

Why Dealer Inspire?

Flexible, fast, and custom-designed, the Dealer Inspire (DI) website platform adapts to each individual shopper with personalization and geofencing technology. Now featuring Lightning Inventory with Voice Search, the DI platform is packed with technologies that make the car buying journey faster, easier, and more confident — including a real-time payment calculator, ConversationsSM with A.I. (messaging platform), and Online ShopperSM (digital retailing tool). Each DI website harnesses next-gen intent analytics through their patent-pending event-based attribution model, RoxanneSM, that gives dealers real-time ROI and shopper behavior profiles.

Package Solutions

	Standard \$1,200	Premium \$2,299
Modern Template Design	✓	✓
Responsive Mobile Website Ready	✓	✓
Inventory Feed	✓	✓
Rebates and Incentives	✓	✓
Basic "Thank You" Pages after Conversions	✓	✓
Custom Blog or News	✓	✓
Smart Credit Application	✓	✓
Reputation Widget	✓	✓
Google Analytics	✓	✓
Website Hosting	✓	✓
Goal & Conversion Tracking	✓	✓
Wordpress Based CMS with over 1000 Configurable Options	✓	✓
Support of all Required 3rd-Party Integrations	✓	✓
Search Engine Optimization Set-Up (SEO)	✓	✓
Meta Titles	✓	✓
Meta Descriptions	✓	✓
Breadcrumbs	✓	✓
Open Graph	✓	✓
Canonical Tags	✓	✓
301 Redirects for the Top Pages on Previous Website	✓	✓
Authorship Google Plus Connection	✓	✓
Schema.org and Rich Snippet Creator	✓	✓
6 Dedicated Call Tracking Phone Numbers (Minutes Additional Based on Usage)	✓	✓
SSL Support	✓	✓
Dealer and Shift Digital user administrative access for metrics, site editing, inventory management and other dealer controllable features	✓	✓
Personalization with Geofencing		✓
Expanded VDP Option		✓
Event Plugins		✓
Roxanne Advanced True ROI Dashboard		✓
Price Alert Emails		✓
Sales, Traffic, and AOR/DMA Mapping in Dashboard		✓
DI Wallet Integration with Geo Activated Notifications		✓
Real Time Lease and Payment Calculator		✓
Conversations (with 25 managed chats)		✓
Audio Eye		✓
Lightning and Voice Search		✓

Website Add Ons

	Price
Lease Payment Calculator	\$529
Call Tracking Minutes	\$0.07
Call Tracking Addtl Phone number	\$5
Email hosting (Google App)	\$5
Creative Asset Creation	\$149
CRO Services	\$125
Google 360 Business View	\$799
Video Services	\$175
Inventory 3rd Party Exports	\$130
Inventory 3rd Party Exports Incentives Add On	\$35
Audio Eye	\$199
DealerTrack Integration	\$150
DI Wallet	\$195
DI Wallet w/ Geo Fence	\$239

Conversations

Conversations Packages

	Price
Conversations (self-managed)	\$399
Conversations (managed up to 25 per month)	\$599
Conversations (managed chat - unlimited chats per month)	\$1,299



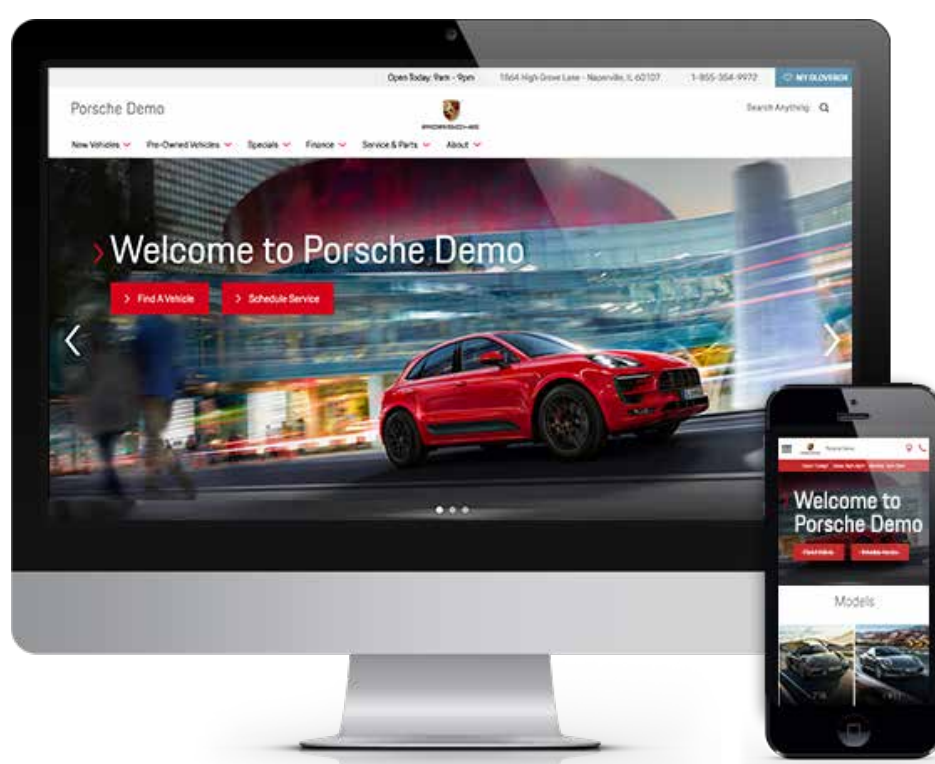
Online Shopper Packages

	Price
Online Shopper	\$1,499
Online Shopper Setup Fee	\$500

Feature Details

BUILT ON WORDPRESS

Dealer Inspire is built on top of Wordpress, one of the most powerful, agile, and easy-to-use Content Management Systems on the web. 27% of all new websites are using Wordpress for a reason — this open-source system is constantly evolving with new functionality, search engines favor its easily indexable pages, and your team can jump in and start using your new site right away without learning any complicated tools.

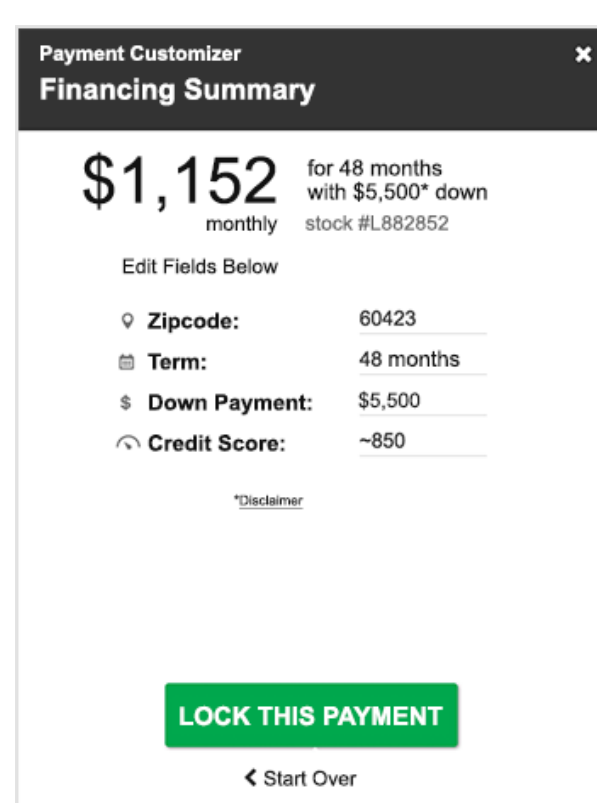
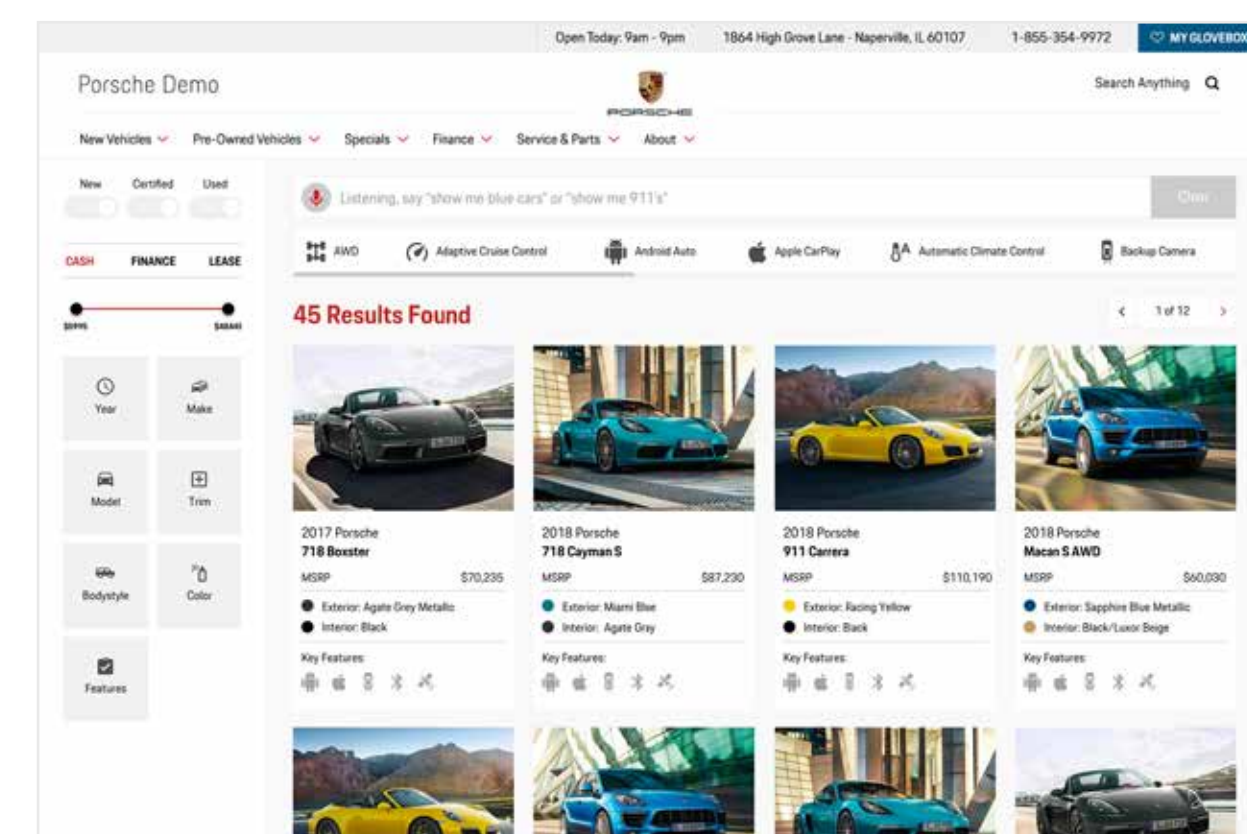


RESPONSIVE DESIGN

Your customers are now mobile — shopping on phones and tablets more than desktops — so your website needs to be fully-optimized on all devices. Our responsive website design adapts beautifully to each of these different device types, providing a clean, complete experience to all visitors.

LIGHTNING INVENTORY

Our new Lightning VRP and VDPs help visitors shop for cars faster than ever before, with instant filters that customize results based on budget, features, color, and more. Lightning Inventory also offers voice search, allowing shoppers to skip filters all together and instantly find what they're looking for, hands-free.

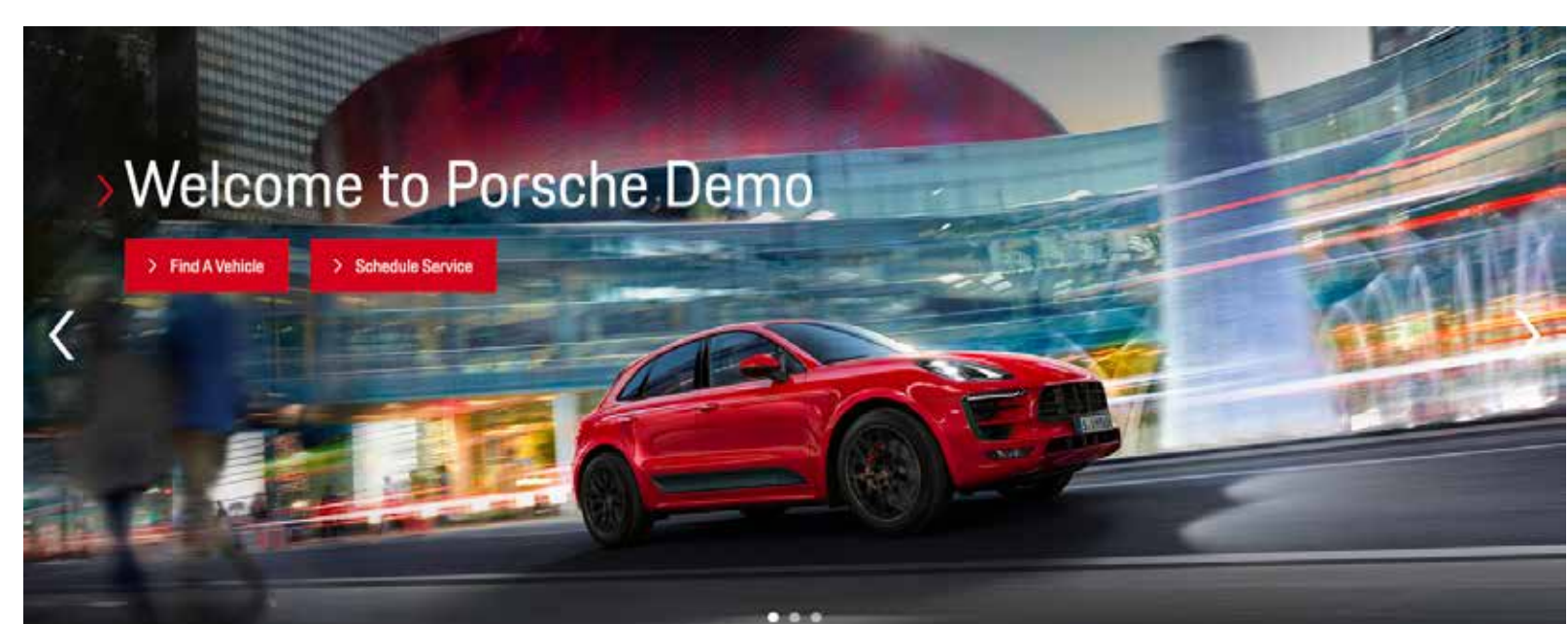


DYNAMIC OEM LEASE AND FINANCE PAYMENTS

Your Dealer Inspire website constantly updates to display the latest lease offers from your manufacturer, so you don't have to. OEM lease specials and their monthly finance payments will automatically populate into feeds that can be conveniently filtered by customers for an enticing shopping experience.

PERSONALIZATION

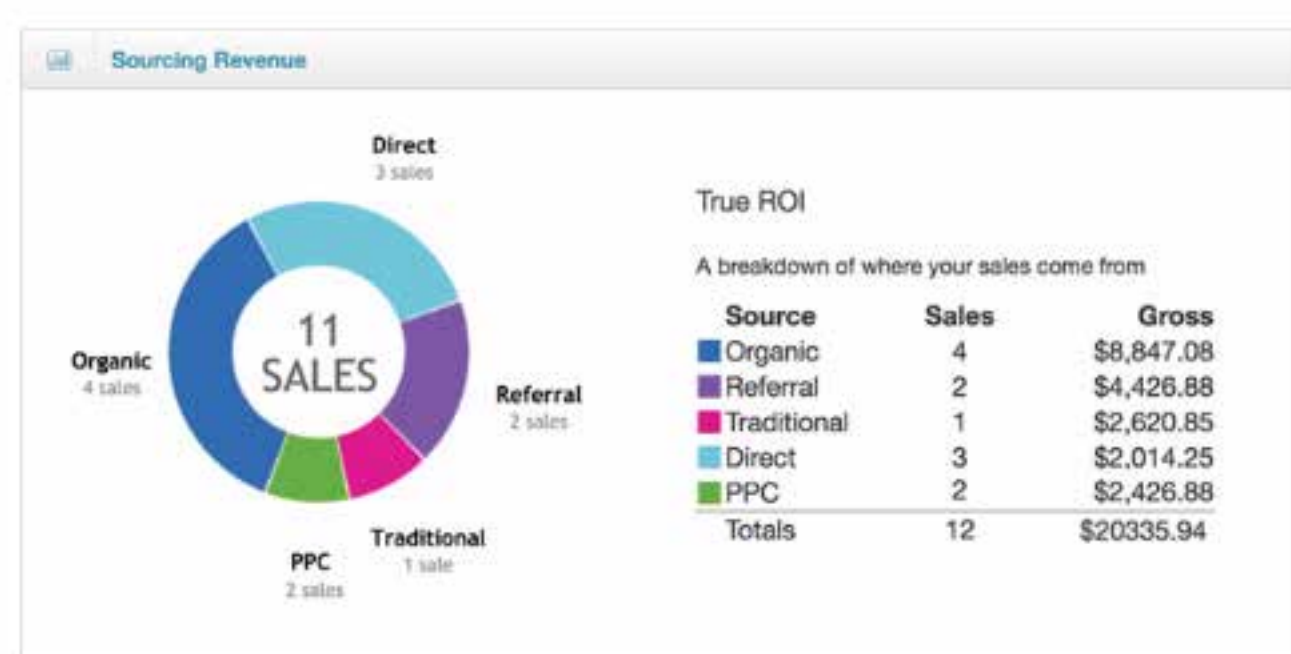
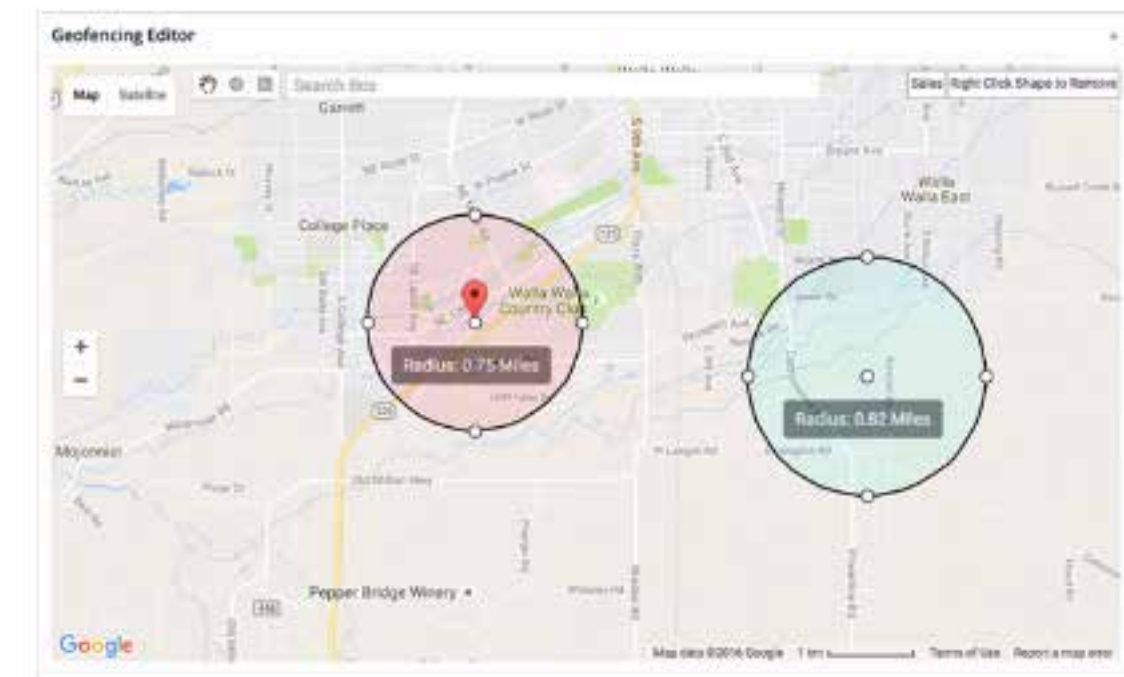
Like any good salesman, Dealer Inspire remembers information about customers, recognizes what they want, and then creates a personalized experience to make sure each visitor finds what they're looking for right away. Based on over 30 different personalization factors — including location, interest, and browser history — Dealer Inspire tailors its sales approach to the individual.



Feature Details Continued

GEO-FENCING

The geo-fencing module, which also comes standard with every Dealer Inspire website, allows you to target customers in specific areas — down to your competitor's showroom floor — with customized messaging, offers, and conquest campaigns. Appeal to new customers with pinpoint, personalized accuracy and gain market share.

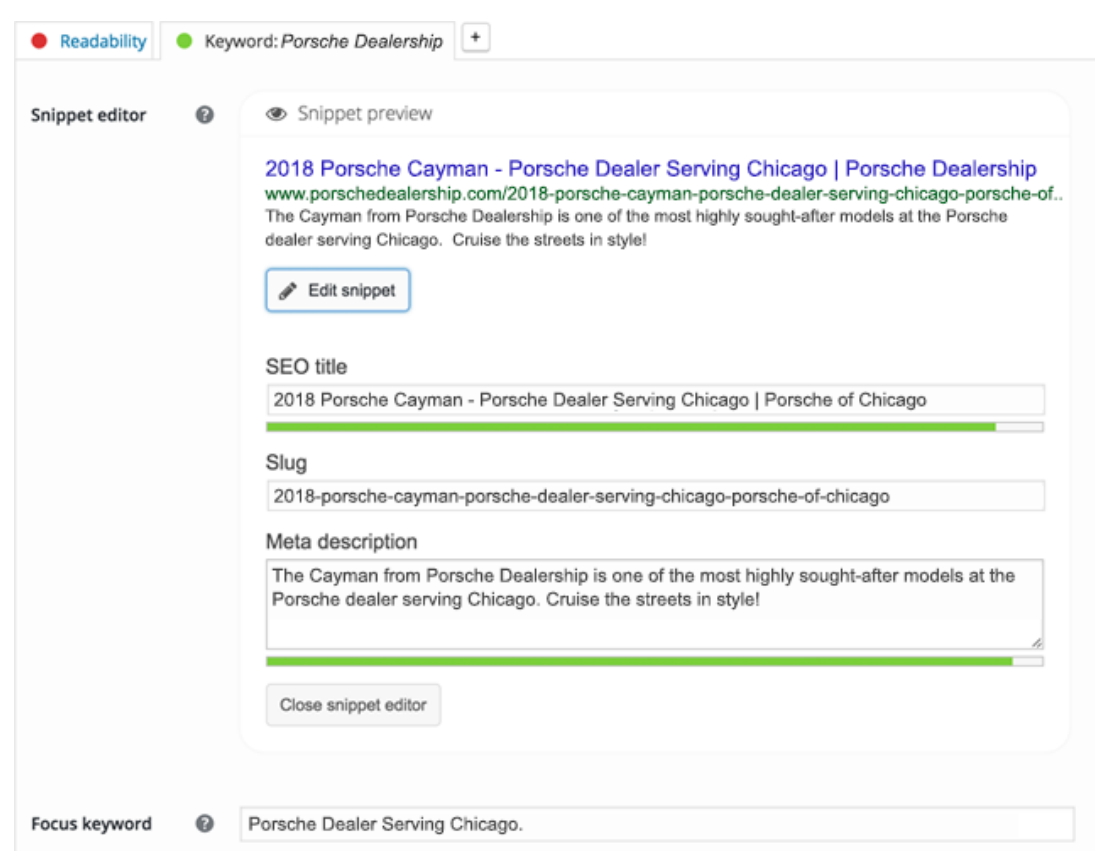
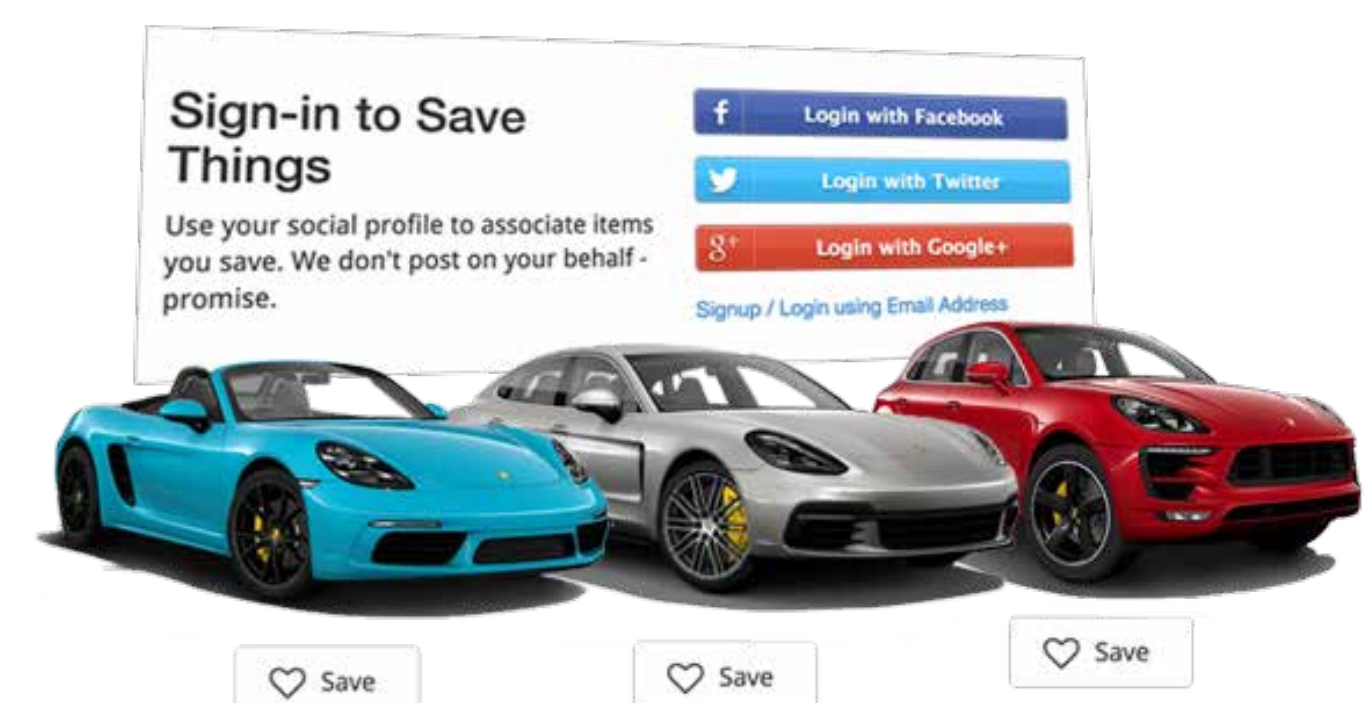


TRUE ROI DASHBOARD WITH ROXANNESM ANALYTICS

The TrueROI Dashboard is the heart of Dealer Inspire's reporting system. By connecting your DMS with marketing analytics our platform is able to attribute sales to each marketing strategy, providing a true ROI on all of your marketing efforts — from PPC, to SEO, to phone calls. This marketing data is powered by RoxanneSM, our patent-pending event-based attribution model, which tracks and weighs each action taken by individual shoppers to build customer profiles and automated, personalized marketing.

MY GARAGE (VEHICLE WISH LIST)

Dealer Inspire empowers shoppers to create a wishlist of vehicles they're interested in, making their shopping experience easier while generating single-shopper, multi-vehicle leads for your team. Users can then compare saved models, customize payment options, and start their purchase with Online ShopperSM.

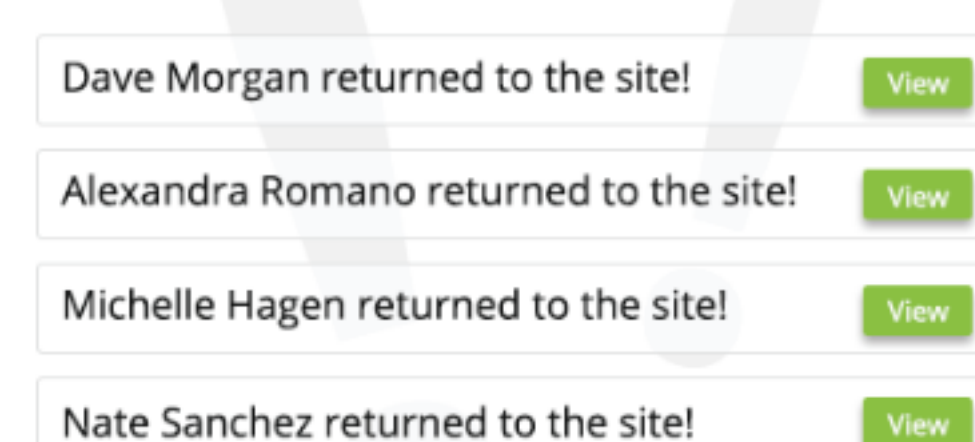


ADVANCED SEO

DI websites come fully optimized for search engines, with advanced meta, schema microdata, and flawless internal link structure before your site even launches. Having the best looking and performing platform is just the beginning of your marketing strategy, so our team optimizes every page with painstaking detail to send your dealership towards the top of the search results.

RETURN VISITOR NOTIFICATION

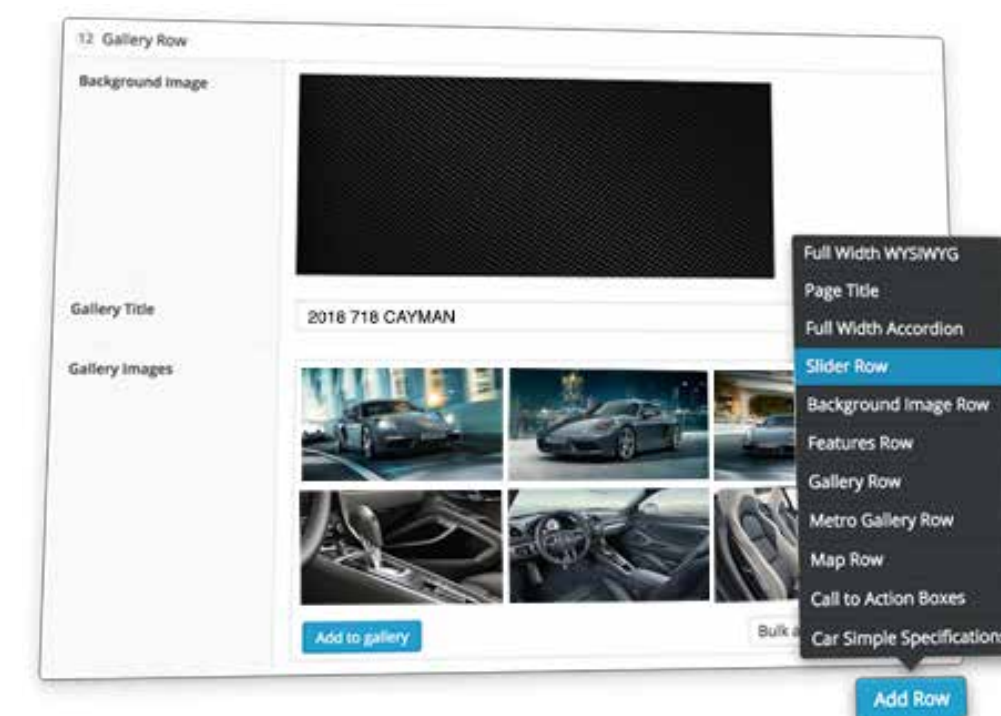
Customers who come back to your website for another look are primed to buy, so Dealer Inspire automatically notifies you of their return — providing you with their contact information, the specific models they've been looking at, their average price point, and many other details that put you in position to make a sale.



Feature Details Continued

PAGE BUILDER WITH INVENTORY AND FORMS

Our Page Builder enables beginners to create the kind of fully customizable pages that would take extensive HTML coding experience on other platforms. Choose from a simple menu to build pages that pull in highly-specific inventory feeds and field forms to bring your customers a dynamic user experience that leads to conversions.



STEP 1
STEP 2

Let's get started * Required Fields

FIRST NAME*

LAST NAME*

PHONE

EMAIL*

ZIP CODE*

Continue →
All information will be submitted securely.

SMART CREDIT APPLICATION

Online credit applications can be one of the most effective lead generators for dealers — when they're filled out — but the vast majority of customers are too wary to give over financial information online, and don't submit. We've created a Smart Credit Application that only asks for simple contact information before more personal details, capturing the lead upfront and allowing customers to continue down a more confident credit app UX.

INVENTORY ANALYTICS

Dynamic algorithms based on factors such as VDP views and days on lot monitor every vehicle in your inventory to show you which cars are hot, and which need your attention. Price your stock based on advanced analytics and watch for the results to spike.

Vehicle	Stock #	Color	Trim	Price	In Stock	Avg. In Stock	VDP Views	Views/Day	% Change	Over Time
2017 Porsche 911	6543	Red	Camera S Coupe	\$127,260	227 days	91 days	325	10.5	+ 2%	
2014 Porsche 911	F8018	Silver	2dr Cpe Camera S	\$76,888	50 days	32 days	255	8.8	+ 102.9%	
2017 Porsche Cayenne	6597	White	GTS AWD (Executive Demo)	\$89,615	200 days	62 days	228	7.3	+ 6.1%	
2017 Porsche Macan	6737	Black	GTS AWD	\$79,700	123 days	31 days	224	7.7	+ 50.2%	
2018 Porsche 911	6840	White	Turbo Coupe	\$218,300	79 days	45 days	224	7.7	+ 13.2%	
2018 Porsche 718 Cayman	6767	Silver	Coupe	\$74,210	104 days	62 days	93	3.2	+ 8.8%	
2018 Porsche Macan	6762	Gray	AWD	\$59,990	105 days	31 days	91	3.1	+ 45.3%	
2018 Porsche Panamera	6966	Tan	4S AWD	\$133,940	51 days	44 days	85	2.8	+ 25%	
2018 Porsche 911	6750	Red	Camera S Coupe	\$127,970	119 days	45 days	83	2.8	+ 12.2%	
2018 Porsche Macan	6683	White	Turbo AWD	\$86,130	162 days	31 days	80	2.8	+ 21.2%	
2018 Porsche Cayenne	6960	Brown	AWD	\$76,440	58 days	44 days	31	1.1	+ 11.4%	
2018 Porsche Macan	7056	Gray	AWD	\$59,200	13 days	31 days	33	1.1	+ 9%	
2018 Porsche Macan	6987	Black	S AWD	\$74,900	28 days	31 days	33	1.1	+ 9%	
2018 Porsche Cayenne	6980	Gray	S E-Hybrid AWD	\$84,790	29 days	44 days	28	1.0	+ 9%	
2018 Porsche Cayenne	6972	White	S E-Hybrid AWD	\$93,800	31 days	44 days	28	1.0	+ 9%	