



Subaru Certified Digital Tool Program Guidelines

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Subaru Certified Digital Tool Program Introduction

The Subaru Certified Digital Tool Program provides retailers with a curated selection of **optional** digital tools which can be integrated onto their Subaru Retailer Website. This collection of digital tools has been evaluated using a uniform set of criteria by an independent third party, Shift Digital. These **optional** tools can be selected for integration onto a Subaru Retailer Website via an online portal specifically established for Subaru Retailers, located at www.SubaruCertifiedDigital.com.

Subaru of America, Inc. (SOA) has partnered with Shift Digital to offer this certified digital tool program and an online website portal that provides information about tool availability, tool pricing, and tool performance, as well as providing easy-to-use reporting tools. Shift Digital has also established dedicated account management support to address tool questions and assist in the integration process.

Certified digital tools are aligned with the Subaru brand, while also offering flexibility for retailers to include their own branding and messaging, where appropriate. Retailer modifications to any digital tool or retailer website must be in accordance with Subaru Website Standards and Guidelines.

SOA and Subaru Distributor Corps (SDC) Retailers are eligible for this program. Subaru New England (SNE) Retailers are not participating at this time.

These guidelines are not “all-inclusive” but are in the spirit of the Subaru brand and new vehicle advertising compliance. Any 3rd party tool integration or website modification not explicitly addressed by the Subaru Certified Digital Tool Program must be approved by working through your Subaru Digital Performance Consultant, or by contacting retailerwebsites@subaru.com directly.

Certified Digital Tool Program Overview

The Certified Digital Tool Program currently encompasses three categories of Website Tools: Chat/Text, Trade-in, and Digital Retailing. These categories may be expanded or modified in the future, as additional opportunities for Subaru retailers are identified. Information pertaining to certified program tool packages and pricing is available at www.SubaruCertifiedDigital.com. Please refer to this website for all up-to-date information pertaining to the Certified Digital Tool Program.

Any digital tool that generates a new vehicle customer lead that is not classified as a Chat/Text, Trade-In Evaluation, or Digital Retailing digital tool cannot be added-to / integrated-with / or utilized on a Subaru Retailer Website.

Any website customer traffic cannot be diverted away from a Subaru Retailer Website to a 3rd party digital tool or website that is not certified under the certified digital tool program without prior approval from SOA via retailerwebsites@subaru.com.

The Certified Digital Tool Program for Chat/Text, Trade-in, and Digital Retailing provides Retailers with the following benefits:

- **Option to participate** – Retailers have the option to use, or not use, the tools.
- **Choice** – Retailers can choose from numerous certified providers.
- **No Long-Term Contracts** – Shift Digital has worked closely with SOA to negotiate out all long-term contracts on the Certified Program. This gives Retailers increased flexibility to change their certified tool.
- **Analytics** – Retailers will have cross-tool insights into every certified tool’s key performance metrics, accessed through the Subaru Insight Dashboard. All metrics are powered by Shift Digital’s unbiased measurement through integrated tagging.
- **Customer Leads** – All customer leads from certified tools will be integrated with, and delivered through, the Subaru Integrated Lead Management (ILM) program.
- **Support** – Certified Product Managers “CPMs” are Shift Digital experts in the certified program tools, pricing, and serve as a liaison between certified tool providers and Retailers.
- **Price** – The Certified Program has negotiated competitive prices from all digital tool providers at levels not normally available to stand-alone stores. If a retailer has an existing contract at a lower than certified rate, the certified program will honor that rate.
- **Invoicing** – All certified tools will be billed through the retailer’s open parts statement, as opposed to separate invoices directly from providers, to make it easy and efficient for Retailers.
- **SAF Eligibility (for SOA Retailers)** – All of the certified digital tools on the program are SAF eligible and Shift Digital will automatically submit claims for certified tool costs to SAF on behalf of Retailers each month (SOA retailers only, not including SDC retailers).

“Grandfather” Policy for Non-Certified Tools

SOA and SDC retailers who are actively using a non-certified tool for Chat/Text or Trade-In Evaluation on their Subaru retailer website as of 7/1/19 will have the option of continuing to use their current tool on their Subaru retailer website via a “grandfather” exception. The “grandfather” exception does not mean a tool is certified. It simply means that a non-certified tool that a retailer is using prior to 7/1/19 will be allowed to remain on the Subaru retailer website. Please note that costs for “grandfathered” chat/text tools, or costs for “grandfathered” trade-in evaluation tools, will not be SAF eligible after December 31, 2019.

There is no “grandfather” exception for digital retailing tools. Only certified digital retailing tools can be integrated onto Subaru Retailer Websites. Any Digital Retailing tool that is not a part of the certified program will not be permitted for integration onto a Subaru Retailer Website.

Ongoing Certified Provider Selection

Subaru of America and Shift Digital will review non-certified providers for Chat/Text, Trade-In Evaluation, and Digital Retailing on a semi-annual basis. Potential new digital tool providers will be required to complete a Request for Proposal (RFP) and participate in a new provider review process with Shift Digital for certification consideration. Twice a year, SOA and Shift Digital will evaluate each completed RFP and will then determine if the provider will be certified.

Tool providers who are not certified but want to be considered for certification should send a request to CertifiedDigital@subaru.com. Retailers may also submit a request to have a tool considered for certification to CertifiedDigital@subaru.com.

Ongoing Certified Provider Evaluation and Decertification Process

Each digital tool that is certified will be tracked for performance, and performance scorecards will be made available for retailers to evaluate performance levels between certified tool options within Subaru Insight Analytics. In addition, Subaru and Shift Digital will evaluate all certified tools quarterly each year. Certified providers that are not meeting expectations for performance, required integrations, program adherence, and/or retailer enrollment levels, over an extended period may be subject of removal from the Subaru Certified Digital Tools Program. The decertification process contains various phases that are dependent on provider performance, and each provider will be placed in one of the four following phases following each quarterly review:

- **Certified Phase** – Provider meets required benchmark performance metrics respective of tool category (chat/text, trade-in, and digital retailing), minimum enrollment numbers, adheres to all program policies and has successfully completed required Subaru integrations. These providers are in good standing and meet the high-performance requirements of the Subaru Certified Digital Tools Program.
- **Warning Phase** – Providers are moved from Certified phase to a Warning phase if they do not meet benchmarked performance metrics, minimum enrollment numbers, are not adhering to program policies, and/or have not successfully completed required Subaru integrations. Shift Digital and SOA will define key performance indicators (KPIs) to the provider focused on the performance area not met. These KPIs must be met during the Warning phase to return to a Certified phase. A Warning phase lasts three months.
- **Probation Phase** – Providers are moved to a Probation phase if they do not meet KPIs defined in the Warning phase. The defined KPIs must be met during the Probation phase to avoid decertification. If defined KPIs are met during the Probation phase, a provider will return to the Certified phase. The probation phase lasts three months.
- **Decertification Phase** – Providers that did not meet KPIs defined in the Warning phase and continued in the Probation phase will be decertified from the Subaru Certified Digital Tools Program. The decertification phase includes a three-month Provider Transition phase, which includes multiple communications to Subaru retailers currently utilizing the applicable provider's solutions, a transition plan for all affected retailers, and communications regarding a SAF/Co-Op grace period.

The full decertification process document is accessible via Subarunet within the [Subaru Certified Digital Tools section](#) (Marketing>>Retailer Website Program>>Certified Digital Tools). Please review this document for full details surrounding the decertification process as well as communication and impact retailers should expect throughout each phase.

Ongoing Communication to Retailers from Shift Digital and Certified Tool Providers

Communication from Shift Digital

Shift Digital will act as an unbiased advisor on all topics related to the Subaru Certified Digital Tool Program. Shift Digital will also act as the primary contact for Retailer questions and concerns around Certified tool functionality, unwanted contact, enrollment, and cancellation process.

Shift Digital will provide monthly emails and phone calls to Retailers to support program performance reporting. Shift Digital will also contact Retailers when Retailer specific issues or needs are identified. Subaru Certified Digital Tools Program

Updated October 28, 2021

Shift Digital communication to retailers will come from Shift Digital Certified Product Managers (CPMs). The CPM's role is to provide unbiased email and phone support for the Subaru Certified Program. CPMs are experts in all Certified Tools and are available for consultation and support on everything from product pricing to performance metrics. The general CPM Contact info is below, and you will be routed to the appropriate CPM.

Email: info@subarucertifieddigital.com

Phone: 833-857-7425

Communication from Certified Providers

Once a retailer selects a certified tool, a representative from the selected tool will reach out directly to the retailer to assist with product integration and training. Certified providers that are selected by a retailer will continue to communicate with a retailer on an ongoing basis to ensure high service levels.

Modifying or opting out of communications from Shift Digital and/or certified providers

If a retailer would like to opt-out or modify the cadence of the communication coming from Shift Digital, or from certified providers, the retailer should contact info@subarucertifieddigital.com directly with their request. Certified tool providers will receive notices of retailer requests and are requested to adhere to retailers' wishes to remain in good standing of the Certified Program.

Process for Enrolling, Billing, and Submitting for Reimbursement

Enrolling

Any certified digital tool within the program may be chosen by a retailer for use on their retailer website. Once certified, no one digital tool will be recommended or preferred by Subaru more than any other digital tool.

All Certified Program enrollments must happen through the Certified Website portal: www.SubaruCertifiedDigital.com.

All retailers, regardless of if they were working with a certified provider before the launch of the program, must go through the Certified Website portal to agree to the End User Licensing Agreement (EULA) in order to enroll in the Certified Program and Products successfully.

Billing

The 15th of the month is the "hinge date" for all billing scenarios, product cancellations, and enrollment processes. If a Certified Product is activated between the 1st and the 15th of the month, the Retailer will be billed for the entire month. There are no pro-rated charges on the Certified Program. Any product that is activated after the 15th of the month will not be billed for that month and will begin being billed starting the following month.

If a Certified Product is deactivated/terminated on or before the 15th of the month, it will be invoiced for the remainder of that month. If Certified Product is deactivated/terminated cancelled after the 15th of the month it will be invoiced for the remainder of that month and the following month; provided, however, that Subscribing Retailer that cancels due to change in ownership, change in certified provider, or change in Service Package, may be invoiced prorated to the date of cancellation as determined by Shift Digital and/or SOA.

Questions on billing should be directed to info@subarucertifieddigital.com or call 833-857-7425.

Submitting for Reimbursement

Only Certified Chat/Text digital tools, Trade-In Evaluation digital tools, and Digital Retailing tools certified under the Subaru Certified Digital Tool program will be eligible for SAF (for SOA Retailers) or Co-Op (for SDC Retailers) and at the sole discretion of SOA and SDC, respectively.

Non-Certified Chat/Text, Trade-in Evaluation, and Digital Retailing tools will not be eligible for SAF (for SOA Retailers) or Co-Op (for SDC Retailers) after December 31, 2019.

