

## Why Dealer Inspire?

Flexible, fast, and custom-designed, the Dealer Inspire (DI) website platform adapts to each individual shopper with personalization and geofencing technology. The DI platform is packed with technologies that make the car buying journey faster, easier, and more confident — including a real-time payment calculator, Conversations<sup>SM</sup> with A.I. (messaging platform), and Online Shopper<sup>SM</sup> (digital retailing tool). Each DI website harnesses next-gen intent analytics through their patent-pending event-based attribution model, Roxanne<sup>SM</sup>, that gives dealers real-time ROI and shopper behavior profiles.

## Package Solutions

	Standard \$899	Advanced \$1,999	Dominate \$2,599
Modern Template Design (2 to choose from)	✓		
Custom Compliant Design		✓	✓
Website Hosting	✓	✓	✓
Responsive Mobile Website Ready	✓	✓	✓
Inventory Feed	✓	✓	✓
Rebates and Incentives	✓	✓	✓
Basic "Thank You" Pages After Conversion	✓	✓	✓
Custom Blog or News	✓	✓	✓
Smart Credit Application	✓	✓	✓
Reputation Widget	✓	✓	✓
Google Analytics	✓	✓	✓
Clicky Analytics	✓	✓	✓
Goal/Conversion Tracking	✓	✓	✓
Wordpress Based CMS with over 1,000 Configurable Options	✓	✓	✓
Support of All Required 3rd-Party Integrations	✓	✓	✓
Technical Support	✓	✓	✓
Search Engine Optimization Set-Up (SEO)	✓	✓	✓
Meta Titles	✓	✓	✓
Meta Description	✓	✓	✓
Breadcrumbs	✓	✓	✓
Open Graph	✓	✓	✓
Canonical Tags	✓	✓	✓
301 Redirects for the Top Pages on Previous Website	✓	✓	✓
Schema.org and Rich Snippet Creator	✓	✓	✓
3 Dedicated Call Tracking Phone Numbers (Minutes Additional & Billed Based on Usage)	✓	✓	✓
Personalization with Geofencing		✓	✓
Event Plugins		✓	✓
True ROI Dashboard		✓	✓
Price Alert Emails		✓	✓
Real Time Lease and Finance Calculator			✓
Roxanne Advanced True ROI Dashboard			✓
Sales, Traffic and AOR/DMA Mapping in Dashboard (with dealer's DMS data when available)			✓
Ability to Choose From 2 High Resolution VDP Designs			✓

## Additional Products & Upgrades

	Price
Call Tracking Minutes	\$0.07 per minute
Call Tracking Additional Phone Number	\$5 per number
Toll Free Number	\$6.40 per number
Toll Free Minutes	\$0.14 per minute
Lease Payment Calculator	\$449
Email Marketing	\$799 per month up to 100k + one-time email scrub fee up to 75k
Creative Asset Creation	\$100 per piece
Conversion Rate Optimization (CRO) Services	\$100 per hour
Social Media Posting	\$699 per 3-5 posts per week
Social Media Setup	\$499 Facebook, Twitter, G+
Video Services	Quoted per job at \$125 hour + travel
DealerTrack Integration	\$140
Google 360 Business View	\$699 per location + travel

## Conversations

### Conversations Packages

	Price
Conversations (Starter - Self-Managed)	\$449
Conversations (Select - 50 Managed)	\$599
Conversations (Contact - 150 Managed)	\$899
Conversations (Metro - 300 Managed)	\$1,299
Conversations (Enterprise - 500 Managed)	\$1,799



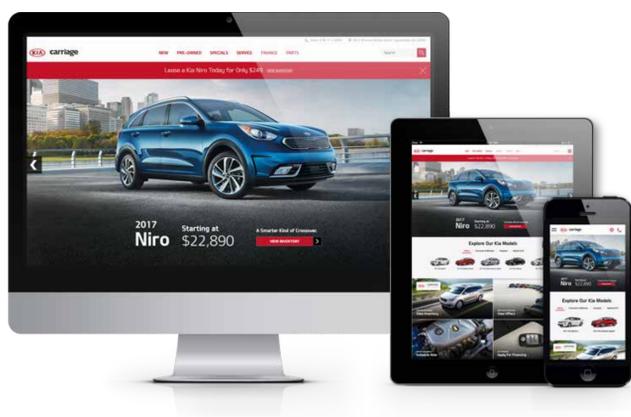
### Online Shopper Packages

	Price
Online Shopper	\$1,499
Online Shopper Setup Fee	\$600

## Feature Details

### Built-In Wordpress

Dealer Inspire is built on top of Wordpress, the most powerful, agile, and easy-to-use Content Management System on the web. 25% 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.

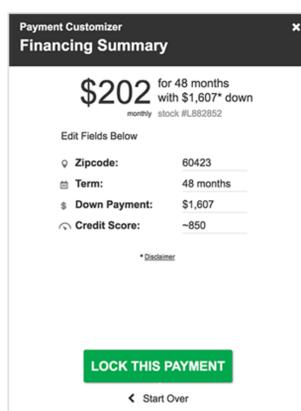
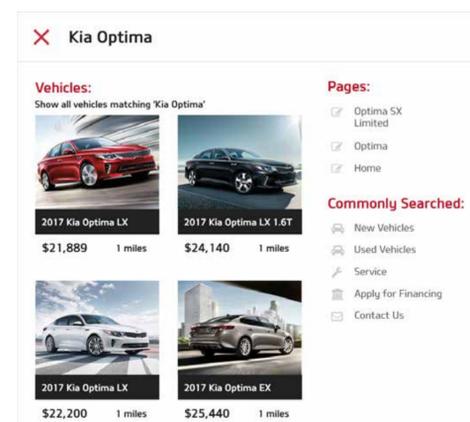


### Responsive Design

Your customers are now mobile — shopping on phones and tablets as much as 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.

### Dynamic Instant Site Search with Knowledge Graph

Our new homepage site search goes from 0 to 60 faster than any other platform out there. Once users type a single letter, our site search intelligently displays a dynamic knowledge graph with relevant VDPs, inventory feeds, and pages, instantly giving visitors what they came for, and leading them towards conversions.

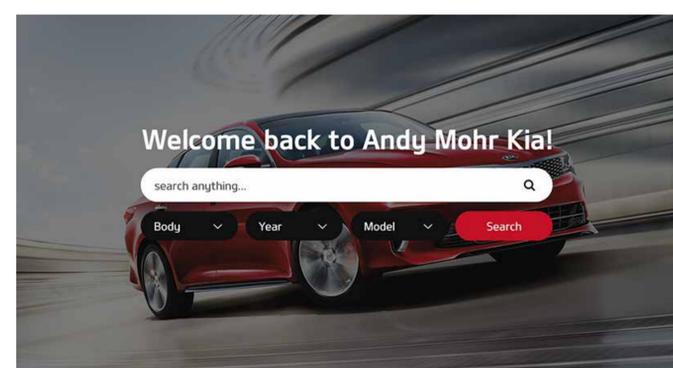


### Dynamic OEM Lease and Finance Payments

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

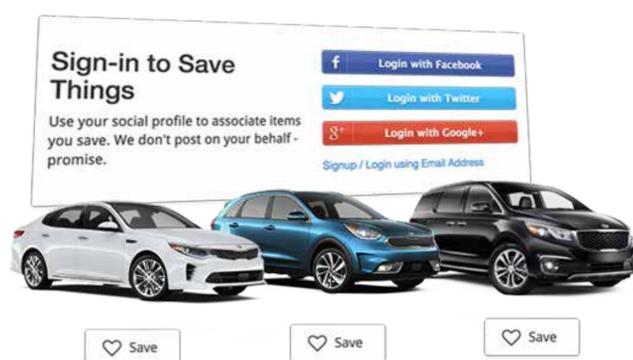
Like any good salesman, Dealer Inspire remembers information about customers, recognizes what they want, and then instantly creates a personalized experience to make sure each visitor finds what they're looking for right away. Based on over 30 different personalization factors — including location, interest,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



## Feature Details Continued

### True ROI Dashboard

The True ROI Dashboard is the heart of Dealer Inspire's reporting system. By combining sales data with marketing analytics our platform is able to attribute sales to each marketing strategy, providing a true ROI on all of your marketing efforts. The True ROI Dashboard breaks down conversions by paid, organic, direct, and calls — detailing exactly what the return on investment is for each.

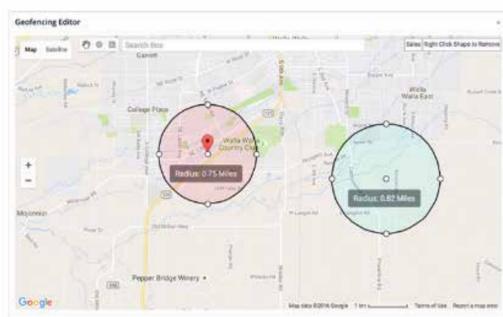
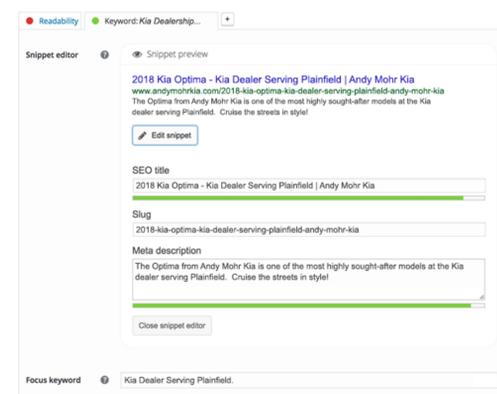


### Save Vehicles Module

Dealer Inspire enables visitors to create a wishlist of vehicles they're interested in, making their shopping experience easier while generating leads for your team. Accounts can be instantly created with email addresses or through social media platforms, connecting you with more active shoppers.

### Advanced SEO

Dealer Inspire comes fully optimized for search engines, with advanced meta, schema microdata, and flawless internal link structure before your site even launches. Working with our digital marketing partner, LDM (a Google Premier Partner), our teams optimize every page with painstaking detail to increase search visibility for your new, powerful site.

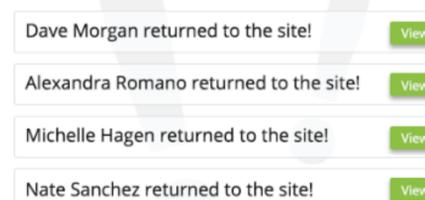


### Geo-Fencing

The geo-fencing module takes personalization to the next level, allowing you to target customers in specific areas — including your competitor's showroom floor — with customized messaging, offers, and conquest campaigns. Appeal to new customers with pin-point, personalized accuracy and gain market share.

### Return Visitor Notification

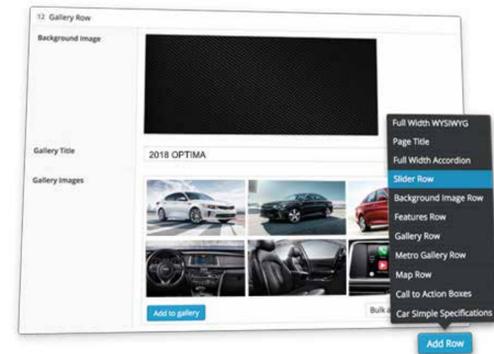
Customers who come back to your website for another look are primed to buy, so Dealer Inspire automatically notifies you of their return — providing you with their contact information, the specific models they've been looking at, the number of days they've been in market, and many other details that 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 putting your team in touch with customers who will be happy to come in for face-to-face financing.

### 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.

Vehicle	Stock #	Color	Trim	Price	In Stock	Avg. In Stock	VDP Views	Views/Day	% Change	Over Time
2019 Kia Sorento	30015		SX	\$25,999	50 days	47 days	59	2.0	+ 1%	
2018 Kia Rio	30014	White	EX	\$14,999	471 days	390 days	54	1.6	+ 68.8%	
2017 Kia Sportage	31595	Black	LX	\$22,799	241 days	53 days	50	1.7	+ 51.5%	
2018 Kia Optima	30255		LX	\$17,999	168 days	56 days	49	1.6	+ 28.9%	
2019 Kia Soul	300791		+	\$10,999	70 days	69 days	47	1.6	+ 2.2%	
2017 Kia Rio	30950	White	LX	\$14,899	76 days	69 days	17	0.6	+ 41.7%	
2016 Chevrolet Malibu	300761	Gray	LS	\$18,999	97 days	91 days	19	0.6	+ 137.3%	
2017 Kia Optima	30790		SX Limited	\$27,100	44 days	33 days	16	0.5	+ 166.7%	
2017 Kia Soul	30963		+	\$18,699	101 days	48 days	12	0.4	+ 55.3%	
2017 Kia Sorento	30905		LX	\$29,799	17 days	65 days	13	0.4	+ 90%	
2017 Kia Sportage	30987		LX	\$26,889	25 days	53 days	4	0.1	+ 76%	
2017 Kia Sorento	30918		LX	\$31,389	18 days	65 days	2	0.1	+ 26%	
2014 Kia Soul	300871		i	\$16,799	18 days	39 days	4	0.1	+ 90%	
2017 Kia Sportage	30951		EX	\$26,499	9 days	53 days	3	0.1	+ 50%	
2017 Kia Optima	30909		LX 1.8T	\$26,870	17 days	33 days	4	0.1	+ 50%	