

CORE PACKAGE
\$1,349/mo

PRODUCTS & FEATURES

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

ADVANCED PACKAGE
\$1,999/mo

+ CORE PACKAGE

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

PREMIER 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 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