a website with Dealer.com | **$100 off-platform increase*

Fixed Ops Content and Creative

Drive more fixed operations revenue with our new Fixed Operations Content & Creative solution. Through one partnership, you'll be able to leverage a dedicated design team focused on maximizing the potential of your service business through integrated digital campaigns built around your unique strategy and service offerings.

Fixed Operations Content and Creative*
$549/month

Review Generation

Dealer.com delivers an efficient and personalized way for dealerships to request and collect consumer reviews across multiple GMBs and industry-leading review sites, all while the dealership experience is top-of-mind. Review Generation elevates the voice-of-the-customer through an always-on, SMS-based review growth strategy that is easy to use and painless for consumers.

Dealertrack DMS
$449/month

CDK CMS
$549/month

Non-Dealertrack/CDK DMS
$519/month

Managed Social

Dealer.com's dedicated social professionals combine creative content with community management for a complete social presence. Campaigns consistently align with your overall digital strategy and brand guidelines, and encompass a complete range of services that optimize your social identity and reach.

Standard Social**
$539/month

Advanced Social**
$799/month

Premium Social**
$1199/month

Advertising

Dealer.com Advertising delivers connected digital campaigns promoting your inventory and dealership services to the places where your customers browse, shop, or consume content online. We connect your cars to your customers through a flexible, intelligent, and secure advertising solution powered by exclusive consumer insights, market intelligence, and first-party data.

Standard Package
22% of spend, $299 minimum fee, 6% Meta Audience Management Fee (Percentage of Social and Video Advertising Spend), $299 Platform Fee
Fee Channels include: Display Retargeting, Paid Search, Parts/Service, and Facebook. Also includes a Dealer.com Performance Manager.

Advanced Package
22% of spend, $650 minimum fee, 6% Meta Audience Management Fee (Percentage of Social and Video Advertising Spend), $299 Platform Fee
Includes all Standard channels, plus Network Display, including the Cox Automotive endemic network of automotive research sites. Also includes access to exclusive Cox Automotive in-market shopper audiences, including Autotrader and Kelley Blue Book, along with exclusive integrations with vAuto, Xtime, and Cox Automotive Enterprise Data. This package also includes access to strategic Add-On Services available at an additional cost, including Video Advertising with flighting, Custom Display Creative and more. Includes promotion eligibility.

Premium Package*
For first $7500 in spend, 22% fee; Spend above $7500 will be billed at 8% in fees up to the Maximum Fee of $2499, 6% Meta Audience Management Fee (Percentage of Social and Video Advertising Spend), $299/month Platform Fee

Includes all Standard and Advanced features, plus dedicated Advertising Performance Manager support and premium, discounted access to strategic Add-On Services available at an additional monthly cost.

The minimum fee for the Premium Advertising Package is $1650/month, plus 8% of any ad spend in excess of $7500/month, up to a maximum of $2499/month in total fees. The fee maximum does not include the cost of any la carte product purchased, or the $299/month Platform Fee.

Video Advertising

Dealer.com's video advertising solutions make it easy to create and deploy high quality video content that connects your cars with your customers browsing Facebook and YouTube.

Turnkey Video Creative with Flighting (Turnkey Incentive-based Creative w/ Flighting - 42 Videos included)
$999/month

Advanced Custom Video with Flighting (2 Campaigns; 6 Videos per month)
$1,399/month

Premium Custom Video with Flighting (3 Campaigns; 9 Videos per month)
$1,799/month

Custom Video Footage Capture – One Time Fee
$4,000

Enhanced Retargeting
22%

Connected Video – standalone product without an advertising package
$299/month plus 22% Variable fee

*Must have a website with Dealer.com | **$100 off-platform increase*

Other Advertising

Custom Display Creative Service
$299/month

Compliance and Accessibility

Navigate an increasingly complex regulatory landscape and maintain compliance with evolving laws using Dealer.com's Compliance and Accessibility solution. It provides a comprehensive approach that alleviates the burden for our dealers. Select from Compliance Protection, an easy-to-implement solution that offers shoppers a simple interface to manage their cookie preferences while visiting the website or Compliance Protection Plus which, includes cookie management and supports State Privacy regulations and Accessibility compliance.

Compliance Protection
$49/month

Compliance Protection Plus
$749/month

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Dealer.com by Cox Automotive

NISSAN PRICING

WEBSITES

Performance Package
$1559/month

Performance Package
$1959/month

Performance Plus
$3199/month

Performance Platinum
$4699/month

DIGITAL RETAILING

Cox Automotive Digital Retailing**
$1099/month

Credit Application**
$199/month

Reservations
$149/month

MANAGED SERVICES

Search Engine Optimization

Standard SEO
$659/month

Advanced SEO
$999/month

Premium SEO
$1919/month

Standard Local SEO
$229/month

Advanced Local SEO
$959/month

Premium Local SEO
$1149/month

Premium SEO & Advanced Local SEO
$2699/month

Advanced Marketing Solution Bundle
$2939/month

Premium Marketing Solution Bundle
$3299/month

Content & Creative

Standard Content & Creative
$539/month*

Advanced Content & Creative
$1199/month*

Premium Content & Creative
$1479/month*

Fixed Operations Content & Creative
$549/month*

Managed Social

Standard Social**
$539/month

Advanced Social**
$799/month

Premium Social**
$1199/month

Advanced Reputation Management
$329/month

Managed Generative Optimization (GEO)

Generative Engine Optimization (GEO)
$1,099/month

Generative Engine Optimization (GEO) with Platinum
$699/month

Premium Generative Engine Optimization (GEO)
$1,999/month

Premium Generative Engine Optimization (GEO) with Platinum
$1,199/month

ADVERTISING

Advertising Packages

Standard Package
22% of spend, $299 minimum fee, 6% Meta Audience Management Fee (Percentage of Social and Video Advertising Spend), $299 Platform Fee

Advanced Package
22% of spend, $650 minimum fee, 6% Meta Audience Management Fee (Percentage of Social and Video Advertising Spend), $299 Platform Fee

Premium Package
22% of spend, $650 minimum fee, 6% Meta Audience Management Fee (Percentage of Social and Video Advertising Spend), $299 Platform Fee

Video Advertising

Turnkey Video Creative with Flighting (Turnkey Incentive-based Creative w/ Flighting - 42 Videos included)
$999/month

Advanced Custom Video with Flighting (2 Campaigns; 6 Videos per month)
$1399/month

Premium Custom Video with Flighting (3 Campaigns; 9 Videos per month)
$1799/month

Custom Video Footage Capture – One Time Fee
$4000

Enhanced Retargeting
22%

Connected Video – standalone product without an advertising package
$299/month plus 22% Variable fee

A LA CARTE PRODUCTS

Advanced Composer
$299/month

Call-Tracking
1 line/200 mins – $79
3 lines/500 mins – $99
10 lines/1000 mins – $179
50 lines/2500 mins – $299
300 lines/3000 mins – $399
300 lines/6000 mins – $599

Inventory Exports
$49/month Single Provider, All Inv. Types
Unlimited Exports - $199/month

Domain Management – Monthly
$3/month

Import
$149/month

Mobile Lot Inventory Capture
$149/month

OEM Compliance
$149/month

Photo Overlays
$149/month

Site Services
$99/month

Spanish Language Site
$179/month

SmartBlog with User Reviews
$79/month

Template Generator For Craigslist
$49/month

Video SmartSites Package
$499/month

Window Stickers
$69/month

Review Generation (On or Off Platform)

Nissan Dealers with a Dealertrack DMS
$449/month

Subscribing Dealers with a CDK DMS
$549/month

Subscribing Dealers with a non-Dealertrack or non-CDK DMS
$519/month

Reputation Management & Review Generation (On or Off Platform)

Subscribing Dealers with a Dealertrack DMS
$699/month

Subscribing Dealers with a CDK DMS
$799/month

Subscribing Dealers with a non-Dealertrack or non-CDK DMS
$769/month

Compliance Protection

Compliance Protection
$49/month

Compliance Protection Plus
$749/month

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