



# Volkswagen Canada

# **CERTIFIED PROGRAM**

## by TAdvantage

*AutoSync, a division of TRADER Corporation, is a suite of modern, connected automotive software solutions that bring your digital advertising, online conversion, and in-store operational efforts together for unrivalled results. We help dealerships increase the effectiveness of their sales efforts, the efficiency of their processes, and the profitability of their business.*

### **TAdvantage: A Website Built to Drive Your Dealership Forward**

TAdvantage is AutoSync's premium website platform, purpose-built for Canadian dealers who want to generate more leads, track performance with confidence, and manage inventory in real-time. Developed on flexible, open-source WordPress, TAdvantage offers the flexibility and power to deliver fast-loading, conversion-optimized websites—fully integrated with the tools dealers use every day.

Seamlessly integrated with AutoTrader.ca, TRFFK, Google, and more, it supports your entire digital ecosystem. Whether you choose a fully custom design or a templated version, TAdvantage delivers websites that **drive traffic**, **convert leads**, and **reflect your dealership's identity** with no surprise fees.

## Key Features

### Drive High-Volume, High-Quality Leads

- Fast, mobile-responsive design that converts more traffic
- Marketing pop-ups, Lead generation modules and VINless tiles to engage shoppers early
- Smart tools like Shopping Assistant and MyGarage to keep users moving toward a sale
- Cross-selling tools, email automations for follow-ups

### Maintain OEM Compliance

- Bilingual templates and structure built with OEM guidelines in mind
- Customizable promo banners, legal footers, and disclosure tags
- Ongoing updates to align with brand and co-op requirements

### Get Full Attribution and Performance Visibility

- Google Analytics 4 support for accurate source tracking with ASC best practices
- Call tracking built in to measure phone conversions
- Cross-domain tracking with Motoinsight:
  - Accurate attribution of conversions to the original traffic sources
  - Better understanding of the user behavior across the full journey
  - Visibility of drop-offs and conversion points across domains

### Real-Time Inventory Visibility & Merchandising

- Live inventory sync with AutoTrader.ca and DMS feeds
- Inventory merchandising tools with customizable layouts
- Easy VDP customization, extensive media support, video capabilities

### Dedicated Performance Management and on-ground support

- Local, bilingual teams available across Canada

## What Sets TAdvantage Apart?

- CMS Open-source Wordpress: fully editable from the back-end
- Rich creative services, unlike templated-only competitors
- **Straightforward Pricing with Built-In Value:** There are **no hidden fees**. Your package includes Onboarding, Setup of Google and Meta, Lead generation modules, email hosting and Integrations fees with AutoTrader, Trade-in with CBB and other 3rd-party vendors

# Pricing & Packaging

Product	Description	VW Pricing (CAD)
Base	TAdvantage dealership websites use premium technology and an effective digital strategy to engage consumers with your inventory. TAdvantage is designed to get you more VDP views including flexible configurations, cutting-edge visual appeal, mobile-first responsive design, all backed by first-rate local Canadian support teams plus MotoCommerce digital retailing capability	\$1,699
Standard	TAdvantage Standard includes all of the Base features in addition to direct access to enhanced Moto functionality through direct access to our Moto Dash Board	\$1,899
Premium	TAdvantage Premium includes all of the standard features plus Video Solutions, Video Fusion, Promo Builder, Price Builder, Branded Overlays and MyGarage. Package includes full Moto DR functionalities.	\$2,199

# Adds-ons

## Search Engine Optimization

Automotive-specific SEO solution for dealerships looking to raise their online profile. Our team knows automotive SEO inside out, and will optimize your site pages, web content, and keywords to help you get higher in the search rankings on an ongoing basis.

Product	Description	VW Pricing (CAD)
SEO Standard	<ul style="list-style-type: none"><li>1 custom page and 1 blog post per quarter</li><li>Quarterly SEO reviews with your analyst</li></ul>	\$595
SEO Advanced	<ul style="list-style-type: none"><li>1 custom page per quarter</li><li>2 blog posts per month</li><li>In-site speed optimizations</li><li>Quarterly SEO reviews with your analyst</li></ul>	\$999

Product	Description	VW Pricing (CAD)
SEO Premium	<ul style="list-style-type: none"><li>1 custom page per month</li><li>2 blog posts per month</li><li>In-site speed optimizations</li><li>Quarterly SEO reviews with your analyst</li></ul>	\$1,350
SEO Prestige	<ul style="list-style-type: none"><li>1 custom page per month</li><li>2 blog posts per month</li><li>In-site speed optimizations</li><li>Monthly SEO reviews with your analyst.</li></ul>	\$1,599

# Website Package Breakdown

Features	Base	Standard	Premium
	\$1,699	\$1,899	\$2,199
AutoResponders	●	●	●
AutoTrader.ca iQ Badging	●	●	●
AutoTrader.ca Listing Upgrade Prioritization	●	●	●
Bilingual Website	●	●	●
Blog	●	●	●
Call Tracking	●	●	●
Car Capture App	●	●	●
Careers Page	●	●	●
Carfax Integration	●	●	●
Content Management System	●	●	●
Dealer Rater Reviews Integration	●	●	●
Display Finance Payment - Fixed (New and Used Car)	●	●	●
Featured Listing	●	●	●
Finance Application (standard)	●	●	●
Finance Calculator (Standard)	●	●	●
Google Maps	●	●	●
Google Reviews Integration	●	●	●
Inventory Management	●	●	●
Lead Management	●	●	●
Media Library	●	●	●
Menu	●	●	●
New Car Image Library	●	●	●
New Car Showroom	●	●	●
Performance Manager	●	●	●
Personalization	●	●	●

Features	Base	Standard	Premium
	\$1,699	\$1,899	\$2,199
Pop-Ups	●	●	●
Reporting and Analytics Dashboard	●	●	●
Responsive Website	●	●	●
Reviews Integration	●	●	●
Search by Payment - Fixed (New and Used Car)	●	●	●
Specials Manager	●	●	●
SRP / VDP Library	●	●	●
SSL Protocol	●	●	●
Teams Page	●	●	●
Vehicle Trade (Standard)	●	●	●
Widget Library	●	●	●
Window Stickers	●	●	●
Wordpress CMS	●	●	●
Advanced New Car Showroom			●
Brand Overlays			●
Display Finance Payment - Dynamic (New Car)			●
Display Lease Payment - Dynamic (New Car)			●
Finance Calculator (Incentives)			●
Price Alerts			●
Promo Builder			●
Save a Vehicle			●
Stitched Videos			●
Video Solutions for Inventory			●
Moto	●	●	●
Moto dashboard		●	●

# Local Search Optimization

With TAdvantage LSO, you can build prominent exposure in your local market to appear in search results conducted by car buyers near you! We'll help you claim your Google My Business listing to boost your visibility, engagement, and to attract new customers in your immediate area.

Product	Description	VW Pricing (CAD)
LSO Standard	Includes 1 custom page and 1 blog post per quarter	\$125
LSO Premium	<ul style="list-style-type: none"><li>1 custom page per month</li><li>2 blog posts month</li><li>In-site speed optimizations</li></ul>	\$275

# Website A La Carte

Product	Description	VW Pricing (CAD)
Call Tracking - 1 Line	Call Tracking Technology: Captures information from inbound phone calls including the caller's name, address and phone number, plus the advertisement (campaign) to which the caller is responding. Includes call recording.	\$49
AudioEye Accessibility Toolbar	Digital accessibility functionality to ensure ongoing website compliance, powered by AudioEye.	\$199
Syndication - per Media – Website	Export of new and/or used inventory to third-party provider requested to support the needs of the dealership website.	\$49
Unlimited Syndication – Website	Unlimited export of new and/or used inventory to third party providers requested to support the needs of the dealership website. Additional exports can be setup through Support	\$199

# Content & Creative Services

Dedicated professional designers meticulously follow your campaign strategy and goals to create compelling website content including homepage slideshows, campaign landing pages, and other strategic creative.

Product	Description	VW Pricing (CAD)
Standard Content & Creative	<ul style="list-style-type: none"><li>Performance Manager</li><li>2 monthly integrated campaigns including: homepage slides, landing pages, banners &amp; specials</li><li>Asset Compliance: Existing Page Content Creation – 1 page per month</li></ul>	\$479
Advanced Content & Creative	<ul style="list-style-type: none"><li>Performance Manager</li><li>4 monthly integrated campaigns including: homepage slides, landing pages, banners, specials as well as display ads</li><li>Social creative (profile &amp; cover photo)</li><li>Asset Compliance: Existing Page Content Creation - 2 pages per month</li></ul>	\$999
Premium Content & Creative	<ul style="list-style-type: none"><li>Performance Manager</li><li>6 monthly integrated campaigns including: homepage slides, landing pages, banners, specials as well as display ads, campaign assets for e-mail newsletter, other assets (e.g. button, inventory, overlays, etc.)</li><li>Social creative (profile &amp; cover photo)</li><li>Asset Compliance: Existing Page Content Creation (3 pages per month)</li><li>Website buttons</li><li>Inventory overlays</li><li>Off-network display (e.g. Facebook Carousel ads and Pandora)</li></ul>	\$1,999

## Best-in-class Support

- Dedicated Performance Manager
- Kick-off meeting and personalized onboarding
- Monthly reviews
- Creative services
- EN & FR online strategy consultant
- Implementation and delivery
- Transparent reporting & dashboards
- Training & refresh sessions (group or 1-on-1)

## Integrations

- AutoTrader rich data and listings
- Motoinsight
- TRFFK
- Activix CRM
- vAuto
- DealerTrack
- Almost all 3rd-party service provider widgets at no extra cost