




**INFINITI.**

# DEALER INSPIRE

INFINITI CERTIFIED INNOVATOR

PACKAGE SOLUTIONS	Standard \$1,199	Advanced \$1,899	Dominate \$2,799	Digital Retailing \$3,599
Modern Template Design	✓	✓	✓	✓
Responsive Mobile Ready	✓	✓	✓	✓
Https Secure Site	✓	✓	✓	✓
Inventory Feed/ OEM Incentives	✓	✓	✓	✓
Rebates and Incentives	✓	✓	✓	✓
Smart Credit Application	✓	✓	✓	✓
Instant Site Search	✓	✓	✓	✓
CRO Team & Integrations (Google Analytics, Adobe Analytics)	✓	✓	✓	✓
Performance Tools (Optimizely, Hotjar, Clicky)	✓	✓	✓	✓
Support of all Required 3rd-Party Integrations	✓	✓	✓	✓
Breadcrumbs	✓	✓	✓	✓
8 Dedicated Call Tracking Phone Numbers (500 minutes/month included - additional minutes based on usage)	✓	✓	✓	✓
Retailer & Shift Digital user administrative access for metrics, site editing, inventory management & other dealer controllable features.	✓	✓	✓	✓
Custom Design		✓	✓	✓
Personalizer with Geofencing		✓	✓	✓
True ROI Dashboard & Roxanne		✓	✓	✓
Event Plugins		✓	✓	✓
Price Alert Emails		✓	✓	✓
Apple + Google Wallet Integration		✓	✓	✓
Conversations™ (25 Managed Chats)		PICK ONE	✓	✓
<b>OR</b> Real Time Lease and Payment Calculator			✓	✓
Conversations™ (Managed Chat Unlimited)			✓	✓
Online Shopper™				✓
Creative Services - Website Only			✓	✓
Creative Services - Social Ads				✓



CONVERSATIONS	PRICE
Conversations™ - Self Managed	\$400/mo
Conversations™ - Up to 50 Managed Chats	\$600/mo
Conversations™ - Unlimited Managed Chat	\$800/mo
Conversations™ 2.0 - Self Managed	\$600/mo
Conversations™ 2.0 - Up to 50 Managed Chats	\$800/mo
Conversations™ 2.0 - Unlimited Managed Chat	\$1,000/mo

\*Conversations™ 2.0 comes with automatic TradePending® evaluation tool built-in


\*\*Managed chats cost \$3.00 ea. per average. Please confirm your package is the right fit for your dealership. Availability to upgrade to a higher package is available at any time.

ONLINE SHOPPER	PRICE
Online Shopper™	\$1,200/mo
Online Shopper™ (Off Platform)	\$900/mo

\*Online Shopper™ requires a \$600 one-time set-up fee

MANAGED SERVICES	PRICE
Standard - 800 credits	\$500/mo
Advanced - 1750 credits	\$1,000/mo
Dominate - 2750 credits	\$1,500/mo

ADDITIONAL PRODUCTS & UPGRADES	PRICE
Lease/Payment Calculator	\$529/mo
Call Tracking Minutes	\$0.07 per min
Call Tracking Addtl Phone Numbers	\$5 per number
Creative Content Creation	\$149 per piece
Email Marketing - 2 Email Campaigns, Up to 100K Emails	\$950/mo (\$750 one time set up fee)
Conversion Rate Optimization	\$125 per hour
Social Media Posting (3-5 Posts per Week per Social Platform)	\$749/mo
Social Media Setup (one-time fee)	\$499
Google 360 Business View	\$799 per location + travel
FUEL	\$200/mo
Video Services	\$175 per hour + travel
Apple Wallet Integration	\$195/mo

 ADDITIONAL PRODUCTS & UPGRADES	PRICE
Apple Wallet Integration with Geo Activated Notifications	\$239/mo
AudioEye® ADA Website Accessibility	\$350/mo
3rd Party Incentives Exports	\$35
Analytics Package A	\$1,000/mo
Analytics Package B	\$2,000/mo
GA4 Package	\$4,500 (one-time)
Google Business Profile Cars for Sale	\$79/mo
PRIZM™ Enhanced	\$199/mo
Unlimited Exports	\$199/mo
Facebook Inventory Exports	\$149/mo
Single Site (Multi Language Toggle)	\$349/mo
Separate Multi-Language Site	\$999/mo. (\$999 Set-Up Fee; \$100 Per Page Set-Up)
DealerTrack / Route One Integration	\$99/mo

DIGITAL ADVERTISING	MANAGEMENT FEE
<p><b>Choose up to three platforms:</b></p> <p>Google Paid Search      YouTube</p> <p>In-Market Display      Microsoft Ad Center</p> <p>Programmatic      Twitter Paid Social</p> <p>Facebook      Local WAZE Advertising</p> <p><small>*Additional Platforms \$250 Each. Custom Creative add \$200 per piece.</small></p>	<p>Spend Under \$4,999</p> <p><b>22% Management Fee</b></p> <p>Spend Over \$5,000</p> <p><b>\$1,100 Flat Fee</b></p>

FUEL: SEARCH & DISPLAY	PRICE
<p>Our dynamic advertising program maximizes the impact of your ad budget by creating customized, highly-targeted text ads and keyword lists based on real-time inventory data and conditional logic.</p>	<p>\$200/mo</p>

SEO PACKAGES	STANDARD \$1,499	ADVANCED \$2,299	DOMINATE \$2,899
Keyword Optimization	✓	✓	✓
Custom Keyword Monitoring	✓	✓	✓
Ongoing Website Optimization	✓	✓	✓
Advanced Google Analytics	✓	✓	✓
Index and Crawl Audit	✓	✓	✓
Content Creation	✓	✓	✓
Google Analytics Certified Strategists	✓	✓	✓
Competitor Research	✓	✓	✓
Custom Strategy		✓	✓
Directory Cleanup and Optimization		✓	✓
Social Media Amplification		✓	✓
Audience Research			✓
Creative Support			✓
Special Events/Ideation			✓

A LA CARTE	PRICE
Facebook In-Market Data Package 1 Facebook Media Spend = \$1,000 - \$2,000	\$399/mo
Facebook In-Market Data Package 2 Facebook Media Spend = \$2,001 - \$4,000	\$499/mo
Facebook In-Market Data Package 3 Facebook Media Spend = \$4,001+	\$699/mo