

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

Online Shopper	Price/Mo
Online Shopper	\$1,500
Online Shopper Set-up Fee	\$600 one-time

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

SEO Packages	Price/Mo
Standard	\$1,699
Advanced	\$2,599
Dominate	\$3,299

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Managed Services	Price/Mo
Managed Services Standard Package	\$650
Managed Services Advanced Package	\$1,300
Managed Services Dominate Package	\$1,950

Social Media	Price/Mo
Social Media Standard	\$650
Social Media Advanced	\$1,300
Social Media Dominate	\$1,950

Advanced Capabilities	Price/Mo
Additional Phone Numbers	\$6/line + \$0.10/minute
Toll Free Numbers	\$6.40/line + \$0.14/minute
Shop By Payment (Utilizing the GM IOM Feed & 3rd Party Provider)	\$679
Creative Asset Creation	\$179/piece
Conversion Rate Optimization	\$149/hour
Social Media Set-up (Facebook, Twitter, G+)	\$679 one-time
Social Media Posting (3-5 posts/week)	\$99
TruROI Dashboard	\$190
DealerTrack Credit App	\$300
Apple Wallet Integration	\$385
Personalization and Geofencing	\$145
Apple Wallet Integration with Geo-activated Notifications	\$475
Custom Creative	\$180/piece
AudioEye®	\$250
Analytics Package A	\$1,249
Analytics Package B	\$2,499
GA4 Package	\$5,599

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Advanced Capabilities	Price/Mo
PRIZM Enhanced	\$199
Build and Price	\$199
Facebook Inventory Exports	\$149
Custom Development	\$150/hr
Temporary Splash Page (Non-Inventory)	\$499
Unlimited Exports	\$199
HomeNet Window Sticker Printing Add on (HomeNet Lite add on)	\$100
HomeNet IOL Essentials	\$449 + \$249 Setup

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