



Experts in online car sales

Pricing & Packages

INFINITI CANADA CERTIFIED PROVIDER

A dimly lit office environment with several people working at their desks. The scene is viewed through a large window, and the entire image has a blue tint. The word "Website" is overlaid in white text in the center. In the foreground, a man is seated at a desk, looking at a computer monitor displaying a website. Other people are visible in the background, also working at their desks. The office has large windows and modern lighting.

Website

WEBSITE Packages

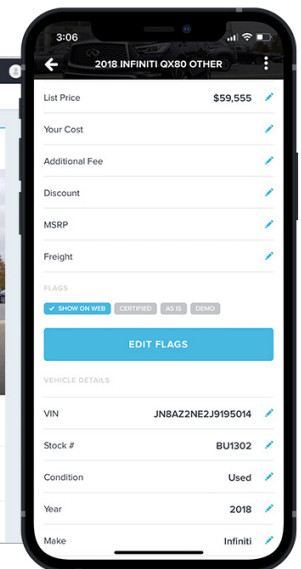
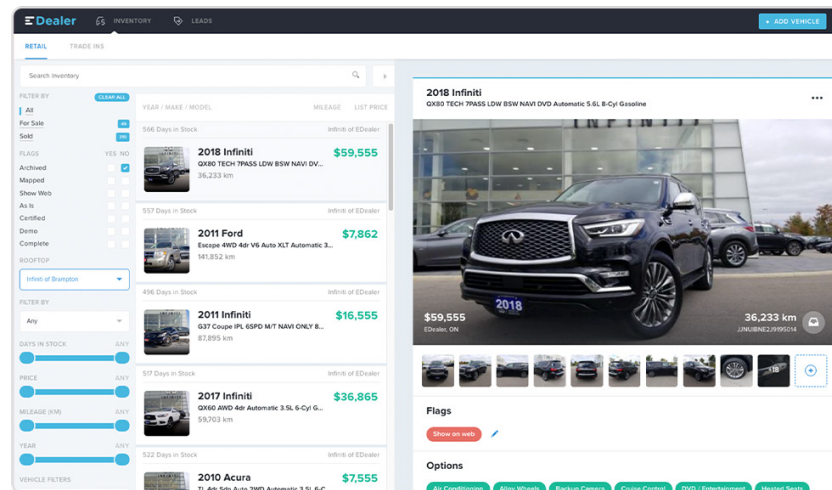
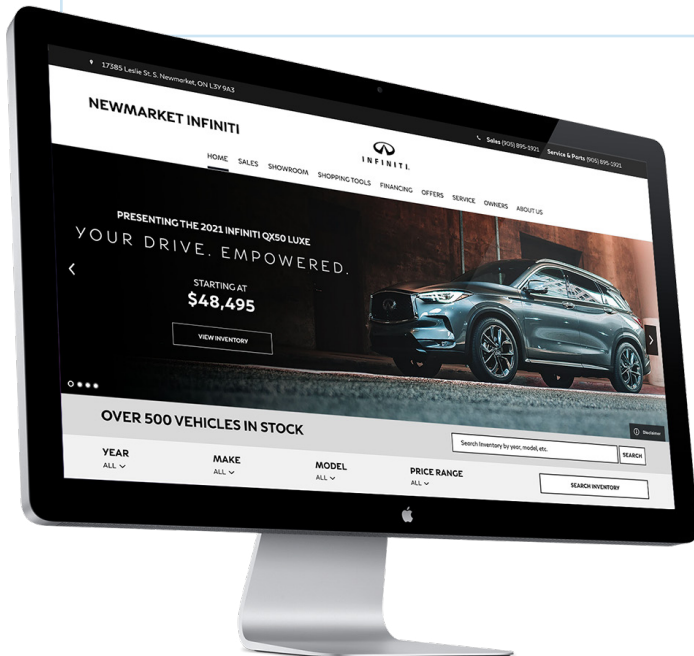
EDealer provides an automotive marketing solution that gives dealers the ability to manage all aspects of their online marketing initiatives. With many different plans, you're sure to find exactly what you need.

	EDealer Plus	EDealer Elite	EDealer Accelerate	EDealer Nitro DR
	EDEALER MARKET HUB	EDEALER MARKET HUB	EDEALER MARKET HUB	EDEALER MARKET HUB
	\$899 per site / per month	\$1,399 per site / per month	\$1,999 per site / per month	\$2,999 per site / per month
All Core Market Hub Features	✓	✓	✓	✓
Responsive WordPress Website	✓	✓	✓	✓
Customization and Development	1 hour	3 hours	5 hours	5 hours
Graphical Monthly Incentives	✓	✓	✓	✓
Call Tracking (6 lines, minutes extra)	✓	✓	✓	✓
VIP Infiniti Support Team	✓	✓	✓	✓
Dynamic Personalization w/ New Vehicle Incentives		✓	✓	✓
Build and Price		✓	✓	✓
New Vehicle Showroom		✓	✓	✓
New Vehicle Incentives		✓	✓	✓
Facebook Catalog Push		✓	✓	✓
eCommerce - Digital Retail Deposit Plug-in		✓	✓	✓
New Vehicle Payment Selection Engine		✓	✓	✓
Guaranteed Trade			✓	✓
Power Target			✓	✓
Dedicated Performance Manager			✓	✓
“My Deal” Digital Retailing				✓
“My Deal” Desking				✓
CBB Trade Tool Suite				✓

WEBSITE

EDealer Market Hub

- Dynamic Optimized Inventory
- Mobile Data Capture
- Custom Segment Feature
- CARFAX Integration
- Email Integration
- Video Marketing
- Secure Credit App/Web Form
- Analytics and Reporting
- Inventory Syndication
- Mobile Friendly Inventory
- Inventory Management
- Lead Management
- Window Sticker
- Social Media Integration
- CPO Integration
- Vehicle Data and Options
- Digital Advertising
Optional addition



WEBSITE

A la Carte Services

Power Target

\$189/mo

Mailer Spend not included

Facebook
Catalog Push

\$100/mo

Email Marketing

\$635

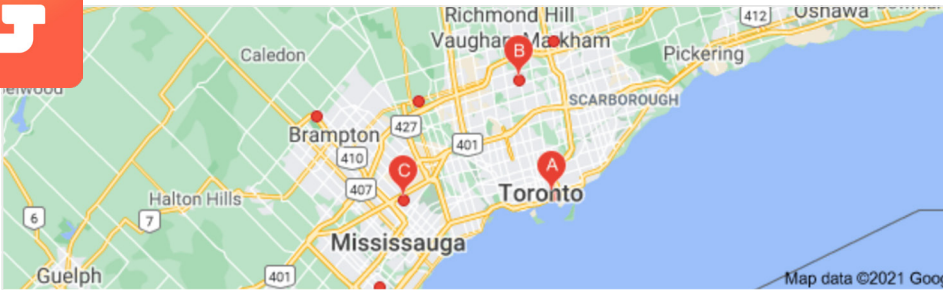
Guaranteed Trade

\$189

per product/per month

Search Engine Optimization (SEO)

Local SEO Essential	General Technical SEO Essential	New Vehicle Content Marketing Plus	Fixed Operations/ Used Vehicles Content Marketing Plus
\$215/month	\$215/month	\$525/month	\$525/month
Local SEO Accelerate	Advanced Applied Technical SEO Accelerate	New Vehicle Content Marketing Accelerate	Fixed Operations/ Used Vehicle Content Marketing Accelerate
\$425/month	\$425/month	\$950/month	\$850/month



Hours ▾

A Infiniti Downtown Toronto
265 Front St E · (416) 975-2623
Open · Closes 8 p.m.
Vehicle repair shop: Open · Closes 6 p.m.
[Website](#) [Directions](#)

B Infiniti of Willowdale
Thornhill, ON · (905) 881-4200
Open · Closes 7 p.m.
[Website](#) [Directions](#)

C 401 Dixie Infiniti
Mississauga, ON · In 401 Dixie Automall · (905) 602-8825
Open · Closes 7 p.m.
✓ In-store shopping
[Website](#) [Directions](#)

WEBSITE

A la Carte Services

Digital Advertising Management

23%

Search, Display, Video and Social

Creative Services

BRONZE: 5 HOURS	\$329
SILVER: 10 HOURS	\$659
GOLD: 15 HOURS	\$989

Website Content

One-time charge

BASIC	\$750
BASIC BILINGUAL (ENGLISH & FRENCH)	\$1,500
COMPLETE	\$2,000
COMPLETE BILINGUAL (ENGLISH & FRENCH)	\$4,000

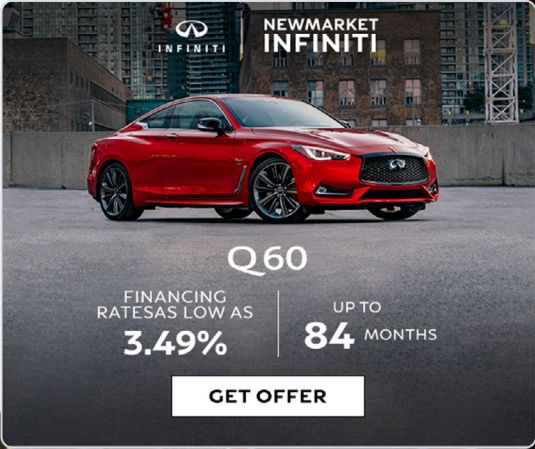


Vehicle Descriptions
(per unit)

AUTOMATED	\$3
CUSTOM	\$5

Call Tracking

PACKAGE 1	\$300
PACKAGE 2	\$450
PACKAGE 3	\$650
METERED RATE	\$0.13

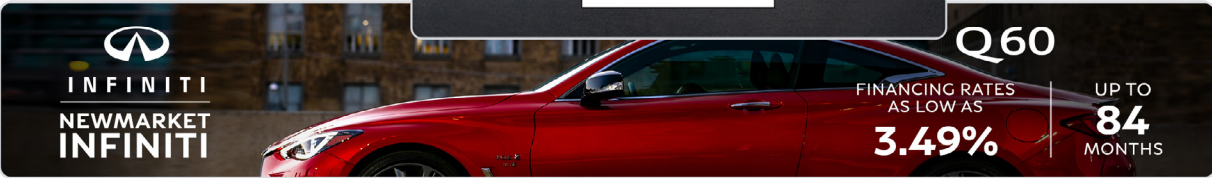


Q60
RATES AS
% | UP TO
84 MONTHS

GET OFFER

Digital Retail

AVA	\$379
ECOMMERCE ELITE	\$995



Q60
FINANCING RATES
AS LOW AS
3.49% | UP TO
84 MONTHS

A dimly lit office with large windows and people working at computers. The scene is viewed through a dark blue overlay. Several people are seated at desks, working on computers. The office has large windows in the background, and the overall atmosphere is professional and focused.

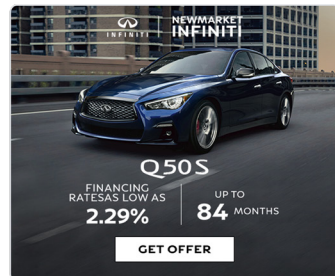
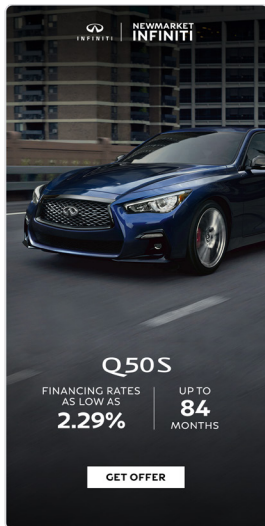
Digital Advertising

Our Partnership

EDealer is a proud
Google Premier Partner!



Premier Google Partners are digital marketing companies vetted & trusted by Google.



The badge recognizes the highest tier of excellence with:

- Utilizing Google products
- Applying best industry practices
- Delivering results desired by our clients

Google provides EDealer with the following resources to make your digital strategy the best in class:

- Specialized training + new to market insights
- Exclusive access to data + tools
- Priority access to pilots + betas
- Dedicated support team of strategy + product specialist

Premier Google Partners strive for excellence as well as customer growth and success.

DIGITAL ADVERTISING Results

+66%
YoY Net Profit

+82%
YoY New Vehicle
Operating Profit

+51%
YoY New
Retail Units

"The results speak for themselves. We saw a 66% YoY profit increase, and I have no doubt it directly correlates to our work with EDealer and Google."

*— Budds' Chevrolet Cadillac
Buick GMC*



Search Marketing

Capture the attention of users in their moment of intent. Amplify the quality of website traffic and lower your overall customer acquisition costs with the strongest ROI metrics in automotive marketing.



Dynamic Inventory Advertising

We advertise your inventory exactly as it's shown on your website. Add a new vehicle to your inventory - an ad is created. Sell three cars today - the ads will be removed.

DIGITAL ADVERTISING

Areas of Expertise



Dynamic Advertising

Ads are created to target users shopping for a specific vehicle, in some cases a specific trim option. Our Dynamic ad copy only contains necessary information: year, make, model, trim, price and mileage (for used).



Remarketing

General remarketing campaign targets all website visitors from the last 90 days. We can highlight the current OEM monthly promotions as well as retarget users who visited model-specific landing pages with relevant model-specific offers and promotions.



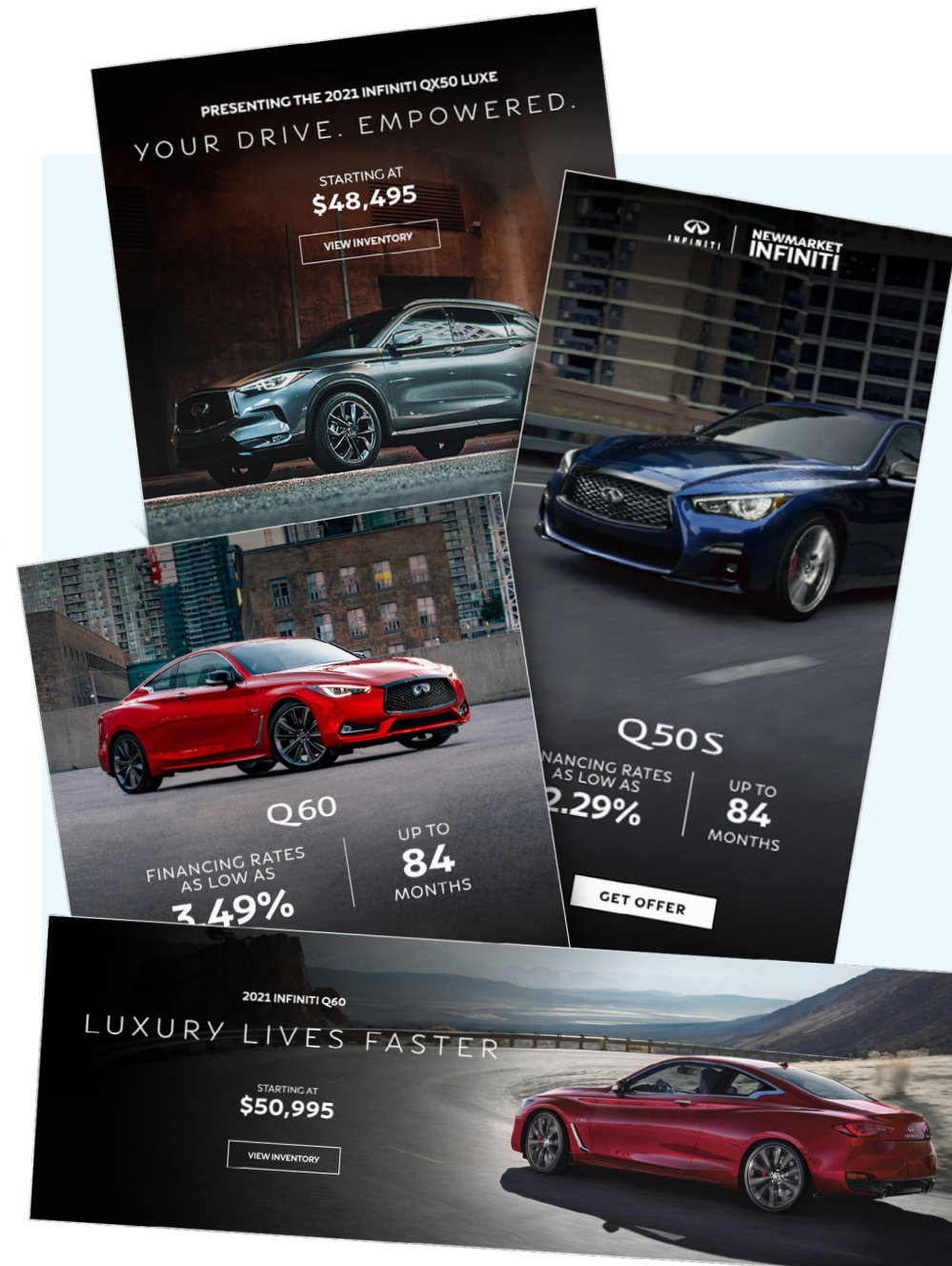
Parts and Service

Service campaigns target searchers who are looking for brand-specific service. Additionally, we can highlight Parts & Service specials as necessary.



Google Ads for Brand

The brand campaign has multiple purposes. Firstly, to ensure the first page along with the paid ad space is owned by the dealership. Secondly, the brand campaign helps prevent conquering against your brand name.



DIGITAL ADVERTISING

Areas of Expertise



Display Ads

We can create Model Specific or General Display ads. General in-market audience display campaign targets automotive shoppers with the OEM promotion. Model specific display targets in-market automotive shoppers who are researching or have expressed interest in a specific model as identified by Google.



YouTube

Each YouTube campaign can be created using the full capabilities of YouTube marketing (bumper ads, pre-roll, etc.) depending on the creative assets available.



Google Ads for Inventory

Dynamic ads can be created for both new and used inventory. As vehicles are added or removed from your inventory we will create or remove dynamic ads.



Analytics & Data

Leveraging analytics and data is what makes digital marketing so attractive and effective. With traditional marketing, faith is required when data is lacking, and ROI is very difficult to track. With this in mind, our digital marketing strategy is always built and optimized with data in mind.



Facebook & Instagram

We can generate a number of different Facebook Ads depending on the needs of the dealership. Common ads include OEM monthly promotions, dynamic new/used Inventory, credit lead generation, parts & services to name a few.



Conversions

We test and refine our ad copy, targeting settings and multiple other variables to ensure we are optimizing for conversion consistently. At the landing page level, we are happy to work with the subdomain of your existing Dealership website to make landing page recommendations with regard to A/B testing and conversion optimization. We are equipped to support your Dealership with design creative in regions that require such assistance.



DIGITAL ADVERTISING

Pricing & Packaging

At EDealer, we do things a little differently.

This means our pricing is based on the dealership budget. There are no upsells for graphic work or running video creative.

We do not have set packages.

This means a dealership running a full suite of campaigns across search, display, retargeting, conquensing and video with a budget of \$3,000 would pay the same management fee as a dealership spend \$3,000 on exclusively search.

Digital Advertising Management

23%

Search, Display, Video and Social



A screenshot of a Google search for "2021 Infiniti QX50". The search bar shows the query, and the results page displays "About 375,000 results (0.75 seconds)". The first result is an ad from "www.infiniti.ca/" titled "INFINITI QX50 - Get 3 Payments On Us - infiniti.ca", with a description about design, innovation, and a contactless test drive. Below this is another ad from "www.myersinfiniti.ca/" titled "2021 INFINITI QX50 - Visit Myers INFINITI", which mentions financing and a test drive. To the right of these ads are two columns of links: "Search New INFINITI" (Shop INFINITI Cars & SUVs in Ottawa, Find Your New Car Today!), "On-Demand Service Pick-up" (No Extra Charge Pick-up & Delivery, Here To Help With Service Needs), "Myers Approved" (Over 300 Myers Approved, Pre-Owned Cars & Trucks), and "Order Parts Today" (Search Certified Parts, Order Online Now!).

Dealer

The **complete** solution for
today's car dealer.



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