



Package Solutions	STANDARD \$1,899	ADVANCED \$2,699	DOMINATE \$3,899
Lightning-Fast, Scalable Hosting	✓	✓	✓
Mobile-First Optimization for Every Shopper	✓	✓	✓
Smart Content Management	✓	✓	✓
SEO-Optimized Structure	✓	✓	✓
Precision Lead Routing	✓	✓	✓
Deep Analytics & Insights	✓	✓	✓
Powerful Inventory Discovery	✓	✓	✓
Compelling Offers & Incentives	✓	✓	✓
ADA & Accessibility-Ready (AudioEye®)	✓	✓	✓
Privacy & Compliance Made Simple (Cookie Consent Management)	✓	✓	✓
Built for Speed & Scalability	✓	✓	✓
Integrated Site Security Framework	✓	✓	✓
Call Tracking	200	200	400
Unlimited Inventory Exports		✓	✓
Personalized Shopping Experience		✓	✓
SEO-Focused Content Migration		✓	✓
Vehicle Build & Price		✓	
Multilingual Website Translator		✓	✓
Dynamic Staff Pages & Salesperson Connect (from DealerRater)		✓	✓
Credit Application with RouteOne and DealerTrack Connection		✓	✓
AccuTrade Core		✓	✓
Shopping Tools		Shop by Payment	Shop by Payment
DMS Connection for Sales Matchback Intelligence			✓
Conversations Chat (50 Managed)			✓
Managed Services			Up to 4 Assets
SEO Standard			✓



Package Solutions	SERVICE \$799
Responsive Mobile Experience	✓
Data-Driven Website Design	✓
Website Analytics	✓
Advanced Platform SEO (Expert technical implementation of advanced meta, schema microdata, and flawless internal link structure)	✓
Website Performance Tools	✓
PRIZM Base (Reporting Platform)	✓
Compliance Review & Support	✓
Wordpress Based CM	✓
Review Monitoring & Website Integration	✓
Service Scheduler Program Integration	✓
Specials/Coupons/Incentives Program Integration	✓
Instant Site Search	✓
#1 Page Speed Platform	✓
Technical & Performance Support	✓
Call Tracking - 2 Lines Total (Marchex)	200 Minutes

Conversations	Price/Mo
Conversations - Self Managed	\$400
Conversations - Up to 50 Managed Chats	\$600
Conversations - Unlimited Managed Chat	\$800
Conversations 2.0 - Self-Managed	\$600
Conversations 2.0 - Up to 50 Managed Chats	\$800
Conversations 2.0 - Unlimited Managed Chat	\$1,000

**Managed chats cost \$3.00 ea. per overage. Please confirm your package is the right fit for your dealership. Availability to upgrade to a higher package is available at any time.*

Online Shopper	Price/Mo
Online Shopper	\$1,200 (\$600 one-time set-up fee)
Online Shopper (Off-Platform)	\$900 (\$600 one-time set-up fee)

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

Advanced Capabilities	Price
Shop By Payment	\$529/mo
Additional 225 Call Tracking Minutes	\$50/mo
Facebook Inventory Exports	\$149/mo
Custom Development	\$125 per hour



Digital Advertising	Management Fee
<p>Minimum Spend greater than or equal to \$2,500</p> <ul style="list-style-type: none"> - Digital Advertising - Mobile Advertising - Paid Search - Retargeting - Display - Social (Facebook, Instagram) - Video - Custom Ad Copy - Prizm Reporting - Fuel Inventory Search Advertising - Fuel Sales Map Strategy - Waze Access 	<p>Actual Media Spend + 25% of Actual Media Spend up to \$3,500</p>

SEO Packages	Price/Mo
Standard	\$1,499
Advanced	\$2,199
Dominate	\$2,899

A La Carte	Price/Mo
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