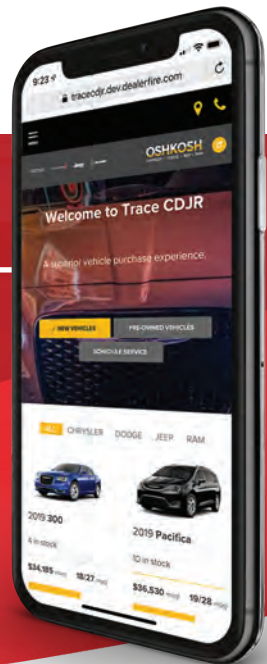# FCA DIGITAL

THE DEALERFIRE DIFFERENCE

Cutting edge design and performance – it's part of the FCA philosophy. This philosophy makes us a perfect partner for FCA dealers, as we believe the same. The car buying journey is different now – every online interaction is magnified. You must engage consumers with your website, and provide them with an easy path to purchase. With DealerFire, that's what you get. Our years of experience, paired with the power of the DealerSocket platform allows us to leverage data to privde the most seamless car shoppping experience out there.

ONE EXPERIENCE
ALL DEVICES

It doesn't matter what device car shoppers are using – they should be able to get the full experience. DealerFire provides a fully responsive platform, meaning from full desktop to mobile, consumers are getting the same vibrant experience. We've been doing responsive longer than anyone in automotive, and we've learned more than a few tricks along the way. Don't make your shoppers settle for less on their mobile devices.
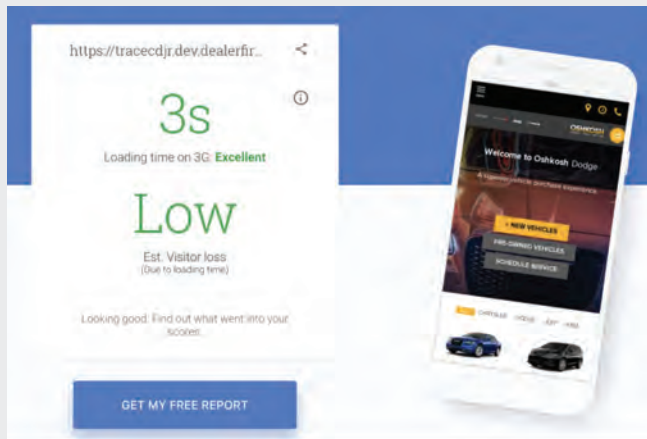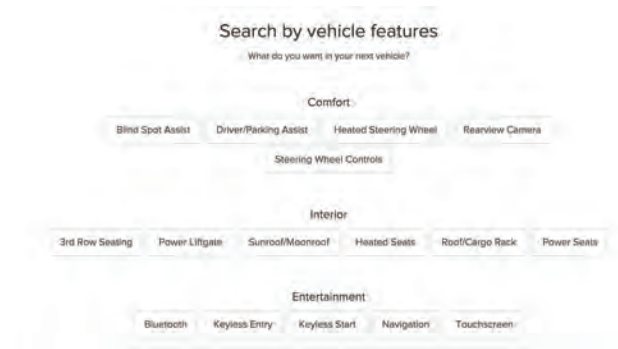
FUTURE-PROOF YOUR
DEALERSHIP WITH ENGINE6

Finally, a website editor that gives you full control over your website. With DealerFire Engine6, you can build a beautiful website with no code for miles. Just choose from 75+ inventory and incentives-integrated modules to create a multi-device optimized landing page. We have created the industry's first truly in-line editing system for dealer's looking to show off their marketing and design skills.

CUSTOMIZED
SHOPPING EXPERIENCE

Shop by budget. Shop by payment. Shop by feature. Save a vehicle for later. We make it easy for your customers to shop and find the vehicle that is right for them, whether they are looking to buy now or in the near future. We understand that car shopping should be fun – and the little things matter when it comes to buying a vehicle. And with our Geo-Fencing feature, included with your website, we allow you to further customize the experience by targeting the right consumers at the right time. By paying attention to the details, we drive more leads, and ultimately, more sales.

ACCELERATED
SITE SPEED

DealerFire websites offer an ample feature set, but remain very sleek and fast. Site speed is paramount to getting consumers to your site – and keeping them there. We have perfected the balance of offering the full site experience while keeping performance at top-of-mind.

OPTIMIZED CUSTOM
PAGE CONTENT & SEO

We pride ourselves on our SEO philosophy, as our site architecture ensures that your site will be visible everywhere it needs to be online. Part of this is the custom-written content that allows you to tell your dealership's story right on your digital storefront. Our upgraded package also provides a more robust ongoing SEO solution, with recurring custom content that is made specifically for your brand, making your site the authority in your region and beyond. This organic strategy also improves domain authority and helps build links to keep your site in the good graces of Google and the other search engines.

TRANSPARENT
ROI REPORTING

We report on the metrics that matter to you – and provide full transparency to everything that's happening. And if you don't want to sift through the data yourself, your account manager will be happy to go through it all with you and let you know how we're doing. But we won't rest on our laurels – if there's room to improve, we'll work together on the best strategy to get there.
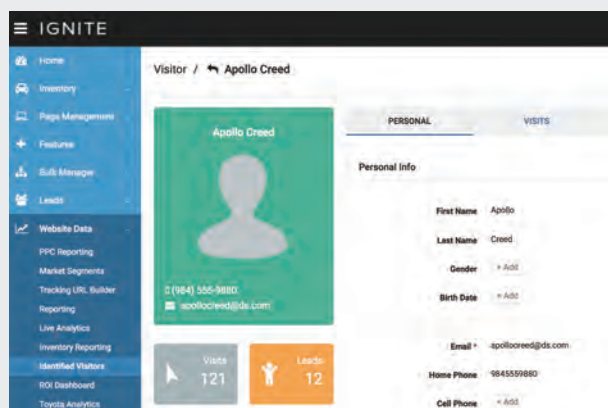
QUICK AND
RESPONSIVE SUPPORT

With DealerFire support, you will always talk to a person – and that person is someone that is experienced and exclusive to website support, so they know what you need. Getting things done quickly is important, but we'll always take the extra moment to make sure that first, it is done correctly.

WEBSITE + DEALERSOCKET CRM:
CROSSFIRE CUSTOMER MATCH

Our platform provides many data integrations across products, with CrossFire being one of the most popular. Link DealerSocket CRM and website to find customer matches, allowing you visibility to a more in-depth path for individual customers. This data can not only help you close the sale, but learn more about consumer behaviors overall.

DEALER WEBSITE PACKAGES

	PRO WEBSITE PACKAGE	PRIME WEBSITE PACKAGE	PREMIER WEBSITE PACKAGE
Animated Headline Module	X	X	X
OEM Incentives Manager	X	X	X
Announcement Bar	X	X	X
Color and Data Normalization for SRP Filters	X	X	X
Share Vehicle Via Email/Text to Self or Friend	X	X	X
Similar Vehicles w/ Merchandising Enhancements	X	X	X
Fixed Ops Coupons	X	X	X
Saved Vehicles w/ Position Configuration	X	X	X
Out of the box: Lightning-Fast Website	X	X	X
Advanced Drag and Drop Page Editor	X	X	X
HTTP2/S	X	X	X
Dynamic SEO Platform	X	X	X
OEM Showroom with Model Details Pages	X	X	X
Menu Manager	X	X	X
Native Facebook Messenger Integration	X	X	X
Predictive Search	X	X	X
Slideshow Management	X	X	X
Testimonials Rotator Module	X	X	X
Intelligent Pricing Profiles	X	X	X
Shop By Payment Module	X	X	X
Featured Vehicles Module	X	X	X
Easy iFrame	X	X	X
Google Address Auto-Complete	X	X	X
CrossFire Analytics Integration with DS CRM	X	X	X
Unlimited Inventory Exports		X	X
Save Vehicle via Text Module		X	X
Website Voice Search		X	X
GMB Posts and Photo Additions		X	X
AMP-Enabled Blog Posts		2	4
Custom Landing Pages		1	2
Press Release			1
Options / Packages for VDP			X
Advanced Form Builder (with Multi-Step)			X
ePrice Unlock System			X
Custom Google Data Studio Reporting			X
Access to 25+ Page Templates			X
ROI Leads Dashboard			X

DealerFire®

(833) 873-5624 dealerfire.com