

**Digital Marketing Performance  
Assessment and Optimization**  
**(Confidential - For Program Use Only)**



**DESCRIPTION OF PROGRAM ENGAGEMENT**

<p><b>Demonstration</b></p>	<p>MAX Digital will conduct a 1 hour demonstration of The MAX Digital Suite of Products</p>
<p><b>On-board/Inventory Analysis</b></p>	<p>Dealer will be given the choice of either moving forward with the program, or engaging with us in an Inventory analysis</p>
<p><b>Inventory Analysis Assessment (Optional)</b></p>	<p>MAX Digital will receive a current inventory run to analyze. Assessment review meeting will be conducted with the dealer.</p>
<p><b>Recommendations</b></p>	<p>MAX Digital will schedule a one hour results review meeting with dealer. If dealer signs up after the demonstration and does not participate in the Inventory analysis, the implementation meeting will outline the launch plan.</p>
<p><b>Installation</b></p>	<p>Phase 1: Focused on collecting all the critical technical information required to 1) appropriately configure both the inventory and digital software applications, and 2) integrate with existing systems such as Dealer Management System (DMS), Webhost(s), and Customer Relationship Management (CRM).</p> <p>Phase 2: Once the technical information gathering is complete, Phase 2 is executed by MAX implementation specialists until the work of configuring the software and setting up the integrations is completed and verified by You or Your team.</p> <p>Phase 3: Involves a comprehensive series of tests and checklists to verify that the system has been set up correctly and data is moving seamlessly between all required systems.</p> <p>Phase 4: Once all system settings and data feeds are confirmed, Phase 4 focuses on training by MAX's launch team. This team teaches the key users (Used Car Manager/Director, Internet Manager/Director, BDC, and General Manager) on the functions that will be most critical to each role.</p>
<p><b>Commitment</b></p>	<p>Program investment is paid monthly with a 12 month term.</p>
<p><b>Costs</b></p>	<p>MAX Digital offers a variety of program options based on the individual dealer needs. The monthly investment ranges from \$499.00 a month (base package) with a one-time setup of \$500.00, up to our Platinum package \$1,999.00 per month there is also a one-time setup of \$1,500.00. 12 month terms apply.</p>
<p><b>Performance</b></p>	<p>Partner will provide Monthly reviews of dealer performance specifically focused on inventory performance providing ongoing coaching.</p>