

## Core Package

**\$999**/mo

Responsive Website  
SSL Site Security & HTTPS Connection  
Mobile Optimization  
Dedicated Account Executive  
ADA Accessibility Tool  
Call Tracking (6 numbers + 1,000 Minutes)\*  
Vehicle Photo Hyper Zoom  
Vehicle Photo Hot Spots

Insight Reporting  
Website Grader  
Monthly Compliance Submissions  
Keyword Site Search  
Mega Menu & Manager  
Testimonial Manager  
Content Library  
Vehicle Details Page Editor

Responsive Custom Page Builder  
CPE Tracking  
2-Part Lead Forms  
One-Touch Lead Forms  
Apple Wallet/Google Pay Integration  
Price Unlock  
Coupon Manager  
Safety Crash Test Rating

Vehicle Green Scores  
Awards & Accolades  
Vehicle Brochures  
Owners Manuals  
Basic SEO & Editor  
Technical Support  
Media Manager  
Price Drop Alerts

## Core Plus Package

**\$1,395**/mo

### **CORE PACKAGE**

- + Advanced SEO
  - Reputation Monitoring & Dealership Reviews
  - Local Listings Management
  - Keyword Ranking Report
- + Smart Incentive System

## Digital Retailing Package

**\$2,195**/mo

### **CORE & CORE PLUS PACKAGES**

- + Credit Inquiry
- + Digital Retailing
- + Trade-In Tool

# WEBSITE PROGRAM ADD-ONS



## PRICE ADD-ON

### \$1,599 DIGITAL RETAILING

3-In-1: Includes Digital Retailing, Trade-In Tool, & Soft-Pull Credit App!  
ADD-ONS: F&I - \$199 Accessories - \$199

### \*\$499 TRADE-IN TOOL

Values determined by NADA guides or KBB. Integrated dealer inventory and real time pre-approval credit soft pulls.  
(\$2.99 per add'l pull)

### \$499 CREDIT CONFIRM

Real time pre-approval credit soft pulls matched to captive dealer finance lenders. Integrated dealer inventory.  
(Includes 60 Soft Pulls - \$2.99 per add'l pull)

### \$300 CREDIT INQUIRY

Quick 3-step credit inquiry lead generator with integrated dealer inventory.

### \$499 DMS ATTRIBUTION

Using DMS data, connect all the dots between your online and offline business, giving you the complete picture of exactly where your sales and revenue are coming from.

### \$349 OFFER MANAGEMENT TOOL

Website add-on featuring homepage search-by-payment widget and SRP monthly lease/finance widget utilizing real-time bank and incentive data.

### \$899 SEO HORSEPOWER PACKAGE

Enhance your website's optimization for Search Engine Results.

Package Includes:

- Reputation Monitoring
- Local Listings Management
- Keyword Ranking Report
- 4 Pages of Custom Content

## PRICE ADD-ON

### \$599 CUSTOM CONTENT

SEO-optimized custom content generation service. (4 pages/mo)

### \$449 GOOGLE BUSINESS PROFILE

Amplify your presence on Google and increase listing engagement with our Google Business Profile optimization.

### \$89 DEALERTRACK OR ROUTEONE INTEGRATION

Allows a finance application filled out on the website to be sent directly to a dealer's DealerTrack or RouteOne account for ease of pulling credit and submitting to lenders.

### \$179 LOCAL LISTINGS MANAGEMENT

Ongoing data submission to 100+ Local Listings.

### \$79 KEYWORD RANKING REPORT

Track search engine results page rank for specific target keywords.

### \$199 SMART INCENTIVE SYSTEM

Incentive program customized to a customer's search history or based on geo-fencing.

### \$249 MONTHLY TURNKEY BANNER

Turnkey homepage graphic banners. (3 banners/month)

### \$599 CHAT

- AI Chat Bot
- Facebook Messenger & Facebook Marketplace
- Jump-In Chat Feature
- Unlimited Texting

### \$999 SPANISH WEBSITE

Responsive website with complete Spanish translation.

### \$179 REPUTATION MONITORING & DEALERSHIP REVIEWS

Centralized, Comprehensive Review Monitoring Platform - Competitor Benchmarking - Automated Sentiment - Analysis Proactive Dealer Review Alerts - Social Media Activity Monitoring - Hashtag Metrics and Trend Analysis - and more!