

| Package Solutions | STANDARD \$1,199 | ADVANCED \$1,899 | DOMINATE \$2,799 | DIGITAL RETAILING \$3,599 |
|------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|---------------------|---------------------|---------------------------------|
| Modern Template Design | ✓ | ✓ | ✓ | ✓ |
| Responsive Mobile Ready | ✓ | ✓ | ✓ | ✓ |
| Https Secure Site | ✓ | ✓ | ✓ | ✓ |
| Inventory Feed/OEM Incentives | ✓ | ✓ | ✓ | ✓ |
| Rebates and Incentives | ✓ | ✓ | ✓ | ✓ |
| Smart Credit Application | ✓ | ✓ | ✓ | ✓ |
| Instant Site Search | ✓ | ✓ | ✓ | ✓ |
| CRO Team & Integrations (GA, Adobe Analytics) | ✓ | ✓ | ✓ | ✓ |
| Performance Tools (Optimizely, Hotjar, Clicky) | ✓ | ✓ | ✓ | ✓ |
| Support of all required 3rd-Party Integrations | ✓ | ✓ | ✓ | ✓ |
| Breadcrumbs | ✓ | ✓ | ✓ | ✓ |
| 8 Dedicated Call Tracking Phone Numbers (500 minutes/month included - additional minutes based on usage) | ✓ | ✓ | ✓ | ✓ |
| Retailer & Shift Digital user administrative access for metrics, site editing, inventory management & other dealer controllable features | ✓ | ✓ | ✓ | ✓ |
| Custom Design | | ✓ | ✓ | ✓ |
| Personalizer with Geofencing | | ✓ | ✓ | ✓ |
| TruROI & Roxanne | | ✓ | ✓ | ✓ |
| Event Plugins | | ✓ | ✓ | ✓ |
| Price Alert Emails | | ✓ | ✓ | ✓ |
| Apple + Google Wallet Integration | | ✓ | ✓ | ✓ |
| Conversations (25 Managed Chats) OR Shop By Payment | | PICK ONE | ✓ | ✓ |
| | | | ✓ | ✓ |
| Conversations (Managed Chat Unlimited) | | | ✓ | ✓ |
| Online Shopper | | | | ✓ |
| Creative Services - Website Only | | | ✓ | ✓ |
| Creative Services - Social Ads | | | | ✓ |

| 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 |

*Conversations 2.0 comes with automatic TradePending® evaluation tool built-in

**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 |


| Social Media | Price/Mo |
|-----------------------|----------|
| Social Media Standard | \$500 |
| Social Media Advanced | \$1,000 |
| Social Media Dominate | \$1,500 |

| Advanced Capabilities | Price |
|----------------------------------------|----------------|
| Shop By Payment | \$529/mo |
| Call Tracking Minutes | \$0.07 per min |
| Call Tracking Additional Phone Numbers | \$5 per number |

| Advanced Capabilities | Price |
|-----------------------------------------------------------|-------------------------------------------------------|
| Additional 250 Call Tracking Minutes | \$25/mo |
| Creative Content Creation | \$149 per piece |
| Email Marketing - 2 Email Campaigns, Up to 100K Emails | \$1,000/mo |
| Email Marketing with CRM Integration | \$1,500/mo |
| Conversion Rate Optimization | \$125 per hour |
| FUEL | \$200/mo |
| Apple Wallet Integration | \$195/mo |
| Apple Wallet Integration with Geo-Activated Notifications | \$239/mo |
| AudioEye® ADA Website Accessibility | \$350/mo |
| 3rd Party Incentives Exports | \$35 |
| Analytics Package A | \$1,000/mo |
| Analytics Package B | \$2,000/mo |
| GA4 Package | \$4,500 one-time |
| PRIZM Enhanced | \$199/mo |
| Unlimited Exports | \$199/mo |
| Facebook Inventory Exports | \$149/mo |
| Single Site (Multi-Language Toggle) | \$349/mo |
| Separate Multi-Language Site | \$999/mo (\$999 Set-Up Fee; \$100 Per Page Set-Up) |
| DealerTrack / RouteOne Integration | \$99/mo |
| Custom Development | \$125 per hour |
| Temporary Splash Page (Non-Inventory) | \$499/mo |
| DealerRater AutoResponse™ | \$299/mo |
| DealerRater ReviewBuilder™ | \$399/mo |

| Digital Advertising | Management Fee |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|
| <p>Choose up to three platforms:</p> <p>Search Advertising, In-Market Display, Programmatic, Facebook, YouTube, Twitter Paid Social, Local WAZE Advertising</p> | <p>Spend Under \$4,999 22% Management Fee</p> <p>Spend Over \$5,000 \$1,100 Flat Fee</p> |

**Additional Platforms \$250 Each. Custom Creative add \$200 per piece.*

| FUEL: Search & Display | Price/Mo |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|
|  <p>Our dynamic advertising program maximizes the impact of your ad budget by creating customized, highly-targeted text ads and keyword lists based on real-time inventory data and conditional logic.</p> | <p>\$200</p> |

| SEO Packages | Price/Mo |
|--------------|----------|
| Standard | \$1,499 |
| Advanced | \$2,299 |
| Dominate | \$2,899 |

| A La Carte | Price/Mo |
|----------------------------------------------------------------------------------------------|----------|
| <p>Facebook In-Market Data Package 1 Facebook Media Spend = \$1,000 - \$2,000</p> | \$399 |
| <p>Facebook In-Market Data Package 2 Facebook Media Spend = \$2,001 - \$4,000</p> | \$499 |
| <p>Facebook In-Market Data Package 3 Facebook Media Spend = \$4,001+</p> | \$699 |