







Marketplace: AI Lead Nurturing Capabilities

						
Sales Agent Pricing ¹	\$1,799/mo	\$2,250/mo	\$1,999/mo	\$1,999/mo	\$2,995/mo	\$1,949/mo
Set Up Fee ¹		\$895 one time		\$995 one time		
Two-Way Conversational AI	✓	✓	✓	✓		✓
Smart Scheduling	✓	✓	✓		✓	✓
Voice AI Capabilities		✓			✓	
Customer Surveys	✓	✓	✓		✓	
Integrated Chat Agent Capability		✓	✓			✓
Integrated Service Agent Capability	✓	✓			✓	

All vendors offer multi-channel communications (SMS/Email), AI Agent personalization, customer sentiment insights, lead re-engagement campaigns and dedicated dealer reporting dashboards.²

Learn more about each vendor at: www.nissandigitalprogram.com/AILeadNurturing

1. Prices as of 4/8/26 and subject to change. Please consult the NDDP enrollment portal for up-to-date pricing.
2. CRM integrations vary by provider with most common CRMs covered.

