



TAdvantage

Website Packages & Pricing

Dealership
Website Solutions

Engage

Customers with
powerful
shopping tools

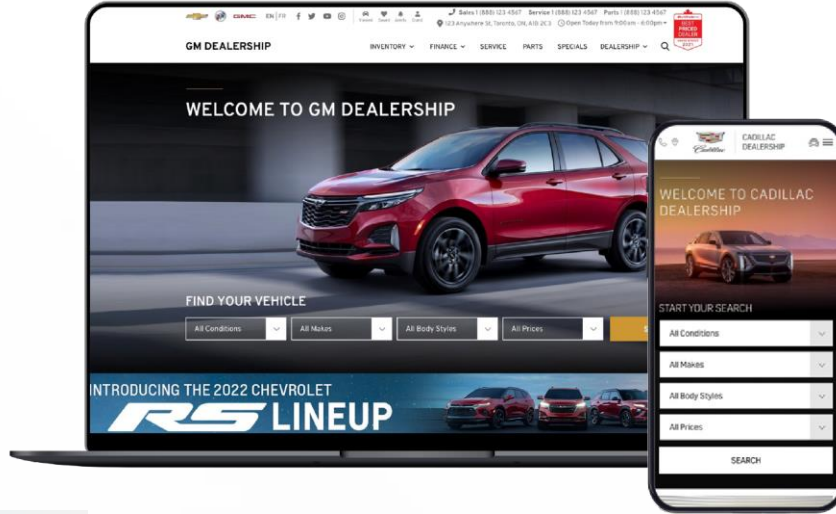
Efficient Dealer
Workflow

Tailor-made Websites

together with an effective
digital strategy, for maximized
customer engagement with
your inventory



Website Packages



1 TAdvantage

TAdvantage dealership websites use premium technology and an effective digital strategy to engage consumers with your inventory. Our highly configurable and responsive websites have cutting-edge visual appeal, an interactive payment calculator, work seamlessly on mobile and are all backed by first-rate Canadian support. **Stand out from the crowd with TAdvantage.**

2023 Dealer Price
\$749
per month

2 TAdvantage Gold

- + Video Solutions
- + Video Fusion
- + Promo Builder
- + Advanced New Car Showroom
- + Price Builder with OEM Incentives
- + Dynamic Payment Display
- + Branded Overlays
- + MyGarage

2023 Dealer Price
\$1,299
per month

3 TAdvantage Advanced

- + Dealertrack Finance Application

2023 Dealer Price
\$1,799
per month

4 TAdvantage Prestige

- + Advanced SEO
- + Standard Content and creative

2023 Dealer Price
\$2,949
per month

A LA CARTE Products	Description	2023 Dealer Price
Additional Call Tracking	Additional Call Tracking Numbers	\$49/ month/ line
Syndication - per Media	Content Syndication - per Media	\$49/ month
Unlimited Syndication - Website	Unlimited Syndication	\$199/ month

Website Package

1 TAdvantage

2023 Dealer Price
\$749 / per month

TAdvantage dealership websites use premium technology and an effective digital strategy to engage consumers with your inventory. Our highly configurable and responsive websites have cutting-edge visual appeal, an interactive payment calculator, work seamlessly on mobile and are all backed by first-rate Canadian support. Stand out from the crowd with TAdvantage.

Home Page

Showroom Listing Page

Find My Vehicle

Payment Calculator

Carfax Integration









CARFAX NO REPORTED ACCIDENTS LOW KILOMETRES ONE OWNER

AutoTrader IQ Badge GREAT PRICE

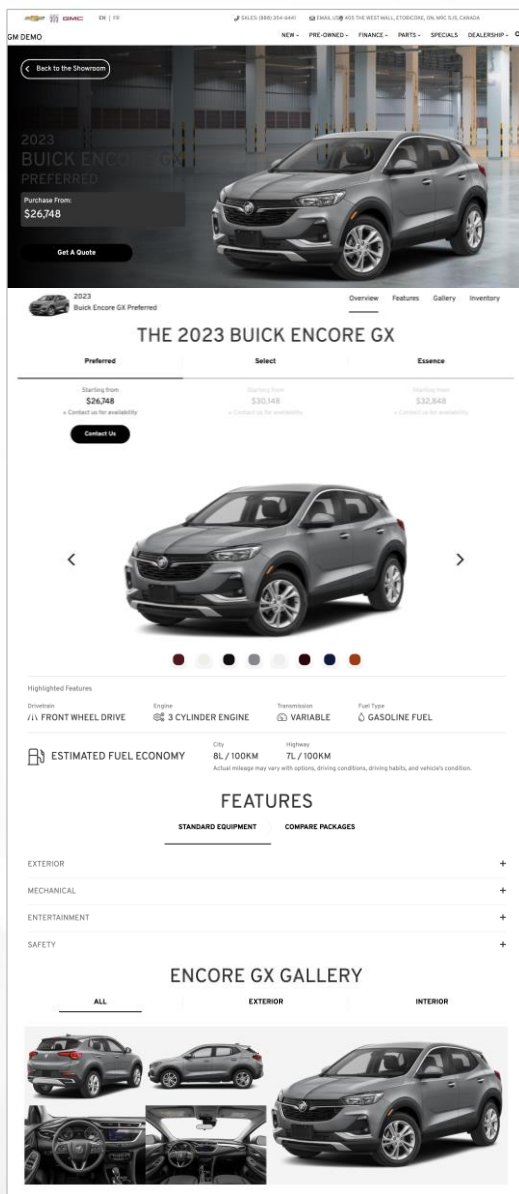
Website Package

 TAdvantage Gold

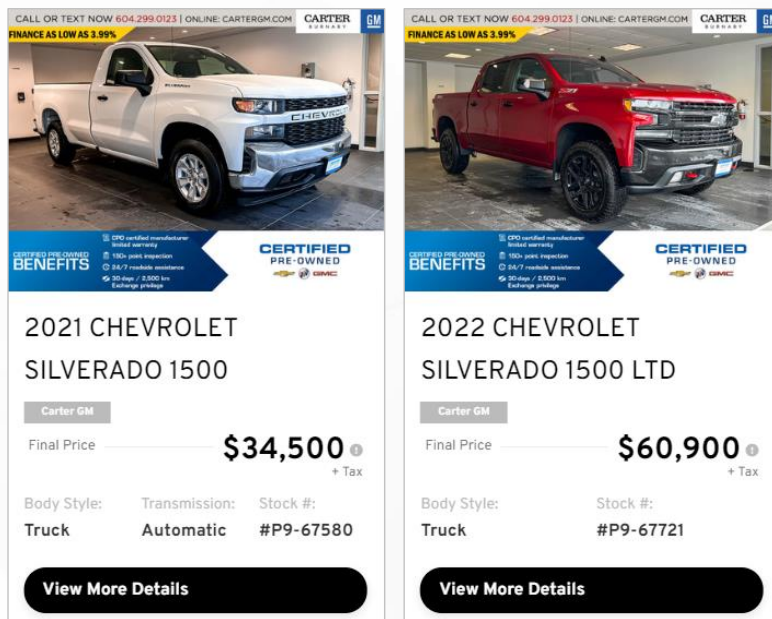
2023 Dealer Price
\$1,299 / per month

-  Video Solutions
-  Video Fusion
-  Dynamic Payment Display
-  Promo Builder
-  Price Builder
-  Advanced New Car Showroom
-  Branded Overlays
-  MyGarage

Showroom Advanced Model Details Page



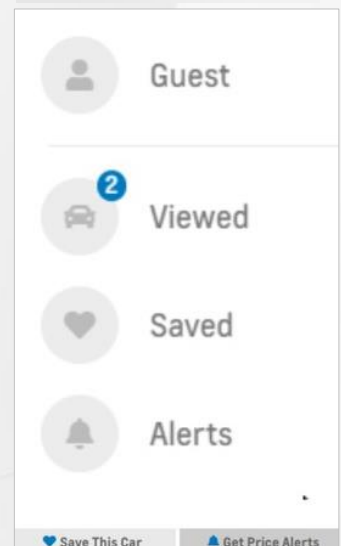
Showroom Advanced Listings Page



Video Solutions



My Garage



Website Package



TAdvantage Advanced

2023 Dealer Price
\$1,799 / per month

Dealertrack Finance Application

Dealertrack Finance Application

\$ Apply For Credit

- Save up to 2 hours at the dealership by submitting your credit application online.
- When you arrive, our team will have all of your information ready to review with you.
- Your information is 100% secure and encrypted.
 Questions? We are always available to talk, call us at 506-452-1155.



START YOUR DEAL ONLINE

Get accurate information and save time at the dealership.

✓FINANCE
 \$2,660.53 Monthly
 @ 4.99%
 for 60 Months

- 1 Personalize My Payment
- 2 Evaluate My Trade-in
OPTIONAL
- 3 Add Accessories
OPTIONAL
- 4 Add Protection Products
OPTIONAL
- 5 **Apply For Credit**

Skip these steps and

[BOOK AN APPOINTMENT](#)

[RESERVE THIS VEHICLE](#)

\$ Apply For Credit

Worried about your credit? [Get Pre-qualified](#)

Basic Information Personal Information Housing, Income and Employment Review & Submit

Basic Information

Title *	Home Phone *
<input type="text"/>	<input type="text"/>
First Name *	Mobile Phone *
<input type="text"/>	<input type="text"/>
Middle Name	Email *
<input type="text"/>	<input type="text"/>
Last Name *	Confirm Email *
<input type="text"/>	<input type="text"/>

Website Package



TAdvantage Prestige

2023 Dealer Price
\$2,949 / per month



Advanced SEO

Advance Your Online Search Presence to Reach Consumers When They're Ready to Buy

Search Engine Optimization (SEO)



Custom AD copy

Build authority via unique content across your entire website written.



Optimized vehicle landing pages

Vehicle product pages contain helpful content for the best search user experience.



Expert blog posts

Increase blog post volume to grow your digital brand and engage with customers.



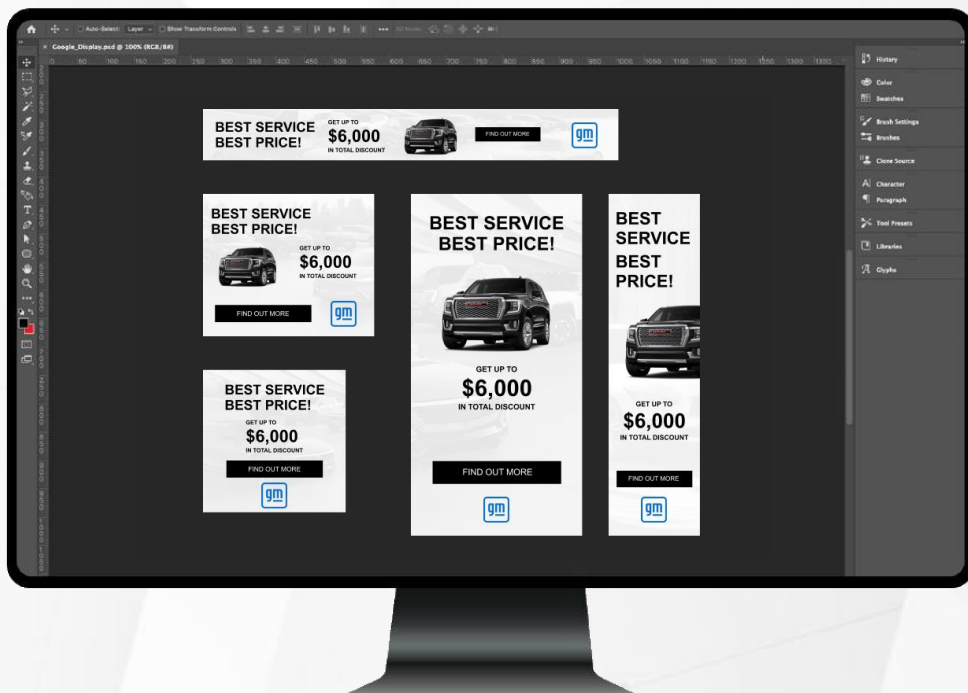
Standard Content + Creative

With Creative Services You Can Take Advantage of

- Media assets customized for your dealership needs and the current season
- Access to a Digital Creative Strategist who understands the industry and your dealership website
- (2) Monthly campaigns including Homepage Slider, Landing Page Mockup, Special Content and Display Ad
- (1) Additional content page creation per month

How Creative Services Can Help

- Your website will always be fresh and current with new content
- Work with usability and design experts to understand how to increase shopper engagement on your website
- Differentiate your dealership by promoting on the lot specials, certified used vehicle offers, seasonal sales, service and parts specials, new model offerings, customer testimonials and more!
- Stylistically align to your brand and in market campaigns





Website Add-Ons

		2023 Dealer Price
LSO	Standard Fully Managed - Google My Business Optimization, ensuring high visibility and strong click-through performance on related searches for your primary business.	\$125 per month
	Premium Fully Managed - Google My Business Optimization, ensuring high visibility and strong click-through performance on related searches for your primary business with additional profit centre inclusions for Parts and Service as well as Sales.	\$275 per month
SEO	Standard This is an Automotive Specific affordable SEO solution for dealerships looking to raise their online profile. Our team knows automotive SEO inside out, and will optimize your site pages, web content, and keywords to help you get higher in the search rankings on an ongoing basis. Includes 1 custom page and 1 blog post per quarter.	\$560 per month
	Advanced Advanced SEO includes Keyword research, technical on and off-site audits. On page optimization. Initial landing page creation. Google My Business local listing management and optimization. Off-site directory/citations building and linkbuilding. Performance review and consultation. Rank tracking for 40 keywords. 1 additional landing page created per month. Page speed optimizations	\$999 per month
	Premium Similar to the Standard program, we increase the frequency of content development from 1 custom page per quarter to 1 per month and 1 blog post per quarter to 2 posts per month. Additionally, we layer in site speed optimizations to increase the user experience of the dealer's website for their customer.	\$1,350 per month
	Prestige Prestige SEO includes Keyword research, technical on and off-site audits. On page optimization. Initial landing page creation. Google My Business local listing management and optimization. Off-site directory/citations building and linkbuilding. Monthly Performance review and consultation with Analyst. Rank tracking for 100 keywords. 3 additional landing pages created per month. Page speed optimizations.	\$1,599 per month
Social	Standard Standard Social includes a dedicated Social Media Specialist, Monthly Reporting and Strategic Posting, 8 weekly social activity across multiple social channels and targeted Facebook posts	\$799 per month
	Advanced Advanced Social includes all the features of standard in addition to 8 additional social activities per week (16 total), Real-Time Reputation Monitoring of relevant review sites, strategic response to comments & reviews, contest management (up to 4/year), Event Management (4/year) and Custom Social Creative assets (4/year)	\$999 per month
	Premium Premium Social includes all the features of advanced in addition to 14 additional social activities per week (30 total)	\$1,799 per month



Website Add-Ons

2023 Dealer Price

Content + Creative	Standard Standard Content and Creative includes access to a digital strategist, 2 monthly integrated campaigns including Homepage Slider, Landing Page Mockup, Special Content and Display Ad. As well, there is 1 additional content page creation per month.	\$799 per month
	Premium Advanced Content & Creative includes all the features included in standard, in addition to monthly reporting and review, 2 additional integrated campaigns per month (4 total), and 1 additional content page (2 total)	\$999 per month
	Premium Premium Content & Creative includes all the features of included in the Advanced package, in addition to 2 additional integrated campaigns per month (6 total) and 1 additional content page creation (3 total)	\$1,799 per month
Trader Capture Services	New Car 1-25 15 Photos per car captured, up to 25 New Cars captured per month	\$220 per month
	New Car 25-50 15 Photos per car captured, up to 50 New Cars captured per month	\$440 per month
	New Car 50-100 15 Photos per car captured, Up to 100 New Cars captured per month	\$880 per month
	New Car 100-200 15 Photos per car captured, up to 200 New Cars captured per month	\$1,760 per month
	TRADER Premium Capture 14+ Photos Per Vehicle, Premium Quality with Photo Shopping	\$25 per vehicle
	TRADER Premium Capture Plus 14+ Photos Per Vehicle, Premium Quality with Photo Shopping and Custom Background	\$35 per vehicle



Feature Overview

Features	TAdvantage Prestige \$2,949 / month	TAdvantage Advanced \$1,799 / month	TAdvantage Gold \$1,299 / month	TAdvantage \$749 / month
Auto Responders	✓	✓	✓	✓
AutoTrader.ca iQ Badging	✓	✓	✓	✓
AutoTrader.ca Listing Upgrade Prioritization	✓	✓	✓	✓
Review Integration (DealerRater, Google, and Facebook)	✓	✓	✓	✓
Display Finance Payment - Fixed (New and Used Car)	✓	✓	✓	✓
Capture App	✓	✓	✓	✓
New Car Image Library	✓	✓	✓	✓
New Car Showroom	✓	✓	✓	✓
Performance Manager	✓	✓	✓	✓
Personalization	✓	✓	✓	✓
Reporting and Analytics Dashboard	✓	✓	✓	✓
Responsive on desktop and mobile	✓	✓	✓	✓
Search by Payment - Fixed (New and Used Car)	✓	✓	✓	✓
Specials Manager	✓	✓	✓	✓
SRP / VDP Library	✓	✓	✓	✓
SSL Protocol	✓	✓	✓	✓
Vehicle Trade (Standard)	✓	✓	✓	✓
Widget Library	✓	✓	✓	✓
Window Stickers	✓	✓	✓	✓
Wordpress CMS	✓	✓	✓	✓
Advanced New Car Showroom	✓	✓	✓	
Brand Overlays	✓	✓	✓	
Display Finance Payment - Dynamic (New Car)	✓	✓	✓	
Display Lease Payment - Dynamic (New Car)	✓	✓	✓	
Promo Builder	✓	✓	✓	
My Garage (Automated inventory marketing and inventory controls)	✓	✓	✓	
Video Fusion	✓	✓	✓	
Inventory Video Solutions	✓	✓	✓	
Dealertrack Finance Application	✓	✓		
Advanced Search Engine Optimization	✓			
Standard Content & Creative	✓			



+



AutoSync

We help dealerships & OEMs increase the effectiveness of their sales efforts, the efficiency of their processes, and the profitability of their business.

Which solutions will you choose to future-proof your business?

