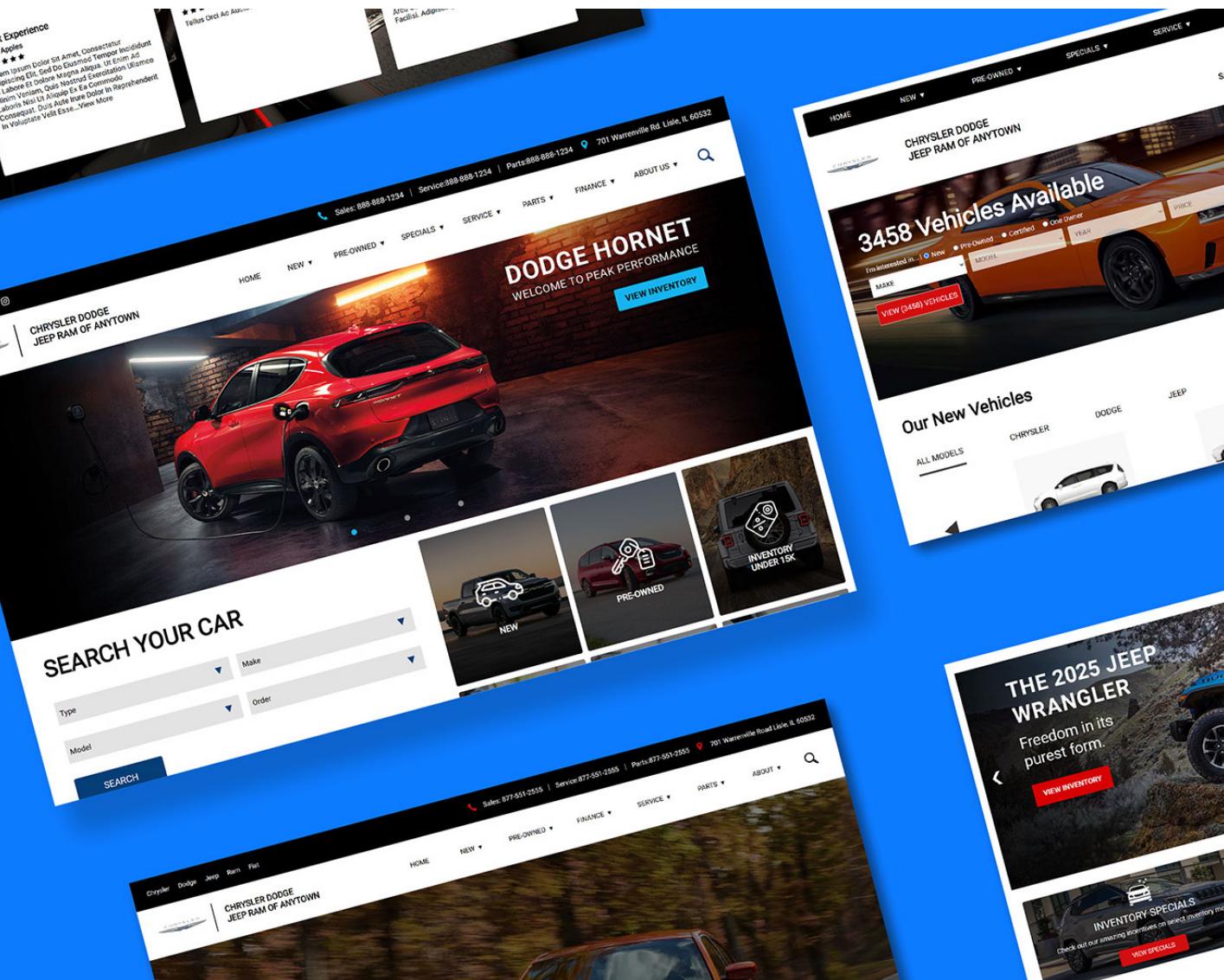


WEBSITE PROGRAM



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 image is a collage of screenshots from the Sherpa AI platform, illustrating various features:

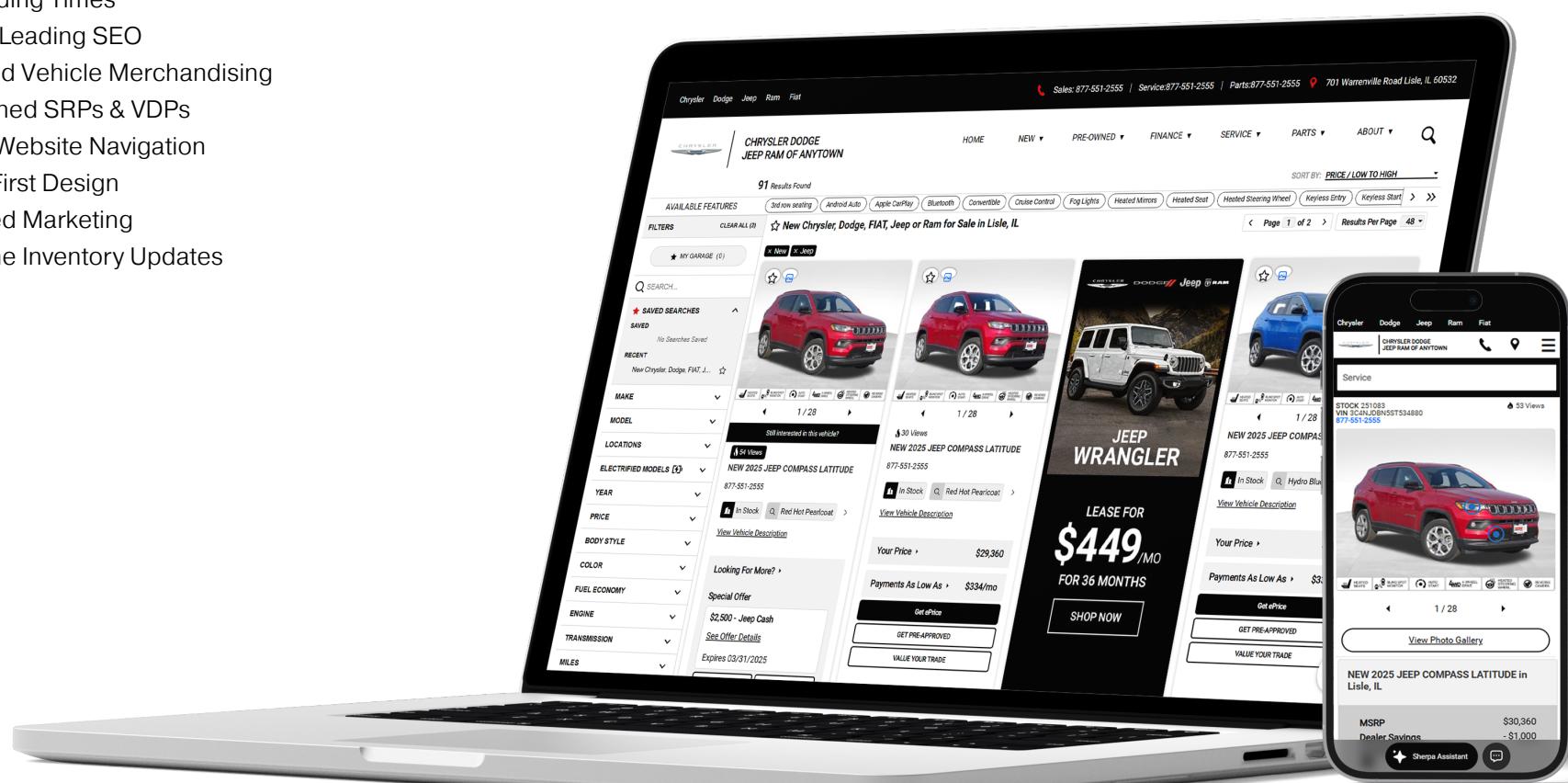
- Shopping Assistant:** A smartphone screen showing a car listing for a 2025 RAM 1500 TRADESMAN in Lisle, IL. The listing includes a photo, vehicle details (STOCK 251177, VIN 1C6SRFGP2SN681067, 877-551-2555), and a "Sherpa Assistant" button.
- My Garage:** A screenshot of a web page titled "My Saved Vehicles (4)". It shows a list of saved vehicles, including a 2025 JEEP GRAND CHEROKEE LAREDO. The page includes sections for "Your Shopper Profile", "Private Shopper Number" (2303), "Vehicle Type of Interest" (Car, Truck), "Active Shopper Type" (Looking to buy), "Engine Type" (Gas), "Payment Preference" (New), "Condition" (Find Your Trade In Value), "Trade In Vehicle" (Get Pre-Approved), "Shopper Pre-Approval" (Apple CarPlay, Navigation, Features of Interest), and "Your Price" (\$43,575, \$622/mo).
- Customer Preferences Page:** A screenshot of a web page titled "Welcome!". It shows sections for "Private Shopper Number" (2303), "Vehicle Type of Interest" (Car, Van, Truck, SUV), "Engine Type" (Gas, Hybrid, Electric), "Condition" (New, Used, Certified), "Current Trade In Vehicle" (Find Your Trade In Value), and "Preferred Vehicle Features".
- Lead Summary:** A screenshot of a web page titled "Lead Summary" showing Linda Hane's navigation through the Anytown CDJR website. It includes a "LEAD SUMMARY" section with text about her interest in the 2025 Pacifica and Voyager, and a "VEHICLES OF INTEREST" section with a list of vehicles: Voyager, Stock# 240718; Pacifica Plug-in Hybrid Pinnacle, Stock# F240394, Stock# F240448, Stock# F240449. A speech bubble from an AI character says: "It looks like Paid Search is your #1 selling lead source for your Pacificas. With 25 in-transit, perhaps we should increase the spend on that model."
- Inventory Performance Summary:** A screenshot of a web page titled "Inventory Performance Summary" showing a chart and a table of data.

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

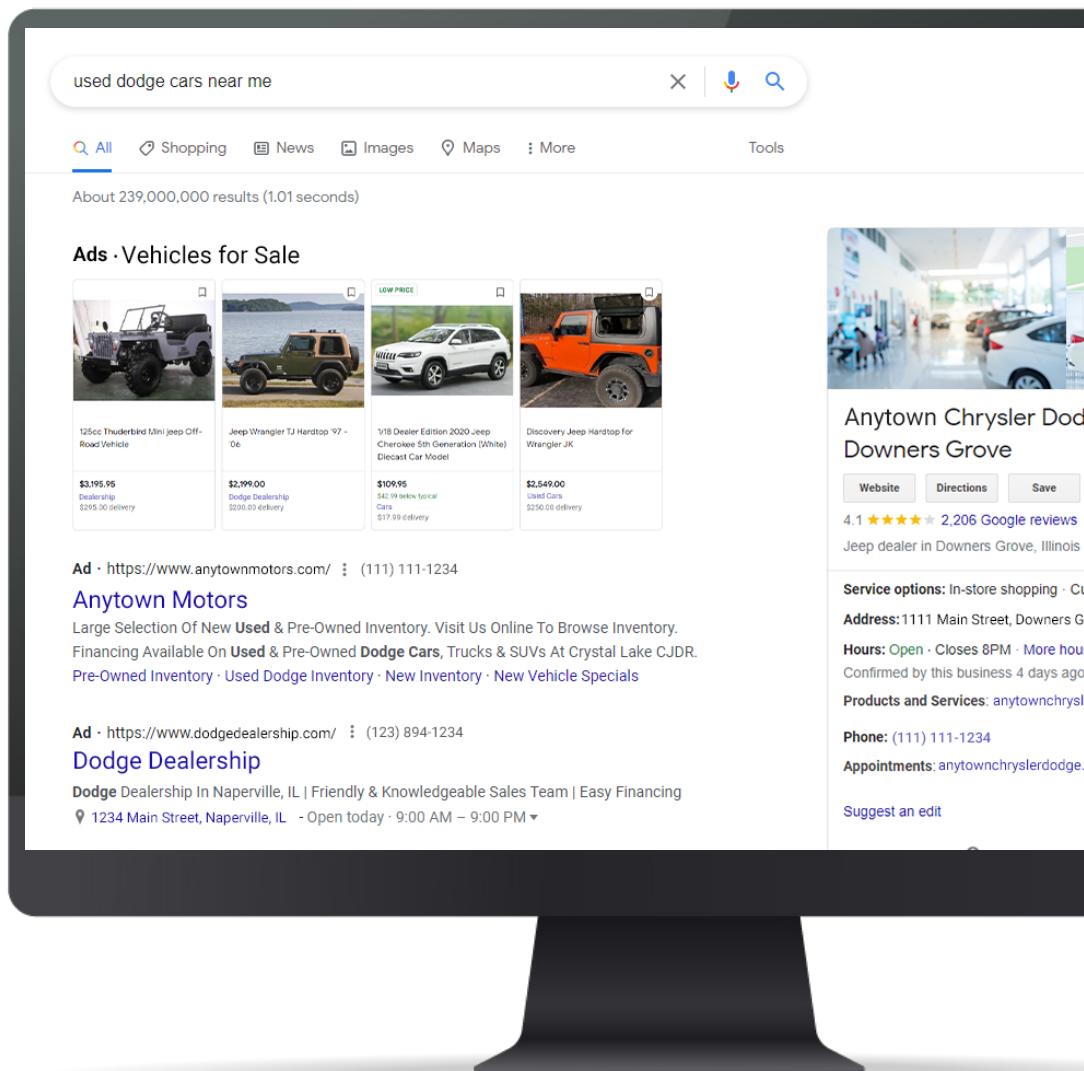
- Sales Listing Optimization
- Service/Parts Listing Optimization
- Claim/Create Google Business Profile Listings
- 2 Google Posts per month

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.



used dodge cars near me

About 239,000,000 results (1.01 seconds)

Ads · Vehicles for Sale

128cc Thunderbird Mini jeep Off-Road Vehicle \$3,195.00 Dealer info \$295.00 delivery	Jeep Wrangler TJ Hardtop '97 - '06 \$2,999.00 Dealer info \$295.00 delivery	1/18 Dealer Edition 2020 Jeep Cherokee 5th Generation (White) Diecast Car Model \$109.95 Buy it now · View options \$17.99 delivery	Discovery Jeep Hardtop for Wrangler JK \$2,649.00 Used Cars \$295.00 delivery
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Anytown Motors

Large Selection Of New Used & Pre-Owned Inventory. Visit Us Online To Browse Inventory. Financing Available On Used & Pre-Owned Dodge Cars, Trucks & SUVs At Crystal Lake CJDR. Pre-Owned Inventory · Used Dodge Inventory · New Inventory · New Vehicle Specials

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Dodge Dealership In Naperville, IL | Friendly & Knowledgeable Sales Team | Easy Financing
1234 Main Street, Naperville, IL - Open today · 9:00 AM – 9:00 PM ▾

Anytown Chrysler Dodge
Downers Grove

Website Directions Save

4.1 ★★★★☆ 2,206 Google reviews

Jeep dealer in Downers Grove, Illinois

Service options: In-store shopping · [Contact](#)

Address: 1111 Main Street, Downers Grove, IL 60532

Hours: Open · Closes 8PM · [More hours](#)

Confirmed by this business 4 days ago

Products and Services: [anytownchryslerdodge.com](#)

Phone: (111) 111-1234

Appointments: [anytownchryslerdodge.com](#)

Suggest an edit

Website Add-Ons

EAUTOAPPRAISE

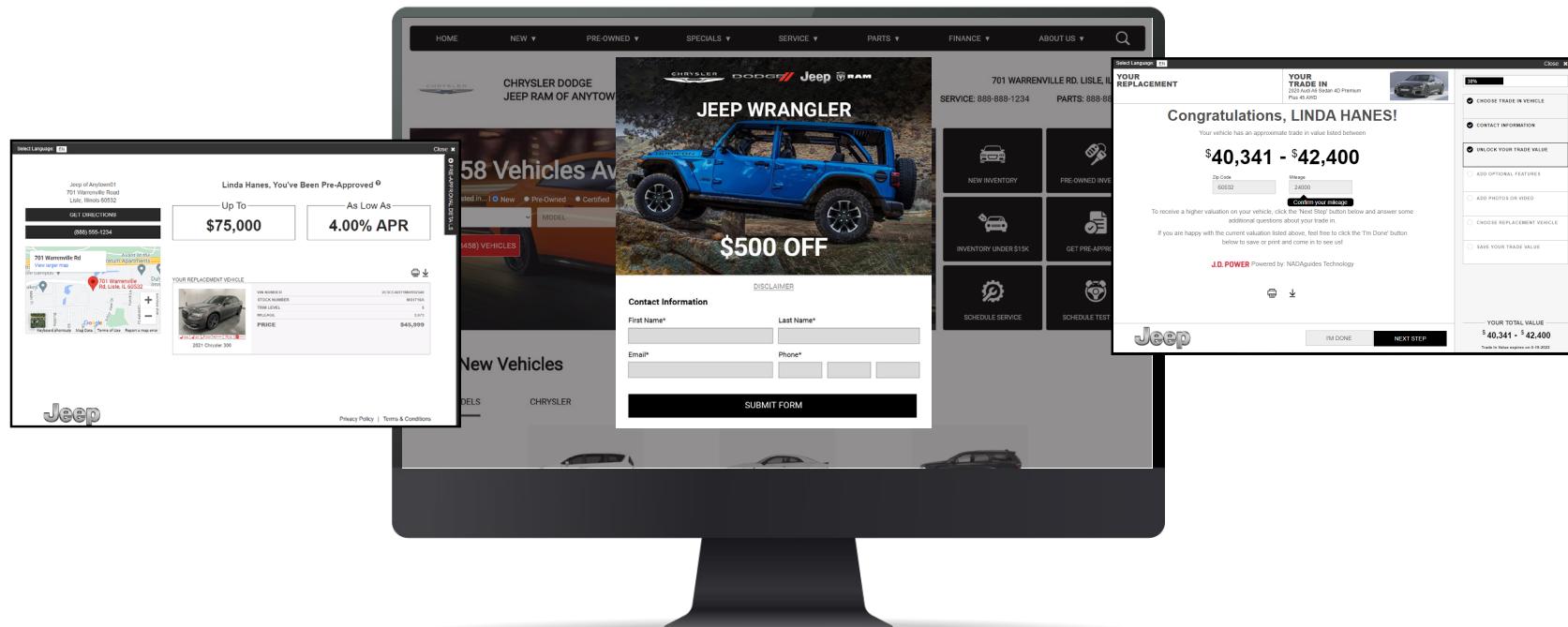
The eAutoAppraise trade-in tool is consistently one of the top converting lead forms on our dealers' sites, and it's easy to see why. By utilizing the power of Blackbook, KBB, or NADA Guides, you can give consumers an exact valuation for their vehicle in a matter of seconds!

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.



The monitor displays three distinct website add-on interfaces:

- eAutoAppraise:** A pop-up window showing a trade-in valuation for a 2021 Chrysler 300, with options to "GET INSTRUCTIONS" or "View larger map". It also shows a pre-approval offer of up to \$75,000 at 4.00% APR.
- Soft Pull Credit App:** A main website page for "CHRYSLER DODGE JEEP RAM OF ANYTOW" featuring a "58 Vehicles Available" banner and a "JEEP WRANGLER" offer of "\$500 OFF". It includes a "Contact Information" form and a "DISCLAIMER".
- DriveCenticive:** A pop-up window titled "YOUR TRADE IN" showing a trade-in value of \$40,341 - \$42,400. It allows users to "CHOOSE TRADE IN VEHICLE", "CONTACT INFORMATION", "UNLOCK YOUR TRADE VALUE", and "ADD OPTIONAL FEATURES". It also shows a "J.D. POWER Powered by NADA Guides Technology" badge.

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
- Model Landing Pages
- Specials Pages
- Digital Marketing Ads

