



**360.AGENCY**

# KIA CANADA CERTIFICATION PROGRAM

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



## SOLUTIONS INCLUDED IN ALL PACKAGES

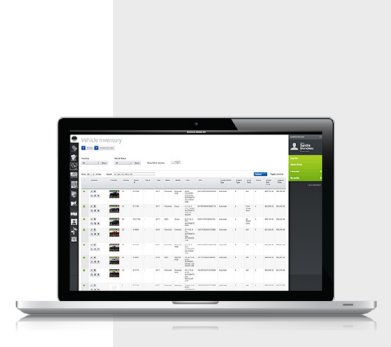
### **XMS Pro 360**

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



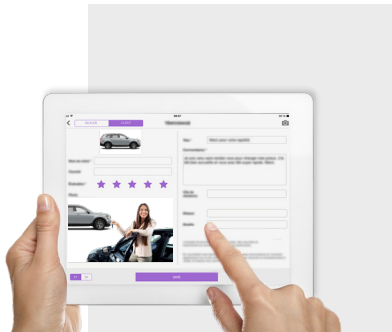
### **XMS 360**

- New and pre-owned cars inventory management software (Includes syndication).
- New inventory vehicle configurator



### **XMS Review 360**

App that allows you to collect testimonials at point of sale to broadcast on your website and social media (Available on iPad and iPhone).



### **XMS Mobile 360**

Mobile version of our inventory management tool, adapted to your field team: VIN scan, data management, pictures and videos (Available on 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 - KIA Canada Analytics pack**

Reporting package accessible through XMS Pro 360 to access critical data about website and CRM activities.



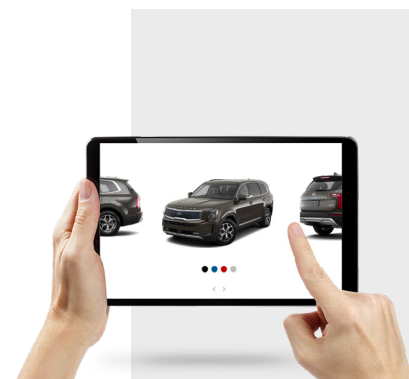
## **SSL Certificate**

Includes HTTPS protocol for increased data transmission security.



### **New Virtual Vehicle Lineup**

- Specific VDP landing page for every trim level.
- 3 interior & exterior pictures for each colour. (Canadian make, model, year, trim.)
- Complete collection of new vehicles with an image gallery of your inventory.



# 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\* ●●●

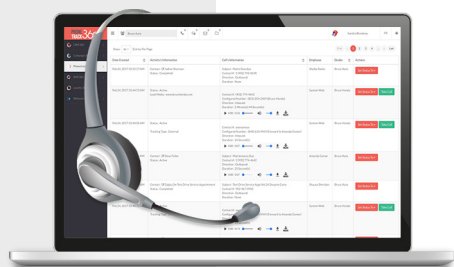
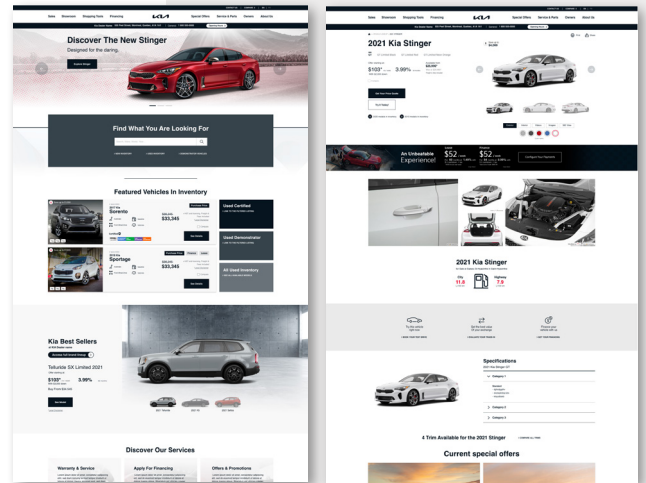
Certain conditions apply

**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 group of dealerships offering personalized brand image by including KIA Canada's requirements.

*\*Personalization at launch with no additional charges in the Premium package.*

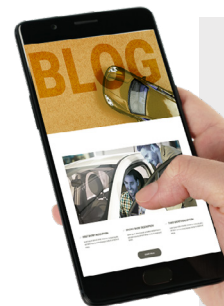


## PHONETRACK 360 LITE ●●●

1 to 6 local numbers or toll-free (1-800) phone numbers with PHONETRACK 360 LITE access. (250 or 500 minutes, tracking & recording included + \$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.)



## Dedicated Account Manager ●●●

Your personal advisor for the support of your website and your offensive marketing projects. (Charges may apply).

**Base package:** Help Desk

**Preferred and Premium packages:** Dedicated Account Manager

# 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

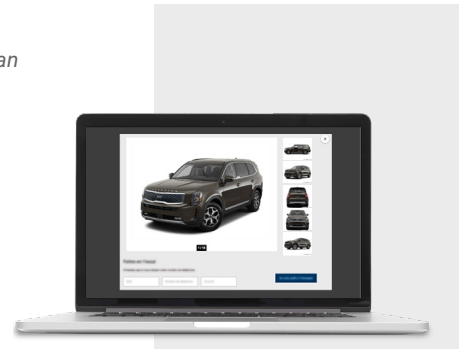
### Custom Content ○ ●

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



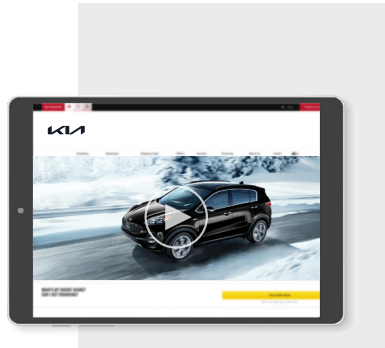
### High-End Photo Gallery ○ ●

New vehicles: High-end and exclusive photo gallery. (Canadian make, model, year and trim.)



### Video Slideshow ●

Option of including video in carousel section of homepage design.



### 360 Spin Tour ●

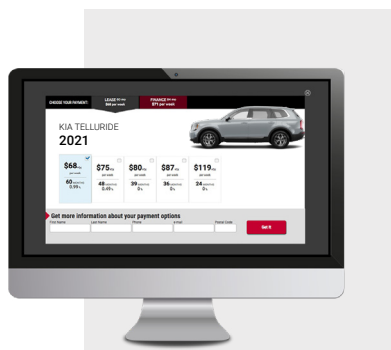
New vehicles: 360 virtual tour of exterior and interior.



### SHOWROOM 360 ○ ●

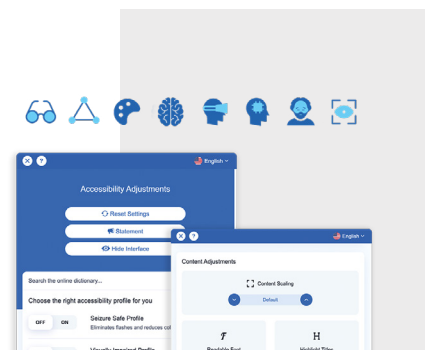
Manufacturer programs and discounts

Payment calculation application integrated into your website.



### ACCESS 360 ○ ●

Enhanced WCAG 2.1 Level AA Compliance Widget allowing those with visual or motor disabilities/limitations to customize their user interface.



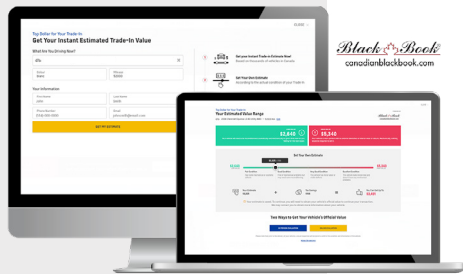
## AVAILABLE OPTIONS (ADD-ONS):



### SHOWROOM 360-V2

Digital Retailing platform for new vehicles (including Build & Buy and new inventory) and pre-owned vehicles in inventory.

*Not available with Base package.*



### TRADE 360

Online Trade-In Estimator with Canadian Black Book integration..  
(available with or without SHOWROOM 360-V2)

#### + Creative Website Services

Coupon, Header, Promos...

#### + Additional Content

News, testimonials...

#### + Email Hosting

Per batch of 25 addresses

#### + LiveChat plug-in

#### + Third Party Digital Retailing Integration and Support

#### + Google Review and Dynamic Google Map Integration

#### + Third Party Digital Integration

#### + PBS Integration

#### + EasyDeal 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   New Virtual Vehicle Lineup   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	
	Dedicated Account Manager	Help Desk	✓	✓	
	High-End Photo Gallery +	\$199 per site/per month (Add-on)	\$199 per site/per month (Add-on)	✓	
	360 Spin Tour	-	-		
	Custom Content	À la carte	À la carte	✓	
	Video Slideshow	-	-	✓	
	ACCESS 360	\$39 per site/per month +\$250 Installation fee		✓	
	SHOWROOM 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 Not available with Base package.
	TRADE 360 (with SHOWROOM 360-V2)	\$300 per site/per month +\$500 Upfront Investment Not available with Base package.		SHOWROOM 360-V2 Pre-Owned Cars	\$350 per site/per month +\$1,500 Upfront Investment Not available with Base package.
Digital Advertising		Per Budget (Minimum budget: \$1,000/month)	Additional Content		À la carte
Creative Website Services		\$95 per hour	Third Party Digital Integration		À la carte
Email Hosting		\$35 per month +\$250 Upfront Investment	PBS Integration		\$50 per site/per month
Google Review and Dynamic Google Map Integration		\$89 per site/per month	EasyDeal Integration		\$50 per site/per month
Third Party Digital Retailing Integration and Support		\$99 per site/per month No Upfront Investment	LiveChat plug-in		\$50 per site/per month