



CERTIFIED WEBSITE PROGRAM

BASE PACKAGE
\$899/mo

PRODUCTS & FEATURES

Responsive Website	Call Tracking (6 numbers)	Responsive Custom Page Builder
SSL Site Security & HTTPS Connection	Manufacturer Rebates & Incentives	Social Sharing Tools
Website Design Library	Advanced VDP or VDPxL	Coupon Manager
Mobile Optimization	Vehicle Photo Hyper Zoom & Hot Spots	2-Part Lead Forms
Google Analytics Integration	New Vehicle Stock Photos	One-Touch Lead Forms
Google Search Console Linking & Integration	Inventory Manager	Price Unlock
Structured Data Implementation (schema.org)	Pricing Manager	Price Drop Alerts
Meta Data Optimization	Vehicle Options Manager	Secure Credit App
Dynamic Geotargeted Inventory Pages	Website Grader	Safety Crash Test Rating
Dynamic URL Structure	Keyword Site Search	Green Scores
Dynamic Article Content System	Mega Menu & Manager	Awards & Accolades
Canonical Tags	Testimonial Manager	Apple Wallet/Google Pay Integration
301 Redirects	Content Library	Vehicle Brochures
Basic SEO & Editor	Vehicle Details Page Editor	Owners Manuals
InSites1 - Advanced Reporting	Banner Media Manager	Support of 3rd Party Integrations
CPE Tracking	Video Manager	Dedicated Account Executive

ADVANCED PACKAGE
\$1,399/mo

+ BASE PACKAGE

- + iSpy- Real Time Alerts
- + eCreditApp Lite
- + Dealer Managed Chat
- + eAutoAppraise
 - Trade-In Tool
(Values from NADA guides or KBB)

PREMIER PACKAGE
\$2,399/mo

+ BASE & ADVANCED PACKAGE

- + DriveCentive
- + SEO Horsepower Package
 - Reputation Management
 - Local Listing Management
 - Used Cars Network**
 - Keyword Ranking Report
 - Custom Content (4 Pages)

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. (\$1.50/pull)	\$449*
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 • 101-150 • 151-200 • 201-250 • 251-300 \$649 \$849 \$999 \$1,299 \$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 • 101-150 • 151-200 • 201-250 • 251-300 \$649 \$849 \$999 \$1,299 \$1,499 	\$499*
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
CARoi- DMS Attribution	Proprietary DMS attribution tool.	\$499
Parts Catalog	OEM parts and accessories catalog accessible to customers from a dealership's website.	\$179
Local Listings Management	Ongoing data submission to 100+ Local Listings. (Must have Dealer Watch)	\$179
Keyword Ranking Report	Track search engine results page rank for specific target keywords.	\$89
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
DriveCentive- Incentive Program	Incentive program customized to customer's search history.	\$359
Spanish Website	Responsive website with complete Spanish translation.	\$629
Vehicle Inventory Videos	Dynamically created narrated video using dealership inventory photos.	\$239
Monthly Turnkey Banners	3 turnkey homepage graphic banners per month.	\$449
Dealer Watch	Online reputation and social media management tool, also automatically imports reviews from all relevant agencies into the site.	\$179
Custom Content	SEO-optimized custom content generation service. (4 pages/mo)	\$599
Email Hosting	Unlimited mailbox email hosting.	\$359
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

*Indicates starting price
**Availability may vary