



≡ Dealer

Pricing & Packages



Certified Provider



Website Services



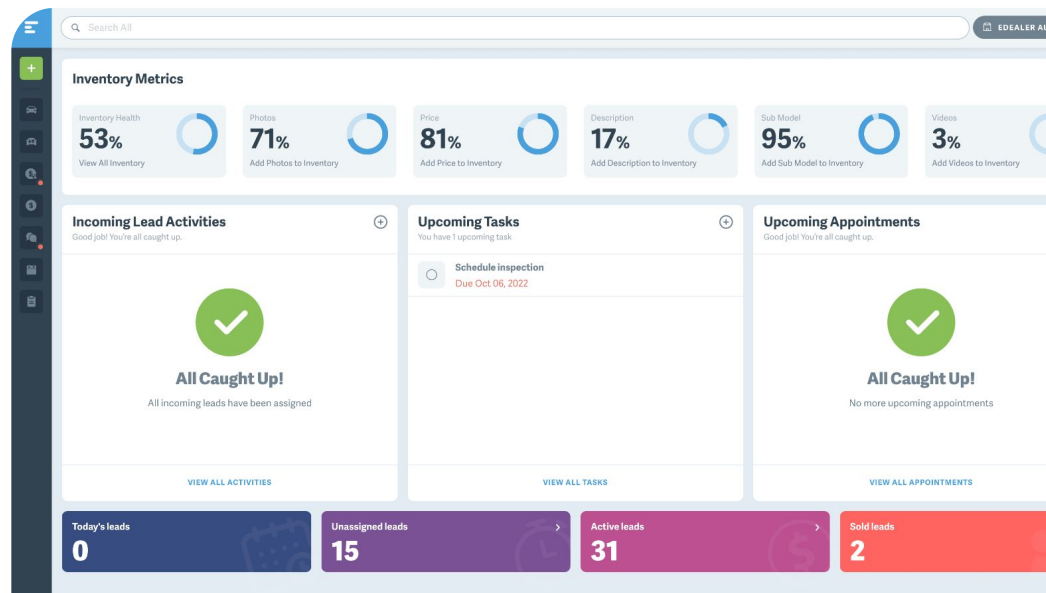
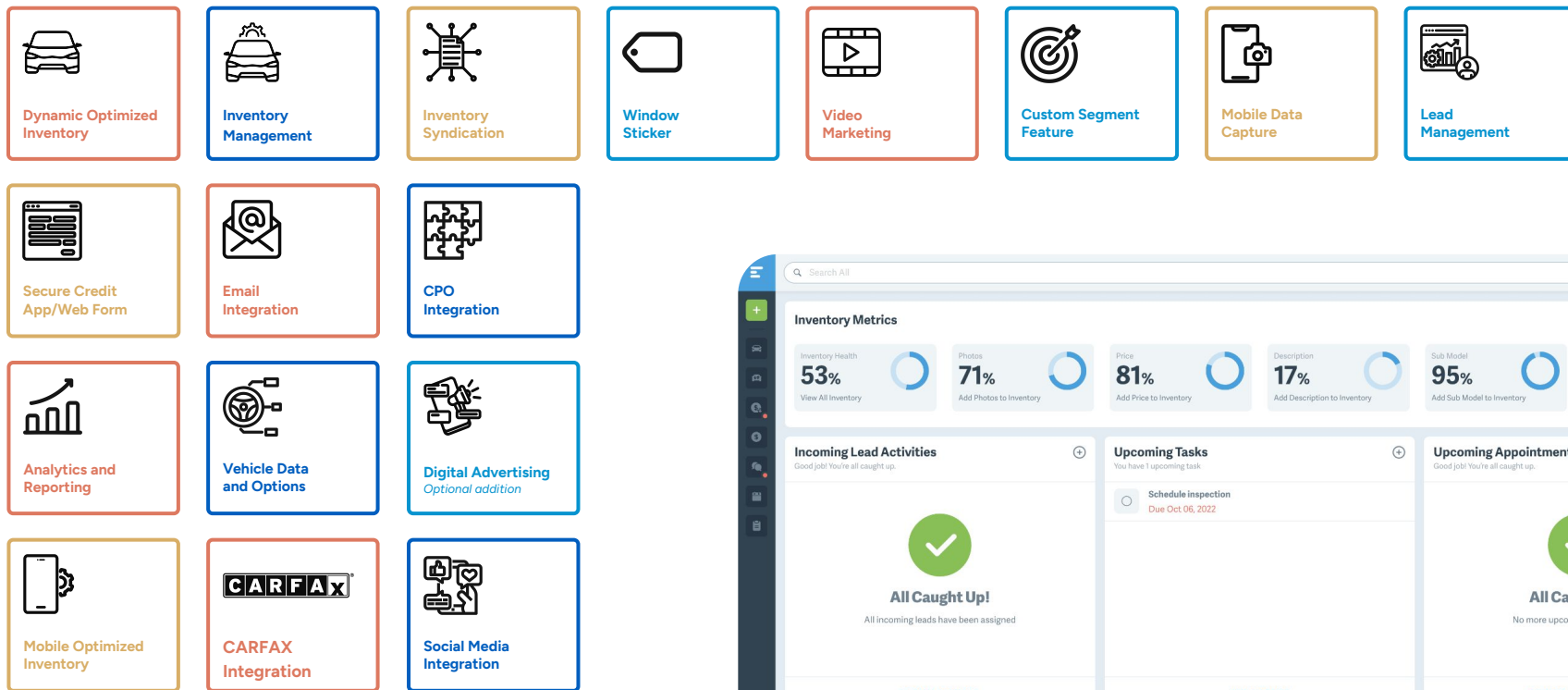
Packages



EDealer provides the most **technologically advanced and customizable website and inventory management** services, with the largest breadth of lead generation strategies—**backed by the highest-touch support team** in the industry.

	EDealer Essential	EDealer Elite	EDealer Prestige
	Includes EDealer Market Hub \$899 per site / per month	Includes EDealer Market Hub \$1349 (Until 2025) per site / per month	Includes EDealer Market Hub \$1999 per site / per month
VIP Support Team	✓	✓	✓
6 Call Tracking Lines (Minutes Extra)	✓	✓	✓
Build And Price + New Vehicle Showroom		✓	✓
Monthly Customization And Development Support Hours	1 hour	3 hours	5 hours
Dynamic Personalization With New Vehicle Incentives		✓	✓
Facebook Advertising Push		✓	✓
eCommerce - Digital Retail Deposit Plug-In		✓	✓
New Vehicle Payment Incentive Selection Engine		✓	✓
Guaranteed Offer			✓
Google Business Profile Management			✓
Google Maps Performance Tracking			✓
Technical SEO Essential Package			✓
Quarterly Ability To Use 2 Hrs Towards 1 Single Seasonal Department-Focused Page			✓
Dedicated Performance Manager			✓

EDealer Market Hub





Lead Generation

A la Carte



Easy Offer

\$169 per product/mo

**Google Inventory Feed Product
(EDealer Client)**

\$150/mo

**Google Inventory Feed Product
(Non-EDealer Client)**

\$199/mo

Search Engine Optimization (SEO)

Local SEO Essential
\$240/mo

Local SEO Accelerate
\$475/mo

General Technical SEO Essential
\$240/mo

Advanced Applied Technical
SEO Accelerate
\$475/mo

Website Content
One-Time Charge

Basic
\$635

Basic Bilingual (English & French)
\$1,275

Complete
\$1,700

Complete Bilingual (English & French)
\$3,400

Content Marketing

New Vehicle Content Marketing Plus
\$615/mo

New Vehicle
Content Marketing Accelerate
\$1,115/mo

Fixed Operations/Used Vehicles
Content Marketing Plus
\$615/mo

Fixed Operations/Used Vehicles
Content Marketing Accelerate
\$990/mo

Email Marketing Service

Monthly
\$685/mo

Semi-monthly
\$1,145/mo

Call Tracking

\$0.20/min.
Metered

6 lines, 1200 min.
\$255

10 lines, 1200 min.
\$380

15 lines, 2500 min.
\$550

Vehicle Descriptions (per unit)

Automated
\$2.5

Custom
\$6

A la Carte



Facebook Advertising Push	\$85/mo
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Google Inventory Advertising Push	\$85/mo
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Google VA Inventory Feed	\$150/mo
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Website Rebuild	\$2,125 (one time)
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Dynamic Form Setup	\$215 (for each set up)
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Facebook / Instagram Shop - EDealer Client	\$150/mo
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Facebook / Instagram Shop - Non EDealer Client	\$199/mo
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Inventory Syndication Package (Facebook Shop + Google Product Listings - EDealer Client)	\$250/mo
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Inventory Syndication Package (Facebook Shop + Google Product Listings - Non EDealer Client)	\$350/mo
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Creative services	\$50/hr
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Animation Pack - Plus	\$165/mo
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Animation Pack - Accelerate	\$325/mo
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DMS switch	\$340
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DealerTrack Integration	\$199/mo
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EDealer & Google

The badge recognizes the highest tier of excellence with:

- Utilizing **Google products and services**
- Applying industry **best practices and strategies**
- Delivering best-in-class **advertising performance**

Google provides EDealer with the following resources to make your digital strategy the best in class:

- **Specialized training** + new-to-market insights
- **Exclusive access** to data + tools
- **Priority access** to pilots + betas

Premier Google Partners strive for excellence as well as customer growth and success.



EDealer is a proud
Google Premier Partner!



Premier Google Partners
are digital marketing
companies vetted &
trusted by Google.

Campaign Types



Search Advertising

Purchase ads on the world's biggest search engine, Google.

Amplify the quality of website traffic and lower your overall customer acquisition costs with the strongest ROI metrics in automotive marketing



Dynamic Inventory Advertising

Advertise the right vehicle at the right time, every time.

We advertise your inventory exactly as it's shown on your website. An ad is created as and when a new vehicle is added to your inventory. If the vehicle gets sold, its ad will be removed on the same day. These ads are available on both Google and Facebook platforms.



Display Advertising

A picture is worth a thousand words...

We create visual ads focused on your dealership, preferred models, or promotions that you want to share. These target in-market shoppers, as identified by the prospective customer's browsing history. These ads are available on both Google and Facebook platforms.



Video Advertising

... but a video can stop scrolling dead in its tracks.

Whether you've got an in-house video team or branded OEM assets, video advertising engages millions of users each day. Each campaign is created using the creative assets available, using various placements on YouTube, Facebook or Instagram.



Demand Generation Advertising

Focus your messaging where customers spend the most time—on their mobile devices.

1 in 3 consumers say they have purchased something on Google feeds that they were not originally shopping for. Target shoppers in Google-owned apps with products to push customers into the consideration phase.



Asset-Driven Advertising

Use the right assets to put together ads cross-platform.

Designed to help you find more converting customers across all of Google's channels like YouTube, Display, Search, Discover, Gmail and Maps, Performance Max helps you drive performance based on your specified conversion goals using Smart Bidding.

Strategy Examples



Branding Campaigns

Build a stronger brand for your dealership.

From ensuring the top of the SERP is owned by the dealership, in addition to preventing conquesting against your brand name, these campaigns help communicate to your prospective customers who are at the right buying stage to consider which store to choose.



OEM Promotion Campaigns

Amplify your Tier 1 offers for your store's inventory.

Leverage your OEM's strategic cash incentives, finance or lease rates to move the inventory you have in-store right now—pair these offers with dynamic inventory campaigns to really drive home the message that *your* dealership is the place to buy *that* vehicle.



Custom Strategy Campaigns

Advertising should suit your dealership's goals, not just the OEM's.

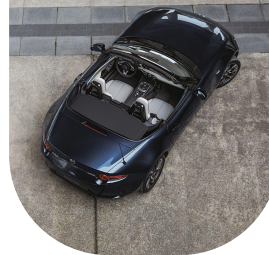
We're not here to package you up into the same box as everyone else—share your goals and ideas with your Senior Digital Advertising Strategist and we'll help find a custom solution to help get you over the finish line!



Parts & Service Campaigns

Strengthen your fixed operations' digital presence.

Service campaigns target vehicle owners by highlighting special offers for brand-specific service, genuine OEM parts or manufacturer-quality detailing to entice customers to visit your dealership instead of just the local tire shop or drive-thru oil change centre.





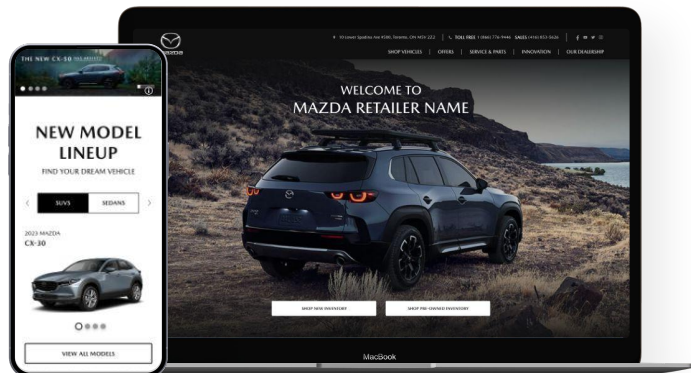
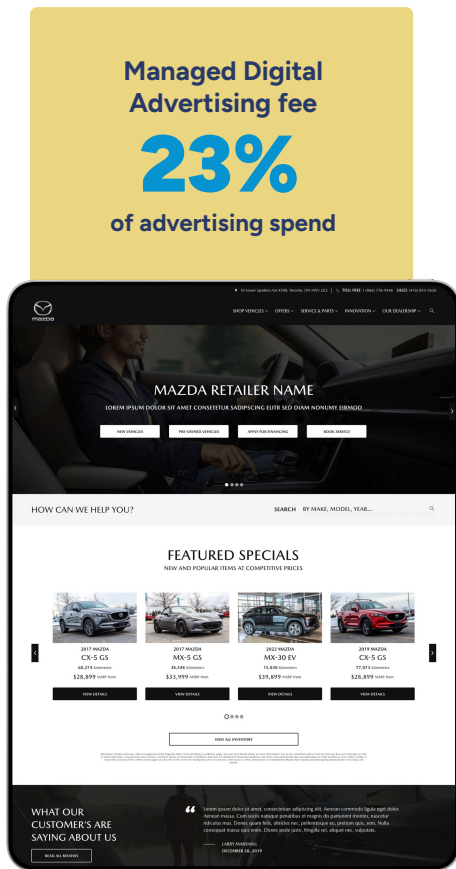
Pricing

Our management fee pricing is based on the dealership budget.

With no pre set binding packages, a dealership can run full suite of campaigns across search, display, retargeting, conquensing and video with a total budget of \$3,000 and would pay the same management fee as a dealership spending \$3,000 on exclusively search.

We offer all of our dealer partners a flat 23% management fee that includes account management, creative, reporting, analysis and more.

For dealers spending over \$5000 monthly, unlimited custom ad creatives are provided each month.



At EDealer, our focus is to offer effective yet simple solutions that are customized to specific needs of our customers



The **complete solution** for
today's car dealer.

Sign Up Today



Chat with Sales

We're here to help.

[OEM Email Address](#)



Call Us

Mon - Fri from 8am - 8pm EST.

1 (866) 776-9446



About Us

Check out our website.

[Learn More](#)