



RAM



Jeep



DODGE



## STELLANTIS CANADA CERTIFICATION PROGRAM

Offer your customers an engaging website experience with 360.Agency.



# SOLUTIONS INCLUDED IN ALL PACKAGES

## XMS Pro 360

Your CMS for managing your promotions, articles, coupons, landing pages, departments and user rights.



## XMS 360

- Inventory manager of new and / or used vehicles including multiple product marketing features.
- Includes setting up a new vehicle import source and a used vehicle import source. (Additional charges apply for configuring multiple source import for the same inventory.)



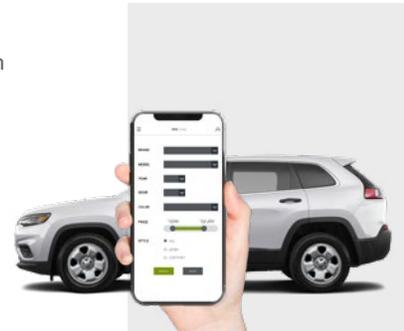
## XMS Review 360

Application for collecting testimonials during delivery to the point of sale for distribution on your website and social networks (available for iPad and iPhone).



## XMS Mobile 360

Mobile version of our inventory management tool for your teams in the field: VIN scanner, take photos and videos, data management (available for Android and iPhone).



## Pre-Owned, New and Certified Cars

Inventory syndication management for pre-owned and new vehicles including certified vehicles. (Import & export.)



## DASH 360 Analytics pack

Dashboard for monitoring your digital activities and the performance of your website.

Integration with Google analytics, Google adwords, FB API, XMS Pro 360, CRM 360, Google My Business, LinkedIn, Bing, YouTube, Spotify, NetMedia 360, Fidelitix.



## SSL Certificate

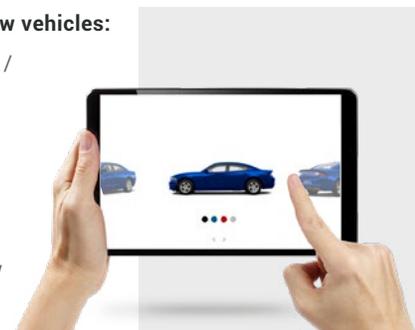
Security technology (HTTPS protocol) to establish an encrypted connection. Support and license included.

**Preferred, Alfa Romeo Premium and Premium multi-brand Packages** Includes HTTPS protocol for increased data transmission security.



## PIX 360 Colorized virtual collection of new vehicles:

- Unique detail page for each year / make / model / trim / colour.
- 3 interior and exterior photos for each colour. (Exclusive Canadian database.)
- Synchronization of one of the photos with your inventory of new vehicles.



# PHONETRACK 360 LITE

6 local or (1-800) phone number with PHONETRACK 360 LITE access. (1000 minutes, tracking & recording included + bundle for each additional 500 minutes).



# PAYMENT 360

Lease and finance calculation

Tool for managing manufacturer programs and discounts on the new vehicle catalog.

Display of manufacturer discounts on SRP and VDP for new vehicle inventory. Integration and support included.



## SOLUTIONS AVAILABLE DEPENDING ON PACKAGE

### PACKAGE LEGEND:

- Included in the Base package
- Included in the Preferred package
- Included in the Premium package
- Included in the Alfa Romeo Premium package
- ◡ With conditions

### Design & Programming\* ● ● ● ●

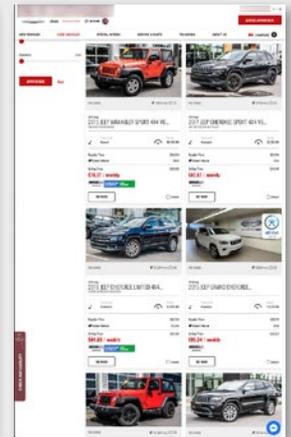
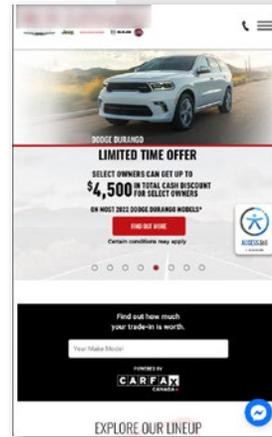
*Certain conditions apply*

**Base:** Generic template incorporating the brand requirements.

**Preferred:** High-end template created specifically to meet the brand requirements.

**Premium:** Design created for a dealership or a group of dealerships with image customization including brand requirements. (Luxury templates available in the **Alfa Romeo Premium** offer)

\*Pre-launch structural customization at no additional cost in the **Premium** package.



### Blog Starting Package ● ● ● ●

3 articles for activating the news section of your website.  
*(Exclusive articles available with the Premium offer.)*

### Monthly Manufacturer Promotions Update (Regions Specific) ● ● ●

Publication of generic manufacturer-provided monthly offers (regions specific), roughly 2-5 models (as provided by the Program and/or the OEM), and 1 home page carousel banner for the monthly event offer.



# SUPPORT 360

Support platform included and emergency hotline

**Available 24/7**

*Unique to OEM Certification Programs: additional support by your Programs Team.*

# INCLUDED IN PREMIUM

POSSIBILITY OF À LA CARTE ADD-ONS WITH OTHER PACKAGES

## PACKAGE LEGEND:

● Included in the Base package ● Included in the Preferred package ● Included in the Premium package ● Included in the Premium Alfa Romeo Package ○ Available as a paid option

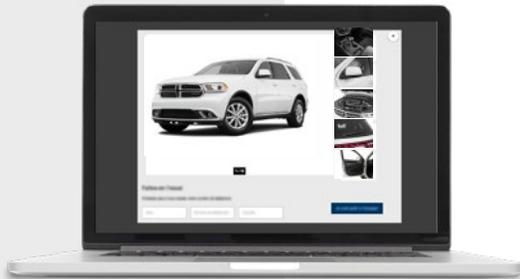


### Custom Content ○ ● ●

News, Pre-owned, After-sales, About us, Team, News, Videos, Testimonials, etc...

### PIX 360 Virtual Tour ● ●

New vehicles: 360 virtual tour of exterior and interior for total immersion.

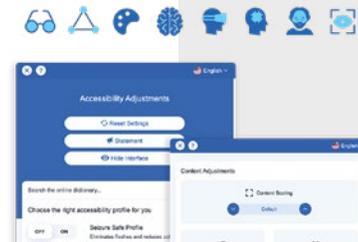


### PIX 360 High Res ○ ● ●

Additional high resolution photos. 20 to 60 photos per year / make / model / version. Price per version.

### ACCESS 360 ○ ● ● ●

Enhanced WCAG Compliance Widget, allowing those with visual or motor disabilities to customize their user interface.



## AVAILABLE OPTIONS (ADD-ONS):



### SHOWROOM 360-V2

Digital Retailing platform for new vehicles (including Build & Buy and new inventory) and pre-owned vehicles in inventory.

*Not available with Base package.*



### TRADE 360

Online Trade-In Estimator with Canadian Black Book integration..  
(available with or without SHOWROOM 360-V2)

#### + Creative Website Services

Coupon, Header, Promos...

#### + Additional Content

News, testimonials...

#### + Third Party Digital Retailing Integration and Support

#### + AutoVerify Third Party Widget Integration and Support

#### + Email Hosting

Per 25 addresses bundle

#### + PBS Integration

#### + Google Review and Dynamic Google Map Integration

#### + LiveChat plug-in

#### + EasyDeal Integration

#### + Third Party Digital Integration

### DIGITAL ADVERTISING



PERSONA360

Contact your Media Director to complete our persona test and define the personalized strategy for your dealership according to your objectives. *(Standard banner creation included.)*



SERVICES		BASE Multi-Brand	PREFERRED Multi-Brand	 PREMIUM	PREMIUM Multi-Brand
Solutions included in all packages: XMS PRO 360   XMS 360   XMS MOBILE 360   XMS REVIEW 360   DASH 360   PIX 360 COLORIZED Pre-Owned, New and Certified Cars   Certificat SSL PHONETRACK 360 LITE   PAYMENT 360		✓	✓	✓	✓
 <b>Design and Programming</b>		Generic template	High-end templates	Luxury templates	Personalized design
 <b>Blog Starting Package</b>		3 Generic Articles	3 Generic Articles	3 Exclusive Articles	3 Exclusive Articles
 <b>SUPPORT 360</b>		✓	✓	✓	✓
 <b>PIX 360 High Res + PIX 360 Virtual Tour</b>		À la carte	À la carte	✓	✓
		-	-		
 <b>Custom Content</b>		À la carte	À la carte	✓	✓
 <b>ACCESS 360</b>		À la carte		✓	✓
 <b>Monthly manufacturer promotions update (regions specific)</b>		✓	✓	✓	✓
<b>OTHER AVAILABLE OPTIONS (À la carte)</b>					
 <b>TRADE 360 (Stand alone)</b> <i>Not available with Base package</i>				 <b>SHOWROOM 360-V2 New Cars</b> <i>Not available with Base package</i>	
 <b>TRADE 360 (with SHOWROOM 360-V2)</b> <i>Not available with Base package</i>				 <b>SHOWROOM 360-V2 Pre-Owned Cars</b> <i>Not available with Base package</i>	
 <b>CHAT 360</b> Instant messaging service connected to CRM 360 (Tiers 1 : included 100 conversations)					
<b>Google Review and Dynamic Google Map Integration</b>		<b>New Certified DR Bundle for New Vehicles (SHOWROOM 360-V2 + TRADE 360)</b> <i>Not available with Base package</i>			
<b>Digital Advertising</b>		<b>Email Hosting</b>			
<b>SEO PLUS</b> Includes 1 vehicle review and 1 news article per month.		<b>EasyDeal Integration</b>			
<b>SEO POWER</b> Includes SEO PLUS Package + 6 guestblogging articles per year with backlinks to your website and geo-targeted ad banners on the NetMedia 360 website network.		<b>Third Party Digital Retailing Integration and Support</b>			
<b>LiveChat plug-in</b>		<b>Third Party Digital Integration</b>			
<b>Creative Website Services</b>		<b>AutoVerify Third Party Widget Integration and Support</b>			
<b>Additional Content</b>		<b>PBS Integration</b>			