# THE DEALERFIRE DIFFERENCE

Getting the most out of everything – it's part of The Porsche Principle. This philosophy makes us a perfect partner for Porsche dealers, as we believe the same. The car buying journey is different now – every online interaction is magnified. You must engage consumers with your website, and provide them with an easy path to purchase. With DealerFire, that's what you get. Our years of experience, paired with the power of the DealerSocket platform allows us to leverage data to provide the most seamless car shopping experience out there.
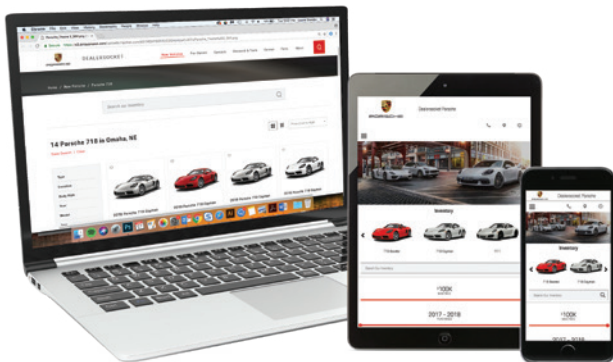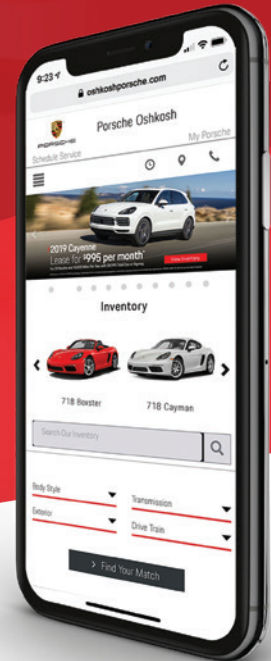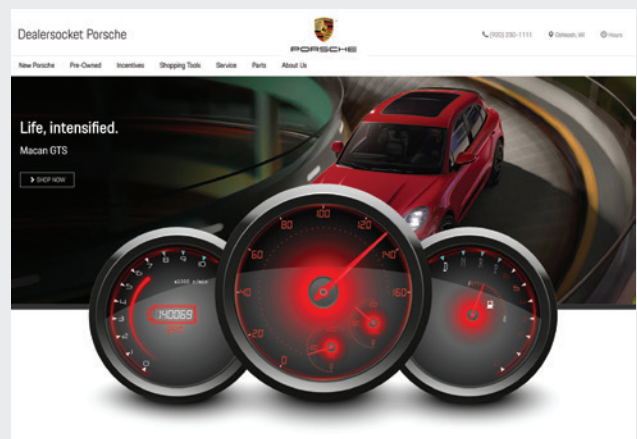
ONE EXPERIENCE
ALL DEVICES

It doesn't matter what device car shoppers are using – they should be able to get the full experience. DealerFire provides a fully responsive platform, meaning from full desktop to mobile, consumers are getting the same vibrant experience. We've been doing responsive longer than anyone in automotive, and we've learned more than a few tricks along the way. Don't make your shoppers settle for less on their mobile devices.

ACCELERATED
SITE SPEED

Just like a Porsche, DealerFire websites offer an ample feature set, but remain very sleek and fast. Site speed is paramount to getting consumers to your site – and keeping them there. We have perfected the balance of offering the full site experience vwhile keeping performance top of mind.

CUSTOMIZED
SHOPPING EXPERIENCE

Shop by budget. Shop by payment. Shop by feature. Save a vehicle for later. We make it easy for your customers to shop and find the vehicle that is right for them, whether they are looking to buy now or in the near future. We understand that car shopping should be fun – and the little things matter when it comes to buying a vehicle. And with our Geo-Fencing feature, included with your website, we allow you to further customize the experience by targeting the right consumers at the right time. By paying attention to the details, we drive more leads, and ultimately, more sales.
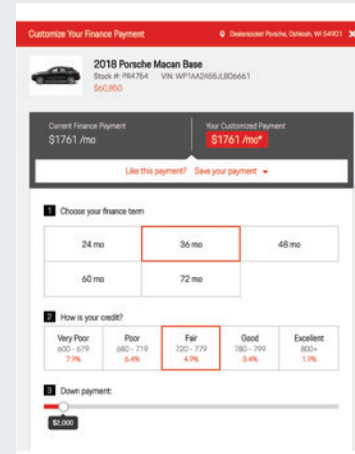
QUICK AND
RESPONSIVE SUPPORT

With DealerFire support, you will always talk to a person – and that person is someone that is experienced and exclusive to website support, so they know what you need. Getting things done quickly is important, but we'll always take the extra moment to make sure that first, it is done correctly.

OPTIMIZED CUSTOM
PAGE CONTENT & SEO

We pride ourselves on our SEO philosophy, as our site architecture ensures that your site will be visible everywhere it needs to be online. Part of this is the custom-written content that allows you to tell your dealership's story right on your digital storefront. Our upgraded package also provides a more robust ongoing SEO solution, with recurring custom content that is made specifically for your brand, making your site the authority in your region and beyond. This organic strategy also improves domain authority and helps build links to keep your site in the good graces of Google and the other search engines.
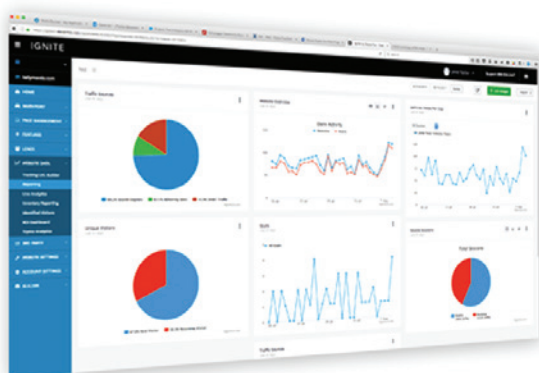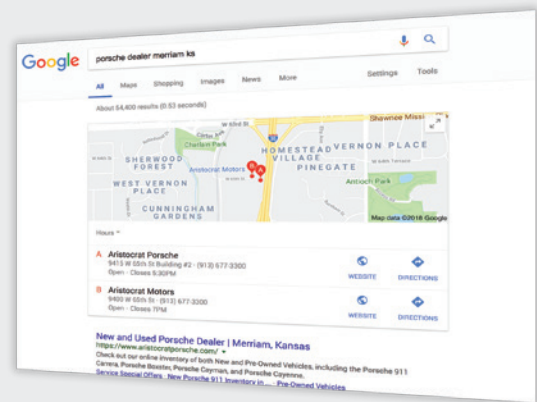
TRANSPARENT
ROI REPORTING

We report on the metrics that matter to you – and provide full transparency to everything that's happening. And if you don't want to sift through the data yourself, your account manager will be happy to go through it all with you and let you know how we're doing. But we won't rest on our laurels – if there's room to improve, we'll work together on the best strategy to get there.

DEALER WEBSITE PACKAGES

	CAMPFIRE WEBSITE PACKAGE $1,200/MO	WILDFIRE WEBSITE PACKAGE $1,999/MO
Porsche Responsive Website (2 Themes)	X	X
Ignite CMS (backend access for dealers and Shift)	X	X
Inventory Feeds w/ Standardization Algorithm	X	X
Inventory Market Pricing	X	X
Support of all 3rd party integrations	X	X
Support of all PCNA integrations	X	X
Website SSL Certificate (HTTPS)	X	X
Mobile Page Speed Optimization	X	X
PCNA Global Incentives	X	X
Proprietary Credit Application	X	X
Fuel/Payment Calculators	X	X
DealerFire Live Analytics	X	X
Social Media Plugins	X	X
Live Search w/ Real-Time Results	X	X
Testimonials Manager	X	X
Responsive Page Builder	X	X
Virtual Garage (Save Vehicles)	X	X
Slideshow Manager (images and video)	X	X
Google Analytics Admin Access	X	X
SEO Optimization (meta, URLs, schema, canonical tags, breadcrumbs)	X	X
Minimum 8 Sales and Service Call Tracking Lines (200 min included)	X	X
Geo-Fencing Manager	X	X
Price Drop Alerts		X
Unlimited inventory exports		X
ROI Leads Dashboard		X
Inventory Video		X
ePay - Reserve a Vehicle with PayPal		X
WordPress Blog Platform		X
4 monthly blog posts		X
2 monthly custom landing pages		X
Custom organic strategy		X
Targeted keyword optimization and analysis		X
Google Search Console monitoring		X
Advanced Google Data Studio Reporting		X
Google My Business Management		X

SEO

DealerFire®

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CAMPFIRE WEBSITE FEATURES

Ignite CMS (Back-End Access for Dealers and Shift)
Users can control nearly every aspect of their website, from the information displayed to the layout of modules and components. Our CMS gives you the ability to merchandise special offers, edit subcategory pages, and highlight in-transit or demo/loaner cars.

Geo-Fencing Manager
Our rule based marketing platform allows you to customize and tailor your home page, announcement bar, and slideshow message based on the actual location of your consumers.

Mobile Page Speed
If your website loads quickly, your customers stay tuned in. DealerFire websites are some of the fastest in the industry that still provide a full user experience across all devices.

SEO Optimization
As your inventory updates, so does your SEO. With our dynamic SEO platform, your pages are created with unique meta elements and schema to ensure proper site architecture.

Website SSL Certificate
Your website data is as important as your customers feeling secure. Add an SSL certificate to rank better with Google and allow for faster downloads and connections.

WILDFIRE WEBSITE FEATURES
INCLUDES ALL CAMPFIRE PACKAGE FEATURES PLUS

Premium SEO
Upgrading to our premium package comes with a premium, upgraded and customized content package that consists of 4 monthly blog posts, 2 custom landing pages, a dedicated content writer, ongoing organic strategy, and much more!

EPAY - Reserve A Vehicle with PayPal
Ecommerce sites like Zappos and Amazon drive online transactions. Our custom PayPal integration connects your inventory to a secure payment module. Take down payments directly through your website and enter the future of automotive purchasing.

Inventory Video
We all wish we had the time to shoot and edit true vehicle videos, but let's face it, time is a luxury we can't afford. Custom stitch video will bring your inventory to life with stitched photos and quality voice-overs for each new and used unit.

Price Drop Alerts
The search for a car can be time-consuming and customers can be fickle. Stay top of mind by allowing customers to subscribe to inventory price changes.

Unlimited Inventory Exports
Unlimited syndication for your enrolled third party websites and providers allows quick and easy exports and updates for your inventory to help boost your marketing efforts.

Google My Business Management
Optimization of dealer's Google My Business page and monthly posting of new products, events, offers and more through Google Posts.

ADDITIONAL WEB PRODUCTS/UPGRADES

Additional Web Products/Upgrades	Cost to Dealer	Additional Web Products/Upgrades	Cost to Dealer
Inventory Exports Module	$99	Facebook Engagement	$599
Inventory Video	$199	Social Media Engagement	$999
Stitched Video Exports to AutoTrader & Cars.com	$49	Dynamic Call Tracking	$30
Stitched Video Exports to YouTube	$49	Additional Call Tracking Lines	$2
Blogs	$199	Automated Offers	$149
Custom Landing Pages	$299	ePay Reserve with PayPal	$149
Press Release	$349	Price Drop Alerts	$49
Email 25 GB	$5	Dynamic Finance Calculator	$149
Social Media Monitoring	$249		

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