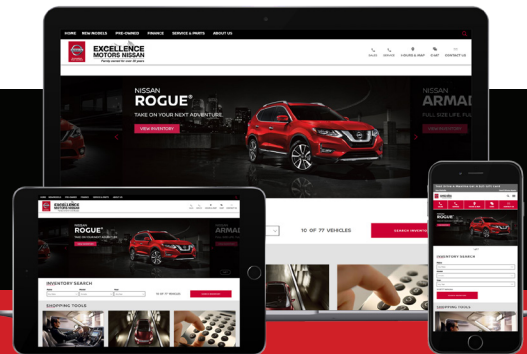


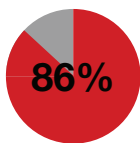


Innovation that excites

WELCOME TO THE NISSAN DEALER WEBSITE PROGRAM

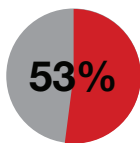


Elevate your digital marketing strategy by enrolling now in the Nissan Dealer Website Program. This exciting, new innovative program provides a robust set of integrated solutions that will help you attract, convert and retain customers for your dealership.



Nearly 86 percent of shoppers would choose a dealership with Online Retailing features over another one.

Source: CDK Market Research, 2017



Shoppers who receive a personalized online experience view 53 percent more inventory.

Source: CDK Business Intelligence, 2017



New CDK Websites give dealerships 3 times better content recognition by Google.

Source: CDK Business Intelligence, 2017

FEATURES AND BENEFITS

Mobile-First Responsive Design

Ensure that consumers get a consistent, great experience at your digital showroom, no matter what device they choose to use.

Advanced SEO

Own the Search Engine with advanced platform Search Engine Optimization (SEO) and ongoing SEO services delivered by a skilled SEO Specialist.

Data Integrations

Capitalize on unique integrations to make your digital showroom more powerful than ever, including exclusive integrations for inventory and incentives.

Beautiful Designs

Choose from multiple beautiful designs, which look great and are Nissan compliant.

Content and Flexibility

Benefit from syndicated Nissan content to create alignment with the Nissan brand message while still having the flexibility to differentiate your dealership.

Online Retailing

Empower customers to create their deal online – customizing payments and exploring payment options – and seamlessly continue their purchase in person at the dealership.

Personalization

Deliver rich, relevant content that is tailored in the moment to your consumer's preferences – like Amazon and other leading retailers.

Audience Insights and Analytics

Gain insight into how your new makes and models, website content and creative are working.

Digital Marketing Expertise

Leverage the industry's largest team of digital specialists to develop and execute a winning strategy with the marketing expertise of an Account Advocate, the specialists that support CDK ProCare Service and your Nissan Digital Marketing Consultant.

**YOUR NEW NISSAN DEALER WEBSITE PROGRAM:
DEVELOPING RELATIONSHIPS, NOT JUST CUSTOMERS.**

To learn more, visit www.nissandigitalmarketing.com or call your Nissan Digital Marketing Consultant.