



DEALER INSPIRE

MAZDA CERTIFIED INNOVATOR

WEBSITE PACKAGES	Standard \$899	Advanced \$1,999	Dominate \$2,599
Data Driven Fixed Design	✓		
Data Driven Design		✓	✓
Responsive Design	✓	✓	✓
Inventory Feed	✓	✓	✓
Rebates and Incentives	✓	✓	✓
Basic "Thank You" Pages after conversion	✓	✓	✓
Smart Credit Application	✓	✓	✓
Reputation Widget	✓	✓	✓
Google Analytics	✓	✓	✓
Website Hosting	✓	✓	✓
Goal/Conversion Tracking	✓	✓	✓
Wordpress based CMS with over 1000 Configurable Options	✓	✓	✓
Support of all Required 3rd-Party Integrations	✓	✓	✓
Mazda Support	✓	✓	✓
Search Engine Optimization Set-up (SEO)	✓	✓	✓
Meta Titles & Descriptions	✓	✓	✓
Breadcrumbs	✓	✓	✓
Open Graph	✓	✓	✓
Canonical Tags	✓	✓	✓
301 Redirects for the Top Pages on Previous Websites	✓	✓	✓
Authorship Google Plus Connection	✓	✓	✓
Schema.org and Rich Snippet Creator	✓	✓	✓
6 Dedicated Call Tracking Numbers (minutes additional and billed based on usage)	✓	✓	✓
Enhanced Apple + Android Service Specials		✓	✓
SSL Support		✓	✓
Personalizer and Geofencing		✓	✓
Event Plugins		✓	✓
TruROI Dashboard		✓	✓
Price Alert Emails		✓	✓
Sales, Traffic, and AOR/DMA Mapping in Dashboard		✓	✓
Roxanne Advanced TruROI Dashboard			✓
Apple + Google Wallet Integration with Geo-activated Notifications			✓
Real-time Lease and Payment Calculator			✓

CONVERSATIONS	PRICE
Conversations (Self-Managed with Ana Bot)	\$400/mo
Conversations (Managed Chat - up to 50 chats)	\$600/mo
Conversations (Unlimited Managed Chat)	\$800/mo
Conversations 2.0 (Self Managed with Trade-In Eval Tool)	\$600/mo
Conversations 2.0 (Managed Chat with Trade-In Eval Tool - up to 50 Chats)	\$800/mo
Conversations™ 2.0 (Managed Chat with Trade-In Eval Tool - Unlimited)	\$1,000/mo

ONLINE SHOPPER	PRICE
Online Shopper™	\$1,200/mo
Online Shopper™ (Off Platform)	\$900/mo

*Online Shopper™ requires a \$600 one-time set-up fee

MANAGED SERVICES	PRICE
Standard - 800 credits	\$500/mo
Advanced - 1750 credits	\$1,000/mo
Dominate - 2750 credits	\$1,500/mo

ADDITIONAL PRODUCTS & UPGRADES	PRICE
Lease/Payment Calculator	\$449/mo
Call Tracking Minutes	\$0.06/minute
Call Tracking Additional Phone Numbers	\$5/line
Creative Asset Creation	\$100/piece
Email Marketing (up to 2 emails/mo - up to 100k addresses)	\$749/mo (\$750 Set-Up Fee)
DealerTrack / Route One Integration	\$99/mo
Conversion Rate Optimization (CRO)	\$100/hr
Social Media Posting (3-5 posts per week per platform)	\$624/mo
Social Media Setup	\$499 one-time
Video Services	\$124/hr + travel
Apple Wallet Integration	\$199/mo
Apple Wallet Integration with Geo-activated Notification	\$249/mo
AudioEye® ADA Website Accessibility	\$350/mo
Analytics Package A	\$1,000/mo
Analytics Package B	\$2,000/mo
GA4 Package	\$4,500 one-time
Google Business Profile Cars for Sale	\$79/mo



ADDITIONAL PRODUCTS & UPGRADES	PRICE
PRIZM™ Enhanced	\$199/mo
Vehicle Configurator	\$199/mo
Unlimited Exports	\$199/mo
Facebook Inventory Exports	\$149/mo
Single Site (Multi Language Toggle)	\$349/mo
Separate Multi-Language Site	\$999 (\$999 Set-Up Fee; \$100 Per Page Set-Up)

