

# the Edmunds Program

Our products and services boost your exposure and help you sell more cars — by driving premium shoppers right to you.



## Inventory listings on Edmunds

Show customers pricing and available incentives for your new and used vehicles



## Inventory listings on Facebook Marketplace

We'll upload your used inventory for shoppers to browse on Marketplace\* and quickly respond to leads with our Managed Messaging service



## Special perks for used car buyers

Close deals with incentives like a 30-day extended warranty and 1-year roadside assistance program, courtesy of Edmunds



## Attract ready-to-buy new car shoppers

Draw in-market shoppers and get their contact info when they unlock your pre-negotiated prices



## Vehicle appraisals

Present shoppers with actual trade-in values, and acquire more inventory by accessing our exclusive marketplace



## Dealership reviews on Edmunds

Generate more online reviews; increase your exposure and the level of confidence shoppers have in your dealership



## The CarCode message platform

Talk to shoppers via text, website chat and Facebook Messenger from any device



## 24/7 Managed Messaging service

Our trained team replies to CarCode and Marketplace inquiries quickly and effectively — resulting in qualified leads and test-drive appointments delivered right to your CRM



## Closing tools

Help shoppers decide; print reports that validate your pricing and trade-in values; generate side-by-side comparisons for up to 4 cars; register customers for Used+ perks

## OPTIONAL FEATURE\*\*



## Advertising powered by Edmunds

Use our exclusive data to connect with ready-to-buy shoppers on Facebook and Instagram; engaging inventory ads drive shoppers directly to your VDPs



PRODUCT CATEGORY

Dealer Support

Ver. 0518

\* Bonus feature, subject to change. Facebook Marketplace listings are determined by Facebook's algorithm and cannot be guaranteed by Edmunds.

\*\* Added charge.

# how it works

Everything we do drives ready-to-buy shoppers straight to you

## STEP 1



### Sign up with Edmunds

Get started with the industry's most innovative suite of products and services

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## STEP 2



### Get set up

We'll activate all our products and services for you, and get your inventory feed directly in our system

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## STEP 3



### Reach your customers

Take advantage of our multi-million dollar SEM campaigns and industry leading SEO, and net additional exposure on Edmunds

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## STEP 4



### Review your exposure

Meet with Edmunds to go over metrics, and see the value we are delivering to you

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## STEP 5



### Pay based on your results

We'll hold ourselves accountable through your monthly bill; the price you pay is adjusted periodically, based on the engagement we deliver to you



PRODUCT CATEGORY

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Dealer Support