

Welcome to DealerFire. It only makes sense that we found each other. After all, we've been on a similar path over the past several years. You, the innovative dealer, and us, the progressive partner. Let's work together to bring your digital brand to life.

### PACKAGE FEATURES

**CAMPFIRE**  
**\$699**

**WILDFIRE**  
**\$1779**

	CAMPFIRE \$699	WILDFIRE \$1779
Fully Responsive Platform	✓	✓
Unique Content on Primary Pages	✓	✓
DealerFire Account Manager	✓	✓
DealerFire Live (Live Traffic Dashboard)	✓	✓
Live Coupon Push	✓	✓
Social Media Plugins	✓	✓
Market Pricing Tool	✓	✓
Google Translate Plugin	✓	✓
On-site Live Search with Real Time Results	✓	✓
Customer Urgency Notifications	✓	✓
Google Analytics Access	✓	✓
New, Pre-Owned and CPO Vehicle Inventory	✓	✓
Weekly Ads Manager	✓	✓
Fuel/Payment Calculator	✓	✓
Monthly On-Site SEO Updates	✓	✓
One Website, One URL Across all Devices	✓	✓
Industry-Best Inventory Results and Vehicle Details Page	✓	✓
Kia Rebate Integration	✓	✓
Customer Testimonial and Reviews Page	✓	✓
Full-Access to Ignite CMS Page Builder	✓	✓
Full-Access to Add/Edit Image/Video Slideshows	✓	✓
Ignite CMS Lead Reporting	✓	✓
Media Center with YouTube Sync	✓	✓
Specials, Deals Under \$10k, Fuel Efficient Pages	✓	✓
Parts and Service Pages	✓	✓

## PACKAGE FEATURES

**CAMPFIRE**  
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About Us Page with Customizable Content	✓	✓
Customizable Inventory Search Filters	✓	✓
Customer Price Displays and Shop by Payment Module	✓	✓
Virtual Garage with Side-by-Side Comparison	✓	✓
Custom Business Rules for Dynamic Inventory Display	✓	✓
Call Tracking Lines, Recording and Reporting	✓	✓
Price Drop Alerts		✓
Inventory Stitched Video		✓
Sales Attribution Dashboard		✓
ePay Reserve-a-Car Paypal Integration		✓
Blog Posts (4/month) - Unique, Written by Humans		✓
Custom Landing Pages (2/month) - Unique, Written by Humans		✓

### FULLY RESPONSIVE PLATFORM

We were one of the first vendors in automotive to provide a fully-responsive website solution. While many of our competitors have recently launched their own programs, we've been tweaking and optimizing for over two years. We build our websites with a "mobile-first mentality" and with mobile accounting for up to 50% of website traffic, we make sure your digital brand is visible and relevant.

### UNIQUE CONTENT ON PRIMARY PAGES

What is the story of your dealership? We are dedicated to building your brand loyalty through custom content creation. That means every page of your website will be truly unique, written for humans, not search engines.

### DEALERFIRE ACCOUNT MANAGER

Our account management team is built around a consulting model that emphasizes the importance of proactive outreach. You will be assigned a dedicated account manager to provide strategy, reporting and best practices.

### DEALERFIRE LIVE (LIVE TRAFFIC DASHBOARD)

See your website traffic in real time. See all active users, the page they're on, their geographical location, their referral source, their past visits and more: all in real time.

### LIVE COUPON PUSH

Take DealerFire Live Analytics to the next level with Coupon Push. Target customers proactively by pushing a coupon overlay featuring custom offers.

### **SOCIAL MEDIA PLUGINS**

Allow customers to share and engage with your content and brand with simple, unobtrusive social integrations.

### **MARKET PRICING TOOL**

Compare your inventory pricing against dealerships in your area or around the country. Use this intelligence to market your vehicles more effectively.

### **GOOGLE TRANSLATE PLUGIN**

The web is not limited to one language. Utilize our very simple Google Translate plugin to translate all the content of your website into over 100+ languages.

### **ON-SITE LIVE SEARCH**

Consumers are accustomed to search bars that automatically suggest and preview results as you type your inquiries. Provide your shoppers with the search method of choice.

### **CUSTOMER URGENCY NOTIFICATIONS**

Leverage shopping information to help push customers down funnel. Top ecommerce and travel sites do, you should too.

### **GOOGLE ANALYTICS ACCESS**

Get full analytics access to your site. We'll transfer any current accounts you have and start you a new account that you can take with you if you leave. 100% transparency.

### **NEW, PRE-OWNED AND CPO VEHICLE INVENTORY**

Some changes need to happen in real-time. We will map your inventory providers export to custom fields within our CMS in order to provide you with a supplemental inventory tool that can serve as a real-time editing portal – update pricing, equipment, photos, videos and even mark specials.

### **WEEKLY ADS MANAGER**

Still using the newspaper? How about direct mail? With weekly ads manager, upload your latest PDF advertisement and establish a link between your traditional and digital marketing.

### **FUEL/PAYMENT CALCULATORS**

It may seem simple, but giving consumers an accurate idea of the other costs and savings surrounding a vehicle purchase makes the sales process more transparent, which helps you gain trust.

### **MONTHLY ON-SITE SEO UPDATES**

As your inventory updates, so does your SEO. With our Dynamic SEO Platform, your pages will be created with unique meta elements and schema to ensure the proper site architecture.

### **ONE WEBSITE, ONE URL ACROSS ALL DEVICES**

As Google crawls your website, it is vital to keep a consistent presence across all devices – to do this, we guarantee that your website will be 100% responsive and render the same URL on every mobile platform.

## **INDUSTRY-BEST INVENTORY RESULTS AND VEHICLE DETAILS PAGE**

AWA Website Design Award winner 5 years in a row; we've done the testing to know exactly what converts users into customers. We put an emphasis on eCommerce specific features like high-res photos and narrative calls to action. Keep it simple and your customers will appreciate it.

## **KIA REBATE INTEGRATION**

Rebates and incentive are important to every customer. That's why we'll make sure you have the most up-to-date regional and national offers listed on site.

## **CUSTOMER TESTIMONIAL AND REVIEWS PAGE**

People buy based on their friend and family reviews. Let's pull that information from across the web (Yelp, Edmunds, Cars, etc) and display it on a dedicated page on your website.

## **FULL-ACCESS TO IGNITE CMS PAGE BUILDER**

Access our robust page builder in order to create a fully-responsive page for your website – no coding required. Just use our simple text/image/video editor and name the page, assign a URL and link within the menu.

## **FULL-ACCESS TO ADD/EDIT IMAGE/VIDEO SLIDESHOWS**

Welcome to the storefront of your dealership – the homepage. Upload photos and video to your homepage through a simple drag/drop functionality within our CMS. Create your own graphics, or simply ask us to – for free!

## **IGNITE CMS LEAD REPORTING**

Reporting on leads is easy...reporting on where a lead came from? Not so much. Ignite lead reporting will give you the essential information from all website leads, pass that info through to your CRM and even track the customers referring source before the lead submission took place.

## **MEDIA CENTER WITH YOUTUBE SYNC**

We are in a world dominated by video. Sync your YouTube channel with your website to display the most up-to-date commercials and vehicle walk-arounds.

## **SPECIALS, DEALS UNDER \$10K, FUEL EFFICIENT PAGES**

We'll create specials pages for you out-of-the-box so you can point customers toward your most-visited inventory pages.

## **PARTS AND SERVICE PAGES**

Fixed Operations is a large part of any dealership and we want to reflect that on your website. From custom content to service schedulers and parts order forms, we've got your service needs covered.

## **ABOUT US PAGE WITH CUSTOMIZABLE CONTENT**

83% of consumers prefer to use local dealership websites in their vehicle research. That means that you have to provide your value proposition on every page. We'll team you up with a content writer to craft a brand story for your dealership page.

## **CUSTOMIZABLE INVENTORY SEARCH FILTERS**

Does the data exist in your inventory feed? If so, we can create a custom filter based on it.

## **CUSTOMER PRICE DISPLAYS AND SHOP BY PAYMENT MODULE**

Create a custom pricing structure on SRPs and VDPs to display every price, incentive and rebate that you offer.

## **VIRTUAL GARAGE WITH SIDE-BY-SIDE COMPARISON**

Customers can now save vehicles that they are interested in. If they leave the site, the vehicles will still be there when they return.

## **CUSTOM BUSINESS RULES FOR DYNAMIC INVENTORY DISPLAY**

Have a specialized used car program? Use our custom business rules to create subsets of inventory.

## **CALL TRACKING LINES, RECORDING AND REPORTING**

Each website includes a call-tracking line for sales and service. We'll report on these in our Ignite lead reporting and even deliver the call recording for your review.

## **PRICE DROP ALERTS**

The search for a car can be a long one and customers can be fickle. Stay top of mind by allowing customers to subscribe to price changes to inventory.

## **INVENTORY STITCH VIDEO**

We would all like to have the time to shoot and edit true vehicle videos, but let's face it, time is a luxury in our industry. Allow custom stitch video to bring your inventory to life with stitched photos and quality voice-overs for each new and used unit.

## **SALES ATTRIBUTION DASHBOARD (ROI)**

See which sources/referral are driving the most sales and revenue for your dealership. Our Sales Attribution Dashboard connects visits to sales and everything in between so you know which investments are returning to the most.

## **E-PAY RESERVE-A-CAR PAYPAL INTEGRATION**

Welcome to the new era of car shopping. Integrate your PayPal account with secure, on-site payment collection to allow customers to place a hold on a vehicle.

## **BLOG POSTS**

Your dealership's blog can be the source of information for local events, breaking news about the OEMs you represent - and everything in between. It's also a great place to spread the word about your brand. Get eyeballs on your site from the right people.

## **CUSTOM LANDING PAGES**

Target your market - or that of your competitor - using an informative landing page that uses specific keywords to obtain high rankings. Custom landing pages are a great way to increase your non-branded search traffic.