



# WEBSITES

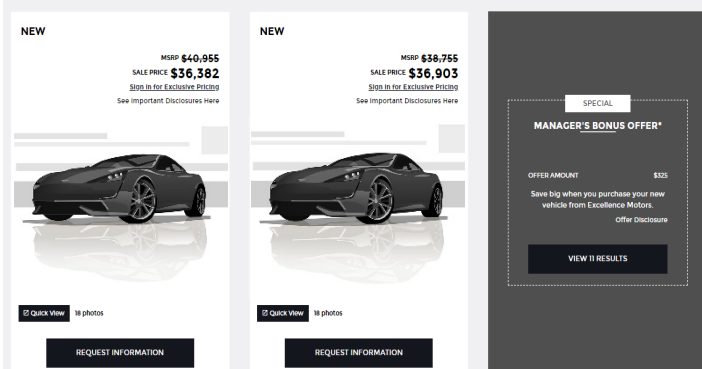


## Attract, convert, and retain car buyers.

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.



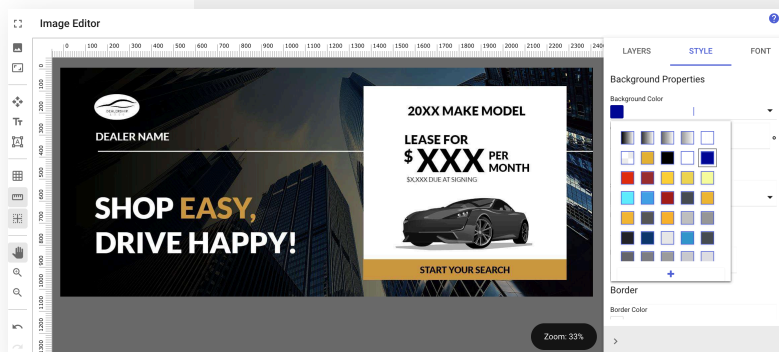
### More Audience Data

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



### More Support

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



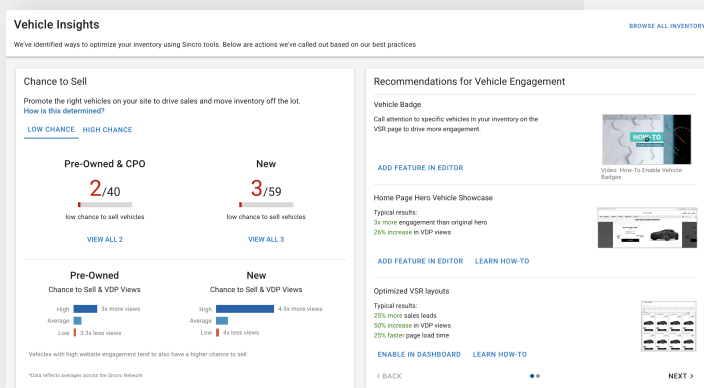
## More Creative Control

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.



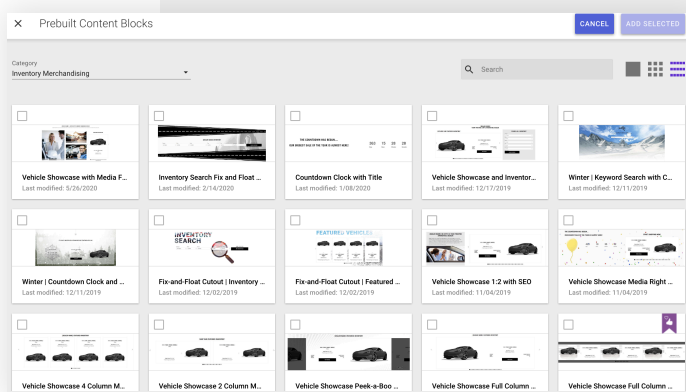
## More Shopper Engagement

Know what content 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 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.

# YOU GET IT ALL

**All three Sincro website packages include our 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:

### PROTECTION

- Enable ADA WCAG 2.0 Level AA Compliance (without 3rd-party plug-ins or additional service requirements)
- 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



# BMW APPROVED WEBSITE PACKAGES

	SILVER \$899	GOLD \$1299	PLATINUM \$1999
	All Packages Enable ADA WCAG 2.0 Level AA Compliance (without 3 <sup>rd</sup> -party plug-ins or additional service requirements)		
<b>SINCRO WEBSITES</b> <ul style="list-style-type: none"> <li>Every Package Includes Our Comprehensive Website Platform delivering Protection, Custom Experiences, Design, Performance, Data &amp; Analytics, and Merchandising &amp; Tools</li> </ul>	●	●	●
<b>IN THE MOMENT SERVICE</b> <ul style="list-style-type: none"> <li>Faster Response Times &amp; Technical Support</li> <li>Live Website Training Sessions</li> </ul>	●	●	●
<b>UNLIMITED CUSTOM CREATIVE CONTENT</b>	\$499/mo (a la carte)	●	●
<b>VIDEO TEST DRIVE</b>	N/A	●	●
<b>INVENTORY PIC-2-VID</b>	N/A	●	●
<b>PlusSEO</b> <ul style="list-style-type: none"> <li>Optimized Homepage + Up to 20 New Model VSR Pages + 4 Services Pages</li> </ul>	N/A	●	N/A
<b>PremierSEO</b> <ul style="list-style-type: none"> <li>Optimized Homepage + ALL New + CPO Model VSR Pages + Model Landing Pages + ALL Service Pages</li> </ul>	N/A	N/A	●
<b>WEBSITE PERFORMANCE MANAGER</b>	\$699/mo (a la carte)	\$699/mo (a la carte)	●

**Learn More**

<https://www.bmwdealerprograms.com/Website/Sincro>

**Enroll Now**

<https://www.bmwdealerprograms.com/packages/1/48>



# A LA CARTE SOLUTIONS

	SILVER	GOLD	PLATINUM
Website Performance Manager	\$699/mo	\$699/mo	INCLUDED
Unlimited Custom Creative Content	\$499/mo	INCLUDED	INCLUDED
PowerSEO	\$1399/mo \$1399 Setup	N/A	N/A
PowerSEO Upgrade	N/A	\$999/mo \$999 Setup	\$999/mo \$999 Setup
Google My Business (w/o PowerSEO)	\$599/mo \$599 Setup		
Google My Business (with PowerSEO)	\$499/mo \$499 Setup		
Power Social	\$1200/mo \$1,200 Setup		
Social Essentials	\$499/mo \$499 Setup		
Sales & Service Email Marketing	\$1999/mo \$1499 Setup		
Sales Email Marketing	\$1199/mo \$1199 Setup		
Service Email Marketing	\$1199/mo \$1199 Setup		
Video Calling	\$399/mo with 5 lines \$40/mo each add'l line		

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# A LA CARTE SOLUTIONS

	SILVER	GOLD	PLATINUM
Email Hosting (25GB Per Mailbox)	\$2/mo per each add'l Mailbox over 35 \$5 Setup		
Mobile Sync (5 Licenses)	\$25/mo		
Media Tracker 1 Call Tracking Number (CTN)	\$10/mo for each add'l CTN over 3 \$80 Setup		
Call Tracking Minutes (Usage-Based)	150 base minutes included \$0.10/minute after 150		

## 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 business.

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

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