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**DIGITAL ADVERTISING AND  
INTEGRATED DEALERSHIP MARKETING**

STELLANTIS CERTIFIED PROVIDER



# Who is omni auto?

We provide the only omnichannel retailing solution for dealerships in the Automotive, Recreational, Power Sports, and Commercial Truck Industries.

**omni auto brings everything under one roof**, integrating all channels to work seamlessly together in what is termed **OmniChannel retailing**. We offer the highest quality customer experience, by uniting all sales and marketing into one cooperative wave.

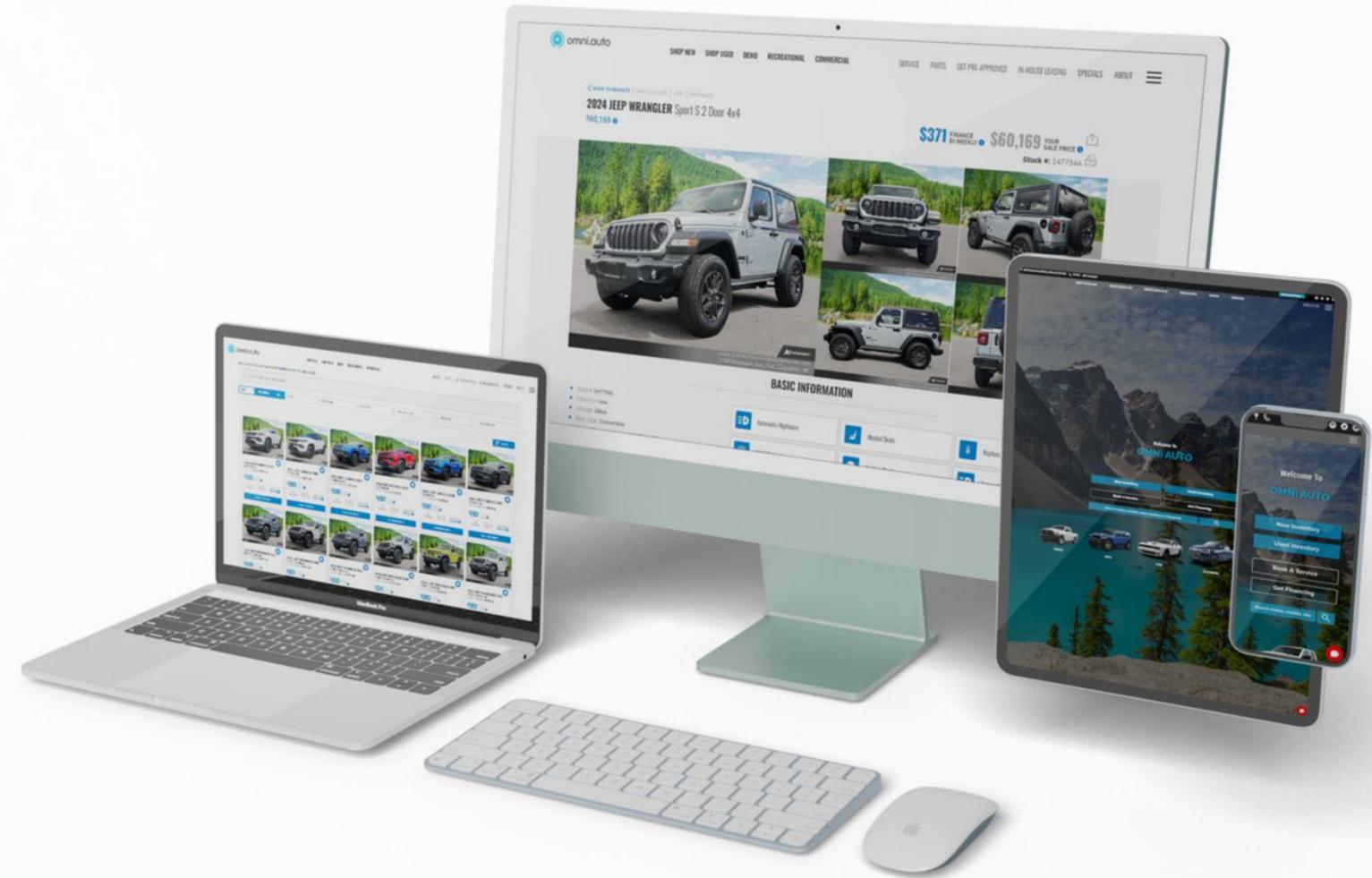
This **results in exponential growth and market exposure while cutting expenses**. Our omni auto clients have witnessed double-digit growth within 90 days and continue to increase their volume and profits. Our omnichannel systems also provide your ROI on spend, which other suppliers do not.



# 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.

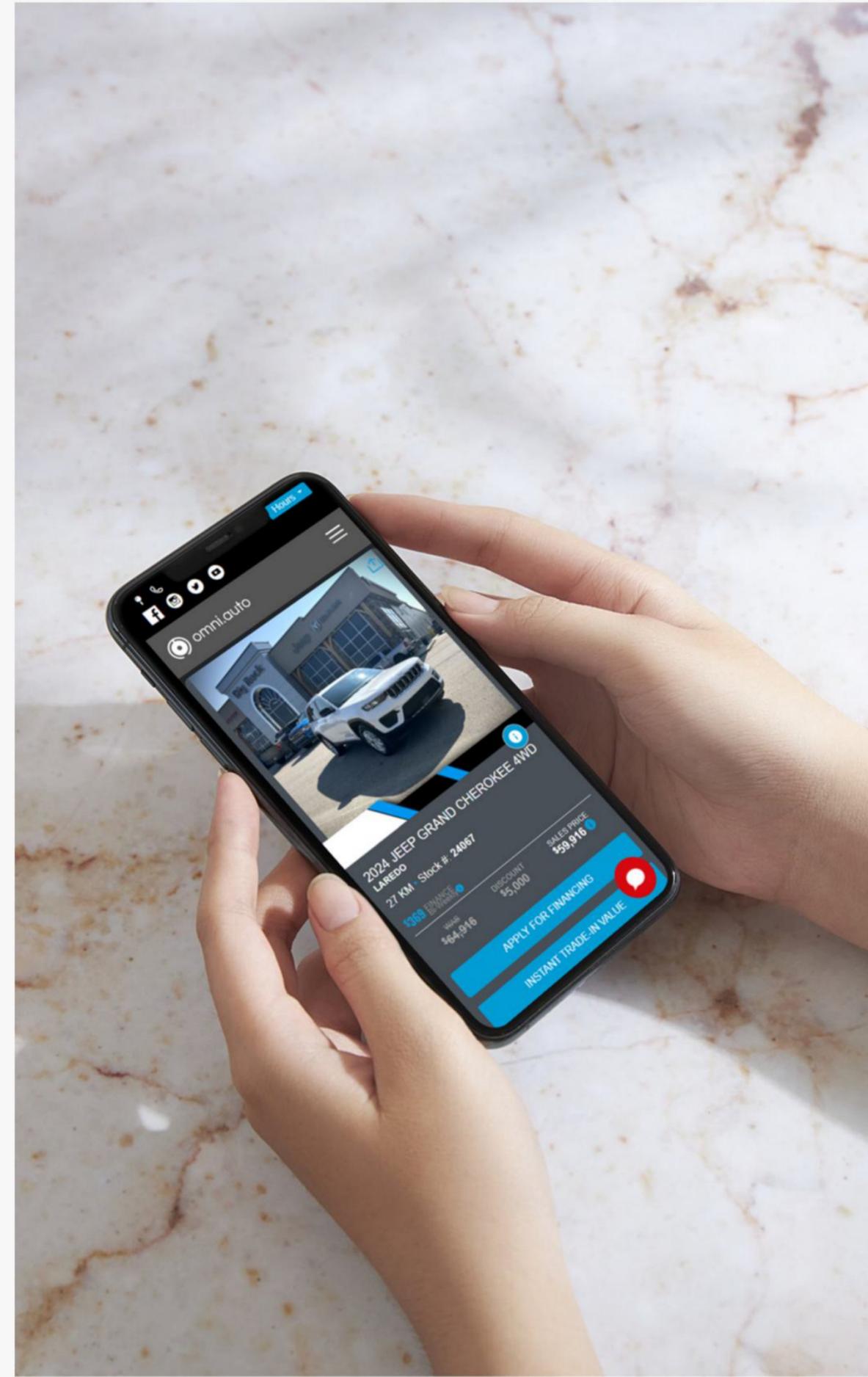
- Responsive, mobile-first platform
- Rapid inventory load
- Easy to edit and update content in-house
- Trade-in lead generator included
- Customization and development
- Easily upload and manage inventory images
- Easily manage inventory and pricing
- 50+ advantages on our platform



# Website Features.

\*Included on all Omni Auto Websites.

- 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 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



# Website Packages.

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

Silver

## All Silver Website Features PLUS

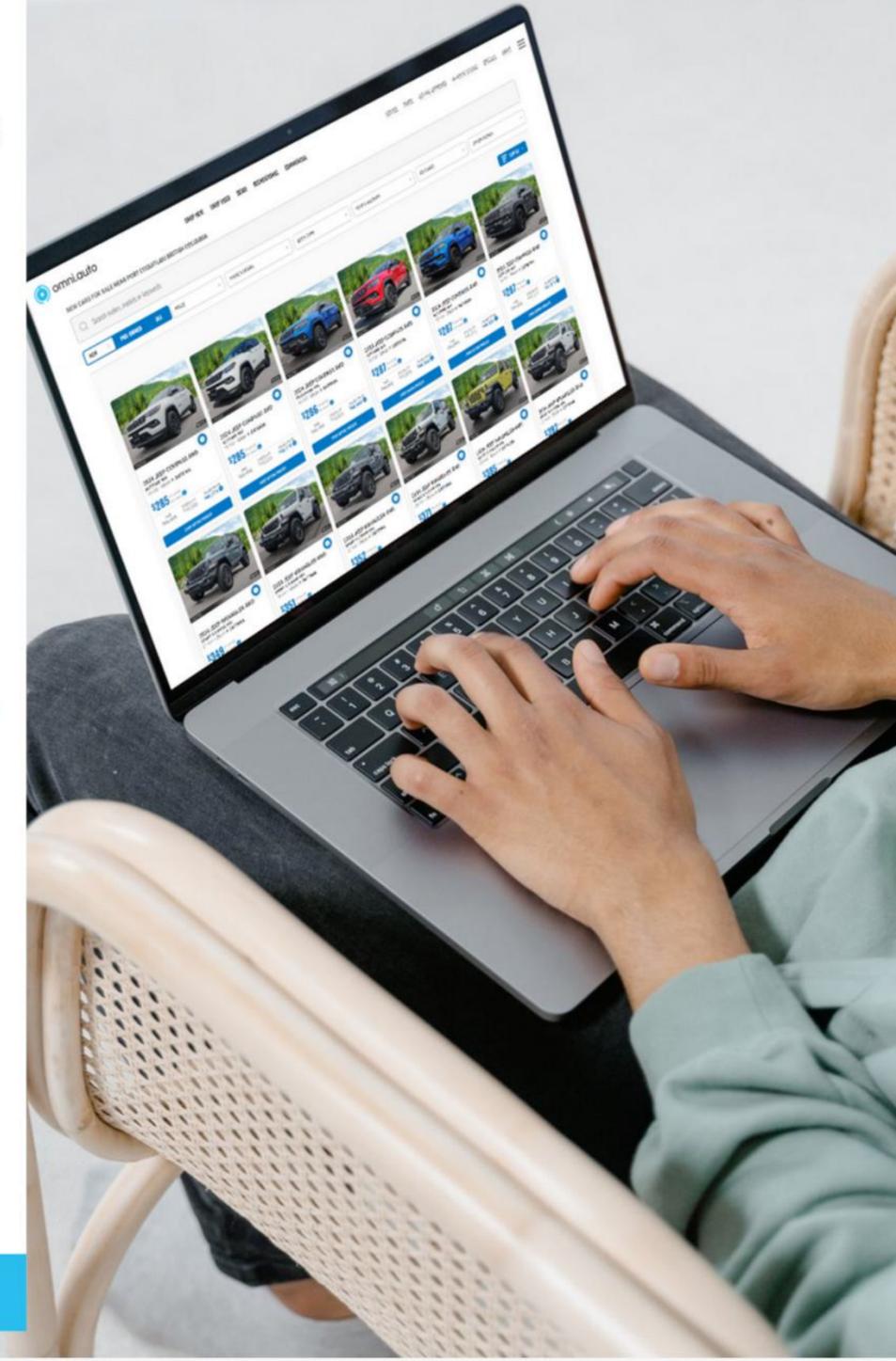
Dedicated Relations Manager  
1 Quality Content Article monthly  
SRP Campaign Cards  
6 Call Tracking Lines, Incl Minutes

Gold

## All Silver & Gold Website Features PLUS

2 Quality Content Articles monthly (total)  
1 Digital Landing Page per month  
5 Hours Creative Services Monthly  
Pop Up Lead Campaign Tool  
Custom Finance & Lease Tools  
Custom Inventory Overlays  
Individual Vehicle Disclaimers  
Inventory Campaign Tool  
Changeable Payment Displays  
One-Click Template Changes  
Google Merchant Place Set up  
Shopify Parts & Merchandise Integration  
Advanced Website Metrics & Grading

Platinum



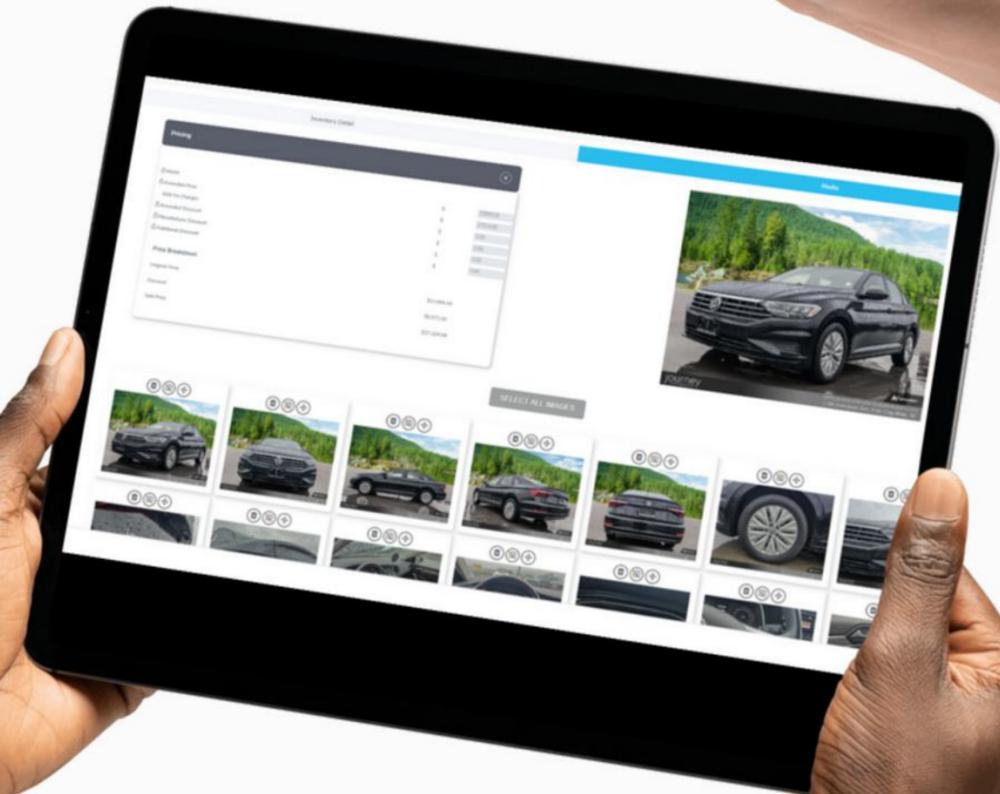
# Inventory Solutions.

Our technical team has created inventory management tools that simplify your inventory uploading, editing, and maintenance.

- Automatic Incentives from OEM.
- Automatic Finance & Lease payments from your OEM, and a tool that allows you to set individual payment settings.
- Ability to edit or update pricing real-time, no delays or waiting for a support team.
- Edit pricing with inventory rules that are applied automatically.
- Custom image and dynamic overlays for Inventory groups, or individual vehicles.
- Seamless integrations with third-party providers.
- Easy Exports to get your inventory on other platforms.
- Featured Inventory tool allowing you to feature units that you want to sell faster.
- Compliance Tool specific to your OEM and or industry requirements.
- Quick view tool, to show how many users are viewing a specific unit.
- Easy to edit disclaimers for the sales price, finance, and lease payments.

## Omni SnapPro 2.0

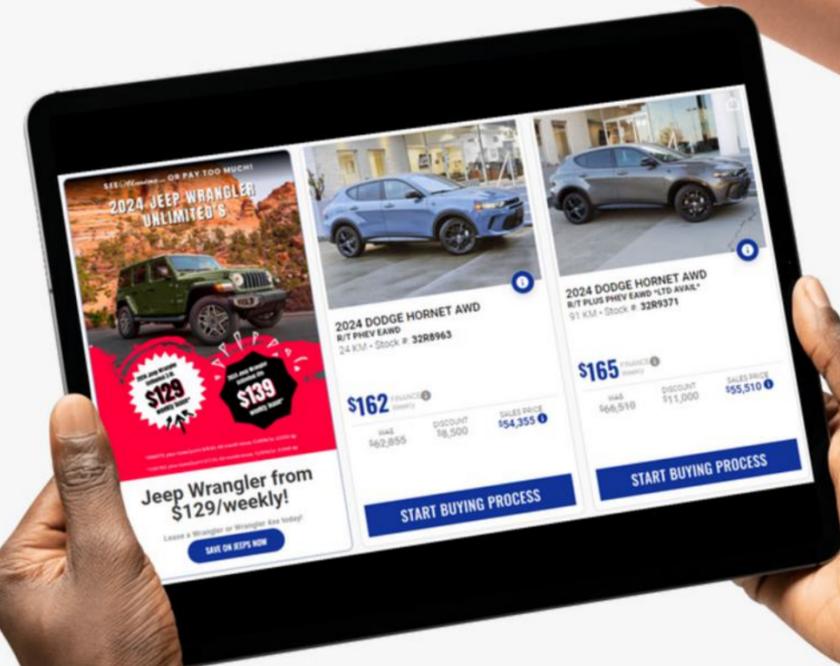
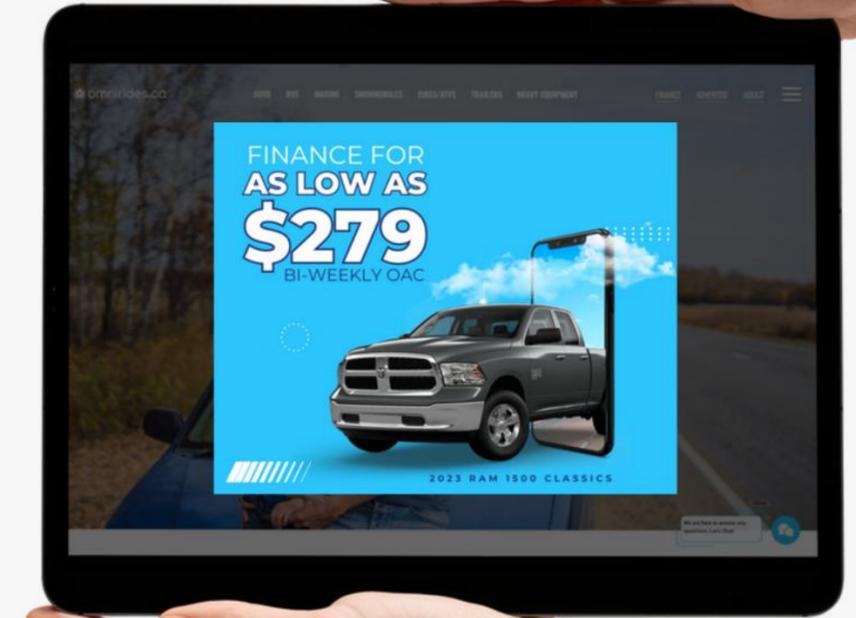
Lot capture tool, **included** in Premium Packages!



# Website Enhancements.

Are you looking to stand out from the competition and drive more traffic to your promotions? Our innovative enhancements are designed to help you attract more buyers and increase conversions. Here's how our newest features can elevate your listings:

- **Our SRP Campaign Cards allow your ads to appear prominently when buyers are browsing inventory. These cards make it easy for shoppers to find your listings faster, offering:**
  - Premium Placement: increasing visibility to potential buyers.
  - Targeted Campaigns: Highlight special promotions, price drops, or exclusive features.
  - Engaging Imagery: Use high-quality, customized designs to capture buyer interest.
- **Pop-Up Campaigns allow you to showcase special offers and featured vehicles directly to potential buyers as they navigate your website. These eye-catching, interactive ads are designed to grab attention and encourage immediate action, with features such as:**
  - Strategic Timing: Pop-up messages are triggered based on user behavior.
  - Exclusive Promotions: Highlight limited-time discounts, special financing, or new arrivals to entice buyers.
  - Customizable Templates: Personalize your pop-ups with your dealership's branding, making your promotions feel more like part of the user experience rather than intrusive ads.
  - Easy-to-Use Call to Action (CTA): Simple, clear buttons make it easy for buyers to click through and explore more.



# Why choose Omni SEO.

Initial website optimization with monthly ongoing updates, reporting, strategy and performance calls, link and citation building, and analyst insights

- Expertise in Automotive SEO: We specialize in the auto industry, which means we understand your business and the unique challenges you face.
- Proven Results: Our clients see measurable improvements in search rankings, traffic, and conversions.
- Dedicated Support: Our team is always here to provide guidance, answer questions, and adjust strategies to meet your needs.
- Cutting-Edge Tools: We use the latest SEO technologies to deliver top-tier results.

**Maximize Your Auto Business with Omni Auto's Premier SEO Services.**

**Drive Traffic. Boost Conversions. Dominate Search Rankings.**



# Custom Content.

Omni Auto's custom content packages are designed to drive organic traffic by delivering high-quality, SEO-optimized content tailored to your automotive business.

- Custom Content Channels for New Vehicles and Fixed Ops
- Blog Posts for Sales, Service, and Parts Departments
- Auto-publish to your Social Pages

From engaging blogs and service pages to industry news and vehicle guides, we craft content that resonates with your target audience and improves search engine rankings. Our strategies focus on integrating relevant keywords, addressing customer questions, and positioning your brand as an industry expert. With a consistent flow of fresh, valuable content, we help your website attract more visitors and convert them into loyal customers.



# Digital Advertising.

In today's competitive automotive market, staying ahead requires a powerful digital advertising strategy. At Omni Auto, we specialize in creating targeted, results-driven campaigns that help automotive businesses accelerate their growth. Whether you're a dealership, auto service provider, or parts retailer, our comprehensive digital solutions are designed to elevate your brand, boost sales, and build lasting customer relationships.

## Why Choose Omni Auto?

- Tailored Campaigns: We don't believe in a one-size-fits-all approach. Every campaign we craft is customized to your business needs, audience, and market trends.
- Precision Targeting: Using the latest digital tools, we target potential buyers at every stage of the purchasing journey—from research to decision-making.
- Cross-Platform Reach: From Google Ads and social media platforms to programmatic advertising, we ensure your brand is visible across all the right channels.
- Real-Time Analytics: Our advanced reporting tools allow you to track your ad performance in real time, optimizing campaigns for maximum ROI.
- Expert Team: With years of experience in the automotive industry, our team knows what it takes to drive results and keep your business ahead of the curve.



# Marketing Tools.

Use our proven Marketing Tools, whether Conquest Mail, Personalized Database programs, Email campaigns, Text blasts, or Voicecasting to fill your sales funnel with quality leads. Omni auto integrates all with your existing digital strategy, bonding with your potential customers before you even answer the sales call.

- Using Demographic Research to reach new potential customers in your territory
- Blanket the market with your latest offers and new product launches
- All Custom designed, turn-key, including postage and handling



# A-La-Carte Products & Services.

## 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.

## Creative Banners

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

## Call Tracking

Gain access to our call tracking system, we provide 10 vanity 1-800 numbers to track your leads and ROI, including call recording, transcribing and integration with CRM systems.

## 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.

## 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](#)

## 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.

## 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.

# What we offer.



#1 Websites in North America



Digital & Social Media Advertising



Email, Text, and Voicecast Marketing



Lead Capture



Dealer Dashboards



Relationship Manager



Personalized Direct Mail



Conquest Marketing



Database Management



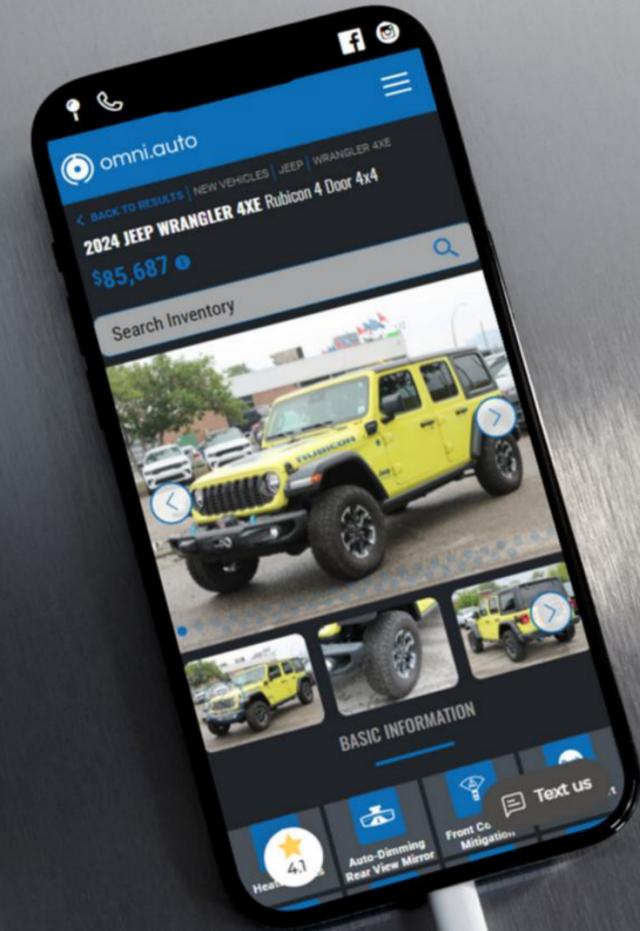
Online Reputation Management

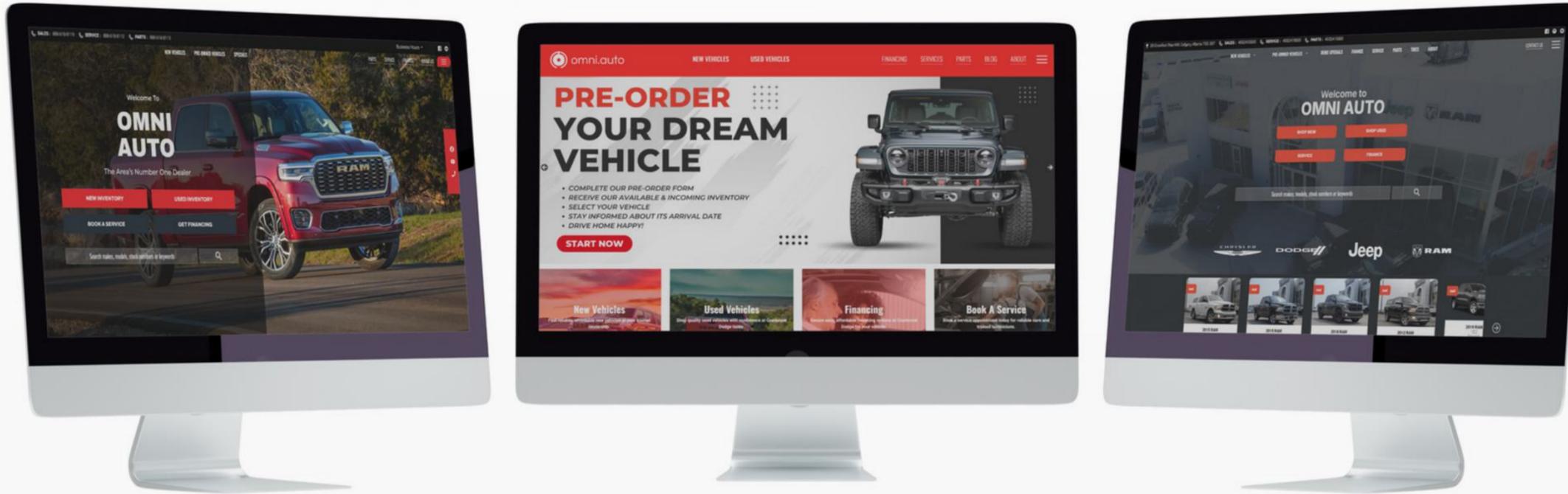


Digital Landing Pages and QR Codes



Omni CRM  
*coming soon*





# Why choose omni auto.

## 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.

## 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.

## 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.**



# Thank You

**Contact us to learn more**

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