

Integration Checklist

PACKAGES | **S** SILVER **G** GOLD **P** PLATINUM

DAY 1-5

1

Marketing Guidelines

Align with your brand compliance, logo usage, acceptable fonts/color schemes, etc.

JPEG / PDF / marketing guideline portal

S **G** **P**

Media Access

Align lifestyle imagery and CGI with the look and feel of your brand

Login access / JPEG / usage approval

S **G** **P**

Inventory Feed

Needed to display accurate inventory on SRP and VDP

CSV via SFTP / API

G **P**

Digital Retailing

Lender rates, rebates and incentives for accurate pricing

PDF

P

DAY 7-12

2

Product Catalog

Product specifications, ex. year, make, model trim and MSRP, etc.

XLS / PDF / Tier-1 site

S **G** **P**

Promotional Assets

Content to display within hero space or promotions carousel

PDF / JPEG

S **G** **P**

Wildcard Subdomain Setup

OEM to provide domain and Wildcard SSL certificate

Instructions provided by Program Manager

S **G** **P**

Social Media Links

Connect OEM social feeds, ex. LinkedIn, Facebook, Instagram, Twitter, etc.

Email / Tier-1 site

S **G** **P**

DAY 14-20

3

Lead Routing

Destination to send inquiries, ex. CRM, email address or API

Word / PDF

S **G** **P**

Dealer List

Dealer network information, ex. DBA, contact info, dealer ID, product lines, etc.

CSV / XLS

S **G** **P**