DealerOn

NISSAN

Pricing
Guide

Learn More or
Schedule a Demo

Learn more about how we can help drive more qualified customers
to your dealership and help you sell more cars, more profitably.

(877) 543-6321   •   DealerOn.com

Award-Winning
Website Platform

DealerOn

Industry-Leading Conversion Rate

150% Or greater documented average lead increase over prior providers.

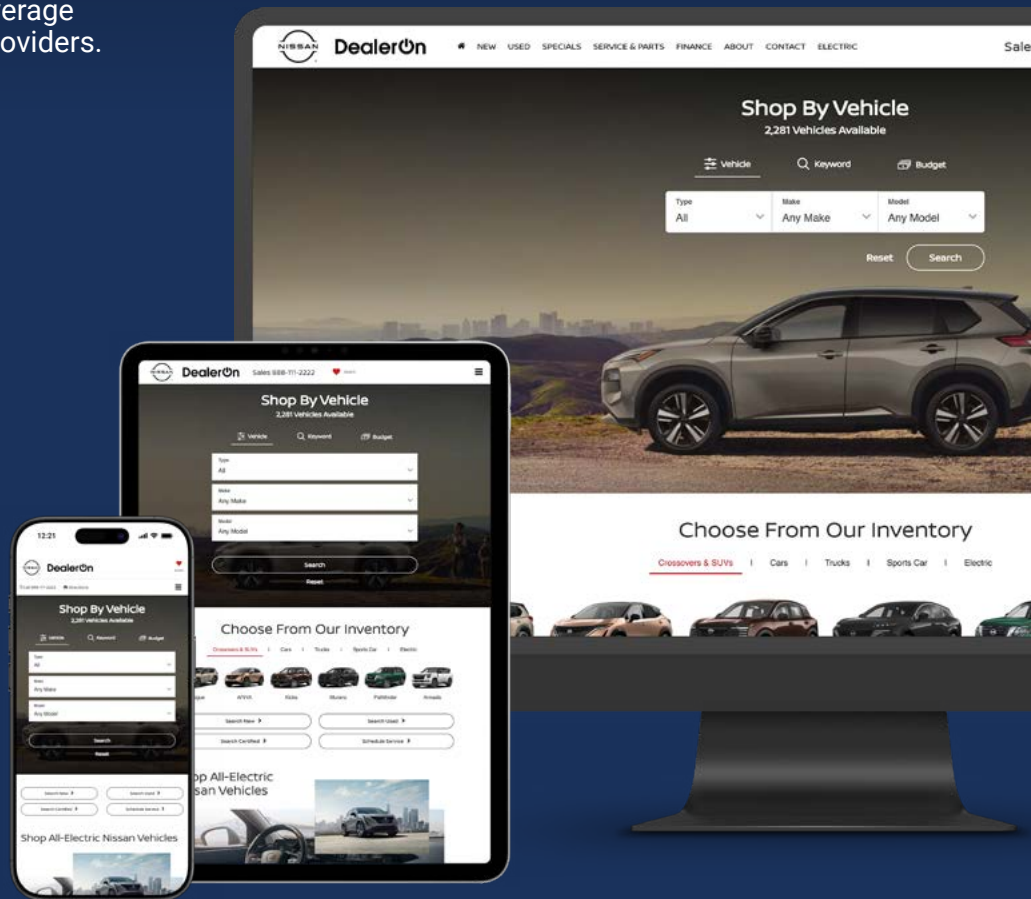Nissan Certified Websites

Responsive Design

Endorsed by Google, better for SEO

2x Faster homepage loading speed versus competitors.

More Leads.
More Sales.

- ✓ Lower Bounce Rate
- ✓ Higher Conversion
- ✓ Optimized for Mobile
- ✓ Data-Driven Design

Award-Winning
Customer Support

99%

Customer Satisfaction Rating
DrivingSales.com

Google Analytics
Certified Team

Retail Automotive
Experience

Top-rated Provider
for OEM Support

Websites PACKAGES, PRICING & ADD-ONS

Cosmos Packages	Core $1,499/MO.	Premier $2,199/MO.	Elite $2,999/MO.
ADA Compliant Platform	✔	✔	✔
HTTPS	✔	✔	✔
Call Tracking Basics (Up to 8 Call Tracking Lines up to 1,000 mins per month)	✔	✔	✔
Dedicated Account Team	✔	✔	✔
Inventory Management	✔	✔	✔
Custom Compliant Homepage Design	✔	✔	✔
Enterprise Specials Manager	✔	✔	✔
Local SEO Fundamentals	✔	✔	✔
DataHub (powered by Google Analytics)	✔	✔	✔
Integrated Blog	✔	✔	✔
Structured Data Optimized for Local Businesses	✔	✔	✔
Unlimited Inventory Exports	✔	✔	✔
Lead Driver Coupons	✔	✔	✔
Loop Alerts	✔	✔	✔
Loop Send-By-Text	✔	✔	✔
Loop eWallet Coupons	✔	✔	✔
Search Valet	✔	✔	✔
Lead Driver Geo-Fencing	—	✔	✔
Lead Driver Behavioral Targeting	—	✔	✔
Edmunds Vehicle Reviews (while current API is available)	—	✔	✔
A/B Testing (Consulting Included)	—	✔	✔
PriceStak Line-Item Incentives	—	✔	✔
PriceStak Payments	—	✔	✔
PriceStak Locked Offers	—	✔	✔
PriceStak Homepage Shop-By-Payments	—	✔	✔
Listings Manager	—	✔	✔
Advanced Listings Manager	—	—	✔
Apex Digital Retailing	—	—	✔
DataHub ROI Reporting	—	—	✔
Symphony Automation Bundle	—	—	✔
Design Studio	—	—	✔

Websites PACKAGES, PRICING & ADD-ONS

Website Package Add-On Serv.	Monthly
AccessiBe ADA Tool Additional Domain Certification	$299
Additional Domain Certification	$15
Additional Inventory Feed	$99
Advanced Listings Manager (upgrade)	$199
Advanced Pricing Matrix	$299
Apex Digital Retailing	$999
Apex DealerTrack Connection Fee	$300
Apex Draiver Integration	$99
Apex KBB Integration	$35
Base SEO Package	$1,499
DataHub ROI Reporting	$299
Core SEO Package	$2,000
Custom Homepage Slide Designs (5/mo.)	$699
Custom Landing Pages (2/mo.)	$250
Elite SEO Package	$3,000
Email Pack of 10	$25
Lead Driver Behavioral Targeting System	$599
Lead Driver Geo-Fencing	$199
Lead Driver Order-A-Vehicle	$349
Lead Driver Quick Connect	$599
Listings Manager	$199
Managed Blog Service	$599
Premium Call Tracking	$499
PriceStak Line-Item Incentives	$299
PriceStak Payments	$299
PriceStak Locked Offers	$149
Social/Reputation Management	$999
Spanish Websites	$2,199
Symphony Automation Bundle	$399
Video Pro Package	$299
Digital Performance Strategist	$499
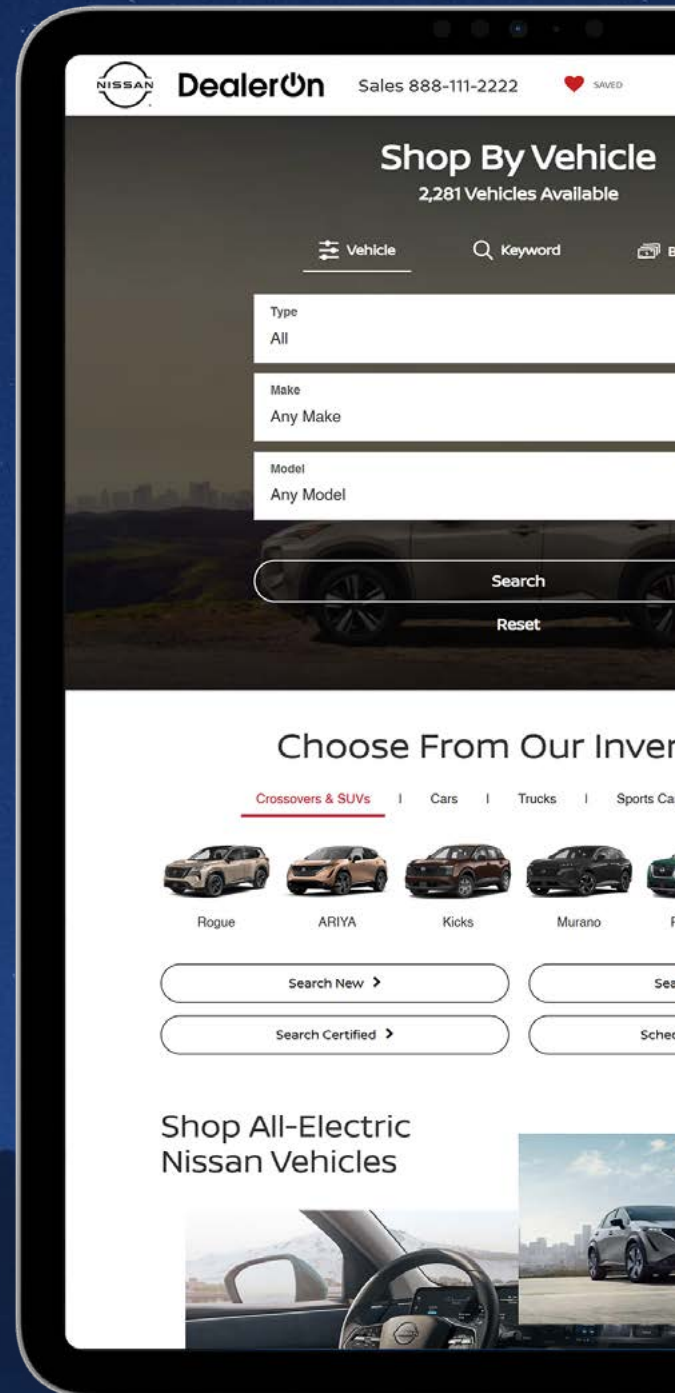
Digital Advertising PACKAGES, PRICING & ADD-ONS

Digital Advertising is a pivotal component of a comprehensive marketing strategy, with dealers allocating **72%** of total budgets to digital channels. Choosing the right partner is critical to maximizing this investment. DealerOn combines cutting-edge technology with expert strategy to deliver results. Success requires a perfect balance, and with DealerOn, you get the best of both worlds. Today's shoppers no longer follow a linear path to purchase – they navigate multiple sources and platforms throughout their research process. DealerOn's innovative strategies ensure your message reaches the right shopper, at the right time, through the right channels.

	BASE $3,000/mo.	PREMIUM $6,000/mo.	ELITE $10,000/mo.
Dedicated Digital Advertising Strategist	✔	✔	✔
Monthly Strategy & Performance Review Call	✔	✔	✔
Advertising Call Tracking	✔	✔	✔
Monthly Performance Reporting	✔	✔	✔
Paid Search - New & Used	✔	✔	✔
Paid Search - Parts, Service, Body Shop	✔	✔	✔
GDN Display/Remarketing	✔	✔	✔
Advertising Assets - Standard (3 Sets/Mo)	✔	✔	✔
Paid Search - Dynamic	–	✔	✔
Paid Social - Dynamic	–	✔	✔
Google Vehicle Ads	–	✔	✔
Programatic/Contextual Display	–	✔	✔
Video Trafficing (YouTube Advertising)	–	–	✔
Video Trafficing (OTT Advertising)	–	–	✔
Streaming Audio	–	–	✔

SEO PACKAGES, PRICING & ADD-ONS

DealerOn Local SEO

DealerOn's active local SEO management service enhances your local search visibility through expert, ongoing optimization of critical on site and off site signals. Plus we provide detailed reporting to keep you in the know. The descriptions to the left are a somewhat simplified description of our offerings. To learn more about the extensive breadth and depth of our active local SEO services, please get in touch with us.

All packages include a dedicated SEO consultant	BASE $1,499/mo	CORE $2,000/mo	ELITE $3,000/mo
PRELIMINARY RESEARCH & SETUP			
Google Analytics Setup, Google Search Console Setup	✔	✔	✔
Metadata Audit, URL Audit, Content Audit	✔	✔	✔
Keyword Research, Optimization Roadmap	✔	✔	✔
Competitive Research, Online Presence Audit	—	✔	✔
Reputation Management Research	—	—	✔
ON PAGE OPTIMIZATIONS			
Metadata Creation / Curation	✔	✔	✔
Strategy-Based Content Creation	✔	✔	✔
Internal Link Building	✔	✔	✔
Local Search Optimizations	✔	✔	✔
Model Research Pages	4	8	All
Custom Blogs	1/month	2/month	4/month
Comparison Pages	—	2/year	4/year
Image Optimizations	—	✔	✔
OFF PAGE OPTIMIZATIONS			
GBP Verification & Management, Bing Listings	✔	✔	✔
Backlink Monitoring & Cleanup	✔	✔	✔
Active Backlink Creation	—	✔	✔
Local Citation Creation & Optimization	—	✔	✔
SOCIAL MEDIA & REPUTATION MANAGEMENT			
Facebook Posts	1/week	4/week	7/week
Twitter Posts	2/week	4/week	7/week
GBP Posts	1/month	1/month	4/month
GBP Q/A Monitoring & Response	✔	✔	✔
Integrated Content Marketing	—	✔	✔
Facebook Reviews Monitoring	—	✔	✔
GBP Reviews Monitoring	—	✔	✔
Yelp Reviews Monitoring, Active Reputation Management	—	—	✔

SEO PACKAGES, PRICING & ADD-ONS (CONTINUED)

	CORE	PREMIER	ELITE
WEBSITE MANAGEMENT (DealerOn Website Platform Clients)			
Fully Responsive Website	✓	✓	✓
ADA Ready	✓	✓	✓
301 Redirects for Top Pages of Previous Site	✓	✓	✓
SSL Certified & Security Checks	✓	✓	✓
Call Tracking	✓	✓	✓
Website Health Maintenance	✓	✓	✓
Schema	✓	✓	✓
Website Health Audit, Crawl Error Management	✓	✓	✓
Canonical Tags, Sitemap Curation	✓	✓	✓
UX & UI Audit / Suggestions	—	✓	✓
WEBSITE MANAGMENT (Non-DealerOn Platform Clients)			
Website Health Audit, Crawl Error Management	✓	✓	✓
Canonical Tags, Sitemap Curation	✓	✓	✓
UX & UI Audit / Suggestions	—	✓	✓
REPORTING			
Performance & Strategy Review Calls	Bi-Monthly	Monthly	Monthly
Custom Performance Reports	Monthly	Monthly	Monthly
Goal Conversion Tracking	—	✓	✓
Visual Analytics	—	✓	✓
ADDITIONAL SEO SUPPORT			
SEO Consultant Support via Email	Unlimited	Unlimited	Unlimited
Competitor and Investigatory Support via Email	2x/year	4x/year	Unlimited
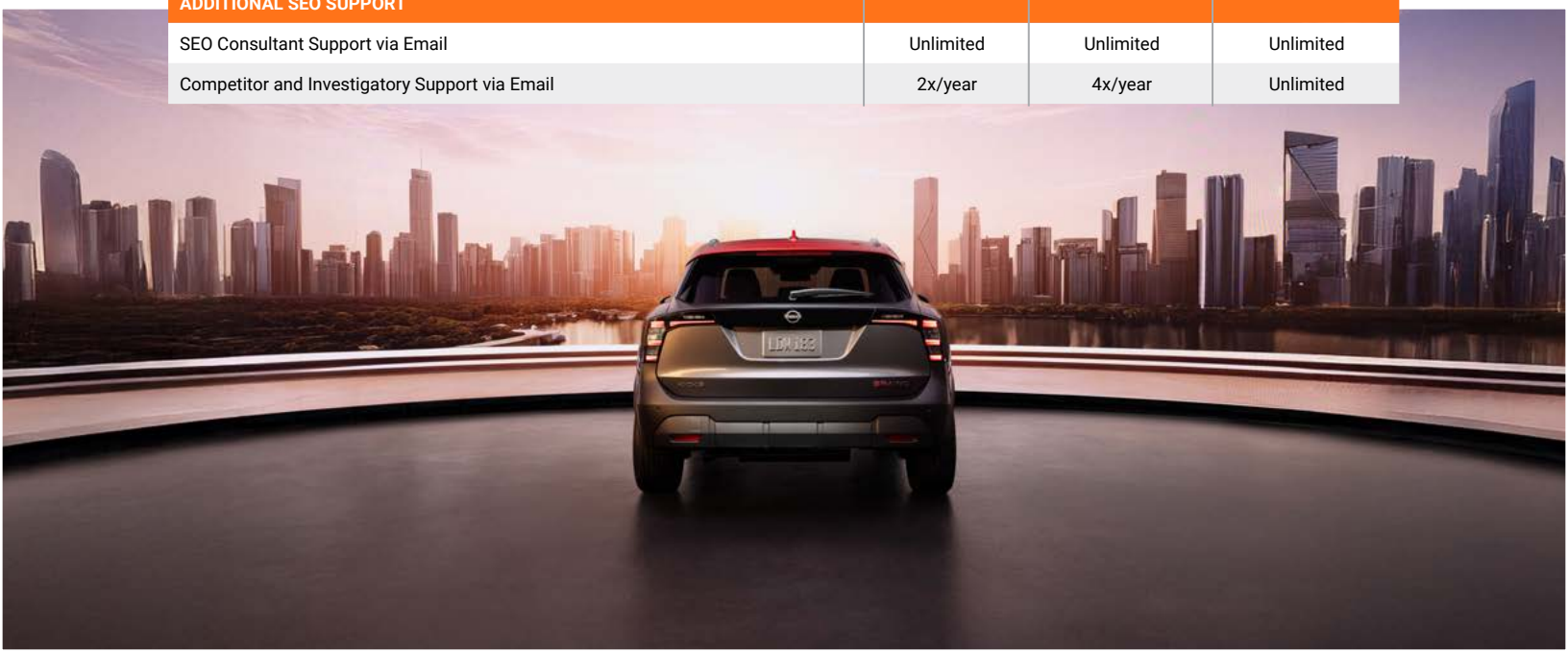
Glossary & Descriptions

A/B Testing (Consulting Included)
Gain access to our A/B testing platform and Optimization Client Services team. Dealers can conduct A/B tests of changes and measure/value the results of their testing plan with our Optimization team. They may also opt in to DealerOn platform A/B tests where their site or sites participate in Platform-wide A/B tests & optimizations when multiple dealers request similar tests. This process provides a much faster result with a higher statistically significant confidence level.

accessiBe® ADA Tool
Harness the power of AI to quickly and easily enhance and remediate the accessibility of your website to comply with ADA requirements.

Note: This tool is designed to remediate accessibility issues for your content; however, due to the ever-changing legal environment, it is offered with no warranty.

ADA Compliant Platform
DealerOn's platform complies with ADA standards when configured out of the box. Dealers who choose to customize their platform might also be interested in adding a consumer facing ADA tool (accessiBe) for an additional cost.

Advanced Listings Manager (Listings Manager required)
Advanced Listings Management layers on top of our basic listings manager service and allows dealers to manage 20+ Local listing sites. It allows for comprehensive reputation and review management and provides robust local intelligence - including sentiment analysis, local brand visibility scores, keyword ranking, competitive analysis and much more.

Advanced Pricing Matrix
Complete inventory pricing in a fraction of the time. Set pricing rules in the most flexible manner possible, for both New and Used.

Apex DealerTrack Connection
DealerTrack seamlessly integrates with Apex to provide shoppers real time credit application decisioning. Leveraging DealerTrack's technology, the Apex product will send a shopper's finance application to captive and non-captive lenders configured by the dealership. Shoppers can instantly receive approvals and upload key documentation to continue the car buying experience at home, while allowing the dealership to track progress at the store through the DealerTrack portal.

Apex Digital Retailing
Apex is DealerOn's answer to digital retailing. Apex allows consumers to rapidly configure a personalized lease or finance payment for any vehicle in your inventory. The tool is integrated with TradePending (or an optional integration with KBB) to ensure customers can accurately value their trade. Consumers will be able to select their credit score, term, and stackable incentives/rebates so that they can see payment personalized for them by them. Once complete by filling out a simple form, your customers will receive tax, tags, and title costs added in for a near penny-perfect payment. Apex aims to help dealers establish crucial trust by making the online shopping experience more transparent and friendly.

Apex Draiver Integration
For dealers that want to offer test drives via Apex, our integration with Draiver provides a turnkey solution that is fully integrated within digital retailing. Draiver is a service that provides contactless on-demand delivery of vehicles to shoppers' homes.

Glossary & Descriptions Cont.

Apex KBB Integration
APEX with KBB provides a fully integrated trade valuation experience within digital retailing. Kelly Blue Book is one of the leading trade-in valuations in the industry. Dealers who wish to allow customers to value their trade using KBB's values can select this option for APEX.

DataHub ROI Reporting
DataHub ROI Reports provide crystal clear visibility into the return on the dollars you have invested in DealerOn's website and advertising services by accessing your DMS Sales and RO data. Easily track the number of cars sold from leads generated by DealerOn, identify key markets, and create specials with the click of a button for inventory that is not moving as fast as you want it to.

DataHub Website Reporting (powered by Google Analytics)
DealerOn's DataHub Website Reporting provides clear, concise reporting on the health of your website on a 24x7 basis. DataHub is powered by Google Analytics 360, so dealers can trust the data they see. DataHub also showcases inventory performance and allows you to quickly see key merchandising insights on each vehicle in stock.

Design Studio
Design Studio is an integrated DealerOn application that allows dealers to generate beautiful agency-quality creative without the cost. Design Studio employs an easy to use drag and drop interface that allows dealers to select from hundreds of pre-built templates that can be customized to their needs. Dealers can also have custom templates designed and uploaded for their dealerships to build banners and other image-based creative.

Digital Performance Strategy
Digital Performance Strategy enhances website effectiveness and maximizes performance across multiple key metrics. With GA4 certification and extensive industry experience, the Digital Performance Strategy team leverages tailor-built and xclusive reporting to guide data-driven strategies for increased conversion, improved vehicle merchandising and improved shopper engagement.

Call Tracking
All website customers will receive 8 call tracking numbers allowing them to measure their dealership's desktop and mobile results (phone calls) for Sales, Service, Parts, and one other trackable dealership function.

Enterprise Specials Manager (ESM)
ESM is a tool that allows dealers to create and customize special offers without the hassle of support tickets and help desks. We have given the control back to our dealers with a tool that allows you to edit in bulk and share offers across multiple dealerships, cutting down on time and hassle. This Specials tool also includes the ability to set customized schedules for offers, an easy-to-use media gallery that allows you to upload your own graphics, and customizable CTAs and buttons per offer. Even better ESM automatically creates dynamic landing pages for every special created in the system.

Google Vehicle Listings
DealerOn has teamed up with Google to give you the opportunity to display your inventory on your Business Profile on Google. People searching for you by dealership name will be able to see availability, pricing, and key information about your inventory for sale — all directly on Google.

HTTPS
All of DealerOn's websites are served securely over HTTPS.

Glossary & Descriptions Cont.

Integrated Blog
DealerOn provides all dealers with a fully integrated blog that exists as a folder within the primary URL of the domain for maximum SEO value. Dealers may then write their own search optimized content to leverage the powerful platform that we provide..

Inventory Management
DealerOn's inventory management system lets you import, edit, and deliver inventory from any DMS to your website and third-party sites. Dealers can add pricing, pictures, and custom comments for every vehicle in inventory, with the ability to make modifications to specific pieces of inventory before being published to the website. Additionally, dealers can create bulk pricing rules for easier management.

Lead Driver Behavioral Targeting
Lead Driver Behavioral Targeting is a part of the Lead Driver feature family designed to drive additional high-quality leads to dealerships (over and above what is already expected from our industry leading website platform). The Lead Driver Behavioral Targeting Engine allows for intent driven exit messages as a user attempts to leave the site. The patent pending technology allows dealers to create personalized messages based on the user's browsing behavior.

As an example, dealers can create specific offers when a consumer has been browsing service pages or a tailored message if they have been browsing used cars. Dealers who use the Lead Driver Behavioral Targeting Engine typically see a **25% - 30% lift in lead conversions** vs those who do not.

Lead Driver Coupons
Lead Driver Coupons are a part of DealerOn's Lead Driver feature family designed to drive additional high-quality, high closing percentage leads to dealerships (over and above what is already expected from our industry leading website platform). Lead Driver coupons allow the dealer to provide an entry offer as a car-shopper first visits their website, as well as upon exit. Lead Driver coupons avoid pop-up blocker technology, while adhering with all of Google's best practices, all while providing dealerships with a significant boost to their leads.

Lead Driver Geo-Fencing
Lead Driver Geo-Fencing allows the dealer to set up "fences" around competitor's lots, colleges and universities, or any other business in their area. Once a fence has been set up, you can create targeted offers directed at those consumers who are browsing your website from one of the fences.

Lead Driver Order-A-Vehicle
Lead Driver Order-A-Vehicle is a native vehicle builder solution that helps dealers find and keep more customers in a fluctuating inventory scenario. Customers are guided through an intuitive step-by-step process with the ability to see an estimated price, lease or finance payment and can choose to build a vehicle to their liking. Orders are submitted to the dealer's CRM providing the dealer an opportunity to build a lifetime relationship with a customer that might otherwise have left their website because there weren't enough vehicles on the lot or they did not find a vehicle to their liking.

Lead Driver Quick Connect
Lead Driver Quick Connect: Empower your sales team to instantly connect with customers who submit form leads before they leave your website, ensuring fast, informed and timely follow-up.

Glossary & Descriptions Cont.

Listings Manager
Listings Manager allows dealers to quickly and easily manage Google Business Profile changes simultaneously with their websites. As an example, dealers can make a change to their sales hours and seamlessly have that update reflected on the dealer's DealerOn website and Google Business Profile all in few clicks of a button. Listings manager also integrates with DealerOn's ESM (Enterprise Specials Manager) and Symphony Specials product to automatically post dealer specials to GBP as offer posts.

Loop Alerts
Loop Alerts allows online car shoppers the ability to set-up a wide variety of notifications based on dealership inventory and pricing. Shoppers can receive text or email notifications every time a vehicle has a drop in price or when a car with their specifications or range of payments appear on a dealer's site. Loop Alerts are designed to keep car shoppers actively engaged with your dealership and provide a mechanism to keep you top-of-mind in a highly competitive marketplace.

Loop eWallet Coupons
Loop eWallet Coupons allow consumers to quickly store service coupons and offers in their phone's eWallet (Apple Wallet on IOS or Google Pay on Android devices). Taking advantage of geo-location services, customers who have these coupons on their phones receive lockscreen notifications reminding them to use the coupons that they have downloaded as they pass by the physical location of the dealership.

Local SEO Fundamentals
DealerOn's website platform provides SEO customization and management tools that digital agencies and in-house SEO teams crave. Dealers can easily customize SEO components across all major platform pages, leveraging a library of replacement codes, so that a few quick SEO edits can update all vehicle details pages with optimized content based on whatever keyword patterns the dealer or their agency selects. Every DealerOn website comes complete with a custom homepage content written for your unique dealership by our team of content writers. Additionally, our out-of-the-box SEO configurations include hyper local title tags, meta descriptions, URLs, and use of proper heading tags.

Loop Send-By-Text
Loop Send-By-Text, offers car shoppers the ease of sending information about a vehicle to their phones or simply sharing vehicles with friends and family who are in the car buying process. Loop Send-By-Text is part of the Loop family of features, which focuses on generating meaningful re-engagement opportunities, by keeping your dealership top of mind for prospective car buyers and their connections.

Premium Call Tracking
- Includes unlimited minutes and two lines.
- Best in class platform.
- Integrates directly with Google Analytics.
- Tracks all website phone calls to the Visitor Level to best attribute ROI.

PriceStak Homepage Shop-By-Payments
Allows for a seamless payments driven shopping experience from the homepage to the digital retailing tool.

PriceStak Line-Item Incentives
PriceStak Line-Item Incentives are an extension of DealerOn's PriceStak family of features, which allow a dealer to enrich their pricing stack. Car shoppers can get a quick, transparent overview of the applicable rebates and incentives available for a given vehicle. Dealers can choose to subtract rebates or disclose them if the vehicle price already includes them.

Glossary & Descriptions Cont.

PriceStak Locked Offers
PriceStak Locked Offers are an extension of DealerOn's PriceStak family of features. PriceStak Locked offers allow a dealer to showcase discounted prices or text only after a consumer has submitted a lead.

PriceStak Payments
PriceStak Payments are an extension of DealerOn's PriceStak family of features. They allow a dealer to showcase a baseline lease and finance payment for each vehicle, based on dealer configurable settings. This feature does not allow for customer payment personalization.

Search Valet
DealerOn's proprietary elastic Inventory Search Engine -- Search Valet -- provides full text search capability to a dealer's inventory and ensures that highly targeted and accurate results are returned by the shopper's queries. This free-form Inventory search tool promotes the concept of giving customers extensible search options.

Spanish Websites
DealerOn's Spanish Language websites gives dealers a complete in-language digital marketing platform to provide the optimal customer experience to this rapidly growing and increasingly important market segment. Additionally, our clients get the benefit of each site ranking appropriately in Google's search results for in-language searches (Spanish site can rank for Spanish queries and English for English searches).

DealerOn's platform provides English and Spanish versions of each page, in precisely the manner that Google requests. The platform also lets consumers click back and forth between English and Spanish Language sites, so that they can choose which experience they prefer in their shopping/research process.

Structured Data Optimized for Local Businesses
In order to help maximize our dealers' organic search traffic and Google visibility, DealerOn frequently updates our VDP's and SRP's to incorporate the most current and comprehensive structured data markup for each dealer's inventory. Google has provided and updates the specifications for optimal page markup via the schema.org standard, which Google endorses. Google provides webmasters with their requirements for how to represent vital product information like Price, Ratings, # of vehicles, MPG, etc. in the code on each page. Google, in turn, will frequently display this information in their Search Results (showing star ratings, price ranges, etc.). DealerOn has measured an **increase from 25-50%** in organic search traffic going directly to inventory listing pages with our structured data implementation.

Social/Reputation Management
DealerOn's white-glove, hands-on Social Media and Reputation Management team work with your dealership to ensure that your social presence and online reputation is as sterling as possible. Our dedicated team provides:

- Daily posts to Facebook and Twitter
- Custom posts for each dealership
- Fully Managed -- Replies to all comments/questions
- Daily monitoring of all review sites
- Replies to all reviews written by our team

Glossary & Descriptions Cont.

Symphony Automation Bundle
Symphony Specials is DealerOn's automated specials creation engine, aimed at saving dealers tens of thousands of dollars annually by eliminating all of the manual labor in monthly specials creation. Every month Symphony automatically creates lease, finance, cash and offer specials based on the incentives and rebates direct from your manufacturer using the PriceStak Payments configuration. Specials are created based on existing inventory and update automatically when cars are sold.

Symphony Local Listings
Extends the power of Symphony Specials to your dealership's local listing properties, so that every vehicle and its associated offer and landing page is marketed identically, seamlessly, and automatically across all of your digital properties. Symphony Local listings dynamically updates as your vehicle inventory on your website updates, removing sold vehicles and adding new vehicles as they hit your DMS, and updates the associated specials and landing pages for maximum conversion and sales opportunities for your dealership.

Symphony Ads (for DealerOn Dig Ad customers)
Extends the power of Symphony Specials to Google and Facebook ads.

Unlimited Inventory Exports
DealerOn can provide free inventory exports of all relevant inventory data to 100's of 3rd party websites that host dealer inventory. This file can include these and other, similar fields:

- VIN / Stock ID
- Vehicle Make / Model / Trim / Body Style / Transmission
- Exterior / Interior Color
- MSRP / Invoice / Dealer Price
- Dealer Comments

Video Hero (Optional Homepage Video)
Allows dealers to play OEM or custom video on the hero image section of their homepage.

Video Pro Package
DealerOn's Video Pro Package includes:

- New and Used VIN specific walk –arounds with human voice-overs
- 3 custom intros and 1 outro
- Human voice over with human custom comments
- Published to website, YouTube, Auto Trader, Cars.com (fees may apply), and Facebook
- VSEO strategy (YouTube channel)
- Reporting

Website Performance Management
Website Performance Management maximizes the value of your website investment, developing custom merchandising and optimizations to drive shopper behavior. With strategies backed by Google Analytics data, and analysis driven by Google Data Studio reporting, your WPM offering ensures you get the most value from your website platform.

DealerOn

Learn more about how we can help drive more qualified customers to your dealership and help you sell more cars, more profitably.

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