



# CERTIFIED WEBSITE PROGRAM

**CORE PACKAGE**  
**\$1,349/mo**

## PRODUCTS & FEATURES

Responsive Website	Mega Menu	Coupon Manager
Mobile Optimization	Mega Menu Manager	Safety Crash Test Rating
Dedicated Account Executive	Testimonial Manager	Vehicle Green Scores
ADA Compliant Website	Content Library	Awards & Accolades
SSL Site Security & HTTPS Connection	Vehicle Details Page Editor	Vehicle Brochures
Call Tracking (8 minimum + 2,000 Minutes)	Responsive Custom Page Builder	Owners Manuals
Choice of Advanced VDP or VDPxL	CPE Tracking	Basic SEO & Editor
Vehicle Showroom	2-Part Lead Forms	Support of 3rd Party Integrations
Vehicle Photo Hyper Zoom	One-Touch Lead Forms	Technical Support
Advanced Reporting Suite	Apple Wallet / Google Pay Integration	iSpy - Real-Time Alerts
Website Grader	Dealer Watch - Reputation Monitoring	Media Manager
Keyword Site Search	Price Unlock	Price Drop Alerts

**ADVANCED PACKAGE**  
**\$1,999/mo**

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+ CORE PACKAGE

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- + Website Personalization
- + Basic Inventory Videos
- + DriveCentive - Incentive Program
- + eCreditApp Lite
- + Dealer Managed Texting
- + Dealer Managed Chat (+ Facebook Connect)

**ELITE PACKAGE**  
**\$3,299/mo**

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+ CORE & ADVANCED PACKAGE

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- + SEO Horsepower Package
- + CARoi - DMS Attribution Tool
- + SARA - Digital Retailing
- eAutoAppraise - Trade-In Tool
- eCreditApp

**(100 soft pulls + \$1.95 per add'l pull)**



# CERTIFIED WEBSITE PROGRAM ADD-ONS

<b>SARA: Smart Automotive Retailing Assistant</b>	<b>3-In-1: Includes SARA (Digital Retailing), eAutoAppraise, &amp; eCreditApp!</b> Meet SARA. DEP's industry leading digital retailing tool.	<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.	<b>\$449*</b>
<b>eCreditApp</b>	Real time pre-approval credit soft pulls matched to captive dealer finance lenders. Integrated dealer inventory. (Includes 100 Soft Pulls - \$1.95 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>CARoi</b>	Proprietary DMS attribution tool.	<b>\$499</b>
<b>Custom Content</b>	SEO-optimized custom content generation service. (5 pages/mo)	<b>\$599</b>
<b>Local Listings Management &amp; Keyword Ranking Report</b>	Distributes listing information to over 40 direct major search engines and 100's more through aggregators including GPS and navigation sites.	<b>\$499</b>
<b>DriveCentive</b>	Incentive program customized to a customer's search history or based on geo-fencing.	<b>\$359</b>
<b>Monthly Turnkey Banners</b>	Turnkey homepage graphic banners. (3 banners/month)	<b>\$449</b>
<b>Basic Inventory Videos</b>	Dynamically created narrated video using dealership inventory photos	<b>\$99</b>
<b>Facebook Inventory Tab</b>	Access to dealer's inventory on their Facebook page.	<b>\$134</b>
<b>Email Hosting</b>	Unlimited mailbox email hosting.	<b>\$359</b>
<b>DEPi IMS</b>	Engage your online customers by getting your cars out of the inventory management process and up in front of shoppers quickly, easily and accurately.	<b>\$269</b>
<b>DEPi IMS+</b>	Additional inventory management such as upload capabilities, comment generators, hot spots, price cast, data transfer and stock images.	<b>\$449</b>
<b>Parts Catalog</b>	OEM parts and accessories catalog accessible to customers from a dealership's website.	<b>\$179</b>
<b>Spanish Website</b>	Responsive website with complete Spanish translation.	<b>\$629</b>
<b>Dealer Managed Chat (Facebook Connect Included)</b>	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>Hybrid Chat (Facebook Connect Included)</b>	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>
<b>AutoBot</b>	Artificial Intelligence conducting a conversation on behalf of a dealer.	<b>\$399</b>
<b>AutoBot Hybrid</b>	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>

\*Indicates starting price