JLR

Dealer.com
by Cox Automotive

Jaguar Land Rover

DIGITAL CERTIFIED MARKETING PACKAGES

126% more engagement with personalized content.[1]

Dealer.com
by Cox Automotive

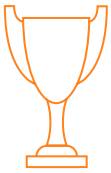
JAGUAR LAND ROVER PRICING

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.

"We tried smaller vendors, but needed to think bigger. Dealer.com has the capability to help us do that. We're seeing measurable results, more flexibility, and more consistency across our entire digital strategy."

– Demetrius Moore,
Marketing Manager, Ramey Auto Group



2022 & 2021
AWA Award:

Digital Retailing – Cox Automotive Digital Retailing

2021 Dealers'
Choice Awards:

New Vehicle Leads (Gold)
Digital Marketing (Gold)
Website (Diamond)
Mobile Media (Gold)

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

2x
More leads submitted[1]

3x
More VDP views[1]

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

3.8x
More VDP views[3]

2.7x
More visits[3]

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

43%
More website visits[2]

56%
More VDP views[2]

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

28%
increase in deals with a credit application[4]

48%
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 a Dealer.com study of 9,342 dealers who subscribed to Experience Optimization (EO) over a six-month period of January – June 2023. We compared visits where shoppers were exposed to personalized content versus non-personalized content.
2. Based on Dealer.com study comparing organic traffic performance of 2,974 franchise dealerships using Core SEO to 498 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 (June to August 2023).
3. Average performance of 391 dealers using paid search and retargeting channels vs. 133 using paid search, display, retargeting, Facebook, and Premium SEO. January – June 2023.
4. Google Analytics (Dealer.com Aggregate Account) Jan. – Jun. 2023.
5. Cox Automotive Product Analytics. Accelerate My Deal Lead to Close Analysis using VinSolutions sales data. Data from Jan to June 2023. Analysis performed August 2023.

Website Packages

Jaguar Land Rover
Digital Storefront Packages

	PERFORMANCE *MSRP: $2790/mo.* *JLR Dealer Prices:* *Jaguar: $2059/mo.* *Land Rover: $2184/mo.**	PERFORMANCE PLUS *MSRP: $4657/mo.* *JLR Dealer Prices:* *Jaguar: $3299/mo.* *Land Rover: $3424/mo.**	PERFORMANCE PLATINUM *MSRP: $6627/mo.* *JLR Dealer Prices:* *Jaguar: $4799/mo.* *Land Rover: $4924/mo.**
PERFORMANCE			
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	✓	✓	✓
5-Star Review Syndication	✓	✓	✓
MARKETING AND MERCHANDISING TOOLS			
Single Cox Login	✓	✓	✓
Page Design and Editor	✓	✓	✓
Heatmap & Widget Map Visualizations	✓	✓	✓
Specials Campaign Manager	✓	✓	✓
Incentives Management and Syndication	✓	✓	✓
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	✓	✓	
WEBSITE SERVICES / PARTNERSHIP AND SUPPORT			
Core Search Engine Optimization	✓		
Performance Manager	✓	✓	✓
Reactive Website Services	✓	✓	✓
PERFORMANCE PLUS			
Video SmartSites—Automated Inventory Videos		✓	✓
OEM Compliance Submission		✓	✓
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			✓

All JLR dealer prices include $100 for required JLR OEM Compliance Service.
$1500 of the Performace Platinum Package is co-op eligible for SEO services.
**All Land Rover website packages include the House of Brands Platform Integrations and Enhancement Feature.*

A Dealer.com Performance Website delivers 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.

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.

Product Name	CPO/PRE-OWNED + SERVICE WEBSITE SOLUTION* *$1659/mo.*	SERVICE-ONLY WEBSITE SOLUTION* *$799/mo.*
Base Website	✓	
Non-Inventory Website		✓
Mobile-First Website	✓	✓
Incentives Manager	✓	
Website Accessibility Solution	✓	✓
MyCars™	✓	
Experience Optimization	✓	✓
Video Streaming Toolkit	✓	
Inventory Exports – 3	✓	
Call Tracking - 6 lines (3 Website lines and 3 MobileWebsite lines) w/ Call Recording – 1500 mins	✓	
Call Tracking - 3 lines (3 Mobile & Desktop lines) w/ Call Recording – 1000 mins		✓
OEM Website Compliance	✓	✓
Performance Manager	✓	✓
Dealer.com and Cox Automotive	✓	✓
Analytics	✓	✓
Specials Campaign Manager	✓	✓
Inventory Lifecycles	✓	
ControlCenter	✓	✓
PageBuilder with Device – Specific	✓	✓
Customization	✓	✓
Design Editor	✓	✓
HTTPS Encryption	✓	✓
nGauge Quality Scoring System	✓	✓

**Packages only available for certified pre-owned (CPO) or Service-Only (ACPO+) designated Jaguar retailers*

Dealer.com by Cox Automotive

JAGUAR LAND ROVER PRICING

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

Accelerate My Deal Elite
$1799/month

Includes all features of Accelerate My Deal Core with additional in-store support.

Support includes: Performance Management, which features 1) a 3 hour training within 3 weeks of launch, 2) a virtual performance call every 45 days, and 3) retraining and process improvement consultations every 60 days.

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.

Standard SEO*
$659/month

Standard SEO with Reputation Management
$899/month

Advanced SEO
$999/month

Advanced SEO with Reputation Management
$1299/month

Premium SEO
$1919/month

Premium SEO with Reputation Management
$2099/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

Standard Content & Creative*
$539/month

Advanced Content & Creative
$1119/month

Premium Content & Creative
$1479/month

Marketing Bundles

Premium Marketing Solution Bundle
$3299/month

Advanced Marketing Solution Bundle
$2939/month

Cookie Compliance

Dealers face many challenges posed by the intricate regulatory landscape. Dealer.com is dedicated to offering comprehensive compliance solutions that ease the burden for our clients as they strive to adhere to evolving laws. Compliance Protection is an easy to implement solution that supports state privacy laws and provides shoppers an interface to manage cookie preferences when visiting the dealership website while Compliance Protection Plus is more comprehensive and supports state privacy regulations, cookie management, advance accessibility remediations and assurance coverage.

Compliance Protection
$49/month

Compliance Protection Plus
$749/month

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

Custom Video

Engage your website visitors more efficiently and effectively than ever before with the new Dealer.com Custom Video solution. Each month, we'll work with you to create compelling, custom videos based on your dealership's goals—from unique special offers, to incentives, inventory and events. Professionally produced and fully integrated into your website and complete digital marketing solution, your custom videos will bring your customer engagement and your unique dealership brand to the next level.

Must have a website with Dealer.com | **For dealerships with CDK DMS, the monthly cost for Review Generation is $449/month, and the cost for the Reputation Management and Review Generation bundle is $699/month. For dealerships with another non-Dealertrack DMS, the cost for Review Generation is $449/month, and the cost for the Reputation Management and Review Generation bundle is $699/month. | *$100 off-platform increase*

Standard Custom Video
$1099/month

Advanced Custom Video
$1399/month

Premium Custom Video
$1799/month

Custom Video Footage Capture*
One-time fee of $4000 per branded shoot

Review Generation

$449/month
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.

Reputation Management

$329/month
Dealer.com offers dealers a coordinated consumer review and response management solution that reinforces your customer service commitment online, strengthens local SEO, and delivers valuable content you can use to attract additional shoppers.

Reputation Response Specialists monitor and respond to all reviews (both positive and negative), in lockstep with established dealership processes. Our solution combines coordinated third-party review response management, Google My Business review optimization, and dealer website syndication—with your best reviews showcased on your website. These combine to deliver consistent, high quality interactions with all dealership customers across all profit centers.

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, $639/month off-platform

Advanced Social (with Reputation Management)
$799/month, $919/month off-platform

Premium Social (with Reputation Management)
$1199/month

Additional Social Boosting
$269/month, ($69 fee + $200 in Boosting)

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, $229 Platform 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, $229 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*
$1650 minimum fee, plus 8% of spend up to $2499, $229 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.

Connected Video
22% of spend, $299 Platform Fee
Dealer.com delivers hyper-targeted video ads to in-market shoppers wherever they browse and consume video content online, using exclusive business intelligence only available through Cox Automotive. Attract, engage, and convert these valuable audiences browsing video content across Connected TV and web-based video channels.

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 Advertising with Creative
$999/month

Advanced Custom Video for Advertising
$1399/month

Premium Custom Video for Advertising
$1799/month

Video Advertising Flighting***
Additional $299/month

On-Site Video Capture
$4000 per dealership visit

**Must have a website with Dealer.com | **For dealerships with CDK DMS, the monthly cost for Review Generation is $599/month, and the cost for the Reputation Management and Review Generation bundle is $899/month. For dealerships with another non-Dealertrack DMS, the cost for Review Generation is $569/month, and the cost for the Reputation Management and Review Generation bundle is $869/month. | ***Must be purchased with Custom Video service | ****2021 TAG Certified Against Fraud Seal for 4 consecutive years*

Dealer.com
by Cox Automotive

JAGUAR LAND ROVER PRICING

WEBSITES

Performance Foundation
Jaguar: $1659/month
Land Rover: $1784/month*

Performance Package
Jaguar: $2059/month
Land Rover: $2184/month*

Performance Plus
Jaguar: $3299/month
Land Rover: $3424/month*

Performance Platinum
Jaguar: $4799/month
Land Rover: $4924/month*

DIGITAL RETAILING

Accelerate My Deal Core**
$1099/month

Accelerate My Deal Elite**
$1799/month

Cox Automotive Digital Retailing Inventory Integration
$499/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 SEO with Reputation Management
$899/month

Advanced SEO with Reputation Management
$1299/month

Premium SEO with Reputation Management
$2099/month

Standard Local SEO
$229/month

Advanced Local SEO
$959/month

Premium Local SEO
$1149/month

Premium SEO and Advanced Local SEO
$2699/month

Review Generation & Reputation Management

Review Generation***
$449/month

Advanced Reputation Management
$329/month

Dealership Review Integration
$199/month

Review Generation + Reputation Management***
$699/month

Content & Creative

Standard Content & Creative
$539/month

Advanced Content & Creative
$1119/month

Premium Content & Creative
$1479/month

Fixed-Ops Content & Creative
$549/month

Custom Video Footage Capture***
$4000/branded shoot

Managed Social

Standard Social***
$539/month

Advanced Social
$799/month

Premium Social***
$1199/month

Social Boosting
$269/month,
($69 fee + $200 in boosting)

Integrated Digital Solution Bundle
(Prem. SEO & Adv. Content & Creative, $2499/month)

Compliance Protection
$49/month

Compliance Protection Plus
$749/month

Premium Marketing Solution Bundle
$3,299/month

Advanced Marketing Solution Bundle
$2,939/month

ADVERTISING

Advertising Packages

Standard Package
22% of spend, $299 minimum fee
$229 Platform Fee

Advanced Package
22% of spend, $650 Minimum Fee,
$229 Platform Fee

Premium Package
$1650 minimum fee, plus 8% of spend up to $2499, $229 Platform Fee

Video Advertising

Dealer.com Turnkey Video****
$999/month

Advanced Custom Video for Advertising****
$1399/month

Premium Custom Video for Advertising****
$1799/month

Video Advertising Flighting Additional****
$299/month

Other Advertising

Custom Ad Creative****
$200/hour

**All Land Rover website packages include the House of Brands Platform Integrations and Enhancement Feature. | **$100 off-platform increase*
****For dealerships with CDK DMS, the monthly cost for Review Generation is $449/month, and the cost for the Reputation Management and Review Generation bundle is $699/month. For dealerships with another non-Dealertrack DMS, the cost for Review Generation is $449/month, and the cost for the Reputation Management and Review Generation bundle is $699/month. | ****Must have a website with Dealer.com*

A LA CARTE PRODUCTS

Advanced Composer
$299/month

Toll-free Call-Tracking
1 line/200 mins – $79.00
3 lines/500 mins – $99.00
10 lines/1000 mins – $179.00
50 lines/2500 mins – $299.00
300 lines/3000 mins – $399.00
300 lines/6000 mins – $599.00

Mobile Lot Capture
$149/month

Photo Overlays
$149/month

Unlimited Exports
$199/month (Autotrader Basic Listing and CarFax Integration included in Core)

Video Package
$499/month

Window Stickers
$69/month

Domains
$3/month

Smart Blog with User Reviews
$79/month

Custom Header
$249 one-time fee

Review Generation (On or Off Platform)

JLR 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)

JLR 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