

Publish Date: May 29, 2018 Due Date (If Applicable): N/A

Information: *EFC06569 Tier III Advertising Co-op Program Announcement Revisions*

Target Dealer Group: All Ford Dealerships

Target Audience: Dealer Principals, General Managers, Sales Managers

Target Dept(s): ☒ New Sales ☒ CPO/Used Sales ☐ Fleet Sales ☒ Finance ☐ Parts ☐ Service

ACTION REQUESTED

- Become familiar with the revisions to the All New Tier III Advertising Co-op Program published on 4/24/2018 ([EFC06498](#))

SUMMARY

All New Ford Tier III Advertising Co-op Program

Ford previously announced the All New Tier III Advertising Co-op Program, including enhanced funding, new requirements and eligibility guidelines that will go into effect on July 1, 2018 (please see [EFC06498](#)). After careful consideration of Dealer feedback as well as the recent change in leadership at FordDirect, we are making the following revisions:

Eligible Products and Reimbursement

- All eligible products, whether offered through FordDirect or a third-party vendor (i.e. Search Engine Marketing, Display, Retargeting, Video Advertising, Social Media, Reputation Management, Chat and Text tools) will continue to be 100% reimbursable. The prior announcement stated all eligible products bought from a third-party when also available through FordDirect would be reimbursed at only 50%
- In addition, the following items have been added to the list of eligible products:
 - Digital Retailing tools
 - FordDirect Vehicle Locator Plus
 - FordDirect Integration fee
- As a clarification, Social Media Advertising, such as Facebook, Instagram and Twitter continue to be eligible
- Dealer websites purchased from a third-party will remain ineligible for any reimbursement as well as SEM efforts directing users to those third-party websites

ATTACHMENT

- [Ford Co-Op Eligible/Ineligible Media beginning July 1, 2018](#)

QUESTIONS

For questions, please contact Trisha Habucke thabucke@ford.com, Lizz Smith esmit420@ford.com or Bill Furgason Wfurgaso@ford.com.