

AUTOMOTIVE WEBSITES



STELLANTIS CANADA CERTIFIED WEBSITE VENDOR

HOW WOULD YOU LIKE TO TRIPLE YOUR LEADS?

Are you looking to significantly upgrade your website performance and speed? Are you frustrated with how few leads your current website generates? Did you know that D2C Media websites outperform, on average, all Canadian Automotive websites by an average of 300%? In fact, many dealers are actually seeing a greater than 500% increase in leads within their first 30 days!

TRACKING REAL METRICS: ARE YOU SELLING CARS?

Don't you wish that your monthly digital performance reviews were about how many store visits and cars sold your digital efforts generated, as opposed to vanity metrics like impressions, clicks, and time spent on the site? D2C Media is the only website that integrates with your DMS to allow true transparency and optimization of real metrics that dealers really care about.

TOP FEATURES

- Easy to use & secure proprietary CMS (i.e.: Not Word Press!)
- Fastest automotive mobile sites in Canada
- Digital Retailing ready:
 - Full build & price
 - Trade-in values provided by Canadian Black Book
 - Free Credit Score lead generation
 - Multi-steps Credit Application
 - Payments calculator for Finance and Lease
 - Cash, Finance and Lease offers
- Advanced on-site and off-site SEO included
- Highest lead conversions in the industry
- Automated email Marketing
- SMS leads with automated brochures and videos sent to visitors
- DMS integration allows dealers to measure real metrics such as Store visits and Cars sold based on digital efforts.

↑ 300%

LEADS

Average increase in Internet leads generated from D2C websites.

20%

LEADS TO STORE VISITS

Average conversions of eLeads to Store visits by our top-25% performing dealers.

↑ 100%

MOBILE SPEED

D2C Media's mobile sites are 2x faster than the average of 3000 Canadian automotive websites.

DMS INTEGRATION

SOURCE	VISITORS	PAGES/ VISITOR	E-MAILS	CALLS	SMS	TOTAL	COST	CPL	NA	SALES	CPS
GOOGLE	6,277	4.6	252	43	16	311	\$9,244.07	\$29.72	33	27	\$355.54
FACEBOOK	466	6.8	23	0	0	23	\$1,059.57	\$46.07	5	4	\$264.83
BING	242	7.1	20	1	0	21	\$440.84	\$20.99	3	2	\$220.42

PACKAGE FEATURES

	SILVER	GOLD	PLATINUM	RHODIUM
CONTENT MANAGEMENT SYSTEM (CMS)	✓	✓	✓	✓
GOOGLE ANALYTICS GA4 TAGGING	✓	✓	✓	✓
CARFAX® BADGING INTEGRATION	✓	✓	✓	✓
NEW & USED INVENTORY SYNDICATION (EXPORTS TO TRADER AND CARGURUS)		✓	✓	✓
BASIC DIGITAL RETAILING PACKAGE: SHOWROOM SRPS & VDPS (NO BUILD & PRICE) <small>* INCLUDED FOR THE SILVER PLAN WITH A MINIMUM BUDGET OF \$1,500 DIG ADS</small>		✓	✓	✓
HOMEPAGE FACEBOOK FEED (POSTS)		✓	✓	✓
OEM VIDEOS IN SHOWROOM VDPS		✓	✓	✓
SMS SPECIFIC CALL TO ACTIONS		✓	✓	✓
ORIGINAL MODELS BROCHURES IN USED VDPS		✓	✓	✓
HOMEPAGE SEARCH BOX WITH COMPLETE SHOWROOM AND INVENTORY		✓	✓	✓
LEAD GENERATION BOOST MODULE (HIGHLY OPTIMIZED & CUSTOM OFFERS)		✓	✓	✓
SEO BOOST BACKLINKS PACKAGE		✓	✓	✓
ADVANCED DIGITAL RETAILING PACKAGE: SHOWROOM, BUILD & PRICE, OEM INCENTIVES, LEASE & FINANCE CALCULATOR, NEW CAR PHOTO MATCH, SEARCH BAR, DYNAMIC TOASTERS			✓	✓
AUTO ZOOM (CUSTOM HOVER ZOOM LEVELS ON IMAGES)			✓	✓
AUTOMATED MARKETING SYSTEM			✓	✓
3RD PARTY NON-INVENTORY IMPORTS & EXPORTS (PRICE, PICTURES, DIGITAL RETAILING)			✓	✓
SMS CHAT BOOST			✓	✓
BUSINESS INTELLIGENCE (INVENTORY)				✓
CLICK-TO-STORE ADVANCED TRACKING & DMS SALES INTEGRATION				✓
GOOGLE REVIEWS + GOOGLE MAPS FOR MULTI-LOCATIONS				✓
MIGRATION OF EXISTING SITE PAGE CONTENT	3 PAGES	5 PAGES	7 PAGES	10 PAGES

A LA CARTE SERVICES

BASIC DIGITAL RETAILING PACKAGE: SHOWROOM SRPS & VDPS (NO BUILD & PRICE)

ADVANCED DIGITAL RETAILING PACKAGE: SHOWROOM, BUILD & PRICE, OEM INCENTIVES, LEASE & FINANCE CALCULATOR, NEW CAR PHOTO MATCH, SEARCH BAR, DYNAMIC TOASTERS

UPGRADE FROM BASIC TO ADVANCED DIGITAL RETAILING PACKAGE

TRANSACTION BUILDER (SHOWROOM, NEW & USED INVENTORY VDPS)

FACEBOOK MARKETPLACE BOOST SET-UP FEES

FACEBOOK MARKETPLACE BOOST AUTOMATED SYNDICATION (UP TO 100 USED VEHICLES)

FACEBOOK MARKETPLACE BOOST AUTOMATED SYNDICATION (ADD 100 VEHICLES)

FACEBOOK MARKETPLACE BOOST AUTOMATED SYNDICATION (NEW VEHICLES)

FACEBOOK VEHICLES CATALOG FOR AIA (V1)

FACEBOOK MESSENGER AGENT DURING BUSINESS HOURS

MESSENGER CHATBOT & CHAT INTEGRATIONS IN THE CRM

CHAT LEADS INTEGRATION & TRACKING FEATURE (PER CHAT)

GOOGLE VLA CATALOG

PICTURE BOOST (INVENTORY IMAGES)

TRADE-BOOST WITH CANADIAN BLACK BOOK VALUES & FREE CREDIT SCORE FEATURE

TRADE-BOOST WITHOUT CANADIAN BLACK BOOK VALUES

TRADE-BOOST WITHOUT CANADIAN BLACK BOOK VALUES UPGRADE TO CANADIAN BLACK BOOK VALUES

DESCRIPTION BOOST (MAXIMUM 50 AUTOMATED USED VEHICLE DESCRIPTIONS)

DESCRIPTION BOOST (MAXIMUM 150 AUTOMATED NEW AND USED VEHICLE DESCRIPTIONS)

DESCRIPTION BOOST - 100 EXTRA AUTOMATED DESCRIPTIONS (NEW & USED INVENTORY)

GOOGLE REVIEWS + GOOGLE MAPS FOR MULTI-LOCATIONS

3RD PARTY NON-INVENTORY IMPORTS & EXPORTS (PRICE, PICTURES, DIGITAL RETAILING, ETC.)

* PER IMPORT / EXPORT

ADDITIONAL INVENTORY EXPORT (MEDIA OR 3RD-PARTY)

* PER EXPORT

A LA CARTE SERVICES

CALL TRACKING 200-MINUTE PACK

CALL TRACKING 500-MINUTE PACK

LEAD GENERATION BOOST MODULE (HIGHLY OPTIMIZED & CUSTOM OFFERS)

CLICK-TO-STORE ADVANCED TRACKING + DMS SALES INTEGRATION

SECONDARY DOMAIN RENEWAL FEE

MASS EMAIL BLAST ** REQUIRES AUTOMATED MARKETING SYSTEM

PREMIUM EMAIL + SMS BLAST WITH LANDING PAGE (UP TO 2,000 CONTACTS)

INSTANT CREDIT BOOST INTEGRATION (FIXED MONTHLY FEE)

INSTANT CREDIT BOOST (FEE PER TRANSACTION/REQUEST)

SMS CHAT BOOST

SMS CHAT BOOST (LEGACY UPGRADE)

BUSINESS INTELLIGENCE (INVENTORY)

NEW VEHICLE STOCK IMAGE EXPORT (PER EXPORT)

CONSENT BOOST (A COOKIE CONSENT FULLY MANAGED SOLUTION DESIGNED TO STREAMLINE AND SIMPLIFY THE PROCESS OF OBTAINING CUSTOMER COOKIE CONSENT, OPTIMIZING COMPLIANCE WITH PRIVACY REGULATIONS)

3RD-PARTY COOKIE INTEGRATION WITH CONSENT BOOST* (HOURLY RATE TO INTEGRATE 3RD-PARTY SCRIPTS)

*CONSENT BOOST IS REQUIRED TO PURCHASE THIS PRODUCT

ADVERTISING SERVICES

GOOGLE, BING AND FACEBOOK ADVERTISING * PER MONTH OF % ADVERTISING SPEND

INITIAL SETUP FEE - GOOGLE ACCOUNT

INITIAL SETUP FEE - FACEBOOK ACCOUNT

OTHER CUSTOM WORK FOR CAMPAIGNS

DESIGN SERVICES

STANDARD WEBSITE BANNER CREATION & INTEGRATION (1 LANGUAGE)

CUSTOM BANNERS DESIGN & INTEGRATION

CUSTOM DESIGN AND CONTENT WORK (FRONT-END)

CUSTOM DEVELOPMENT WORK (BACK-END)

DESIGN: STATIC BANNERS

DESIGN: 3-PACK ANIMATED BANNERS IN IAB SIZES (FRENCH & ENGLISH)

CREATIVE SERVICES

CRM SERVICES

SILVER CRM PACKAGE

PLATINUM CRM PACKAGE

CRM INITIAL SET UP FEE

CALL TRACKING (CLICK-TO-CALL)

* PER USER

CALL TRACKING 10-LINE PACK (CLICK-TO-CALL)

CRM TRAINING + T&E FEES & (\$500 MIN. PER SESSION)

DIGITAL SALES TRAINING + T&E FEES & (\$500 MIN. PER SESSION)

CRM TRAINING 20-HOUR PACK (3H PER VISIT MINIMUM + T&E FEES)

CRM FOR NON-D2C MEDIA SITE (LANDING PAGE)

SERVICE INTEGRATION (CDK DRIVE & SERTI)

VBDC SERVICES

VBDC MONTHLY BASE RATE

APPOINTMENT SHOW FEE (PER APPOINTMENT SHOW)

CALL APPOINTMENT FEE (PER CALL APPOINTMENT)

LEASE OR FINANCE RENEWAL FEE (PER APPOINTMENT SHOW)

FB MESSENGER CHAT: WEB SITE + FACEBOOK PAGE + MARKETPLACE MONTHLY FEE

FB MESSENGER CHAT: WEB SITE + FACEBOOK PAGE + MARKETPLACE APPOINTMENT (PER APPOINTMENT SHOW)

CRM INTEGRATION (D2C MEDIA OR ACTIVIX)