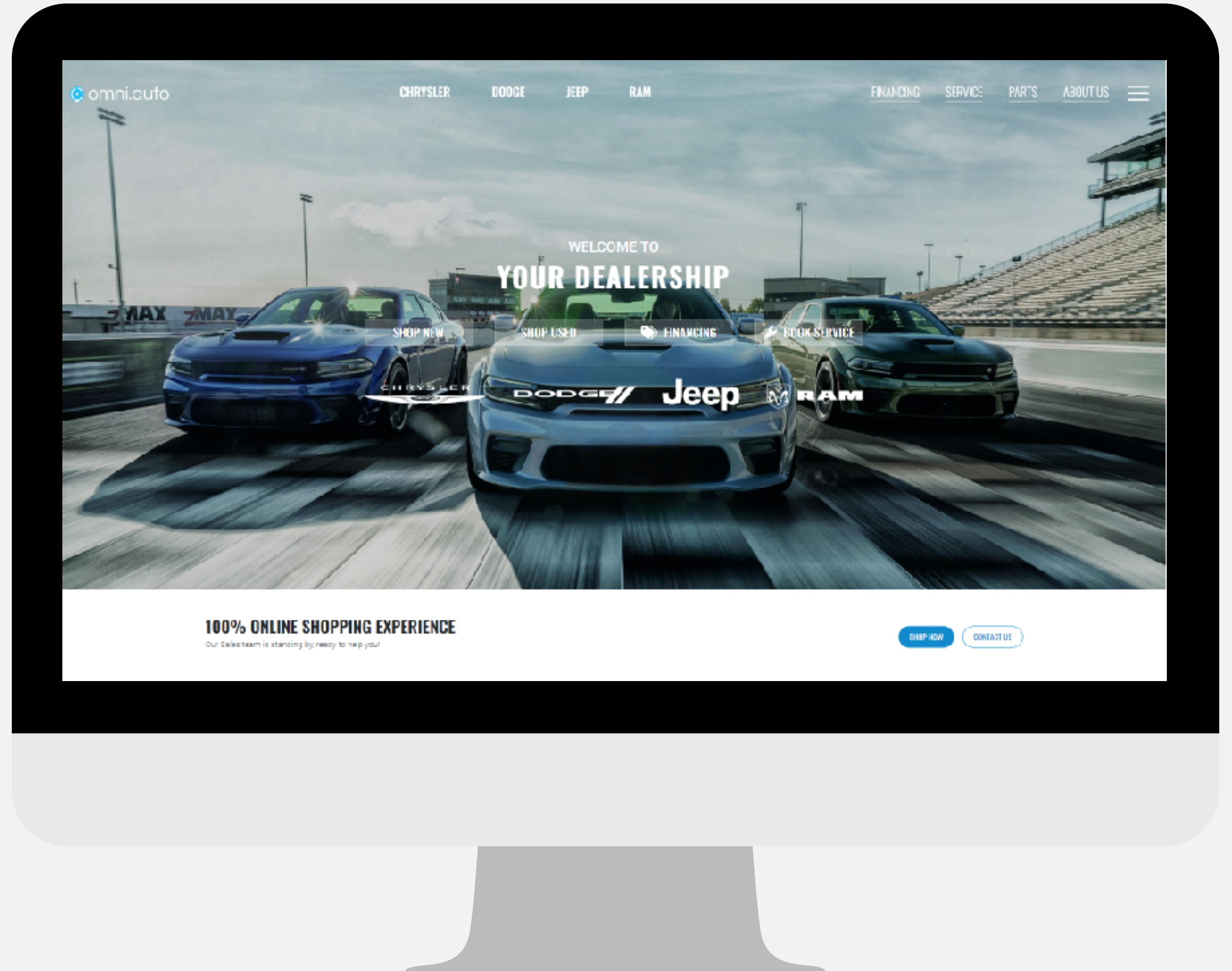# omni.auto

One Integrated Dealership Solution

Website Packages and Integrated Dealership Marketing

STELLANTIS CERTIFIED PROVIDER

Websites Ranked #1 in Canada

WELCOME TO **YOUR DEALERSHIP**

SHOP NEW   SHOP USED   FINANCING   BOOK SERVICE

100% ONLINE SHOPPING EXPERIENCE
Our Sales team is standing by, ready to help you!

SHOP NOW   CONTACT US

CHRYSLER   DODGE   JEEP   RAM   FIAT   ALFA ROMEO

Why choose Omni Auto.

01

All Inclusive Platform

Our advanced website platform has been designed to create a unique and impressive user experience, as well as allow dealers to **easily control their own website** and minimize the need for third-party tools that cost the dealer thousands extra every month.

02

One Stop Solution

Omni Auto can now provide a convenient, personal shopping experience to your customers **from every point in their shopping journey** using our omni-channel strategy.

03

Incredible Support

Our Dedicated relationship Managers available 24/7 to assist and provide interaction with all of the Omni Auto services, the manufacturer's team and all 3rd parties to **ensure your website is working seamlessly.**

»

Website Packages.

Our advanced websites have been designed to create a unique and **impressive user experience**, allowing customers to view and shop your inventory with ease, and increase your leads exponentially. With our different packages and range of a-la-carte products, we are able to customize your website to meet your needs.

Silver Package

- ⊘ Omni Auto Website Features
- ⊘ Easy-to-use CMS & Content Dashboard
- ⊘ Premium Auto Templates
- ⊘ Inventory Management
- ⊘ Image Loader
- ⊘ OEM Finance & Lease Pricing
- ⊘ Automated OEM Incentives
- ⊘ Stellantis VIP Support Team
- ⊘ Lead Integration with CRM
- ⊘ Third-Party Integrations
- ⊘ Chat Integrations
- ⊘ Window Sticker
- ⊘ Standard Overlay (SRP Cards)
- ⊘ Price Drop Notifications
- ⊘ OEM Inventory Compliance Tool
- ⊘ Value Your Trade Lead Generator
- ⊘ Dynamic Banners & Sliders
- ⊘ Editable Pricing Disclaimers
- ⊘ Offers & Specials
- ⊘ Changeable Image Placeholders
- ⊘ Website Analytics & Reporting
- ⊘ Lead Reporting
- ⊘ OEM Digital Retailing Integration

- ⊘ Dealer Relations Team

Gold Package

- ⊘ Omni Auto Website Features
- ⊘ Easy-to-use CMS & Content Dashboard
- ⊘ Premium Auto Templates
- ⊘ Inventory Management
- ⊘ Image Loader
- ⊘ OEM Finance & Lease Pricing
- ⊘ Automated OEM Incentives
- ⊘ Stellantis VIP Support Team
- ⊘ Lead Integration with CRM
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- ⊘ Value Your Trade Lead Generator
- ⊘ Dynamic Banners & Sliders
- ⊘ Editable Pricing Disclaimers
- ⊘ Offers & Specials
- ⊘ Changeable Image Placeholders
- ⊘ Website Analytics & Reporting
- ⊘ Lead Reporting
- ⊘ OEM Digital Retailing Integration

- ⊘ Dedicated Relations Manager
- ⊘ 1 Quality Content Article per month
- ⊘ SRP Campaign Cards

Platinum Package

- ⊘ Omni Auto Website Features
- ⊘ 5 Hours Creative Services Monthly
- ⊘ Easy-to-use CMS & Content Dashboard
- ⊘ Premium Auto Templates
- ⊘ Inventory Management
- ⊘ Image Loader
- ⊘ OEM Finance & Lease Pricing
- ⊘ Automated OEM Incentives
- ⊘ Stellantis VIP Support Team
- ⊘ Lead Integration with CRM
- ⊘ Third-Party Integrations
- ⊘ Chat Integrations
- ⊘ Window Sticker
- ⊘ Standard Overlay (SRP Cards)
- ⊘ Price Drop Notifications
- ⊘ OEM Inventory Compliance Tool
- ⊘ Value Your Trade Lead Generator
- ⊘ Dynamic Banners & Sliders
- ⊘ Editable Pricing Disclaimers
- ⊘ Offers & Specials
- ⊘ Changeable Image Placeholders
- ⊘ Website Analytics & Reporting
- ⊘ Lead Reporting
- ⊘ OEM Digital Retailing Integration

- ⊘ Dedicated Relations Manager
- ⊘ 2 Quality Content Articles per month
- ⊘ 1 Digital Landing Page per month
- ⊘ Pop Up Lead Campaign Tool
- ⊘ Custom Finance & Lease Tools
- ⊘ Custom Inventory Overlays
- ⊘ Individual Vehicle Disclaimers
- ⊘ SRP Campaign Cards
- ⊘ Inventory Campaign Tool
- ⊘ Changeable Payment Displays
- ⊘ One-Click Template Changes
- ⊘ Google Merchant Place Set up
- ⊘ Shopify Parts & Merchandising Integration
- ⊘ Advanced Website Metrics and Grading

»

Omni Auto Website Features.

- Dealer CMS tool
- Inventory Pricing & Incentives Management tool
- Manage Global Navigation Menu
- Content Library & Media Manager
- Responsive Custom Page Builder
- Editable Pricing Disclaimers
- Price Builder - Customized price breakdown
- Promo Builder / Life Cycles / Bulk Price Update
- Ability to easily upload inventory information from your mobile phone
- Incorporation of large imagery and/or video embedded within the site
- Ability to quickly push updates and content
- Model Compare
- Coupon Manager
- Payment Integration for Coupon Manager
- Inventory Stock Images
- Inventory Photo Zoom
- Video Uploads
- Banner Videos
- Inventory Video Uploads
- Custom Content
- Vehicle Listing Page Filters
- Editable call-to-action Buttons
- Layout Options on VLP and VDP's
- VDP's directly linked to a VIN
- Choice of VDP layouts
- VDP Layout Editor
- Creative Services
- 3rd Party Integrations
- 3rd Party Inventory Exports
- DMS Integration
- Rapid Inventory Load
- Basic SEO Optimization
- Mobile SEO
- Initial Site Optimization

- Stellantis CA Inventory & Incentive Integration (Cash, Finance & Lease Incentives)
- Lead integration with Stellantis CA
- Stellantis CA Privacy Policy
- Stellantis CA Google Analytics data layer
- Support On-Program 3rd Party Integrations
- OEM Incentive Integration on VLP and VDP
- Support in-transit and on-order vehicles
- Ability to support Stellantis Window Sticker
- OEM Vehicle Showroom
- Showroom w/Incentives and Inventory
- Phone call, email, and form leads
- Stellantis CA Vehicle Brochures
- Stellantis Owner's Manuals
- Ability to support OEM Build & Price
- Dynamic Personalization (Website is personalized based on user's website history)
- Social "share" functionality
- Facebook Marketplace Push
- Dealer Reviews on the website
- Website Analytics & Reporting
- Website Metrics and Grading
- Lead reporting tool
- Lead click-path info
- Ability to post blogs
- Responsive
- Mobile First
- SSL Site Security & HTTPS Connection
- WCAG 2.0 Level A Compliant
- Compliance with Stellantis CA marketing guidelines and brand standards

»

A-La-Carte Products & Services.

All our services work together to provide **exponential leads** to your dealership.

Omni Chat

Simple and Easy To Use, Feature filled Live Chat. Our dealership focused chat has been designed with dealers, and your sales team in mind!

Reputation Management

Our 5 Star Review Tool will improve your online presence and SEO with fresh reviews left by your customers, we contact your clients about their experience and encourage them to leave great reviews for your dealership.

Content Packages

Gold Content Package:

20 quality content articles per month, by Brand. Different products are available for New Vehicle or Fixed Operations.

Silver Content Package:

5 quality content articles per month, by Brand. Different products are available for New Vehicle or Fixed Operations.

Call Tracking

Gain access to our call tracking system, we provide vanity 1-800 numbers to track your leads and ROI, including call recording and integration with CRM systems.

Digital Advertising

We provide the latest digital advertising on all social platforms while providing transparency, sharing your ROI, and ensuring we manage to achieve the highest levels of effectiveness within your budget.

Conquest Marketing

Our monthly Conquest Marketing reaches new potential customers in your territory. We blanket the market with your latest offers, new product launches, including parts and service specials and other great news with a "tier-less" approach combining local and DAA offers if desired. Choice of 5,000-100,000 custom designed Z-flyers. Price includes design, postage and handling, delivered to FSA Households in your territory

SEO Packages

Our SEO packages for auto dealers are designed to boost your online presence and drive targeted traffic to your dealership website. With comprehensive keyword research, on-page optimization, and content creation, we'll enhance your search engine rankings. Our packages also include local SEO strategies to attract customers in your area. We'll optimize your Google My Business listing and implement citation building to increase local visibility.

Various Packages Available:
Bronze SEO Package
Silver SEO Package
Gold SEO Package

Creative Services

Omni Auto's creative team will design unique assets for your dealership. Use our creative services to keep content fresh and increase engagement with customers.

Database Management

Using the latest technology, we cleanse your customer database of inaccuracies and duplication to save your marketing and communication money. Our sales process training ensures accurate data is collected and measured.

Responsive Websites.

Our advanced websites have been designed to create a unique and **impressive user experience**, allowing customers to view and shop your inventory with ease, and increase your leads exponentially.

*"Best websites of 2021-2022"* -Benchmetrics
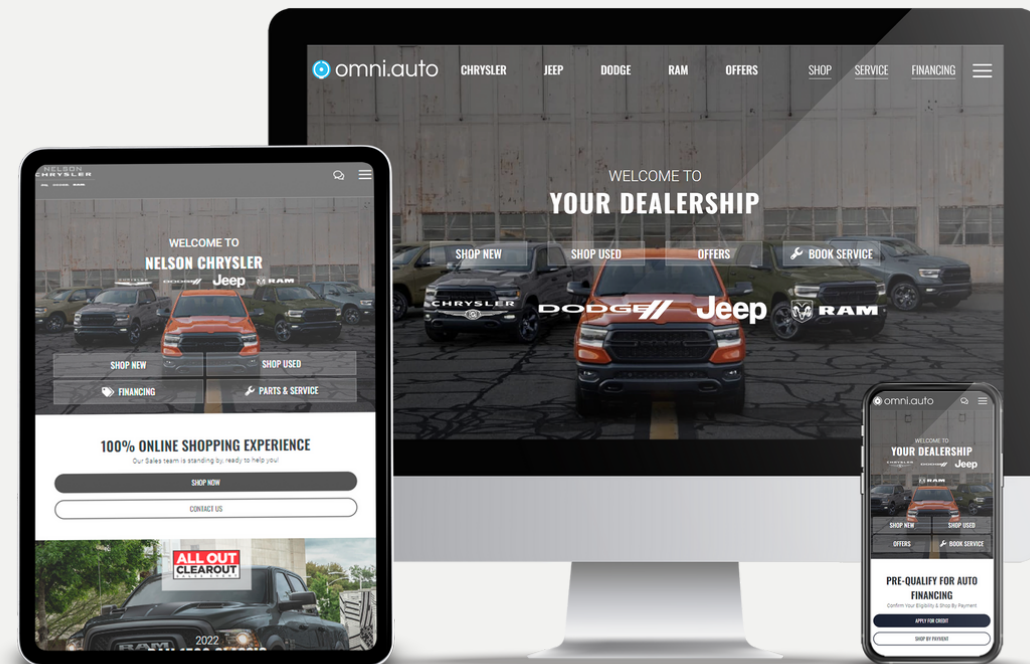
- #1 Ranked Websites in Canada 2021-2022
- Responsive, mobile-first platform
- Rapid inventory load
- Easy to edit and update content in-house
- Trade-in tool included (no additional charge)
- Unlimited customization and development
- Easily upload and manage inventory images
- 50+ advantages on our platform

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Included in our premium website package.
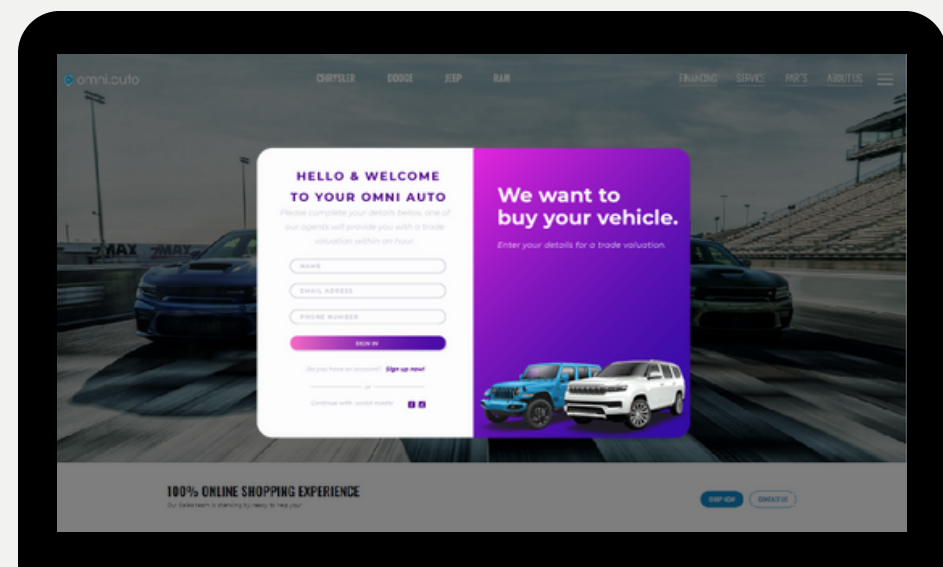
Pop-up Campaign Lead Generator
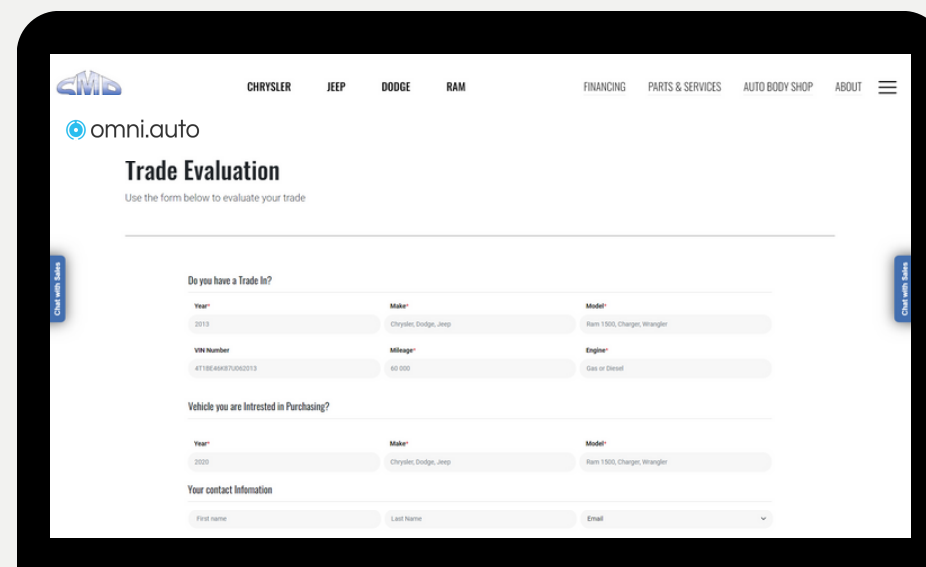
Trade Evaluation Lead Tool
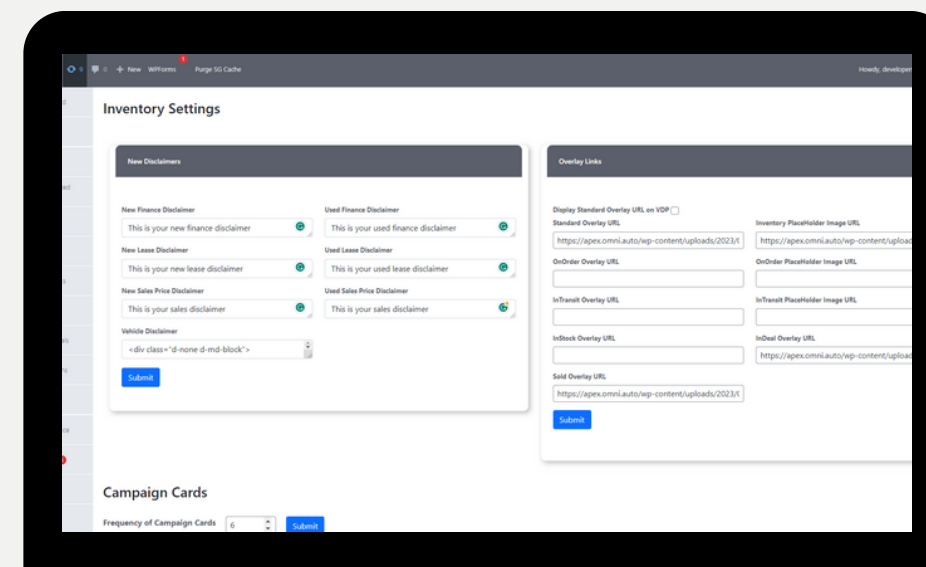
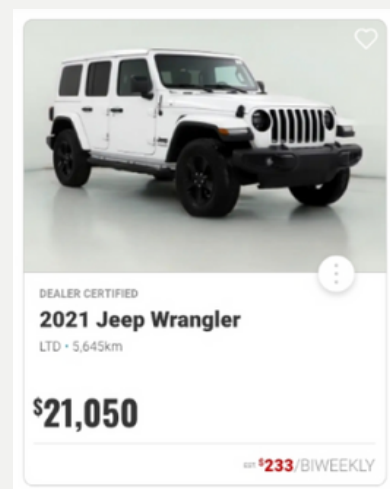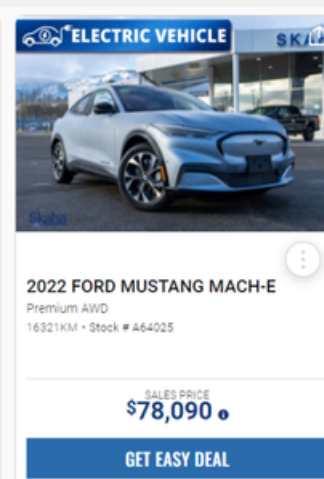**Editable Pricing Disclaimers**
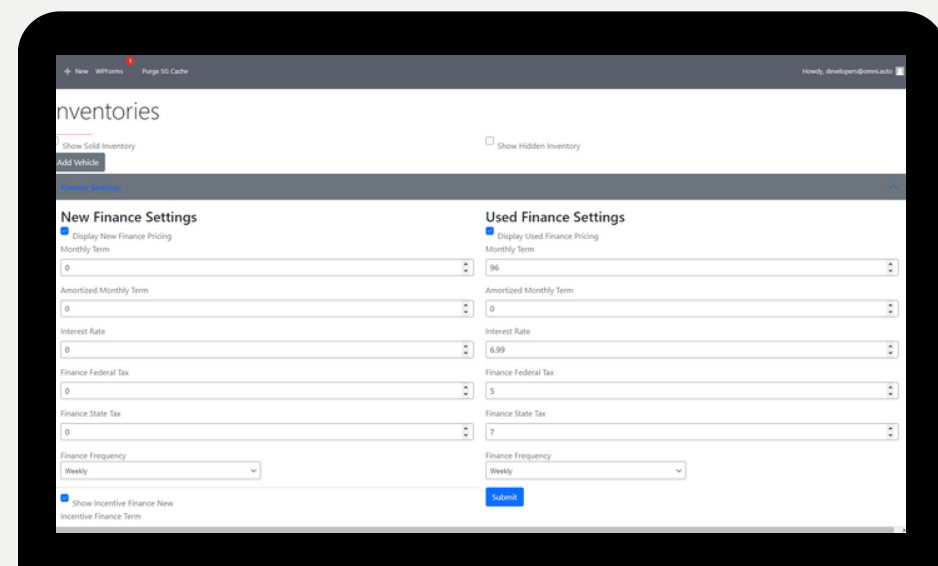
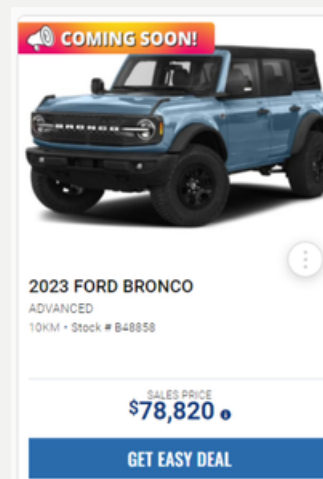**Finance & Lease Tools**
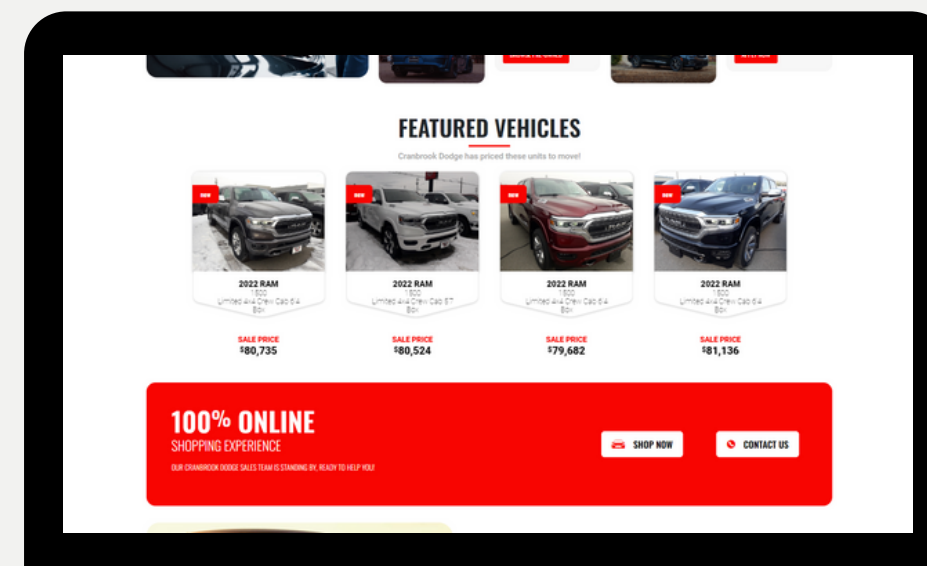
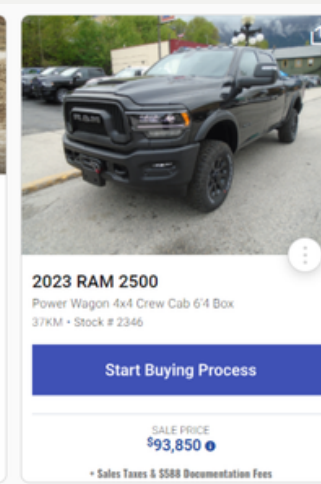**Featured Inventory Tool**
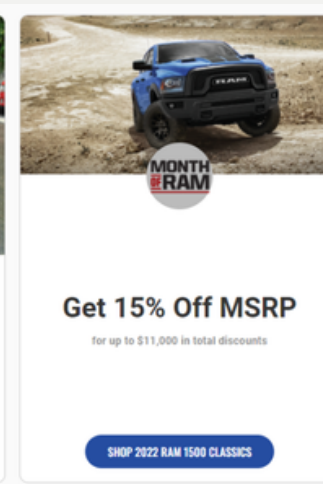
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Included in our premium website package.
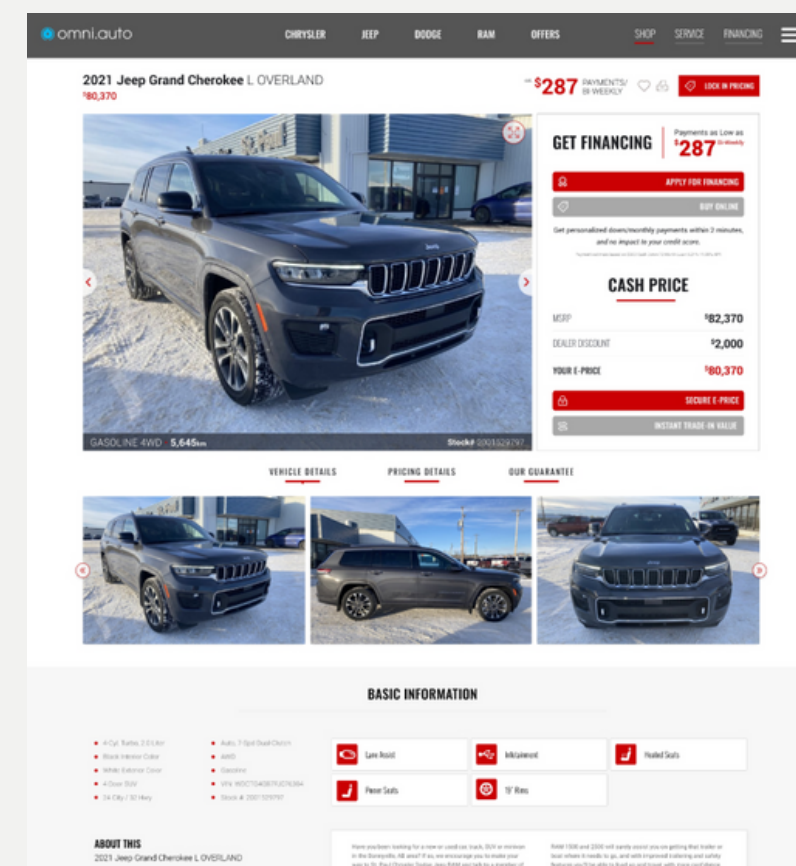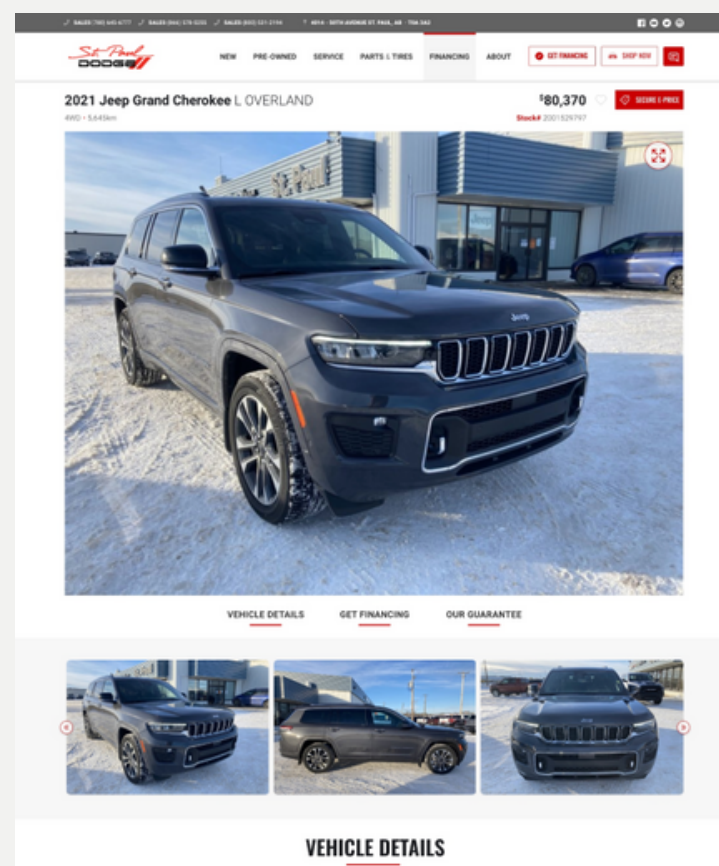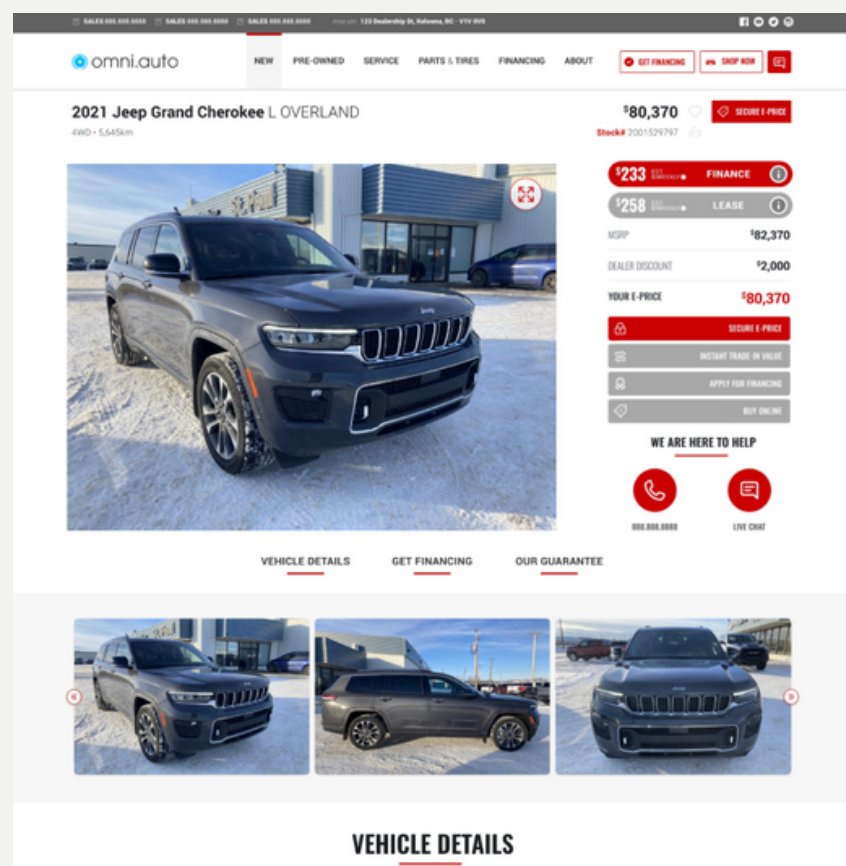
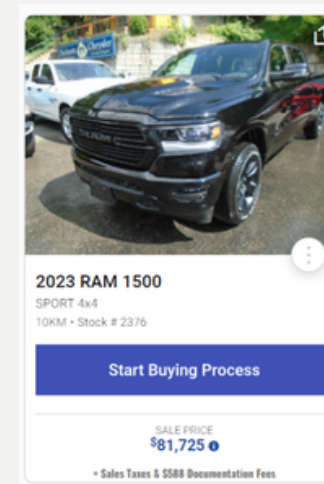VDP Layouts Options.
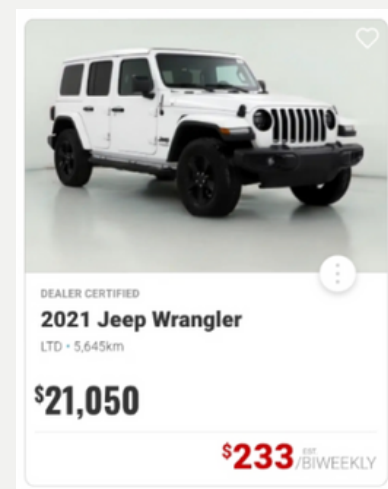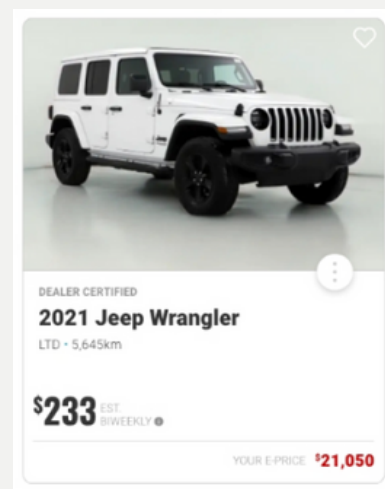
Payment-Focused SRP & VDP Layouts

Inventory Image Overlays

SRP Campaign Cards

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Our Dealer Dashboards have been designed to give you an **overview of your dealerships performance** on one screen, keep track of leads, website traffic and results for various marketing pieces all on one dashboard.

What we offer.

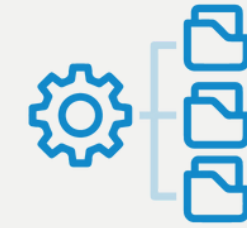**#1 Websites in Canada**

Dealer Dashboards

Database Management

Digital & Social Media Advertising

Email, Text, and Voicecast Marketing

Lead Capture

Relationship Manager

Personalized Direct Mail

Conquest Marketing

Online Reputation Management

Digital Landing Pages and QR Codes

Omni CRM
coming soon

»

omni.auto

The Future of Retail.

Thank You

Contact us to learn more

omni.auto

dealersolutions@omni.auto

support@omni.auto

+1 778-210-0378