



**DIGITAL ADVERTISING AND
INTEGRATED DEALERSHIP MARKETING**

WEBSITES & INVENTORY MANAGEMENT

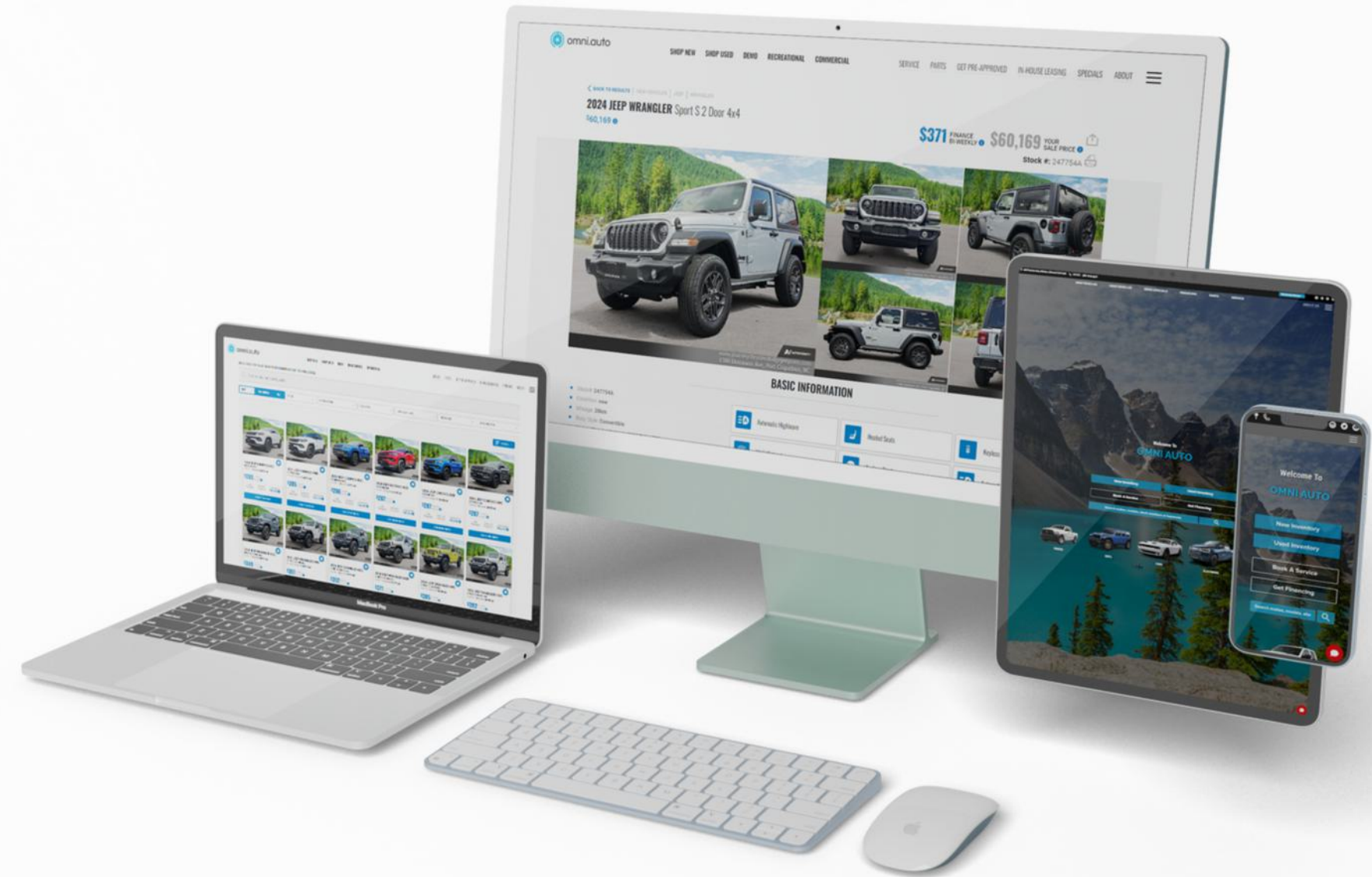
STELLANTIS  CERTIFIED PROVIDER



Responsive Websites

Our advanced websites have been designed to create a unique and impressive user experience, allowing customers to view and shop your inventory with ease, and increase your leads exponentially.

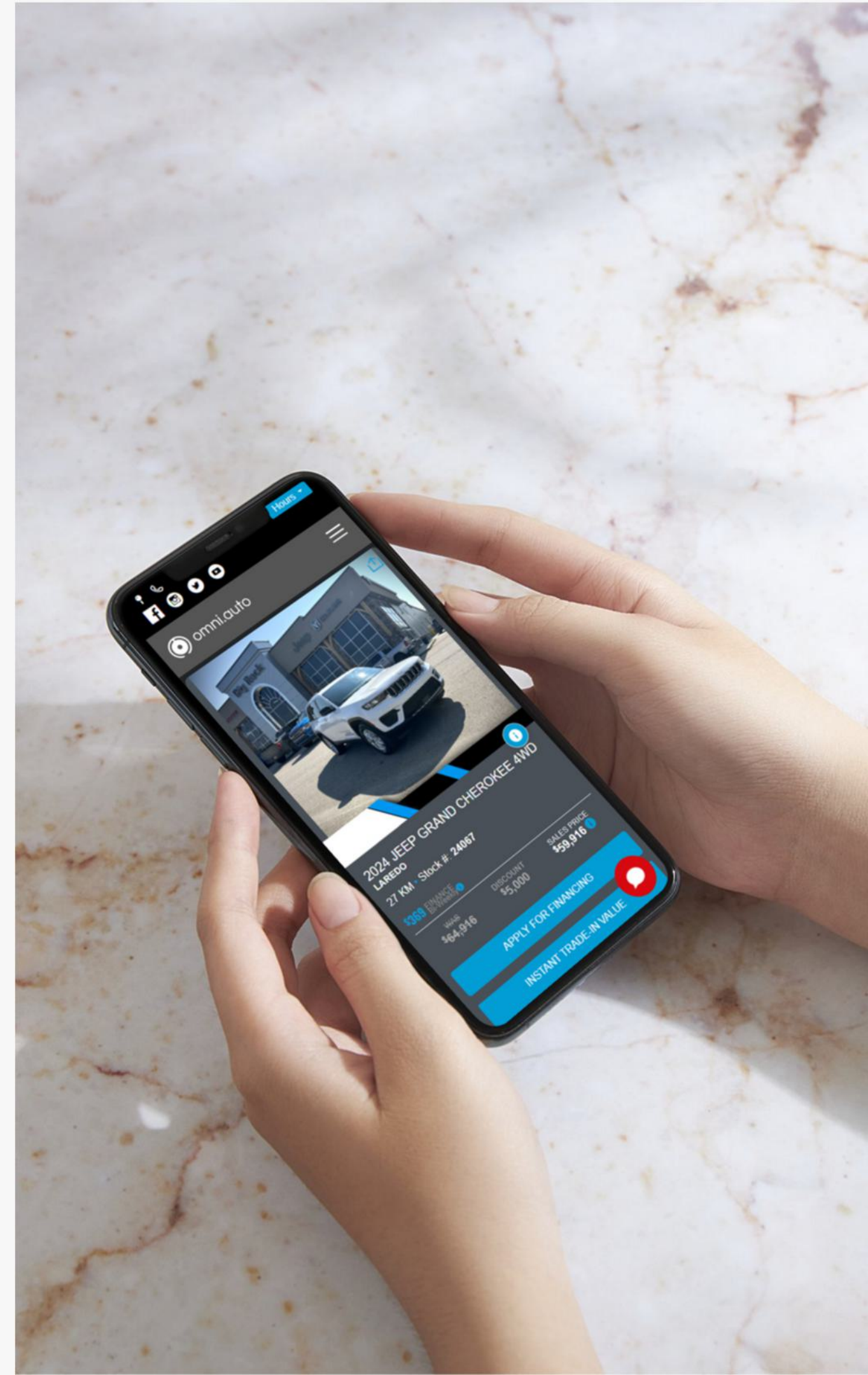
- Responsive, mobile-first platform
- Rapid inventory load
- Easy to edit and update content in-house
- Trade-in lead generator included
- Customization and development
- Easily upload and manage inventory images
- Easily manage inventory and pricing
- 50+ advantages on our platform



Website Features.

*Included on all Omni Auto Websites.

- Dealer CMS tool
- Inventory Pricing & Incentives Management tool
- Manage Global Navigation Menu
- Content Library & Media Manager
- Responsive Custom Page Builder
- Editable Pricing Disclaimers
- Price Builder - Customized price breakdown
- Promo Builder / Life Cycles / Bulk Price Update
- Ability to easily upload inventory information from your mobile phone
- Incorporation of large imagery and/or video embedded within the site
- Ability to quickly push updates and content
- Model Compare
- Coupon Manager
- Payment Integration for Coupon Manager
- Inventory Stock Images
- Inventory Photo Zoom
- Video Uploads
- Banner Videos
- Inventory Video Uploads
- Custom Content
- Vehicle Listing Page Filters
- Editable call-to-action Buttons
- Layout Options on VLP and VDP's
- VDP's directly linked to a VIN
- Choice of VDP layouts
- VDP Layout Editor
- Creative Services
- 3rd Party Integrations
- 3rd Party Inventory Exports
- DMS Integration
- Rapid Inventory Load
- Basic SEO Optimization
- Mobile SEO
- Initial Site Optimization
- Stellantis CA Inventory & Incentive Integration (Cash, Finance & Lease Incentives)
- Lead integration with Stellantis CA
- Stellantis CA Privacy Policy
- Stellantis CA Google Analytics data layer
- Support On-Program 3rd Party Integrations
- OEM Incentive Integration on VLP and VDP
- Support in-transit and on-order vehicles
- Ability to support Stellantis Window Sticker
- OEM Vehicle Showroom
- Showroom w/Incentives and Inventory
- Phone call, email, and form leads
- Stellantis CA Vehicle Brochures
- Stellantis Owner's Manuals
- Ability to support OEM Build & Price
- Dynamic Personalization (Website is personalized based on user's history)
- Social "share" functionality
- Facebook Marketplace Push
- Dealer Reviews on the website
- Website Analytics & Reporting
- Website Metrics and Grading
- Lead reporting tool
- Lead click-path info
- Ability to post blogs
- Responsive
- Mobile First
- SSL Site Security & HTTPS Connection
- WCAG 2.0 Level A Compliant
- Compliance with Stellantis CA marketing guidelines and brand standards



Website Packages.

Omni Auto Website Features
Easy-to-use CMS & Content Dashboard
Premium Auto Templates
Inventory Management
Image Loader
OEM Finance & Lease Pricing
Automated OEM Incentives
Stellantis VIP Support Team
Lead Integration with CRM
Third-Party Integrations
Chat Integrations
Window Sticker
Standard Overlay (SRP Cards)
Price Drop Notifications
OEM Inventory Compliance Tool
Value Your Trade Lead Generator
Dynamic Banners & Sliders
Editable Pricing Disclaimers
Offers & Specials
Changeable Image Placeholders
Website Analytics & Reporting
Lead Reporting
OEM Digital Retailing Integration

Dealer Relations Team

Silver

All Silver Website Features PLUS

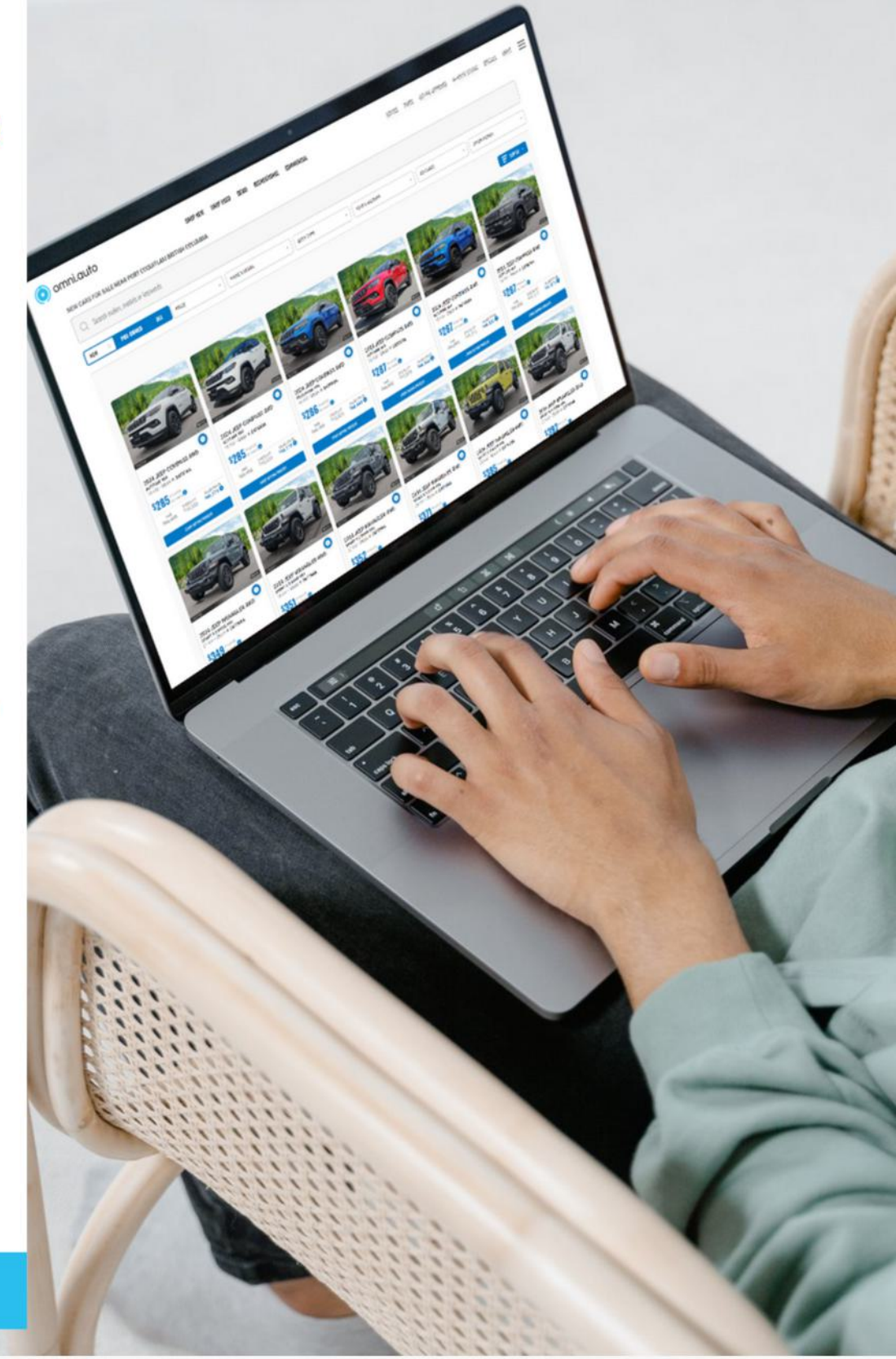
Dedicated Relations Manager
1 Quality Content Article monthly
SRP Campaign Cards
6 Call Tracking Lines, Incl Minutes

Gold

All Silver & Gold Website Features PLUS

2 Quality Content Articles monthly (total)
1 Digital Landing Page per month
5 Hours Creative Services Monthly
Pop Up Lead Campaign Tool
Custom Finance & Lease Tools
Custom Inventory Overlays
Individual Vehicle Disclaimers
Inventory Campaign Tool
Changeable Payment Displays
One-Click Template Changes
Google Merchant Place Set up
Shopify Parts & Merchandise Integration
Advanced Website Metrics & Grading

Platinum



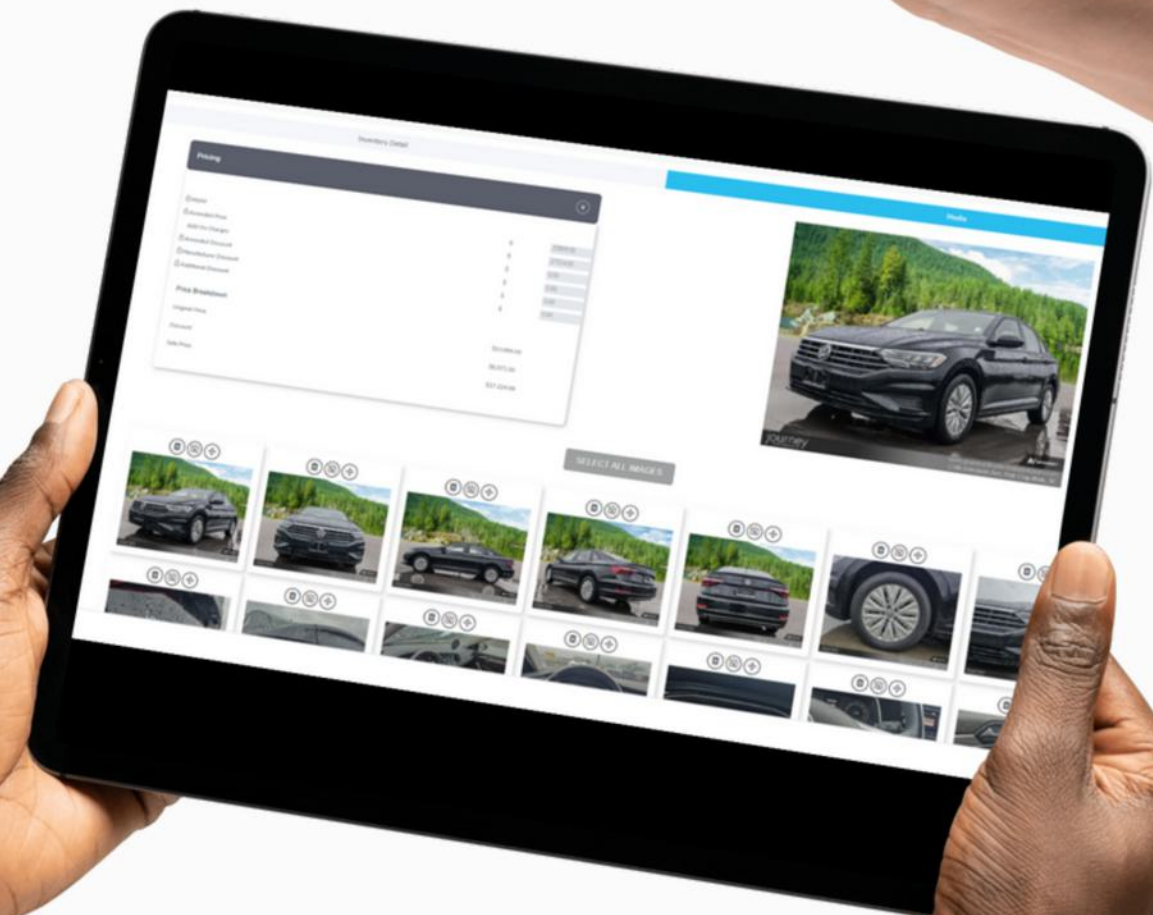
Inventory Solutions.

Our technical team has created inventory management tools that simplify your inventory uploading, editing, and maintenance.

- Automatic Incentives from OEM.
- Automatic Finance & Lease payments from your OEM, and a tool that allows you to set individual payment settings.
- Ability to edit or update pricing real-time, no delays or waiting for a support team.
- Edit pricing with inventory rules that are applied automatically.
- Custom image and dynamic overlays for Inventory groups, or individual vehicles.
- Seamless integrations with third-party providers.
- Easy Exports to get your inventory on other platforms.
- Featured Inventory tool allowing you to feature units that you want to sell faster.
- Compliance Tool specific to your OEM and or industry requirements.
- Quick view tool, to show how many users are viewing a specific unit.
- Easy to edit disclaimers for the sales price, finance, and lease payments.

Omni SnapPro 2.0

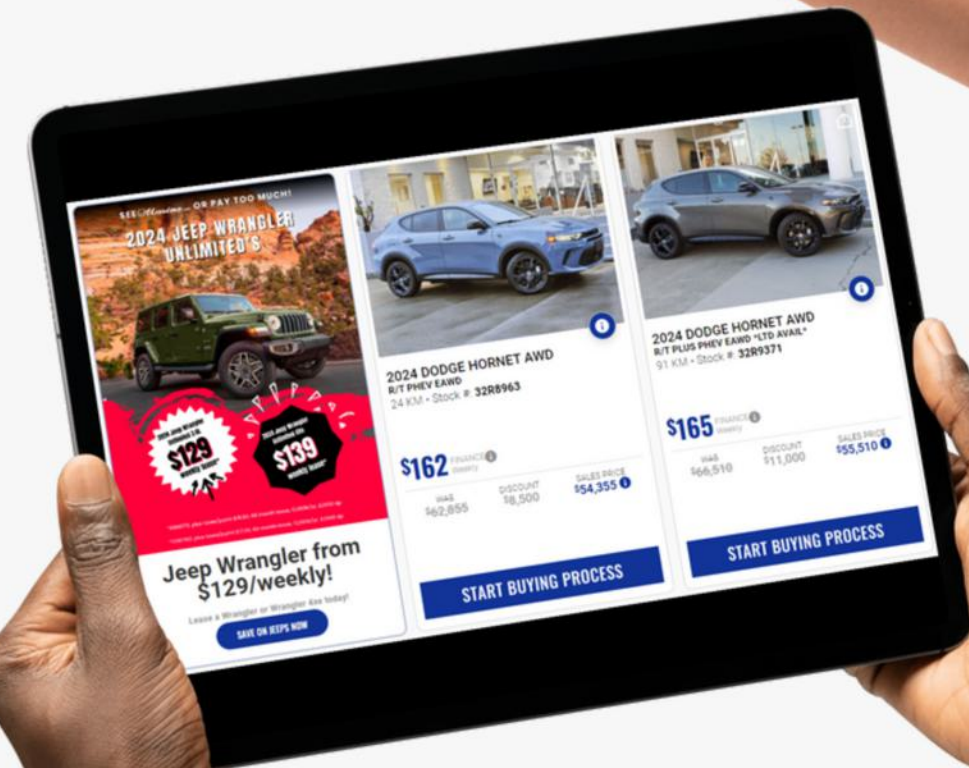
Lot capture tool, **included** in Premium Packages!



Website Enhancements.

Are you looking to stand out from the competition and drive more traffic to your promotions? Our innovative enhancements are designed to help you attract more buyers and increase conversions. Here's how our newest features can elevate your listings:

- **Our SRP Campaign Cards allow your ads to appear prominently when buyers are browsing inventory. These cards make it easy for shoppers to find your listings faster, offering:**
 - Premium Placement: increasing visibility to potential buyers.
 - Targeted Campaigns: Highlight special promotions, price drops, or exclusive features.
 - Engaging Imagery: Use high-quality, customized designs to capture buyer interest.
- **Pop-Up Campaigns allow you to showcase special offers and featured vehicles directly to potential buyers as they navigate your website. These eye-catching, interactive ads are designed to grab attention and encourage immediate action, with features such as:**
 - Strategic Timing: Pop-up messages are triggered based on user behavior.
 - Exclusive Promotions: Highlight limited-time discounts, special financing, or new arrivals to entice buyers.
 - Customizable Templates: Personalize your pop-ups with your dealership's branding, making your promotions feel more like part of the user experience rather than intrusive ads.
 - Easy-to-Use Call to Action (CTA): Simple, clear buttons make it easy for buyers to click through and explore more.



A-La-Carte Products & Services.

Reputation Management

Our 5 Star Review Tool will improve your online presence and SEO with fresh reviews left by your customers, we contact your clients about their experience and encourage them to leave great reviews for your dealership.

Creative Banners

Omni Auto's creative team will design unique assets for your dealership. Use our creative services to keep banners and social assets fresh and increase engagement with customers.

Call Tracking

Gain access to our call tracking system, we provide 10 vanity 1-800 numbers to track your leads and ROI, including call recording, transcribing and integration with CRM systems.

Content Packages

Gold Content Package:

20 quality content articles per month, by Brand. Different products are available for New Vehicle or Fixed Operations.

Silver Content Package:

5 quality content articles per month, by Brand. Different products are available for New Vehicle or Fixed Operations.

SEO Packages

Our SEO packages for auto dealers are designed to boost your online presence and drive targeted traffic to your dealership website. With comprehensive keyword research, on-page optimization, and content creation, we'll enhance your search engine rankings. Our packages also include local SEO strategies to attract customers in your area. We'll optimize your Google My Business listing and implement citation building to increase local visibility.

Various Packages Available:

[Bronze SEO Package](#)
[Silver SEO Package](#)
[Gold SEO Package](#)

Database Management

Using the latest technology, we cleanse your customer database of inaccuracies and duplication to save your marketing and communication money. Our sales process training ensures accurate data is collected and measured.

Digital Advertising

We provide the latest digital advertising on all social platforms while providing transparency, sharing your ROI, and ensuring we manage to achieve the highest levels of effectiveness within your budget.

What we offer.



#1 Websites in North America



Digital & Social Media Advertising



Email, Text, and Voicemail Marketing



Lead Capture



Dealer Dashboards



Relationship Manager



Personalized Direct Mail



Conquest Marketing



Database Management



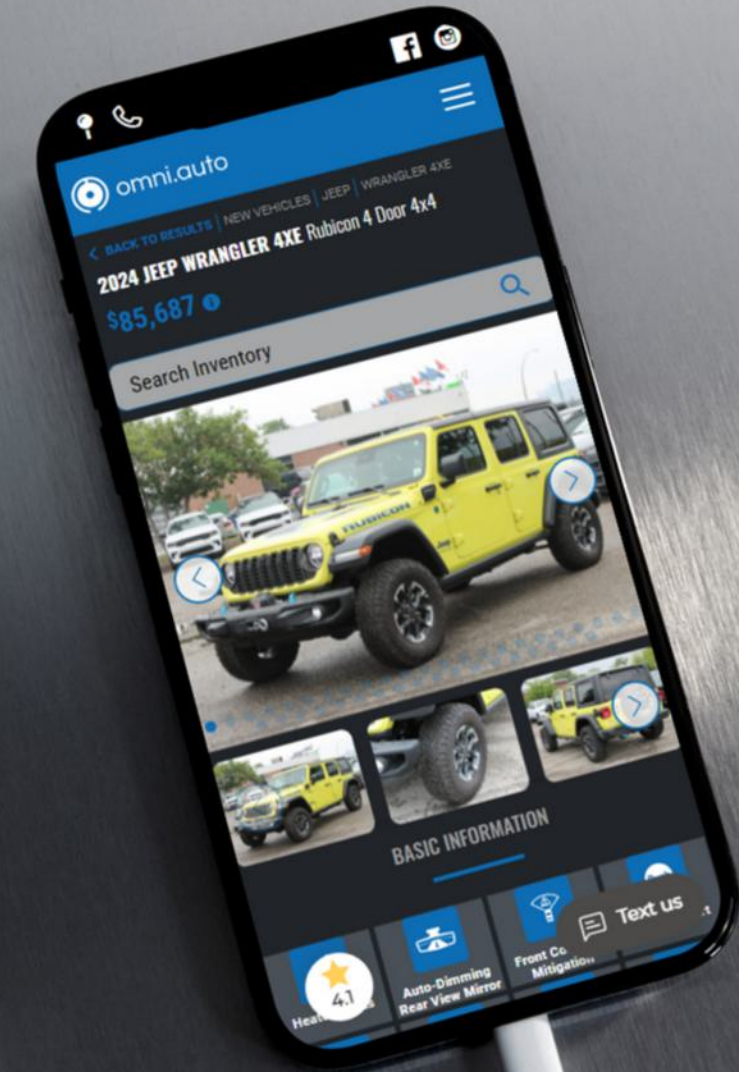
Online Reputation Management

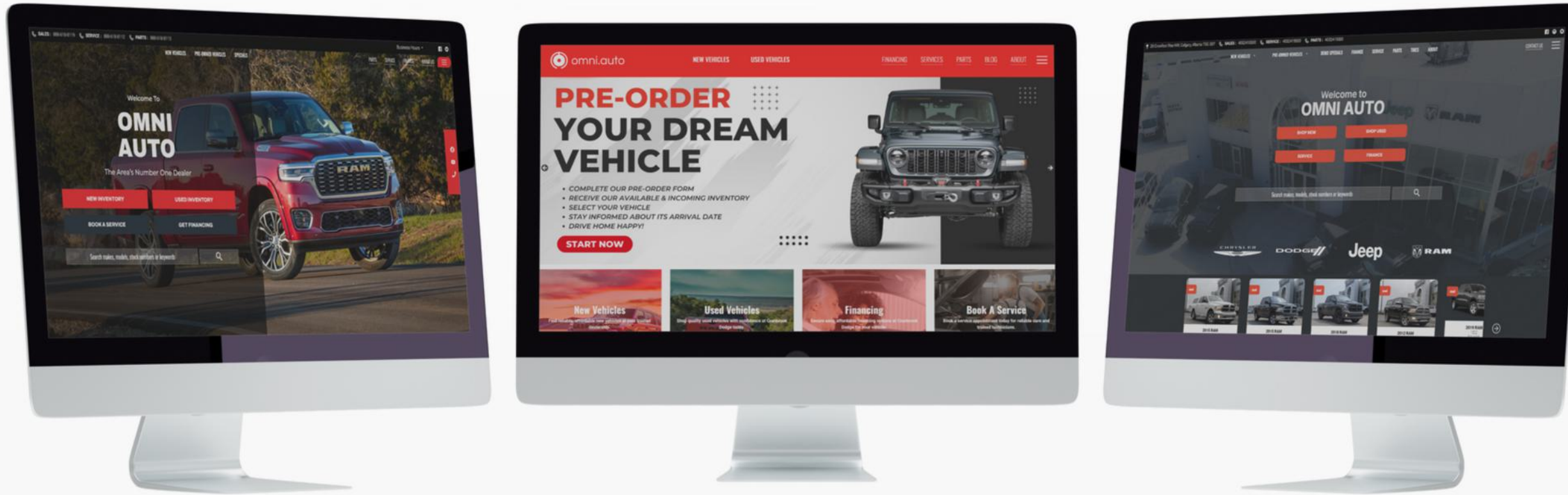


Digital Landing Pages and QR Codes



Omni CRM
coming soon





Why choose omni auto.

All Inclusive Platform

Our advanced website platform has been designed to create a unique and impressive user experience, as well as allow dealers to **easily control their own website** and minimize the need for third-party tools that cost the dealer thousands extra every month.

One Stop Solution

Omni Auto can now provide a convenient, personal shopping experience to your customers **from every point in their shopping journey** using our omni-channel strategy.

Incredible Support

Our Dedicated relationship Managers available 24/7 to assist and provide interaction with all of the Omni Auto services, the manufacturer's team and all 3rd parties to **ensure your website is working seamlessly.**



Thank You

Contact us to learn more

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