WEBSITES

Core Features

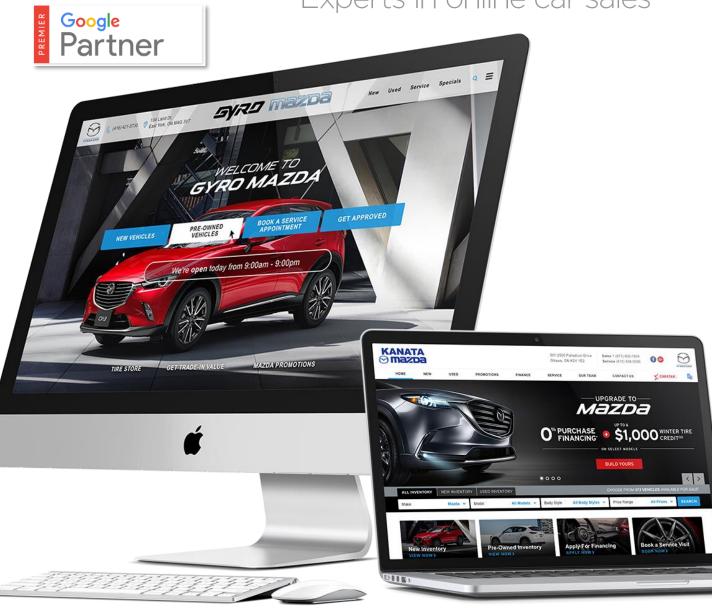
- o Custom Responsive WordPress Website
- Search Engine Optimization (On site, On page)
- o Google Analytics and Custom Reporting
- Marketing Dashboard with cost per lead analysis, geographic marketing analysis, inventory health optimizer, and analytics
- Inventory Marketing with Dynamic SEO, Shopping 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
- o 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
- o Bulk Price Update
- $\circ \quad \text{ Bulk Promotion Update } \\$





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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



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 | | |