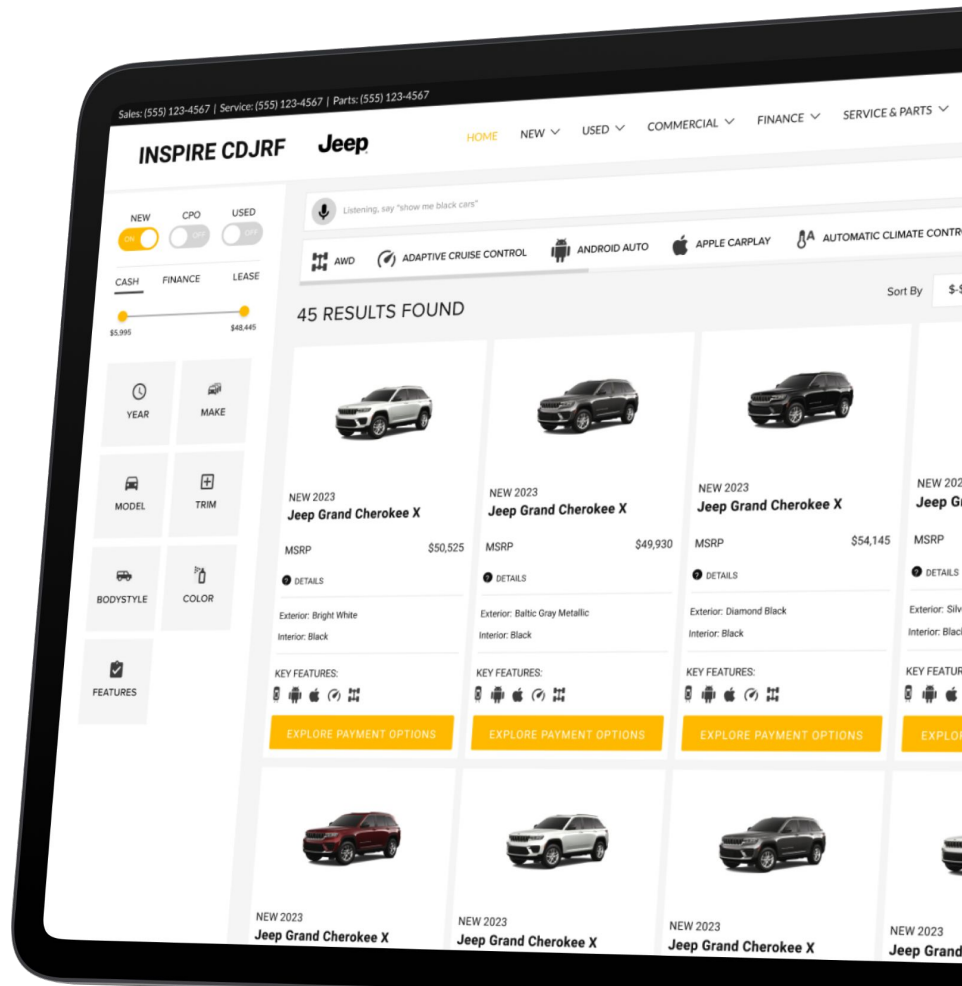




# WEBSITE PLATFORM

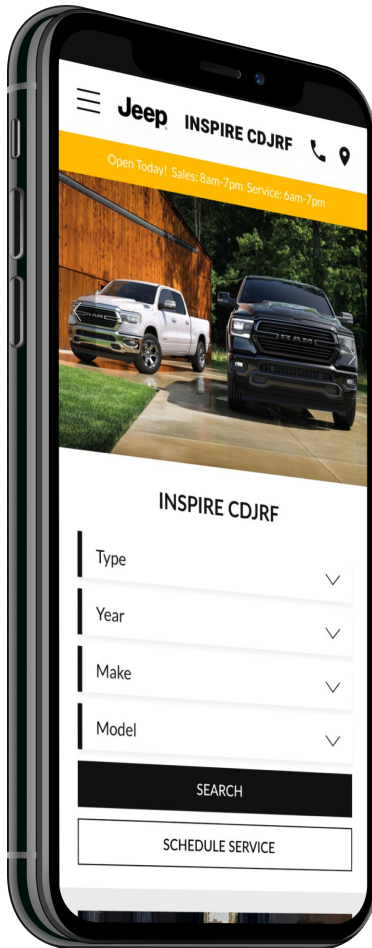
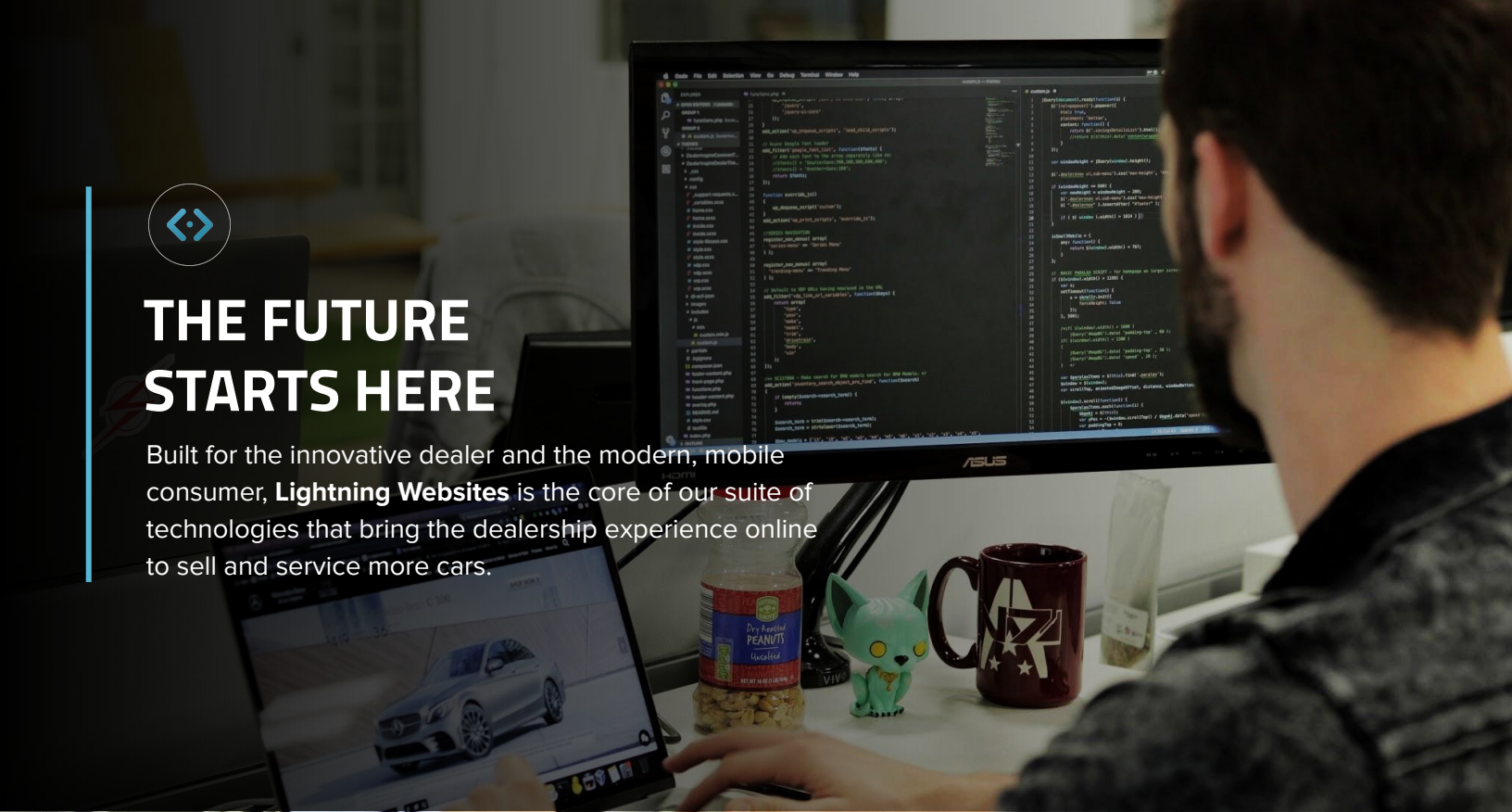
The Future Of Automotive  
Retail Is Built On This.





# THE FUTURE STARTS HERE

Built for the innovative dealer and the modern, mobile consumer, **Lightning Websites** is the core of our suite of technologies that bring the dealership experience online to sell and service more cars.



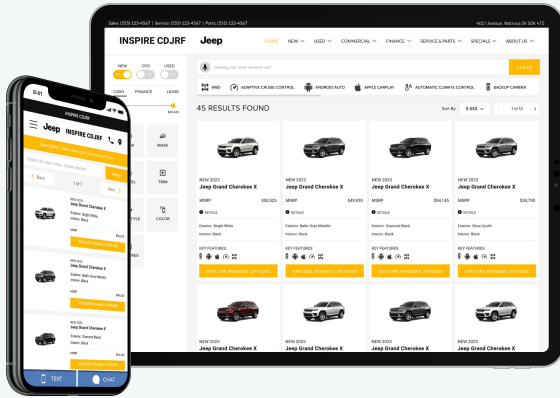
## THE ORIGINAL MOBILE-FIRST PLATFORM

We knew back in 2013 that the mobile consumer was the future, so we were the first auto platform to adopt a responsive framework to be fully-optimized on all devices. Today, every DI website is designed to deliver a gorgeous experience across every device, so you can maximize your opportunity with customers wherever they are.

## THE FASTEST GROWING WEBSITE PROVIDER IN AUTO

In just 8 short years we've become certified in just about every OEM website program — and we're proud to be the fastest growing provider within them as dealers look to adapt their business on the DI Platform. **Here's why.**



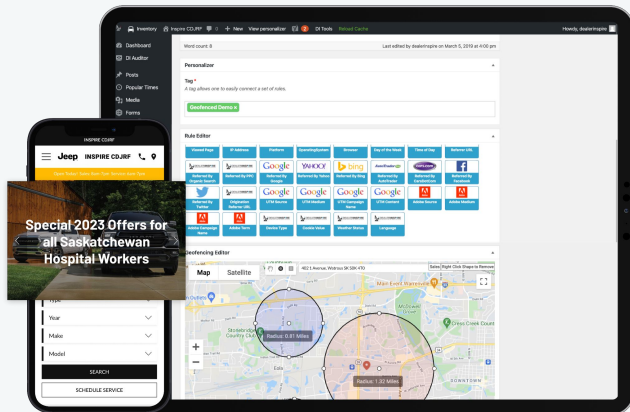
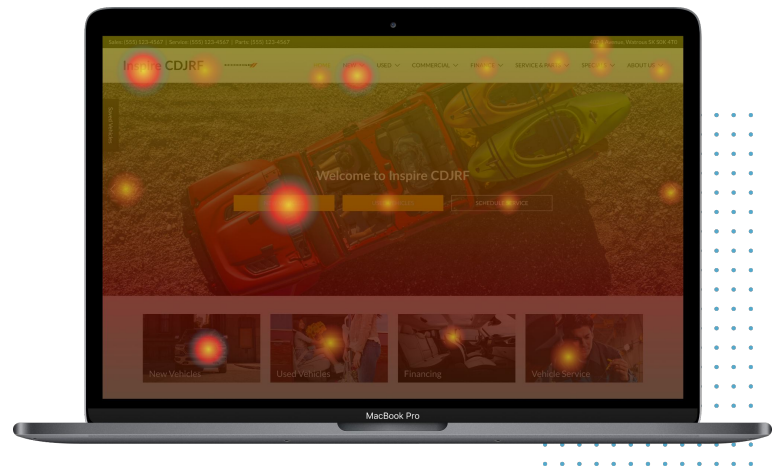


## BUILT FOR LIGHTNING SPEED

From page load to user experience, our advanced websites are defined by speed. Our Lightning Inventory delivers instant, relevant results with each letter typed to drive shoppers towards buying decisions in *milliseconds* (literally).

## DESIGNED TO BE A LEAD MACHINE

Our designers use years of event-based user behavior data to create clean, modern interfaces that drive customers to quickly take action — all while bringing the modern visuals consumers expect to every screen.



## PERSONALIZED FOR EVERY SHOPPER

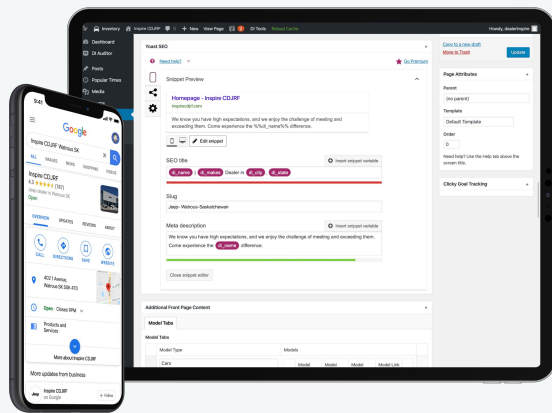
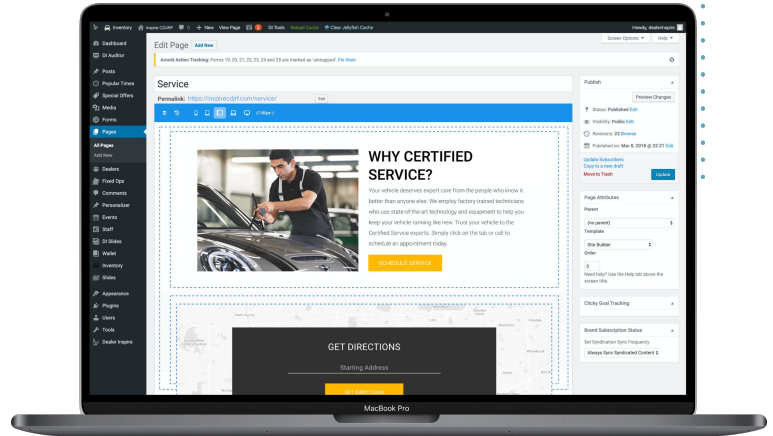
Our websites can dynamically adapt for each individual visitor based on their shopping intent and precise location — down to a competitor's showroom floor — with customized messaging, offers, and creative. It sounds far-fetched, but it's as easy as drag-and-drop.





## CUSTOMIZABLE FOR YOUR TEAM

As former dealers we wanted to build a platform that empowered our customers with control. Every new website comes with powerful customization and page-building tools on WordPress® so you can easily update, customize, and build upon your website on Day 1 with no coding or complicated tools required.



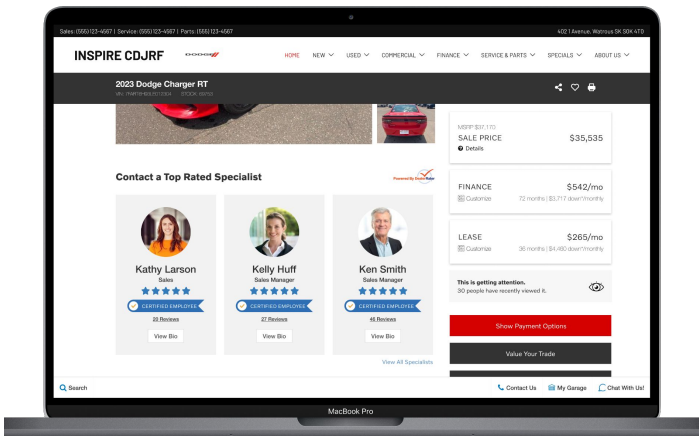
## OPTIMIZED TO WIN THE SERP

Dealer Inspire was founded as the expert automotive SEO agency, and we built our own website platform to turn best practice theory into reality. All of our websites come fully optimized for search engines, with advanced meta, schema microdata, and flawless internal link structure — all before a site even launches.

## BUILT TO FILL THE SERVICE BAY

Our websites make it easy to quickly create digital coupons for your Service and Parts departments, directly inside the backend of the DI Website. Designed for mobile users with notifications that trigger inside pre-defined geo-targets, these coupons give nearby customers incentive to drop by.





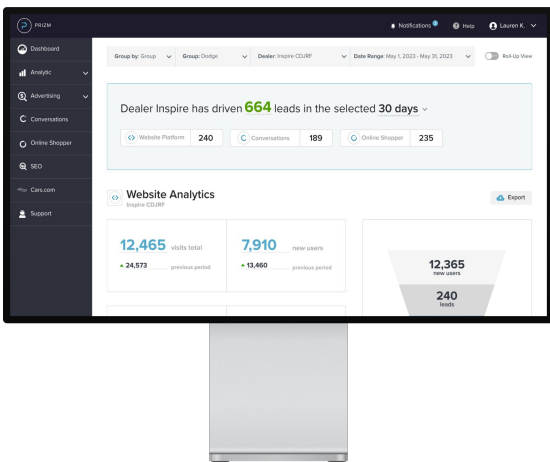
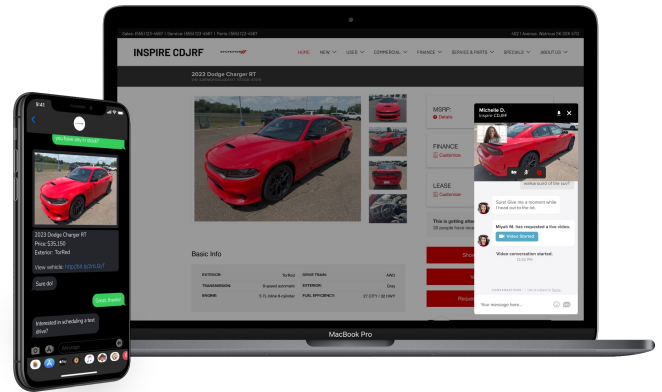
## INTEGRATED WITH YOUR TOP-RATED TEAM

The ratings, profiles, and reviews for each of your top salespeople can now be seamlessly incorporated into VDPs and Staff Pages with DealerRater's Salesperson Connect™. No widgets: just a your team standing by to help their customers, just like in your showroom.



## HAVE CONVERSATIONS

Our proprietary messaging solution is seamlessly integrated into the website experience to make instant connections with your team through chat, text, and live video. Bring your greatest advantage (your local customer service) online by replacing dead-end lead forms with real conversations that guide customers to action.



## VIEW PERFORMANCE THROUGH ONE PRIZM

The performance of all of your marketing channels and DI solutions will flow into one connected reporting solution across multiple rooftops, giving you top-level summaries, data deep dives, and proactive alerts for your entire digital strategy from one beautiful dashboard.



Package Solutions	STANDARD	ADVANCED	DOMINATE
Data-Driven Website Design - Fixed	✓		
Data-Driven Website Design - Personalized		✓	✓
Responsive Mobile Experience	✓	✓	✓
Performance Enhancements and Monitoring	✓	✓	✓
Lightning Inventory VRP	✓	✓	✓
Lightning Inventory VDP	✓	✓	✓
OEM Incentives	✓	✓	✓
Tier 1 Homepage Banners	✓	✓	✓
Saved Vehicles GloveBox	✓	✓	✓
Instant Site Search	✓	✓	✓
HTTPS Secure Site	✓	✓	✓
Website Analytics	✓	✓	✓
Advanced Platform SEO (Expert technical implementation of advanced meta, schema microdata, and flawless internal link structure)	✓	✓	✓
Conversion Rate Optimization (Tools & Support)	✓	✓	✓
Website Performance Tools	✓	✓	✓
Dedicated Performance Manager	✓	✓	✓
Support of all Required 3rd-Party Integrations	✓	✓	✓
Call Tracking - 6 Phone Lines (Marchex)	1,000 Minutes	1,000 Minutes	1,000 Minutes
PRIZM Base (Reporting Platform)	✓	✓	✓
Review Monitoring & Website Integration	✓	✓	✓
Inventory Management - Homenet Lite	✓	✓	✓
Vehicle Inventory Exports	Single	Single	Unlimited
Personalization & Geo-Fencing		✓	✓
DI Wallet Digital Coupon Integration		✓	✓
Managed Services - 4 Assets			✓
DealerRater AutoResponse			✓