



BASE
\$1,400
per mo.

Core UX/UI

- Responsive/Mobile-First Design
- Data-Driven Themes
- Technical SEO Infrastructure
- Website Hosting
- Google Analytics Integration
- Goal/Conversion Tracking
- Compliance Complete
- Site Manager
- Service Appointment Scheduler
- Apple Wallet Integration
- Automated Sales Specials
- Power Search
- Dynamic VDP's
- Model Research Pages
- Adaptive Pricing Module
- Reporting Dashboard

App Manager

- Credit App
- Value Your Trade App
- Sell Us Your Car App
- Reserve Your Car App
- Dynamic Specials App
- Test Drive App

Offer Manager

- Instant Payment Calculator
(Finance, Lease, Cash)
- OEM Rebate & Incentive Integration
(National & Regional)
- Stackable Rebates
- Taxes & Fees
- Disclaimer Generator
- Legal & Compliant Offers

Inventory Manager

- Daily Inventory Sync
- Inventory Exports

Ad Sync

- Multi-Channel Marketing API
(Google, Bing, Facebook, YouTube, Email, Mail)
- Automated Sync

ADA Compliance


- accessiBe

Account Manager

- Virtual

Includes Base Package

- + DMS Integration**
Daily Sales & Service Transaction Import
Ownership Verification
Data Hygiene
- + Upgrade Matrix®**
Trade Pattern Prediction
- + Command Center**
Customer Activity Tracker
Active Shopper Alerts
- + Customer Websites**
Personalized User Experience
Secure Customer Sign-In
Personalized Coupons
Service History Report
- + ROI Reporting**
Transaction Attribution Reporting
- + Regional Account Director**
In-Store




PLUS
\$2,870
per mo.

*DMS Fee may be required

Includes Plus Package

- + Smart Communications**
Sales & Service Email
- + SEO Base**
Website Optimization
Link Building
Citation Building & Optimization
SEO Reporting (monthly)
- + Service Accelerator**
Pick-Up & Delivery Integration
CDK Service Appointment Write-Back
(add'l fee required)
- + VDVs**
Vehicle Display Videos
- Transact**
Digital Retailing
- + KBB Integration**
Transact
Value Your Trade App
Sell Us Your Car App
Customer Website



PREMIUM
\$3,995
per mo.

*DMS Fee may be required

ENHANCEMENTS

WEBSITE

- Apollo Text/Chat** **\$595 /mo.**
Text-Enabled Communications
ApolloGo
Inbound Text Manager
Mobile & Desktop UX
- Transact** **\$995 /mo.**

SERVICES

- SEO Plus** **\$1,495 /mo.**
SEO Base
Google My Business (2 posts/month)
Google Q&A Management
Local Listing Distribution
- Custom Creative** **\$695 /mo.**
Custom Banners
Custom Web Pages