

# Certified to Perform. Built to Deliver.

**DEALER**  
**ePROCESS**

## TOP-PERFORMING WEBSITES THAT DRIVE MORE MAZDA 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 Mazda 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!)

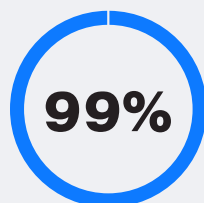
At Dealer eProcess, support isn't an afterthought—it's what sets us apart. Our Mazda-dedicated team delivers the best customer care in the business, with 24/7 availability, lightning-fast response times, and expert guidance that's tailored to your dealership's goals. Whether you're looking to boost lead 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

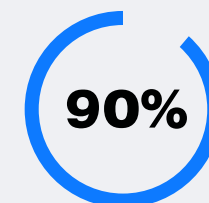
Sherpa AI helps Mazda dealerships deliver the kind of online experience that shoppers expect—seamless, personalized, and relevant. It adapts instantly to each visitor's behavior, offering dynamic payment options, trade-in values, and more to keep buyers moving toward a sale. And for your team, it unlocks 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.**



**OF CUSTOMERS  
RECEIVED A  
PERSONALIZED  
EXPERIENCE**

## Base Package

**\$1,199**/mo

- ADA Accessibility Tool
- Apple Wallet Integration
- Advanced Trim Selector/Comparison
- Call Tracking - 6 numbers
- Coupon Manager
- Insight Reporting
- Dedicated Account Executive
- Dynamic Thank-You Pages
- Google Wallet Integration
- Inventory & Pricing Manager
- Inventory Performance Report
- Keyword Site Search
- Dynamic Make/Model Pages
- Manufacturer Rebates
- Media Manager
- Mega Menu & Manager
- Mobile Click-To-Call
- New Vehicle Stock Photos
- Normalized Vehicle Features Filtering
- On-Site Inventory
- Personalization Engine
- Price Unlock
- 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
- Vehicle Photo Hot Spots
- Website Grader

## Advanced Package

**\$1,899**/mo

### CORE PACKAGE

- + Keyword Ranking Report
- + Local Listings Management
- + Reputation Monitoring & Dealership Reviews
- + Custom Content (4 Pages)

## Premier Package

**\$2,699**/mo

### CORE & ADVANCED PACKAGE

- + Trade-In Tool
- + Soft Pull Credit Application (60 pulls + \$2.99 add'l pull)
- + Smart Incentive System

# CERTIFIED WEBSITE PROGRAM ADD-ONS



## PRICE ADD-ON

### \*\$449 TRADE-IN TOOL

Values determined by NADA Guides or KBB. Integrated dealer inventory and real time pre-approval credit soft pulls. (\$2.99 per pull if utilized.)

### \$449 SOFT-PULL CREDIT APP

Real time pre-approval credit soft pulls matched to captive dealer finance lenders. Integrated dealer inventory. (Includes 60 Soft Pulls - \$2.99 per add'l pull.)

### \$300 CREDIT INQUIRY

Quick 3-step credit inquiry lead generator with integrated dealer inventory.

### \$89 DEALERTRACK OR ROUTEONE INTEGRATION

Allows a finance application filled out on the website to be sent directly to a dealer's DealerTrack account for ease of pulling credit and submitting to lenders.

### \$349 OFFER MANAGEMENT TOOL

Website add-on featuring homepage search-by-payment widget and SRP monthly lease/finance widget and Rate Customizer utilizing real-time bank and incentive data.

### \$179 SMART INCENTIVE SYSTEM

Incentive program customized to customer's search history.

### \$495 GOOGLE BUSINESS PROFILE PACKAGE

Amplify your presence on Google and increase listing engagement with our Google Business Profile optimization.

### \$179 REPUTATION MONITORING & DEALERSHIP REVIEWS

Centralized, Comprehensive Review Monitoring Platform - Competitor Benchmarking - Automated Sentiment - Analysis (Dealer Watch) Proactive Dealer Review Alerts - Social Media Activity Monitoring - Hashtag Metrics and Trend Analysis - and more!

### \$179 LOCAL LISTINGS MANAGEMENT

Ongoing data submission to 100+ Local Listings - Manual Claiming - Listing Optimization - Geocode Distribution for Maps & GPS (Dealer Watch) Devices - Duplicate Listing Merging/Removal - Directory Wide Holiday Hour Updates - Protection Against Listing Contamination. Local SEO Call Tracking (0.089/minute)

### \$99 KEYWORD RANKING REPORT

Track search engine results page rank for specific target keywords. Our Keyword Ranking Report includes metrics such as your average position, position fluctuation, and top 10 keywords across all major search engines, all locations and all devices.

### \$599 CUSTOM CONTENT

SEO-optimized custom content generation service. (4 pages/mo)

### \$599 CHAT UNLIMITED

• A/I Chat Bot • Facebook Messenger & Facebook Marketplace  
• Jump-In Chat Feature • Unlimited Texting

### \$249 MONTHLY TURKEY BANNERS

3 turnkey homepage graphic banners per month.

## PRICE ADD-ON

### \$179 UNITS IMS: UNLEADED

DMS Polling • VIN Decoding • Syndication to 3rd Party Advertising Sites • High Definition Photo Uploading System • Bulk Update • Inventory To-Dos with Email Alerts • Window Sticker Module • Comment Generator • Photo Editor • Layover Module with Dynamic Overlay Features • Options on Image • Automated Hot Spots

### \$249 UNITS IMS: PLUS

Includes Units IMS / Unleaded • Data Transfers • 360° Interior Upload • Price Cast

### \$449 UNITS IMS: PREMIUM

Includes Units IMS / Unleaded / Plus • Recon & Photo Alert System • Exterior Walk Around Video eAuto Appraise Integration • Customizable Hot Spots • AI Hot Spots Automated Hotspots GBP Vehicle Ads

### UNITS IMS INVENTORY VIDEOS

Basic \$89 Advanced \$134

Adds stitched videos to the dealer's website • •

Adds stitched videos to 3rd party websites • •

### \$99 GOOGLE VEHICLE LISTINGS

Share inventory directly on your Business Profile on Google.

### \$899 SEO PACKAGE

Enhance your website's optimization for Search Engine Results.

• Reputation Monitoring • 4 Pages of Custom Content  
• Keyword Ranking Report • Local Listings Management

### \$999 SPANISH WEBSITE

Responsive website with complete Spanish translation.

## SHERPA AI

### \$539 BASE CAMP

Website personalization powered by AI

- Behavior-based SRP filters
- Automatically save the customer's favorite features for return visits to the site
- Customers can save up to 5 recent searches that they can return to at any time
- Personalized "My Garage" where consumers can save vehicles they're interested in
- Personalization data shared across group websites
- Personalized Offers that are displayed to consumers (1 image included)

### \$989 ASCENT

+ Four monthly home page banners created by DEP's design team that automatically customize to each shopper based on their vehicle preference.

### \$1,349 SUMMIT

- + Utilize Identity Resolution software to identify unknown shoppers and personalize their site experience based on their recent search activity across OEM sites, 3rd party listing sites, and even your competitors' sites!
- + Additional Personalized Offer that is displayed to consumers (2 images total)