



CERTIFIED WEBSITE PROGRAM

CORE PACKAGE
\$899/mo

PRODUCTS & FEATURES

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

GOLD PACKAGE
\$1,399/mo

+ CORE PACKAGE

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

PLATINUM PACKAGE
\$1,899/mo

+ CORE & GOLD PACKAGE

- + 3 Monthly Turnkey Banners
- + AutoBot or Dealer Managed Chat
- + Facebook Inventory Tab
- + 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.	\$1,599
eAutoAppraise (Trade-In Tool)	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* <small>[Blackbook +\$100/mo]</small>
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)	\$449
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) <ul style="list-style-type: none"> • 51-100 \$649 • 101-150 \$849 • 151-200 \$999 • 201-250 \$1,299 • 251-300 \$1,499 	\$499*
AutoBot	Artificial Intelligence conducting a conversation on behalf of a dealer.	\$399
AutoBot Hybrid	Artificial Intelligence conducting a conversation on behalf of a dealer that allows dealership personnel to jump into the chat and take over. <ul style="list-style-type: none"> • 51-100 \$649 • 101-150 \$849 • 151-200 \$999 • 201-250 \$1,299 • 251-300 \$1,499 	\$499
Dealer Managed Chat (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
Email Hosting	Unlimited mailbox email hosting.	\$359
Parts Catalog	OEM parts and accessories catalog accessible to customers from a dealership's website.	\$179
iSpy (Real Time Alerts)	Alert system identifies real-time shoppers as they browse the website.	\$150
DriveCentive (Incentive Program)	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.	\$300
Banner Creation (3/mo)	Choice of 3 custom or turnkey homepage graphic banners.	\$224
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
SEO Horsepower Package	Enhance your website's optimization for Search Engine Results. Package Includes: <ul style="list-style-type: none"> • Reputation Management • Used Cars Network • 4 Pages of Custom Content • Local Listings Management • Keyword Ranking Report 	\$899
Custom Content	SEO-optimized custom content generation service. (5 pages/mo)	\$549*

*Indicates starting price