

Website Packages	STANDARD \$1,599	ADVANCED \$2,299	DOMINATE \$2,899
Responsive Mobile Experience	✓	✓	✓
Data-Driven Website Design	✓	✓	✓
Lightning Inventory VRP (Instant Search)	✓	✓	✓
Lightning Inventory VDP (Instant Search)	✓	✓	✓
OEM Incentives	✓	✓	✓
Saved Vehicles GloveBox	✓	✓	✓
Instant Site Search	✓	✓	✓
Https Secure Site	✓	✓	✓
Website Analytics (GA, Adobe Analytics)	✓	✓	✓
Advanced Platform (Expert technical implementation of advanced meta, schema microdata, and flawless internal link structure)	✓	✓	✓
Conversion Rate Optimization (Tools & Support)	✓	✓	✓
Website Performance Tools (Hotjar, etc.)	✓	✓	✓
Dedicated Performance Manager	✓	✓	✓
Review Monitoring & Website Integration	✓	✓	✓
Call Tracking	200 Minutes	200 Minutes	400 Minutes
PRIZM (Reporting Platform)	✓	✓	✓
Smart Credit Application	✓	✓	✓
AudioEye® ADA Website Accessibility	✓	✓	✓
PRIZM Enhanced		✓	✓
DI Wallet Digital Coupon Integration		✓	✓
Personalization & Geo-Fencing		✓	✓
Inventory Exports		Single + CARS.com Export	Unlimited
Conversations Assisted CTAs		With Trade-In Eval	With Trade-In Eval
DealerRater AutoResponse			✓
Vehicle Review Website Integration			✓
Build and Price			✓



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Digital Retailing	Price
Online Shopper	\$1,200/mo
Online Shopper (Off-Platform)	\$900/mo

*Online Shopper requires a \$600 one-time set-up fee

Social Media	Price
Social Media Standard	\$500/mo
Social Media Advanced	\$1,000/mo
Social Media Dominate	\$1,500/mo

Advanced Capabilities	Price
Shop By Payment	\$529/mo
Additional Call Tracking Numbers	\$5/line
Additional Call Tracking Minutes	\$0.07/min
Additional 250 Call Tracking Minutes	\$25/mo
Creative Asset Creation	\$149/mo
CRO Services	\$125/hr
Inventory 3rd Party Exports Incentives Add-on	\$35/mo
AudioEye® ADA Website Accessibility	\$350/mo
DealerTrack/RouteOne Integration	\$99/mo
Apple Wallet®	\$195/mo
Apple Wallet® with Geofencing	\$239/mo
GA4 Package	\$4,500 one-time
PRIZM Enhanced	\$199/mo
Build and Price	\$199/mo
Unlimited Exports	\$199/mo
Facebook Inventory Exports	\$149/mo
Single Site (Multi-Language Toggle)	\$349/mo
Separate Multi-Language Site	\$999/mo (\$999 Set-Up Fee; \$100 Per Page Set-Up)



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Advanced Capabilities	Price
Custom Development	\$125/hour
Temporary Splash Page (Non-Inventory)	\$499/mo
Email Marketing with CRM Integration	\$1,500/mo
DealerRater AutoResponse™	\$299/mo
DealerRater ReviewBuilder™	\$399/mo