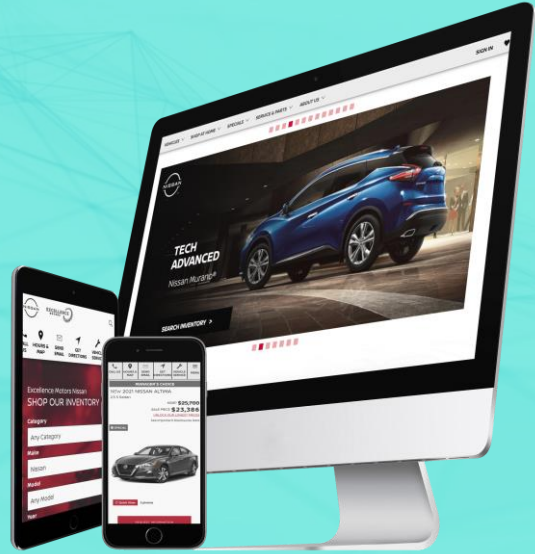




WEBSITES

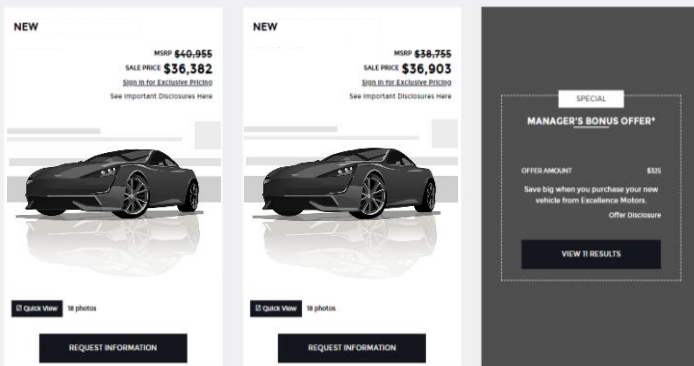


Attract, convert, and retain car buyers.

Choosing a Sincro Website means you never have to compromise on features; you get everything our platform has to offer - *no matter what*.

More Influence

Promote faster turnover with industry-first merchandising tools like Vehicle Badge and Offer Spotlight.



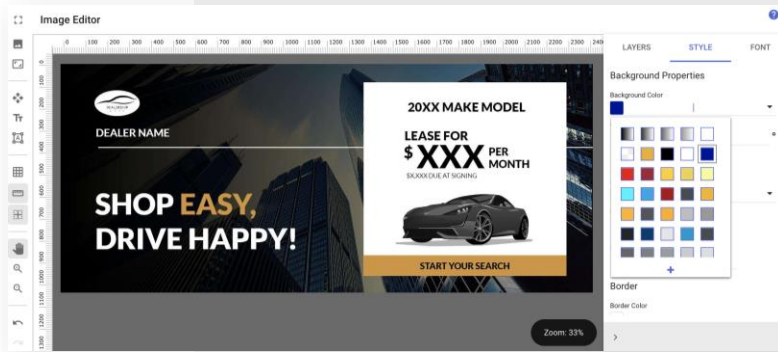
More Audience Data

Your website analyzes shopper behavior in real-time, and customizes the experience based on their interests.



More Support

Get your questions answered **in the moment** by our support team and work with a dedicated **Digital Performance Specialist** who is focused on maximizing the performance of your website.



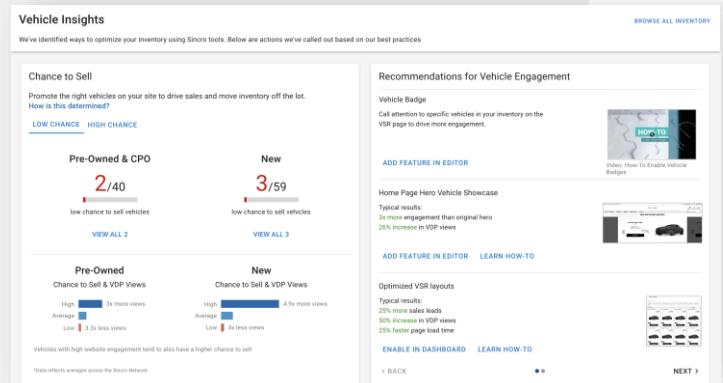
More Creative Control

Make your brand stand out with a full suite of design tools

- Built-in graphic design tool
- Curated gallery of custom and seasonal designs
- Dozens of prebuilt inventory and landing page templates

More Insights

Make informed decisions about your business with actionable data found in exclusive Google Analytics reports, platform A/B testing, and Sincro Insights.



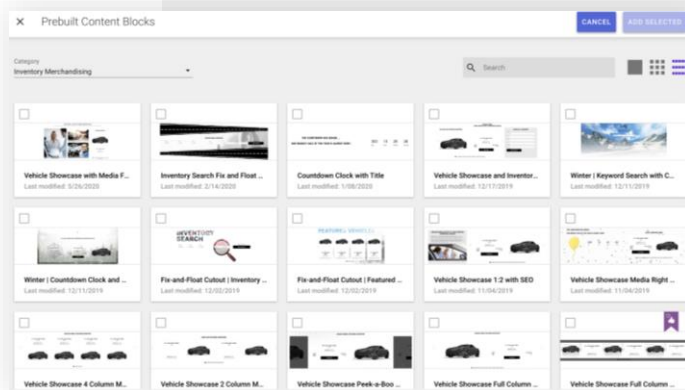
More Shopper Engagement

Know what content cards are driving the most shopper engagement right now and activate the A/B tested Vehicle Search Results page layout to generate:

+28% more email leads*

+50% more Vehicle Detail Page views*

**Sincro Insights, October 2018*



More Peace of Mind

With ADA lawsuits on the rise, protect your dealership with the only platform built to enable compliance with WCAG 2.1 Level AA standards. For an additional layer of accessibility, you also get the full accessiBe solution at no additional cost.

A ROBUST LEAD-GENERATION PLATFORM

All three Sincro website packages include our full suite of website technology. In fact, every package includes dynamic full website personalization and In The Moment Service.

Standard Website Features and Functionality Include:

PROTECTION

- Enable ADA WCAG 2.1 Level AA Compliance (without 3rd-party plug-ins or additional service requirements)
- Full accessiBe Solution (includes foreground application, litigation support package, and on-going AI-powered remediation)
- Consumer Privacy Tool

CUSTOM EXPERIENCES

- Dynamic Full Site Personalization (New, Used, Likely Buyer, Service + Parts)
- Sincro Audience Platform +90M Shopper Profiles

DATA & ANALYTICS

- Platform A/B Testing
- Content Engagement Heat Map
- Vehicle Insights
- Google Analytics
- Google Analytics Prebuilt Performance Dashboards
- Audience + Sales Performance Dashboard

PERFORMANCE

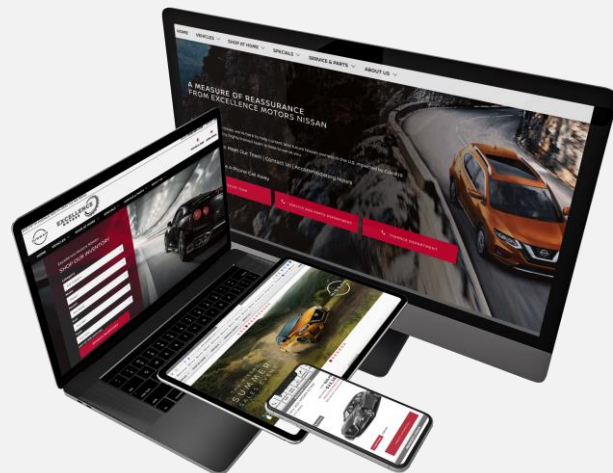
- Google-Preferred Fully Responsive Websites
- Platform SEO (Built-in Structured Data and Schema)
- SSL (HTTPS) Secure Websites
- +65 3rd-Party Integrations
- Domain & Email Hosting

DESIGN

- Slide Studio
- Design Calendar
- Unlimited Landing Pages
- Prebuilt Content Block Gallery
- Curated Selection of Website Designs
- Robust Content Management System with Stock Image Library

MERCHANDISING & TOOLS

- Fully Integrated Incentives
- Unlimited Inventory Exports
- Lot Merchandiser
- Shopper Accounts
- Unlimited Custom Lead Forms
- 9 VSR + 9 VDP Prebuilt Layouts
- Shopper Urgency + Vehicle Urgency
- Enhanced Inventory Navigation
- Call Tracking Numbers (CTN)
- **And More!** Mobile Add-to-Wallet, Offer Spotlight, Promo Pop, Rapid Search, Vehicle Badge, Vehicle Showcase Card, Voice Search



NISSAN APPROVED WEBSITE PACKAGES

	SILVER \$799	GOLD \$1149	PLATINUM \$1699
All Packages Enable ADA WCAG 2.1 Level AA Compliance (Full accessiBe Solution Included at NO Additional Cost)			
SINCRO WEBSITES <ul style="list-style-type: none">Every Package Includes Our Comprehensive Website Platform delivering Protection, Custom Experiences, Design, Performance, Data & Analytics, and Merchandising & Tools	●	●	●
IN THE MOMENT SERVICE <ul style="list-style-type: none">Faster Response Times & Technical SupportLive Website Training Sessions	●	●	●
UNLIMITED CUSTOM CREATIVE CONTENT	\$499/mo (a la carte)	●	●
VIDEO TEST DRIVE	N/A	●	●
INVENTORY PIC-2-VID	N/A	●	●
PlusSEO <ul style="list-style-type: none">Optimized Homepage + Up to 20 New Model VSR Pages + 4 Services Pages	N/A	●	N/A
PremierSEO <ul style="list-style-type: none">Optimized Homepage + ALL New + CPO Model VSR Pages + Model Landing Pages + ALL Service Pages	N/A	N/A	●
DIGITAL PERFORMANCE SPECIALIST	\$699/mo (a la carte)	\$699/mo (a la carte)	●

Enroll Now

<https://www.nissandigitalprogram.com/sincro/>

A LA CARTE SOLUTIONS

	SILVER	GOLD	PLATINUM
Digital Performance Specialist	\$699/mo	\$699/mo	INCLUDED
Unlimited Custom Creative Content	\$499/mo	INCLUDED	INCLUDED
PowerSEO	\$1399/mo \$1399 Setup	N/A	N/A
PowerSEO Upgrade	N/A	\$799/mo \$799 Setup	\$799/mo \$799 Setup
Google My Business (w/o PowerSEO)		\$599/mo \$599 Setup	
Google My Business (with PowerSEO)		\$499/mo \$499 Setup	
Power Social		\$1200/mo \$1,200 Setup	
Social Essentials		\$499/mo \$499 Setup	
Sales & Service Email Marketing		\$1999/mo \$1499 Setup	
Sales Email Marketing		\$1199/mo \$1199 Setup	
Service Email Marketing		\$1199/mo \$1199 Setup	

Enroll Now

<https://www.nissandigitalprogram.com/sincro/>

A LA CARTE SOLUTIONS

	SILVER	GOLD	PLATINUM
Email Hosting (25GB Per Mailbox)	\$2/mo per each add'l Mailbox over 35 \$5 Setup		
Mobile Sync (5 Licenses)	\$25/mo		
Media Tracker 1 Call Tracking Number (CTN)	\$10/mo for each add'l CTN over 3 \$80 Setup		
Call Tracking Minutes (Usage-Based)	150 base minutes included \$0.10/minute after 150		

PARTNERS

3rd-Party ADA Compliance Optional Add-On Solutions	Varies by Partner
Digital Retailing Solutions	Varies by Partner

DIGITAL RETAILING

The Choice Is Yours.

The Sincro website platform integrates with all major Digital Retailing providers, bringing the power of the showroom to your website.

Our open platform advantage provides you with the flexibility to choose the right Digital Retailing solution to fit your business.

And Sincro digital experts are on hand to assist you with your Digital Retailing strategy.

Enroll Now

<https://www.nissandigitalprogram.com/sincro/>