

PRODUCTS & FEATURES	BASE PACKAGE \$999 /mo	PREMIUM PACKAGE \$1,599 /mo
Responsive Website	X	X
ADA Compliant Website	X	X
SSL Site Security & HTTPS Connection	X	X
Keyword Site Search	X	X
Mega Menu	X	X
Mega Menu Manager	X	X
Choice of Advanced VDP or VDPxL	X	X
New Vehicle Stock Photos	X	X
Vehicle Photo Hyper Zoom	X	X
Vehicle Photo Hot Spots	X	X
Vehicle Showroom	X	X
Price Unlock	X	X
Price Drop Alerts	X	X
Manufacturer Incentives & Rebates	X	X
Safety Crash Test Rating	X	X
Green Scores	X	X
Awards & Accolades	X	X
Vehicle Brochures	X	X
Owner's Manuals	X	X
2-Part Lead Forms	X	X
One-Touch Forms	X	X
Apple Wallet/Google Pay Integration	X	X
Website Grader	X	X
Advanced Reporting Suite	X	X
8 Call Tracking Numbers	X	X
Testimonial Manager	X	X
Content Library	X	X
Media Manager	X	X
Coupon Manager	X	X
Vehicle Details Page Editor	X	X
Responsive Custom Page Builder	X	X
CPE Tracking	X	X
Dedicated Account Executive	X	X
iSpy	X	X
Dealer Managed Chat		X
Unlimited Text		X
Local SEO & Reputation Management <ul style="list-style-type: none"> • Advanced Article Network • Aggregated Reviews • Review Monitoring • Competitor Benchmarking 	<ul style="list-style-type: none"> • Automated Sentiment Analysis • Proactive Dealer Review Alerts • Social Media Activity Monitoring • Hashtag Metrics & Trend Analysis 	<ul style="list-style-type: none"> • Ongoing Data Submission • Local Business Page Optimization • Duplicate Listing Removal • Comprehensive SEO Reporting
		<ul style="list-style-type: none"> • Manual Claiming of Google, Facebook, & Yelp • Geocode Distribution for Maps & GPS Devices • Directory-Wide Holiday Hour Updates • Protection Against Listing Contamination

A LA CARTE PRODUCTS & FEATURES					
eAutoAppraise	Values determined by KBB or NADA guides. Integrated dealer inventory and real-time pre-approval credit soft pulls.				\$449
eCreditApp Lite	Quick 3-step pre-approval lead generator with integrated dealer inventory.				\$269
Dealer Managed Chat/Text (Facebook Connect Included)	Chat software facilitates chats on the dealer's site and dealer/shopper communication.				\$269
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)				\$449
	• 51-100 \$584	• 101-150 \$764	• 151-200 \$899	• 201-250 \$1,169	
AutoBot Unlimited	Artificial Intelligence conducting a conversation on behalf of a dealer.				\$359
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.				\$449
Unlimited Text	Website visitors can interact with dealers via text messaging that's managed through our integrated chat backend.				\$90
CARoi - DMS Attribution	Using DMS data, connect all the dots between your online and offline business, giving you the complete picture of exactly where your sales and revenue are coming from.				\$499
DEPi IMS	Engage your online customers by getting your cars out of the inventory management process and up in front of shoppers quickly, easily and accurately.				\$269
DEPi IMS+	Additional inventory management such as upload capabilities, comment generators, hot spots, price cast, data transfer and stock images.				\$449
Spanish Website	Responsive website with complete Spanish translation.				\$629
DealerTrack or RouteOne Credit Application Integration	Allows a finance application filled out on the website to be sent directly to a dealer's DealerTrack or RouteOne account for ease of pulling credit and submitting to lenders.				\$89
Email Hosting	Unlimited mailbox email hosting.				\$359
Basic Vehicle Inventory Video	Dynamically created narrated video using dealership inventory photos.				\$89
Banner Creation	3 turnkey homepage graphic banners per month.				\$449
Facebook Inventory Tab	Access to dealer's inventory on their Facebook page.				\$134
Custom Content	SEO-optimized custom content. (5 pages/mo)				\$539
DriveCentive	Incentive program customized to a customer's search history or based on geo-fencing.				\$359
Dealer Watch (Reputation Management)	Online reputation and social media management tool with automatic review import.				\$161
Local Listing Management & Keyword Report	Keep your online business listings up-to-date and available wherever and however your customers are searching for you.				\$449