

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 SuiteSM, 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 3rd 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.

Retailers 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 retailers' ability to create more conversions and provide a better customer experience online."

Neil Kopit | Criswell Auto Group

CRISWELL
AUTO.COM

Automotive Website Features And Functionality Included in all Packages:

The Ansira Website Platform

- Inventory and Incentives Manager tools
- User Administration
- Open and Agnostic Partner Program
- Lead Routing
- Button Style Options
- Custom Form Builder
- Lead Submitter Insights
- Domain Hosting
- Email Hosting
- Secure Domain Hosting
- Americans with Disabilities Act Tool plus litigation support (powered by accessiBe)
- Website Activity Tagging/Tracking
- Website Code Support
- Core Website Forms
- Finance Secure Form
- MegaNav
- Website Search
- 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 Retailer Preferred Vendors
- Special Events Countdown Card
- Top Center Graphic Slide Studio

Website Design Controls

- Brand-approved Color Palette Options
- Brand-approved Fonts

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
- Search Results and Details Page Customization
- 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
- Product/Vehicle 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
- 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
- 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

WEBSITE FEATURES & BENEFITS

	Silver \$1,099	Gold \$1,499	Platinum \$2,099
<p>The Ansira Website Platform</p> <ul style="list-style-type: none"> 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 <small>(powered by Impel)</small>	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.
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

Enroll With Ansira: genesiscdmp.com

Program Support: info@genesiscdmp.com

Program Hotline: (833) 711-4172