



360.AGENCY

NISSAN CANADA CERTIFICATION PROGRAM

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



SOLUTIONS INCLUDED IN ALL PACKAGES

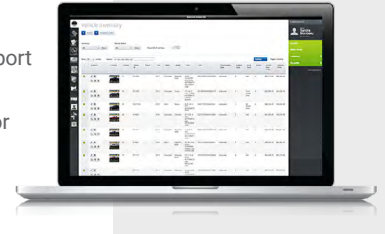
XMS Pro 360

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



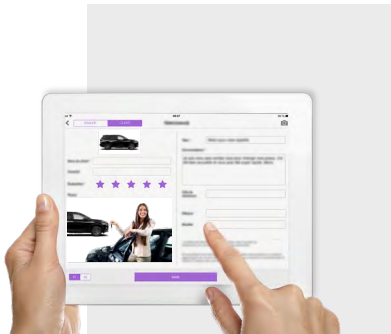
XMS 360

- 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.)



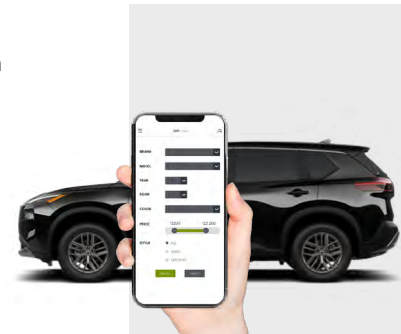
XMS Review 360

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.



SSL Certificate

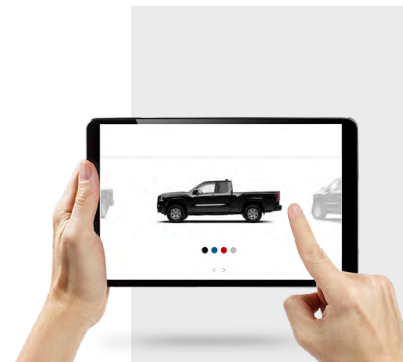
Security technology (HTTPS protocol) to establish an encrypted connection. Support and license included.

Preferred and Premium Includes HTTPS protocol for increased data transmission security.



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.



SOLUTIONS AVAILABLE DEPENDING ON PACKAGE

PACKAGE LEGEND:

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

Design & Programming* ● ● ●

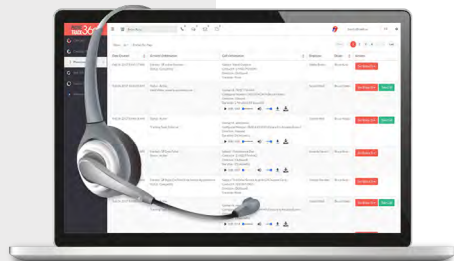
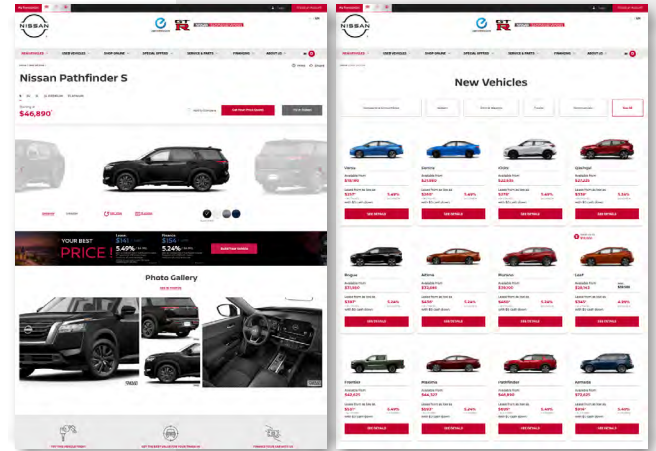
Certain conditions apply

Base: Generic template incorporating the brand requirements.

Preferred: High-end template created specifically to meet 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.



PHONETRACK 360 LITE ● ● ●

Base: 1 1-800 or local phone number. (Including 250 minutes and call recording + \$25 for each additional 500 minutes).

Preferred and Premium: 6 1-800 or local phone numbers. (Including 500 minutes and call recording + \$25 for each additional 500 minutes).

Blog Starting Package ● ● ●

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



INCLUDED IN PREMIUM

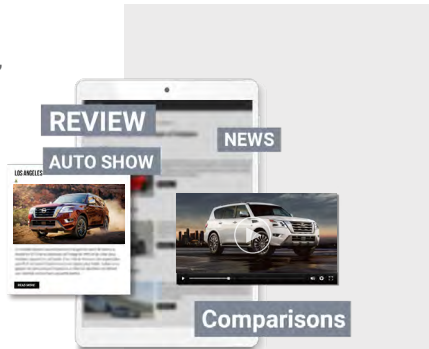
POSSIBILITY OF À LA CARTE ADD-ONS WITH OTHER PACKAGES

PACKAGE LEGEND:

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

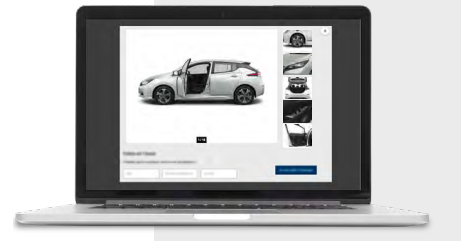
Custom Content ○ ○ ●

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



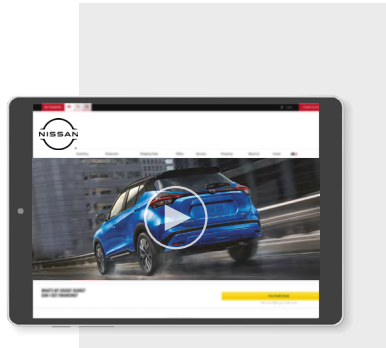
PIX 360 High Res ○ ○ ●

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.

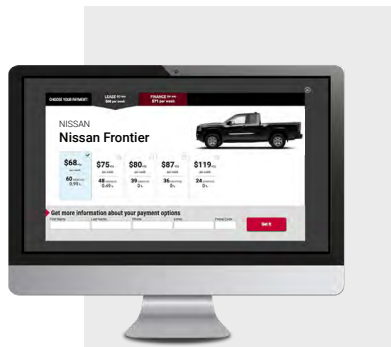


PAYMENT 360 ○ ○ ●

Lease and finance calculation

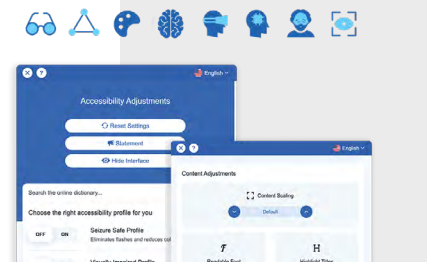
Tool for managing manufacturer programs and discounts on the new vehicle catalog.

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.

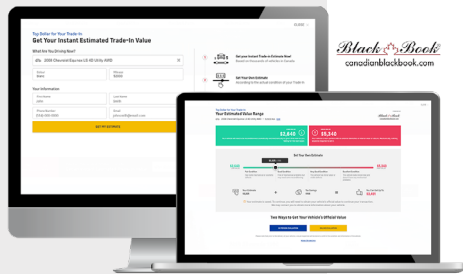


AVAILABLE OPTIONS (ADD-ONS):



SHOWROOM 360-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...

+ Third Party Digital Retailing Integration and Support

+ Third Party Digital Integration

+ AutoVerify Third Party Widget Integration and Support

+ Email Hosting

Per 25 addresses bundle

+ LiveChat plug-in

+ Additional Vehicle Import Feed

+ XMS 360 - Additional Vehicle Daily Import

+ XMS 360 - Real-Time V-Auto Price Update

+ PBS Integration

+ EasyDeal Integration

+ Google Review and Dynamic Google Map 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 \$1 049	PREFERRED \$1 299	PREMIUM \$1 799
Solutions included in all packages: XMS PRO 360 XMS 360 XMS MOBILE 360 XMS REVIEW 360 DASH 360 PIX 360 COLORIZED Pre-Owned, New and Certified Cars SSL Protocol		✓	✓	✓
 Design and Programming		Generic template	High-end templates	Personalized design
 PHONETRACK 360 LITE		1 number 250 minutes	6 numbers 500 minutes	6 numbers 500 minutes
 Blog Starting Package		3 Generic Articles	3 Generic Articles	3 Exclusive Articles
 PIX 360 High Res + PIX 360 Virtual Tour		\$199 per site/per month	\$199 per site/per month	✓
		-	-	
 Custom Content		À la carte	À la carte	✓
 Video Slideshow		-	-	✓
 ACCESS 360		\$39 per site/per month +\$250 Installation fee		✓
 PAYMENT 360		\$150 per site/per month No Upfront Investment	\$150 per site/per month No Upfront Investment	✓

OTHER AVAILABLE OPTIONS (À la carte)

	TRADE 360 (Stand alone)	\$399 per site/per month (Add-on) +\$500 Upfront Investment		SHOWROOM 360-V2 New Cars	\$675 per site/per month +\$1,500 Upfront Investment
	TRADE 360 (with SHOWROOM 360-V2)	\$300 per site/per month +\$500 Upfront Investment		SHOWROOM 360-V2 Pre-Owned Cars	\$350 per site/per month +\$1,500 Upfront Investment
	Additional Vehicle Import Feed	\$50 per site/per month	PBS Integration		\$50 per site/per month
	XMS 360 Additional Vehicle Daily Import	\$7 per site/per month/per daily additionnal publication	EasyDeal Integration		\$50 per site/per month
	XMS 360 Real-Time V-Auto Price Update	\$25 per site/per month	Third Party Digital Retailing Integration and Support		\$99 per site/per month No Upfront Investment
Google Review and Dynamic Google Map Integration		\$89 per site/per month	Third Party Digital Integration		À la carte
Digital Advertising		Per Budget (Minimum budget: \$1,000/month)	AutoVerify Third Party Widget Integration and Support		\$99 per site/per month
Creative Website Services		À la carte	Email Hosting		\$35 per month +\$250 Upfront Investment
Additional Content		À la carte	LiveChat plug-in		\$50 per site/per month