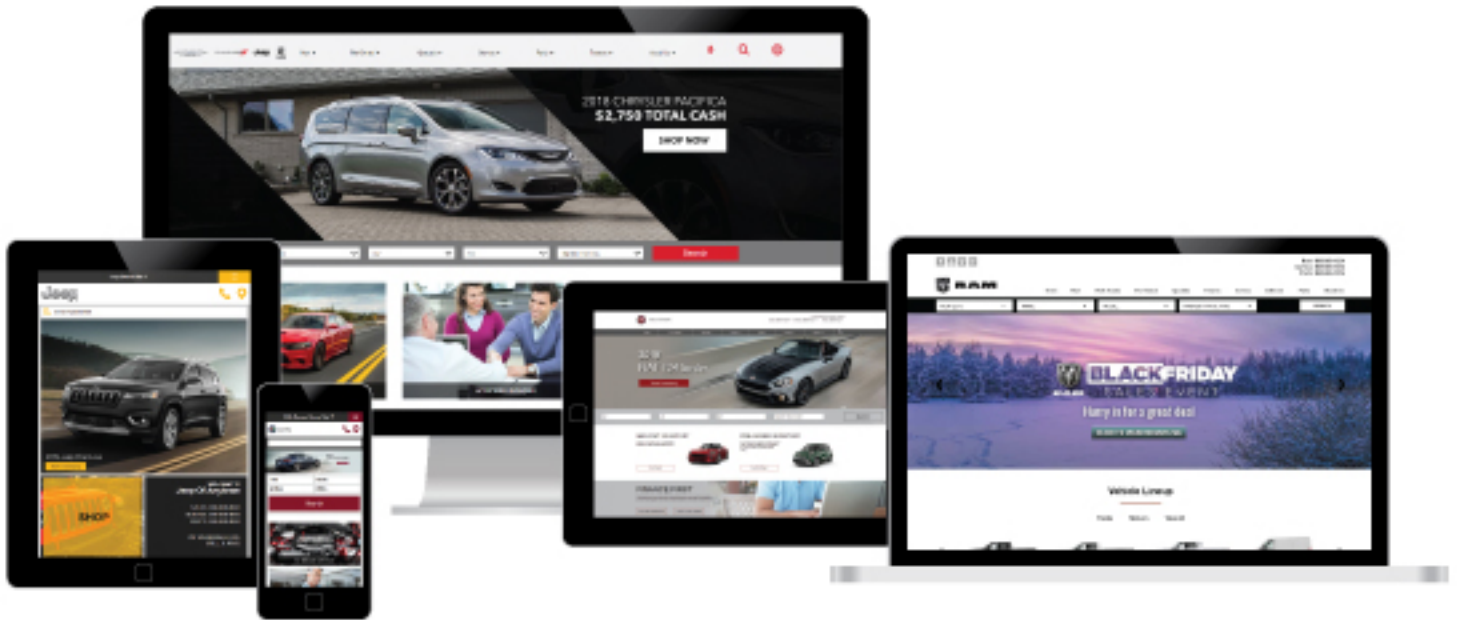**DEP**

DEALER ePROCESS

FCA DIGITAL

FCA EXCLUSIVE WEBSITE DESIGN

Your website is your dealership's first impression to all the shoppers in your market, so you better make it a good one. At Dealer eProcess, we create website designs that not only look spectacular, but use data-driven design components that allow us to make the highest converting website platform out there. Our sites are lightning fast, mobile first, and built to convert!

ADA COMPLIANT

Lawmakers have been cracking down on dealership websites that are not compliant with ADA guidelines. The last thing you need to worry about is getting sued for having a website provider that does not build ADA compliant sites. With DEP, you never have to worry about that.

SSL SECURITY

Google rewards sites that are SSL secure with higher search rankings. Plus, it's always important to secure your customers' information on your platform. SSL secure sites keep your customers' data secure and gives Google a reason to rank your site higher in search!

VOICE SEARCH

Following the increasing trend of voice-activated technology, Voice Search allows customers to navigate our sites by simply talking. All they need to do is click the microphone button on the homepage and say what they want to see, such as inventory, service hours, or current incentives. In a matter of seconds they can check if the model they are searching for is in stock and get directions to the dealership!

SITE SEARCH

Google has trained the world on how to easily search for anything they're looking for, and we feel that your website should offer the same familiar experience. With our real-time site search, customers can type in what they're looking for, and the site will automatically present them with all the website content that matches their search.

MEGA MENUS

With DEP's Mega Menus, website navigation is quick and easy. Within this complete menu system, customers can find everything from full inventory listings to parts and service coupons. The customer never has to dig into your site to find the content they're looking for because our Mega Menus bring it straight to them. Plus, by incorporating more relevant website content into the menu bar, Google gives your site more authority than ever before.

APPLE & GOOGLE INTEGRATION

Most people open up their smartphone before they even get out of bed in the morning, so it's crucial for your website to integrate with this technology. Apple and Google integration can send everything from directions to coupons straight to the native apps on your customers' phones.

$99.95 OR LESS PER AXLE

BRAKES

$99.95 or less per axle

Most ACDelco Advantage brake pads installed includes rotor inspection

Turning or replacing rotors, all other services, and tax extra. Excludes medium-duty trucks, high performance parts, and other select vehicles. Offer ends 10/31/19.

Apple Wallet · G Pay · Print

WEBSITE PERSONALIZATION

Website personalization is commonplace for all major ecommerce sites out there, so it needs to be a part of your dealership's website. Customers these days want your site to bring them the content they're looking for, not the other way around. DEP's Website Personalization Engine gives your customers the "Amazon experience" by bringing the most relevant content to every shopper whenever they visit your site.

SEARCH
The Smart Search bar prompts each customer to continue researching the vehicles they've shown the most interest in.

SERVICE
If the visitor recently bought a car from you, homepage content will switch to focus on service offerings.

BANNERS
Each customer sees banners custom-tailored their needs and interests.

CUSTOM VIDEOS
Your homepage becomes a video gallery of all the vehicles the customer is currently viewing, giving them quick access to those vehicles.

MODEL SCROLLER
Your website model scroller gives the customer one-click access to the models they've viewed on your site.
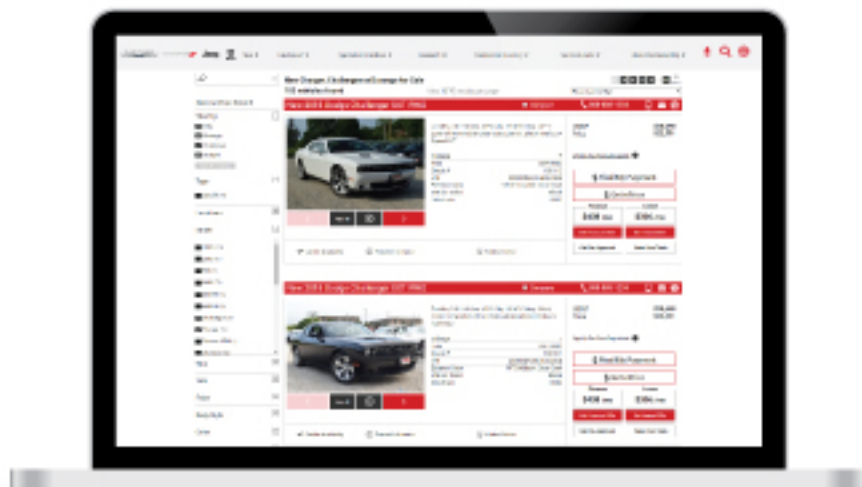
CHAT
The chat box will show info and prompts regarding specific vehicles the customer has shown interest in.
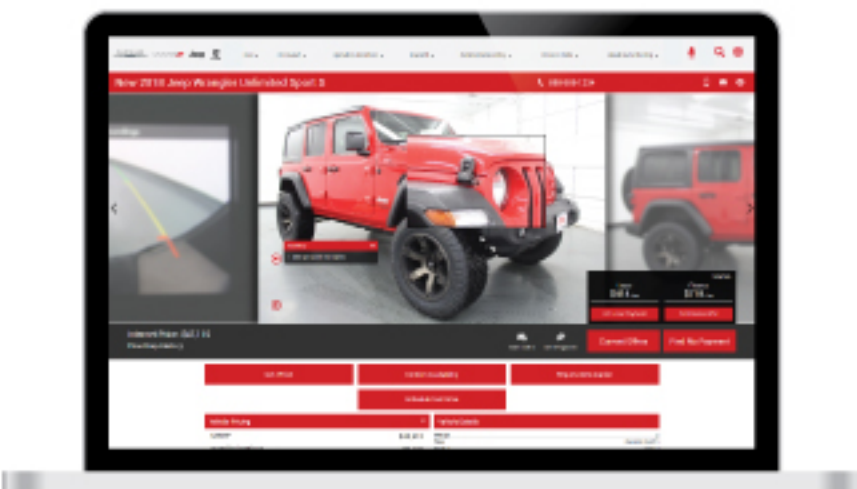
MOST FUNCTIONAL SRP

With today's shoppers using their mobile devices to shop for cars, the number of pages a customer views on a website is lower. This means your customers are less likely to get past the SRP. Because of this, your SRP has to have as much functionality as possible in order to convert more of your web traffic. This is why we built our SRP to be the most functional and robust in the industry.

- All Vehicle Photos & Max Photo Size
- Video Integration
- Custom Pricing Display
- Lease/Purchase Payments
- Pricing Calculations with Disclaimers
- Monthly Payments
- Custom Call-to-Action Buttons
- Price Drop Alerts
- One Minute ePrice
- Price Unlock
- Detailed Vehicle Info & Comments
- Side-by-Side Comparison
- Window Stickers & Brochures
- 3rd Party Integrations

MOST ADVANCED VDP

For the customer that wants to take a closer look at a vehicle on your site, we've developed the industry's most complete Vehicle Details Page (VDP). A shopper on the VDP is looking for information beyond the basic "VIN details" of that car.
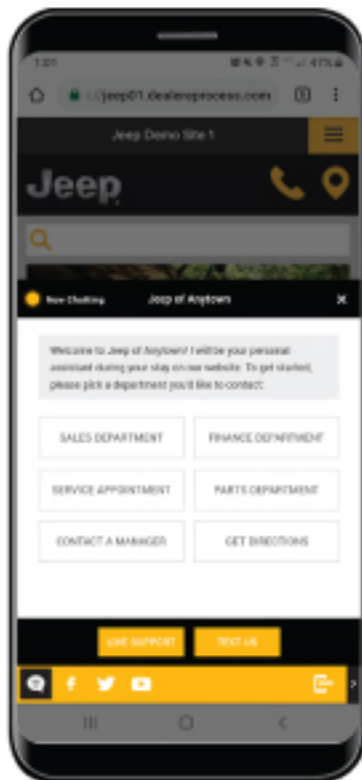
4K Photos with Hot Spots & Hyper Zoom •
Vehicle Inventory Videos •
360° Interior & Exterior Views •
Vehicle Details & Installed Options •
Unlimited Customizable Pricing Fields •
Automated Incentives, Rebates, & Specials •
Lease/Purchase Payments •
Trade-In Evaluation •
Price Drop Alerts •
One Minute ePrice •
Price Unlock •
Owner's Manuals •
Window Stickers & Brochures •
NHTSA Safety Crash-Test Ratings •
Green Score Ratings •
Vehicle Awards & Accolades •

HI-RES IMAGES WITH HOT SPOTS & HYPER ZOOM

Customers now have the ability to zoom into your hi-res vehicle images for an even more detailed view of the vehicles on your lot. With DEP exclusive Hot Spots, we can layover vehicle info on your photos. Now, customers can truly experience your inventory directly on your website.

AutoBot

AutoBot features artificial intelligence that conducts a conversation on behalf of the dealer. Answers are programmable ahead of time so dealers can ensure both consistency and accuracy with the responses. With AutoBot, you have the potential to reach customers more efficiently, with high levels of customer engagement.

Co-Managed AutoBot with Texting

Artificial intelligence conducts a conversation on behalf of the dealer while allowing dealership personnel to jump into the conversation at anytime to take over.

Dealer Managed Chat

Our Dealer Managed Chat puts you in charge of the conversation with consumers, allowing you to easily manage chats, send links to consumers, and get them to walk into the showroom!

Co-Managed Chat with Texting

DEP manages all chats 24/7/365. You can watch chats happen in real time while having the ability to jump in and take over the conversation from our trained live chat agents. This style of chat allows you to have the best of both worlds and complete live chat coverage.

Dealer Managed Texting

Two-way texting allows your customers to initiate an SMS text message directly with your dealership personnel. Efficiently track all messages, improve customer satisfaction, and increase response rates within your dealership.

LOCAL SEO & REPUTATION MANAGEMENT

CUSTOM CONTENT

According to Google, content is a top ranking factor. Most dealers simply don't have the time or resources to be adding relevant, original content to their site on a regular basis. We ensure they get customized articles uploaded on their site every month. From new vehicle overviews and model comparisons, to service and finance information, we create engaging content that covers all aspects of your dealership!

KEYWORD RANKING REPORT

Improving your on-site optimization starts by creating relevant and consistent content. You then need to monitor the performance and impact that content has within search engine results. Identifying that impact starts by tracking your rankings for specific target keywords. Our Keyword Ranking Report includes metrics such as your average position, position fluctuation and top 10 keywords across all major search engines, all locations and all devices.

LOCAL LISTINGS MANAGEMENT

There are hundreds of online directories. Consistency across all of them is necessary to build authority with search engines, which ultimately leads to better rankings. However, monitoring and managing all directories to ensure business info (i.e. name, phone, address, hours, etc.) is consistent and accurate can be difficult and time consuming. Local Listing Management, powered by Dealer Watch, keeps all your online business listings up-to-date for you.

REPUTATION MANAGEMENT

Search Engines are taking into account the amount of quality, positive reviews your dealership accumulates. Maintaining your online reputation is necessary not only from an SEO perspective but can significantly impact your revenue stream. Our Reputation Management platform, powered by Dealer Watch, allows dealers to seamlessly monitor online reviews and social media mentions to ensure a positive brand identity is represented.

USED CARS NETWORK

'Used Cars' is the most searched term for the automotive industry and the most difficult search term to win organically, which is why the top positions are held by large automotive portals thanks to their size and inventory. The strategy behind the Used Cars Network is to drive more local traffic to your website coming from 'used car' searches and give an additional platform on which to showcase your used car inventory.

CARoi - DMS Attribution

We pull in all website and digital marketing data and match it to all DMS sales activity, providing a report that shows dealers what IS, and IS NOT helping sell cars. Tying together both online and offline data, 3rd party vendors, and more, we are able to give the exact formula of what produces the best results.

eAutoAppraise

The eAutoAppraise trade-in tool is consistently the top converting lead form on our dealers' sites, and it's easy to see why. By utilizing the power of Blackbook, KBB, or NADA Guides, you can give consumers an exact valuation for their vehicle in a matter of seconds!

eCreditApp (Lite)

Are your finance leads down? It's probably because you're finance application is too complicated. But with eCreditApp, you'll get more leads than you ever have before because it's simple and to the point. Consumers love it, and you will too!

DriveCentive

With our logic-based DriveCentive platform, offers can be strategically placed in front of the right customers to give them that final push needed to get them into your showroom. Based on data, such as where a car shopper is located geographically or how many times have they been to the website, a targeted offer will automatically be offered to them. No more waiting for gift card redemptions, simply fill out the personalized offer and the dealer receives a high-quality lead directly to their CRM.

DEPi

When you choose DEPi for your online dealership management solutions, you get access to sophisticated, state-of-the-art automotive inventory and data management software and services. With multiple packages, services, and tools, DEPi is able to serve a dealer's individual needs in regard to your data and how hands-on you want to be with it. Our automated and DIY tools are crafted and utilized to save your dealership time and money on vital automotive data and inventory management.

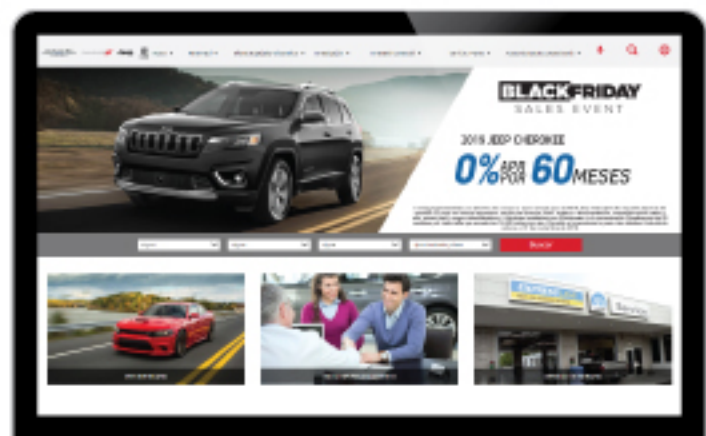**GET**
COLLECT
INVENTORY DATA

EDIT
ENCHANCE
RAW DATA

DELIVER
PUBLISH RICH
CONTENT

REAL-TIME SYNDICATION
ALLOWS REAL-TIME ON-DEMAND UPDATES FOR ALL NETWORK PARTNERS

SPANISH WEBSITES

The fastest growing group of car buyers in the country is Spanish speaking shoppers. You might think Google Translate has you covered, but you'd be wrong! Translation tools do not work, period. That's why you need a Spanish language site built from the ground up. Not only do our Spanish sites speak to your Hispanic shoppers in a way that makes sense, but it also helps rank your site higher in Google when search settings are set to Spanish.

DEP | FCA DIGITAL

CERTIFIED WEBSITE PROGRAM

PRODUCTS & FEATURES	BASE PACKAGE	PREMIUM PACKAGE
Responsive Website	X	X
ADA Compliant Website	X	X
SSL Site Security & HTTPS Connection	X	X
Keyword Site Search	X	X
Mega Menu	X	X
Mega Menu Manager	X	X
Choice of Advanced VDP or VDPxL	X	X
New Vehicle Stock Photos	X	X
Vehicle Photo Hot Spots & Hyper Zoom	X	X
Vehicle Showroom	X	X
Price Unlock	X	X
Price Drop Alerts	X	X
Manufacturer Incentives & Rebates	X	X
Safety Crash Test Rating	X	X
Green Scores	X	X
Awards & Accolades	X	X
Vehicle Brochures	X	X
Owner's Manuals	X	X
2-Part Lead Forms	X	X
One-Touch Forms	X	X
Apple Wallet/Google Pay Integration	X	X
Website Grader	X	X
InSites1 – Advanced Reporting	X	X
8 Call Tracking Numbers	X	X
Testimonial Manager	X	X
Content Library	X	X
Media Manager	X	X
Coupon Manager	X	X
Vehicle Details Page Editor	X	X
Responsive Custom Page Builder	X	X
CPE Tracking	X	X
iSpy	X	X
Dedicated Account Executive	X	X
Dealer Managed Chat		X
Unlimited Text		X
Local SEO & Reputation Management		X

- Advanced Article Network
- Aggregated Reviews
- Review Monitoring
- Competitor Benchmarking

- Automated Sentiment Analysis
- Proactive Dealer Review Alerts
- Social Media Activity Monitoring
- Hashtag Metrics & Trend Analysis

- Ongoing Data Submission
- Local Business Page Optimization
- Duplicate Listing Removal
- Comprehensive SEO Reporting

- Manual Claiming of Google, Facebook, & Yelp
- Geocode Distribution for Maps & GPS Devices
- Directory-Wide Holiday Hour Updates
- Protection Against Listing Contamination

PRODUCTS & FEATURES

eAutoAppraise - Trade-In Tool

Values determined by BlackBook or NADA guides. Integrated dealer inventory and real-time pre-approval credit soft pulls. (Includes 100 Soft Pulls)

eCreditApp Lite

Quick 3-step pre-approval lead generator with integrated dealer inventory.

Co-Managed Chat
(Facebook Connect Included)

24-7-365 proactive live chat that allows dealership personnel to jump into a live chat anytime to take over the assist. (Up to 50 chats/mo)

AutoBot

Artificial intelligence that conducts a conversation on behalf of the dealer. Answers are programmable ahead of time so dealers can ensure both consistency and accuracy with the responses.

Co-Managed AutoBot

Artificial Intelligence conducting a conversation on behalf of a dealer that allows dealership personnel to jump into the chat and take over.

Dealer Managed Chat/Text
(Facebook Connect Included)

Puts you in charge of the conversation with customers, allowing you to easily manage chats, send links to consumers, and get them to walk into the showroom.

Unlimited Text

Two-way texting allows your customers to initiate an SMS text message directly with your dealership personnel. Efficiently track all messages, improve customer satisfaction, and increase response rates.

CARoi - DMS Attribution

Using DMS data, connect all the dots between your online and offline business, giving you the complete picture of exactly where your sales and revenue are coming from.

Spanish Website

Responsive website with complete Spanish translation.

**DealerTrack or RouteOne
Credit Application Integration**

Allows a finance application filled out on the website to be sent directly to a dealer's DealerTrack account for ease of pulling credit and submitting to lenders.

Email Hosting

Unlimited mailbox email hosting.

DEPi IMS

Engage your online customers by getting your cars out of the inventory mangement process and up in front of shoppers quickly, easily and accurately.

DEPi IMS+

Additional inventory management such as upload capabilities, comment generators, hot spots, price cast, data transfer and stock images.

Basic Vehicle Inventory Video

Dynamically created narrated video using dealership inventory photos.

Banner Creation

3 turnkey homepage graphic banners per month.

Custom Content

SEO-optimized custom content and reporting prepared exclusively for the dealer. (4 pages/mo)

Dealer Watch - Reputation Management

Online reputation and social media management tool with automatic review import.

Local Listing Management & Keyword Report

Keep your online business listings up-to-date and available wherever and however your customers are searching for you.

DriveCentive - Incentive Program

Incentive program customized to a customer's search history or based on geo-fencing.

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dealereprocess.com