



DEALER INSPIRE

MAZDA CANADA CERTIFIED INNOVATOR

WEBSITE PACKAGES	BASE \$1,099	UPGRADE 1 \$1,799	UPGRADE 2 \$2,699
Fixed Design	✓	✓	✓
Website Hosting	✓	✓	✓
Responsive Mobile Ready Website	✓	✓	✓
Inventory Feed	✓	✓	✓
Rebates and Incentives	✓	✓	✓
Basic "Thank You" Pages After Conversion	✓	✓	✓
Custom Blog or News	✓	✓	✓
Smart Credit Application	✓	✓	✓
Reputation Widget	✓	✓	✓
Google Analytics	✓	✓	✓
Goal/Conversion Tracking	✓	✓	✓
6 Dedicated Sales and Service Call Tracking Numbers	✓	✓	✓
Wordpress Based CMS with Over 1000 Configurable Options	✓	✓	✓
Support of all Required 3rd-Party Integrations	✓	✓	✓
Technical Support	✓	✓	✓
Search Engine Optimization Set-up (SEO)	✓	✓	✓
Meta Title/Description	✓	✓	✓
Open Graph	✓	✓	✓
Canonical Tags and 301 Redirects (for the top pages on previous website)	✓	✓	✓
Authorship G+ Connection	✓	✓	✓
Schema.org and Rich Snippet Creator	✓	✓	✓
SSL Support	✓	✓	✓
Enhanced Apple and Android Service Specials		✓	✓
Personalization with Geofencing		✓	✓
Event Plugins		✓	✓
TruROI Dashboard		✓	✓
Price Alert Emails		✓	✓
Sales, Traffic, and AOR/DMA Mapping in Dashboard		✓	✓
Real-time Lease and Finance Calculator			✓
Roxanne Advanced TruROI Dashboard			✓
Apple and Google Wallet Integration with Geo-activated Notifications			✓

*All prices shown in CAD





A LA CARTE

ONLINE SHOPPER	PRICE
Online Shopper™	\$1,500/mo
Online Shopper™ Set-Up Fee	\$600 one-time

CONVERSATIONS	PRICE
Conversations™ Messaging (Self Managed)	\$349/mo
Conversations™ Messaging (Managed Chat up to 50 chats)	\$549/mo
Conversations™ Messaging (Managed Chat Unlimited)	\$849/mo
Conversations™ 2.0 (Self-Managed with Trade-In Eval Tool)	\$499/mo
Conversations™ 2.0 (Managed Chat with Trade-In Eval Tool - up to 50 chats)	\$749/mo
Conversations™ 2.0 (Managed Chat with Trade-In Eval Tool - Unlimited)	\$1,149/mo

ADDITIONAL PRODUCTS & UPGRADES	PRICE
Lease/Payment Calculator	\$578/mo
Call Tracking Additional Phone Numbers	\$6.43/line
Content Creation	\$129/piece
Conversion Rate Optimization	\$129/hour
Social Media Posting (3-4 Posts per Week per Social Platform)	\$900/mo
Social Media Setup	\$642 one-time
Video Services	\$161/hour + travel
TruROI Dashboard	\$127/mo
Personalizer with Geofencing	\$127/mo
Apple Wallet Integration	\$256/mo
Apple Wallet Integration with Geo Activated Notifications	\$283/mo
Inventory 3rd Party Exports	\$180/mo
METAL™ (DI IMS) with Exports	\$399/mo
METAL™ (DI IMS) without Exports	\$199/mo
DealerTrack Credit App Integration	\$180/mo
AudioEye®	\$250/mo

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