

ACCESSORIES ECOMMERCE

The Accessories eCommerce program is exclusive to the GM Accessories Digital Solution platform.



MARKETING SUPPORT FOR THE GM ACCESSORIES ECOMMERCE PROGRAM INCLUDES:

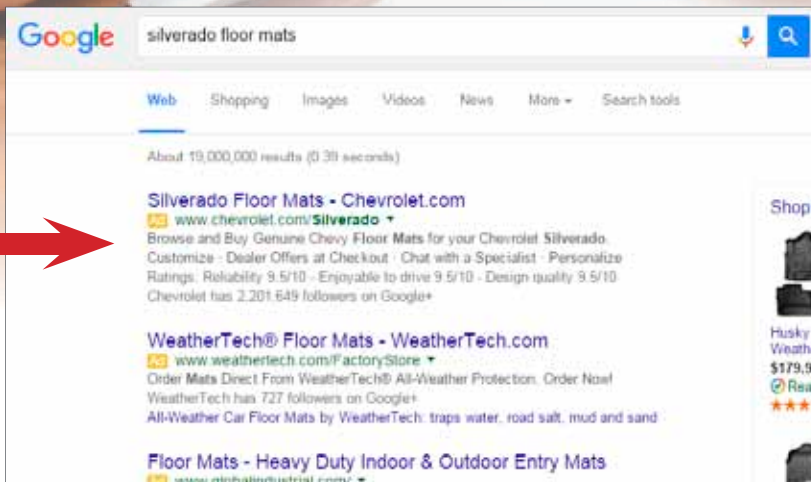
- BRAND SITE PROMOTIONS
- PAID SEARCH
- ONLINE DISPLAY ADVERTISING
- OWNER ANNOUNCEMENT EMAIL
- GM CARD STATEMENT INSERT
- ONGOING INTEGRATION WITH BRAND COMMUNICATIONS (OWNER EMAILS, MAGAZINES, PERFORMANCE CHANNELS)



Online Display Advertising



Brand Site Promotions



Paid Search



GM Card Statement Insert

MERCHANT SET-UP INSTRUCTIONS ON FOLLOWING PAGES.

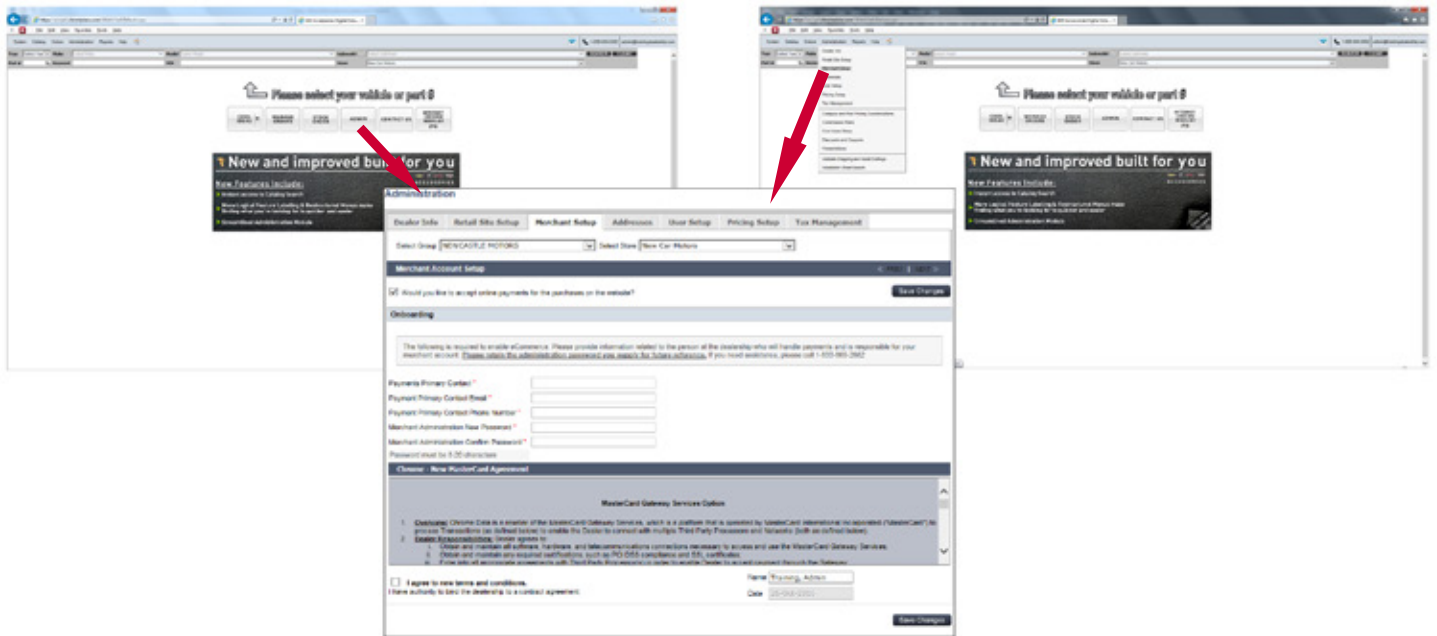
Administration > Merchant Setup

Participation in the eCommerce Program requires online payments be accepted. The Merchant Setup wizard will guide you through the process of connecting your existing merchant account to the Accessories Solution via the MasterCard Payment Gateway. Once completed, customers will be able to order GM Accessories online and pay with most major credit and debit cards.

There are two methods of accessing the wizard:

Method 1: From the landing page
Click on the Admin shortcut and select the Merchant Setup tab.

Method 2: From anywhere in the solution
Mouse over the Administration menu and click on Merchant Setup.



Beginning the Onboarding Process

1. Check the box 'Would you like to accept online payments...'
2. Complete the contact fields and create a password
3. Review the MasterCard Agreement
4. Check the box to agree to the terms and conditions
5. Click 'Save Changes' to proceed

