



WEBSITE PACKAGES	BASE \$1,099	UPGRADE 1 \$1,899	UPGRADE 2 \$2,999
Data Driven Fixed Design (3 to choose from)	✓	✓	✓
Responsive Design	✓	✓	✓
Inventory Feed	✓	✓	✓
Rebates and Incentives	✓	✓	✓
Basic "Thank You" Pages after Conversion	✓	✓	✓
Smart Credit Application	✓	✓	✓
Reputation Widget	✓	✓	✓
Google Analytics	✓	✓	✓
Clicky Analytics	✓	✓	✓
Goal/Conversion Tracking	✓	✓	✓
3 Dedicated Call Tracking Numbers	✓	✓	✓
Wordpress based CMS with over 1000 Configurable Options	✓	✓	✓
Support of all Required 3rd-party Integrations	✓	✓	✓
Volkswagen Support	✓	✓	✓
Search Engine Optimization Set-up (SEO)	✓	✓	✓
Meta Titles and Descriptions	✓	✓	✓
Open Graph	✓	✓	✓
Canonical Tags	✓	✓	✓
301 Redirects for the Top Pages on Previous Website	✓	✓	✓
Authorship Google Plus Connection	✓	✓	✓
Breadcrumbs	✓	✓	✓
Schema.org and Rich Snippet Creator	✓	✓	✓
Return Visitor Notification	✓	✓	✓
Website Hosting	✓	✓	✓
Apple Wallet / DI Wallet Integration	✓	✓	✓
SSL Support	✓	✓	✓
Personalization and Geofencing		✓	✓
Event Plugins		✓	✓
TruROI Dashboard		✓	✓

*All prices shown in CAD



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Inventory Analytics		✓	✓
Price Alert Emails		✓	✓
Sales, Traffic, and AOR/DMA Mapping in Dashboard		✓	✓
Roxanne Advanced TruROI Dashboard			✓
Real-time Lease and Finance Calculator			✓
Ability to choose from 2 High Resolution VDP Designs			✓

A LA CARTE



CANADA

ONLINE SHOPPER	PRICE
Online Shopper™	\$1,500/mo
Online Shopper™ Set-Up Fee	\$600 one-time

CONVERSATIONS	PRICE
Conversations™ Messaging (Self Managed)	\$349/mo
Conversations™ Messaging (Managed Chat up to 50 chats)	\$549/mo
Conversations™ Messaging (Managed Chat Unlimited)	\$849/mo
Conversations™ 2.0 (Self-Managed with Trade-In Eval Tool)	\$499/mo
Conversations™ 2.0 (Managed Chat with Trade-In Eval Tool - up to 50 chats)	\$749/mo
Conversations™ 2.0 (Managed Chat with Trade-In Eval Tool - Unlimited)	\$1,149/mo

ADDITIONAL PRODUCTS & UPGRADES	PRICE
Additional Phone Numbers	\$6/line + \$0.10/minute
Toll Free Numbers	\$6.40/line + \$0.14/minute
Lease/Payment Calculator	\$679/mo
Creative Asset Creation	\$179/piece
Conversion Rate Optimization	\$149/hour
Social Media Setup (Facebook, Twitter, G+)	\$679 one-time
Social Media Posting (3-5 posts/week)	\$99/mo
Video Services	Quoted per job at \$225/hr
ROI Dashboard	\$190/mo
Dealertrack Credit App	\$300/mo
Apple Wallet Integration	\$385/mo
Personalization and Geofencing	\$145/mo
Apple Wallet Integration with Geo-activated Notifications	\$475/mo
Custom Creative	\$180/piece
AudioEye®	\$250/mo

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