



## Rev Up Your Reputation!

**Reputation, in partnership with Subaru of America, Inc.,** offers three plans that move your reputation and social media management into the fast lane. Power past your competition and leave them in the dust!

**SAF Eligible Retailers can apply AdFund dollars to these plans and reduce the cost by up to 70%!**

Take advantage of one of these **streamlined, turn-key solutions today!** Once you enroll, we will take care of making sure everything is set up and functioning smoothly, including **automatic SAF reimbursement.**



### Bronze Plan Included

Bronze services:

- ✓ Base platform
- ✓ Reputation Mobile app



### Silver Plan \$199/Month

(before SAF reimbursement)

Bronze services plus:

- ✓ Dedicated Customer Success Manager
- ✓ Automated sales and service review requests via email
- ✓ Reputation Management mobile app
- ✓ Managed review response
- ✓ Business listings management



### Gold Plan \$299/Month

(before SAF reimbursement)

Everything in Silver plus:

- ✓ Managed social publishing: 3 brand-related posts and 1 lifestyle post each week
- ✓ Social community management: monitoring, spam deletion, engagement and alerts

### Managed Services Retailers are Reaping Benefits!\*

**+76<sup>PT</sup>**

76 Point Higher  
Reputation Scores

**+3X**

3X More Views and  
Clicks on Listings

**+5%**

5% Higher Review  
Response Rates

\* Stats from Reputation's platform.  
12 month avg. 3/20 - 3/21

## Reputation: The Trusted Solution for Automotive

**90%+**

Of All Auto Dealerships in 5 Countries

**300K+**

Locations

**250M+**

Reviews And Organic Social Posts

## Plan Features

	Bronze Included	Silver \$199/mo*	Gold \$299/mo*
<b>REPUTATION BASE PLATFORM</b>			
<b>Base Platform:</b> Our Reputation Experience Management platform houses all of the tools you need in one place, with an easy-to-use interface, customizable views and reports, and helpful notifications to keep you on track.	●	●	●
<b>Reputation Mobile App:</b> Manage your location's reputation and elevate your customer experience from anywhere. Request and respond to reviews, post updates to social channels, and more. Available for iOS and Android.	●	●	●
<b>REQUEST and MANAGE THIRD-PARTY REVIEWS</b>			
<b>Review Monitoring:</b> Use our dashboard to see your reviews from multiple sites in one place, your average review rating across all sites, sentiment trends and more.		●	●
<b>Request Reviews via Text Message:</b> Use our Reputation Live mobile app to request reviews on the spot. Track results via our online dashboard and use contests to motivate employees to request reviews.		●	●
<b>Request Reviews via Email:</b> After a customer buys a car or receives service, we will send out emails asking them to provide a review on select third-party sites.		●	●
<b>Review Notifications:</b> Get alerts via email or the Reputation Management app to let you know when new reviews have been posted.		●	●
<b>Managed Review Response:</b> Our staff will respond to reviews and monitor comments and responses on your behalf, according to your specifications.		●	●
<b>Review Streaming:</b> We will add recent reviews from multiple sites to your website so customers can read them all in one spot. This will also enhance your website's SEO (search engine optimization).		●	●
<b>GET DEALER FOCUSED SERVICE and SUPPORT</b>			
<b>Email and Phone:</b> A dedicated email account and toll-free customer care line enable you to ask quick questions and address urgent needs at your convenience.		●	●
<b>Dedicated Account Manager:</b> A customer success manager will be assigned to manage every aspect of your account, including regular status calls and updates.		●	●
<b>MANAGE YOUR REPUTATION with MONITORING, REPORTING and ANALYTICS</b>			
<b>Reputation Score:</b> Use our dashboard to get an at-a-glance evaluation of your online reputation with a score that includes your star average, review volume and more.		●	●
<b>Reporting and Analytics:</b> From our online dashboard you can view trends in customer response and feedback. You can also produce and distribute a variety of reports that track your reputation progress over time and enable you to spot patterns and issues.		●	●
<b>Analyze the Local Competition:</b> See how your dealership's online reputation stacks up against other dealers like Honda, Toyota, Mazda, etc.		●	●
<b>BENEFIT FROM MANAGED BUSINESS LISTINGS</b>			
<b>Listings Management:</b> We will reconcile duplicate listings and fix data conflicts on online sites, as well as create and claim listings at key sites.		●	●
<b>Traffic Insights:</b> Understand how customers find and act on business listings, then use that information to drive traffic and engage customers.		●	●
<b>ENHANCE YOUR SOCIAL MEDIA PRESENCE</b>			
<b>Social Publishing:</b> Use our platform to create and schedule your own posts.		●	●
<b>Managed Social Publishing:</b> We will create and publish attractive and engaging posts on sites like Facebook each week (3 brand-related posts and 1 lifestyle post).		●	●
<b>Social Community Management:</b> Our social media team will monitor activity, delete spam, alert you to items that need your attention, and engage with people who comment on our social media posts.		●	●

\*Before SAF reimbursement