

Certified to Perform. Built to Deliver.

DEALER
ePROCESS



TOP-PERFORMING WEBSITES THAT DRIVE MORE INFINITI LEADS

Dealer eProcess websites are built to do one thing really well—drive results. With industry-best conversion rates, real-time personalization, and SEO that brings more shoppers to your site, we help INFINITI dealers turn traffic into leads. Our back-end tools make it easy to track performance, uncover insights, and take action with advanced GA4 reporting, inventory analytics, and dealer group data sharing. You get the visibility and control you need—without added complexity.

THE BEST CUSTOMER SERVICE (IT'S NOT EVEN CLOSE!)

At Dealer eProcess, support isn't an afterthought—it's what sets us apart. Our INFINITI-dedicated team delivers the best customer care in the business, with 24/7 availability, lightning-fast response times, and expert guidance that's tailored to your dealership's goals. Whether you're looking to boost lead flow, decode your data, or get more from your tools, we're here to help you every step of the way. Because we don't just offer technology—we help you use it to win.



**24 HR TICKET
COMPLETION**



**FIRST-TIME FIX
ACCURACY**



**CUSTOMER
SATISFACTION**



**LESS THAN 5 MIN AVG.
RESPONSE TIME**



**24/7 EMERGENCY
SUPPORT**

SHERPA AI: SMARTER EXPERIENCES, BETTER RESULTS

Sherpa AI helps INFINITI dealerships deliver the kind of online experience that shoppers expect—seamless, personalized, and relevant. It adapts instantly to each visitor's behavior, offering dynamic payment options, trade-in values, and more to keep buyers moving toward a sale. And for your team, it unlocks the data behind those journeys, so you can follow up faster and smarter. It's the easy way to boost engagement, conversions, and confidence in your digital performance.

+118

**ADDITIONAL LEADS
OVER 90 DAY AVG.**

↑ 20

**LEAD INCREASE
OVER 90 DAY AVG.**

**>90% OF CUSTOMERS RECEIVED A
PERSONALIZED EXPERIENCE**

INFINITI Certified Website Program

	BASE CAMP \$1,199	ASCENT \$2,199	SUMMIT \$3,999	SUMMIT + \$4,499 +15% of Actual Media Spend
WEBSITE TOOLS				
ADA Accessibility Tool	✓	✓	✓	✓
Apple Wallet Integration	✓	✓	✓	✓
Advanced Trim Selector/Comparison	✓	✓	✓	✓
Coupon Manager	✓	✓	✓	✓
Insight Reporting	✓	✓	✓	✓
Dedicated Account Executive	✓	✓	✓	✓
Dynamic Thank-You Pages	✓	✓	✓	✓
Google Wallet Integration	✓	✓	✓	✓
Inventory & Pricing Manager	✓	✓	✓	✓
Inventory Performance Report	✓	✓	✓	✓
Keyword Site Search	✓	✓	✓	✓
Dynamic Model Landing Pages	✓	✓	✓	✓
Manufacturer Rebates	✓	✓	✓	✓
Media Manager	✓	✓	✓	✓
Mega Menu & Manager	✓	✓	✓	✓
Mobile Click-To-Call	✓	✓	✓	✓
New Vehicle Stock Photos	✓	✓	✓	✓
Normalized Vehicle Features Filtering	✓	✓	✓	✓
On-Site Inventory	✓	✓	✓	✓
Plugin Toolbar	✓	✓	✓	✓
Responsive Custom Page Builder	✓	✓	✓	✓
SSL Site Security & HTTPS Connection	✓	✓	✓	✓
Standard SEO & Editor	✓	✓	✓	✓
Support All 3rd Parties	✓	✓	✓	✓
Technical Support	✓	✓	✓	✓
Testimonial Manager	✓	✓	✓	✓
Vehicle Photo Hyper Zoom	✓	✓	✓	✓

WEBSITE PACKAGES

	BASE CAMP \$1,199	ASCENT \$2,199	SUMMIT \$3,999	SUMMIT + \$4,499 +15% of Actual Media Spend
Vehicle Photo Hot Spots	✓	✓	✓	✓
Website Grader	✓	✓	✓	✓
6 Call Tracking Lines	✓	✓	✓	✓
SHERPA AI				
Behavior-based SRP filters		✓	✓	✓
Automatic Favorite Features Save		✓	✓	✓
Five Recent Searches Save		✓	✓	✓
Personalized "My Garage"		✓	✓	✓
Personalization Data Share for groups		✓	✓	✓
Personalized Offer (1 image)		✓	✓	✓
SEO				
Aggregated Reviews from Top Review Sites		✓	✓	✓
Reputation Monitoring		✓	✓	✓
Keyword Ranking Report		✓	✓	✓
Local Listings Management		✓	✓	✓
Custom Content (4 pages)		✓	✓	✓
CONVERSION TOOLS				
Trade-In Tool			✓	✓
Soft Pull Credit Application (60 pulls + \$2.99 additional pull)			✓	✓
Chat			✓	✓
Offer Manager			✓	✓
Everest Digital Retailing			✓	✓
Four Monthly Homepage banners			✓	✓
Additional Personalized Offer (2 images)			✓	✓
DMS Attribution				✓
Digital Marketing				✓

Digital Marketing Packages

	BASE	SPORT	TURBO
	Ad Spend + 20% of Ad Spend		
FEATURES			
Dynamic Inventory Based INFINITI Search Marketing	✓	✓	✓
Market Protection Search Marketing	✓	✓	✓
Geo/Location Campaign	✓	✓	✓
Performance Max Ads	✓	✓	✓
Google Discovery Ads	✓	✓	✓
Dynamic VDP Remarketing	✓	✓	✓
Dynamic Call Tracking	✓	✓	✓
Advanced Executive Digital Marketing	✓	✓	✓
Dashboard Dedicated Certified Account Strategist	✓	✓	✓

	BASE	SPORT	TURBO
	Ad Spend + 20% of Ad Spend		
FEATURES			
Dealer Brand Promotion Remarketing (includes initial ad creative)		PICK 3	✓
Behavioral/Programmatic Display Advertising (includes initial ad creative)			✓
Performance Max w/ Vehicle Feeds			✓
Fixed Ops Market Protection Search Marketing			✓
Fixed Ops Custom Search Marketing			✓
Finance Custom Search Marketing			✓
Dynamic Inventory Based CPO & Used Search Marketing			✓
YouTube (video not included)			✓

A La Carte

PRICE	ADD-ON
\$499	Google Posts (2 Banner Creations per Month)
\$449	DMS Attribution
\$349	Banner Set Creation
\$449	Trade-In Tool
\$2.99 per pull	Soft Pull Credit App
\$299	Credit Inquiry
\$449	Credit Confirm (60 pulls; \$2.99 thereafter)
\$89	Dealertrack or RouteOne Integration
\$349	Offer Management Tool
\$179	Smart Incentive System
\$495	Google Business Profile Package
\$179	Reputation Monitoring & Dealership Reviews
\$179	Local Listings Management
\$89	Keyword Ranking Report
\$599	Custom Content – 4 pages

PRICE	ADD-ON
\$599	Chat
\$150	Homepage Banner - 1
\$399	Homepage Banners - 3
\$749	Homepage Banners - 6
\$349	SRP Banners - 2
\$99	Google Vehicle Listings
\$179	Units IMS: Unleaded
\$269	Units IMS: Plus
\$449	Units IMS: Premium
\$89	Inventory Videos - Basic
\$179	New Vehicle Configurator
\$899	SEO Package
\$999	Spanish Website
\$989	Sherpa Ascent
\$1,349	Sherpa Summit
\$149	Cookie Consent Tool

PRICE	ADD-ON
\$500 Minimum spend 20% Management Fee	Facebook Carousel Ads
Ad spend + 20% of Ad spend	Facebook VDP Remarketing
Ad spend + 20% of Ad spend	Starter Social Media Package
Ad spend + 20% of Ad spend	Advanced Social Media Package
\$3,500-\$5,000 + 23% of Ad spend	Video Advertising powered by Amazon - Prime
\$5,001-\$9,000 + 18% of Ad spend	Video Advertising powered by Amazon - Echo
\$9,001+ + 13% of Ad spend	Video Advertising powered by Amazon - Fire

Digital Retailing

	BASE CAMP	ASCENT	SUMMIT
FEATURES	\$799	\$1,199	\$1,599
Responsive Design	✓	✓	✓
Multilingual Functionality	✓	✓	✓
Trade-In Evaluation	✓	✓	✓
Trade-In Equity Calculation	✓	✓	✓
Captive Lenders	✓	✓	✓
Regional Lenders	✓	✓	✓
Rebates/Incentives	✓	✓	✓
Soft Credit Pulls	\$2.99 per pull	60 pulls - \$2.99 thereafter	60 pulls - \$2.99 thereafter
Stand-Alone Trade-In Tool		✓	✓
Stand-Alone Soft Credit App		✓	✓
Dealertrack/RouteOne Integration			✓
F&I Integration			✓
Accessories Integration			✓