



CERTIFIED WEBSITE PROGRAM

CORE PACKAGE
\$1,349/mo

PRODUCTS & FEATURES

Responsive Website	Mega Menu & Manager	Price Unlock
SSL Site Security & HTTPS Connection	Testimonial Manager	Coupon Manager
Mobile Optimization	Content Library	Safety Crash Test Rating
Dedicated Account Executive	Vehicle Details Page Editor	Vehicle Green Scores
ADA Compliant Website	Responsive Custom Page Builder	Awards & Accolades
Call Tracking (8 minimum + 2,000 Minutes)	CPE Tracking	Vehicle Brochures
Choice of Advanced VDP or VDPxL	2-Part Lead Forms	Owners Manuals
Vehicle Showroom	One-Touch Lead Forms	Basic SEO & Editor
Vehicle Photo Hyper Zoom	Apple Wallet / Google Pay Integration	Technical Support
Vehicle Photo Hot Spots	Dealer Watch - Reputation Monitoring	iSpy - Real-Time Alerts
InSites1 - Advanced Reporting	RouteOne & 3rd Party Integrations	Media Manager
Website Grader	Keyword Site Search	Price Drop Alerts

ADVANCED PACKAGE
\$1,999/mo

+ CORE PACKAGE

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

ELITE PACKAGE
\$3,299/mo

+ CORE & ADVANCED PACKAGE

- + SEO Advanced 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

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	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 - \$1.95 per add'l pull)	\$449
eCreditApp Lite	Quick 3-step pre-approval lead generator with integrated dealer inventory.	\$300
CARoi- DMS Attribution	Proprietary DMS attribution tool.	\$499
Custom Content	SEO-optimized custom content generation service. (5 pages/mo)	\$599
Local Listings Management & Keyword Ranking Report	Distributes listing information to over 40 direct major search engines and 100's more through aggregators including GPS and navigation sites.	\$499
DriveCentive- Incentive Program	Incentive program customized to a customer's search history or based on geo-fencing.	\$359
Monthly Turnkey Banners	Turnkey homepage graphic banners. (3 banners/month)	\$449
Basic Inventory Videos	Dynamically created narrated video using dealership inventory photos	\$99
Email Hosting	Unlimited mailbox email hosting.	\$359
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
Parts Catalog	OEM parts and accessories catalog accessible to customers from a dealership's website.	\$179
Spanish Website	Responsive website with complete Spanish translation.	\$629
Dealer Managed Chat (Facebook Connect Included)	Chat software facilitates chats on the dealer's site and dealer/shopper communication.	\$299
Unlimited Texting	Website visitors can interact with dealers via text messaging that's managed through our integrated chat backend.	\$100
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)	\$499*
	<ul style="list-style-type: none"> • 51-100 \$649 • 101-150 \$849 • 151-200 \$999 • 201-250 \$1,299 • 251-300 \$1,499 	
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. (Up to 50 chats/mo)	\$499*
	<ul style="list-style-type: none"> • 51-100 \$649 • 101-150 \$849 • 151-200 \$999 • 201-250 \$1,299 • 251-300 \$1,499 	

*Indicates starting price