

Ford D3 Websites	D3 Premium Website	D3 Base Website
Available Themes	6	2
Phone Call Tracking Numbers (Uptracs)	4	2
OEM Approved Navigation	✓	✓
OEM-Approved Banners	✓	✓
Standard OEM Logo	✓	✓
Delivery Allowance Incentive (from D3 Feed)	✓	✓
Employee Pricing Incentive (from D3 Feed)	✓	✓
Build & Price Ford Integration – Framed in Solution	✓	✓
Vehicle Showroom	✓	✓
CPO Program Overview	✓	✓
Accessories Portal	✓	✓
Testimonials Page (via SMRM )	✓	✓
Body Shop/Parts Department	✓	✓
Ford Credit Integration	✓	✓
Owner Advantage Rewards Integration (if applicable)	✓	✓
Quicklane Integration (if applicable)	✓	✓
Form Lead Integration	✓	✓
About Us & Staff Page	✓	✓
Contact Us Page	✓	✓
Vehicle Specials Page	✓	✓
Dealer-added Video Inventory URLs	✓	✓
Schedule Test Drive Page	✓	✓

Trade in Value Page	✓	✓
Ad Choices (Ghostery Integration)	✓	✓
<b>Inventory</b>	<b>D3 Premium Website</b>	<b>D3 Base Website</b>
New Vehicle Inventory (from D3 Feed)	✓	✓
Used Vehicle Inventory (from D3 Feed)	✓	✓
Certified Vehicle Inventory (from D3 Feed)	✓	✓
New Vehicle Inventory (from DMS feed)	\$133 (Unless enrolled or live prior to March 2)	N/A
Used Vehicle Inventory (from DMS or approved 3 <sup>rd</sup> party Feed)	\$86 (Unless enrolled or live prior to March 2)	N/A
Certified Pre-Owned Vehicle Inventory (from DMS or approved 3 <sup>rd</sup> party Feed)	\$86 (Unless enrolled or live prior to March 2 or participating in the used vehicle inventory feature)	N/A
Non-Standard Vehicle Inventory (from DMS Feed)	Cost may vary	N/A
Vehicle Listing Page Customization	✓	N/A
Vehicle Detail Page Customization	✓	N/A
<b>Personalization</b>	<b>D3 Premium Website</b>	<b>D3 Base Website</b>
Migrated Content Pages	20	5
Home Banners (designed and uploaded)	3 / mo.	1 / mo.
Personalized Navigation	✓	
Personalized OEM-approved Banners	✓	
Dealer-Optimized Logo	✓	
Website Style Personalization	✓	
Form Personalization (field changes/additions)	✓	
Alternate Form Lead Integration	✓	
Personalized Specials Layout	✓	
Personalized Inventory Filter	✓	
Personalized Lead Forms	✓	

D3 Premium Website	D3 Premium Website	D3 Base Website
Customer Care Phone & Email Support (M-F from 8-8 EST)	✓	✓
Monthly Website Performance Report	✓	✓
White Glove Service from Designated Client Manager	✓	
Website Strategy Call (1 hour per month)	✓	
Website Personalization (Client Manager hours)	10 hours/mo. Included (Then an additional \$133/hr.)	\$133/hr.
Website Customization (Developer hours)	\$165/hr.	N/A
Conversion Optimization	D3 Premium Website	D3 Base Website
Promotional Landing Page Integration	✓	
A/B Testing (1 per quarter)	✓	
Dynamic Campaign Tools	✓	
Third Party Integrations & iFrames	D3 Premium Website	D3 Base Website
Payment Calculator	✓	
Parts Store – Framed in Solution	✓	
Social Media Feed Integration	✓	
Service Scheduler – Framed in Solution	✓	
Additional Products/Services	D3 Premium Website	D3 Base Website
Inventory Video Showroom	✓	
Blog Activation	✓	
Save a Vehicle	✓	
Video Home Banner	✓	
Video Gallery Page Integration	\$132 one-time set up fee	
Inventory Syndication	\$235/mo. + \$235 one-time set up fee	\$235/mo. + \$235 one-time set up fee
Dealer Managed Chat	\$60/mo.	\$60 / mo.
Fully Managed Chat	\$995/mo. + \$500 one-time set up fee	\$995/mo. + \$500 one-time set up fee