

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 (up to 50)			X
Facebook Inventory Tab			X
eCreditApp Lite			X

PRODUCTS & FEATURES		PRICE
SARA: Smart Automotive Retailing Assistant 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.	\$1,599
eAutoAppraise	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)	\$449*
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)	\$499
eCreditApp Lite	Quick 3-step pre-approval lead generator with integrated dealer inventory.	\$300
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) • 51-100 • 101-150 • 151-200 • 201-251 • 251-300 \$649 \$849 \$999 \$1,299 \$1,499	\$499*
AutoBot Unlimited	Artificial Intelligence conducting a conversation on behalf of a dealer.	\$399
AutoBot Unlimited Hybrid	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 • 201-251 • 251-300 \$649 \$849 \$999 \$1,299 \$1,499	\$499*
Dealer Managed Chat/Text (Facebook Connect Included)	Chat software facilitates chats on the dealer's site and dealer/shopper communication.	\$299
Unlimited Text	Website visitors can interact with dealers via text messaging that's managed through our integrated chat backend.	\$100
eAuto Payments	Customizable vehicle inventory lease and finance monthly payment display system.	\$359
Parts Catalog	OEM parts and accessories catalog accessible to customers from a dealership's website.	\$179
iSPY	Alert system identifies real-time shoppers as they browse the website.	\$134
DriveCentive	Incentive program customized to customer's search history.	\$359
New Vehicle Configurator	Proprietary new model configurator (Build-a-Car).	\$179
Inventory Video	Dynamically created narrated video using dealership inventory photos.	\$179
Banner Creation	3 turnkey homepage graphic banners per month.	\$449
Facebook Inventory Tab	Access to dealer's inventory on their Facebook page.	\$134
Dealer Watch	Online reputation and social media management tool, also automatically imports reviews from all relevant agencies into the site.	\$179
Custom Content	SEO-optimized custom content generation service. (3 pages/mo)	\$404
SEO Advanced Package	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.	\$899
Email Hosting	Unlimited mailbox email hosting.	\$359

*Indicates starting price

PRODUCTS & FEATURES	PERFORMANCE PACKAGE	PLATINUM PACKAGE	PREMIER PACKAGE
	\$2K-\$4,999	\$5K-\$7,999	\$8,000+
Dedicated Certified Account Strategist	X	X	X
Advanced Executive Marketing Dashboard	X	X	X
Dynamic Inventory Based Acura Search Marketing (Google, Bing & Yahoo)	X	X	X
Dynamic Inventory Based CPO Search Marketing (Google, Bing & Yahoo)	X	X	X
Custom Conquest Campaign (Google, Bing & Yahoo)	X	X	X
Geo/Local Campaign (Google, Bing & Yahoo)	X	X	X
Market Protection Search Marketing (Google, Bing & Yahoo)	X	X	X
Dynamic Lease & Offer Landing Pages*	X	X	X
Dealer Brand & Promotional Remarketing		X	X
Dynamic Inventory Based VDP Remarketing		X	X
Dynamic Inventory Based Facebook VDP Remarketing		X	X
CARoi*			X
DMS Targeting/Forecasting with Heatmapping			X
Behavioral/Programmatic Display Advertising			X
1-set of Display/Remarketing Banner creation per month			X
YouTube Video TrueView Campaign**			X

Management fee is 20% of spend.

*DEP Websites Only

**Dealer Must Provide Video

ADD-ON PACKAGES	PACKAGE A	PACKAGE B	PACKAGE C
	\$349/mo	\$549/mo	\$749/mo
Used Car Custom & Dynamic Search Marketing	X	X	X
Waze Navigation App Advertising (when inventory is available/based on Dealership Marketing Area)	X	X	X
Display Advertising Banner Creation	1 Additional Set/mo	2 Additional Sets/mo	3 Additional Sets/mo
Google Posts		X	X
Starter Social Media Package		X	X
Service & Parts Custom Marketing			X
Finance Custom Marketing			X
Advanced Social Media Package			X