Website Packages	STANDARD $1,899	ADVANCED $2,499	DOMINATE $3,999
Data-Driven Website Design — Fixed	✔		
Data-Driven Website Design — Personalized		✔	✔
Responsive Mobile Experience	✔	✔	✔
Inventory Management	✔	✔	✔
Smart Credit Application	✔	✔	✔
Homepage Video Background (OEM or retailer Footage)	✔	✔	✔
Performance Enhancements and Monitoring	✔	✔	✔
Lightning Inventory VRP (Instant Search)	✔	✔	✔
Lightning Inventory VDP (Instant Search)	✔	✔	✔
OEM Incentives/Incentives Manager	✔	✔	✔
Saved Vehicles GloveBox	✔	✔	✔
Instant Site Search	✔	✔	✔
HTTPS Secure Site	✔	✔	✔
Website Analytics (GA, Adobe Analytics)	✔	✔	✔
Advanced Platform (Expert technical implementation of advanced meta, schema microdata, and flawless internal link structure)	✔	✔	✔
Conversion Rate Optimization (Tools & Support)	✔	✔	✔
Website Performance Tools (Hotjar, etc.)	✔	✔	✔
Dedicated Performance Manager	✔	✔	✔
AudioEye® ADA Website Accessibility	✔	✔	✔
Support of all Required 3rd-Party Integrations	✔	✔	✔
Program Call Tracking	✔	✔	✔
PRIZM Base (Reporting Platform)	✔	✔	✔
DealerRater® Customer Testimonials	✔	✔	✔
Personalization & Geo-Fencing		✔	✔
DI Wallet Digital Coupon Integration		✔	✔
Shop By Payment		✔	✔
Drag and Drop Page Creation		✔	✔
Vehicle Inventory Exports	Single	Unlimited	Unlimited
Managed Services Bundled Package		Up to 4 assets	Up to 8 assets
PRIZM Enhanced			✔
Vehicle Review Website Integration			✔
Dealer Inspire SEO			✔

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Online Shopper	Price/Mo
Online Shopper	$1,200
Online Shopper Set-up Fee	$600 one-time

SEO	Price/Mo
Standard	$999
Advanced	$1,499
Dominate	$2,199

Managed Services	Price/Mo
Managed Services Standard Package	$500
Managed Services Advanced Package	$1,000
Managed Services Dominate Package	$1,500

Advanced Capabilities	Price/Mo
Email Marketing with CRM Integration	$1,500
One-time Set-up Fee: Email Marketing with CRM Integration	$499 one-time
Single Site (Multi-Language Toggle)	$349
Custom Development	$125/hr
Unlimited Exports	$199
Facebook Inventory Exports	$149
HomeNet Lite	$95
DealerRater® ReviewBuilder	$399
DealerRater® AutoResponse	$299
Shop By Payment	$579

Advanced Capabilities	Price/Mo
PRIZM Enhanced	$199
Build & Price	$199
DealerTrack/Route One Integration	$99
Site Health Audit	$300 one-time
Site Optimization & Opportunity Audit	$600 one-time
Analytics Package A	$1,000
Analytics Package B	$2,000
GA4 Package	$4,500 one-time
Accu-Trade Core	$499
Temporary Splash Page (Non-Inventory)	$499

Digital Advertising	Price/Mo
Digital Advertising Spend Under $2,500	$599
Digital Advertising Spend $2,501 - $15,000	25%
Digital Advertising Spend Over $15,000	$3,499
Facebook In-Market Data Package 1 **Facebook Media Spend = $1,000 - $2,000**	$399
Facebook In-Market Data Package 2 **Facebook Media Spend = $2,001 - $4,000**	$499
Facebook In-Market Data Package 3 **Facebook Media Spend = $4,001**+	$699
FUEL Platform Fee	$200

Social Media	Price/Mo
Social Media Standard	$500
Social Media Advanced	$1,000
Social Media Dominate	$1,500

Website Provider Capability	Website Provider Capability Definition
Website Platform Adaptive sites have presets for each device type (desktop, tablet, mobile). Responsive sites will adjust based on the device.	Dealer Inspire websites are built on top of Wordpress, the most agile Content Management System (CMS) and an ideal system for modern dealership marketing teams with over 1000 configurable options. All Dealer Inspire websites are fully responsive and are designed to be effective in Desktop, tablet, and mobile.
Schedulable assets Define start date and end date for automatic web tile and specials management	DI Slider - Dealer Inspire's proprietary slider displays interactive videos and images, and can improve page speed by replacing 3rd party plugins
Specials and Coupon Management Create, manage, and measure performance of specials and coupons posted to the website	Apple Wallet integration with Geo Activated Notifications, provide interactive coupons that can be added directly to Apple Wallet.
Form Lead Configuration Capability to create custom lead forms with routing through Shift Digital and Subaru	All forms get a basic "thank you" page after conversion. Dealer Inspire's performance team will work with retailers to setup any customized goals (if necessary)
SEO Platform Tools Provider offers basic SEO editing tools to adjust meta data, page titles and tags, etc.	Every single page of the Dealer Inspire platform allows for customization. each page and post can be optimized for SEO Meta titles and meta descriptions. Subaru Retailers can tweak snippets that appear in search engine results pages (SERP's).
Analytics Reporting Provider uses a proprietary analytics reporting suite and incorporates Google Analytics within the provider backend - please specify if both	Google Analytics is the primary analytics tool utilized by Dealer Inspire
Subaru Call Tracking Integration Ability to implement Subaru provided call tracking numbers.	Phone Tracking Dashboard provides detailed information about each caller (location, date of call, time of call, and duration). Additionally, the Phone Tracking Dashboard allows you to listen to each call.
Inventory Exporting Inventory exports eBay Motor, Craigslist, etc. included at different levels in website packages and a la carte	Pass through cost per feed
Car Finder Allows customers to save inventory searches and be notified when an inventory match is available	Users submit a vehicle finder form which is sent to the retailer with the vehicle info they are looking for.
Language Support Spanish Content Integration (cannot be automatically translated) Any other languages supported	Dealer Inspire supports Spanish content integration toggles
Unique Widgets Provide details on unique widgets	Filter by Payment Widget / Reputation Widget

Additional Dealer Inspire Capabilities	Capability Definition
AudioEye®	Assistive website technology empowering users to customize the website for their audio and visual needs, as well as ensuring issues of accessibility are quickly identified and resolved to meet ADA 2.0 accessibility requirements.
Lighting Search	Dealer Inspire's "Search Anything" feature, allowing users to search a retailer's website
Custom Blog or News	OEM news & content will be added to retailer''s websites to stay current on national events. Blog templates are setup for retailers to maintain.
Smart Credit Application	2 step SSL credit form - Step one is the lead generator; Step two is the credit pull. Credit applications are housed in a secure dashboard that Subaru Retailers have access to for up to 7 days.
DealerTrack Integration	Dealer Inspire's credit application securely pushes the lead information into the retailer's DealerTrack account
Website hosting	Dealer Inspire can host the website
Goal/Conversion tracking	Dealer Inspire tracks form submissions
Breadcrumbs	Breadcrumbs are visual navigational elements that help users know where they are in the website and quickly jump back to the area of interest. Additionally, the Dealer Inspire platform supports the Breadcrumb Schema
301 Redirects for the Top Pages on Previous Website	An SEO tool that redirects if a 301 or wildcard redirect is necessary
SSL Support	A means of encrypting every request made from a client's website, so that form data and user activities (including locations, utilized by geofencing tools) submitted through the internet are protected against intentionally harmful interception.
Personalization w/ Geofencing	Allows retailers to customize content on their website based on a visitor's behavior and/or their physical location in the world.
Event Plugins	Dealer Inspire writes content and can share that same content across multiple locations
Price Alert Emails	Shoppers that save vehicles and provide their contact information, and when there is a price change on the particular vehicle of interest Dealer Inspire will send an email prompting them to return to the site.
Sales, Traffic, and AOR/DMA Mapping in Dashboard	Dealer Inspire can overlay sales data and people who've shared their location on the ROI map in the dealer dashboard. If the retailer provides DMA or AOR data, it can be overlayed as well, helping to identify areas of opportunity.

Additional Dealer Inspire Capabilities	Capability Definition
Roxanne Advanced TRUE ROI Dashboard	This innovative tool allows us to communicate to retailers where their digital advertising dollars are going and how much they are bringing back. Providing retailers full transparency on their spending and profits.
Conversion Rate Optimization	System that will optimize the percentage of visitors to a retailer's website that convert into customers
Online Shopper	Online Shopper is our car buying tool with real-time collaboration. We eliminated the time, confusion, and stress that makes shoppers reluctant to start the car buying process. Shoppers start from VRPs and VDPs, and Online Shopper builds personalized deals with a series of easy questions that take just a few minutes. It instantly retrieves and recommends real-time bank offers based on the shopper's credit, trade, and personal details.
Analytics Package A	This package is for up to 10 hours a month of white glove Analytics service, including: - Dedicated Analyst who will manage all analytics requests - Analyst will attend 1 performance/month - Analyst will be familiar with setup of groups Analytics accounts/tracking - Analyst bring recommendations for improvements as needed
Analytics Package B	This package is for up to 20 hours a month of white glove Analytics service, including: - Dedicated Analyst who will manage all analytics requests - Analyst will attend 1 performance/month - Analyst will be familiar with setup of groups Analytics accounts/tracking - Analyst bring recommendations for improvements as needed
GA4 Package	Set up of GA4 for retailers: - Discovery Call - Creation and Installation of Tag - Event tracking - Conversion tracking - Training/Documentation - Maintenance for 60 days
Custom Development	Retailer requested development work provided by Dealer Inspire team including Website Home Redesigns, Website Template Changes, personalized widgets and more.
DealerRater® AutoResponse	Never miss another opportunity to respond to reviews and build brand loyalty. With AutoResponse™, our team of expert reputation management specialists personally respond to every review, ensuring a consistent, positive presence across social channels while giving you valuable time to focus on the thing that creates great reviews in the first place: your business.

Additional Dealer Inspire Capabilities	Capability Definition
DealerRater® ReviewBuilder	Today more than ever, your reputation drives your business. Turn on the ultimate review-generating machine with ReviewBuilder and earn more reviews, faster across the sites that matter: Google, Facebook, Cars.com and DealerRater. Our Smart Targeting technology analyzes where you need reviews the most and automatically distributes requests to those platforms to build a consistent, positive reputation wherever shoppers find you.
Email Marketing with CRM Integration	Custom HTML email that pulls in website offers and deployed from client CRM (4 per month).
One time Setup Fee: Email Marketing with CRM Integration	Covers platform setup and initial design and development work.
Facebook Inventory Exports	Export inventory to your Facebook Automotive Inventory Ads product catalog for use in advertising campaigns.
Homenet Lite	Many clients move over to Dealer Inspire without an Inventory Management System (IMS). As a solution, Dealer Inspire offers them a HomeNet Inventory Online (IOL) account. Includes: DMS Polling and/or Third-party Feed Enhanced VIN Decoding Export to you only.
OEM Incentives/Incentives Manager	Ongoing management of retailer incentives by the inventory support team
Lightning Inventory™ VDP (Instant Search)	Using data-driven design choices our creative team introduced a new VDP designed to increase conversions. Includes customizable components that can be added/removed/reordered to meet your needs.
Lightning Inventory™ VRP (Instant Search)	We have accelerated inventory search from seconds to milliseconds, instantly showing relevant results with each letter typed or word spoken.
Managed Services Standard Package	Up to 8 Managed Services assets (defined below) per month for Subscribing Retailers to use on Managed Services, which include sliders, banners, pop-ups, emails, website updates, social media posts and more!
Managed Services Advanced Package	Up to 16 Managed Services assets (defined below) per month for Subscribing Retailers to use on Managed Services, which include sliders, banners, pop-ups, emails, website updates, social media posts and more!
Managed Services Dominate Package	Up to 24 Managed Services assets (defined below) per month for Subscribing Retailers to use on Managed Services, which include sliders, banners, pop-ups, emails, website updates, social media posts and more!
PRIZM Base (Reporting Platform)	Proprietary reporting platform for your technology, marketing, & support.
PRIZM Enhanced	Includes ROI Attribution Reporting (Sales and Service)

Additional Dealer Inspire Capabilities	Capability Definition
RouteOne	Integration with RouteOne financial tools
Shop By Payment	Your VRPs and VDPs will showcase real-time national lease and finance offers pulled from your OEM, and prompt shoppers to customize their payment, sending them through a few user-friendly, non-intrusive questions that will help them determine their estimated monthly payments.
Single Site (Multi Language Toggle)	Wordpress® Plug-In allowing shoppers to view the page in their preferred language.
Site Health Audit	Technical SEO review of site, looking at best practices and use/implementation of SEO elements related to health and crawlability. Does not include resolution of found issues.
Site Optimization & Opportunity Audit	A full audit of site's current organic KPIs, and assessment of ways that SEO could be improved. Includes breakdowns of current site KPIs, competitor insights, and SEO recommendations for core pages based on keyword research.
Unlimited Exports	Export(s) of inventory feed to 3rd party.
Standard SEO Package	Includes: Keyword & Competitor Research • Annual site health audits and updates, including Google Search Console management and structured data audit • Google My Business management, including optimization, 2x/monthly posts, and Q&A monitoring and response • Up to 4 pieces of content per month - Custom Strategy Calendar • Core 4 model landing pages • Monthly performance reporting - keyword monitoring • Dedicated SEO Specialist
Advanced SEO Package	Includes: Keyword & Competitor Research • Content Audit • 2X annual site health audits and updates, including Google Search Console management and structured data audit • Google My Business management, including optimization, 2x/monthly posts, and Q&A monitoring and response • up to 5 pieces of content per month - Posting of SEO content to Facebook 2X monthly • Directory citation cleanup and management • Custom Strategy Calendar • Core 4 model landing pages • Monthly performance reporting • keyword monitoring • Dedicated SEO Specialist
Dominate SEO Package	Includes: Keyword & Competitor Research • Content Audit • Page Optimization Analysis • Quarterly health audits and updates, including Google Search Console management and structured data audit • Google My Business management, including optimization, 2x/monthly posts, and Q&A monitoring and response • up to 7 pieces of content per month - Posting of SEO content to Facebook 2X monthly • Paid boosting of socially posted SEO content • Backlink monitoring and cleanup - Directory citation cleanup and management • Custom Strategy Calendar • Core 4 model landing pages • Monthly performance reporting • keyword monitoring • Dedicated SEO Specialist

SEO Content efforts may include: service/parts, finance/insurance, model feature, model comparison, custom inventory or local page creation or page reoptimization/enhancements. Service description relevant for product served On or Off DI Website Platform.

Additional Dealer Inspire Capabilities	Capability Definition
Facebook In-Market Data Package 1 **Facebook Media Spend = $1,000 - $2,000**	Unlock access to exclusive in-market targeting for Facebook ads to gain an advantage against your competitors by getting your ads in front of the right shoppers at the right time. This includes ownership, online purchase intent and competitor lot visit audiences as well as competitor store visit cross-shopping insights.
Facebook In-Market Data Package 2 **Facebook Media Spend = $2,001 - $4,000**	Unlock access to exclusive in-market targeting for Facebook ads to gain an advantage against your competitors by getting your ads in front of the right shoppers at the right time. This includes ownership, online purchase intent and competitor lot visit audiences as well as competitor store visit cross-shopping insights.
Facebook In-Market Data Package 3 **Facebook Media Spend = $4,001+**	Unlock access to exclusive in-market targeting for Facebook ads to gain an advantage against your competitors by getting your ads in front of the right shoppers at the right time. This includes ownership, online purchase intent and competitor lot visit audiences as well as competitor store visit cross-shopping insights.