



## MAXIMIZE EVERY DOLLAR

From an A.I. Chat Bot that can replace 44%\* of your online customer service, to a digital retailing tool that compresses the buying process to 15 minutes, to your dedicated Performance Manager constantly monitoring, supporting, and optimizing your website and marketing, Dealer Inspire increases revenue while decreasing operating costs through innovation and partnership.

PACKAGE SOLUTIONS	Standard	Advanced	Dominate	Luxury
Modern Fixed Design (2 to choose from)	✓			
Data Driven Design <small>*All Alfa Romeo websites follow an approved compliant template (2 options available)</small>		✓	✓	✓
Responsive Design	✓	✓	✓	✓
Inventory Feed	✓	✓	✓	✓
Rebates and Incentives	✓	✓	✓	✓
Basic "Thank You" Pages after Conversion	✓	✓	✓	✓
Custom Blog or News	✓	✓	✓	✓
Smart Credit Application	✓	✓	✓	✓
Reputation Widget	✓	✓	✓	✓
Google Analytics	✓	✓	✓	✓
Clicky Analytics	✓	✓	✓	✓
Goal Conversion Tracking	✓	✓	✓	✓
Dedicated Sales and Service Call Tracking Numbers.	✓	✓	✓	✓
Wordpress based CMS with Over 1000 Configurable Options	✓	✓	✓	✓
Support of all Required 3rd-Party Integrations	✓	✓	✓	✓
Technical Support	✓	✓	✓	✓
Search Engine Optimization Set-up (SEO)	✓	✓	✓	✓
Meta Titles	✓	✓	✓	✓
Meta Description	✓	✓	✓	✓
Breadcrumbs	✓	✓	✓	✓
Open Graph	✓	✓	✓	✓
Canonical Tags	✓	✓	✓	✓
301 Redirects for the Top Pages on Previous Websites	✓	✓	✓	✓
Authorship Google Plus Connection	✓	✓	✓	✓
Schema.org and Rich Snippet Creator	✓	✓	✓	✓
Website Hosting	✓	✓	✓	✓
Personalization		✓	✓	✓
Event Plugins		✓	✓	✓
Price Alert Plugins		✓	✓	✓
Sales, Traffic, and AOR/DMA Mapping in Dashboard		✓	✓	✓



PACKAGE SOLUTIONS	Standard	Advanced	Dominate	Luxury
Roxanne Advanced TruROI Dashboard		✓	✓	✓
Saved Vehicles Module		✓	✓	✓
Real Time Lease and Finance Calculator			✓	✓
Ability to Choose from 2 High Resolution VDP Designs			✓	✓
Geofencing			✓	✓
SSL Support			✓	✓
Apple + Google Wallet Integration			✓	✓
TruROI Dashboard			✓	✓
Dealer Track Credit App Integration				✓
Apple + Google Wallet Integration w/ Geo Activated Notifications				✓

## A LA CARTE



ONLINE SHOPPER
Online Shopper™ Electric
Online Shopper™ Redline

CONVERSATIONS
Conversations™ Self-Managed With Ana Bot A.I
Conversations™ Managed Chat (Up To 50 Chats)
Conversations™ Managed Chat (Unlimited Chats)
Conversations™ Self-Managed With Instant Trade-In Tool
Conversations™ Managed Chat (50) With Instant Trade-In Tool
Conversations™ Managed Chat (Unlimited) With Instant Trade-In Tool

SEO PACKAGES
Base
Premium
Platinum

DIGITAL ADVERTISING PACKAGES	PLATFORMS INCLUDED
Base	AdWords Search • Remarketing
Premium	AdWords Search • Remarketing • +1 Product (choose from Display, Facebook Ads, Bing, YouTube Preroll)
Platinum	AdWords Search • Remarketing • + Any # of Products (choose from Display, Facebook Ads, Bing, YouTube Preroll)

\* 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 Paid Search Program.

\* All Paid Search Packages require FUEL set-up. FUEL \$240/mo.



## MANAGED SERVICES

Standard: 800 Monthly Managed Services Credits

Advanced: 1,750 Monthly Managed Services Credits

Dominate: 2,750 Monthly Managed Services Credits

## ADDITIONAL PRODUCTS & UPGRADES

Lease Payment Calculator

Email Marketing (up to 100k)

Creative Asset Creation (per piece)

Conversion Rate Optimization (per hour)

Social Media Posting (3-5 posts per week)

Social Media Set-up (one time fee)

Video Services (cost per hour)

AudioEye

FUEL

Custom Creative (per piece)

Dealer Inspire Wallet

Dealer Inspire Wallet with Geofencing

Dealer Track Credit Application

Inventory 3rd Party Exports

Inventory 3rd Party Exports + Incentives

