

Website Packages	STANDARD \$1,499	ADVANCED \$2,299	DOMINATE \$2,799
Data-Driven Website Design	✓	✓	✓
Responsive Mobile Experience	✓	✓	✓
#1 Page Speed Platform	✓	✓	✓
Lightning Inventory VRP (Instant Search)	✓	✓	✓
Lightning Inventory VDP (Instant Search)	✓	✓	✓
OEM Incentives	✓	✓	✓
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.)	✓	✓	✓
Review Monitoring & Website Integration	✓	✓	✓
Call Tracking (6 -Total Lines)	200 Minutes	200 Minutes	400 Minutes
PRIZM (Reporting Platform)	✓	✓	✓
PRIZM Enhanced		✓	✓
Technical & Performance Support	✓	✓	✓
Compliance Review & Support	✓	✓	✓
Smart Credit Application	✓	✓	✓
AudioEye® ADA Website Accessibility	✓	✓	✓
DI Wallet Digital Coupon Integration		✓	✓
Personalization & Geo-Fencing		✓	✓
Unlimited Inventory Exports		✓	✓
Conversations Assisted CTAs		✓	w/ Trade-In Eval
DealerRater® AutoResponse™			✓
Vehicle Review Website Integration			✓

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Online Shopper	Price/Mo
Online Shopper	\$1,200 (\$600 one-time set-up fee)
Online Shopper (Off-Platform)	\$900 (\$600 one-time set-up fee)

Conversations	Price/Mo
Conversations - Self Managed	\$400
Conversations - Up to 50 Managed Chats	\$600
Conversations - Unlimited Managed Chat	\$800
Conversations 2.0 - Self-Managed	\$600
Conversations 2.0 - Up to 50 Managed Chats	\$800
Conversations 2.0 - Unlimited Managed Chat	\$1,000

**Conversations 2.0 comes with automatic TradePending® evaluation tool built-in*

Managed Services	Price/Mo
Standard - 800 Credits	\$500
Advanced - 1,750 Credits	\$1,000
Dominate - 2,750 Credits	\$1,500

SEO Packages	Price/Mo
Standard	\$999
Advanced	\$1,499
Dominate	\$2,299

Digital Advertising	Price/Mo
SEM Spend up to \$4,999 with Fuel Optimized/Dynamic Bidding Technology	23% Management Fee
SEM Spend Greater than \$5,000 with Fuel Optimized/Dynamic Bidding Technology	\$1,000 Flat Fee

DIGITAL ADVERTISING ADD-ONS

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

Advanced Capabilities	Price
Additional Phone Numbers	\$4/line + \$0.06/min
AudioEye® ADA Website Accessibility	\$350/mo
Lease/Payment Calculator	\$549/mo
Email Marketing (up to 100k addresses)	\$889/mo (\$750 Set-Up Fee)
Creative Asset Creation	\$125/piece
Conversion Rate Optimization Services (CRO)	\$125/hour
Social Media Posting (3-5 posts per week)	\$899/mo
Social Media Setup (Facebook, Twitter, G+)	\$500 one-time
Analytics Package A	\$1,000/mo
Analytics Package B	\$2,000/mo
GA4 Package	\$4,500 one-time
Google Business Profile Cars for Sale	\$79/mo
PRIZM Enhanced	\$199/mo
Vehicle Configurator	\$199/mo
Unlimited Exports	\$199/mo
Facebook Inventory Exports	\$149/mo
Single Site (Multi-Language Toggle)	\$349/mo
Separate Multi-Language Site	\$999/mo (\$999 Set-Up Fee; \$100 Per Page Set-Up)
DealerTrack / Route One Integration	\$99/mo