

DEALER DIGITAL SOLUTION



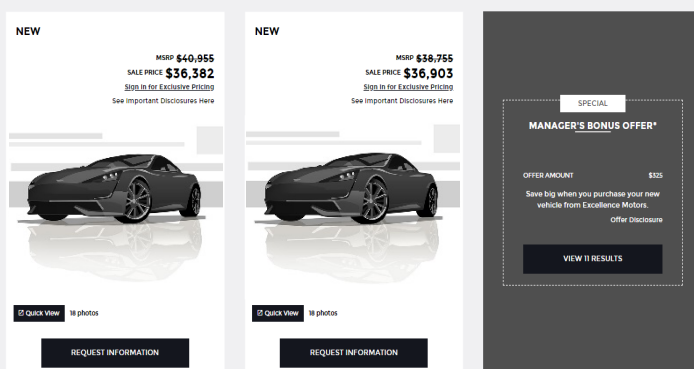
WEBSITES

Attract, convert, and retain car buyers.

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

More Influence

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



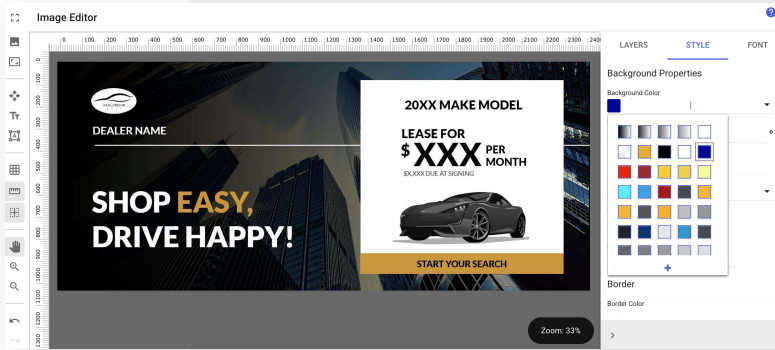
More Audience Data

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



More Support

Get your questions answered by our [In-The-Moment](#) website support team who resolve 80% of calls immediately and work with your Digital Performance Strategist to optimize your [SEO](#) and [Website Performance Management](#).



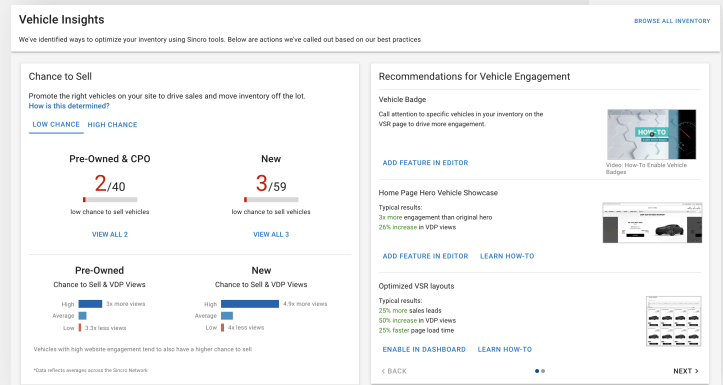
More Creative Control

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 found in exclusive Google Analytics reports, platform A/B testing, and Sincro Insights.



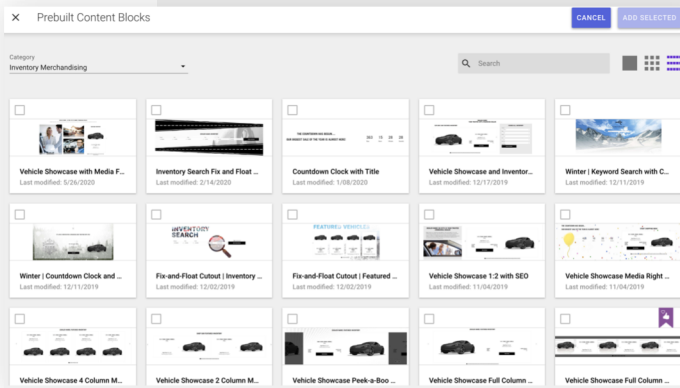
More Shopper Engagement

Know what content is 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 Peace of Mind

With ADA lawsuits on the rise, protect your dealership with the only platform built to enable compliance with WCAG 2.1 Level AA standards. For an additional layer of accessibility, you also get the full accessiBe solution at no additional cost.

A ROBUST LEAD-GENERATION PLATFORM

All Sincro website packages include a full suite of website technology. In fact, every package includes dynamic full website personalization and In The Moment Service.

Standard Website Features and Functionality Include:

PEACE OF MIND

- Enable ADA WCAG 2.1 Level AA Compliance (without 3rd-party plug-ins or additional service requirements)
- Full accessiBe Solution (includes foreground application, litigation support package, and on-going AI-powered remediation)
- Consumer Privacy Tool

CUSTOM EXPERIENCES

- Dynamic Full Site Personalization (New, Used, Likely Buyer, Service + Parts)
- Sincro Audience Platform +90M Shopper Profiles

DATA & ANALYTICS

- Platform A/B Testing
- Content Engagement Heat Map
- Vehicle Insights
- Google Analytics
- Google Analytics Prebuilt Performance Dashboards
- Audience + Sales Performance Dashboard

PERFORMANCE

- Google-Preferred Fully Responsive Websites
- Platform SEO (Built-in Structured Data and Schema)
- SSL (HTTPS) Secure Websites
- +65 3rd-Party Integrations
- Domain & Email Hosting

DESIGN

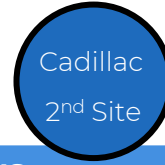
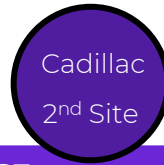
- Slide Studio
- Design Calendar
- Unlimited Landing Pages
- Prebuilt Content Block Gallery
- Curated Selection of Website Designs
- Robust Content Management System with Stock Image Library

MERCHANDISING & TOOLS

- Fully Integrated Incentives
- Unlimited Inventory Exports
- Lot Merchandiser
- Shopper Accounts
- Unlimited Custom Lead Forms
- 9 VSR + 9 VDP Prebuilt Layouts
- Shopper Urgency + Vehicle Urgency
- Enhanced Inventory Navigation
- Call Tracking Numbers (CTN)
- **And More!** Mobile Add-to-Wallet, Offer Spotlight, Promo Pop, Rapid Search, Vehicle Badge, Vehicle Showcase Card, Voice Search (Plus and Premier Only)



DEALER DIGITAL SOLUTION



BASE	PLUS	PREMIER
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All Packages Enable ADA WCAG 2.1 Level AA Compliance (Full **accessiBe** Solution Included at **NO** Additional Cost)

<p>The Sincro Website Platform</p> <ul style="list-style-type: none"> Every Package Includes Our Comprehensive Website Platform delivering Peace of Mind, Custom Experiences, Design, Performance, Data & Analytics, and Merchandising & Tools 	●	●	●
<p>In The Moment Service</p> <ul style="list-style-type: none"> GM Incentives Support Faster Response Times & Technical Support Live Website Training Sessions 	●	●	●
<p>Unlimited Custom Creative Content</p>	Additional Cost	●	●
<p>Video Test Drive & Inventory Pic-2-Vid</p>	N/A	●	●
<p>Voice Search</p>	N/A	●	●
<p>Plus SEO</p> <ul style="list-style-type: none"> Optimized Homepage + Up to 20 New Model VSR Pages + 4 Services Pages 	N/A	●	●
<p>Premier SEO</p> <ul style="list-style-type: none"> Optimized Homepage + ALL New + CPO Model VSR Pages + Model Landing Pages + ALL Service Pages 	N/A	N/A	●
<p>Google Data Studio Dashboard</p>	N/A	N/A	●
<p>Website Performance Management</p>	Additional Cost	Additional Cost	●

A LA CARTE SOLUTIONS

	BASE	PLUS	PREMIER
PowerSEO	Additional Cost	Additional Cost	Additional Cost
Spanish Website	Additional Cost		
Website Performance Management (Spanish)	Additional Cost		
Digital Operations Consulting	Additional Cost 12 Month Contract		
Enhanced Google My Business (GMB) Management	Additional Cost		

PARTNERS

3rd-Party ADA Compliance Optional Add-On Solutions	Varies by Partner
Digital Retailing Solutions	Varies by Partner

DIGITAL RETAILING

The Choice Is Yours.

The Sincro website platform integrates with all major Digital Retailing providers, bringing the power of the showroom to your website.

Our open platform advantage provides you with the flexibility to choose the right Digital Retailing solution to fit your needs and maximize your business processes .

And Sincro digital experts are on hand to assist you with your Digital Retailing strategy.

Learn More

<https://www.sincrodigital.com/GM>

Enroll Now

<https://www.gmdealerdigital.com/websites/>