



| Package Solutions  | STANDARD<br>\$1,499            | ADVANCED<br>\$2,299            | DOMINATE<br>\$2,899            |
|--|--------------------------------|--------------------------------|--------------------------------|
| Data-Driven Website Design - Fixed   | ✓                              |                                |                                |
| Data-Driven Website Design - Personalized  |                                | ✓                              | ✓                              |
| Responsive Mobile Experience   | ✓                              | ✓                              | ✓                              |
| Inventory Management   | ✓                              | ✓                              | ✓                              |
| Performance Enhancements and Monitoring  | ✓                              | ✓                              | ✓                              |
| Lightning Inventory VRP (Instant Search)   | ✓                              | ✓                              | ✓                              |
| Lightning Inventory VDP  | ✓                              | ✓                              | ✓                              |
| OEM Incentives   | ✓                              | ✓                              | ✓                              |
| Saved Vehicles GloveBox  | ✓                              | ✓                              | ✓                              |
| Instant Site Search  | ✓                              | ✓                              | ✓                              |
| HTTPS Secure Site  | ✓                              | ✓                              | ✓                              |
| Website Analytics (GA, Adobe Analytics)  | ✓                              | ✓                              | ✓                              |
| Advanced Platform SEO (Expert technical implementation of advanced meta, schema microdata, and flawless internal link structure) | ✓                              | ✓                              | ✓                              |
| Conversion Rate Optimization (Tools & Support)   | ✓                              | ✓                              | ✓                              |
| Performance Tools  | ✓                              | ✓                              | ✓                              |
| Dedicated Performance Manager  | ✓                              | ✓                              | ✓                              |
| AudioEye® ADA Website Accessibility  | ✓                              | ✓                              | ✓                              |
| Support of all Required 3rd-Party Integrations   | ✓                              | ✓                              | ✓                              |
| Call Tracking  | 200 Minutes<br>(3 Phone Lines) | 200 Minutes<br>(8 Phone Lines) | 400 Minutes<br>(8 Phone Lines) |
| PRIZM Base (Reporting Platform)  | ✓                              | ✓                              | ✓                              |
| Smart Credit Application   | ✓                              | ✓                              | ✓                              |
| Review Monitoring & Website Integration  | ✓                              | ✓                              |                                |
| Personalization & Geo-Fencing  |                                | ✓                              | ✓                              |
| DI Wallet Digital Coupon Integration   |                                | ✓                              | ✓                              |
| Vehicle Inventory Exports  | Single                         | Single + CARS.com<br>Export    | Unlimited                      |
| Managed Services Bundled Package   |                                |                                | Up to 4 Assets                 |
| PRIZM Enhanced   |                                |                                | ✓                              |
| Vehicle Review Website Integration   |                                |                                | ✓                              |
| Conversations Assisted CTAs w/Trade-In Eval  |                                |                                | ✓                              |



| Package Solutions  | SERVICE<br>\$799 |
|--|------------------|
| Responsive Mobile Experience   | ✓                |
| Data-Driven Website Design   | ✓                |
| Website Analytics  | ✓                |
| Advanced Platform SEO (Expert technical implementation of advanced meta, schema microdata, and flawless internal link structure) | ✓                |
| Conversion Rate Optimization (Tools & Support)   | ✓                |
| Website Performance Tools  | ✓                |
| PRIZM Base (Reporting Platform)  | ✓                |
| Compliance Review & Support  | ✓                |
| Wordpress Based CM   | ✓                |
| Review Monitoring & Website Integration  | ✓                |
| Service Scheduler Program Integration  | ✓                |
| Specials/Coupons/Incentives Program Integration  | ✓                |
| Instant Site Search  | ✓                |
| #1 Page Speed Platform   | ✓                |
| Technical & Performance Support  | ✓                |
| Call Tracking - 2 Lines Total (Marchex)  | 200 Minutes      |

| 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  |

*\*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<br>(\$600 one-time set-up fee) |
| Online Shopper (Off-Platform) | \$900<br>(\$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 |
| Additional 225 Call Tracking Minutes | \$50/mo  |

| Advanced Capabilities                                     | Price   |
|---|---|
| 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  |
| Apple Wallet Integration                                  | \$195/mo  |
| Apple Wallet Integration with Geo-Activated Notifications | \$239/mo  |
| Analytics Package A                                       | \$1,000/mo  |
| Analytics Package B                                       | \$2,000/mo  |
| Unlimited Exports   | \$199/mo  |
| Facebook Inventory Exports                                | \$149/mo  |
| Single Site (Multi-Language Toggle)                       | \$349/mo  |
| Separate Multi-Language Site                              | \$999/mo<br>(\$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   |
|--|--|
| <b>Minimum Spend greater than or equal to \$2,500</b> <ul style="list-style-type: none"><li>- Digital Advertising</li><li>- Mobile Advertising</li><li>- Paid Search</li><li>- Retargeting</li><li>- Display</li><li>- Social (Facebook, Instagram)</li><li>- Video</li><li>- Custom Ad Copy</li><li>- Prizm Reporting</li><li>- Fuel Inventory Search Advertising</li><li>- Fuel Sales Map Strategy</li><li>- Waze Access</li></ul> | Actual Media Spend +<br>25% of Actual Media Spend<br>up to \$3,500 |

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

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