



CERTIFIED WEBSITE PROGRAM

SIGNATURE PACKAGE

\$899/mo

PRODUCTS & FEATURES

Responsive Website	Responsive Custom Page Builder	Vehicle Photo Hot Spots
SSL Site Security & HTTPS Connection	CPE Tracking	Vehicle Photo Hyper Zoom
Standard SEO and Editor	Media Manager	Coupon Manager
Website Grader	2-Part Lead Forms	Manufacturer Incentives & Rebates
InSites1 - Advanced Reporting	One-Touch Forms	Safety Crash Test Rating
6 Call Tracking Numbers	Dynamic Make/Model Pages	Green Scores
Keyword Site Search	Dynamic Thank You Pages	Awards & Accolades
Mega Menu & Manager	Special Programs	Window Sticker
Testimonial Manager	Advanced VDP & Editor	Social Media Toolbar
Content Library	Price Unlock	Dedicated Account Executive
ADA Accessible	New Vehicle Stock Photos	

GOLD PACKAGE

\$1,499/mo

+ SIGNATURE PACKAGE

- + iSpy - Real Time Alerts
- + Vehicle Inventory Videos
- + eAutoAppraise - Trade-In Tool
- + DriveCentive - Incentive Program

PREMIUM PACKAGE

\$1,999/mo

+ SIGNATURE & GOLD PACKAGE

- + 3 Monthly Turnkey Banners
- + Aggregated Reviews/Competitor Monitoring
- + eCreditApp Lite

PRODUCTS & FEATURES		PRICE
SARA: Smart Automotive Retailing Assistant	3-In-1: Includes SARA (Digital Retailing), eAutoAppraise, & eCreditApp! Meet SARA. DEP's industry leading digital retailing tool.	\$1,599
eAutoAppraise- Trade-In Tool	Values determined by NADA Guides or KBB. Integrated dealer inventory and real time pre-approval credit soft pulls. (\$1.50/pull)	\$449*
eCreditApp	Real time pre-approval credit soft pulls matched to captive dealer finance lenders. Integrated dealer inventory. (Includes 100 Soft Pulls - \$1.50 per add'l pull)	\$449
eCreditApp Lite	Quick 3-step pre-approval lead generator with integrated dealer inventory.	\$300
Hybrid Chat (Facebook Connect Included)	24-7-365 proactive live chat that allows dealership personnel to jump into a live chat anytime to take over the assist. (Up to 50 chats/mo) <ul style="list-style-type: none"> • 51-100 • 101-150 • 151-200 • 201-250 • 251-300 \$649 \$849 \$999 \$1,299 \$1,499 	\$499*
AutoBot	Artificial Intelligence conducting a conversation on behalf of a dealer.	\$399
AutoBot Hybrid	Artificial Intelligence conducting a conversation on behalf of a dealer that allows dealership personnel to jump into the chat and take over. <ul style="list-style-type: none"> • 51-100 • 101-150 • 151-200 • 201-250 • 251-300 \$649 \$849 \$999 \$1,299 \$1,499 	\$499
Dealer Managed Chat	Chat software that facilitates chats on the dealer's site and dealer/shopper communication.	\$299
Unlimited Texting	Website visitors can interact with dealers via text messaging that's managed through our integrated chat backend.	\$100
SEO Horsepower Package	Enhance your website's optimization for Search Engine Results. <ul style="list-style-type: none"> • Reputation Management • Used Cars Network** • 4 Pages of • Local Listings Management • Keyword Ranking Report Custom Content 	\$899
DEPi IMS: Inventory Tool	Engage your online customers by getting your cars out of the inventory management process and up in front of shoppers quickly, easily and accurately.	\$269
DEPi IMS+: Advanced Inventory Tool	Additional inventory management such as upload capabilities, comment generators, hot spots, price cast, data transfer and stock images.	\$449
ADA Accessibility Package	Monthly scans and quarterly website audits to ensure ADA Conformance (following the WCAG) for DEP provided tools, as well as an on-site ADA tool offering screen reader adjustment, virtual keyboard, animation disabler, AI-powered automatic remediation, and more!	\$349
Parts Catalog	OEM parts and accessories catalog accessible to customers from a dealership's website.	\$179
iSpy: Real-Time Alerts	Alert system identifies real-time shoppers as they browse the website.	\$150
DriveCentive - Incentive Program	Incentive program customized to customer's search history.	\$319
New Vehicle Configurator	Proprietary new model configurator (Build-a-Car).	\$179
Advanced Inventory Video	Dynamically created narrated video using dealership inventory photos.	\$269
Banner Creation	3 turnkey homepage graphic banners per month.	\$224
Dealer Watch	Online reputation and social media management tool, also automatically imports reviews from all relevant agencies into the site.	\$179
Custom Content	SEO-optimized custom content generation service. (3 pages/mo)	\$324
DealerTrack Integration	Allows a finance application filled out on the website to be sent directly to a dealer's DealerTrack account for ease of pulling credit and submitting to lenders.	\$89
Email Hosting	Unlimited mailbox email hosting.	\$359

*Indicates starting price **Availability may vary