

WEBSITE PROGRAM



Stellantis Exclusive Website Program

Your website provider should be your number one partner. They should be concerned about YOUR growth, not theirs. They should be nimble, aggressive, and always in your corner. They should bring you new ideas and strategies designed to push you forward in your market and help crush your competitors. This is what we truly believe at Dealer eProcess. Your success is our priority. Your growth is our mission. Dealer eProcess is your number one partner, and we're ready to go to work for you.



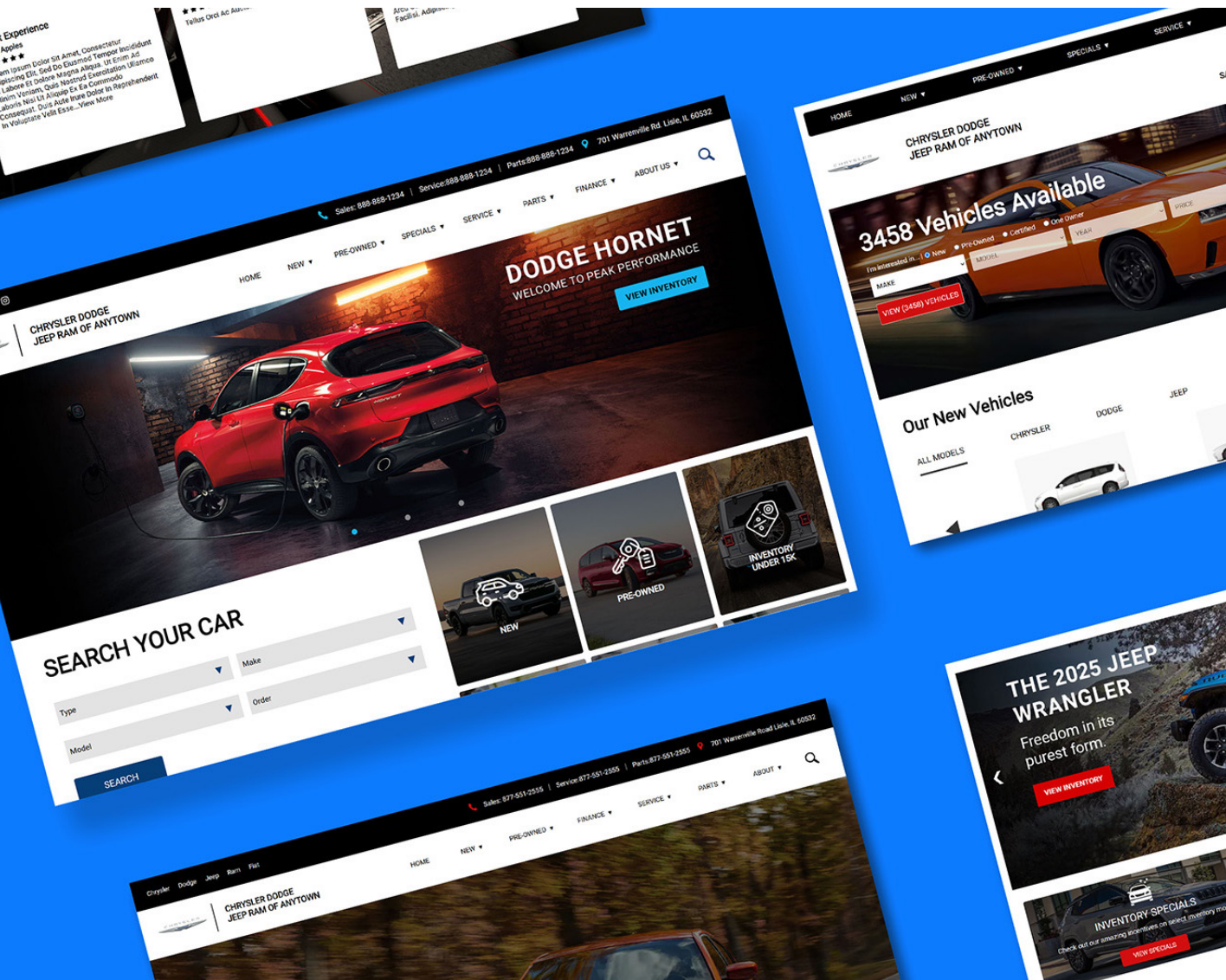
INCREASED LEAD GENERATION



INDUSTRY-LEADING SEO



MOBILE FIRST DESIGN



AUTOMOTIVE'S BEST CUSTOMER SUPPORT

With dedicated Account Executives and 99% of support tickets closed in under 24hrs, no one is more committed to your success than Dealer eProcess. We offer the perfect mix of self-service solutions, flexible CMS, skilled Account Strategists, and 24/7 in-house support to ensure your DEP website is operating at peak performance.

UNPARALLELED REPORTING INSIGHTS

By leveraging Google Analytics 4 (GA4) for engagement and event tracking, we provide a comprehensive view of user interactions across all devices and platforms. GA4's default events, aligned with ASC specifications, enable us to automatically track essential user activities. This helps identify both high-performing content and areas needing improvement.

Sherpa AI

WEBSITE PERSONALIZATION

Powered by Sherpa AI, this innovative technology dynamically adapts content in real-time, showcasing the most relevant offers and recommendations based on individual preferences.

MY GARAGE

Consumers can easily save vehicles they're interested in using the "My Garage" feature—no login or account creation required. Beyond saving vehicles, shoppers can store up to five personalized searches, making it effortless to revisit and refine their car-buying journey.

SHOPPING ASSISTANT

By analyzing a shoppers preferences, browsing behavior, and first-party data, it delivers content and recommendations that perfectly align with that person's needs.

CUSTOMER PREFERENCES PAGE

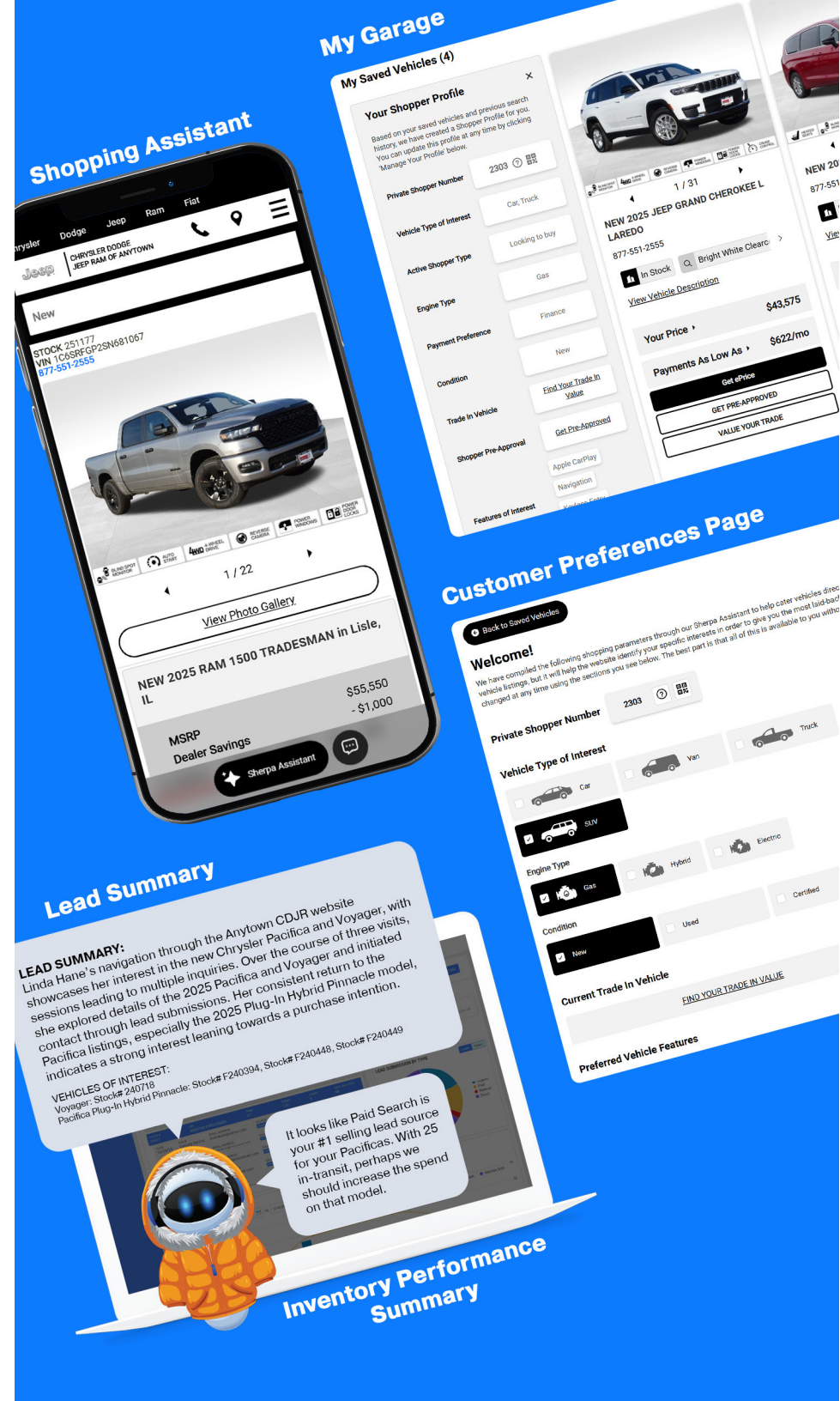
With this individualized settings page, shoppers can personalize their site settings to create a tailored car experience while you benefit from key insights once a conversion occurs.

LEAD SUMMARY

Receive detailed insights into shopper behavior with this tool that consolidates lengthy reports and click paths into easy-to-understand summaries with key insights.

INVENTORY PERFORMANCE SUMMARY

Sherpa AI leverages our comprehensive Inventory Performance Report to provide a deep dive into shopper behavior at a model-specific level so you can fine-tune your strategies, optimize inventory, and drive better performance.

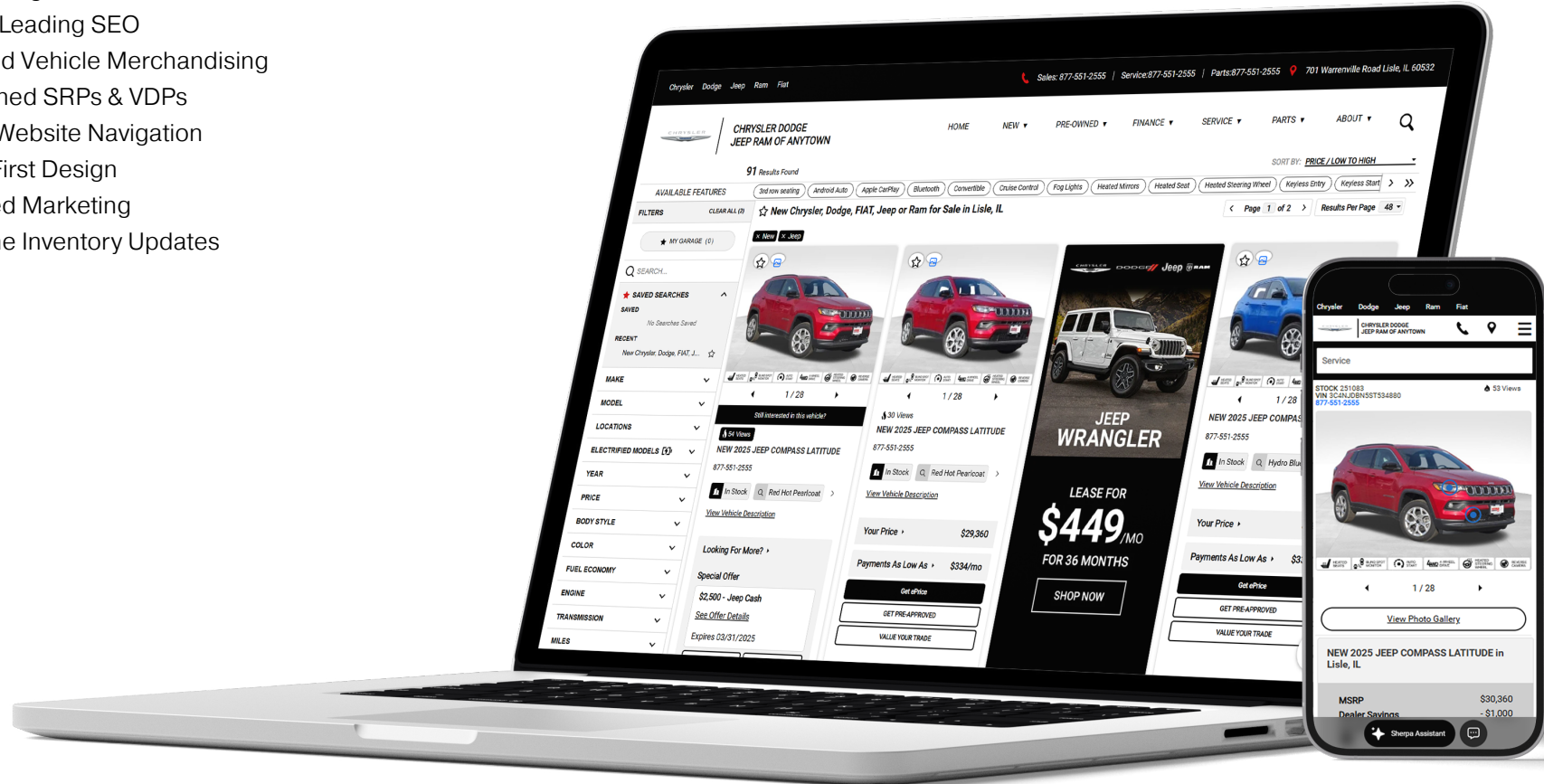


The Ultimate Dealership Website

THOUGHTFUL DESIGN

At DEP, we employ a customer experience-based design approach. Customer experience (CX) design focuses on creating products and services that are not only functional but also intuitive, enjoyable, and memorable. This design philosophy goes beyond aesthetics, delving into how users interact with and perceive the product. It requires a deep understanding of the user's needs, behaviors, and pain points, allowing our designers to create solutions that resonate and make an impact.

- Fast Loading Times
- Industry Leading SEO
- Enhanced Vehicle Merchandising
- Redesigned SRPs & VDPs
- Intuitive Website Navigation
- Mobile-First Design
- Integrated Marketing
- Real-Time Inventory Updates



Local SEO & Reputation Monitoring

CUSTOM CONTENT

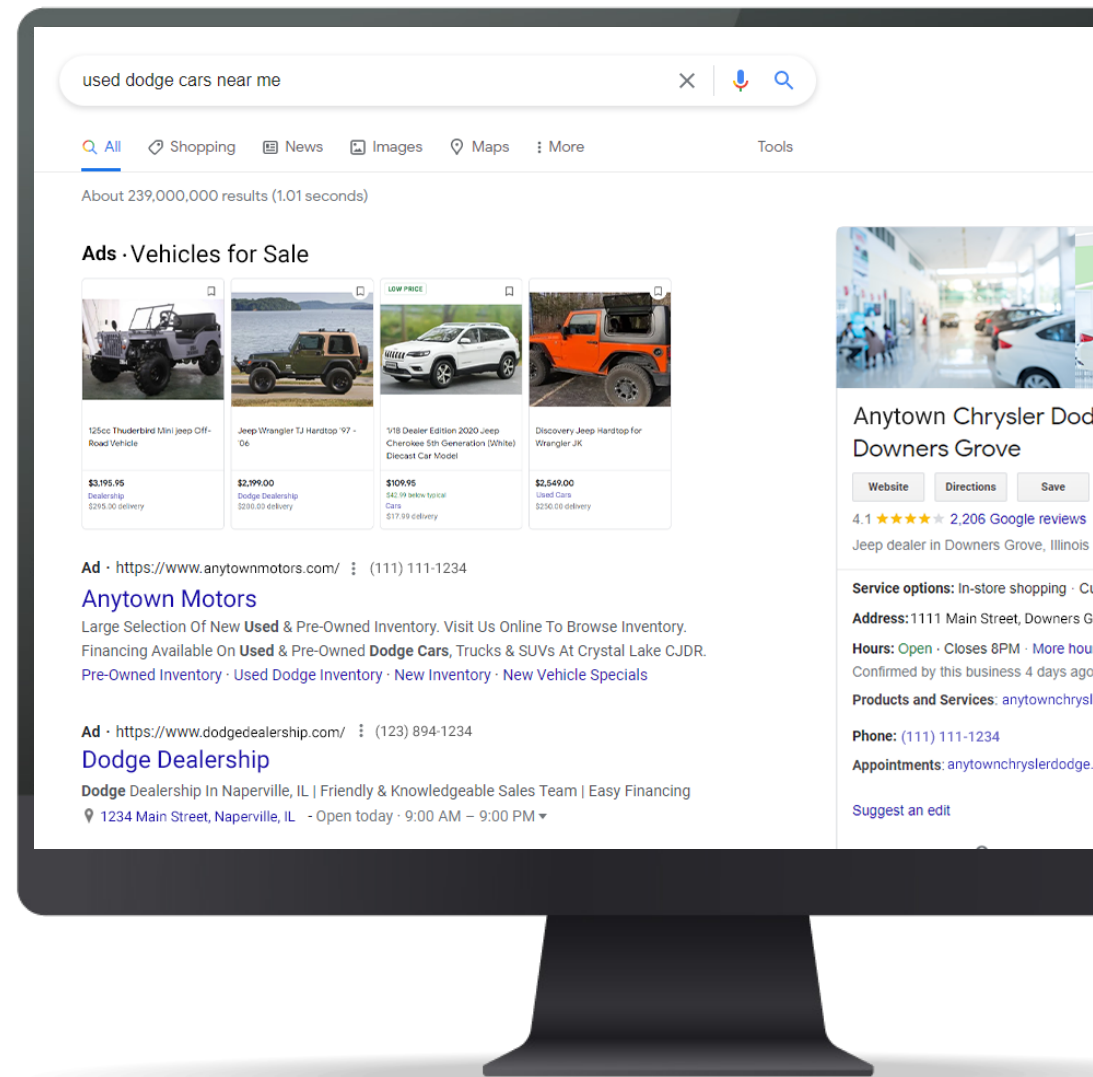
According to Google, content is a top ranking factor. Most dealers simply don't have the time or resources to be adding relevant, original content to their site on a regular basis. We ensure they get customized articles uploaded on their site every month.

GOOGLE BUSINESS PROFILE OPTIMIZATION

- Sales Listing Optimization
- Service/Parts Listing Optimization
- Claim/Create Google Business Profile Listings
- 2 Google Posts per month
 - Posts include Custom Creative, Posting to the listing & UTM tags for performance tracking
- Google Vehicle Listings
- Photo/Video Uploads
- Answering 'Know this Place?' Questions
- Monitoring Questions & Answers
- Listing Troubleshooting
- Access to our GBP Support team

REPUTATION MONITORING

Search Engines are taking into account the amount of quality, positive reviews your dealership accumulates. Our Reputation Monitoring platform allows dealers to seamlessly monitor online reviews and social media mentions to ensure a positive brand identity is represented.



Website Add-Ons

EAUTOAPPRAISE

The eAutoAppraise trade-in tool is consistently one of the top converting lead forms on our dealers' sites, and it's easy to see why. By utilizing the power of Blackbook, KBB, or NADA Guides, you can give consumers an exact valuation for their vehicle in a matter of seconds!

SOFT PULL CREDIT APP

The soft pull credit app features a quick 3-step process and doesn't require customers to enter their SSN or DOB, resulting in max conversion opportunity. Dealers can choose to pre-screen customers in real-time resulting in soft-pull data being delivered to the CRM of their choice.

CHAT UNLIMITED

Never miss a sales opportunity or customer interaction with unlimited chats and texts handled by your dealership personnel or our trained live chat agents.

DRIVECENTIVE

With our logic-based platform, offers can be strategically placed in front of customers to give them that final push into your showroom. Based on data, such as where a car shopper is located geographically or how many times they've been to your website, a targeted offer will automatically be offered to them. No more waiting for gift card redemptions, they simply fill out the personalized offer and you receive a high-quality lead directly to your CRM.

OFFER MANAGEMENT TOOL

The Offer Management System syndicates real payments based on dealer-driven criteria. Display customized finance and lease payment offers that dynamically create a call-to-action form tailored to your customers.

- SRP/VDP Payments
- Specials Pages
- Model Landing Pages
- Digital Marketing Ads

