

# AUTOMOTIVE WEBSITES



**GENERAL MOTORS 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 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 WordPress!)
- 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 AMP 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 \$1,299	GOLD \$1,599	PLATINUM \$1,999	RHODIUM \$2,499
CONTENT MANAGEMENT SYSTEM (CMS)	✓	✓	✓	✓
INVENTORY MANAGER: NEW, USED AND CPO VEHICLE MANAGEMENT TOOL	✓	✓	✓	✓
LEAD GENERATION MODULE (BASIC)	✓	✓	✓	✓
CARFAX® BADGING INTEGRATION	✓	✓	✓	✓
GOOGLE ANALYTICS GA4 TAGGING	✓	✓	✓	✓
SHOWROOM SRPS & VDPS		✓	✓	✓
OEM VIDEOS IN NEW VDPS		✓	✓	✓
FACEBOOK POSTS		✓	✓	✓
BUILD & PRICE, OEM INCENTIVES, LEASE & FINANCE CALCULATOR, SEARCH BAR, DYNAMIC TOASTERS		✓	✓	✓
SMS-SPECIFIC CALL TO ACTIONS (EX: TEXT ME THE 2024 CHEVROLET SILVERADO BROCHURE)		✓	✓	✓
ORIGINAL MODEL BROCHURES IN USED VDPS		✓	✓	✓
HEADER SEARCH BOX WITH FULL SHOWROOM AND INVENTORY		✓	✓	✓
SEO BOOST BACKLINKS PACKAGE		✓	✓	✓
AUTOMATED E-MAIL MARKETING SYSTEM		✓	✓	✓
LEAD GENERATION BOOST MODULE (HIGHLY OPTIMIZED & CUSTOM OFFERS)		✓	✓	✓
VDP 4K IMAGE AUTO ZOOM + TRANSACTION BUILDER + MOBILE BOOST			✓	✓
BUSINESS INTELLIGENCE FOR USED INVENTORY			✓	✓
DESCRIPTION BOOST - 50 DESCRIPTIONS (USED ONLY)			✓	✓
INVENTORY EXPORTS (TRADER AND KIJJI)			✓	✓
UNLIMITED INVENTORY EXPORTS				✓
SMS CHAT BOOST				✓
GOOGLE BUSINESS PROFILE BOOST				✓
GOOGLE REVIEWS + GOOGLE MAPS FOR MULTI-LOCATIONS				✓
MIGRATION OF EXISTING CUSTOM SITE CONTENT UP TO	3 PAGES	5 PAGES	7 PAGES	10 PAGES

## A LA CARTE SERVICES

	PRICE
BASIC DIGITAL RETAILING PACKAGE: SHOWROOM SRPS & VDPS (NO BUILD & PRICE) ** INCLUDED FOR SILVER PACKAGE WITH A MINIMUM DIGITAL ADVERTISING BUDGET OF \$1500 / MONTH	\$195/MONTH
ADVANCED DIGITAL RETAILING PACKAGE: SHOWROOM, BUILD & PRICE, OEM INCENTIVES, LEASE & FINANCE CALCULATOR, NEW CAR PHOTO MATCH, SEARCH BAR, DYNAMIC TOASTERS	\$595/MONTH
UPGRADE FROM BASIC TO ADVANCED DIGITAL RETAILING PACKAGE	\$395/MONTH
3RD-PARTY DIGITAL RETAILING INTEGRATION (MOTOCOMMERCE, AUTOFI, ASKAVA, ETC.)	\$100/MONTH
ONLINE DEPOSIT (PAYPAL OR STRIPE)	\$245/MONTH
TRANSACTION BUILDER (SHOWROOM, NEW & USED INVENTORY VDPS)	\$250/MONTH
FACEBOOK VEHICLES CATALOG FOR AIA	\$150/MONTH
FACEBOOK MARKETPLACE BOOST AUTOMATED SYNDICATION (UP TO 100 USED VEHICLES)	\$445/MONTH
FACEBOOK MARKETPLACE BOOST AUTOMATED SYNDICATION (ADD 100 VEHICLES)	\$195/MONTH
FACEBOOK MARKETPLACE BOOST AUTOMATED SYNDICATION (NEW VEHICLES)	\$195/MONTH
FACEBOOK MARKETPLACE BOOST SET-UP FEES	\$895/SETUP
GOOGLE VLA CATALOG (PER CATALOG) / GOOGLE MY BUSINESS VEHICLE LISTINGS	\$150/MONTH
CHAT LEADS INTEGRATION & TRACKING FEATURE (PER CHAT)	\$100/MONTH
TRADE-BOOST WITH INSTANT VALUES FROM CANADIAN BLACK BOOK OR ACCU-TRADE + CREDIT SCORE FORMS	\$395/MONTH
TRADE-BOOST WITHOUT INSTANT VALUES (TRADE-IN VALUE LEADS GENERATOR)	\$250/MONTH
TRADE-BOOST UPGRADE FOR INSTANT VALUES FROM CANADIAN BLACK BOOK OR ACCU-TRADE + CREDIT SCORE FORMS	\$245/MONTH
DESCRIPTION BOOST (MAXIMUM 50 AUTOMATED USED VEHICLE DESCRIPTIONS)	\$195/MONTH
DESCRIPTION BOOST UPGRADE FROM 50 DESCRIPTIONS (USED) TO 150 DESCRIPTIONS (NEW & USED)	\$200/MONTH
DESCRIPTION BOOST 150 AUTOMATED DESCRIPTIONS (NEW & USED INVENTORY)	\$395/MONTH
DESCRIPTION BOOST - 100 EXTRA AUTOMATED DESCRIPTIONS (NEW & USED INVENTORY)	\$195/MONTH
BUSINESS INTELLIGENCE (INVENTORY)	\$250/MONTH
GOOGLE REVIEWS + GOOGLE MAPS FOR MULTI-LOCATIONS	\$100/MONTH
LEAD GENERATION BOOST MODULE (HIGHLY OPTIMIZED & CUSTOM OFFERS)	\$250/MONTH
CLICK-TO-STORE ADVANCED TRACKING + DMS SALES INTEGRATION	\$225/MONTH
3RD PARTY NON-INVENTORY IMPORTS & EXPORTS* (PRICE, PICTURES, DIGITAL RETAILING, ETC.) *PER IMPORT / EXPORT	\$50/MONTH
ADDITIONAL INVENTORY EXPORT* (MEDIA OR 3RD-PARTY) *PER EXPORT	\$50/MONTH

## A LA CARTE SERVICES

	PRICE
CALL TRACKING: 200 MINUTES (OVERAGES AT \$0.12/MIN)	\$40/MONTH
CALL TRACKING: 500 MINUTES (OVERAGES AT \$0.12/MIN)	\$60/MONTH
SMS CHAT BOOST	\$295/MONTH
CONSENT BOOST A STREAMLINED SOLUTION FOR GATHERING / MANAGING COOKIE CONSENT TO OPTIMIZE COMPLIANCE WITH PRIVACY REGULATIONS	\$99/MONTH
3RD-PARTY COOKIE INTEGRATION WITH CONSENT BOOST* (HOURLY RATE TO INTEGRATE 3RD-PARTY SCRIPTS) *CONSENT BOOST IS REQUIRED TO PURCHASE THIS PRODUCT	\$125/HOUR
MASS E-MAIL BLAST **REQUIRES AUTOMATED MARKETING SYSTEM	\$600/BLAST
PREMIUM EMAIL + SMS BLAST WITH LANDING PAGE (UP TO 2,000 CONTACTS)	\$1,195/MONTH
SEO CONTENT BOOST (600-WORD CONTENT PER MONTH)	\$1,000/MONTH
YEARLY SECONDARY DOMAIN RENEWAL FEES (PER DOMAIN)	\$10/YEAR
GBP BOOST* - NEW VEHICLES ON GOOGLE BUSINESS PROFILE & MONTHLY REVIEWS SUMMARY *GBP BOOST SETUP FEES ARE REQUIRED WITH THIS OPTION	\$150/MONTH
GBP BOOST SETUP FEES (PER SETUP)	\$150/SETUP
NEW VEHICLE STOCK IMAGE EXPORT (PER EXPORT)	\$75/MONTH
PICTURE BOOST - SELF-SERVICE 50 USED	\$395/MONTH
PICTURE BOOST - SELF-SERVICE 100 USED	\$695/MONTH
PICTURE BOOST - SELF-SERVICE 200 USED	\$1,295/MONTH
PICTURE BOOST - MANAGED 25 USED	\$295/MONTH
PICTURE BOOST - MANAGED 50 USED	\$495/MONTH
PICTURE BOOST - MANAGED 100 USED	\$945/MONTH
PICTURE BOOST - MANAGED 50 NEW GENERIC ** REQUIRES USED PACK	\$295/MONTH
PICTURE BOOST - MANAGED 100 NEW GENERIC ** REQUIRES USED PACK ** REQUIRES USED PACK	\$495/MONTH
PICTURE BOOST - MANAGED 200 NEW GENERIC ** REQUIRES USED PACK ** REQUIRES USED PACK	\$895/MONTH
PICTURE BOOST - MANAGED 50 NEW GENERIC	\$395/MONTH
PICTURE BOOST - MANAGED 100 NEW GENERIC	\$595/MONTH
PICTURE BOOST - MANAGED 200 NEW GENERIC	\$995/MONTH
PICTURE BOOST - MANAGED 75 COMBO: USED & NEW GENERIC	\$545/MONTH

## A LA CARTE SERVICES

	PRICE
PICTURE BOOST - MANAGED 150 COMBO: USED & NEW GENERIC	\$945/MONTH
PICTURE BOOST - MANAGED 300 COMBO: USED & NEW GENERIC	\$1,645/MONTH
PICTURE BOOST - CUSTOM 3D BACKGROUND WITH LOGO	\$900/EACH
PICTURE BOOST - LOGO ON STANDARD BACKGROUND	\$300/EACH
CONVERSATIONS SELF MANAGED	\$349/MONTH
CONVERSATIONS 50 MANAGED	\$549/MONTH
CONVERSATIONS UNLIMITED MANAGED	\$849/MONTH
CONVERSATIONS™ SELF-MANAGED WITH TRADE-IN EVAL TOOL	\$499/MONTH
CONVERSATIONS™ MANAGED CHAT WITH TRADE-IN EVAL TOOL - UP TO 50 CHATS	\$749/MONTH
CONVERSATIONS™ MANAGED CHAT WITH TRADE-IN EVAL TOOL - UNLIMITED	\$1,149/MONTH

## DESIGN SERVICES

	PRICE
STANDARD WEBSITE BANNER CREATION & INTEGRATION (1 LANGUAGE)	\$150/BANNER
CUSTOM DESIGN AND CONTENT WORK (FRONT-END)	\$150/HOUR
CUSTOM DEVELOPMENT WORK (BACK-END)	\$200/HOUR
CUSTOM BANNER DESIGN & INTEGRATION	\$150/BANNER
DESIGN: 3-PACK ANIMATED BANNERS IN IAB SIZES (FRENCH & ENGLISH)	\$675/PACK
CREATIVE SERVICES	\$150/HOUR
OTHER CUSTOM WORK FOR CAMPAIGNS ** ESTIMATED # OF HOURS TO BE PRE-APPROVED BEFORE WORK IS INITIATED	\$150/HOUR