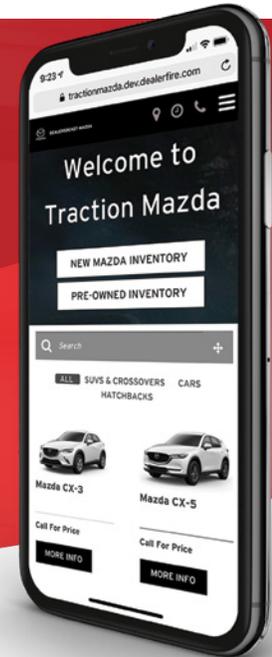


THE DEALERFIRE DIFFERENCE

Craftsmanship – it’s part of the Mazda philosophy, and it makes us a perfect partner for Mazda dealers, as we are always taking a personalized approach to our products and service. 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 provide the most seamless car shopping experience out there.

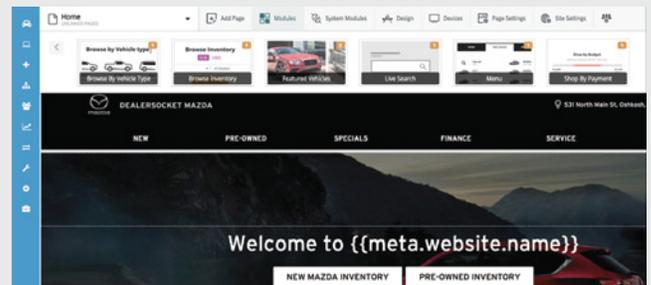


ONE EXPERIENCE ALL DEVICES

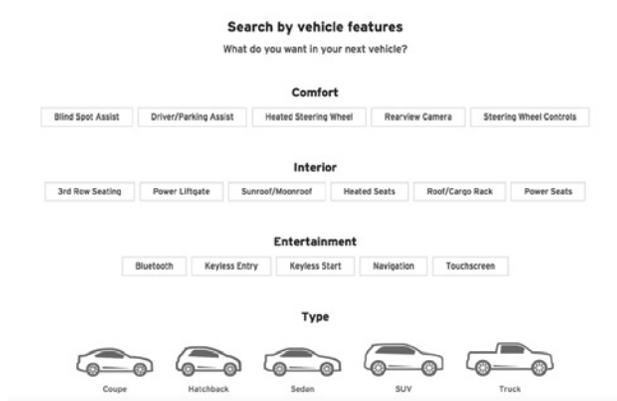
It doesn’t matter what device car shoppers are using – they should be able to get the full experience. DealerFire provides a fully responsive platform, meaning from full desktop to mobile, consumers are getting the same vibrant experience. We’ve been doing responsive longer than anyone in automotive, 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.

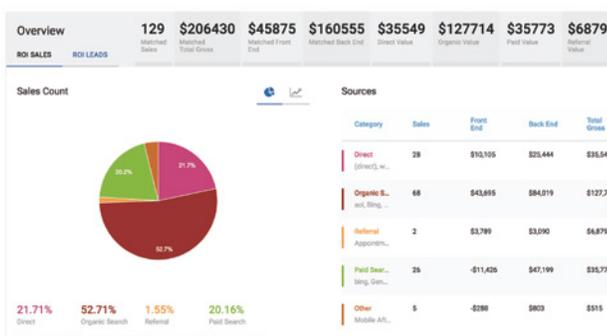
OPTIMIZED CUSTOM PAGE CONTENT & SEO

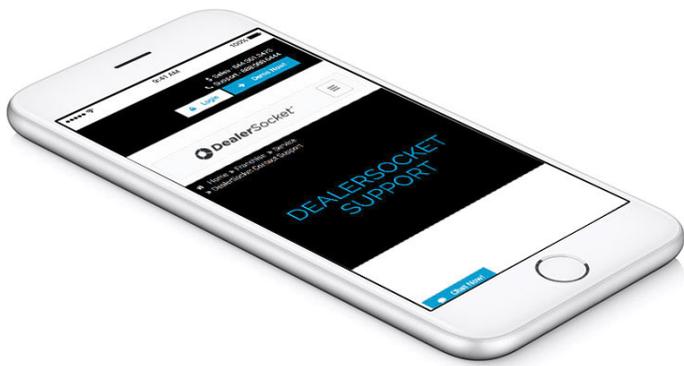
We pride ourselves on our SEO philosophy, as our site architecture ensures that your site will be visible everywhere it needs to be online. Part of this is the custom-written content that allows you to tell your dealership's story right on your digital storefront. Our upgraded package also provides a 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 + DESKING: PRECISE PRICE DIGITAL RETAIL

Making the decision to buy a vehicle is complicated. But that doesn't mean that the decision is made in the dealership. Allow customers the flexibility to lock in their purchase details online with our Precise Price digital retail solution. The data has shown that sales that go through Precise Price are often more profitable to dealers than traditional sales. Happy customers, quicker sales, more dollars. Everyone wins.

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


CAMPFIRE PACKAGE
\$699/MO


BONFIRE PACKAGE
\$1,499/MO


WILDFIRE PACKAGE
\$2,199/MO

	CAMPFIRE PACKAGE \$699/MO	BONFIRE PACKAGE \$1,499/MO	WILDFIRE PACKAGE \$2,199/MO
Responsive Website	X	X	X
HTTPS/2	X	X	X
Advanced Engine6 Page Editor	X	X	X
Search By Popular Features	X	X	X
Inventory Management	X	X	X
OEM Showroom w/Model Details	X	X	X
Website Live Search (w/Voice Recognition)	X	X	X
Incentives Page	X	X	X
Share Vehicle Via Text	X	X	X
Menu Manager	X	X	X
Dynamic SEO Platform	X	X	X
Facebook Messenger Integration	X	X	X
Schema Structured Data	X	X	X
Advanced Form Builder	X	X	X
Intelligent Pricing Profiles	X	X	X
Easy iFrame	X	X	X
Shop By Payment	X	X	X
Website Call Tracking	X	X	X
Mobile Page Speed Optimization	X	X	X
Geo-Fencing	X	X	X
Multi-Device Preview	X	X	X
Dedicated Account Strategist	X	X	X
Google Maps API w/Auto-Complete	X	X	X
Admin Google Analytics Integration	X	X	X
Announcement Bar	X	X	X
Incentives Manager		X	X
Price Drop Alerts		X	X
Targeted Keyword Optimization		X	X
Dedicated Content Writer		X	X
Unlimited Inventory Exports			X
Custom Organic Strategy		X	X
Monthly Blog Posts (AMP Enabled)		4	6
Monthly Landing Pages		2	3
Quarterly Press Release			1

SEO

CAMPFIRE WEBSITE FEATURES

Responsive Website

We were one of the first vendors in automotive to provide fully responsive websites. While our competitors play catch-up, we've been increasing our lead by continuously optimizing. We build websites with a mobile-first mentality, and with mobile accounting for up to 50 percent of website traffic, your brand is visible and relevant.

Advanced Engine6 Page Editor

No code for miles. DealerFire has created the most robust website editor in the industry. No more CSS, JS, or HTML. Just choose from over 75 inventory and incentives integrated modules and build your page with drag-and-drop functionality.

Inventory Management

DealerFire has provided inventory management for over a decade. Using Ignite CMS, you can update all aspects of your inventory, as well as see reporting for most popular viewed and saved vehicles.

Website Live Search (w/ Voice Recognition)

Provide shoppers with familiar search functionality: search bars that automatically suggest and preview results as they type (or voice) their inquiries.

Share Vehicle Via Text

Native mobile functionality is extremely important. Add this module to your VDP for users to share a vehicle's information via text.

Dynamic SEO Platform

As your inventory updates, so does your SEO. With our dynamic SEO platform, your pages are created with unique meta elements and schema to ensure proper site architecture.

Schema Structured Data

Meta data is only the beginning of your website's SEO structure. We'll add custom schema markup for product pages, as well as automotive business-specific data to make sure your website is detailed for search engines.

Intelligent Pricing Profiles

Pricing is one of the most important components to your business. With Price Profiles, you can select the pricing that displays for your inventory.

Shop By Payment

Giving consumers an accurate estimate of the costs and savings around a vehicle purchase helps gain their trust.

Mobile Page Speed Optimization

If your website loads quickly, your customers stay tuned in. DealerFire websites are some of the fastest in the industry that still provide a full user experience across all devices.

Multi-Device Preview

Most website tools let you preview your page in desktop or mobile. DealerFire allows you to preview your pages from multiple devices, including desktop, small computer, tablet and mobile.

HTTPS/2

Your website data is as important as your customers feeling secure. Add an SSL certificate to rank better with Google and allow for faster downloads and connections.

Search By Popular Features

Vehicles from various manufacturers have similar features, but are often named in a variety of unique ways. Our standardization algorithm simplifies these naming conventions by standardizing names for common features and equipment. Users can search and filter a large group of vehicles with easy-to-understand terms, making it easier for them to find exactly what they seek.

OEM Showroom w/ Model Details

Keep your model lineups current with our showroom and model details pages. All content is custom written for your dealership.

Incentives Page

Incentives are important to every customer. We'll create a custom page on your website that features offers imported directly from your OEM.

Menu Manager

Drag and drop, create folders, add external links, and even hide pages from your sitemap. Menu Manager does it all.

Facebook Messenger Integration

Connecting with customers via Facebook Messenger is easier than ever. Just add the widget to your website with your Facebook credentials and you'll be off and running with a brand new chat tool.

Advanced Form Builder

The wait is over. DealerFire has built the most robust form builder in the industry. Choose from multi-step or simple, and add fields from our 50+ field library.

Easy iFrame

We live in a world of enhanced lead tools. Everything from credit to trade, and beyond. Use our iFrame tool to add your own 3rd party services to the website. No waiting.

Website Call Tracking

Each website includes a call-tracking line for sales and service. We'll report on these in our Ignite lead reporting and even deliver the call recording for your review.

Geo-Fencing

Our rule based marketing platform allows you to customize and tailor your home page, announcement bar, and slideshow message based on the actual location of your consumers.

Dedicated Account Strategist

Our product expert team is built around a consulting model that emphasizes proactive outreach. You are assigned a dedicated account manager to provide strategy, reporting, and best practices.

Google Maps API w/ Auto-Complete

It's not enough to simply show a website user your location on a map. Provide the experience they expect with custom driving directions and auto-fill addresses.

CAMPFIRE WEBSITE FEATURES

Admin Google Analytics Integration

We provide you with full analytics access to your website. We transfer your current accounts into a new account that you own even if you switch providers. We also send customized monthly reports — 100 percent transparency.

Announcement Bar

Your customers want the latest info from your business. Create announcement bars to convey specialized messages.

BONFIRE WEBSITE FEATURES

INCLUDES ALL CAMPFIRE PACKAGE FEATURES PLUS

Incentives Manager

Automating incentives is one thing, controlling them is completely different. With Incentives Manager, you can enable/disable incentives with the click of a button. You can also add current incentives (rebates, finance, and lease) to your real-time inventory.

Monthly Blog Posts (AMP Enabled)

Your dealership's blog can be a beacon of information for local events, breaking news about the OEMs you represent, and everything in between. Spreading the word about your brand gets eyeballs on your website. Now enabled with AMP for lightning-fast page load and SEO optimization.

Targeted Keyword Optimization

In addition to monthly reports, a product expert coordinates with you on marketing strategy. We make recommendations based on last month's results and your overall strategy.

Price Drop Alerts

The search for a car can be time-consuming and customers can be fickle. Stay top of mind by allowing customers to subscribe to inventory price changes.

Monthly Landing Pages

An informative landing page that uses specific keywords gets higher rankings and puts your market in your crosshairs. Increase your non-branded search traffic.

Custom Organic Strategy

Our SEO engine is one of the most advanced in the industry. Your content writer is also well-versed in keywords, anchor text, headings, and alt image tags.

Dedicated Content Writer

All DealerFire content writers are college-educated journalists. Each is given dedicated accounts to work on a monthly basis to keep your brand's voice consistent.

WILDFIRE WEBSITE FEATURES

INCLUDES ALL CAMPFIRE AND BONFIRE PACKAGE FEATURES PLUS

Monthly Press Releases

Get word out quickly about your event, promotion, or unique features with a press release. Your press release is distributed to high-quality sources that post your content and give you valuable backlinks.

Unlimited Inventory Exports

Unlimited syndication for your enrolled third party websites and providers allows quick and easy exports and updates for your inventory to help boost your marketing efforts.

Monthly Landing Pages

An informative landing page that uses specific keywords gets higher rankings and puts your market in your crosshairs. Increase your non-branded search traffic.

Quarterly Press Release

Get word out quickly about your event, promotion, or unique features with a press release. Your press release is distributed to high-quality sources that post your content and give you valuable backlinks.