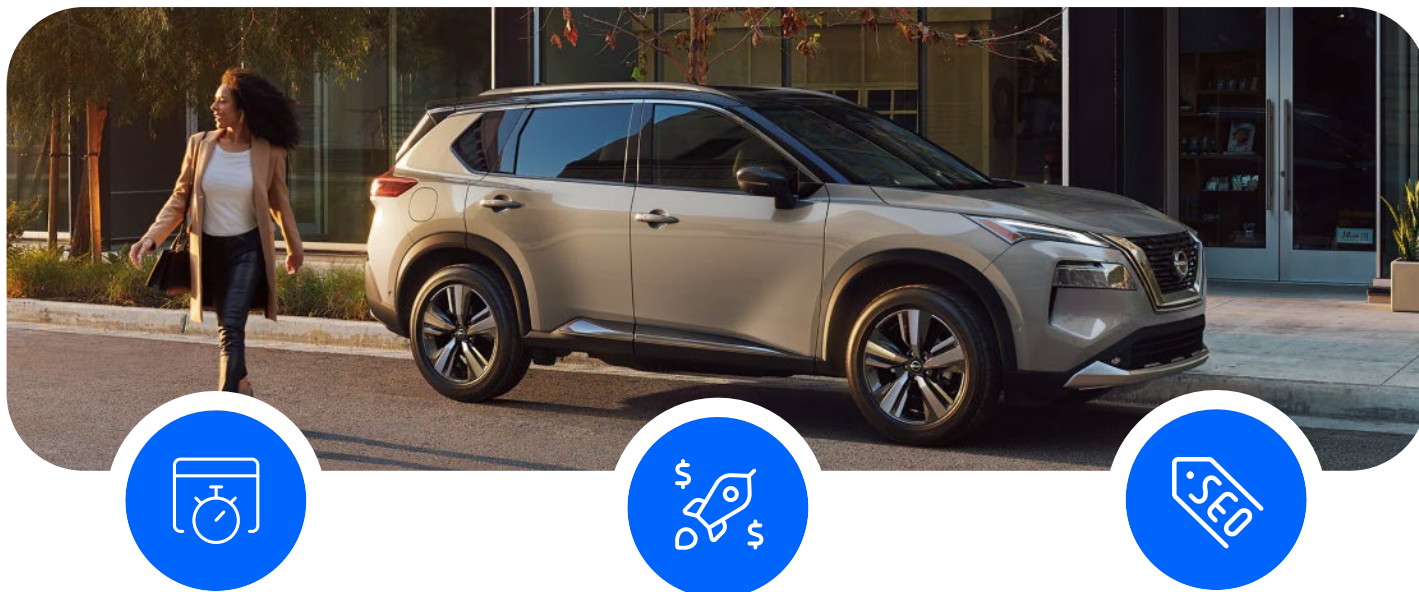# AUTOMOTIVE WEBSITE TECHNOLOGY

Your dealership deserves an exceptional online presence that meets and exceeds the expectations of today's car buyers. Ansira's proprietary website platform, part of the Ansira Edge Technology Suite$^{SM}$, is loaded with standard features and customizable functionality to engage your target customers, deliver information in seconds, and convert more leads.

### Open Platform:

Design and execute against your digital showroom vision with 3$^{rd}$ party tools and functionality seamlessly. Our partner portal offers integrations and connections to help you be more effective and efficient.

### Insightful Analytics:

Understand your consumer's behavior with our Google-powered analytics platform that helps you address your target audience's needs more effectively and optimize your strategies in real-time.

### Boost Your Online Presence:

Elevate your local discoverability with integrated SEO technology, Inline Ad functionality to highlight promotions, and GBP that fuels essential business details where, and when, your consumers are looking for you.

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**Dealers Who Switch to Ansira Benefit From:**

## 112%
Increase in Organic Traffic in the First 30 Days

## 73%
More Likely for Photos to Appear in SERP Results

SEM Rush 2024

*"Having Ansira would be a big step in increasing dealers' ability to create more conversions and provide a better customer experience online."*

**Neil Kopit |** Criswell Auto Group

**CRISWELL AUTO.COM**

# Standard Automotive Website Features And Functionality Include:

## The Ansira Website Platform

- Inventory and Incentives Manager tools
- User Administration
- Open and agnostic Partner Program
- Lead Routing
- Button Style options
- Custom Form Builder (Unlimited Custom Forms)
- Lead Submitter Insights
- Domain Hosting
- Email Hosting
- Redirect support on landing pages, subdomains and domains
- Secure Domain Hosting
- Americans with Disabilities Act Tool (powered by AccessiBe)
- Website Activity Tagging/Tracking
- Custom Website Code Support
- Core Website Forms
- Finance Secure Form
- MegaNav
- AI Engine and Tailored Experiences
- Dynamic Image Resizing
- Promo Pop Interstitial
- Voice Search Support
- Dealer Website Shopper Accounts
- Header Options
- Design Publishing Scheduler
- Actionable Insights Reports
- Google Reporting Analytics Creator Experience
- Call Tracking Numbers
- Department Hours
- Dealership Department Location Options
- Interactive Map
- Fully Responsive for all Device sizes
- Ongoing Site Speed Optimizations
- Engagement Map
- Generic Stock Images and Content
- Add-to-Wallet for Specials/Coupons
- Seamless Integrations With Dealer Preferred Vendors

## Website Design Controls

- Color Palette Options
- Multiple Designs
- Font Choices

## Dealer Group Functionality

- Content Sharing to other Ansira Websites
- Dealer Group Locations Interactive Map

## Inventory Merchandising Options

- Inventory Badges for Frequently Viewed VINs
- Custom Inventory Badges
- Offer Spotlight
- Inline Ads
- Price-Field Display Options
- Model Showroom
- Model Detail Pages
- Virtual Vehicles for Out-of-Stock Models
- Vehicle Feature Filter Tags
- 10+ Search Results and Details Page Layout Options
- Custom Vehicle Specials
- Custom Service and Parts Specials
- OEM Incentive Integration
- Quick View (More Photos) on Search Results page
- Modern search results page influenced by real shopper behavior
- Payment Calculator
- In-Transit Vehicle Badging
- Multiple Price Field Options
- Inventory Sources
- Inventory Syndication
- Website Search
- Stock Images
- Shopper "Save Vehicle" Functionality
- Shopper "Compare Vehicles" Functionality
- Similar Vehicles Presentation on the VDP
- Vehicle Specifications
- Vehicle at a Glance
- Inventory Filter Customization
- Vehicle Lead Optimizer
- Price Watch
- Vehicle Showcase
- Custom Vehicle Logos
- Inventory Sharing Across Client Websites
- Vehicle Rapid Search

## Page Building Control

- Custom Landing Pages
- Pre-Built Content Blocks
- Special Events Countdown Card
- Top Center Graphic Slide Studio
- Auto-Fill Tags for Repeated Copy (e.g., Phone Number, Address)
- Content Styling and Layout Options
- SEO Page Field Options
- YouTube Video Integration
- Rich Text Editor
- Copy-Page Functionality
- Copy-Content Functionality
- Video Background

**PROUD TO BE AN ENDORSED PROGRAM PARTNER FOR:**

# WEBSITE FEATURES & BENEFITS

| | Silver $999 | Gold $1,399 | Platinum $1,899 |
|---|---|---|---|
| **The Ansira Website Platform**<br>• Every package includes our comprehensive website platform delivering custom experiences, design, performance, data & analytics, and merchandising & tools | ● | ● | ● |
| **Google Reporting Analytics Creator Experience** | ● | ● | ● |
| **Custom Creative Content** | $499/mo. | ● | ● |
| **360° Exterior Vehicle images** (powered by Impel) | N/A | ● | ● |
| **Plus SEO** | N/A | ● | N/A |
| **Premier SEO** | N/A | N/A | ● |
| **Website Performance Management** | $699/mo. | $699/mo. | ● |

| A La Carte Solutions | | | |
|---|---|---|---|
| **PowerSEO** | $1,899/mo. | $1,499/mo. | $1,499/mo. |
| **Google Business Profile Management** | $599/mo. or included in PowerSEO | | |
| **Advertising Packages** | Available | | |
| **Spanish Websites** | Monthly Fee | | |

**185%** Increase in Leads When Paired With Ansira PowerSEO

**126%** Lift in Inventory Engagement When Paired With Website Performance Management