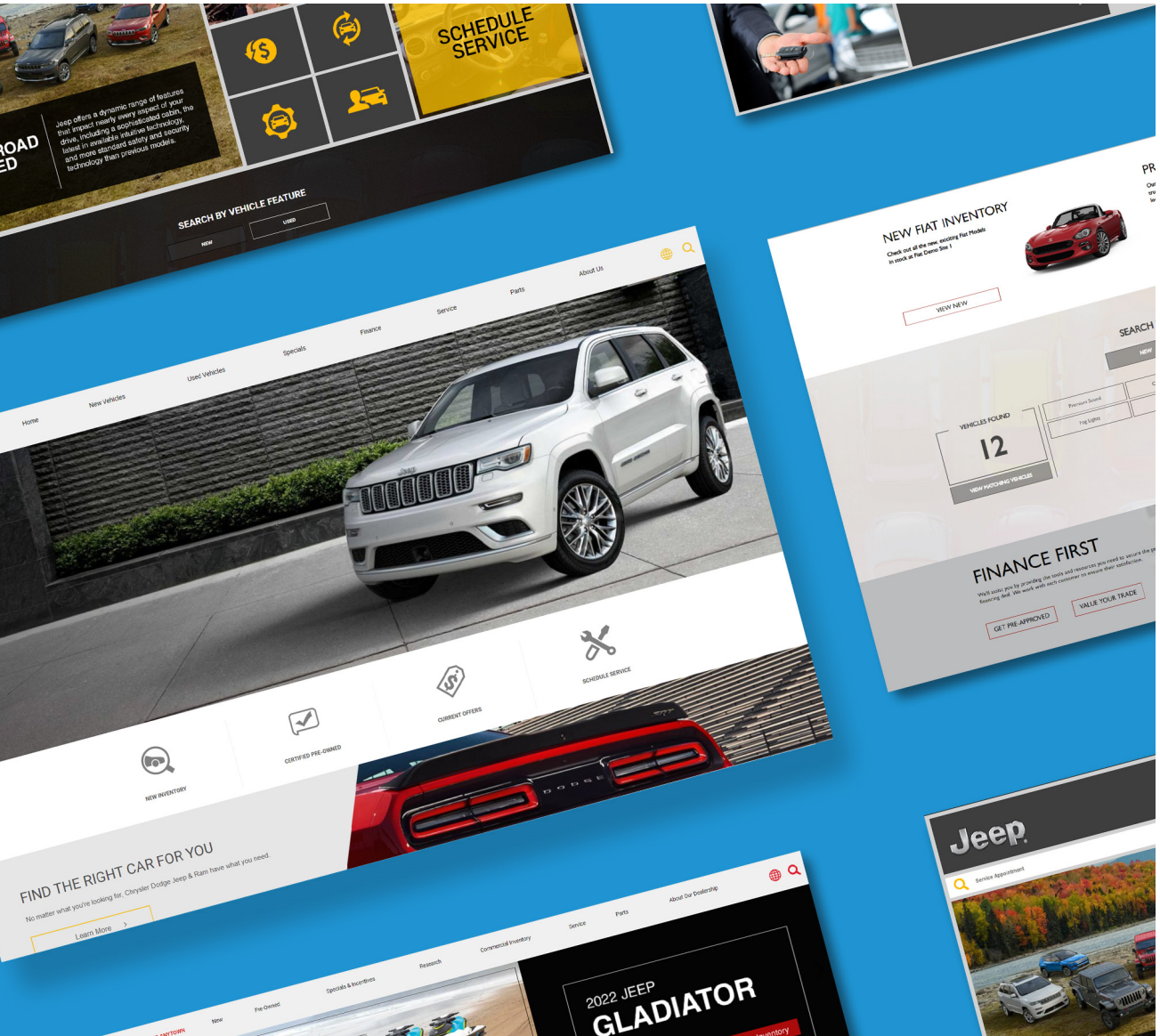
CANADA WEBSITE PROGRAM

Stellantis Exclusive Canada Website Program

Your website provider should be your number one partner. They should be concerned about YOUR growth, not theirs. They should be nimble, aggressive, and always in your corner. They should bring you new ideas and strategies designed to push you forward in your market and help crush your competitors. This is what we truly believe at Dealer eProcess. Your success is our priority. Your growth is our mission. Dealer eProcess is your number one partner, and we're ready to go to work for you.



ACA COMPLIANT

Dealer eProcess is committed to accessibility and inclusion for all of our dealers' websites. We firmly believe that everyone visiting your site should be able to navigate it successfully, regardless of any disabilities. The last thing you need to worry about is having a website that is not ACA compliant. With DEP, you never have to worry about that.

SSL SECURITY

Google rewards sites that are SSL secure with higher search rankings. Plus, it's always important to secure your customers' information on your platform. SSL secure sites keep your customers' data secure and gives Google a reason to rank your site higher in search!

SITE SEARCH

There are several ways to search and navigate a website and everyone has a preference. We want your site capable of accommodating as many of those preferences as possible. That's why we offer flexible search options for all of our websites, including a Google-like site search to easily navigate your dealership's website.

APPLE & GOOGLE INTEGRATION

Most people have their phones with them from the minute they wake up, until the minute they go to bed, so it's crucial to integrate with their phones. Apple and Google integration can send everything from directions to coupons straight to the native apps on your customers' phones.

Website Personalization

Getting in front of your customer with the right message or right tool to navigate the site is crucial. Every design we do is based on user behavior research and data insights to make effective use of the website space.

POP-UP BANNERS

Each customer sees banners custom-tailored their needs and interests based on prior search history.

SEARCH

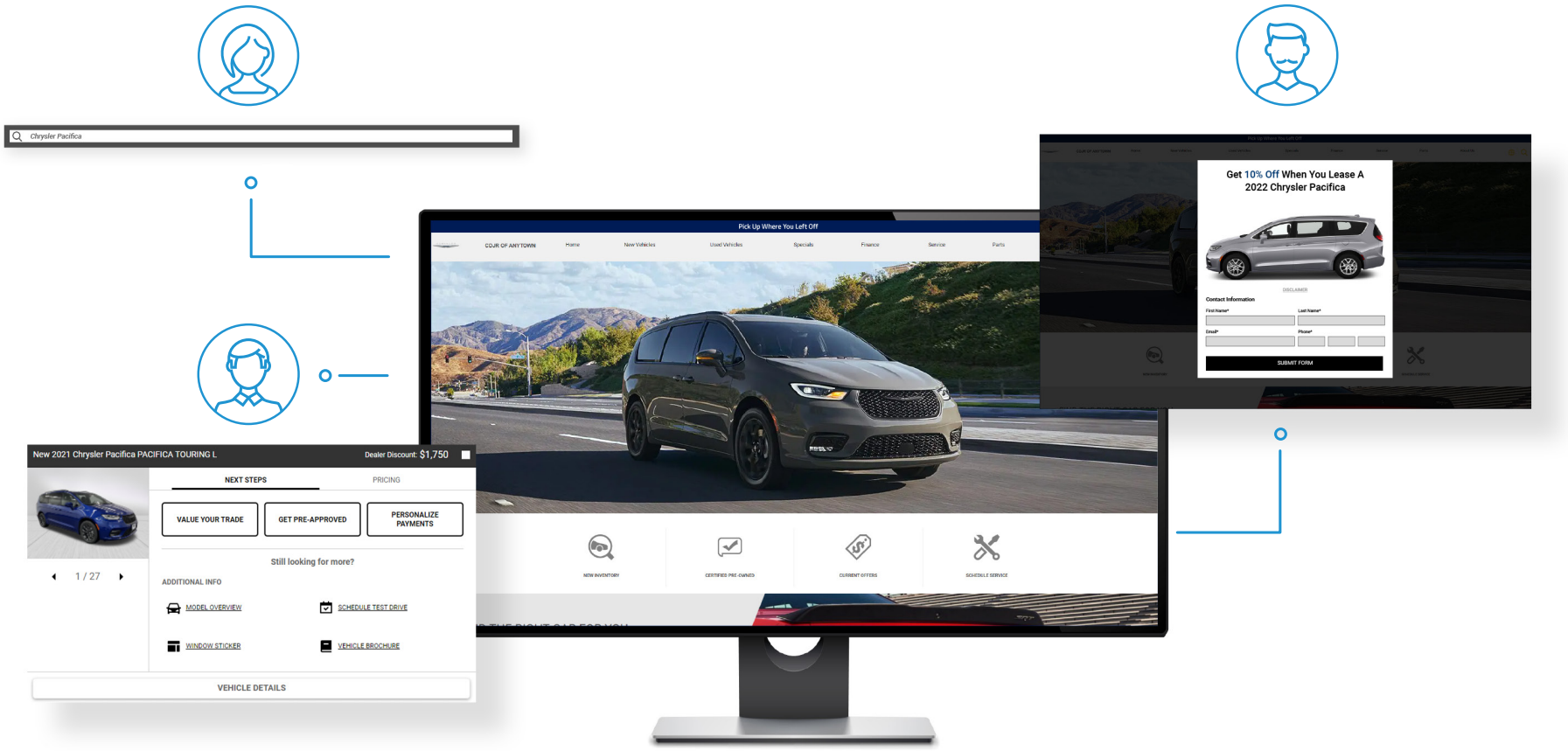
The Smart Search bar prompts each customer to continue researching the vehicles they've shown the most interest in.

RETURN VIEW SRP

Once a visitor has viewed vehicles on your website, when returning to the SRP they will be served a pop-up containing the vehicles they've already viewed.

SERVICE

If the visitor recently bought a car from you, homepage content will switch to focus on service offerings.



Website Features

MEGA MENUS

Our menus are designed to help easily navigate the dealership website, including vehicle search, coupons, and more.

CHAT UNLIMITED

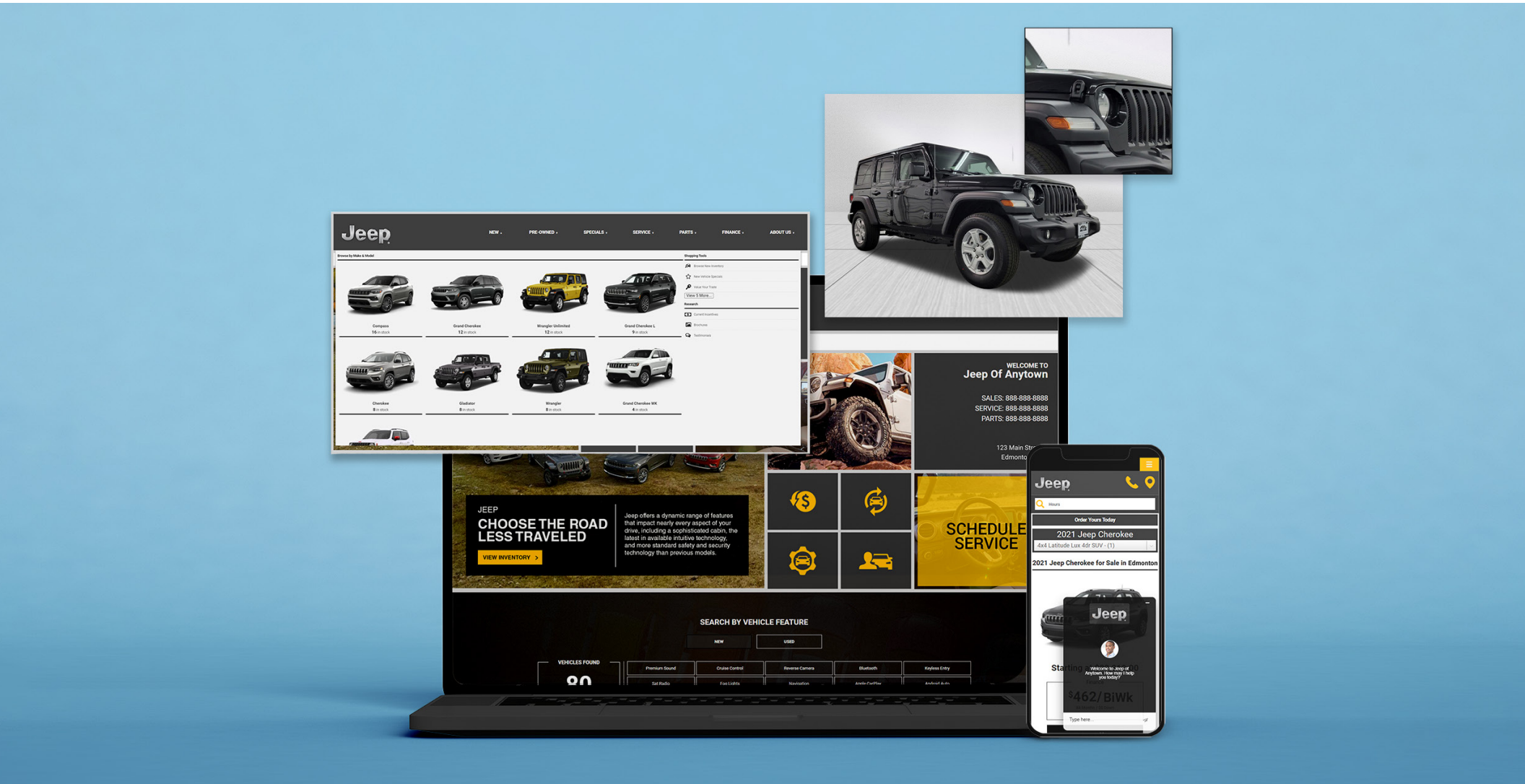
Never miss a sales opportunity or customer interaction with unlimited chats and texts handled by your dealership personnel or our trained live chat agents.

SMART INCENTIVE PROGRAM

Incentive program customized to a customer's search history or based on geo-fencing.

HI-RES IMAGES WITH HOT SPOTS & HYPER ZOOM

Highlight your vehicle photos with the largest photos in the automotive industry giving the ability to zoom-in to see the fine details and add Hot Spots to vehicle images that supply specific vehicle info.

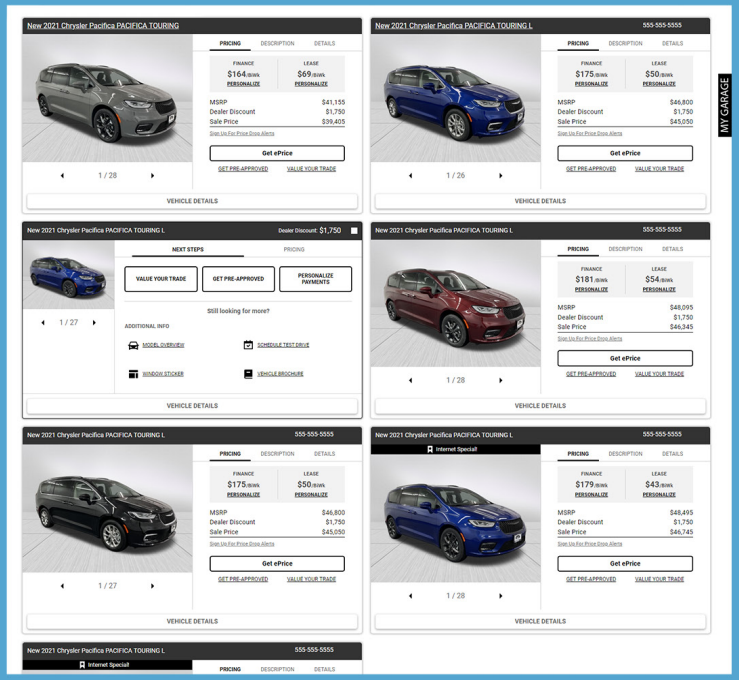


Vehicle Details

MOST FUNCTIONAL SRP

With today's shoppers using their mobile devices to shop for cars, the number of pages a customer views on a website is lower. This means your customers are less likely to get past the SRP. Because of this, your SRP has to have as much functionality as possible in order to convert more of your web traffic. This is why we built our SRP to be the most functional and robust in the industry.

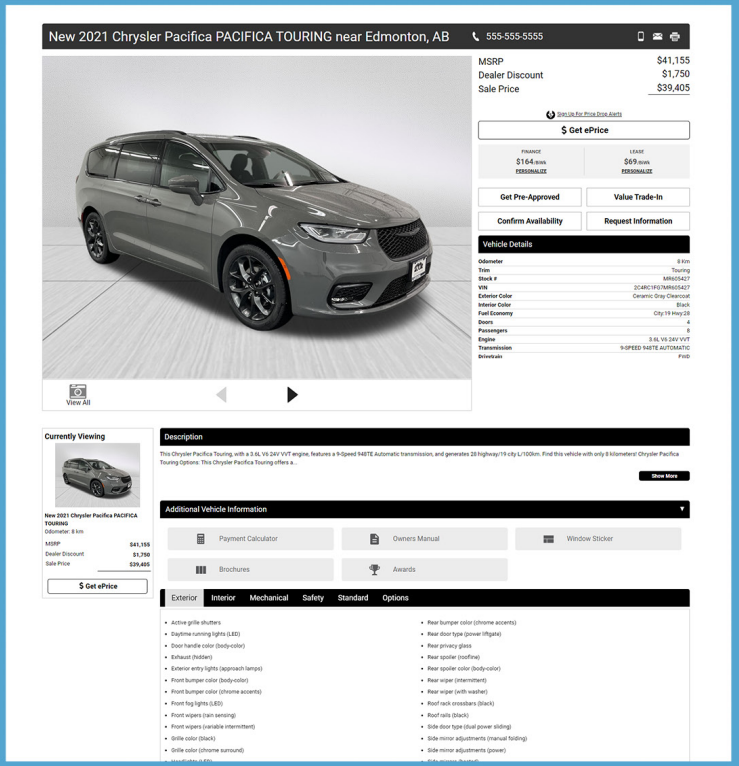
- All Vehicle Photos & Max Photo Size
- Video Integration
- Custom Pricing Display
- Lease/Purchase Payments
- Pricing Calculations with Disclaimers
- Monthly Payments
- Custom Call-to-Action Buttons
- Price Drop Alerts
- One Minute ePrice
- Price Unlock
- Detailed Vehicle Info & Comments
- Side-by-Side Comparison
- Window Stickers & Brochures
- 3rd Party Integrations



MOST ADVANCED VDP

For the customer that wants to take a closer look at a vehicle on your site, we've developed the industry's most complete Vehicle Details Page (VDP).

- 4K Photos with Hot Spots & Hyper Zoom
- Vehicle Inventory Videos
- 360° Interior & Exterior Views
- Vehicle Details & Installed Options
- Unlimited Customizable Pricing Fields
- Automated Incentives, Rebates, & Specials
- Lease/Purchase Payments
- Trade-In Evaluation
- Price Drop Alerts
- One Minute ePrice
- Price Unlock
- Owner's Manuals
- Window Stickers & Brochures
- NHTSA Safety Crash-Test Ratings
- Green Score Ratings
- Vehicle Awards & Accolades



Local SEO & Reputation Management

CUSTOM CONTENT

According to Google, content is a top ranking factor. Most dealers simply don't have the time or resources to be adding relevant, original content to their site on a regular basis. We ensure they get customized articles uploaded on their site every month.

KEYWORD RANKING REPORT

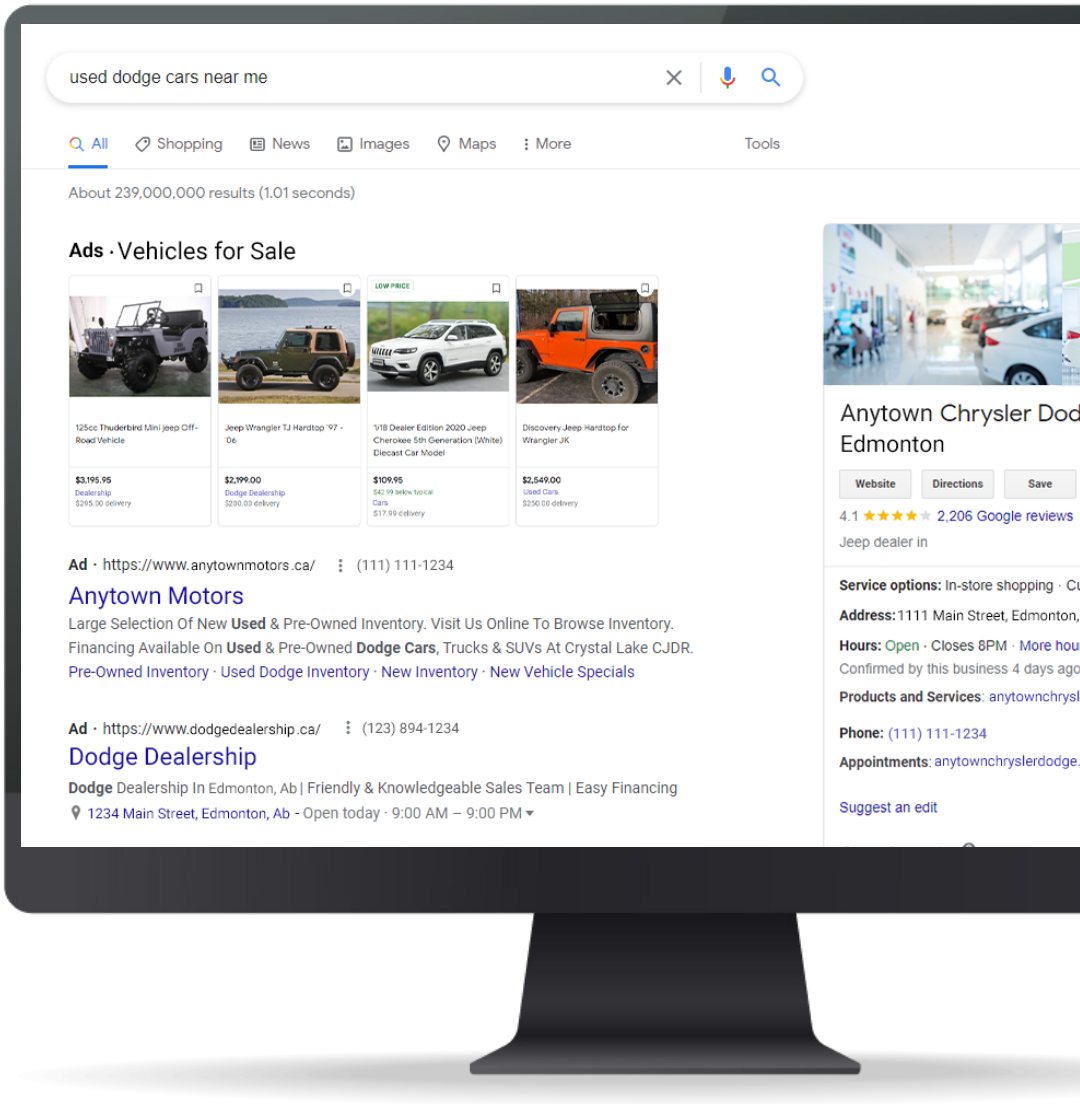
Improving your on-site optimization starts by creating relevant and consistent content. You then need to monitor the performance and impact that content has within search engine results. Our Keyword Ranking Report includes metrics such as your average position, position fluctuation and top 10 keywords across all major search engines, all locations and all devices.

LOCAL LISTINGS MANAGEMENT

There are hundreds of online directories. Consistency across all of them is necessary to build authority with search engines, which ultimately leads to better rankings. Local Listing Management keeps all your online business listings up-to-date for you.

REPUTATION MANAGEMENT

Search Engines are taking into account the amount of quality, positive reviews your dealership accumulates. Our Reputation Management platform allows dealers to seamlessly monitor online reviews and social media mentions to ensure a positive brand identity is represented.



Integrated Tools

CAROI - DMS ATTRIBUTION

We pull in all website and digital marketing data and match it to all DMS sales activity, providing a report that shows dealers what IS, and IS NOT helping sell cars. Tying together both online and offline data, 3rd party vendors, and more, we are able to give the exact formula of what produces the best results.

UNITS INVENTORY

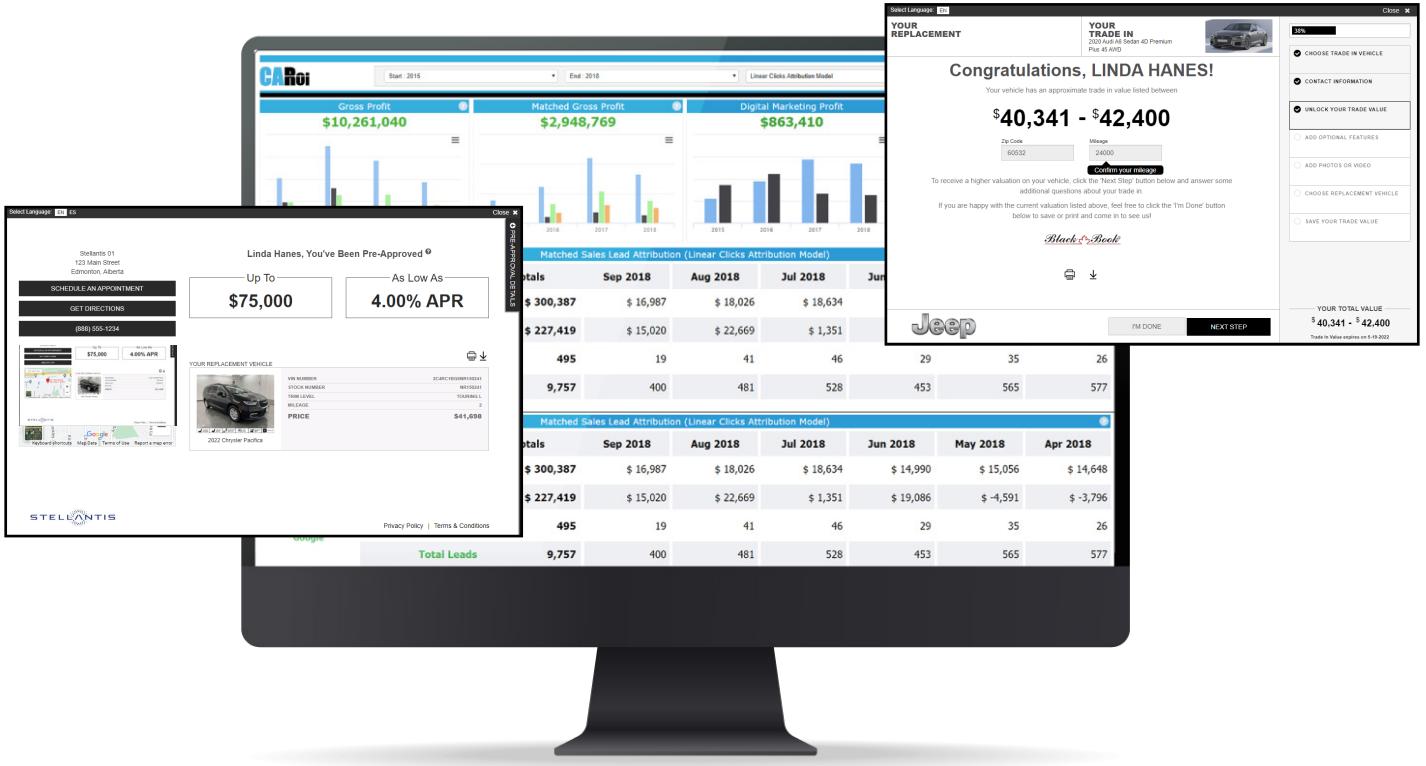
Engage your online customers by getting your cars out of the inventory management process and up in front of shoppers quickly, easily and accurately. When you choose Units Inventory for your online dealership management solutions, you get access to sophisticated, state-of-the-art automotive inventory and data management software and services.

EAUTOAPPRAISE

The eAutoAppraise trade-in tool is consistently one of the top converting lead forms on our dealers' sites, and it's easy to see why. By utilizing the power of Blackbook, KBB, or NADA Guides, you can give consumers an exact valuation for their vehicle in a matter of seconds!

ECREDITAPP (LITE)

eCreditApp features a quick 3-step process and doesn't require customers to enter their SSN or DOB, resulting in max conversion opportunity. Dealers can choose to pre-screen customers in real-time resulting in soft-pull data being delivered to the CRM of their choice.



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