

CORE PACKAGE
\$899 /mo

PRODUCTS & FEATURES:

RESSponsive Website	Custom Page Builder	Media Manager	Call Tracking - 6 Numbers
WordPress Blog Integration	Social Media Toolbar	Manufacturer Rebates	New Vehicle Stock Photos
Standard SEO & Editor	Mobile Click-to-Call	Dashboard Reporting	Support All 3rd Parties
Dynamic Content Library	Send To Mobile	Coupon Manager	iSpy
Advanced Reporting Suite	Language Translation Tool	Price Manager	Price Drop Alerts
Keyword Site Search	Onsite Inventory Manager	Vehicle Awards and Accolades	Technical Support
Mega Menu & Mega Menu Manager	Testimonial Manager	NHTSA Safety Crash Test Ratings	Dedicated Account Executive
Website Grader	Advanced VDP Editor	Vehicle Green Scores	

CORE PACKAGE PLUS:

CONVERSION PACKAGE
\$1,199 /mo

TURNKEY PACKAGE
\$2,099 /mo

ADD-ONS

	CONVERSION PACKAGE	TURNKEY PACKAGE	ADD-ONS
CPE Reporting	X	X	
Digital Marketing Reporting	X	X	
3rd Party Referral Source Reporting	X	X	
Price Unlock & One Minute ePrice	X	X	
Vehicle Options Integration - New & Used	X	X	
Apple Wallet & Google Pay Integration	X	X	
Exit Pop-Under Re-Engagement Tool	X	X	
Dynamic Vehicle Year/Make/Model Pages	X	X	
Owner Manuals	X	X	
Vehicle Brochures	X	X	
Window Stickers	X	X	
Dynamic SEO	X	X	
SEO Schema Tagging	X	X	
Facebook Inventory Tab	X	X	\$134
Virtual Service Consultant		X	\$179
eCreditApp Lite		X	\$269
On-Site Inventory Video		X	\$269
Website Personalization		X	
Dealer Watch - Social Reputation Reporting		X	\$179
Custom Content (3 pages per month)		X	\$324
Banner Creation (3 turnkey banners per month)		X	\$224
Parts Catalog			\$179
eAutoAppraise			\$449
eAutoPayments			\$359
New Vehicle Configurator			\$179
Spanish Website			\$629
DriveCentive (incentive funded by dealer)			\$179
eCreditApp (100 soft pulls)			\$449
DealerTrack Credit Application Integration			\$89
Email Hosting (unlimited emails)			\$359
24/7 Managed Live Chat & Facebook Connect (up to 50 chats per month)			\$449

• 51-100: **\$584** • 101-150: **\$794** • 151-200: **\$899** • 201-250: **\$1,169** • 251-300: **\$1,350**

PRODUCTS & FEATURES:	CORE PACKAGE	PRO PACKAGE	PREMIUM PACKAGE
	\$749 /mo	\$1,099 /mo	\$1,699 /mo
Dynamic Inventory Based Mazda Search Marketing	X	X	X
Dynamic Inventory Based CPO Search Marketing	X	X	X
Custom Conquest Campaign	X	X	X
Geo/Local Campaign	X	X	X
Market Protection Search Marketing	X	X	X
Dynamic Call Tracking* (with weekly call tracking reporting)	X	X	X
Advanced Executive Digital Marketing Dashboard	X	X	X
Dedicated Certified Account Strategist	X	X	X
Dealer Brand & Promotional Remarketing		X	X
Dynamic Inventory Based VDP Remarketing		X	X
Behavioral/Programmatic Display Advertising			X
1 Set Display/Remarketing Banner Creation Per Month			X
YouTube Video Pre-Roll Campaigns**			X

*Plus Usage
**Dealer Must Provide Video

ADD-ONS	PACKAGE A	PACKAGE B	PACKAGE C
	\$349 /mo	\$549 /mo	\$749 /mo
Used Car Custom & Dynamic Search Marketing	X	X	X
Dynamic Inventory Facebook Advertising	X	X	X
Display Advertising Banner Creation	1 Additional Set/mo	2 Additional Sets/mo	3 Additional Sets/mo
Custom Landing Page Creation		1 Page/mo	2 Pages/mo
Service & Parts Custom Search Marketing			X
Service & Parts Remarketing			X
Service & Parts Display Advertising			X

SOCIAL MEDIA	
Social Media Carousel Ads: Target different audiences while displaying your current inventory in Facebook carousel ad format	\$269
Starter Social Media: Choose between ads for Sales, Fixed Ops, Finance or Videos plus VDP Remarketing (Pick 2)	\$674
Advanced Social Media: Choose between ads for Sales, Fixed Ops, Finance or Videos plus VDP Remarketing (Includes All)	\$1,349
Google Posts: Content directly on Google that appears highly ranked in Google search results (4/mo)	\$269
Waze: Advertising on the world's largest community-based navigation app **based on dealership marketing area	\$179