

# **TIER 3 CERTIFIED PROVIDER PROGRAM**

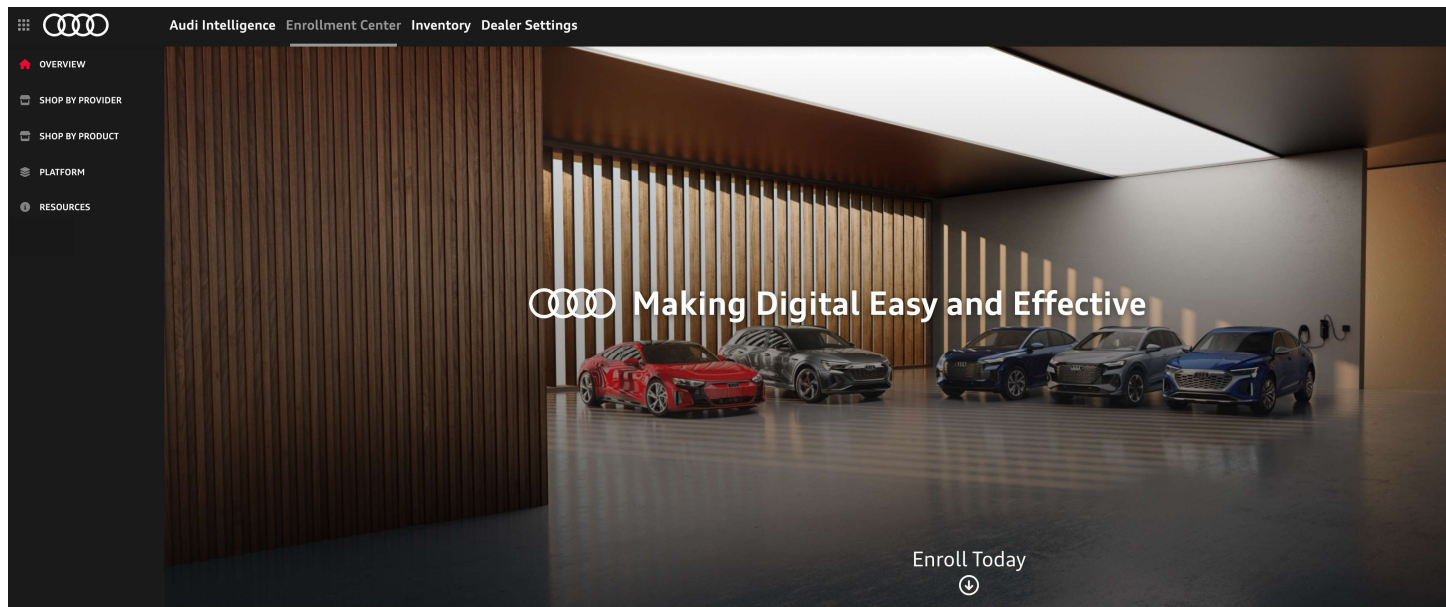
Enrollment Center

## Enrollment Center

### OVERVIEW

The Audi Certified Provider Program is designed to help Retailers easily and efficiently leverage best-in-class digital solutions for Sales and Aftersales. Some of the many benefits include:

- › Flexible offerings that are auto-submitted for co-op reimbursement for you
- › No long-term contract requirements (30-day cancellation policy)
- › Unified analytics and reporting, with ability to compare to Top 10% of Audi network
- › Ability to “**Shop by Product**” or “**Shop by Provider**” for services including Digital Retailing, Digital Advertising, Video Lead Response, Chat Tools, and more.

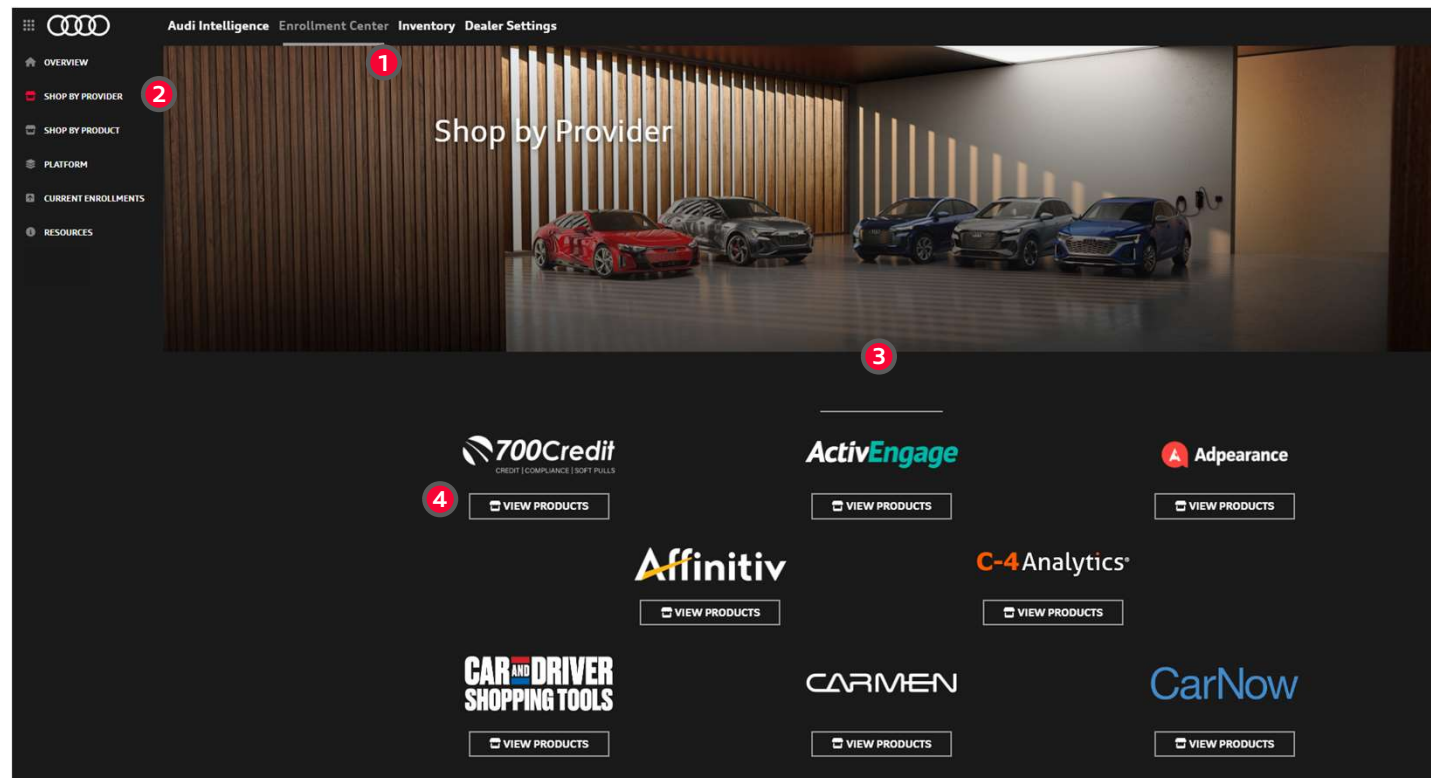


## Enrollment Center

### SHOP BY PROVIDER

The Enrollment Center allows its user to also “Shop by Provider”. Simply select the Provider(s) that you are most interested in, and you will be served with a menu of their respective product offering/pricing across all applicable product categories.

1. Select **Enrollment Center**
2. Select **Shop by Provider**
3. Review available Providers
4. Select **View Products** by Provider



## SHOP BY PROVIDER

### Provider - Product Selection

5. Choose your product(s) within Provider page and click **Select Solution**
  - Once a product is selected, the status will change from “Select Solution” to “Selected”
6. Once **Selected**, choose and click on any **Optional Add-Ons**
7. Select **Complete Enrollment**

***\*Important – the Enrollment Center utilizes shopping cart functionality. You can return to Shop by Provider and/or Shop by Product pages to enroll in additional products before proceeding to the final confirmation page.***

Digital Advertising

#### Local SEO

Optimize your Google Business Profile listings for both variable and fixed operations with Local SEO. You'll also gain access to Google Vehicle Listings integration (requires inventory data feed).

+	\$0.00	One Time Fee
\$695.00		
Select Solution		

#### AutoMiner

PureCars' Customer Data Platform: Customer Data Platform: First party data consolidation, monthly data cleanse, ongoing data append, sales & fixed ops email campaigns, custom video email campaigns, BDC call lists, strategist support, Conquest email Campaigns, and Direct Mail.

+	\$0.00	One Time Fee
\$2,399.00		
Select Solution		

#### Digital Advertising Package

Managed Marketing Services within the "Digital Advertising Package" include Search, Display, Social, Video (YouTube), Google Vehicle Ads & Performance Max, PureCars TV (OTT). Also included within the "Digital Advertising Package" are On-Site Offers for dealer website, dedicated Digital Strategist Support, PURE Insights, and Google Analytics 4 360.

+	\$0.00	One Time Fee
\$2,399.00		
Select Solution		

#### Essential Package

The "Essentials Package" includes all "Digital Advertising Package" features and all "AutoMiner Package" features PLUS Streaming Audio Advertising (Spotify).

+	\$0.00	One Time Fee
\$4,399.00		
Additional Spend		
\$5,000.00		
Selected		

#### Performance Package

The "Performance Package" includes all "Essential Package" features plus Pure Identity website visitor identification and segmentation, Fixed Ops Digital Advertising, Custom Creative Services (display, social, video (YouTube), video (OTT)), Local SEO and Google Vehicle Listings.

+	\$0.00	One Time Fee
\$5,899.00		
Select Solution		

#### Optional Add-Ons

##### Essential Package

<input checked="" type="checkbox"/>	Custom Content Creation ... Less Run PureCars generated custom content on social, display, youtube and OTT.	\$1,295.00
<input type="checkbox"/>	Enhanced Fixed Ops Advertising ... Less Reach your fixed operations customers through a variety of digital advertising channels. Enhanced Fixed Ops Advertising gives you access to search, social, display and video aftersales campaigns.	\$350.00


**COMPLETE ENROLLMENT**

## SHOP BY PROVIDER

### Enrollment Confirmation

Please ensure you review each of your enrollment selections.

8. Once you have selected Complete Enrollment - Review your **Enrollment Selection(s)** across all Providers/Products
9. Accept **Terms and Conditions**
10. Input Your **Name, E-mail Address and Phone Number**
11. Click on **Submit Enrollment**
  - **Cancel Changes** will clear all enrollments from the Enrollment Confirmation page

Please review and confirm your enrollment selections below. 

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Chat & Text (SMS)

Podium - Podium Platform Standard	Remove \$669.00 One Time Fee + \$0.00
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Digital Advertising

PureCars - Essential Package	Remove \$4,399.00
PureCars - Additional Spend	\$5,000.00 One Time Fee + \$0.00
+ Custom Content Creation	Remove \$1,295.00 One Time Fee + \$0.00

Video Lead Response

Quickpage - Quickpage Video Solution for Automotive Sales & Service	Remove \$497.00 One Time Fee + \$0.00
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☐ I have read and agree to all [Terms and Conditions](#)

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Total Monthly Cost Change: \$11,860.00

Total One Time Fees: \$0.00

Please Enter Your Name \*

Please Enter Your Email Address \*

\*This email will be used to send the email confirmation notice. Please ensure it is accurate!

Please Enter Your Phone Number \*

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Cancel Changes

Submit Enrollment

## Enrollment Center

### SHOP BY PRODUCT

The Enrollment Center allows its user to “Shop by Product” for the best-in-class digital tools that are most important to your dealership. Simply select the tool(s) that you are most interested in and you will be served with a menu of Certified Providers and their respective product offering/pricing within each category.

1. Select **Enrollment Center**
2. Select **Shop by Product**
3. Choose your desired product category

- ❖ Once you have selected your product category, click through to your desired provider and package. Please follow the same steps outlined for Shop by Provider for completing your enrollment.

**Audi Intelligence Enrollment Center Inventory Dealer Settings**

**Products**

- Inventory Syndication
- Bundle
- Chat & Text (SMS)
- Digital Advertising
- Digital Retailing
- E-Coupon Tools
- Financing Tools
- Lead Reanimation
- Multi-Point Inspection
- Online Service Scheduling
- Reputation Management
- Technician Video Walk Around
- Trade-In Tools
- Vehicle Merchandising
- Video Lead Response

**Trade-In Tools**

Car & Driver

**Trade-In Range**

The Car and Driver shopping tools seamlessly integrate renowned names in the automotive industry: Car and Driver, the highly respected consumer-facing brand, Black Book, the industry's most reliable source for trade appraisals among dealers, and Equifax, one of three major credit bureaus. Our straightforward and efficient processes offer consumers a trusted experience that empowers them to gain insight into their vehicle's equity or their credit buying power. By utilizing these services, shoppers become more willing to engage, allowing dealers to initiate conversations with their customers through a trusted and reliable experiences.

+	\$0.00	One Time Fee
	<b>\$175.00</b>	
Select Solution		

**Trade-In Range and Credit Score**

The Car and Driver shopping tools seamlessly integrate renowned names in the automotive industry: Car and Driver, the highly respected consumer-facing brand, Black Book, the industry's most reliable source for trade appraisals among dealers, and Equifax, one of three major credit bureaus. Our straightforward and efficient processes offer consumers a trusted experience that empowers them to gain insight into their vehicle's equity or their credit buying power. By utilizing these services, shoppers become more willing to engage, allowing dealers to initiate conversations with their customers through a trusted and reliable experiences.

EVERYTHING INCLUDED IN TRADE-IN RANGE, PLUS:

+	\$0.00	One Time Fee
	<b>\$300.00</b>	
Select Solution		

## Enrollment Center

### DEALER - PRODUCT CONFIRMATIONS

Once a dealer selects their intended product(s), they will receive a "**Confirmation**" e-mail, followed by an "**Activation**" e-mail once the provider confirms the solution is live.

<b>From:</b>	<notifications@unitedigital.com>
<b>Sent on:</b>	Wednesday, February 7, 2024 12:37:46 AM
<b>To:</b>	Technology Team <dev@unitedigital.com>
<b>Subject:</b>	QA - AOA New Dealer Enrollment

New Dealer Enrollment	
<b>NEW DEALER ENROLLMENT</b>	
Dealer:	Test Dealer Code
Dealer Code:	Test
Enrolled By:	Mimi Testing
Enrolled By Email Address:	mimi@unitedigital.com
Enrolled By Phone:	123-456-7890
Package:	Vendor A - Chat VendorA - Chat - Product1
Package Id:	920ea8af-165a-4b71-ac1d-1c64f297c8e1
Package Price:	\$500.00
Additional Spend:	
Enrollment Id:	b4bba460-71f3-4788-702c-08dc2775000d
Enrollment Status:	Pending Activation
Enrollment Date:	Wednesday, February 7, 2024
Activation Date:	
Cancellation Date:	
Termination Date:	