

Market Intelligence		Included
Perfect Market [®]		
Nightly DMS Sales & Service Transactional Data Perfect Prospect Map ZIP Code Ranking/Scoring		
Data Mining		Included
Perfect Prospect [®]		
Data Cleansing with 5 year NCOA Ownership Verification Equity Mining		
Offer Management		Included
Offer Dynamics		
Offer Management Platform Dynamic VIN Payment Calculator OEM Incentive/Rebate Integration Disclaimer Generator	Personalized Coupon Management Platform (active, lost, conquest) Automated Daily Updates Legal & Compliant Offers	
Inventory Sync		
Daily Sync (new & pre-owned)		
Upgrade Matrix [®]		
Trade Pattern Prediction		
Automated Marketing		Included
Campaign		
Multi-Channel API Intelligent VIN-Based Campaign Creation (applied to all add-on products) Creative Campaign Portfolio (sales & service) Unlimited Call-Tracking Phone Numbers (text-enabled)		
Email		
Unlimited PIN Email Deployment (sales & service)		
Personal Portal		
Dynamic Personal Shopping Portals (mini website) VDP Extension Page (optional) Complete Vehicle Details (imagery, specs, options)	Apple Wallet Integration for Coupons Customer Activity Tracker	
Opportunity Tracking		Included
Hot Opps		
Opportunity Dashboard Hot Opportunity Alerts CRM Integration		
Call Pop [®]		
Phone Append Service		
Reporting		Included
Insights		
ROI Attribution Campaign Reporting	Sales Forecasting & Budgeting Strategy Recommendations	
TOTAL	Retail: \$3,450/mo. FCA: \$2,415/mo.	

One-Time Data Integration Setup: Retail: \$3,450 | FCA: \$1,950; **Please note:** Platform is not co-op eligible.

Ads

<p>Dynamic VIN-Based Ads Offer Dynamics Integration Automated Keyword Bid & Budget Management Nightly Inventory Updates Nightly Ad Updates (OEM Program / Pricing)</p>	<p>Paid Search (New + Service) Paid Search (Pre-Owned) Online Display Advertising Facebook Advertising (Includes Oracle Data Fees)</p>
--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------

Video



<p>Automated Video Production & Distribution Dynamic VIN-Based Ads Offer Dynamics Integration Behavioral, Remarketing, Custom Search Intent Audiences OEM Creative Integration Nightly Inventory Updates Creation of 30+ videos per month</p>	<p>Advid</p>
---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------

Preferred Pricing

Ads

Ads

Ads + Video Powered by Advid

Paid Search - New
Paid Search - Service
--
\$1,450/mo.

Paid Search - Pre-Owned
--
--
\$675/mo.

Online Display Advertising
Facebook Advertising
Advid
\$1,195/mo.

*All product pricing requires an additional 5% of spend