

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

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

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

## PRODUCTS & FEATURES

	BASE PACKAGE	CONVERSION PACKAGE	TURNKEY PACKAGE
RESSponsive Website	X	X	X
Advanced SEO and Editor	X	X	X
Website Grader	X	X	X
Advanced Reporting Suite	X	X	X
6 Call Tracking Numbers	X	X	X
Keyword Site Search	X	X	X
Mega Menu	X	X	X
Mega Menu Manager	X	X	X
Testimonial Manager	X	X	X
Content Library	X	X	X
Vehicle Details Page Editor	X	X	X
Responsive Custom Page Builder	X	X	X
CPE Tracking	X	X	X
Media Manager	X	X	X
2-Part Lead Forms	X	X	X
One-Touch Forms	X	X	X
Dynamic Make/Model Pages	X	X	X
Dynamic Thank You Pages	X	X	X
Special Programs	X	X	X
Advanced VDP	X	X	X
Price Unlock	X	X	X
New Vehicle Stock Photos	X	X	X
Vehicle Photo Hot Spots	X	X	X
Vehicle Photo Hyper Zoom	X	X	X
Coupon Manager	X	X	X
Manufacturer Incentives & Rebates	X	X	X
Safety Crash Test Rating	X	X	X
Green Scores	X	X	X
Awards & Accolades	X	X	X
Apple Wallet/ Google Pay Integration	X	X	X
ADA Compliant	X	X	X
Dedicated Account Executive	X	X	X
iSPY		X	X
Vehicle Inventory Video		X	X
eAutoAppraise		X	X
DriveCentive		X	X
3 Monthly Turnkey Banners			X
AutoBot Unlimited or Dealer Managed Chat			X
Facebook Inventory Tab			X
eCreditApp Lite			X

PRODUCTS & FEATURES		PRICE
<b>SARA: Smart Automotive Retailing Assistant</b> 3-In-1: Includes Digital Retailing, eAutoAppraise, & eCreditApp! (Includes 100 Soft Pulls - \$1.50 per add'l pull)	Meet SARA. DEP's new Smart Automotive Retailing Assistant and the best digital retailing tool in the industry.	<b>\$1,599</b>
<b>eAutoAppraise</b>	Values determined by NADA Guides or KBB. Integrated dealer inventory and real time pre-approval credit soft pulls. (Includes 100 Soft Pulls - \$1.50 per add'l pull)	<b>\$449*</b> <small>[Blackbook + \$100/mo]</small>
<b>eCreditApp</b>	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>
<b>eCreditApp Lite</b>	Quick 3-step pre-approval lead generator with integrated dealer inventory.	<b>\$300</b>
<b>Hybrid Chat</b> (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) • 51-100      • 101-150      • 151-200      • 201-250      • 251-300 <b>\$649      \$849      \$999      \$1,299      \$1,499</b>	<b>\$499*</b>
<b>AutoBot Unlimited</b>	Artificial Intelligence conducting a conversation on behalf of a dealer.	<b>\$399</b>
<b>AutoBot Unlimited Hybrid</b>	Artificial Intelligence conducting a conversation on behalf of a dealer that allows dealership personnel to jump into the chat and take over. • 51-100      • 101-150      • 151-200      • 201-250      • 251-300 <b>\$649      \$849      \$999      \$1,299      \$1,499</b>	<b>\$499*</b>
<b>Dealer Managed Chat/Text</b> (Facebook Connect Included)	Chat software facilitates chats on the dealer's site and dealer/shopper communication.	<b>\$299</b>
<b>Unlimited Text</b>	Website visitors can interact with dealers via text messaging that's managed through our integrated chat backend.	<b>\$100</b>
<b>eAuto Payments</b>	Customizable vehicle inventory lease and finance monthly payment display system.	<b>\$359</b>
<b>Parts Catalog</b>	OEM parts and accessories catalog accessible to customers from a dealership's website.	<b>\$179</b>
<b>iSPY</b>	Alert system identifies real-time shoppers as they browse the website.	<b>\$150</b>
<b>DriveCentive</b>	Incentive program customized to customer's search history.	<b>\$359</b>
<b>New Vehicle Configurator</b>	Proprietary new model configurator (Build-a-Car).	<b>\$179</b>
<b>Inventory Video</b>	Dynamically created narrated video using dealership inventory photos.	<b>\$179</b>
<b>Banner Creation</b>	3 turnkey homepage graphic banners per month.	<b>\$449</b>
<b>Facebook Inventory Tab</b>	Access to dealer's inventory on their Facebook page.	<b>\$134</b>
<b>Dealer Watch</b>	Online reputation and social media management tool, also automatically imports reviews from all relevant agencies into the site.	<b>\$179</b>
<b>Custom Content</b>	SEO-optimized custom content generation service. (3 pages/mo)	<b>\$404</b>
<b>SEO Advanced Package</b>	Online reputation and social media management tool with automatic review import. Distributes listing information to over 40 direct major search engines and 100's more through aggregators including GPS and navigation sites.	<b>\$899</b>
<b>Email Hosting</b>	Unlimited mailbox email hosting.	<b>\$359</b>

\*Indicates starting price