

WEBSITES

Core Features

- Custom Responsive WordPress Website
- Search Engine Optimization (On site, On page)
- Google Analytics and Custom Reporting
- Marketing Dashboard with cost per lead analysis, geographic marketing analysis, inventory health optimizer, and analytics
- Inventory Marketing with Dynamic SEO, Shopping Assistant, over 120 integration and syndication partners
- Data Capture Apple and Android applications with two-way integrations for data, images, and video (YouTube integration)
- CASL Compliant Lead Management and Distribution with Email, Appointments, Calendar, Management Reporting, and Performance Reports
- Secure Credit Application with Dealer track integration
- Pre-set and Custom online forms with plain text and ADF export
- Up to 6 dedicated call tracking numbers (metered)
- Mazda offers and incentives
- Mazda & Shift Digital inventory services
- Mazda assets and imagery
- Mazda Financial Services – consumer tools
- Service and parts tools such as X-Time, Tire Wizard
- DMS Integration for New Inventory with Manufacturer Incentive and Pricing Data
- Dynamic Personalization
- Bulk Price Update
- Bulk Promotion Update



Dealer.ca

Experts in online car sales



WEBSITES Packages

Essential Package

\$600/month

- No set-up fees
- No term contract
- Includes all “Core Features”
- Mazda and Shift Digital Required Integrations

Elite Package

\$1,000/month

- No set-up fees
- No term contract
- Includes all “Core Features” and adds:
 - New Vehicle Showroom with new vehicle incentives & in-stock inventory
 - Dynamic Personalization with new vehicle incentives
 - 3 hours per month of Custom Design/Development Support
 - eCommerce Plug-in

Accelerate Package

\$1,700/month

- Includes all Core and Elite Package Features and adds Guaranteed Trade



A La Carte

DMS Integration	\$350	Managed SEM	25-30% of spend
Build and Price w/new vehicle incentives	\$350	eCommerce Plug-in	\$1,300
New Vehicle Showroom w/new vehicle incentives and dynamic inventory	\$350	Podium*	\$399
Dynamic Personalization w/new vehicle incentives	\$150	Facebook Marketplace	\$100
3 hr's/mo of Custom Design/Development Support	\$350	Guaranteed Trade	\$600
Live Chat*	Variable	Video Production	\$1,000 - \$3,000
Call Tracking - basic (2000 min, overages is \$0.10/min)	Variable		
Call Tracking - line (\$0.10/min)	Variable		

* 3rd party vendor referral