

Package Solutions	STANDARD \$1,499	ADVANCED \$1,999	DOMINATE \$2,899
Data-Driven Website Design - Fixed	✓		
Data-Driven Website Design - Personalized		✓	✓
Responsive Mobile Experience	✓	✓	✓
Inventory Management	✓	✓	✓
Performance Enhancements and Monitoring	✓	✓	✓
Lightning Inventory VRP (Instant Search)	✓	✓	✓
Lightning Inventory VDP	✓	✓	✓
OEM Incentives	✓	✓	✓
Saved Vehicles GloveBox	✓	✓	✓
Instant Site Search	✓	✓	✓
HTTPS Secure Site	✓	✓	✓
Website Analytics (GA, Adobe Analytics)	✓	✓	✓
Advanced Platform SEO (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	✓	✓	✓
AudioEye® ADA Website Accessibility	✓	✓	✓
Support of all Required 3rd-Party Integrations	✓	✓	✓
Call Tracking (3 Phone Lines)	200 Minutes	200 Minutes	400 Minutes
PRIZM Base (Reporting Platform)	✓	✓	✓
Smart Credit Application	✓	✓	✓
Review Monitoring & Website Integration	✓	✓	✓
Personalization & Geo-Fencing		✓	✓
DI Wallet Digital Coupon Integration		✓	✓
Vehicle Inventory Exports	Single	Single + CARS.com Export	Unlimited
Shop By Payment (Lease Calc)			✓
Managed Services Bundled Package			Up to 4 Managed Services Assets
PRIZM™ Enhanced			✓
Vehicle Review Website Integration			✓

A LA CARTE

Conversations	Price
Conversations - Self Managed	\$400/mo
Conversations - Up to 50 Managed Chats	\$600/mo
Conversation - Unlimited Managed Chat	\$800/mo
Conversations 2.0 - Self Managed	\$600/mo
Conversations 2.0 - Up to 50 Managed Chats	\$800/mo
Conversations 2.0 - Unlimited Managed Chat	\$1,000/mo

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

Managed Services	Price
Managed Services Standard	\$500/mo
Managed Services Advanced	\$1,000/mo
Managed Services Dominate	\$1,500/mo

* See pages 4-5 for asset breakdown

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

Advanced Capabilities	Price
Call Tracking Minutes	\$0.07/min
Call Tracking Additional Phone Number	\$5/number
Toll Free Number	\$6.40/number
Toll Free Minutes	\$0.14/min
Additional 250 Call Tracking Minutes	\$25/mo
Shop By Payment	\$449/mo

Advanced Capabilities	Price
Email Marketing (up to 2/mo)	\$1,000/mo
Email Marketing with CRM Integration	\$1,500/mo
Creative Asset Creation	\$100/piece
Conversion Rate Optimization (CRO)	\$100/hour
DealerTrack / RouteOne Integration	\$99/mo
Analytics Package A	\$1,000/mo
Analytics Package B	\$2,000/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
AudioEye® ADA Website Accessibility	\$350/mo
Single Site (Multi-Language Toggle)	\$349/mo
Separate Multi-Language Site	\$999/mo (\$999 Set-Up Fee; \$100 Per Page Set-Up)
Custom Development	\$125/hour
Temporary Splash Page (Non-Inventory)	\$499/mo
DealerRater AutoResponse™	\$299/mo
DealerRater ReviewBuilder™	\$399/mo

Clients can choose from the following list of assets, combining assets to achieve 8, 16, or 24 assets based on the package selected:

OFFERS + INCENTIVES	
Fixed Ops	1
Special Offers/Updates	1
Personalizer	2
Personalizer, Fixed ops, Specials WITH design	2

CREATIVE ASSETS	
Website Pop Ups	2
Homepage Slides	2
SRP/VRP Banners	2
Conversations Welcome Cards	2
Social Advertising Creative (Facebook, Twitter, Instagram)	2
Display/Remarketing Banner Ad Sets	3
AMP/GIF Display	7
(Templated) Video Creative	8

ON DEMAND CONTENT PAGES	
Marketing/Event Landing Page	5
Model Landing Page (DI Standard Template)	5
Custom Landing Page	6

Clients can choose from the following list of assets, combining assets to achieve 8, 16, or 24 assets based on the package selected:

SOCIAL MEDIA MANAGEMENT <i>(requires initial set up, may have a fee)</i>	
Photo Post	1
Link Post	1
Video Post	1
Event Post	1
Offer Post	2
Social Engagement Optimization	2

EMAIL MARKETING <i>(requires initial set up, may have a fee)</i>	
Email (2x, basic or custom design)	16
Email (3x, basic or custom design)	24

ADVERTISING CREATIVE	
Cars.com Display Creative	2
Display / Remarketing Creative Set	4

OTHER	
Language Translation	Custom Quoting Available
Other Custom Creative	Custom Quoting Available
Advanced Custom Landing Page	Custom Quoting Available