



Website

	Good \$899/mo.	Better \$1,499/mo.	Best \$2,999/mo.
Offer Management Platform	✓	✓	✓
Dynamic VIN Payment Calculator (to-the-penny payments for price, lease & finance)	✓	✓	✓
OEM Incentive/Rebate Integration	✓	✓	✓
Disclaimer Generator	✓	✓	✓
Automated Daily Updates	✓	✓	✓
Legal & Compliant Offers	✓	✓	✓
Inventory Management	✓	✓	✓
Daily Inventory Sync (new & pre-owned)	✓	✓	✓
Inventory Exports	✓	✓	✓
Responsive Website Design	✓	✓	✓
On-Page SEO	✓	✓	✓
Banner Upload Manager	✓	✓	✓
Automated Sales Specials	✓	✓	✓
Credit Application	✓	✓	✓
Appointment Scheduler	✓	✓	✓
Apple Wallet Integration (for service coupons)	✓	✓	✓
Complete Vehicle Details (imagery, specs, options)	✓	✓	✓
Call Monitoring - 7 lines (300 min. additional min. @ \$0.069/min.)	✓	✓	✓
Google Analytics Integration	✓	✓	✓
Customer Support Team	✓	✓	✓
Apollo Email (Sales & Service)		✓	✓
Personal Portals		✓	✓
Upgrade Matrix®		✓	✓
Customer Activity Tracker		✓	✓
Personal Coupons		✓	✓
Trade Value Tool		✓	✓
DMS Data Cleansing & Appending		✓	✓
SEO Plus - link-building, citation optimization, model research, 1 blog post/mo.		✓	✓
DMS Integration		✓	✓
Transact (Buy Online)			✓
SEO Pro - 1 addtl. blog post/mo., 2 GMB posts/mo.			✓
Performance Director			✓

Available Add-Ons (price per month)

Performance Director	\$599	\$599	Included
Apollo	\$2,450	\$2,450	\$1,299
Custom Banner Creation	\$695	\$695	\$695
Targeted Mail (requires Apollo)	Pricing Varies by Strategy		

Trade Value Tool

	Best \$199/mo.	Included w/ Better Website
Trade Value Tool	✓	✓
Ability to Customize Values Shown & Disclaimers	✓	✓
Dealer Integrated Inventory	✓	✓
Updated Monthly	✓	✓
Black Book Fully Integrated with existing MMNA owners vehicle values	(requires Better Website)	✓
Realtime credit pre-approval soft pull (\$1.75 per pull)		✓

Advertising

 Ads +  Video

	Good \$699/mo.	Better \$1,199/mo.	Best \$1,999/mo.
Unlimited VIN-Based Ads	✓	✓	✓
Offer Dynamics Integration	✓	✓	✓
Automated Keyword Bid & Budget Management	✓	✓	✓
Personal Portal Integration	✓	✓	✓
Daily Inventory Updates	✓	✓	✓
Apollo Text Integration (optional)	✓	✓	✓
Google Analytics Integration	✓	✓	✓
Paid Search - New	✓	✓	✓
Paid Search - Pre-Owned		✓	✓
Paid Search - Service		✓	✓
Display Advertising - Retargeting		✓	✓
Social Advertising - Retargeting		✓	✓
Pre-Roll (Dealer Provided Creative)			✓
Social Advertising - Behavioral			✓
Display Advertising - Behavioral			✓
OEM Creative Integration			✓
Display Advertising - Custom Creative (2 per mo.)			✓
Social Advertising - Custom Creative (4 per mo.)			✓

Available Add Ons (price per month)

	Good \$1,295	Better \$1,295	Best \$1,295
Automated Pre-Roll Video Ads (Advid®)	\$1,295	\$1,295	\$1,295
Advid Custom Video Production:			
• Dealer Logo + Dealer Slogan + Voice Over	\$750	\$750	\$750
• New Creative Concept + New Script	\$1,500	\$1,500	\$1,500

Social Media and Reputation Management

 Social

	Good \$399/mo.	Better \$999/mo.	Best \$1,599/mo.
Reputation Management	✓	✓	✓
Monthly Reporting and Recommendations/Optimizations	✓	✓	✓
Managed Organic Social Media		✓	✓
Facebook Marketplace			✓
Monthly Performance Review			✓
Monthly Strategy Call			✓

Text

 Text

	Good \$499/mo.	Better \$695/mo.
Text-Enabled Marketing	✓	✓
Text Pop	✓	✓
Mobile & Desktop Integration	✓	✓
Inbound Text Opportunity Dashboard	✓	✓
DMS Integration	✓	✓
Data Integration		✓
Trackable Numbers		✓
Lead Management		✓
ApolloGo (Mobile App)		✓