




Nissan Partner Packages

	Standard \$1,299	Advanced \$1,599	Dominate \$2,899
Data Driven Website Design	✓	✓	✓
Responsive Mobile Design	✓	✓	✓
Performance Enhancements and Monitoring	✓	✓	✓
Lightning VRP	✓	✓	✓
New Data Driven VDP	✓	✓	✓
OEM Incentives	✓	✓	✓
Vehicle Glovebox	✓	✓	✓
Instant Site Search	✓	✓	✓
Https Secure Site	✓	✓	✓
CRO Team & Integrations (GA, Adobe Analytics)	✓	✓	✓
Performance Tools (Optimizely, Hotjar)	✓	✓	✓
Review Monitoring & Website Integration	✓	✓	✓
PRIZM™ Base (Reporting Platform)	✓	✓	✓
True ROI & Roxanne	✓	✓	✓
Call Tracking (6 - New, Used, Service)	200 Minutes	400 Minutes	600 Minutes
Technical & Performance Support	✓	✓	✓
Smart Credit Application	✓	✓	✓
AudioEye	✓	✓	✓
ADA Accessibility	✓	✓	✓
SEO-Focused Website Migration	✓	✓	✓
SEO-Best Practice Implementation	✓	✓	✓
Apple Wallet / DI Wallet Integration		✓	✓
Personalization & Geo-Fencing		✓	✓
Vehicle Review Website Integration			✓
Vehicle Configurator			✓
Salesperson Connect: DealerRater Reviews Integrations			✓
Managed Services Banners - 100 Credits Personalizer Updates - 100 Credits Remarketing Display Set - 200 Credits Sliders - 100 Credits Special Offers Update - 50 Credits Dynamic Landing Page - 200 Credits Social Ad - 150 Credits Fixed Ops Update - 50 Credits		400 Credits	800 Credits
Online Shopper™			✓
One Time Build Fee	\$1,299	\$1,599	\$2,899




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 ONLINE SHOPPER	Price / Mo
Online Shopper™: Redline	\$900 One Time Build Fee \$900
Online Shopper™	\$1,200 One Time Build Fee \$1,200

 CONVERSATIONS	Price / Mo
Conversations 2.0 (Self-Managed w/ Trade-In Eval Tool)	\$600
Conversations 2.0 (Managed Chat up to 50 Chats w/ Trade-In Eval Tool)	\$800
Conversations 2.0 (Managed Chat Unlimited w/ Trade-In Eval Tool)	\$1000

 DIGITAL ADVERTISING	Price / Mo
SEM (Google/Microsoft/Paid Social/Cars Premium Display) Media Spend up to \$4,999/mo	\$699
SEM (Google/Microsoft/Paid Social/Cars Premium Display) Media spend \$5,000 up to \$9,999/mo	\$999
SEM (Google/Microsoft/Paid Social/Cars Premium Display) Media spend \$10,000/mo or higher	\$1,499
FUEL Software Fee	\$200
Cars Premium Display	\$500 Minimum
Facebook Oracle Data Package 1 Facebook Spend = \$500 - \$1,000/mo	\$250
Facebook Oracle Data Package 2 Facebook Spend = \$1,001 - \$2,000/mo	\$300
Facebook Oracle Data Package 3 Facebook Spend = \$2,001+/mo	\$350


 SEO	Price / Mo
Standard	\$999 \$1,499 on non-DI platforms*
Advanced	\$1,499 \$2,399 on non-DI platforms*
Dominate	\$2,199 \$2,899 on non-DI platforms*

*Resources increase to properly optimize and publish on other website platforms

 MANAGED SERVICES	Price / Mo
Standard - 800 credits	\$500
Advanced - 1750 credits	\$1,000
Dominate - 2750 credits	\$1,500



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 ADVANCED CAPABILITIES	Price / Mo
Unlimited Exports	\$149
Facebook Exports	\$149
Email Marketing Responsive (up to 2/mo)	\$750 <small>One-Time Set-up Fee & List Scrub \$750 Up to 75k email addresses. \$0.01 per additional</small>
Smart Credit Application (DealerTrack Integration)	\$99
RouteOne	\$99
Vehicle Configurator	\$299
Single Site (Multi-Language Toggle)	\$999 <small>\$0.22 per word Setup</small>
Homenet Lite Package (Includes: Window Sticker Printing)	\$195 <small>\$95 Set-up Fee</small>
HomeNet IOL Essentials	\$299 <small>\$120 Set-up Fee</small>

