Program Overview

The INFINITI Retailer Digital Marketing Program (IRDMP) offers INFINITI Retailers increased options and flexibility in certified Provider offerings at discounted prices. IRDMP includes digital solutions, integrations, tagging, and support aimed at enhancing visibility and performance. Through IRDMP, Retailers can access new designs and platform-agnostic support to achieve your digital goals.

The program includes partnerships with INFINITI vetted and certified Websites, Digital Advertising, Chat/SMS, E-Commerce and Reputation Management solutions.

- PROVIDER COLLABORATION, STRATEGY & PRODUCT INTEGRATION
- INFINITI BRAND CREATIVE & COMPLIANCE ALIGNMENT
- LEAD, INVENTORY & BILLING INTEGRATIONS
- DEDICATED VIRTUAL SUPPORT
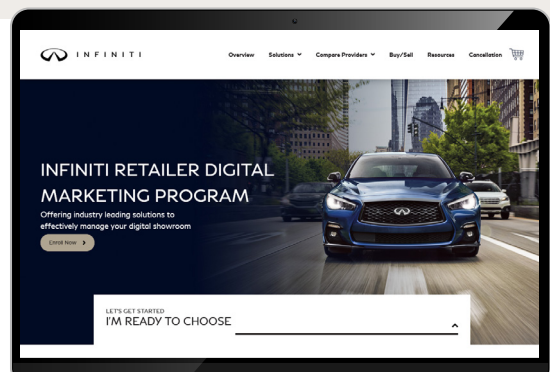- PROPRIETARY TAGGING & DIGITAL PERFORMANCE ANALYTICS

Program Support

With the dedicated INFINITI Technical Strategist (ITS) team, Retailers can consult non-biased experts to ensure they are getting the most out of the IRDMP programs.

To Visit the IRDMP Website, please scan the QR code or visit the INFINITI Enrollment Site at:

http://www. infinitidigitalprogram.com

INFINITI RETAILER DIGITAL MARKETING PROGRAM

Offering industry leading solutions to effectively manage your digital showroom

Enroll Now

LET'S GET STARTED
I'M READY TO CHOOSE
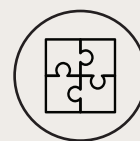
- Digital & E-Commerce Strategy
- Robust Analytics
- Compliance Maintenence
- Customer Journey Design & Optimization
- Dedicated Technical Support
- Provider Coordination
- Lead Management

Access IRDMP information and enrollment materials through NNANet
www.infinitidigitalprogram.com | NNANET > MYLINKS > SALES & MARKETING

NNANet 1

Program Solutions

LEAD MANAGEMENT

Enrolled INFINITI Retailers receive INFINITI Brand Website Leads (INFINITIUSA.com) and INFINITI Event Leads directly to their CRM. Using Certified INFINITI Retailer Website Providers ensures your website leads will be delivered directly to your CRM system. In addition, a participating dealership is eligible to receive INFINITI Third Party Leads.

Enroll in Lead Management

Program Benefits Include:

- Streamlined Lead Reporting
- Improved Third Party Lead Sourcing
- INFINITI Dedicated Support
- Simplified Retailer Certification Program
- Third Party Lead Pricing
- New Training and Curriculum
- Updated Lead Response Time
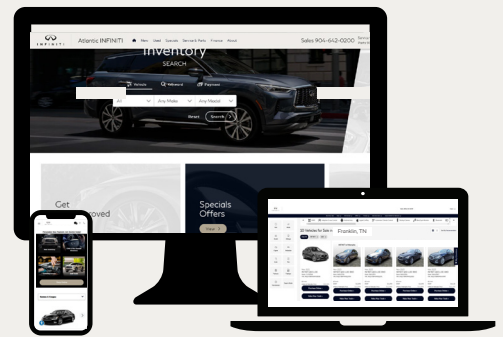- Response Quality Source Update

WEBSITE

Enroll in Website

Your website serves as your digital showroom, representing the first point of contact for the majority of consumers. Considering both desktop and mobile experiences, we've collaborated with four top-notch Website Providers. Each provider offers distinctive features, allowing you to customize your website according to your specific needs and stand out from the competition.

- Seamless desktop and mobile integration
- The latest campaign content
- Offers & Incentives implementation
- Conversion Tool integration
- Compliant inventory imagery

E-COMMERCE

Enroll in E-Commerce

Today's consumers prefer to purchase most products online, and many expect the same buying options when it comes to purchasing a vehicle. Your dealership can help facilitate an online buying experience by using a Certified E-Commerce tool, allowing consumers to complete the entire end-to-end vehicle purchasing process on your dealership website. **The IRDMP offers Retailers five seamless and robust E-Commerce Provider solutions for online retailing, creating a smooth and easy car buying experience.**

- More Leads
- More Sales
- More Appointments
- More Credit Applications

Exclusive INFINITI benefits and seamless Integrations with:

- IRDMP Websites
- Enterprise Lead Management System
- INFINITI Accessories Catalog
- INFINITI Incentives
- INFINITI Financial Services Special and Standard Rates
- Instant Credit Decisioning via Dealer Track
- Reporting in the INSIGHT
- Reporting Dashboard
- T1 Branding and Messaging

CHAT

Enroll in Chat

Through the IRDMP, retailers have the choice of multiple packages through five industry leading Chat & SMS Providers.

Certified Chat tools provide an innovative and user-friendly solution to help potential customers quickly and easily get the information and support they need to make an informed decision. This allows for the successful conversion of leads into sales and provide a better buying experience.

Regardless of the Provider you choose, your website will benefit from:

- Retailer Choice in Provider selection
- Seamless Integrations with INFINITI Website and Leads Solutions
- Streamlined Analytics Reporting in the INSIGHT Analytics Dashboard

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DIGITAL ADVERTISING

INFINITI's Tier 3 Digital Advertising Program is designed to empower Retailers, expand service offerings, and simplify digital marketing efforts by providing INFINITI Retailers with a selection of seven, vetted and Certified Providers.

Each of our Certified Providers guarantee the application of automotive best practices and are aligned with INFINITI's Tier 1 & Tier 2 strategies to ensure efficient spend for your dealership.

> Retailers enrolled with a Certified Provider saw **42%** more qualified visits and **57%** more actions versus Retailers enrolled elsewhere.
> *Jan 2023 - June 2023

Enroll in Digital Advertising

Exclusive INFINITI benefits include:

- Strategic alignment for efficient spend across Tier 1 and Tier 2
- Dedicated support from INFINITI Digital Marketing Consultants
- Comprehensive reporting available in the INSIGHT Dashboard which is accessible via NNA Net

REPUTATION.COM

Online reputation is of critical importance, as it reflects what the public believes to be true about retailers and the INFINITI brand. While control over what INFINITI owners & shoppers share online is limited, there is the ability to influence the amount of reviews generated and provide full control over the responses to them.

Leveraging expert reputation & social media management support takes the vital daily tasks off Retailer hands and allows focus to remain on revenue generating activities. These services ensure that responses are always professional, timely, and supportive of the local INFINITI brand.
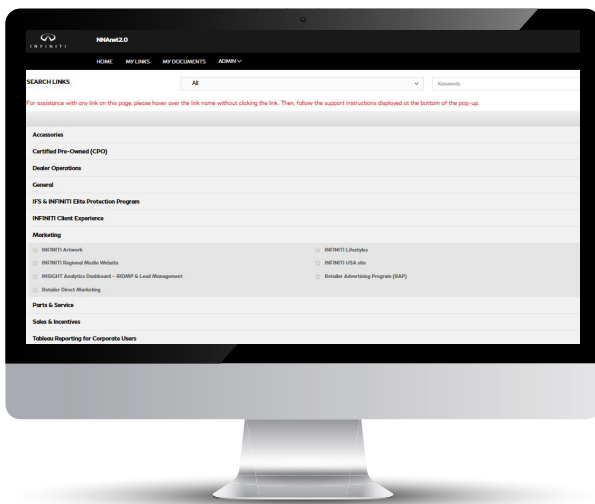
Enroll in Reputation Management

Program benefits include:

- Access to Reputation Dashboard Managing multiple accounts, including social channels
- Assistance and ability to respond to reviews from the dashboard
- Social Media and Google My Business Reputation Management
- Monthly calls to boost Reputation Score

INFINITI INSIGHT Analytics Dashboard

Review certified program metrics and KPIs within the IRDMP INSIGHT Analytics Dashboard. Analyze website performance, leads, sales, and vehicle data in one-user-friendly platform. Customize lead settings, review mystery shop scores, and receive personalized recommendations through monthly calls with our expert ITS team.

Available Reports Include:

Lead / Transaction Data, Website Performance, Benchmark Reports, Mobile Utilization and User Traffic

For Access:

Step 1: Login to NNANet

Step 2: Click on MYLINKS

Step 3: Select SALES & MARKETING

To **Enroll**, please scan the QR code or visit the enrollment site at http://infinitidigitalprogram.com

By signing up with a certified IRDMP vendor, performance metrics and KPIs will be displayed within the INSIGHT Reporting Dashboard.

Access IRDMP information and enrollment materials through **NNANet**
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