

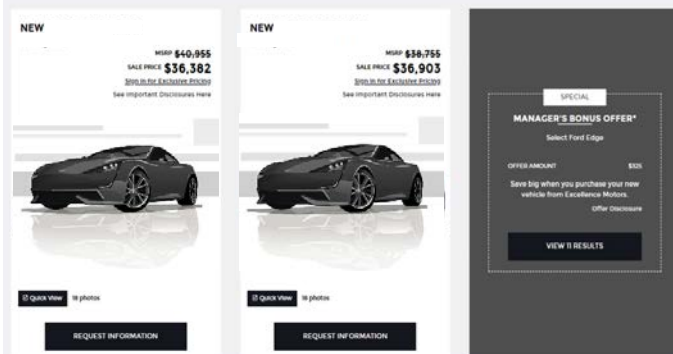
# WEBSITES

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.



50 Data points captured on every single website shopper.

## More Peace of Mind

With ADA lawsuits on the rise, protect your dealership with the only platform built to comply with WCAG 2.0 Level AA standards.



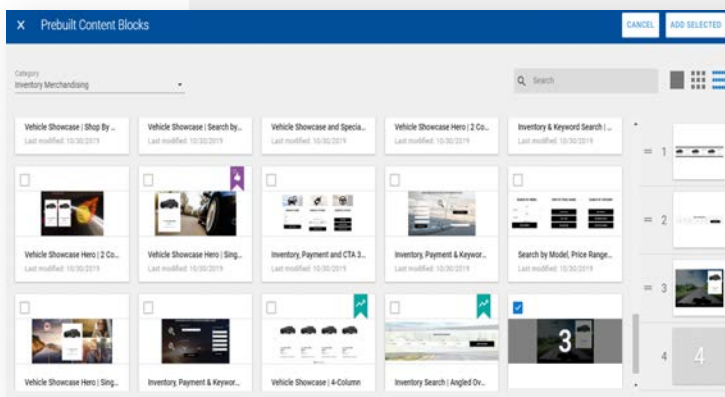
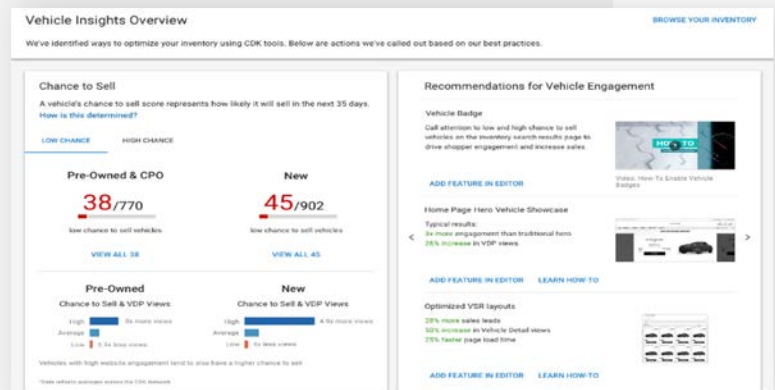
## More Creative Control

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 anytime you feel stuck, or work with a dedicated **Website Performance Manager** who is solely focused on maximizing the performance of your website.

# GENESIS PACKAGES

Dealer Website Certification Program (DWCP)  
Approved Website Packages



## WHAT'S INCLUDED:

	Silver \$799	Gold \$1,199	Platinum \$2,199
Google-Preferred Mobile-First Responsive Design	●	●	●
SSL / SEO-Rich Website Platform	●	●	●
Premium Cutting-Edge Designs	●	●	●
Syndicated Brand Content to Third-Party Lead Aggregators like Edmunds, KBB and Car Gurus	●	●	●
Consumer Engagement Tools to Generate More Leads	●	●	●
Unlimited Dealer Landing Pages	●	●	●
Dedicated Dealer Support: Creative / Website Updates, Promo and Dealer Offer Management, Tech Support, Troubleshooting and more	●	●	●
Dealer Command Center: Fully Integrated Analytics Reporting Suite, Website Editor, Audience Insights, and Content Engagement Map	●	●	●
Intuitive Content Management Tools to Easily Update Your Website	●	●	●
Call Tracking Numbers to Monitor Call Quality & Evaluate Your Advertising	●	●	●
Vehicle Merchandising Tools to Highlight Special Offers and Promotions	●	●	●
Integrated Inventory Incentives and Specials to Easily Update Vehicle Payments and Promotions	●	●	●
Social Sharing Tools to Expand Your Brand	●	●	●
Promo Pop to Generate Leads from Your Returning Visitors	●	●	●
Integrated Sincro Blog	●	●	●

# GENESIS PACKAGES

Dealer Website Certification Program (DWCP)  
Approved Website Packages



## WHAT'S INCLUDED:

	Silver \$799	Gold \$1,199	Platinum \$2,199
Dynamic Full Site Personalization (New, Used, Likely Buyer, Service + Parts)	●	●	●
SEO Essentials		●	●
Video Test Drive / Picture to Video: Additional Video Products with Picture to Video and Virtual Test Drive Automatically Added to Dealer Inventory		●	●
PowerSEO: A Dedicated SEO Expert to Provide Full-Site SEO Optimization and a Custom, Comprehensive SEO Strategy			●
Website Performance Manager: Premium Proactive Website Expertise and Support From a Dedicated Digital Marketing Expert			●

## A LA CARTE:

PowerSEO	\$1,399	N/A	Included
PowerSEO Upgrade (from SEO Essentials)	N/A	\$999	N/A
Website Performance Manager	\$399	\$399	Included

## SPECIAL PRICING FOR HYUNDAI DEALERS!

<b>Silver</b> With Hyundai Site <b>\$769*</b>	<b>Gold</b> With Hyundai Site <b>\$1,019*</b>	<b>Platinum</b> With Hyundai Site <b>\$1,849*</b>
---	---	---

*\*Genesis Website Special Pricing is only valid for Hyundai dealers who currently have a Sincro website or sign up for a Hyundai website at the time of Genesis enrollment.*

