

Package Solutions	STANDARD	ADVANCED	DOMINATE
Mobile-First Website Platform/Responsive Design	✓	✓	✓
Responsive Data-Driven Design - Fixed	✓	✓	✓
Responsive Data-Driven Design - Personalized		✓	✓
#1 Page Speed Platform	✓	✓	✓
Lightning VRP	✓	✓	✓
New Data-Driven VDP	✓	✓	✓
OEM Incentives	✓	✓	✓
Vehicle Glove Box	✓	✓	✓
Instant Site Search	✓	✓	✓
Https Secure Site	✓	✓	✓
Website Analytics (GA, Adobe Analytics)	✓	✓	✓
Advanced SEO Platform	✓	✓	✓
Boost SEO Content Launch	✓	✓	✓
Conversion Rate Optimization (Tools & Support)	✓	✓	✓
Website Performance Tools (Hotjar, etc.)	✓	✓	✓
Review Monitoring & Website Integration	✓	✓	✓
Technical & Performance Support	✓	✓	✓
Smart Credit Application	✓	✓	✓
ADA Accessibility (Audio Eye)	✓	✓	✓
Prizm (Reporting Platform)	✓	✓	✓
DI Wallet Digital Coupon Integration		✓	✓
Personalization & Geo-Fencing		✓	✓
Vehicle Review Website Integration		✓	✓
Inventory Exports	Single	Single	Unlimited
Managed Services			4 Assets
Conversations Self Managed			✓
Prizm Enhanced			✓
SSL Support			✓
DealerRater Integration			✓



## A LA CARTE

Managed Services
Standard (8 Assets)
Advanced (16 Assets)
Dominate (24 Assets)

Online Shopper
Online Shopper - Off-Platform
Online Shopper

Conversations
Conversations
Conversations w/ Trade-In
Conversations 50 Managed
Conversations 50 Managed w/ Trade-In
Conversations Unlimited Managed
Conversations Unlimited Managed w/ Trade-In

SEO Packages
Standard
Advanced
Dominate

Digital Advertising	Platforms Included
Entry	Pick 1 Tactic - Search, Display, Social
Standard	Optimized Strategy across Search, Social, and Premium Display based on budget
Advanced	Optimized Strategy across Search, Social, and Premium Display based on budget

\*Budget will be determined by size of dealership and demand. DI experts will work with each dealership to provide the highest quality of service for a Digital Program

\*Dynamic Inventory Ads require FUEL set-up. See below for pricing



## Trade-In

Accu-Trade Core

## Reputation Management

DealerRater AutoResponse

DealerRater ReviewBuilder

## Advanced Capabilities

Custom Development

Splash Page

Single Site (Multi-Language Toggle)

DI Wallet Digital Coupon Integration

DealerTrack / Route One Integration

PRIZM Enhanced

Unlimited Exports

CRO Services

Shop by Payment

Analytics Package A

Analytics Package B

GA4 Package

FUEL: Intelligent Inventory Syndication

Social Media Posting (3-5 Posts/Week per Platform)

Social Media Setup (per platform)

Email Marketing - CRM Automation

Email Marketing Setup

Facebook In-Market Data Package