



Pricing & Packages



Certified Partner



Website Services



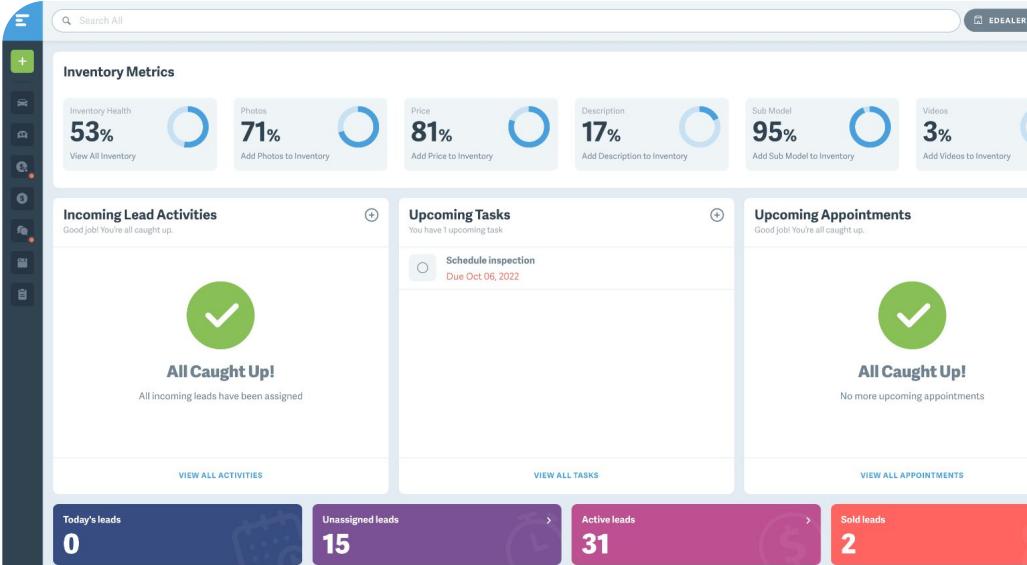
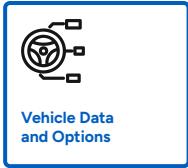
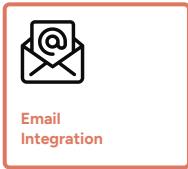
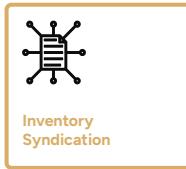
Packages



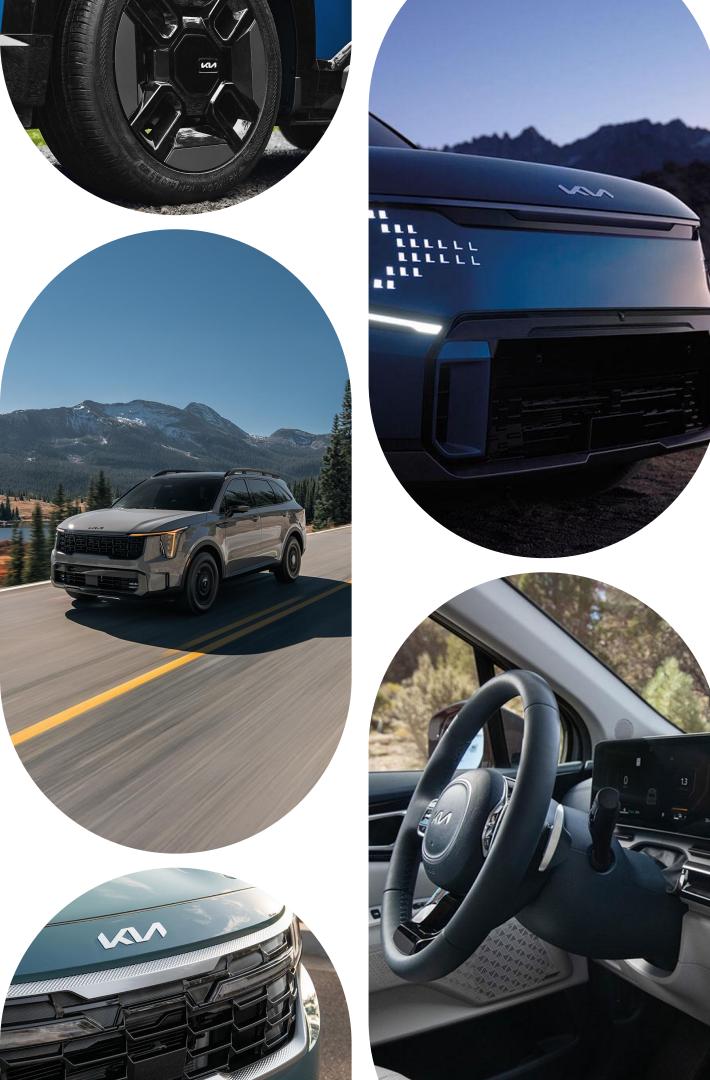
EDealer provides the most technologically advanced and customizable website and inventory management services, with the largest breadth of lead generation strategies—backed by the highest-touch support team in the industry.

	EDealer Plus	EDealer Elite	EDealer Prestige
Includes EDealer Market Hub			
\$935 per site / per month		\$1,395 per site / per month	\$2,095 per site / per month
VIP Support Team	✓	✓	✓
Dynamic Personalization With New Vehicle Incentives	✓	✓	✓
Build And Price + New Vehicle Showroom		✓	✓
Monthly Customization And Development Support Hours	2 hours	3 hours	5 hours
Facebook Advertising Feed		✓	✓
eCommerce - Digital Retail Deposit Plug-In		✓	✓
New Vehicle Payment Incentive Selection Engine		✓	✓
Easy Offer Trade-In Tool			✓
Google Business Profile Management			✓
Google Maps Performance Tracking			✓
Technical SEO Essential			✓
Quarterly Ability To Use 2 Hrs Towards 1 Single Seasonal Department-Focused Page			✓
Dedicated Performance Manager			✓

EDealer Market Hub



The dashboard features a header with a search bar and a 'DEALER' button. Below the header are four sections: 'Inventory Metrics' with progress bars for Inventory Health (53%), Photos (71%), Price (81%), Description (17%), Sub Model (95%), and Videos (3%); 'Incoming Lead Activities' with a message 'All Caught Up!' and a green checkmark; 'Upcoming Tasks' with a single task 'Schedule inspection Due Oct 06, 2022'; and 'Upcoming Appointments' with a message 'All Caught Up!' and a green checkmark. At the bottom, there are four summary boxes: 'Today's leads' (0), 'Unassigned leads' (15), 'Active leads' (31), and 'Sold leads' (2).



Lead Generation



A la Carte

Easy Offer	\$199/mo	Easy Offer with Value	\$325/mo	
Google Inventory Feed Product (EDealer Client)	\$150/mo	Google Inventory Feed Product (Non-EDealer Client)	\$199/mo	
Search Engine Optimization (SEO)	Local SEO Essential \$235/mo	Local SEO Accelerate \$465/mo	General Technical SEO Essential \$235/mo	Advanced Applied Technical SEO Accelerate \$465/mo
Website Content One-Time Charge	Basic \$750	Basic Bilingual (English & French) \$1,500	Complete \$2,000	Complete Bilingual (English & French) \$4,000
Content Marketing	New Vehicle Content Marketing Plus \$585/mo	New Vehicle Content Marketing Accelerate \$1,045/mo	Fixed Operations Content Marketing Plus \$585/mo	Fixed Operations Content Marketing Accelerate \$935/mo
Email Marketing Service	Monthly \$640/mo	Semi-monthly \$1,060/mo		
Call Tracking	\$0.13/min. Metered	6 lines, 1200 min. \$300	10 lines, 1200 min. \$450	15 lines, 2500 min. \$650



A la Carte

Vehicle Descriptions	Human Written \$5/unit	
	AI Description \$199/mo	
Facebook Advertising Push	\$100/mo	
Google Inventory Advertising Push	\$100/mo	
Website Rebuild	\$2,500/one-time	
Facebook / Instagram Shop - EDealer Client	\$150/mo	
Facebook / Instagram Shop - Non EDealer Client	\$199/mo	
Evaluate Premium Reporting	\$175/mo	
		Inventory Syndication Package (Facebook Shop + Google Product Listings - EDealer Client) \$250/mo
		Inventory Syndication Package (Facebook Shop + Google Product Listings - Non EDealer Client) \$350/mo
		Creative services \$100/hr
		Animation Pack - Plus \$199/mo
		Animation Pack - Accelerate \$399/mo
		DMS switch \$350/one-time
		eCommerce \$99/mo

Easy Offer

Generate more qualified online trade-in leads and vehicle acquisition opportunities with a simple, yet powerful vehicle capture tool.

Easy Offer is a simple way for online shoppers to submit trade-in information about their vehicle in minutes. As a result, dealers create a better shopping experience that consumers find simple and easy to use, generating more qualified leads in less time.

WITH EASY OFFER, YOUR DEALERSHIP CAN:

Convert more leads with an effective web-based form using the most intuitive customer submission process.

Provide a better online shopping experience by allowing shoppers to receive information about the expected value of their vehicle before they arrive at a dealership.

Manage online trade-in leads in a centralized dashboard.

Expand inventory of pre-owned vehicles and have additional opportunities to **auction them on EBlock**.

Get Your Trade-In Value Now

See how much your car is worth today. Quick, easy, and no obligation. Submit your details and receive an offer for your vehicle!

[Value your trade](#)



Get Your Trade-In Value Now

See how much your car is worth today. Quick, easy, and no obligation. Submit your details and receive an offer for your vehicle!

[Value your trade →](#)



Unlock your Easy Offer

Find out what you can get for your car in a few quick steps

Let's get started!

[License Plate](#) [VIN](#)

[License Plate](#)

Enter License Plate

[Province](#)

Digital Advertising

Unlock success with EDealer's Google Advertising Services. Boost visibility across Search, Display, Performance Max, Demand Gen, YouTube and more. As a premier partner, EDealer is recognized with the highest tier of excellence with:

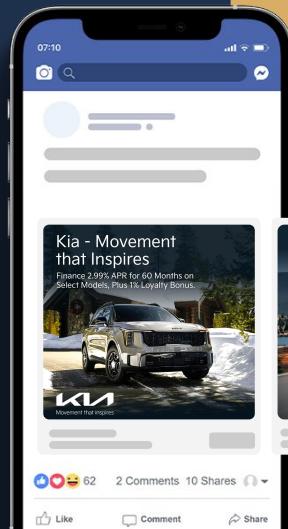
- o Utilizing **Google products and services**
- o Applying industry **best practices and strategies**
- o Delivering best-in-class **advertising performance**

Elevate your brand with targeted ads, dynamic inventory showcases, and seamless integrations on Facebook and Instagram. Explore multi-platform campaigns now, with Meta.

- o **Automotive Inventory Ads (AIA)**
- o **Multi-Platform** Campaigns & Integrations
- o **Targeted Awareness & Promotional Ad Display**



EDealer is a proud
Google Premier &
Meta Partner!



Campaign Types



Search Advertising

Purchase ads on the world's biggest search engine, Google.

Amplify the quality of website traffic and lower your overall customer acquisition costs with the strongest ROI metrics in automotive marketing



Dynamic Inventory Advertising

Advertise the right vehicle at the right time, every time.

We advertise your inventory exactly as it's shown on your website. An ad is created as and when a new vehicle is added to your inventory. If the vehicle gets sold, its ad will be removed on the same day. These ads are available on both Google and Facebook platforms.



Display Advertising

A picture is worth a thousand words...

We create visual ads focused on your dealership, preferred models, or promotions that you want to share. These target in-market shoppers, as identified by the prospective customer's browsing history. These ads are available on both Google and Facebook platforms.



Video Advertising

... but a video can stop scrolling dead in its tracks.

Whether you've got an in-house video team or branded OEM assets, video advertising engages millions of users each day. Each campaign is created using the creative assets available, using various placements on YouTube, Facebook or Instagram.



Demand Generation Advertising

Focus your messaging where customers spend the most time—on their mobile devices.

1 in 3 consumers say they have purchased something on Google feeds that they were not originally shopping for. Target shoppers in Google-owned apps with products to push customers into the consideration phase.



Asset-Driven Advertising

Use the right assets to put together ads cross-platform.

Designed to help you find more converting customers across all of Google's channels like YouTube, Display, Search, Discover, Gmail and Maps, Performance Max helps you drive performance based on your specified conversion goals using Smart Bidding.

Strategy Examples



Branding Campaigns

Build a stronger brand for your dealership.

From ensuring the top of the SERP is owned by the dealership, in addition to preventing conquering against your brand name, these campaigns help communicate to your prospective customers who are at the right buying stage to consider which store to choose.



OEM Promotion Campaigns

Amplify your Tier 1 offers for your store's inventory.

Leverage your OEM's strategic cash incentives, finance or lease rates to move the inventory you have in-store right now—pair these offers with dynamic inventory campaigns to really drive home the message that your dealership is the place to buy *that* vehicle.



Custom Strategy Campaigns

Advertising should suit your dealership's goals, not just the OEM's.

We're not here to package you up into the same box as everyone else—share your goals and ideas with your Senior Digital Advertising Strategist and we'll help find a custom solution to help get you over the finish line!



Parts & Service Campaigns

Strengthen your fixed operations' digital presence.

Service campaigns target vehicle owners by highlighting special offers for brand-specific service, genuine OEM parts or manufacturer-quality detailing to entice customers to visit your dealership instead of just the local tire shop or drive-thru oil change centre.





Managed Digital Advertising fee
23%
of advertising spend

Kia's Total Care Maintenance Service

Keep your Kia running its best with Kia Genuine Parts installed by Certified Technicians.



Kia - Movement That Inspires

Finance as low as 4.49% for
48 Months on select 2024 Kia models*



Get a set of Winter Tires for \$1

With the purchase of a new vehicle
Fill out the form to receive your voucher



Pricing

Our management fee pricing is based on the dealership budget.
There are no upsells for graphic work or running video creatives.

With no pre set binding packages, a dealership can run full suite of campaigns across search, display, retargeting, conquering and video with a total budget of \$3,000 and would pay the same management fee as a dealership spending \$3,000 on exclusively search.

We offer all of our dealer partners a flat 23% management fee that includes account management, standard creatives, reporting, analysis and more.

Premium Ad Asset \$350/mo

At EDealer, our focus is to offer effective yet simple solutions that are customized to specific needs of our customers



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

[Sign Up Today](#)



Chat with Sales

We're here to help.

kia@edealer.ca



Call Us

Mon - Fri from 8am - 8pm EST.

[1 \(866\) 776-9446](tel:18667769446)



About Us

Check out our website.

[Learn More](#)