



Sokal

STELLANTIS OEM WEBSITE PROGRAM

PARTNERSHIP BY DESIGN



WHY SOKAL?

The digital landscape is crowded; the key way Sokal stands out is through unique partnerships, audiences campaign execution, and a true white-glove customer approach. Everything we do for Stellantis is done in-house, from the production of a video ad to creating social media carousels, to the tech we utilize to optimize and launch campaigns/websites. We leverage partners where it makes sense, but really try to do the majority of the work for Stellantis retailers in-house as a full-service partner.

10+

Certified OEM Programs

24/7

Customer Support

150+

Employees Nationally

25 : 1*

Client Ratio

**In addition to Account Director, Account Coordinator(s), Artist, Paid Social Specialist, Programmatic Specialist, Paid Search Specialist*



MOMENTUM WEBSITE PACKAGES

	STARTER	ENHANCED	ULTIMATE
• Momentum 3.0 Custom AI Integrated CMS Platform with ADA Compliance	•	•	•
• Premium Service and Support with Dedicated Technical Support and 24/7 Availability Monitoring	•	•	•
• Sokal Switch – Dedicated Team and Tools for Seamless Easy Website Change	•	•	•
• Responsive Design and Tailored Mobile Experience	•	•	•
• Unlimited Bandwidth and Storage Allocation	•	•	•
• SSL Support	•	•	•
• Momentum Data Guard Advanced Security and Bot Protection to Protect Customer Data and Optimize Traffic to your Website	•	•	•
• Momentum Custom Reporting Dashboard with GA4 Integration	•	•	•
• Momentum Dealer Draft Website Designer with 2 Template Homepage Options	•	•	•
• Inventory Feed Integrations with the Option to Purchase Additional Integrations*	1	2	4
• Pricing Model	MSRP + FACTORY INCENTIVES	3 PRICE MODEL + FACTORY INCENTIVES	CUSTOM PRICING + FACTORY INCENTIVES
• Third-Party Integrations**	UP TO 2	UP TO 5	UP TO 12
• Basic SEO Optimization Setup with the Option of Purchasing Additional Advanced Packages	•	•	•
• Compliance and Multilingual Capabilities	•	•	•
• Redirects for High Ranking Pages from Previous Websites	•	•	•
• Dedicated Account Support	•	•	•
• Standard SRP and VDP Options	•	•	•
• Artwork / Banners / Monthly Specials	•	•	•
• Eligible for TrueReview Reputation Management	•	•	•
• Custom SRP and VDP Options	—	•	•
• New Feature Consulting	—	•	•
• Momentum Dealer Draft Website Designer with Dealer Customized Homepage with Video Options	—	•	•
• In-Transit Inventory Integration	—	•	•
• Call Tracking and Data Integrations	—	•	•
• Price Alert	—	•	•
• Sales Attribution	—	•	•
• Unlimited Inventory Exports	—	•	•
• Customer Journey with Predictive Insights	—	—	•
• Eligible for Momentum Payments; the Real-Time Payment Calculator with Lender Integration	—	—	•
• Custom Homepage Content	—	—	•



MOMENTUM WEBSITE PACKAGES (CONT.)

STARTERENHANCEDULTIMATE

• Momentum VDP Profile	–	–	•
• Reserve Your Car Builder with Inventory Match Integration	–	–	•
• Advanced Inventory Integrations and Pricing Models	–	–	•
• Additional Advanced SRP and VDP Layouts	–	–	•
• Model Research Pages	–	–	•
• Easy Access to New Features and Enhancements	–	–	•
• Advanced Site Customization	–	–	•
• Eligible for Inventory Intel	–	–	•

MOMENTUM WEBSITE ADD-ONS

Website add-ons are made to help your dealership's digital marketplace succeed in the ever-changing online landscape. These add-ons can better help price your inventory and give your customers direct access to estimates for vehicles on your lot. Strategically made for you, Sokal's website add-ons enhance your real-time market data with ease, letting you do the selling.

INVENTORY INTEL

Inventory Intel, powered by the Sokal algorithm, gives dealers instant clarity on how competitively priced their vehicles are right on the VDP. By analyzing real-time market data from nearby competitors, Inventory Intel shows price position, market demand, expected time-to-sell, and comparable vehicles in the shopper's market. Dealers can quickly see where they stand, who they're competing against, and whether a vehicle is priced to move, empowering smarter pricing decisions and faster inventory turn without leaving the VDP. Setup fee additional.

MOMENTUM PAYMENTS

Momentum Payments, our native payment calculator delivers fast, accurate monthly payment estimates directly on the website, powered by real-time lender integrations. Because it runs natively within the platform and not as a third-party plugin, it loads faster, looks seamless, and keeps shoppers engaged longer. Dealers benefit from more reliable payment scenarios, stronger lead conversion, and a smoother buyer experience that outperforms traditional embedded calculators.

MOMENTUM WEBSITE ADD-ONS (CONT.)

MOMENTUM COUPON & OFFER ENGINE

Turn anonymous site traffic into identified, in-market shoppers with offers that adapt to how each visitor actually shops.

FOUR PROVEN OFFER FORMATS

- Pop-up modal – full-attention static image and lead form for high-value offers
- Spinner coupon – gamified slide-out from the left edge that drives interaction over interruption
- Scratch-off coupon – reveal mechanic that rewards engagement with a discovered offer
- Featured side coupon – persistent, always-available offer anchored to the home page

BEHAVIOR-BASED TRIGGERING

- Contextual model targeting – fires after a shopper returns to the same model, reaching them at the moment intent is proven, not on first glance
- Inventory-level targeting – serve offers against specific new, used, or certified units filtered by year, make, and model
- Page and path control – deploy to a single page, or site-wide with defined exclusions
- Smart side-coupon matching – automatically surfaces the offer matching a shopper's top model, with random rotation as fallback

PRECISION DELIVERY CONTROLS

- Urgency mechanics – campaign timelines and countdown timers to compress decision windows
- Reveal pacing – delayed or immediate, tuned to the format and audience
- Frequency governance – caps per session, minimum visits before firing, time between fires (persistent across sessions), and time since last seen – so offers stay welcome, not repetitive
- Exit-intent capture – recover shoppers as they move off page
- Device targeting – mobile-only, desktop-only, or all sessions
- Conversion routing – redirect to a dedicated landing page post-submission to carry momentum into the next step
- one with pricing and one without

THANK YOU

For further information, please contact the Account or Sales team for assistance. We also recommend visiting www.gosokal.com for additional resources, contacts, or help.

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