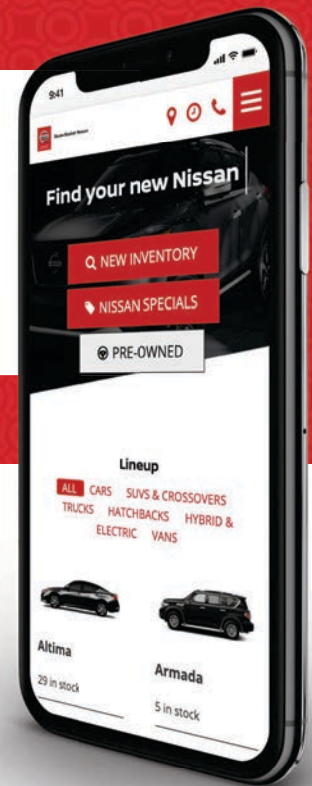


# DealerFire + Nissan



DealerFire is carrying on its legacy as a cutting-edge website and digital marketing company by partnering with Nissan. Our Engine6 website platform embodies this formidable partnership, as it delivers a seamless car-shopping experience for all consumers on all devices. Not only is it the fastest website in the industry, Engine6 provides dealers with more control over their virtual showroom than any other platform on the market today. We're making it easy and fun.



## Speed

Less than 1 second load time on 4G networks



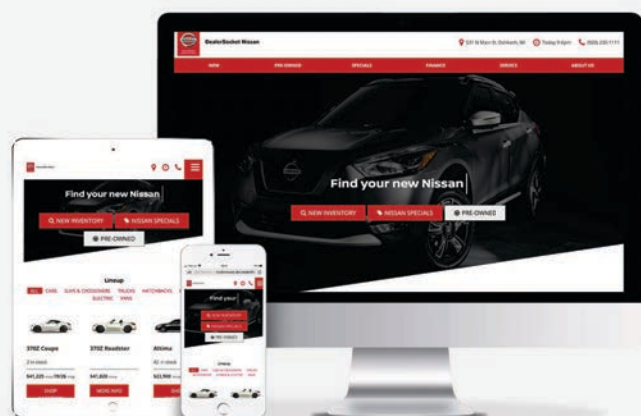
## Simplicity

10% increase in mobile conversions



## Control

The industry's most advanced visual editor

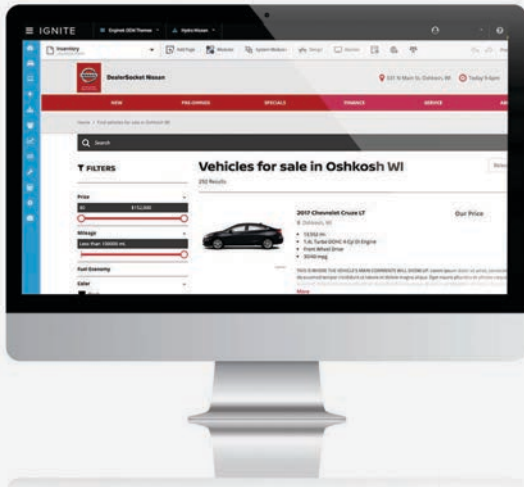
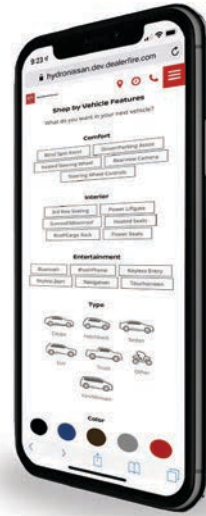


## One Experience, All Devices

It doesn't matter what device car shoppers are using - they should be able to get the full experience. DealerFire provides a fully responsive platform, meaning from full desktop to mobile, consumers are getting the same vibrant experience. We've been doing responsive longer than anyone in automotive, and we've learned more than a few tricks along the way. Don't make your shoppers settle for less on their mobile devices.

## Customized Shopping Experience

Shop by budget. Shop by payment. Shop by feature. Save a vehicle for later. We make it easy for your customers to shop and find the vehicle that is right for them, whether they are looking to buy now or in the near future. We understand that car shopping should be fun – and the little things matter when it comes to buying a vehicle. And with our Geo-Fencing feature, included with your website, we allow you to further customize the experience by targeting the right consumers at the right time. By paying attention to the details, we drive more leads, and ultimately, more sales.



## Future-Proof Your Dealership with Engine6

Finally, a website editor that gives you full control over your website. With DealerFire Engine6, you can build a beautiful website with no code for miles. Just choose from 75+ inventory and incentives-integrated modules to create a multi-device optimized landing page. We have created the industry's first truly in-line editing system for dealer's looking to show off their marketing and design skills.

## Optimized Custom Page Content and SEO

We pride ourselves on our SEO philosophy, as our site architecture ensures that your site will be visible everywhere it needs to be online. Part of this is the custom-written content that allows you to tell your dealership's story right on your digital storefront. Our upgraded package also provides a more robust ongoing SEO solution, with recurring custom content that is made specifically for your brand, making your site the authority in your region and beyond. This organic strategy also improves domain authority and helps build links to keep your site in the good graces of Google and the other search engines.



## Accelerated Site Speed

DealerFire websites offer an ample feature set, but remain very sleek and fast. Site speed is paramount to getting consumers to your site – and keeping them there. We have perfected the balance of offering the full site experience while keeping performance at top-of-mind.



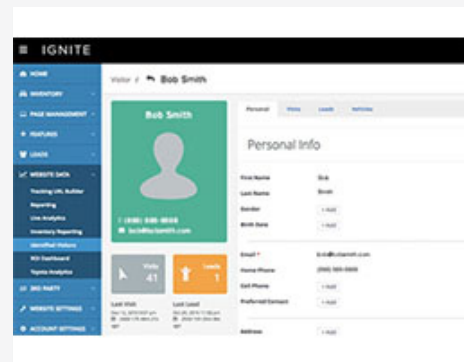
## Transparent ROI Reporting

We report on the metrics that matter to you – and provide full transparency to everything that's happening. And if you don't want to sift through the data yourself, your account manager will be happy to go through it all with you and let you know how we're doing. But we won't rest on our laurels – if there's room to improve, we'll work together on the best strategy to get there.



## Website + DealerSocket CRM™: CrossFire Customer Match

Our platform provides many data integrations across products, with CrossFire being one of the most popular. Link DealerSocket CRM and website to find customer matches, allowing you visibility to a more in-depth path for individual customers. This data can not only help you close the sale, but learn more about consumer behaviors overall.



## Quick and Responsive Support

With DealerFire support, you will always talk to a person – and that person is someone that is experienced and exclusive to website support, so they know what you need. Getting things done quickly is important, but we'll always take the extra moment to make sure that first, it is done correctly.



|  | Pro Package | Prime Package | Premier Package |
|--|-------------|---------------|-----------------|
| FEATURE  | \$999       | \$1,499       | \$1,999         |
| Mobile-Optimized Website                                 | ✓           | ✓             | ✓               |
| SSL / HTTPS  | ✓           | ✓             | ✓               |
| Nissan Showroom with Model Details Pages                 | ✓           | ✓             | ✓               |
| Inventory Management                                     | ✓           | ✓             | ✓               |
| Rebates & Incentives                                     | ✓           | ✓             | ✓               |
| Engine6 Drag/Drop Page Builder                           | ✓           | ✓             | ✓               |
| Video / Image Hero                                       | ✓           | ✓             | ✓               |
| Dynamic SEO Platform                                     | ✓           | ✓             | ✓               |
| Schema.org Markup  | ✓           | ✓             | ✓               |
| Geo-Fencing  | ✓           | ✓             | ✓               |
| Options / Packages on VDP                                | ✓           | ✓             | ✓               |
| Website Call Tracking                                    | ✓           | ✓             | ✓               |
| Service & Parts Coupons                                  | ✓           | ✓             | ✓               |
| Menu Manager   | ✓           | ✓             | ✓               |
| Save Vehicle via Text                                    | ✓           | ✓             | ✓               |
| Announcement Bar   | ✓           | ✓             | ✓               |
| Animated Headlines                                       | ✓           | ✓             | ✓               |
| Multi-Device Preview Mode                                | ✓           | ✓             | ✓               |
| Shop by Payment & Features                               | ✓           | ✓             | ✓               |
| ePrice Unlock  | ✓           | ✓             | ✓               |
| Intelligent Price Profiles                               | ✓           | ✓             | ✓               |
| Easy iFrame  | ✓           | ✓             | ✓               |
| Live Search with Voice Recognition                       | ✓           | ✓             | ✓               |
| CrossFire Analytics Integration with CRM                 | ✓           | ✓             | ✓               |
| Website Technical Support                                | ✓           | ✓             | ✓               |
| Website Account Manager                                  |             | ✓             | ✓               |
| Price Drop Alerts  |             | ✓             | ✓               |
| ADA Accessibility Plugin                                 |             | ✓             | ✓               |
| Image Gallery CTA Module                                 |             | ✓             | ✓               |
| Page Template Library                                    |             | ✓             | ✓               |
| Snapshot Studio  |             | ✓             | ✓               |
| <b>PRIME SEO</b> Up to 2 Pieces of Custom Content        |             | ✓             |                 |
| <b>PRIME SEO</b> Keyword Ranking and Analysis            |             | ✓             |                 |
| <b>PRIME SEO</b> AMP-Enabled Blog Platform               |             | ✓             |                 |
| Custom Google Data Studio Reporting                      |             |               | ✓               |
| Unlimited Inventory Exports                              |             |               | ✓               |
| Multi-Step Form Builder                                  |             |               | ✓               |
| ROI Dashboard  |             |               | ✓               |
| Lead Identity Verification                               |             |               | ✓               |
| Delivery Test Drives                                     |             |               | ✓               |
| <b>PREMIER SEO</b> Up to 4 Pieces of Custom Content      |             |               | ✓               |
| <b>PREMIER SEO</b> Keyword Ranking and Analysis          |             |               | ✓               |
| <b>PREMIER SEO</b> AMP-Enabled Blog Platform             |             |               | ✓               |
| <b>PREMIER SEO</b> Monthly GMB Posts and Photo Additions |             |               | ✓               |

## Additional Package Add-Ons

| FEATURE                        |                           |
|--------------------------------|---------------------------|
| Blog Posts                     | \$129                     |
| Custom Landing Pages           | \$249                     |
| Press Releases                 | \$299                     |
| ADA Accessibility Plugin       | \$199                     |
| Unlimited Inventory Exports    | \$99                      |
| Delivery Test Drives           | \$169                     |
| GMB Management                 | \$599                     |
| Stock Specific Advertising     | \$99                      |
| Google Apps for Business       | \$5/user/mo + \$200 setup |
| Custom Video Promo             | \$149                     |
| ROI Leads Dashboard            | \$149                     |
| Additional Call Tracking Lines | \$4/line/mo + \$.10/c min |
| Inventory Stitched Video       | \$149                     |
| Dynamic Website Call Tracking  | \$49                      |
| ActiveEngage Chat              | \$99                      |
| Price Drop Alerts              | \$49                      |
| Translated Website             | \$499                     |
| Facebook Marketplace           | \$99                      |