



☰ Dealer

# Pricing & Packages



Certified Provider

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# Website Services



# Packages



EDealer provides the most **technologically advanced and customizable website and inventory management** services, with the largest breadth of lead generation strategies—**backed by the highest-touch support team** in the industry.

	EDealer Essential	EDealer Elite	EDealer Prestige
	Includes EDealer Market Hub <b>\$899 (Until Summer 2025)</b> per site / per month	Includes EDealer Market Hub <b>\$1349 (Until Summer 2025)</b> per site / per month	Includes EDealer Market Hub <b>\$1999</b> per site / per month
VIP Support Team	✓	✓	✓
6 Call Tracking Lines (Minutes Extra)	✓	✓	✓
Build And Price + New Vehicle Showroom		✓	✓
Monthly Customization And Development Support Hours	1 hour	3 hours	5 hours
Dynamic Personalization With New Vehicle Incentives		✓	✓
Facebook Advertising Push		✓	✓
eCommerce - Digital Retail Deposit Plug-In		✓	✓
New Vehicle Payment Incentive Selection Engine		✓	✓
Guaranteed Offer			✓
Google Business Profile Management			✓
Google Maps Performance Tracking			✓
Technical SEO Essential Package			✓
Quarterly Ability To Use 2 Hrs Towards 1 Single Seasonal Department-Focused Page			✓
Dedicated Performance Manager			✓

# EDealer Market Hub

- Dynamic Optimized Inventory** (Car icon)
- Inventory Management** (Car with checkmark icon)
- Inventory Syndication** (Network icon)
- Window Sticker** (Tag icon)
- Video Marketing** (Video player icon)
- Custom Segment Feature** (Target icon)
- Mobile Data Capture** (Phone with camera icon)
- Lead Management** (Dashboard with bar chart icon)
- Secure Credit App/Web Form** (Form icon)
- Email Integration** (Envelope icon)
- CPO Integration** (Puzzle pieces icon)
- Analytics and Reporting** (Bar chart icon)
- Vehicle Data and Options** (Car with gear icon)
- Digital Advertising** (Hand holding device icon)  
*Optional addition*
- Mobile Optimized Inventory** (Phone with gear icon)
- CARFAX Integration** (CARFAX logo)
- Social Media Integration** (Social media icons)

Search All EDealer AU

### Inventory Metrics

Inventory Health: <b>53%</b> <a href="#">View All Inventory</a>	Photos: <b>71%</b> <a href="#">Add Photos to Inventory</a>	Price: <b>81%</b> <a href="#">Add Price to Inventory</a>	Description: <b>17%</b> <a href="#">Add Description to Inventory</a>	Sub Model: <b>95%</b> <a href="#">Add Sub Model to Inventory</a>	Videos: <b>3%</b> <a href="#">Add Videos to Inventory</a>
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### Incoming Lead Activities

Good job! You're all caught up.

**All Caught Up!**  
All incoming leads have been assigned.

[VIEW ALL ACTIVITIES](#)

### Upcoming Tasks

You have 1 upcoming task.

- Schedule inspection  
Due Oct 06, 2022

[VIEW ALL TASKS](#)

### Upcoming Appointments

Good job! You're all caught up.

**All Caught Up!**  
No more upcoming appointments.

[VIEW ALL APPOINTMENTS](#)

Today's leads: <b>0</b>	Unassigned leads: <b>15</b>	Active leads: <b>31</b>	Sold leads: <b>2</b>
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# Lead Generation

# A la Carte



Easy Offer (No Value)

\$199/mo

Easy Offer (With Value)

\$325/mo

**Google Inventory Feed Product (EDealer Client)**

\$150/mo

**Google Inventory Feed Product (Non-EDealer Client)**

\$199/mo

**Search Engine Optimization (SEO)**

Local SEO Essential  
\$215/mo

Local SEO Accelerate  
\$425/mo

General Technical SEO Essential  
\$215/mo

Advanced Applied Technical  
SEO Accelerate  
\$425/mo

**Website Content**

One-Time Charge

Basic  
\$750

Basic Bilingual (English & French)  
\$1,500

Complete  
\$2,000

Complete Bilingual (English & French)  
\$4,000

**Content Marketing**

New Vehicle Content Marketing Plus  
\$525/mo

New Vehicle  
Content Marketing Accelerate  
\$950/mo

Fixed Operations/Used Vehicles  
Content Marketing Plus  
\$525/mo

Fixed Operations/Used Vehicles  
Content Marketing Accelerate  
\$850/mo

**Email Marketing Service**

Monthly  
\$640/mo

Semi-monthly  
\$1,060/mo

**Call Tracking**

\$0.10/min.  
Metered

6 lines, 1200 min.  
\$300

10 lines, 1200 min.  
\$450

15 lines, 2500 min.  
\$650

**Vehicle Descriptions (per unit)**

Automated  
\$3

Custom  
\$5

# A la Carte



Facebook Advertising Push \$100/mo

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Google Inventory Advertising Push \$150/mo

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Google VA Inventory Feed \$150/mo

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Website Rebuild \$2,250 (one time)

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Dynamic Form Setup \$215 (for each set up)

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Facebook / Instagram Shop - EDealer Client \$150/mo

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Facebook / Instagram Shop - Non EDealer Client \$199/mo

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Inventory Syndication Package (Facebook Shop + Google Product Listings - EDealer Client) \$250/mo

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Inventory Syndication Package (Facebook Shop + Google Product Listings - Non EDealer Client) \$350/mo

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Creative services \$50/hr

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Animation Pack - Plus \$165/mo

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Animation Pack - Accelerate \$325/mo

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DMS switch \$350

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DealerTrack Integration \$199/mo

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# EDealer & Google

The badge recognizes the highest tier of excellence with:

- Utilizing **Google products and services**
- Applying industry **best practices and strategies**
- Delivering best-in-class **advertising performance**

Google provides EDealer with the following resources to make your digital strategy the best in class:

- **Specialized training** + new-to-market insights
- **Exclusive access** to data + tools
- **Priority access** to pilots + betas

**Premier Google Partners** strive for excellence as well as customer growth and success.



EDealer is a proud  
**Google Premier Partner!**



**Premier Google Partners** are digital marketing companies vetted & trusted by Google.



# Campaign Types



## Search Advertising

**Purchase ads on the world's biggest search engine, Google.**

Amplify the quality of website traffic and lower your overall customer acquisition costs with the strongest ROI metrics in automotive marketing



## Dynamic Inventory Advertising

**Advertise the right vehicle at the right time, every time.**

We advertise your inventory exactly as it's shown on your website. An ad is created as and when a new vehicle is added to your inventory. If the vehicle gets sold, its ad will be removed on the same day. These ads are available on both Google and Facebook platforms.



## Display Advertising

**A picture is worth a thousand words...**

We create visual ads focused on your dealership, preferred models, or promotions that you want to share. These target in-market shoppers, as identified by the prospective customer's browsing history. These ads are available on both Google and Facebook platforms.



## Video Advertising

**... but a video can stop scrolling dead in its tracks.**

Whether you've got an in-house video team or branded OEM assets, video advertising engages millions of users each day. Each campaign is created using the creative assets available, using various placements on YouTube, Facebook or Instagram.



## Demand Generation Advertising

**Focus your messaging where customers spend the most time—on their mobile devices.**

1 in 3 consumers say they have purchased something on Google feeds that they were not originally shopping for. Target shoppers in Google-owned apps with products to push customers into the consideration phase.



## Asset-Driven Advertising

**Use the right assets to put together ads cross-platform.**

Designed to help you find more converting customers across all of Google's channels like YouTube, Display, Search, Discover, Gmail and Maps, Performance Max helps you drive performance based on your specified conversion goals using Smart Bidding.

# Strategy Examples



## Branding Campaigns

### Build a stronger brand for your dealership.

From ensuring the top of the SERP is owned by the dealership, in addition to preventing conquesting against your brand name, these campaigns help communicate to your prospective customers who are at the right buying stage to consider which store to choose.



## OEM Promotion Campaigns

### Amplify your Tier 1 offers for your store's inventory.

Leverage your OEM's strategic cash incentives, finance or lease rates to move the inventory you have in-store right now—pair these offers with dynamic inventory campaigns to really drive home the message that your dealership is the place to buy *that* vehicle.



## Custom Strategy Campaigns

### Advertising should suit your dealership's goals, not just the OEM's.

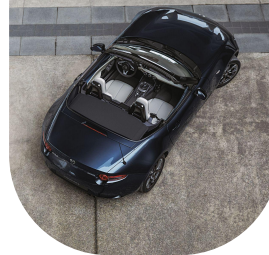
We're not here to package you up into the same box as everyone else—share your goals and ideas with your Senior Digital Advertising Strategist and we'll help find a custom solution to help get you over the finish line!



## Parts & Service Campaigns

### Strengthen your fixed operations' digital presence.

Service campaigns target vehicle owners by highlighting special offers for brand-specific service, genuine OEM parts or manufacturer-quality detailing to entice customers to visit your dealership instead of just the local tire shop or drive-thru oil change centre.





# Pricing

Our management fee pricing is based on the dealership budget.

**With no pre set binding packages**, a dealership can run full suite of campaigns across search, display, retargeting, conquensing and video with a total budget of \$3,000 and would pay the same management fee as a dealership spending \$3,000 on exclusively search.

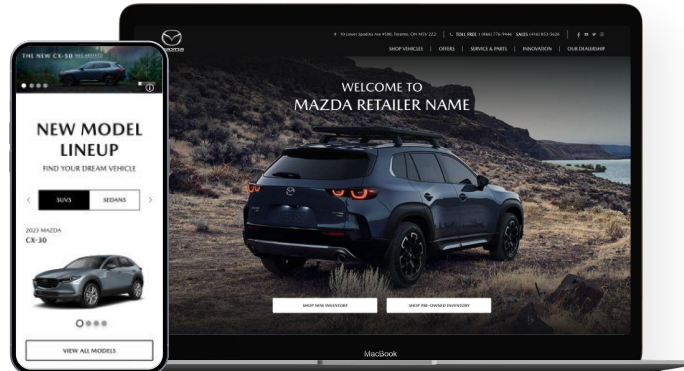
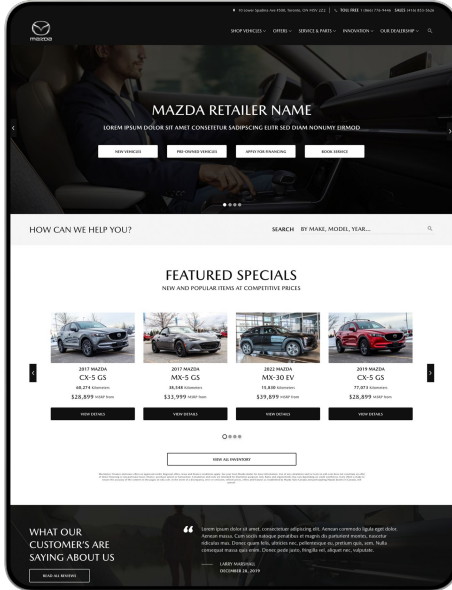
**We offer all of our dealer partners a flat 23% management fee** that includes account management, creative, reporting, analysis and more.

For dealers spending over \$5000 monthly, unlimited custom ad creatives are provided each month.

Managed Digital Advertising fee

# 23%

of advertising spend



*At EDealer, our focus is to offer effective yet simple solutions that are customized to specific needs of our customers*

 Dealer

The **complete solution** for  
today's car dealer.

Sign Up Today



**Chat with Sales**

We're here to help.

[OEM Email Address](#)



**Call Us**

Mon - Fri from 8am - 8pm EST.

1 (866) 776-9446



**About Us**

Check out our website.

[Learn More](#)