

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	✓	✓	✓
Review Monitoring & Website Integration	✓	✓	✓
PRIZM Base (Reporting Platform)	✓	✓	✓
TruROI & 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			✓
Build and Price			✓
DealerRater® AutoResponse			✓
Managed Services		4 Assets	8 Assets
Online Shopper			✓
One-Time Build Fee	\$1,299	\$1,599	\$2,899

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Online Shopper	Price/Mo
Online Shopper	\$1,200 (one-time build fee \$1,200)
Online Shopper (Off-Platform)	\$900 (one-time build fee \$900)

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)	\$1,000

Digital Advertising	Price/Mo
SEM (Search/Paid Social/Cars Premium Display) Media spend up to \$4,999/mo	\$699
SEM (Search/Paid Social/Cars Premium Display) Media spend \$5,000 up to \$9,999/mo	\$999
SEM (Search/Paid Social/Cars Premium Display) Media spend \$10,000/mo or higher	\$1,499
FUEL Software Fee	\$200
Cars Premium Display	\$500 Minimum
Facebook In-Market Data Package 1 Facebook Media Spend = \$1,000 - \$2,000	\$399
Facebook In-Market Data Package 2 Facebook Media Spend = \$2,001 - \$4,000	\$499
Facebook In-Market Data Package 3 Facebook Media Spend = \$4,001+	\$699

Managed Services	Price/Mo
Managed Services Standard	\$500
Managed Services Advanced	\$1,000
Managed Services Dominate	\$1,500

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

Social Media	Price/Mo
Social Media Standard	\$500
Social Media Advanced	\$1,000
Social Media Dominate	\$1,500

Advanced Capabilities	Price/Mo
Unlimited Exports	\$149
Facebook Exports	\$149
Email Marketing Responsive (up to 2/mo)	\$1,000
Email Marketing with CRM Integration	\$1,500
Smart Credit Application (DealerTrack Integration)	\$99
DealerTrack / Route One Integration	\$99
Build and Price	\$199
Single Site (Multi-Language Toggle)	\$349 Includes setup with 10 pages Additional Pages \$.22 per word translated
Custom Development	\$125/hour
Temporary Splash Page (Non-Inventory)	\$499
Additional 250 Call Tracking Minutes	\$25
HomeNet Lite Package (Includes: Window Sticker Printing)	\$195 \$95 Set-up Fee

Advanced Capabilities	Price/Mo
HomeNet IOL Essentials	\$299 \$120 Set-up Fee
Analytics Package A	\$1,000
Analytics Package B	\$2,000
GA4 Package	\$4,500 one-time
PRIZM Enhanced	\$199
DealerRater AutoResponse™	\$299
DealerRater ReviewBuilder™	\$399
Shop By Payment	\$400