# DEALERON

## DealerOn Websites

Through a time-tested process in which we document all existing site metrics with each customer prior to them going live on the DealerOn platform, we have documented an **average lead volume increase of 250%.**

| | Base<br>$699/mo | Premium<br>$1,249/mo | Elite<br>$2,049/mo |
|---|:---:|:---:|:---:|
| Responsive Website Platform | ✓ | ✓ | ✓ |
| Inventory Management | ✓ | ✓ | ✓ |
| Automated Specials | ✓ | ✓ | ✓ |
| Free Third-Party Integrations | ✓ | ✓ | ✓ |
| Advanced SEO Capabilities | ✓ | ✓ | ✓ |
| Integrated Google Analytics Reporting Suite | ✓ | ✓ | ✓ |
| Free, Unlimited Exports | ✓ | ✓ | ✓ |
| SEO Accelerator Platform | | ✓ | ✓ |
| Lead Accelerator Coupon | | ✓ | ✓ |
| Basic Video Package | | ✓ | ✓ |
| Website Integrated WordPress Blogging Platform | | ✓ | ✓ |
| Price Drop Alert | | ✓ | ✓ |
| Send to Mobile | | ✓ | ✓ |
| Chat Software | | ✓ | ✓ |
| Behavioral Targeting System | | | ✓ |
| Video Pro Package | | | ✓ |
| Edmunds Vehicle Review Integration | | | ✓ |
| A/B Testing (DealerOn Consulting Included) | | | ✓ |
| Mobile Lead Driver | | | ✓ |
| Unlimited Mobile Text Chat | | | ✓ |
| Integrated Car Story Vehicle Marketing Reports | | | ✓ |
| Web Presence Optimization & Reporting | | | ✓ |

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# Feature Descriptions:

**Responsive Website Platform** – DealerOn's Responsive Website Platform (Chameleon) is the most advanced in the industry.   Our platform (as Google recommends) is completely responsive which improves SEO, increases conversion, and improves customer experience, relative to the adaptive and multi-url website platforms.  Additionally, our responsive websites require less dealer hours to maintain and update, and are "future proof" because, unlike adaptive sites, they automatically adjust and optimize for any new phone, tablet, or wearable device or size, without any technology updates or changes.

**Inventory Management** – DealerOn's inventory management system lets you pull, edit, and deliver inventory from any DMS to your website and third party sites.  Dealers can add pricing, pictures, and custom comments for every vehicle in inventory, with the ability to make modifications to specific pieces of inventory before being published to the website, and create bulk pricing rules for easier management.

**Automated Specials** – DealerOn's specials engine lets dealers set up their own rules-based algorithms to automatically display specials highlighting specific vehicles, models, or classes of vehicles (EG-vehicles more than 30 days old or vehicles under $10,000 or 2013 Jettas).  The specials engine is intuitive and easy to use, so dealer personnel are more likely to use the system and maintain engaging, attractive, up- to-date specials.

**Free Third Party Integrations** – DealerOn's website platform readily integrates with every lead capturing product available to all segments across the industry. Whether it is Chat, Service Scheduler, Credit App or a Trade Application tool, we can support every industry lead conversion tool.

**Advanced SEO Capabilities** -- DealerOn's website platform provides the SEO management tools that digital agencies and in-house SEO specialists crave.  Dealers can easily customize SEO across all major platform pages, leveraging a library of replacement codes, so that a few quick SEO edits can update all vehicle details pages with optimized content based on whatever keyword patterns the dealer or their agency selects.

**Integrated Google Analytics Reporting Suite** – DealerOn's Enterprise-Level Reporting and Analytics Engine, uses the Google Analytics API system as the underlying technology for our reporting platform.  This means that our reporting system can generate Enterprise reporting that can incorporate any of the marketing data that Google Analytics provides in their system, providing INCREDIBLE ad hoc reporting capabilities and even Demographic Reporting for our clients.

This offering gives dealers the tools to measure website performance by form factor (Desktop vs. Table vs. Phablet vs. Phone, etc.), demographic data (Age, Sex), or Interests (Affinity, In-Market Segment, etc.).

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**Free, Unlimited Exports --** DealerOn can provide free inventory exports of all relevant inventory data to 100's 3rd party websites that host dealer inventory.  This file can include these and other, similar fields:

- VIN / Stock ID
- Vehicle Make / Model / Trim / Body Style / Transmission
- Exterior / Interior Color
- MSRP / Invoice / Dealer Price
- Dealer Comments

**SEO Accelerator Platform --** DealerOn's SEO Accelerator Platform provides customized SEO adhering to Google's best practices for:

- Title tags
- Meta tags
- On-page, readable content
- Semantic Markup/Structured Data, based on schema.org
- Google-optimized XML sitemaps
- Bing-optimized XML sitemaps

For each Vehicle Details Page on the platform, DealerOn's SEO Accelerator provides Semantic Markup/Structured data, based on the taxonomy of Schema.org for Auto Dealers, Offers, Ratings, etc. so that the corresponding Rich Snippets can appear in Google's Search Results Page.

**Lead Accelerator Coupon –** website-integrated vehicle coupon with:

- Popup blocker-avoiding website entrance and exit coupon
- Delivers huge increase in highly-qualified vehicle leads
- Real-time updates for any special dealer offers
- Website integrated lead reporting

**Basic Video Package--**DealerOn's Base video package provides attractive, engaging, VIN specific walk-arounds for each vehicle in a dealership's used inventory.

**Website Integrated WordPress Blogging Platform--**DealerOn provides all of our dealers with a fully integrated WordPress blog that exists as a folder within the primary URL of the domain for maximum SEO value.  Dealers may then write their own search optimized content to leverage the powerful platform that we provide out of the box.

**Price Drop Alert --** Dealers can increase lead submissions by giving consumers the chance to request notifications about any drop in price for a particular piece of inventory.  Dealers can remarket to consumers about specific vehicles or types of vehicles in addition to generating a lead on that vehicle itself.

**Send to Mobile --** Gives dealers' customers the ability to send any piece of your inventory to their mobile device via SMS technology so they may view it on the go or at a later time.

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**Chat Software --** DealerOn provides integrated chat software for our Premium Website Package. Our chat service can generate dealership specific canned responses based on initial signup data.  We provide a rich library of pre-installed standard canned responses guaranteed to get results.
The software provides dealership personnel with ready access to real-time reporting and Edmunds.com information within the chat console, making chat sessions more consumer friendly and effective. Personnel can email and send SMS directly from the chat software.  The email solution can be integrated with Outlook, Gmail, and other systems.

**Behavioral Targeting System** – DealerOn's Behavioral Targeting System (BTS) is a state-of-the-art lead generation enhancement system designed to increase a dealer's website leads and service RO's by delivering contextually relevant offers to consumers as they leave a dealer's website.  As an example, consider a consumer visiting a Kia dealership's website, perusing their service department hours' page, looking at their Service Reps experience, and then deciding to leave the dealership website.   BTS uses a patent-pending technology to detect the consumer's mouse moving to abandon the website, and dynamically serves up a 10% off Service offer (or whatever service offer the dealer wanted to leverage).

The BTS lead generation system provides dealers with a tool to deliver targeted offers to consumers browsing the new or used vehicle inventory, the service department, or other major parts of the site of the dealer's choosing.  The offers can be A/B tested in real-time, so that dealers can improve the performance of the system over time.  Currently, BTS increases the typical dealers' website lead performance by 25%-30%.

**Video Pro Package**
DealerOn's Video Pro Package includes:
- New and used VIN specific walk –arounds with human voice overs
- 3 custom intros and 1 outro
- Human voice over with human custom comments
- Published to website, YouTube, Auto Trader, Cars.com (fees may apply) and Facebook
- VSEO strategy (YouTube channel)
- Reporting

**Edmunds Vehicle Review Integration**
DealerOn, through our partnership with Edmunds, can integrate vehicle reviews on the VDP's of all new and used vehicles.  DealerOn uses "structured data" to mark up the Vehicle Details page so that the review star ratings can actually appear in Google's Search results.
This has a two-fold benefit for dealers for whom we have built this integration:
1) Greater visibility in Google's search results – we have seen these pages appear more frequently and higher up in Google's result set in tests where we've implemented the integration.
2) Higher click-thru rates for the page that appear in Google's results.

On sites where we've tested this "double bonus" implementation, we have measured an increase of over 50% more Google organic search traffic entering a dealer's site via the Vehicle Details pages in Google's Search results.

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### A/B Testing (DealerOn Consulting Included)

DealerOn's Elite website package customers gain access to our A/B testing platform and Optimization Client Services team. Dealers are able to conduct A/B tests of particular changes and appropriately measure/value the results of their testing plan with our Optimization team. They may also opt in to DealerOn platform A/B tests where their site or sites participate in Platform-wide A/B tests & optimizations when multiple dealers request similar tests. This process provides a much faster result with a higher statistically significant confidence level.

### Unlimited Mobile Text Chat

DealerOn's integration of Edmunds Car Code technology delivers:
- Incremental leads from low funnel shoppers on your dealerships mobile website.
- Better consumer engagement by using the shoppers chosen medium.
- Mobile leads have been shown close at 3x the rate of desktop leads.
- Dealership sales staff are already texting with customers and it is **not being monitored in the CRM**.  CarCode gives management oversight to SMS text conversations.
- CarCode helps the dealer stay compliant while offering a text messaging option.

### Mobile Lead Driver

DealerOn's mobile coupon ensures that your website can provide a proven lead conversion tool--a cash back incentive for a vehicle purchase--for any consumer, regardless of device.  Mobile users are closer to the point of purchase, and those same consumers are more likely to be influenced by a monetary incentive.  Mobile lead driver ensures that dealers maximize their vehicle sales to these consumers.

### Integrated Car Story Vehicle Marketing Reports

DealerOn has built an integration with Car Story so that we can provide Car Story market reports to demonstrate the value and bolster a consumer's confidence that a dealer's used vehicle pricing is very competitive and compelling based on the geographic marketplace.

Research shows that the number of views and time spent on Vehicle Detail Pages are top online predictors of sales—simply put, the more car shoppers engage with a dealer's VDP, the faster a vehicle will sell. This makes keeping consumers on a VDP a key goal for dealers.  CarStory Inline Market Reports are designed to provide the vehicle's whole story—embedded seamlessly in your VDPs—to ensure that consumers don't click off to third-party websites.

### Web Presence Optimization & Reporting

DealerOn's exclusive web presence optimization platform is unique within the retail automotive industry.   This platform provides SEO tracking, reporting, and analytics that actually tie Keyword Ranking to Traffic and Leads (via our integration with Google Analytics API).

DealerOn's SEO Reporting Suite gives ground-breaking SEO Competitive Intelligence to our customers. Kia dealers would be able to track Keyword Rankings for 5 competitors for each of their rooftops.  Each Kia dealer would have real-time tracking for how they rank on the major search engines vs. their competition for up to 50 keyword phrases.  These rankings can be tracked for Google or Bing or even Local Google Search Engines (like Minneapolis, MN).  This can be a powerful tool for Kia's dealers to understand SEO performance for competitive terms.

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## A-la-carte Upgrades

## Behavioral Targeting System                                    $499/mo

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## Video Pro Package                                              $311/mo

DealerOn's Video Pro Package includes:

- New and Used VIN specific walk –arounds with human voice overs
- 3 custom intros and 1 outro
- Human voice over with human custom comments
- Published to website, YouTube, Auto Trader, Cars.com (fees may apply), and Facebook
- VSEO strategy (YouTube channel)
- Reporting

## Elite SEO                                                      $3,000/mo

In addition to the powerful out of the box search engine optimization DealerOn customers receive as a part of our website platform, they may now add the Elite SEO Package to their efforts.

Each participating dealership will receive local optimization in 4 areas: 1) On site signals, 2) Off site signals, 3) Social media, and 4) Reputation management.

**On site signals** -- DealerOn conducts a content audit, then creates specific, targeted content for any products or services where content is needed for maximum local exposure. Content will also be optimized and tweaked on an ongoing basis to ensure maximum performance in local searches. Dealers will also receive one custom blog post per week.

**Off-site signals** -- DealerOn builds relevant links to the dealer's website, but with an additional focus on local links. A full citation audit is included, and all incorrect or incomplete Citations (mentions of Name, Address, and Phone number on other sites) are cleaned up. Our team continues to build a robust link and citation profile from month to month.

**Social media management** -- is also included in our Elite SEO service. Dealers receive daily posts on Facebook, Twitter, and Google Plus, with a focus on increasing local engagement with

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followers.  Incoming comments or inquiries are answered by our team, and we also consult with the dealership's social team to help maximize the effectiveness of all social efforts.

**Reputation management** -- is also included in the package. Our team consults with each dealer to build out an effective strategy for increasing positive online reviews, and review sites are monitored on a daily basis. DealerOn's team helps create appropriate responses to minimize damage from any negative reviews.

Dealers are kept up to date with the progress of our Elite SEO service with monthly report PDFs that clearly show important metrics for success. Dealers also have unlimited access to DealerOn's SEO team, and are able to call at any time during normal business hours.

## Lead Accelerator Coupon $249/mo

DealerOn's website-integrated vehicle coupon with:
- Popup blocker-avoiding website entrance and exit coupon
- Delivers huge increase in highly-qualified vehicle leads
- Real-time updates for any special dealer offers
- Website integrated lead reporting

## Managed Responsive Blogging Service $436/mo

DealerOn provides a fully-integrated WordPress blog as a folder within the dealership website. The blog and its content build SEO value to the dealership site.  DealerOn's team produces monthly content for the blog, tailored to each dealer's needs.  The features for this offering include:

- 6-8 monthly blog posts, written under Dealer Representative's name
- Blog Plugins that get the blog included effectively in search engines
- Content written specifically for each dealership location & brand/models
- Integration with dealership authored posts

## Responsive Service Websites $686/mo

DealerOn has built the leading Fixed Operations-focused website platform, providing a comprehensive Digital Marketing Hub for a dealer's service department.  The service sites are built on a responsive website platform with dozens of optimized Service & Parts content pages.

The service platform reporting is built on our Google Analytics API Integrated Reporting Suite, providing tracking for:
- Service Call
- Google Maps Clicks
- Coupon Prints
- Service Appointments

Well-supported sites can deliver up to 6K visits, hundreds of calls, coupon prints, etc.

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## DealerOn Service Connect                                    $481/mo

Service Connect is powered by the Red Rocket Technology Platform, allowing aftermarket providers to track and monitor app performance, 24/7. Through the centralized reporting platform, they can track service appointments, downloads, user accounts, app traffic, and activity trends online, as well as subscribe to the Mobile App Report Card to keep up to date on their most impactful mobile metrics.

- Easy service appointment setting
- Service history tracking
- Mobile wallet enabled special offers
- Useful vehicle information for the customer's vehicle or family fleet
- Targeted service reminders and coupons
- Loyalty points balance
- Recall notifications
- Customizable Parts & Service section for retailer promotions
- Special tools like flashlight, Find My Car, Digital Parking Meter and more

## Custom Homepage Slider Designs                              $749/mo

DealerOn provides up to 5 custom homepage slider ads per month to the dealer, optimized for desktop, tablet, and mobile for our Responsive Platform

## Unlimited Managed Chat                                      $999/mo

- Unlimited Managed Chat regardless of Website Traffic Levels
- Award-winning Chat offering

## Unlimited Premium Call Tracking                             $436/mo

- Includes unlimited minutes and two lines
- Best in class platform
- Integrates directly with Google Analytics
- Tracks all website phone calls to the Visitor Level to best attribute ROI

## Spin Car                                                    $311/mo

Engage your customers in real-time with a completely interactive, virtual Walk Around of your new and used inventory. Let shoppers click, spin, rotate and zoom-in on features important to them. The vehicle specific 360° Rotation workarounds that are video compatible and mobile friendly use real photos and engage VDP visitors. They have clickable hotspots of the interior and exterior increasing VDP leads by 30%.

## Additional Inventory Feed                                   $50/mo

Additional inventory feed to accommodate group inventory.

## One time customer page design work                         $249

- Professionally designed responsive custom page
- Optimized for Desktop, Tablet and Mobile

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