

Co-op Accelerator

Automatically produces OEM-compliant co-op reporting for digital advertising spend and tracks actual spend against co-op budget.



**NEW
AT
NADA
2020**



“Once I realized that producing compliant co-op reporting was such a huge pain point for our industry, building Co-op Accelerator was a no-brainer. The audible sighs of relief from dealers and agencies when they see the tool working always make me smile.”

James Grace
Founder
Wizely

Generating the Co-op Reimbursement Report is time-consuming and complex. The requirements are constantly changing and the rules vary – by OEMs and by channel; it’s a lot to digest. Wizely’s Co-op Accelerator tool allows dealers or agencies to automatically generate compliant co-op reporting and submit it for OEM approval, saving hours or days of manual labor and enabling team members to spend their time on more value-added work. Co-op Accelerator also tracks Co-op Budget Against Co-op Spend, enabling dealers and agencies to manage Co-op-eligible spend accordingly. Co-op Accelerator’s customized templates, branding, and workflow enable seamless integration into a wide variety of processes and tool chains. The over-arching goal is to help dealers be more efficient with their ad spend; making every dollar count.

The Problem:

Many dealers limit their digital marketing channels due to the complexity of generating co-op reporting themselves. There are others who don’t bother to apply for their co-op reimbursement even though they are spending the dollars; it’s just too much work. On the agency side, generating compliant co-op reporting is time consuming, tedious, and error prone. It requires hours of effort every month that could be better spent.

How It Works:

This automated tool enables dealers to get co-op reimbursement for internal marketing efforts. On the agency side, Co-op Accelerator allows the agency to offload the time-consuming work and the complexity of producing co-op reporting so they can focus their efforts on more value-added activities. Wizely has built a platform in Amazon website services that is responsible for automatically capturing screenshots for the reports. Now, generating co-op reporting across multiple sites and marketing channels is quick and easy. The Co-op Accelerator looks at the APIs for Facebook, Google, etc. and pulls off all of the reporting; it is automatically generating a report for all of the channels the dealer is using. The reports can be automated to run on a specific day of the month. Wizely is working on an integration with Ancira for automatic digital submission. Currently, the reports are put in a zip file and submitted

for reimbursement. The tracking component for budgets and for spend enables tighter management and improved fiscal control.

Complex Process. Items required for reimbursement varies by OEM. The most common requirement is an itemized invoice. A list of the ads or, for Google, a list of keywords is mandated. Social advertising reimbursement requests must include screenshots of the ads which requires pasting them into the document, which can take hours. The list of analytics for submission varies by OEM; generally, it's Spend, Impressions, and Cost per Click. Co-op Accelerator offers compliance maintenance, and as the complex requirements change for each OEM, it is assured that the dealer's reporting will stay compliant.

Complex Process Simplified. Here is a report that is being generated for submission by the tool. This particular co-op report required an invoice and various details around the ad, including Spend, Impressions, Cost per Click, and Click Through Rate. The invoice is included, as well as the campaigns the dealer ran and screenshots of the ads.

WIZELY
Stop Guessing. Choose Wizely

Invoice No.
wzdodgegoogle_20191210

From:
Wizely, Inc
6 Swasey Ct
Waterbury, VT 05676

To:
Wizely Dodge of Google
123 Main Street
Springfield, MA 123456

Report Timeframe:
11/1/2019 - 11/30/2019

Item list	Quantity	Unit Price	Total price
MS - Where To Buy - Ram (672630)_a	1	\$490.69	\$490.69
MS - Where To Buy - Chrysler (672631)_a	1	\$217.72	\$217.72
MS - Where To Buy - Regional Locations Chrysler (672644)_a	1	\$220.29	\$220.29
MS - Where To Buy - Regional Locations Dodge (672644)_a			

TOTAL: \$582.24

Ad Details :

West Herr Ford of Rochester
Sponsored

Welcome to West Herr Ford of Rochester!!
Let us show you around 🗺️ 🌟

140 Reactions 28 Comments 55 Shares

Like Comment Share

West Herr Ford of Rochester
Sponsored

Welcome to West Herr Ford of Rochester!!

Campaign :
Sep-Feb 2018/2019 - FR Cribz Re-targeting - Video Views

Ad-Name :
West Herr Auto Group - Video views

Spend	Impressions
\$27.78	5070
CPC	CTR
\$0.31	\$1.78

Campaign :
Sep-Feb 2018/2019 - FR Cribz Re-targeting - Video Views

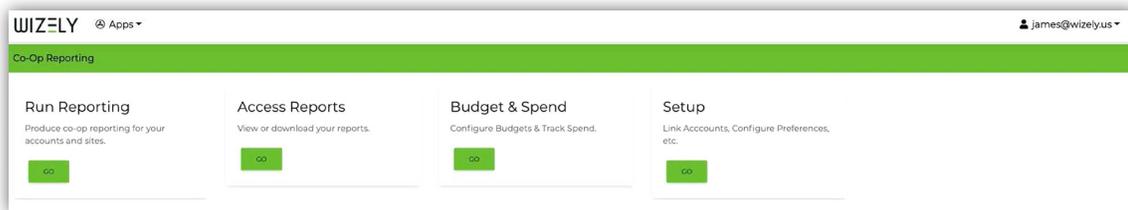
Monitoring the Budget. An additional capability Co-op Accelerator offers is monitoring and comparing the budget and spend areas. Dealers want to make sure they are spending all of their available co-op budget but not overspending. An agency or a dealer group will have a certain budget for each of their stores; these can be broken out separately and/or presented by region or group.

The budget can be uploaded from Salesforce or from a spreadsheet so that it doesn't have to be typed in.

This Dodge store had a \$3000 budget and they spent \$3856. This allows an agency or dealer group to keep track of this and manage to the Delta percentage.

		Budget	Spend	Delta
Wizely Dodge of Google	2019-07	\$0.00	\$3671.81	(\$-3671.81)
Wizely Dodge of Google	2019-09	\$0.00	\$3908.33	(\$-3908.33)
Wizely Dodge of Google	2019-08	\$0.00	\$3829.04	(\$-3829.04)
Wizely Dodge of Google	2019-10	\$0.00	\$3805.79	(\$-3805.79)
Wizely Dodge of Google	2019-07	\$3000.00	\$3856.76	(\$-856.76)
Wizely Ford of Agrestic	2019-10	\$0.00	\$657.03	(\$-657.03)
Wizely Ford of Agrestic	2019-11	\$1000.00	\$654.93	\$345.07
Wizely Ford of Agrestic	2019-07	\$0.00	\$602.77	(\$-602.77)
Wizely Ford of Agrestic	2019-09	\$0.00	\$583.04	(\$-583.04)
Wizely Ford of Agrestic	2019-02	\$0.00	\$582.24	(\$-582.24)

Managing Co-op Budgets and Reporting. Co-op Accelerator basically acts as the ‘easy button’ for co-op reporting. It’s completely automated - load the budgets and it does the work. It will monitor spending and run reports as instructed.



Agency Reporting. An agency’s business model can be scaled into the reimbursement submission, including any management fee or percentage of the spend. If the agency’s invoicing is coming from another system, such as Salesforce, the system can integrate from there instead of calculating it. In the case where agencies are producing their invoices separately, the template allows for the invoice section to be eliminated.

Beta-test Case Studies:

Dealer Group: A staff member manages this group’s social advertising. They don’t pay an agency; they do it internally. Until they used Co-op Accelerator, they had never submitted for reimbursement, citing that it was too much trouble. They were spending \$300,000 every 90 days on Google SEM. When queried about why they weren’t spending more money on Facebook which would have been priced lower, they admitted that they did not want to do the reporting required.

Agency: This agency client has three people spending three days per month doing nothing but producing co-op reimbursement reports to satisfy their 300 clients. This does not include any compliance kicked-back reporting. Co-op Accelerator is solving a \$3000-\$5000 per month problem and they are using the ‘all you can eat’ solution for \$1999/month.

Pricing Packages Available.

CO-OP ACCELERATOR BASIC (FREE 30 DAY TRIAL)	CO-OP ACCELERATOR STANDARD	MOST POPULAR CO-OP ACCELERATOR PROFESSIONAL	CO-OP ACCELERATOR ENTERPRISE
\$ 299 <i>Billed Monthly</i>	\$ 699 <i>Billed Monthly</i>	\$ 1199 <i>Billed Monthly</i>	\$ 1999 <i>Billed Monthly</i>
SUBSCRIBE	SUBSCRIBE	SUBSCRIBE	SUBSCRIBE
<ul style="list-style-type: none">✓ Up to 20 Reports per Month✓ OEM Compliance✓ Free 30 Day Trial	<ul style="list-style-type: none">✓ Up to 50 Reports per Month✓ OEM Compliance	<ul style="list-style-type: none">✓ Up to 100 Reports per Month✓ OEM Compliance✓ Budget and Spend Tracking	<ul style="list-style-type: none">✓ Unlimited Reports✓ OEM Compliance✓ Budget and Spend Tracking