

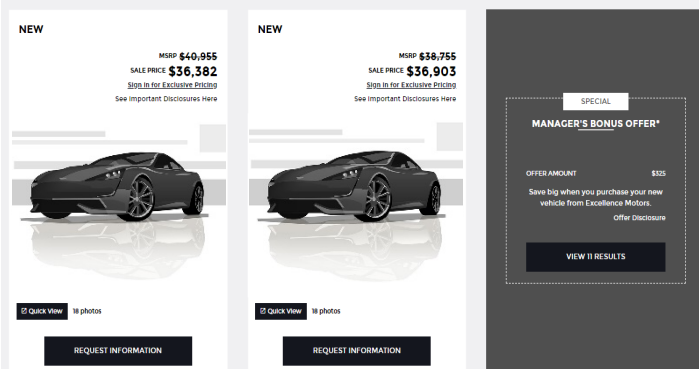
# WEBSITES

## Attract, convert, and retain car buyers.

Choosing a Sincro Website means you never have to compromise on features; you get everything a platform has to offer - *no matter what*.

### More Influence

Promote faster turnover with industry-first merchandising tools like Vehicle Badge and Offer Spotlight.



### More Audience Data

Your website analyzes shopper behavior in real-time, and customizes the experience based on their interests.



### More Peace of Mind

With ADA lawsuits on the rise, protect your dealership with the only platform built to enable compliance with WCAG 2.0 Level AA standards. Level AA standards. For an additional layer of accessibility, you also get the full accessiBe solution at no additional cost.



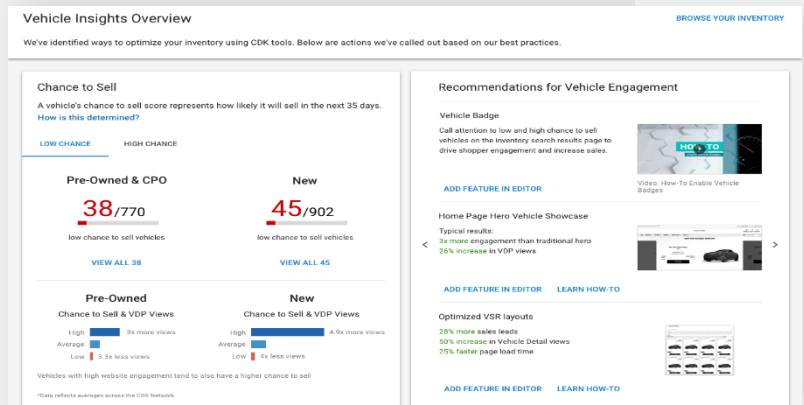
## More Creative Control

Make your brand stand out with a full suite of design tools

- Built-in graphic design tool
- Curated gallery of custom and seasonal designs
- Dozens of prebuilt inventory and landing page templates

## More Insights

Make informed decisions about your business with actionable data with exclusive Google Analytics reports, platform A/B testing, and Sincro Insights.



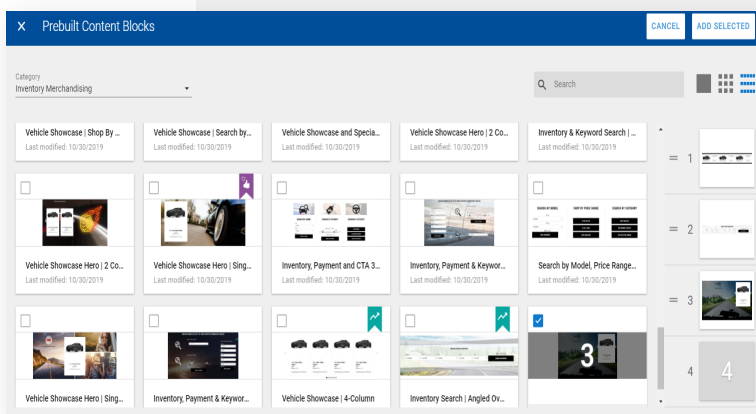
## More Shopper Engagement

Know what content cards are driving the most shopper engagement right now and activate the A/B tested Vehicle Search Results page layout to generate:

**28%** more email leads

**50%** more Vehicle Detail Page views\*

\*Sincro Insights October 2018



## More Support

Get your questions answered **in the moment** by a support team and work with a dedicated **Website Performance Manager** who is focused on maximizing the performance of your website.



# WEBSITE PACKAGE DETAILS



## DETAILED FEATURES

Silver  
\$799

Gold  
\$1149

Platinum  
\$1699

All Packages Enable ADA WCAG 2.0 Level AA Compliance  
(Full **accessiBe** Solution Included at **NO** Additional Cost)

	Silver \$799	Gold \$1149	Platinum \$1699
Fully Responsive Websites	●	●	●
HTTPS Secure Websites	●	●	●
Website Domain Hosting	●	●	●
Platform SEO (Built-in Structured Data and Schema)	●	●	●
Automated Redirects	●	●	●
Enhanced Dealer Review Pages	●	●	●
Robust Content Management System with Stock Image Library	●	●	●
Schedule Modern Designs and Unlimited Layouts	●	●	●
Go-To-Market Editable Promotional Assets (Slide Studio)	●	●	●
Live Asset Content Creation (Unlimited via Slide Studio)	●	●	●
Unlimited Landing Pages (Models, Blogs, Staff, etc.)	●	●	●
Unlimited Custom Form Creation	●	●	●
16+ Prebuilt VSR + VDP Layouts	●	●	●
Dynamic Lead-Optimized Vehicle Search Results	●	●	●
Promotional Pop-Ups	●	●	●
Dynamic Full Site Personalization (New, Used, Likely Buyer, Service + Parts)	●	●	●
Voice Search	●	●	●
Rapid Search	●	●	●



# WEBSITE PACKAGE

## DETAILS



### DETAILED FEATURES

	Silver \$799	Gold \$1149	Platinum \$1699
Offer Spotlight	●	●	●
Vehicle Badge	●	●	●
Service Coupons Mobile Add-to-Wallet	●	●	●
Shopper Accounts	●	●	●
Incentive Integration	●	●	●
Unlimited Inventory Exports	●	●	●
New/Used Vehicle Inventory Management Tool	●	●	●
Ongoing A/B Testing	●	●	●
Heat Map Content Engagement Software	●	●	●
Google Analytics Integration	●	●	●
Google Analytics Prebuilt Performance Dashboards	●	●	●
Audience/Sales Performance Dashboard	●	●	●
Access to CDK Audience Platform (90M+ Shopper Profiles)	●	●	●
Simple 3 <sup>rd</sup> Party Integrations (Digital Retailing, Chat, Video, etc.)	●	●	●
Includes Future Feature Enhancements	●	●	●
Email Hosting	●	●	●
Ongoing Dealership Training (Office Hours)	●	●	●
In-The-Moment Dealer Website Support	●	●	●





# WEBSITE PACKAGE DETAILS



## DETAILED FEATURES

	Silver \$799	Gold \$1149	Platinum \$1699
Unlimited Custom Content Creation		●	●
Virtual Test Drive		●	●
Inventory Pic-to-Video		●	●
PlusSEO: Optimized Homepage + Up to 20 Inventory Pages		●	●
PlusSEO: Optimized 4 Service Pages		●	●
Website Performance Manager (Managed Google Analytics + Google Data Studio Reporting)			●
Additional Google Data Studio Reports			●
PremierSEO: Optimize ALL New + CPO Model VSR Pages			●
PremierSEO: Optimize Model Landing Pages + ALL Service Pages			●

## ADD-ONS

	Silver	Gold	Platinum
Unlimited Custom Content Creation	\$499	Included	Included
Website Performance Manager (Managed Google Analytics + Google Data Studio Reporting)	\$699	\$699	Included
PowerSEO	\$1399	\$999	\$999
Google My Business Management	\$599	\$599	\$599
3 <sup>rd</sup> Party ADA Monitoring Tools Available	Add-on	Add-on	Add-on