

Website Packages	STANDARD \$1,899	ADVANCED \$2,699	DOMINATE \$3,799
Lightning-Fast, Scalable Hosting Enterprise-grade cloud hosting with built-in security, SSL encryption, and Cloudflare protection to keep your site secure and always online.	✓	✓	✓
Mobile-First Optimization for Every Shopper A fully responsive, mobile-first experience that ensures your site looks flawless and converts on any device.	✓	✓	✓
Smart Content Management Update your site with ease using an intuitive, dealer-friendly content management system.	✓	✓	✓
SEO-Optimized Structure Built-in best practices that drive organic traffic and help you rank higher in local searches.	✓	✓	✓
Precision Lead Routing Capture, track, and automatically route leads for faster follow-ups and higher conversions.	✓	✓	✓
Deep Analytics & Insights Integrated GA4 and OEM event tracking to measure performance and optimize marketing spend.	✓	✓	✓
Powerful Inventory Discovery Advanced search and filtering tools that help shoppers find their perfect vehicle in seconds.	✓	✓	✓
Compelling Offers & Incentives Highlight special promotions, rebates, and financing deals to drive urgency and action.	✓	✓	✓
ADA & Accessibility-Ready (AudioEye®) - <i>NEW FEATURE!</i> AudioEye integration ensures an inclusive, user-friendly experience for all shoppers.	✓	✓	✓
Privacy & Compliance Made Simple (Cookie Consent Management) - <i>NEW FEATURE!</i> Built-in cookie consent management and privacy rights requests for seamless data compliance and consumer trust.	✓	✓	✓
Built for Speed & Scalability Engineered for speed, delivering faster load times, smoother experiences, and higher conversions.	✓	✓	✓
Integrated Site Security Framework Advanced security stack includes SSL, Cloudflare, and real-time protection to safeguard data and defend against attacks.	✓	✓	✓
AccuTrade Core - <i>NEW FEATURE!</i> Turn browsers into trade-in leads with VIN-accurate appraisals and real-time market data from AccuTrade. Engage shoppers at key touchpoints and generate more profitable acquisition opportunities.	✓	✓	✓
Call Tracking Provided through Marchex with tiers of provided minutes by package level.	200	200	400
Unlimited Inventory Exports Seamlessly push your inventory to as many third-party platforms, marketplaces, and partners as needed—without limits or extra fees.		✓	✓

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Personalized Shopping Experience Personalized content, powered by location and behavior, guides each shopper on a journey they can pause and return to anytime.		✓	✓
SEO-Focused Content Migration Identify and migrate the top-performing legacy content—preserving SEO value and shopper engagement as you transition to your new site.		✓	✓
Vehicle Build & Price- <i>NEW FEATURE!</i> Empower shoppers to configure their ideal vehicle and instantly browse matching inventory or send their build to your dealership.		✓	✓
Multilingual Website Translator- <i>NEW FEATURE!</i> AI-driven language models to dynamically translate your website into 100+ languages—creating a seamless, personalized experience for every shopper.		✓	✓
Dynamic Staff Pages & Salesperson Connect (from DealerRater) Let customers meet your team before they walk in with staff profiles sync with DealerRater, simplifying management and allowing shoppers to choose their preferred salesperson when submitting a lead.		✓	✓
Credit Application with RouteOne and DealerTrack Connection- <i>NEW FEATURE!</i> Connect DMS sales data to website leads for clear, actionable ROI reporting—giving you full visibility into what's driving results.		✓	✓
Shop by Payment Convert visitors into pre-approved customers with lender prequalification, budget filters, and payment calculator. Shoppers can seamlessly add in an AccuTrade-appraised vehicle as trade in equity to the deal.		✓	✓
DMS Connection for Sales Matchback Intelligence - <i>NEW FEATURE!</i> Connect DMS sales data to website leads for clear, actionable ROI reporting—giving you full visibility into what's driving results.			✓
Conversations Chat (50 Managed) Engage buyers the moment they land on your site. Conversations provides AI-powered, managed, and self managed chats to answer questions, guide searches, and seamlessly hand off hot leads to your team.			✓

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Conversations	Price
Conversations - Self Managed Engage buyers the moment they land on your site. Conversations provides AI-powered, self managed chats to answer questions, guide searches, and seamlessly hand off hot leads to your team.	\$600/mo
Conversations - Up to 50 Managed Chats Engage buyers the moment they land on your site. Conversations provides AI-powered, 50 managed chats to answer questions, guide searches, and seamlessly hand off hot leads to your team.	\$800/mo
Conversations - Unlimited Managed Chat Engage buyers the moment they land on your site. Conversations provides AI-powered, unlimited managed chats to answer questions, guide searches, and seamlessly hand off hot leads to your team.	\$1,000/mo

Managed Services	Price
Managed Services Standard	\$500/mo
Managed Services Advanced	\$1,000/mo
Managed Services Dominate	\$1,500/mo

SEO	Price
Standard on DI Platform	\$999/mo
Advanced on DI Platform	\$1,499/mo
Dominate on DI Platform	\$2,199/mo

Advanced Capabilities	Price
Custom Development	\$150/hr
AccuTrade Core	\$499/mo