



# CERTIFIED WEBSITE PROGRAM

**BASE PACKAGE**  
**\$899/mo**

## PRODUCTS & FEATURES

Responsive Website	CPE Tracking	Coupon Manager
SSL Site Security & HTTPS Connection	Media Manager	ADA Compliant
Advanced SEO and Editor	2-Part Lead Forms	New Vehicle Stock Photos
Website Grader	One-Touch Forms	Vehicle Photo Hot Spots
InSites1 - Advanced Reporting	Dynamic Make/Model Pages	Vehicle Photo Hyper Zoom
6 Call Tracking Numbers	Dynamic Thank You Pages	Safety Crash Test Rating
Keyword Site Search	Manufacturer Incentives & Rebates	Apple Wallet/Google Pay Integration
Mega Menu & Manager	Advanced VDP & Editor	Special Programs
Testimonial Manager	Inventory & Pricing Manager	Green Scores
Content Library	Vehicle Options Manager	Awards & Accolades
Responsive Custom Page Builder	Price Unlock	Dedicated Account Executive

**CONVERSION PACKAGE**  
**\$1,799/mo**

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+ BASE PACKAGE

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- + iSpy - Real Time Alerts
- + Vehicle Inventory Videos
- + eAutoAppraise - Trade-In Tool
- + DriveCentive - Incentive Program

**TURNKEY PACKAGE**  
**\$2,449/mo**

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+ BASE & CONVERSION PACKAGE

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- + 3 Monthly Turnkey Banners
- + AutoBot or Dealer Managed Chat
- + eCreditApp Lite

PRODUCTS & FEATURES		PRICE
SARA: Smart Automotive Retailing Assistant	3-In-1: Includes SARA (Digital Retailing), eAutoAppraise, & eCreditApp! Meet SARA. DEP's industry leading digital retailing tool.	<b>\$1,599</b>
eAutoAppraise- Trade-In Tool	Values determined by NADA Guides or KBB. Integrated dealer inventory and real time pre-approval credit soft pulls. (\$1.50/pull)	<b>\$449*</b>
eCreditApp	Real time pre-approval credit soft pulls matched to captive dealer finance lenders. Integrated dealer inventory. (Includes 100 Soft Pulls - \$1.50 per add'l pull)	<b>\$449</b>
eCreditApp Lite	Quick 3-step pre-approval lead generator with integrated dealer inventory.	<b>\$300</b>
Hybrid Chat (Facebook Connect Included)	24-7-365 proactive live chat that allows dealership personnel to jump into a live chat anytime to take over the assist. (Up to 50 chats/mo) <ul style="list-style-type: none"> <li>• 51-100      • 101-150      • 151-200      • 201-250      • 251-300</li> <li><b>\$649</b>      <b>\$849</b>      <b>\$999</b>      <b>\$1,299</b>      <b>\$1,499</b></li> </ul>	<b>\$499*</b>
AutoBot	Artificial Intelligence conducting a conversation on behalf of a dealer.	<b>\$399</b>
AutoBot Hybrid	Artificial Intelligence conducting a conversation on behalf of a dealer that allows dealership personnel to jump into the chat and take over. (Up to 50 chats/mo) <ul style="list-style-type: none"> <li>• 51-100      • 101-150      • 151-200      • 201-250      • 251-300</li> <li><b>\$649</b>      <b>\$849</b>      <b>\$999</b>      <b>\$1,299</b>      <b>\$1,499</b></li> </ul>	<b>\$499*</b>
Dealer Managed Chat/Text (Facebook Connect Included)	Chat software facilitates chats on the dealer's site and dealer/shopper communication.	<b>\$299</b>
Unlimited Texting	Website visitors can interact with dealers via text messaging that's managed through our integrated chat backend.	<b>\$100</b>
Parts Catalog	OEM parts and accessories catalog accessible to customers from a dealership's website.	<b>\$179</b>
iSPY- Real Time Alerts	Alert system identifies real-time shoppers as they browse the website.	<b>\$150</b>
DriveCentive- Incentive Program	Incentive program customized to customer's search history.	<b>\$359</b>
New Vehicle Configurator	Proprietary new model configurator (Build-a-Car).	<b>\$179</b>
Inventory Video	Dynamically created narrated video using dealership inventory photos.	<b>\$179</b>
Banner Creation	3 turnkey homepage graphic banners per month.	<b>\$449</b>
Dealer Watch	Online reputation and social media management tool, also automatically imports reviews from all relevant agencies into the site.	<b>\$179</b>
Custom Content	SEO-optimized custom content generation service. (3 pages/mo)	<b>\$404</b>
SEO Advanced Package	Enhance your website's optimization for Search Engine Results. Package Includes: <ul style="list-style-type: none"> <li>• Reputation Management      • Used Cars Network**      • 3 Pages of Custom Content</li> <li>• Local Listings Management      • Keyword Ranking Report</li> </ul>	<b>\$899</b>
Email Hosting	Unlimited mailbox email hosting.	<b>\$359</b>

\*Indicates starting price

\*\*Availability may vary