

# 360Certified™

360Certified™ represents the premium level of our popular Certified Dealer Program. In addition to a full suite of review-gathering and leveraging tools, as well as the premium placement of your dealership display ad included in the basic level of our Certified Dealer Program, 360Certified offers car dealerships a comprehensive online reputation management and social monitoring platform. Equipped with this robust new tool kit, featuring DealerRater's proprietary 360 Dashboard, 360Certified Dealers are now able to monitor reviews across the Web, improve their dealership's online visibility for potential customers and better track and promote their efforts on social media sites.

## THE 360 DASHBOARD: A COMPLETE SNAPSHOT OF YOUR ONLINE REPUTATION

With 360Certified you gain access to the 360 Dashboard - a powerful tool for managing your dealership's online reputation and social media efforts. With this single dashboard view, you have a quick and comprehensive view of all of the relevant and critical components of maintaining a positive and profitable online presence. Let us take care of gathering and filtering consumer sentiment from across the Web so you can focus on building a superior reputation in your market and promoting quality customer service. Our proprietary 360 Dashboard is a simple and effective launch pad to begin your journey toward total control of your online reputation.



## A ROBUST AND COMPREHENSIVE PLATFORM

As you dig deeper into the critical information displayed on your 360 Dashboard, our 360Certified platform offers dealers a robust set of features and drill-down functionality to expertly monitor and manage your dealership's online reputation and social media efforts. Key features and functionality of the platform include:

- Visibility Tracking & Reporting
- Review Monitoring & Sharing
- Web Mentions Tracking
- Social Monitoring / Publishing
- Sentiment Trending & Analysis
- Competitive Analysis
- Email Alerts & Reporting

## 360CERTIFIED™ KEY BENEFITS

- ✓ Monitor reviews across the Web
- ✓ Share positive review content on social media sites
- ✓ NEW! Boost your DealerRater testimonial feeds with positive review content from Google+ Local, Yelp and Yahoo! Canada
- ✓ Track your social media efforts
- ✓ Ensure visibility on review sites, search engines & directories



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## 360CERTIFIED™ KEY FEATURES & BENEFITS

**Testimonial Feeds.** In addition to DealerRater reviews, the Testimonial tools allow you to feed reviews from other third-party review sites such as Google+ Local, Yelp and Yahoo! Canada to your dealership's web site & Facebook fan page. Your Facebook fans are then able to sort and view reviews by review site.

- ✔ Promote reviews from other third-party review sites such as Google+ Local, Yelp and Yahoo! Canada on your dealership's web site and Facebook page.

**Visibility Tracking & Reporting.** The Visibility feature gathers all the locations across the Web where your dealer listing could be found. Visibility reporting results will demonstrate where your dealership is underexposed and indicate any discrepancies in your listing information. Includes an intuitive interface for easily adding and/or editing listings.

- ✔ Maximize your visibility in search engines and ensure the accuracy and consistency of your online business listings for improved search engine results.

**Review Monitoring & Sharing.** The Reviews tool gathers and displays relevant review content from all major third-party review websites and provides an overall average rating and total number of reviews for each site. The Reviews tool also analyzes the content of each review and provides trending analysis for key words or phrases that are repeated often.

- ✔ Monitor and manage reviews across the Web from one central location.
- ✔ Uncover common themes and repeated keywords in review content posted across multiple review sites.

**Web Mentions.** The Mentions feature scours the Web daily for news, blogs or social content that mentions your dealership name or related keywords you choose. Comprehensive results are sortable by source, date, category and sentiment. Also provides an easy interface for sharing any positive mentions on Facebook, Twitter or LinkedIn.

- ✔ Stay in tune with conversations about your dealership across blogs, news or social media sites.
- ✔ Socialize positive mentions with your Facebook, Twitter or LinkedIn audiences.

**Sentiment Trending & Analysis.** This Sentiment intelligence tool automatically determines whether a story or comment on your dealership is positive or negative. The feature highlights the most positive and negative mentions and displays how sentiments trend or change over time.

- ✔ Measure consumer sentiment about your dealership and analyze common themes and trends over time.

**Competitive Analysis.** The Competition feature offers a "Share of Voice" graph to demonstrate how prominently your dealership displays in local search results as compared to competitors.

- ✔ Gauge your online visibility and social influence as compared to key competitors.

**Social Monitoring.** The Social Monitoring feature tracks the audience growth of your dealership's social sites such as Facebook, Twitter and Foursquare. Also displays all recent activity on these social media accounts, and allows you to track employee tweets.

- ✔ Monitor the growth of your dealership's social media audience over time and evaluate social media programs/efforts.
- ✔ Track employee conversations on Twitter.

**Social Publishing.** The Social Publishing feature includes a one-click social publishing tool for your dealership to share content with Facebook, Twitter and LinkedIn all at once. Dealers can schedule future status update posts.

- ✔ Promote your dealership on three of the most popular social networks simultaneously.

**Email Alerts & Reporting.** Comprehensive reporting tools are included in the platform. Based on your preference, various levels of communication are available including daily email alerts on new data results and weekly executive-level reports on how your dealership is faring online.

- ✔ Understand your dealership's online visibility, review mix and social media progress based on the most complete and up-to-date data.



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