

Website Packages	BASE \$1,149	ADVANCED \$1,499	DOMINATE \$1,899
Responsive, Data-Driven, Mobile-Ready Design	✓	✓	✓
#1 Page Speed Platform	✓	✓	✓
OEM Incentives	✓	✓	✓
Instant Site Search	✓	✓	✓
Https Secure Site	✓	✓	✓
Call Tracking (6 - New, Used, Service - 500 Minutes)	✓	✓	✓
Page Builder with Inventory and Forms	✓	✓	✓
Technical & Performance Support	✓	✓	✓
Smart Credit Application	✓	✓	✓
PRIZM (Reporting Platform)	✓	✓	✓
Inventory Management System (IMS)	✓	✓	✓
Website Analytics	✓	✓	✓
Shop By Payment (Utilizing the GM IOM Feed & 3rd Party Provider)	✓	✓	✓
Dedicated Performance Manager	✓	✓	✓
Personalization & Geofencing		✓	✓
Vehicle Glove Box		✓	✓
DI Wallet Integration		✓	✓
Performance Tools			✓
CRO Team Integrations			✓

A LA CARTE

Online Shopper	Price/Mo
Online Shopper	\$1,500
Online Shopper Set-up Fee	\$600 one-time

*All prices shown in CAD



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Conversations	Price/Mo
Conversations Messaging (Self Managed)	\$349
Conversations Messaging (Managed Chat up to 50 chats)	\$549
Conversations Messaging (Managed Chat Unlimited)	\$849
Conversations 2.0 (Self-Managed with Trade-In Eval Tool)	\$499
Conversations 2.0 (Managed Chat with Trade-In Eval Tool - up to 50 chats)	\$749
Conversations 2.0 (Managed Chat with Trade-In Eval Tool - Unlimited)	\$1,149

SEO	Price/Mo
Standard	\$1,349
Advanced	\$1,949
Dominate	\$2,949

Managed Services	Price/Mo
Standard	\$679
Advanced	\$1,279
Dominate	\$1,879

Social Media	Price/Mo
Social Media Standard	\$650
Social Media Advanced	\$1,300
Social Media Dominate	\$1,950

*All prices shown in CAD

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Advanced Capabilities	Price/Mo
Shop By Payment (Utilizing the GM IOM Feed & 3rd Party Provider)	\$549
Additional Call Tracking Minutes	\$0.07/min
Facebook Marketplace Export	\$150
AudioEye®	\$250
Analytics Package A	\$1,249
Analytics Package B	\$2,499
PRIZM Enhanced	\$199
Build and Price	\$199
Facebook Inventory Exports	\$149
Custom Development	\$150/hr
Temporary Splash Page (Non-Inventory)	\$499
Unlimited Exports	\$199

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