



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!

Take advantage of one of these managed services packages today!

After you enroll, a Reputation team member will work with you to ensure you are connected and fully optimized for all benefits of your plan.



Bronze Plan Included

Bronze services:

- ✓ Base platform
- ✓ Reputation Mobile app



Silver Plan \$199/mo

(Before SAF reimbursement)
Bronze services plus:

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



Gold Plan \$299/mo

(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^{PT}

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*
REPUTATION BASE PLATFORM			
Base Platform: 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.	●	●	●
Reputation Mobile App: Manage your location's reputation and elevate your customer experience from anywhere. Request and respond to reviews via text message, post updates to social channels, and more. Available for iOS and Android.	●	●	●
REQUEST and MANAGE THIRD-PARTY REVIEWS			
Review Monitoring: Use our dashboard to see your reviews from multiple sites in one place, your average review rating across all sites, sentiment trends and more.	●	●	●
Automated Review Requesting via Email: 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.		●	●
Request Reviews with Quick Request via Email or SMS: Utilize the Quick Request or Bulk Upload feature to send review requests to your customers		●	●
Review Notifications: Get alerts via email or the Reputation mobile app to let you know when new reviews have been posted.	●	●	●
Managed Review Response: Our staff will respond to reviews and monitor comments and responses on your behalf, according to your specifications.		●	●
Review Streaming: 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].		●	●
GET RETAILER FOCUSED SERVICE and SUPPORT			
Email and Phone: A dedicated email account and toll-free customer care line enable you to ask quick questions and address urgent needs at your convenience.	●	●	●
Dedicated Account Manager: A customer success manager will be assigned to manage every aspect of your account, including regular status calls and updates.		●	●
MANAGE YOUR REPUTATION with MONITORING, REPORTING and ANALYTICS			
Reputation Score: 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.	●	●	●
Reporting and Analytics: 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.	●	●	●
Analyze the Local Competition: See how your dealership's online reputation stacks up against other dealers like Honda, Toyota, Mazda, etc.		●	●
BENEFIT FROM MANAGED BUSINESS LISTINGS			
Listings Management: We will reconcile duplicate listings and fix data conflicts on online sites, as well as create and claim listings at key sites.		●	●
Traffic Insights: Understand how customers find and act on business listings, then use that information to drive traffic and engage customers.	●	●	●
ENHANCE YOUR SOCIAL MEDIA PRESENCE			
Social Publishing: Use our platform to create and schedule your own posts.	●	●	●
Managed Social Publishing: We will create and publish attractive and engaging posts on sites like Facebook each week (3 brand-related posts and 1 lifestyle post).			●
Social Community Management: 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. Sales tax may apply.