



360.AGENCY

VOLKSWAGEN CANADA CERTIFICATION PROGRAM

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



PRODUCT OFFERINGS	Bronze \$1,723	Silver \$2,373	Gold \$3,173
Digital Retailing			
New inventory digital retailing tool <i>SHOWROOM 360 (new vehicles)</i>	✓	✓	✓
Used inventory digital retailing tool <i>SHOWROOM 360 (used vehicles)</i>	✓	✓	✓
Customer Account Creation <i>SHOWROOM 360</i>	✓	✓	✓
Credit card deposit <i>SHOWROOM 360</i>	✓	✓	✓
Online trade-in value estimator <i>TRADE 360 (with SHOWROOM 360)</i>	✓	✓	✓
CRM 360 LITE <i>Lite version of CRM 360</i>	✓	✓	✓
New Vehicles Lineup / Build & Buy Configuration Tool <i>(SHOWROOM 360)</i>	\$150/Month	\$150/month	✓
Dealer Website			
Homepage Design <i>Compliant with brand guidelines and styleguide</i>	Generic template	High-end template(s)	Personalized modules
Homepage Carousel <i>Maximum of 3 banners included or option to display 1 video</i>	✓	✓	✓
OEM Promotions <i>Event incentives in the homepage carousel and special offers sections</i>	✓	✓	✓
SEO Content + Blog Package (Up to 3) <i>Visible on the homepage and most internal pages</i>	Generic content	Generic content	Personalized content
In-House Offers <i>Migration of dealer promos in the special offers section</i>	✓	✓	✓
Bilingual website (French & English)	✓	✓	✓
Brand Compliance Pages <i>Pages required by the brand</i>	✓	✓	✓
Additional Pages <i>Page requested by the client</i>	N/A	3 included	5 included
Feedback & Corrections <i>Time allocated for feedback during design approval</i>	N/A	1 weeks	2 weeks

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SM360 Suite			
Inventory and content management system <i>XMS PRO 360</i>	✓	✓	✓
Post-installation help center <i>SUPPORT 360</i>	✓	✓	✓
Premium quality Canadian photo gallery <i>PIX 360 COLORIZED</i> (virtual lineup)	✓	✓	✓
High resolution photo gallery & 360° interior and exterior view <i>PIX 360 HIGH RES + VIRTUAL TOUR</i>	\$199/Month	\$199/Month	✓
Manufacturer programs and discounts, lease and finance payment calculator <i>PAYMENT 360</i>	\$99/Month	✓	✓
Digital data dashboard <i>DASH 360</i>	\$399/Month	✓	✓
Call management tool <i>PHONETRACK 360 LITE</i>	à la carte	1 number, 250 mins	3 numbers, 500 mins.
Web accessibility widget <i>ACCESS 360</i>	\$39/month	\$39/month	✓
Digital consent management module <i>PRIVACY 360</i>	\$69/month per site	\$69/month per site	✓
OTHER AVAILABLE OPTIONS (À LA CARTE)			
Call management tool <i>PHONETRACK 360 LITE</i> ●	Bundle A: 1 number 250 minutes \$50 /month	Bundle B: 3 numbers 500 minutes \$100 /month	Bundle C: 6 numbers 1000 minutes \$200 /month
Instant messaging system connected to CRM 360 <i>CHAT 360</i> ●	From \$395/month per site per 0-80 conversations + \$500 installation fee		
Professional inventory photos application <i>Pixel Guru (Used car)</i> ●	Starting at \$395/month per site		
Configure email addresses on your domain name <i>Email Hosting</i> ●	\$35/month per 25 address bundle + \$250 installation fee		
APIs & Integrations			
Google API (maps and reviews) ●	\$89/month per site		
3rd Party Digital Retailing Integration & Support ●	\$99/month per site		
PBS Integration ●	\$50/month per site		
EasyDeal Integration ●	\$50/month per site		
vAuto Real-Time Pricing Integration ●	\$25/month per site		
Additional Vehicle Import Feed (excludes Pixel Guru) ●	\$50/month per site		
Additional Vehicle Daily Import ●	\$7/month per site		
AutoVerify Integration ●	\$99/month per site		
AVA Auto Integration ●	\$99/month per site + \$250 installation fee		

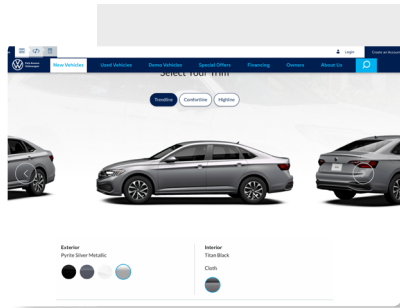
● On program ● Off program

PRODUCTS FEATURES



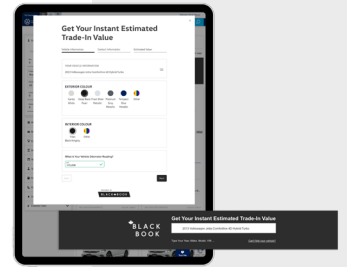
SHOWROOM 360

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



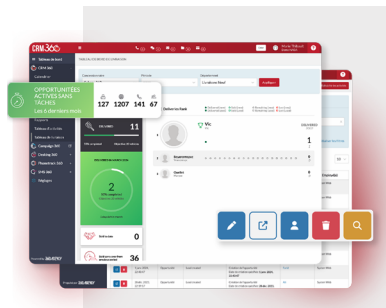
TRADE 360

Online Trade-In Estimator with Canadian Black Book integration..



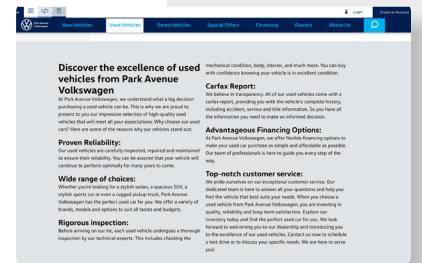
CRM 360 LITE

Ensure efficient management and optimal business development with a single centralized platform.



SEO CONTENT

Visible on home page and most internal pages.
Content type depends on package.



Blog starting package

Generic articles for activating the news section of your website.
(personalized articles available with Gold Package.)



Support 360

The support teams at 360.Agency are 100% available to assist you on a daily basis and answer your questions. Available 24 hours a day, 7 days a week.



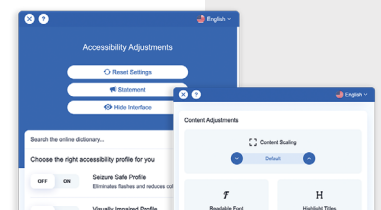
XMS PRO 360

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



ACCESS 360

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



PRODUCT FEATURES

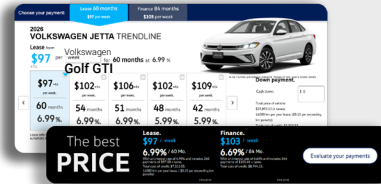


PAYMENT 360

Lease and finance calculation

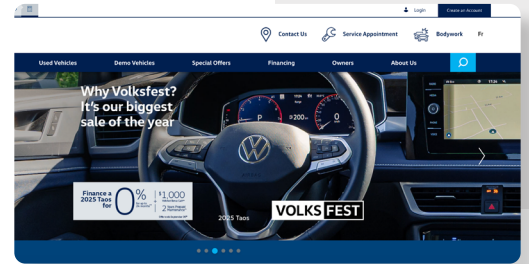
Tool for managing manufacturer programs and discounts on the new vehicle catalog.

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



OEM Promotions

Event incentives in the homepage carousel and special offers sections



Privacy

The perfect module for managing user consent on your website, ensuring data privacy.



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.



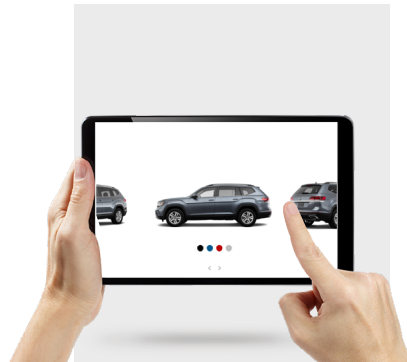
PIX 360

virtual collection of new vehicles:

PIX 360 COLORIZED
(New Car virtual lineup)
Premium quality Canadian photo gallery

PIX 360 High Res (New Car)
Virtual 360° interior and exterior view

PIX 360 VIRTUAL TOUR
(New Car virtual lineup)



PHONETRACK 360 LITE

Capitalize on your opportunities by efficiently managing your calls.

