







**WEBSITES**

Performance Package  
\$2059/month

Performance Plus  
\$3299/month

Performance Platinum  
\$4799/month

**DIGITAL RETAILING**

Accelerate My Deal Core\*\*\*  
\$1099/month

Accelerate My Deal Elite\*\*\*  
\$1799/month

Cox Automotive Digital Retailing  
Inventory Integration  
\$499/month

Credit Application  
\$199/month

Reservations  
\$149/month

**MANAGED SERVICES**

Standard Content & Creative\*  
\$479/month

Advanced Content & Creative  
\$899/month

Premium Content & Creative  
\$1299/month

Fixed-Ops Content & Creative  
\$549/month

Custom Display Ads  
\$299/month

Custom Video Footage Capture\*  
\$4000/branded shoot

Review Generation\*\*  
\$449/month

Reputation Management  
\$329/month

Dealership Review Integration  
\$199/month

Review Generation + Reputation  
Management\*\*  
\$699/month

Standard SEO  
\$599/month

Advanced SEO  
\$1099/month

Premium SEO  
\$1799/month

Standard SEO with Reputation  
Management  
\$899/month

Advanced SEO with Reputation  
Management  
\$1299/month

Premium SEO with Reputation  
Management  
\$2099/month

Standard Social\*\*\*  
\$479/month

Advanced Social  
\$699/month, \$799/month off-platform

Premium Social\*\*\*  
\$1199/month

Social Boosting  
\$269/month,  
(\$69 fee + \$200 in boosting)

Integrated Digital Solution Bundle  
(Prem. SEO & Adv. Content & Creative, \$2449/month)

**ADVERTISING**

Standard Package  
22% of spend, \$299 minimum fee  
\$149 Platform Fee

Advanced Package  
22% of spend, \$650 Minimum Fee,  
\$149 Platform Fee

Premium Package  
\$1650 minimum fee, plus 8% of spend up to \$2499,  
\$149 Platform Fee

Video Advertising with Creative  
\$1099/month

Advanced Custom Video for Advertising  
\$1399/month

Premium Custom Video for Advertising  
\$1799/month

Video Advertising Flighting Additional  
\$299/month

Waze Advertising  
\$99/month

Custom Ad Creative  
\$200/hour

**A LA CARTE PRODUCTS**

Advanced Composer  
\$299/month

Toll-free Call-Tracking  
1 line/200 mins – \$79.00  
3 lines/500 mins – \$99.00  
10 lines/1000 mins – \$179.00  
50 lines/2500 mins – \$299.00  
300 lines/3000 mins – \$399.00  
300 lines/6000 mins – \$599.00

Mobile Lot Capture  
\$149/month

Photo Overlays  
\$149/month

Unlimited Exports  
\$199/month (Autotrader Basic Listing and CarFax  
Integration included in Core)

Video Package  
\$499/month

Window Stickers  
\$69/month

Domains  
\$3/month

Smart Blog with User Reviews  
\$79/month

Custom Header  
\$249 one-time fee

Review Generation\*\*\*  
(JLR dealers with a Dealertrack DMS) \$449/month

Review Generation (Off-Platform)\*\*\*  
(JLR dealers with a Dealertrack DMS) \$449/month

Review Generation (Off-Platform)\*\*\*  
(Subscribing Dealers with a CDK DMS) \$549/month

Review Generation (Off-Platform)\*\*\*  
(Subscribing Dealers with a non-Dealertrack  
or non-CDK DMS) \$519/month

Review Generation\*\*\*  
(Subscribing Dealers with a CDK DMS) \$549/month

Review Generation\*\*\*  
(Subscribing Dealers with a non-Dealertrack or  
non-CDK DMS) \$519/month

Reputation Management & Review  
Generation\*\*\*  
(JLR dealers with a Dealertrack DMS) \$699/month

Reputation Management & Review  
Generation (Off-Platform)\*\*\*  
(JLR dealers with a Dealertrack DMS)  
\$699/month

Reputation Management & Review  
Generation (Off-Platform)\*\*\*  
(Subscribing Dealers with a CDK DMS) \$799/month

Reputation Management & Review  
Generation (Off-Platform)\*\*\*  
(Subscribing Dealers with a non-Dealertrack or  
non-CDK DMS) \$769/month

Reputation Management & Review  
Generation\*\*\*  
(Subscribing Dealers with a CDK DMS) \$799/month

Reputation Management & Review  
Generation\*\*\*  
(Subscribing Dealers with a non-Dealertrack or  
non-CDK DMS) \$769/month

\*Must have a website with Dealer.com | \*\*For dealerships with CDK DMS, the monthly cost for Review Generation is \$449/month, and the cost for the Reputation Management and Review Generation bundle is \$699/month. For dealerships with another non-Dealertrack DMS, the cost for Review Generation is \$449/month, and the cost for the Reputation Management and Review Generation bundle is \$699/month. | \*\*\*\$100 off-platform increase

## Digital Retailing Packages

### Accelerate My Deal Core \$1099/month

Features include: Shop by Payment, Shopper Self-Penciling on VDPs, Submit Price Offers, Finance & Lease Payments, Taxes, fees & dealer fees, Manufacturer & Conditional incentives, KBB.com Trade Valuation®, Email confirmation to continue deal, Dealer embedded "How it Works" Video, Test Drive appointment scheduling, Credit Applications, Online Deal Agreement Certificate, Vehicle Protection with payments, Text messaging, LPA chat, call tracking by DR source, Vehicle Reservations, Vin CRM Integration (One Lead – No Dupes)

Support includes: Performance Management, which features 1) a 3 hour training within 3 weeks of launch, 2) a virtual performance call every 90 days, and 3) training and consultation 60-days after launch.

VinSolutions customers also receive: Vin Desking Integration New, Base Payment Services (taxes & fees), Cash Deals (New, Used, CPO), and Retrieve a Deal (Vin & 3rd Party CRMs)

### Accelerate My Deal Elite \$1799/month

Includes all features of Accelerate My Deal Core with additional in-store support.

Support includes: Performance Management, which features 1) a 3 hour training within 3 weeks of launch, 2) a virtual performance call every 45 days, and 3) retraining and process improvement consultations every 60 days.

## Dealer.com SEO

The industry's premier SEO service combines automotive expertise with Google, Bing, and Yahoo, and fluency with Dealer.com's market-leading technology platform. The SEO team consists of continuously trained SEO

Strategists, Specialists, and Copywriters, that work to capture relevant traffic and steer it toward your Digital Storefront.

### Standard SEO\* \$599/month

### Standard SEO with Reputation Management \$899/month

### Advanced SEO \$1099/month

### Advanced SEO with Reputation Management \$1299/month

### Premium SEO \$1799/month

### Premium SEO with Reputation Management \$2099/month

## Managed Content & Creative

Standout creative drives successful campaigns. Dealer.com's dedicated professional designers meticulously follow your campaign strategy and goals to create compelling website content including homepage slideshows, campaign landing pages, and other strategic creative. Because they're dedicated to automotive, and partner closely with your Performance Manager, these content and creative specialists ensure all campaigns are developed according to your specific dealership, group, and OEM identity

### Standard Content & Creative\* \$479/month

### Advanced Content & Creative \$999/month

### Premium Content & Creative \$1299/month

### Custom Display Ads \$299/month

## Fixed Ops Content and Creative

Drive more fixed operations revenue with our new Fixed Operations Content & Creative solution. Through one partnership, you'll be able to leverage a dedicated design team focused on maximizing the potential of your service business through integrated digital campaigns built around your unique strategy and service offerings.

### Fixed Operations Content and Creative \$549/month

## Custom Video

Engage your website visitors more efficiently and effectively than ever before with the new Dealer.com Custom Video solution. Each month, we'll work with you to create compelling, custom videos based on your dealership's goals—from unique special offers, to incentives, inventory and events. Professionally produced and fully integrated into your website and complete digital marketing solution, your custom videos will bring your customer engagement and your unique dealership brand to the next level.

### Standard Custom Video \$1099/month

### Advanced Custom Video \$1399/month

### Premium Custom Video \$1799/month

### Custom Video Footage Capture\* One-time fee of \$4000 per branded shoot

## Review Generation

### \$449/month, One-time Setup Fee: \$499

Dealer.com delivers an efficient and personalized way for dealerships to request and collect consumer reviews across multiple GMBs and industry-leading review sites, all while the

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dealership experience is top-of-mind. Review Generation elevates the voice-of-the-customer through an always-on, SMS-based review growth strategy that is easy to use and painless for consumers.

## Reputation Management

### \$329/month

Dealer.com offers dealers a coordinated consumer review and response management solution that reinforces your customer service commitment online, strengthens local SEO, and delivers valuable content you can use to attract additional shoppers.

Reputation Response Specialists monitor and respond to all reviews (both positive and negative), in lockstep with established dealership processes. Our solution combines coordinated third-party review response management, Google My Business review optimization, and dealer website syndication - with your best reviews showcased on your website. These combine to deliver consistent, high quality interactions with all dealership customers across all profit centers.

## Managed Social

Dealer.com's dedicated social professionals combine creative content with community management for a complete social presence. Campaigns consistently align with your overall digital strategy and brand guidelines, and encompass a complete range of services that optimize your social identity and reach.

### Standard Social

\$479/month

### Advanced Social (with Reputation Management)

\$699/month, \$799/month off-platform

### Premium Social (with Reputation Management)

\$1199/month

### Additional Social Boosting

\$269/month, (\$69 fee + \$200 in Boosting)

## Advertising

Dealer.com Advertising delivers connected digital campaigns promoting your inventory and dealership services to the places where your customers browse, shop, or consume content online. We connect your cars to your customers through a flexible, intelligent, and secure advertising solution powered by exclusive consumer insights, market intelligence, and first-party data.\*\*\*

### Standard Package

**22% of spend, \$299 minimum fee, \$149/Platform Fee**

Channels include: Display Retargeting, Paid Search, Parts/Service, and Facebook. Also includes a Dealer.com Performance Manager.

### Advanced Package

**22% of spend, \$650 minimum fee, \$149/Platform Fee**

Includes all Standard channels, plus Network Display, including the Cox Automotive endemic network of automotive research sites. Also includes access to exclusive Cox Automotive in-market shopper audiences, including Autotrader and Kelley Blue Book, along with exclusive integrations with vAuto, Xtime, and Cox Automotive Enterprise Data. This package also includes access to strategic Add-On Services available at an additional cost, including Waze Advertising, Video Advertising with flighting, Custom Display Creative and more. Includes promotion eligibility.

### Premium Package\*

**\$1650 minimum fee, plus 8% of spend up to \$2499, \$149/Platform Fee**

Includes all Standard and Advanced features, plus dedicated Advertising Performance Manager support and premium, discounted access to strategic Add-On Services available at an additional monthly cost.

The minimum fee for the Premium Advertising Package is \$1650/month, plus 8% of any ad spend in excess of \$7500/month, up to a maximum of \$2499/month in total fees. The fee maximum does not include the cost of any la carte product purchased, or the \$149/month Platform Fee.

## Waze Advertising

\$99/month

Dealer.com is proud to help our clients reach drivers on-the-go with Waze Pin or Search Ads. Boasting a dedicated user base of more than 90 million, and 28 Million monthly active users, Waze is the world's largest community-based navigation app.

## Video Advertising

Dealer.com's video advertising solutions make it easy to create and deploy high quality video content that connects your cars with your customers browsing Facebook and YouTube.

### Turnkey Video Advertising with Creative

\$1099/month

### Advanced Custom Video for Advertising

\$1399/month

### Premium Custom Video for Advertising

\$1799/month

### Video Advertising Flighting\*\*\*

Additional \$299/month

### On-Site Video Capture

\$4000 per dealership visit

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