



# CERTIFIED WEBSITE PROGRAM

## CORE PACKAGE

# \$999/mo

### PRODUCTS & FEATURES

Responsive Website	Keyword Site Search	Price Unlock
SSL Site Security & HTTPS Connection	Mega Menu & Manager	Coupon Manager
Mobile Optimization	Testimonial Manager	Safety Crash Test Rating
Dedicated Account Executive	Content Library	Vehicle Green Scores
ADA Accessibility Tool	Vehicle Details Page Editor	Awards & Accolades
Call Tracking (6 numbers + 1,000 Minutes)	Responsive Custom Page Builder	Vehicle Brochures
Choice of Advanced VDP or VDPxL	CPE Tracking	Owners Manuals
Vehicle Photo Hyper Zoom	2-Part Lead Forms	Basic SEO & Editor
Vehicle Photo Hot Spots	One-Touch Lead Forms	Technical Support
InSites1 - Advanced Reporting	Apple Wallet Integration	Media Manager
Website Grader	Google Pay Integration	Price Drop Alerts

## CORE PLUS PACKAGE

# \$1,395/mo

### + CORE PACKAGE

- + Advanced SEO
  - Dealer Watch
  - Local Listings Management
  - Keyword Ranking Report
- + DriveCentive

## DIGITAL RETAILING PACKAGE

# \$2,195/mo

### + CORE & CORE PLUS PACKAGES

- + eCredit App Lite
- + eAutoAppraise - Trade-in Tool
- + SARA Lite  
(Smart Automotive Retailing Assistant)



# CERTIFIED WEBSITE PROGRAM | ADD-ONS

<b>SARA</b> Smart Automotive Retailing Assistant	3-In-1: Includes SARA (Digital Retailing), eAutoAppraise, & eCreditApp! Meet SARA. DEP's industry leading digital retailing tool.	<b>ADD -ONS</b>	<b>F&amp;I - \$199</b>	<b>Accessories - \$199</b>	<b>\$1,599</b>
<b>eAutoAppraise</b>	Values determined by NADA guides or KBB. Integrated dealer inventory and real time pre-approval credit soft pulls.				<b>\$449*</b>
<b>eCreditApp</b>	Real time pre-approval credit soft pulls matched to captive dealer finance lenders. Integrated dealer inventory. (Includes 100 Soft Pulls - \$1.95 per add'l pull)				<b>\$449</b>
<b>eCreditApp Lite</b>	Quick 3-step pre-approval lead generator with integrated dealer inventory.				<b>\$300</b>
<b>CARoi</b>	Proprietary DMS attribution tool.				<b>\$499</b>
<b>SPARC (Syndicated Payment and Rate Customizer)</b>	Website add-on featuring homepage search-by-payment widget and SRP monthly lease/finance widget utilizing real-time bank and incentive data.				<b>\$349</b>
<b>SEO Horsepower Package</b>	Enhance your website's optimization for Search Engine Results. Package Includes: <ul style="list-style-type: none"> <li>• Reputation Management</li> <li>• Local Listings Management</li> <li>• Used Cars Network**</li> <li>• Keyword Ranking Report</li> <li>• 4 Pages of Custom Content</li> </ul>				<b>\$899</b>
<b>Custom Content</b>	SEO-optimized custom content generation service. (4 pages/mo)				<b>\$599</b>
<b>Google My Business</b>	Creation, optimization, and ongoing maintenance and updates of Google-my-Business local listings business listing(s).				<b>\$399</b>
<b>Local Listings Management</b>	Ongoing data submission to 100+ Local Listings.				<b>\$179</b>
<b>Keyword Ranking Report</b>	Track search engine results page rank for specific target keywords.				<b>\$79</b>
<b>Dealer Watch</b>	Online reputation and social media management tool, also automatically imports reviews from all relevant agencies into the site.				<b>\$179</b>
<b>DriveCentive</b>	Incentive program customized to a customer's search history or based on geo-fencing.				<b>\$359</b>
<b>Monthly Turnkey Banners</b>	Turnkey homepage graphic banners. (3 banners/month)				<b>\$249</b>
<b>Advanced Inventory Videos</b>	Dynamically created narrated video using dealership inventory photos				<b>\$269</b>
<b>Email Hosting</b>	Unlimited mailbox email hosting.				<b>\$359</b>
<b>Chat Unlimited</b>	<ul style="list-style-type: none"> <li>• A/I Chat Bot</li> <li>• Jump-In Chat Feature</li> <li>• Facebook Messenger &amp; Facebook Marketplace</li> <li>• Unlimited Texting</li> </ul>				<b>\$599</b>
<b>DEPi IMS</b>	Engage your online customers by getting your cars out of the inventory management process and in front of shoppers quickly, easily and accurately.				<b>\$269</b>
<b>DEPi IMS+</b>	Additional inventory management such as upload capabilities, comment generators, hot spots, price cast, data transfer and stock images.				<b>\$449</b>
<b>Parts Catalog</b>	OEM parts and accessories catalog accessible to customers from a dealership's website.				<b>\$179</b>
<b>Spanish Website</b>	Responsive website with complete Spanish translation.				<b>\$629</b>
<b>iSpy</b>	Alert system identifies real-time shoppers as they browse the website				<b>\$199</b>

\*Indicates starting price

\*\*Availability may vary