



# 360.AGENCY

## VOLKSWAGEN CANADA CERTIFICATION PROGRAM

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



## SOLUTIONS INCLUDED IN ALL PACKAGES



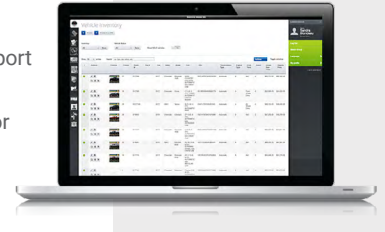
### XMS Pro 360

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



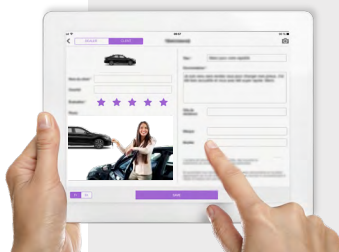
### XMS 360

- 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.

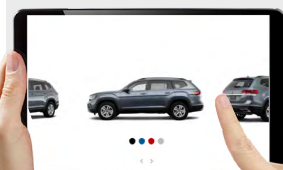
Integration with Google analytics, Google adwords, FB API, XMS Pro 360, CRM 360, Google My Business, LinkedIn, Bing, YouTube, Spotify, NetMedia 360, Fidelitix.



### PIX 360 Colorized

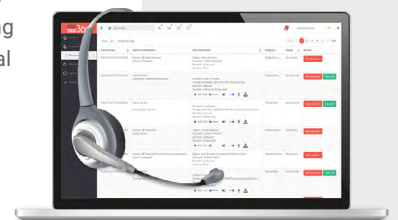
virtual collection of new vehicles:

- 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 numbers with Phonetrack 360 Lite access. (500 minutes, tracking & recording included + \$25 for each additional 500 minutes).



# SOLUTIONS AVAILABLE DEPENDING ON PACKAGE

## PACKAGE LEGEND:

● Included in the Base package ● Included in the Premium package ▼ Included with conditions ○ Available as a paid option

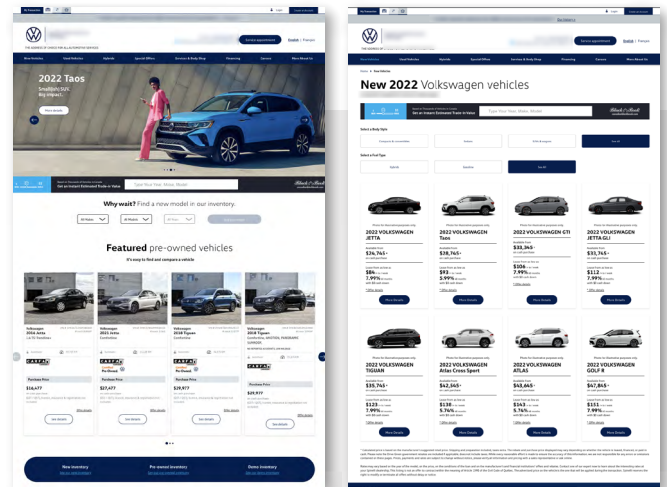
## Design & Programming\* ● ●

*Certain conditions apply*

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

**Premium:** Design created for a dealership or a group of dealerships with image customization including brand requirements.

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



## SSL Certificate ● ●

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

**Premium** Includes HTTPS protocol for increased data transmission security.

## Blog Starting Package ● ●

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



## Dedicated Account Manager ● ●

Your personal advisor for the support of your website and your offensive marketing projects. *(Charges may apply).*

**Base package:** Help Desk

**Premium package:** Dedicated Account Manager

# INCLUDED IN PREMIUM

POSSIBILITY OF À LA CARTE ADD-ONS WITH OTHER PACKAGES

## PACKAGE LEGEND:

● Included in the Base package ● Included in the Premium package ▼ Included with conditions ○ Available as a paid option

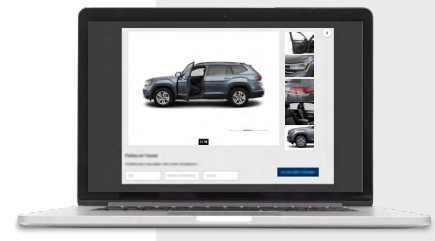
### Custom Content ○ ●

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



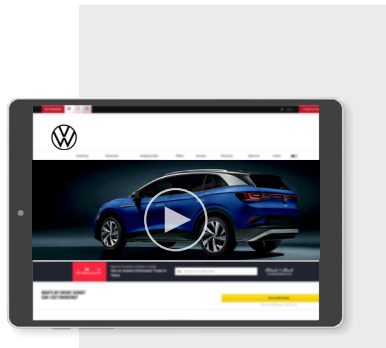
### PIX 360 High Res ○ ●

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



### Video Slideshow ●

Option of including video in carousel section of homepage design.



### PIX 360 Virtual Tour ●

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



### PAYMENT 360 ○ ● Lease and finance calculation

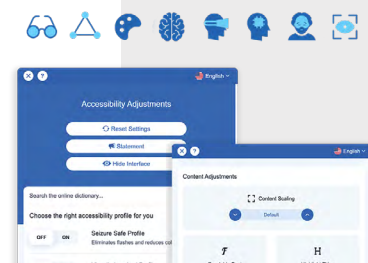
Tool for managing manufacturer programs and discounts on the new vehicle catalog.

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



### ACCESS 360 ○ ●

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



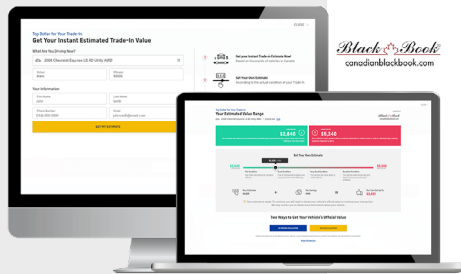


## AVAILABLE OPTIONS (ADD-ONS):



### SHOWROOM-V2

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



### TRADE 360

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

#### + Creative Website Services

Coupon, Header, Promos...

#### + Additional Content

News, testimonials...

#### + Email Hosting

Per 25 addresses bundle

#### + LiveChat plug-in

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

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

#### + Third Party Digital Integration

#### + PBS Integration

#### + EasyDeal 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 \$1 099	PREMIUM \$1 699
Solutions included in all packages: <b>XMS PRO 360   XMS 360   XMS MOBILE 360  </b> <b>XMS REVIEW 360   DASH 360   PIX 360 COLORIZED  </b> <b>Pre-Owned, New and Certified Cars   PHONETRACK 360 LITE</b>		✓	✓
 <b>Design and Programming</b>		Premium templates	Custom Design
 <b>Blog Starting Package</b>		3 Generic Articles	3 Exclusive Articles
 <b>Dedicated Account Manager</b>		Help Desk	✓
 <b>SSL Protocol</b>		<b>\$35</b> per site/per month +\$250 Installation fee	✓
 <b>PIX 360 High Res + PIX 360 Virtual Tour</b>		-	✓
		-	
 <b>Custom Content</b>		À la carte	✓
 <b>Video Slideshow</b>		-	✓
 <b>ACCESS 360</b>		À la carte	✓
 <b>PAYMENT 360</b>		<b>\$150</b> per site/per month	✓

## OTHER AVAILABLE OPTIONS (À la carte)

	<b>TRADE 360</b> (Stand alone)	<b>\$399</b> per site/per month (Add-on) +\$500 Upfront Investment		<b>SHOWROOM 360 - V2</b> New Cars	<b>\$600</b> per site/per month +\$1,500 Upfront Investment
	<b>TRADE 360</b> (with SHOWROOM 360-V2)	<b>\$300</b> per site/per month +\$500 Upfront Investment		<b>SHOWROOM 360 - V2</b> Pre-Owned Cars	<b>\$250</b> per site/per month +\$1,500 Upfront Investment
<b>Digital Advertising</b>		<b>Per Budget</b> (Minimum budget: \$1,000/month)	<b>Additional Content</b>		À la carte
<b>Creative Website Services</b>		À la carte	<b>Third Party Digital Integration</b>		À la carte
<b>Email Hosting</b>		<b>\$35</b> per month +\$250 Upfront Investment	<b>PBS Integration</b>		<b>\$50</b> per site/per month
<b>Google Review and Dynamic Google Map Integration</b>		<b>\$89</b> per site/per month	<b>EasyDeal Integration</b>		<b>\$50</b> per site/per month
<b>Third Party Digital Retailing Integration and Support</b>		<b>\$99</b> per site/per month No Upfront Investment	<b>LiveChat plug-in</b>		<b>\$50</b> per site/per month