



ControlCenter™ is your digital marketing management one-stop shop.

ControlCenter is the management system that runs the entire Dealer.com technology suite, and your single access point for all your digital marketing tools. ControlCenter is easy to use and navigate, saving your Internet Manager valuable time. It also features a totally redesigned, customizable Welcome Dashboard, presenting your most critical performance metrics front and center for your review.



Total product integration, designed for versatility and simplicity

With ControlCenter, a single login unlocks your entire online marketing system, and a customizable dashboard makes it easy to access and manage all your tools. New upgrades enable you to get where you need to go more quickly. Best of all, ControlCenter is easy to use and navigate, even for the novice computer user.

Scalable: Versatile enough to meet the needs of a dealership, group, or manufacturer

Simple: One-click access to all of your digital marketing tools

Convenient: Dashboards display a high-level overview of your marketing performance

Media Library: Provides a central repository for all digital assets

WYSIWYG Content Management System: Edit and add pages, specials, and content to your website in seconds

Group Management and Account Permissions: Provide access to stakeholders at all levels of the dealership



Welcome Dashboard



Welcome Dashboard

The all-new Welcome Dashboard was designed to conveniently display high-level site metrics with goal setting capabilities, provide quick access to favorite ControlCenter applications, and now supports individual configurable. **NEW**



Website

The Website tab features all the tools you need to add pages and edit your website, including SmartSite Composer with Slideshow editor, PageBuilder, Media Library and Mobile Composer.

SmartSite Composer: Using Composer, dealers can create content, manage inventory, specials, coupons and detailed content for service, parts or finance pages. You can also easily add pages such as body shop, employment or staff. Access to an online media library with dealer assets makes adding rich media to your website hassle free. Dealers can make real-time changes to the website without having to pick up the phone.

Slideshow Editor: Enables dealers to create dynamic homepage slideshows featuring special incentives and vehicle offers. This flexible tool allows users to set a schedule for each slideshow image, title each image, and link each image to a specific page or inventory search.

PageBuilder: Create unlimited pages in seconds and video, dealer maps, custom forms and more. PageBuilder allows the dealer to add fresh, relevant content with unique page titles and URLs to the website. Convenient PageBuilder widgets make page configuration as simple as dragging-and-dropping items such as HTML content, navigation links, images, Flash files, YouTube videos, employment listings, testimonials, contact forms, directions, contact info, store hours and more.

Media Library: The digital asset management tool in ControlCenter that stores all of a dealership's assets, including OEM.

Mobile Composer: Instantly update mobile layouts and themes, add and remove mobile pages and edit mobile content in real-time.

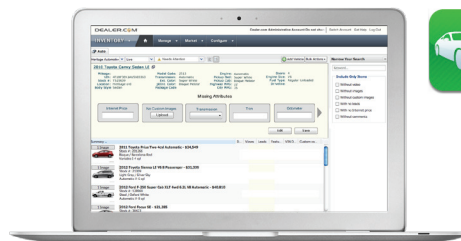


Media Library



Inventory

Click on the Inventory tab to manage your entire inventory, including incentives, inventory health, mobile lot capture*, integrations with eBay* and Craigslist*, window stickers*, buyer's guides*, and more. The Inventory Dashboard presents a high level view of overall inventory health. A deeper dive into the tool provides intuitive, helpful mechanisms for adding and updating inventory. (*optional)



Inventory



Analytics



Analytics

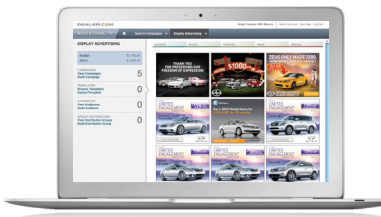
The Analytics tab tracks every vital KPI for every tool in your digital marketing arsenal. Choose either a high level analysis or a deep dive, either way, Dealer.com analytics help deliver actionable business intelligence for your dealership.



Promotions & Media

The Promotions & Media tab contains your Media Library, Batch Image Upload, and SpecialsBuilder PRO, a tool that helps you create, schedule, distribute, and track the effectiveness of your customized specials. SpecialsBuilder contains many time-saving features, and can be scheduled with start and end dates so they will launch and expire on their own.

The Promotions and Media tab is also where you'll find Dealer.com's Service Marketing Package*, a turn-key, automated solution that helps you increase service revenue and customer loyalty between sales transactions.



Display Advertising



Advertising*

The Advertising tab provides access to all of your dealership's digital advertising tools, including Paid Search, Display Advertising, and CallTracking.




Leads

LeadMachine™ is the central repository and management system for all of your website's form submissions and associated phone calls. Comprehensive lead management for your dealership, LeadMachine is the most effective way to track all incoming customer inquiries throughout the customer lifecycle.



Social*

Clicking on the Social icon takes the dealer to SocialRelationship Manager™, a comprehensive social monitoring and reputation management system. Here, the dealer can measure, maintain and monitor the dealership's reputation online, respond to reviews, syndicate relevant content out to social properties and much more.



Susan George
2011 Toyota 4Runner SUV

On: 1/28/11 11:45
 From: Test Drive - ROI Motors

From Subject	Date
Test Drive - ROI Motors Website: 2011 Toyota 4Runner	01/28/11 11:45
Service - Dealer.Com Website	01/27/11 09:37

LeadMachine™



Configuration

The Configuration Tab is where your dealership's user info is stored, as well as permissions and key dealership information including store hours, phone numbers, and contact information.

**optional*