

## Core Package

**\$1,500**/mo

- Advanced VDP & Editor
- Apple Wallet/Google Pay Integration
- Coupon Manager
- Insight Reporting
- Dedicated Account Executive
- Dynamic Content Library
- ADA Accessible Website
- Inventory & Pricing Manager
- Keyword Site Search
- Media Manager
- Units IMS Plus - Inventory Tool
- Mega Menu & Manager
- Mobile Click-To-Call
- One Minute ePrice
- On-Site Inventory
- Price Unlock
- Responsive Custom Page Builder
- SSL Site Security & HTTPS Connection
- Send to Mobile
- Social Media Toolbar
- Standard SEO & Editor
- ADA Accessibility Tool
- Support All 3rd Parties
- Technical Support
- Testimonial Manager
- Vehicle Awards & Accolades
- Vehicle Green Scores
- Vehicle Hyper Zoom
- Vehicle Hot Spots
- Vehicle NHTSA Safety Crash Test Ratings
- Website Grader
- Personalization Engine

### Premium Package

**\$2,075**/mo

#### ▪ CORE PACKAGE

- + Reviews & Reputation Monitoring
- + Local Listings Management
- + Keyword Ranking Report
- + Custom Content (2 pages/month)

### Elite Package

**\$3,075**/mo

#### ▪ CORE & PREMIUM PACKAGES

- + Chat
- + Trade In Tool
- + Smart Incentive System
- + Google Vehicle Listings

# CERTIFIED WEBSITE PROGRAM ADD-ONS



ADD-ON	PRICE
<b>Digital Retailing</b> 3-In-1: Includes Digital Retailing, Trade-In Tool, & Soft-Pull Credit App!	\$1,999
<b>Dealertrack or RouteOne Integration</b> Allows a finance application filled out on the website to be sent directly to a dealer's DealerTrack or RouteOne Integration account for ease of pulling credit and submitting to lenders.	\$99
<b>Trade In &amp; Sell Us Your Car Tools</b> Values determined by NADA Guides or KBB. Integrated dealer inventory and real time pre-approval credit soft pulls.	\$449
<b>Soft Pull Credit Application</b> Real time pre-approval credit soft pulls matched to captive dealer finance lenders. Integrated dealer inventory. (Includes 60 Soft Pulls - TU: \$2.60 per add'l pull EQ: \$2.60 per add'l pull)	\$449
<b>Credit Application Lite</b> Quick 3-step pre-approval lead generator with integrated dealer inventory.	\$299
<b>Offer Management Tool</b> Website add-on featuring homepage search-by-payment widget and SRP monthly lease/finance widget and Rate Customizer utilizing real-time bank and incentive data.	\$349
<b>Smart Incentive System</b> Incentive program customized to customer's search history.	\$179
<b>Google Business Profile Package</b> Amplify your presence on Google and increase listing engagement with our Google Business Profile optimization.	\$499
<b>Reputation Monitoring &amp; Dealership Reviews</b> 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!	\$179
<b>Local Listings Management</b> Ongoing data submission to 100+ Local Listings - Manual Claiming - Listing Optimization - Geocode Distribution for Maps & GPS Devices - Duplicate Listing Merging/Removal - Directory Wide Holiday Hour Updates - Protection Against Listing Contamination Local SEO Call Tracking (0.089/minute)	\$179
<b>Keyword Ranking Report</b> Track search engine results page rank for specific target keywords. Our Keyword Ranking Report includes metrics such as your average position, position fluctuation, and top 10 keywords across all major search engines, all locations and all devices.	\$99

ADD-ON	PRICE
<b>Custom Content (4 pages)</b> Influence rankings and build authority using original, relevant content. Our experienced content writers create unique, engaging content for dealer websites to increase visibility and dominate in search engine results. (Additional Custom Content Packages Available).	\$599
<b>Chat</b> ▪ A/I Chat Bot ▪ Facebook Messenger Integration ▪ Jump-In Chat Feature ▪ Unlimited Texting	\$599
<b>DMS Attribution</b> 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.	\$449
<b>Monthly Turnkey Banners (3 banners)</b> 3 homepage graphic banners.	\$249
<b>Units IMS Premium</b> Includes Units IMS / Unleaded / Plus ▪ Recon & Photo Alert System ▪ Exterior Walk Around Video ▪ eAuto Appraise Integration ▪ Customizable Hot Spots ▪ AI Hot Spots Automated Hotspots ▪ GMB Cars for Sale	\$449
<b>Units IMS Nitro</b> Includes Units IMS / Unleaded / Plus ▪ Video Exports ▪ Video Voice Over ▪ CPO Integration ▪ CARFAX® Integrated ▪ Video Sharing Capabilities ▪ YouTube Integration ▪ CARoi Sales Reporting Integration ▪ Video Tagging ▪ Enterprise Photo Reporting	\$629
<b>Units IMS Inventory Videos</b>	Basic \$89    Advanced \$134    Bronze \$179    Silver \$225    Gold \$249
Adds stitched videos to the dealer's website	●                    ●                    ●                    ●                    ●
Adds stitched videos to 3rd party websites	●                    ●                    ●                    ●                    ●
Send to Cars.com / AutoTrader / Youtube	●                    ●                    ●                    ●                    ●
Send to CARFAX®	●                    ●                    ●                    ●                    ●
Send to Facebook	●                    ●                    ●                    ●                    ●
<b>Market Pricing Tool</b> KBB, Black Book, NADA, and Manheim Evaluation Data	\$799
<b>Google Vehicle Listings</b> Share inventory directly on your Business Profile on Google	\$99
<b>Parts Catalog</b> OEM parts and accessories catalog accessible to customers from a dealership's website	\$179
<b>Spanish Website</b> Responsive website with complete Spanish translation.	\$649

Inventory products prices do not include DMS fees and Dealers will be charged these fees directly.

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# CERTIFIED DIGITAL MARKETING PROGRAM



PRODUCTS & FEATURES	BASE PACKAGE <b>\$1,199</b> /mo	SPORT PACKAGE <b>\$1,699</b> /mo	TURBO PACKAGE <b>\$2,099</b> /mo
Dynamic Inventory Based Search Marketing	✓	✓	✓
Dynamic Inventory Based CPO Search Marketing	✓	✓	✓
Market Protection Search Marketing	✓	✓	✓
Geo/Local Campaigns	✓	✓	✓
Dynamic Inventory Based VDP Remarketing	✓	✓	✓
Waze -Pins & Takeover	✓	✓	✓
Dynamic Call Tracking	✓	✓	✓
Advanced Executive Digital Marketing Dashboard	✓	✓	✓
Dedicated Certified Account Strategist	✓	✓	✓
Dealer Brand Promotional Remarketing		✓	✓
Behavioral/Programmatic Display Advertising		✓	✓
Banner Set Creation (1 per month)		✓	✓
YouTube TrueView*		✓	✓
Used Car Custom & Dynamic Search Marketing		✓	✓
Dynamic Inventory Facebook VDP Remarketing		✓	✓
Promotion Campaign with dynamic lease & offer landing pages**			✓
Service & Parts Custom Search Marketing			✓
Finance Custom Search Marketing			✓
CARoi - DMS Attribution			✓
DMS Targeting/Forecasting with Heatmapping			✓

SOCIAL	PRICE	A LA CARTE	PRICE
VDP Remarketing	\$279	Google Posts (4 per month)	\$499
Starter Package: Choice of 2: Sales, Fixed Ops, Finance or Video*	\$674	Additional Banner Set Creation	\$350
Advanced Package: Choice of 4: Sales, Fixed Ops, Finance or Video*	\$1,079		
Social Media Package: Choice of Any: Sales, Fixed Ops, Finance or Video*	\$1,349		

STREAMING TV PACKAGE OPTIONS	MONTHLY IMPRESSION TOTAL	MONTHLY BUDGET	MANAGEMENT FEE
Prime Package	114,861 - 199,439	\$3,500- \$5,000	23% of spend
Echo Package	199,440 - 406,952	\$5,001 - \$9,000	18% of spend
Fire Package	406,952+	\$9,001+	13% of spend

STREAMING TV	ENGLISH	SPANISH	STREAMING TV	PRICE
30 - Second Commercial Creation	\$850	\$950	Cost per hour after 3rd Edit	\$165
15 - Second Commercial Creation	\$550	\$650	Edit of existing commercial - Visual/Graphics	\$240
6 - Second Commercial Creation	\$325	\$425	Edit of existing commercial - change of disclaimer	\$90
			Edit of existing commercial - voice over changes	\$160

\*Dealer must provide video

\*\*Must have DEP website for landing pages

Prices for dig ad and social packages reflect management fee only. Spend is not included

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