FEATURES & BENEFITS

AWA

Winner of 2023 AWA Awards *in the Digital Marketing and Website Platform categories*

	Silver $899	Gold $1,299	Platinum $1,999
The Ansira Website Platform • Every package includes our comprehensive website platform delivering peace of mind, custom experiences, design, performance, data & analytics, and merchandising & tools	●	●	●
In-The-Moment Service • Faster response times & technical support • Live website training sessions	●	●	●
Google Reporting Analytics Creator Experience	●	●	●
Unlimited Custom Creative Content	$499/mo.	●	●
360° Exterior Vehicle images (powered by Impel)	N/A	●	●
Plus SEO • Optimized homepage + up to 20 new model VSR pages + 4 services pages	N/A	●	N/A
Premier SEO • Optimized homepage + ALL new CPO model VSR pages + model landing pages + ALL service pages	N/A	N/A	●
Website Performance Management	$699/mo.	$699/mo.	●

A La Carte Solutions

PowerSEO	$1,399/mo.	$999/mo.	$999/mo.
Google Business Profile Management		$599/mo.	
Advertising Packages		Available	
Spanish Websites		Monthly Fee	

AN OPEN PLATFORM, CONSTANTLY EVOLVING

Ansira's proprietary technology drives exceptional consumer experiences and ensures your business surpasses the expectations of today's digital shoppers. Our platform is regularly updated with innovative and thought leading features that put you and your business first.

Standard Website Features And Functionality Include:

The Ansira Website Platform
- Inventory and Incentives Manager tools
- User Administration
- Open and agnostic Partner Program
- Lead Routing
- Button Style options
- Custom Form Builder (Unlimited Custom Forms)
- Lead Submitter Insights
- Domain Hosting
- Email Hosting
- Redirect support on landing pages, subdomains and domain names
- Secure Domain Hosting
- Americans with Disabilities Act Tool (powered by AcessiBe)
- Website Activity Tagging/Tracking
- Custom Website Code Support
- Core Website Forms
- Finance Secure Form
- MegaNav
- AI Engine and Tailored Experiences
- Dynamic Image Resizing
- Promo Pop Interstitial
- Voice Search Support
- Dealer Website Shopper Accounts
- Header Options
- Design Publishing Scheduler
- Actionable Insights Reports
- Google Reporting Analytics Creator Experience
- Call Tracking Numbers
- Department Hours
- Dealership Department Location Options
- Interactive Map
- Fully Responsive for all Device sizes
- Ongoing Site Speed Optimizations
- Engagement Map
- Generic Stock Images and Content
- Add-to-Wallet for Specials/Coupons
- Seamless Integrations With Dealer Preferred Vendors

Website Design Controls
- Color Palette Options
- Multiple Designs
- Font Choices

Dealer Group Functionality
- Content Sharing to other Ansira Websites
- Dealer Group Locations Interactive Map

Inventory Merchandising Options
- Inventory Badges for Frequently Viewed VINs
- Custom Inventory Badges
- Offer Spotlight
- Inline Ads
- Price-Field Display Options
- Model Showroom
- Model Detail Pages
- Virtual Vehicles for Out-of-Stock Models
- Vehicle Feature Filter Tags
- 10+ Search Results and Details Page Layout Options
- Custom Vehicle Specials
- Custom Service and Parts Specials
- OEM Incentive Integration
- Quick View (More Photos) on Search Results page
- Modern search results page influenced by real shopper behavior
- Payment Calculator
- In-Transit Vehicle Badging
- Multiple Price Field Options
- Inventory Sources
- Inventory Syndication
- Website Search
- Stock Images
- Shopper "Save Vehicle" Functionality
- Shopper "Compare Vehicles" Functionality
- Similar Vehicles Presentation on the VDP
- Vehicle Specifications
- Vehicle at a Glance
- Inventory Filter Customization
- Vehicle Lead Optimizer
- Price Watch
- Vehicle Showcase
- Custom Vehicle Logos
- Inventory Sharing Across Client Websites
- Vehicle Rapid Search

Page Building Control
- Unlimited Custom Landing Pages
- Pre-Built Content Blocks
- Special Events Countdown Card
- Top Center Graphic Slide Studio
- Auto-Fill Tags for Repeated Copy (e.g., Phone Number, Address)
- Content Styling and Layout Options
- SEO Page Field Options
- YouTube Video Integration
- Rich Text Editor
- Copy-Page Functionality
- Copy-Content Functionality
- Video Background