



EXPECT MORE, DEMAND BETTER

SINCRO WEBSITES



Sincro's website platform is constantly enhanced to offer more capabilities that drive better results. Deliver top-tier shopping experiences, while understanding your digital performance with more features and more data than ever before.



BETTER RESULTS

Rank where it matters. Get car buyers to engage with your inventory and talk to more shoppers.



MORE FEATURES

Sincro can meet any online merchandising need. New features and capabilities are added monthly to give you more modern designs, unlimited layouts, and constantly evolving options for inventory or search.



BETTER SUPPORT

We offer the support dealers deserve. Our **In-The-Moment** support will help you get it right the first time. Opt for **Website Performance Management (WPM)** and rely on a dedicated strategist trained and certified to optimize your digital marketing for you.

BETTER DATA INTEGRATIONS

Sincro's proprietary technology tailors a 1:1 shopping experience on your site by combining 1st party and online behavior data.

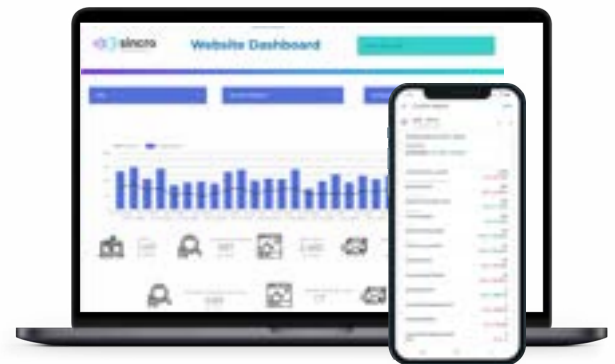


MORE CHOICE

Work with the chat, digital retailing or website application tools and vendors you prefer. Sincro's open platform makes it easy to integrate the partners that help fuel your virtual showroom.

BETTER REPORTING

Make decisions based on a Google-sourced, easy-to-understand analytics platform. Our new, industry-leading reporting experience reveals more data about consumer behavior so you can make better strategy optimizations.



GET MORE WITH A BETTER SOLUTION

Sincro website packages are built to include everything you need to win buyers and retain customers. There are no hidden charges, no integration fees and no follow-up steps. We get it right the first time.

We're ready when you are.



AN OPEN PLATFORM, CONSTANTLY EVOLVING



Sincro enhancements are rolled out regularly. Speak with your strategist or check SincroHelp.com to enable the latest enhancements.

STANDARD WEBSITE FEATURES AND FUNCTIONALITY INCLUDE:

THE SINCRO WEBSITE PLATFORM

- Sincro Inventory Manager
- Dealer User Administration
- Sincro Partner Program
- Lead Routing
- Custom Form Builder (Unlimited Custom Forms)
- Lead Submitter Insights
- Domain Hosting
- Email Hosting
- Redirects to Updated URLs
- Secure Domain Hosting
- Americans with Disabilities Act Tool (powered by AccessiBe)
- Website Activity Tagging/Tracking
- Custom Website Code Support
- Core Website Forms
- Finance Secure Form
- MegaNav
- AI Engine and Tailored Experiences
- Dynamic Image Resizing
- Promo Pop Interstitial
- Voice Search Support
- Dealer Website Shopper Accounts
- Header Options
- Design Publishing Scheduler
- Actionable Insights Reports
- Google Reporting Analytics Creator Experience
- Call Tracking Numbers
- Department Hours
- Dealership Department Location Options
- Interactive Map
- Fully Responsive for all Device sizes
- Ongoing Site Speed Optimizations
- Engagement Map
- Generic Stock Images and Content
- Add-to-Wallet for Specials/Coupons
- Seamless Integrations With Dealer Preferred Vendors

WEBSITE DESIGN CONTROLS

- Color Palette Options
- Multiple Designs
- Font Choices

DEALER GROUP FUNCTIONALITY

- Content Sharing to Client Sincro Websites
- Dealer Group Locations Interactive Map

INVENTORY MERCHANDISING OPTIONS

- Inventory Badges for Frequently Viewed VINs
- Custom Inventory Badges
- Offer Spotlight
- Price-Field Display Options
- Model Showroom
- Model Detail Pages
- Virtual Vehicles for Out-of-Stock Models
- Vehicle Feature Filter Tags
- 10+ Search Results and Details Page Layouts
- Custom Vehicle Specials
- Custom Service and Parts Specials
- OEM Incentive Integration
- Quick View (More Photos) on Search
- Payment Calculator
- In-Transit Vehicle Badging
- Multiple Price Field Options
- Inventory Sources
- Inventory Syndication
- Website Search
- Stock Images
- Shopper "Save Vehicle" Functionality
- Shopper "Compare Vehicles" Functionality
- Similar Vehicles Presentation on the VDP
- Vehicle Specifications
- Vehicle at a Glance
- Inventory Filter Customization
- Vehicle Lead Optimizer
- Price Watch
- Vehicle Showcase
- Custom Vehicle Logos
- Inventory Sharing Across Client Websites
- Vehicle Rapid Search

PAGE BUILDING CONTROL

- Unlimited Custom Landing Pages
- Pre-Built Content Blocks
- Special Events Countdown Card
- Top Center Graphic Slide Studio
- Auto-Fill Tags for Repeated Copy (e.g., Phone Number, Address)
- Content Styling and Layout Options
- SEO Page Field Options
- YouTube Video Integration
- Rich Text Editor
- Copy-Page Functionality
- Copy-Content Functionality
- Video Background

FEATURES & BENEFITS

The Sincro Website Platform

- Every package includes our comprehensive website platform delivering peace of mind, custom experiences, design, performance, data & analytics, and merchandising & tools

In The Moment Service

- Faster response times & technical support
- Live website training sessions

Google Reporting Analytics Creator Experience

Unlimited Custom Creative Content

360° Exterior Vehicle images (powered by Impel)

Plus SEO

- Optimized homepage + up to 20 new model VSR pages + 4 services pages

Premier SEO

- Optimized homepage + ALL new CPO model VSR pages + model landing pages + ALL service pages

Website Performance Management

| | Silver \$999 | Gold \$1399 | Platinum \$1899 |
|--|-----------------|----------------|--------------------|
| The Sincro Website Platform | ● | ● | ● |
| In The Moment Service | ● | ● | ● |
| Google Reporting Analytics Creator Experience | ● | ● | ● |
| Unlimited Custom Creative Content | \$499/mo. | ● | ● |
| 360° Exterior Vehicle images <small>(powered by Impel)</small> | N/A | ● | ● |
| Plus SEO | N/A | ● | ● |
| Premier SEO | N/A | N/A | ● |
| Website Performance Management | \$699/mo. | \$699/mo. | ● |

A LA CARTE SOLUTIONS

PowerSEO

\$1899/mo.

\$1499/mo.

\$1499/mo.

Google Business Profile Management

\$599/mo.

Advertising Packages

Available

Spanish Websites

Available