

Fully integrated with the power of DealerSocket's data platform, the new Engine6 website platform delivers a seamless and incredibly fast car-shopping experience on all devices. Engine6 provides dealers with more control over their virtual showroom, as well as everything that matters to a car buyer, but without the fluff. Averaging a 3-second load time on 3G networks and a ≤ 1 -second load time on 4G, Engine6 also provides best-in-class speed. Build time averages 21-30 days so dealers can be up and running right away. Product pages are designed with conversion in mind, so pages are simplified for the shopper - avoiding clutter with unnecessary tools and plugins (which cause page load bloat). DealerFire's focus is always on the consumer, which equates to search, filter, and product-sorting efficiency. Dealers have the freedom to control their website, utilizing intuitive drag-and-drop functionality and menus specific to automotive. That allows for changes and updates to be made in real time and with no coding required. Engine6 is driving an average 35% increase in mobile time on site and a 10% mobile conversion rate increase. It provides the opportunity for dealers to personalize their brand and their online showroom through a dynamic and compelling website experience. The platform's 98.5% retention rate speaks volumes.

DealerSocket's suite of digital marketing products, desking tool, CMS (Ignite), digital retailing (PrecisePrice), and CRM work overtime to maximize the website's value and productivity for the dealer.

The Problem:

Shoppers are frustrated with slow page-load times and the inability to use their smartphone for an efficient vehicle search process. Dealers, on the other hand, want to be able to make changes and updates on the fly - either without a support team or with a team that is so responsive and tuned into their product, it's a no-brainer to make the call. They just don't want to be a ticket number.

US Websites

DealerFire Engine6

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Incorporating the best of design, automotive-specific decisioning, and high-speed page load performance to provide an optimum customer experience.



"We wanted a site that looked luxury clean, so it felt like the Tesla brand. The team creates everything that I like and need. It goes live, and I say, 'Wow, I love it.' Take a look at my red-hot Tesla in action on the splash page."

Dink Davis
President and Owner
iDrive Motors



www.DealerFire.com

"Engine6 is all about simplification. While most content creation systems are getting more complex, our system was created to be an easy-to-use, drag-and-drop editor, offering all the power of an award-winning product with no coding required."

Brad Perry
Founder &
Chief Product Officer
DealerSocket

How It Works:

The Engine6 platform has three goals: Speed, Simplicity, and Dealer Control. DealerFire has produced a hyperspeed, clean mobile experience and simplified the visual delivery of its product for an improved shopper experience. Engine6 allows car buyers to shop by budget, payment, or by features, and then save their search results for later. By using personalization and geofencing, Engine6 enables the shopper's experience to be further personalized with targeted messaging. The DealerFire team studies the online path of the consumer and eliminates any friction.

New features released this year include: Incentives Manager and Global Offers, DealerFire Web Text, Toyota SmartPath Integration, AudioEye ADA Compliance, and Stock-Specific Offers. A significant focus was placed on enhancing the backend of the platform to give dealers greater control.

Backend Built for Ease of Use. More than 75 inventory and incentives-integrated modules are available for dealers who want to create and optimize their landing pages. The true, in-line editing system allows dealers to build content on their site as easily as building a page in Microsoft Word. This increased efficiency in building best-in-class content adheres to all SEO best practices, especially because dealers are building inside of the platform. Landing pages can be created without entering any code; it's an easy drag-and-drop with a variety of templates, modules, forms, and containers

Design Anytime. For dealers who don't have time or interest in developing creative, DealerFire's dealer support team includes an experienced team: design, marketing, and SEO experts. Their goal is to bring clients to market faster and more effectively. Dealers can submit as many design requests as they like, and it's included in the cost.

The image displays three Google search results, each with a blue callout box explaining a content marketing strategy. The first search is for 'colors of 2020 corolla', showing a Toyota website result with a callout: 'Unique content drives organic traffic to the dealer's site.' The second search is for 'california window tint law', showing a result from 'Alfano Motorcars' with a callout: 'Content writers address the dealer's top 3 most asked questions to create traffic.' The third search is for 'epc warning light', showing a result from 'Schworer Volkswagen' with a callout: 'Content writers address the dealer's top 3 most asked questions to create traffic.'

Unique content drives organic traffic to the dealer's site.

Content writers address the dealer's top 3 most asked questions to create traffic.

Content Marketing. A primary value proposition for DealerFire is content marketing and service. Traffic acquisition is a direct result of in-depth consulting with the dealer. On-point brand positioning further dictates how the content is written. With only 2 out of 10 shoppers buying the first brand searched, the

content team helps dealers create relevant knowledge around their dealership and their products to drive traffic. In-house content developers create unique content on every page, including an out-of-the-box, AMP-enabled blog platform. The dealer can also provide any video assets or use DealerFire's OEM video library. The content team writes descriptive copy about various vehicle features that automatically import to any VDP with these matching highlights. How else could a shopper understand or envision "ambient lighting?"

Mobile Nativity helps reduce friction for the consumer by delivering a shopping experience which is similar to large retail sites. For example, Google's autofill API helps provide instant directions. The shopper is provided a numeric keypad instead of qwerty for any numerical inputs on the Engine6 sites. We like this feature!

Feature Search.

There has been a 57% increase in feature-specific searches in the last 2 years. Shoppers can generate an SRP with their perfect lifestyle match. Choices may include blindspot assist, Apple CarPlay, 3rd row seating, heated seats, etc. Filtering for color and type is also available. (See blue arrow)

BOUCHER AUTO GROUP

Features

- 3rd Row Seating: 830
- Adjustable Pedals: 556
- Android Auto: 1567
- Anti-Theft: 259
- Apple CarPlay: 1563
- Bed Liner: 206
- Blind Spot Assist: 2916
- Bluetooth: 2751
- CD Player: 1957
- Captain's Chairs: 203
- Climate Control: 3163

Color

- Beige: 21
- Black: 1226
- Blue: 573
- Brown: 32
- Burgundy: 145
- Gold: 27
- Gray: 888
- Green: 48
- Orange: 75

2011 Chevrolet Impala LT
Boucher Cadillac of Waukesha | # 19AP0210B

- 166,307 mi.
- 3.5L V6 SFI Flex Fuel
- FWD
- 19/29 mpg

Clean Carfax, great car for the money. Long term owners took very good care of the vehicle. This one is a must see for the budget minded customer. 16" 5-Spoke Styled Cast Aluminum Wheels, 6-Way Power Front Passenger Seat Adjuster.

Buyer's Guide \$4,995
Boucher Discount - \$1,000
Market-Based Price \$3,995

2006 Honda Accord EX-L
Boucher Volkswagen Franklin | # P7603A

- 172,039 mi.
- 2.4L I4 DOHC i-VTEC 16V
- FWD
- 24/34 mpg

RARE WELL MAINTAINED LOCAL TRADE! CLEAN CARFAX HISTORY REPORT WITH GREAT HONDA MAINTENANCE RECORDS! NEW A/C COMPRESSOR AND KNOCK SENSORS! RUNS AND DRIVES GREAT!

Buyer's Guide \$9,995
Boucher Discount - \$5,505
Market-Based Price \$4,490

Counting Down the Days Special Offers

OSHKOSH
CHRYSLER • DODGE • JEEP • RAM

Welcome to Trace CDJR
A superior vehicle purchase experience.

NEW VEHICLES **PRE-OWNED VEHICLES** **SCHEDULE SERVICE**

300
7 in stock
\$33,215 MSRP 18/27 mpg

Pacifica
14 in stock
\$37,575 MSRP 19/28 mpg

Pacifica Hybrid
\$39,995 MSRP

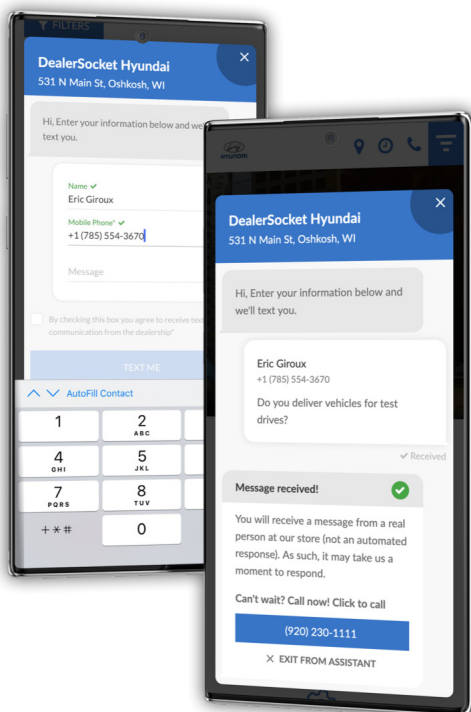
Challenger
5 in stock
\$37,480 MSRP 18/27 mpg

Charger
3 in stock
\$36,870 MSRP 19/30 mpg

Durango
16 in stock
\$38,685 MSRP 18/25 mpg

Announcement Bar. The dealer can deliver a custom message to a defined segment of shoppers. Geofencing or other market variables can be used to filter the recipients. Geo-coordinates are device and browser specific. The dealer can also determine which pages will display the announcement bar. Within Ignite, the message, CTAs, devices, and the countdown clock can all be added. It's easy for the dealer to add the text, change the colors or size of the bar, and even include a hyperlink.

AudioEye and ADA Compliance. Although there are no legal guidelines for ADA compliance, Engine6 implements as many ADA and WCAG guidelines as possible. Typical action steps include: Assigning alt image tags, ensuring PDFs are in rich text format, and providing subtitles for embedded content files such as videos so screen readers can access them. The toolbar now displays the AudioEye Certification to inform shoppers that automatic and manual testing is constantly taking place to ensure an optimal experience for all users. DealerFire is committed to eliminating or minimizing any liability on the dealer's behalf.



Web Text. A web-based texting widget will show up on the website that allows shoppers to input their name, phone number, and a message or question to the dealership. That information is routed into the CRM, which shows that the shopper sent a text-based lead form request. DealerSocket CRM can launch SocketTalk to optimize the mobile experience for the customer. This tool matches the dealer's website and can be configured with any desired response. The development of this native communication resource is designed to eliminate third-party vendor applications that slow down the customer experience, or overlay existing website elements.

ePrice Unlock. NEW. To meet the OEM requirement of 1:1 communication, the price-unlock system is now 100% configurable to provide the dealer with various price options they can choose to display. Many dealers opt in for this tool because it generates a significant number of quality low-funnel leads.

Stock-Specific Offers. By creating a custom landing page, the dealer can recreate stock-based offers that are available in the pricing and incentives module. For example, a Kia Sportage campaign with SEM or paid search would benefit from a landing page that displays the vehicle and the finance and lease offers available. This native solution is faster and matches the look, feel, and data displayed throughout the dealer's website.

Dealer offers

2020 Kia Sportage LX
Stock#: 20KD085 | Model#: 42422 | Details

MSRP: \$26,790
Boucher Discount: -\$2,731

Kia Customer Cash: -\$2,000

Boucher Price: \$21,999

Lease: \$239/mo for 36 months with \$3,739 down

Get This Offer

Disclaimers ^

Lease \$239/mo
36 MONTH LEASE, 10,000 MILES PER YEAR. \$239/MO \$0 Down Payment, \$3500 LEASE REBATE, Total due at Signing including rebates \$3739.00, TAX, TITLE, LICENSE, SERVICE FEE, TO QUALIFIED CREDIT Offer Ends 12/02/2019

All-Wheel Drive Engines Sophistication

VDP Gallery. Clicking on the photo provides a gallery where the shopper can ‘pinch’ and ‘zoom.’ Dealers can also inject YouTube videos and 360° spin options. The new image gallery allows dealers to create a custom CTA and place it within the gallery lineup, so the user can view 4-5 images and then they see a slide for “Looking for more info, contact us.” or any other CTA the dealer creates.

2019 Volkswagen Atlas SE 4Motion
 # W16373 | # 1V2LR2CA5KC518091 | 4D Sport Utility

MSRP \$37,815
 Hoy Discount - \$5,500
Hoy VW Price \$34,315
 Military & First Resp. - \$500
 Volkswagen Graduate Program - \$500

SPECIAL OFFERS
 Finance Offer
 1.9% APR for 60 months

Get Hoy Price
 Text Yourself a Link

Like What You See?
 Take the next steps...
☒ Apply for financing
☒ Value your trade-in
☒ Schedule a test drive
☒ Send us a message

AT A GLANCE
 El Paso, TX | 6 mi. | Fog Lights | Rearview Camera | Leather Interior
 Heated Seats | Steering Wheel Control | Cruise Control | Power Seats
 Towing Capability | Satellite Navigation | Roof/Cargo Rack | Keyless Start
 Rain Sensing Wipers | Adaptive Cruise Control | 3rd Row Seating
 Tire Pressure Monitoring | Blind Spot Assist

Text-to-self functionality for easy saving and sharing of vehicles.

Pricing and Incentives. Manufacturer incentives are displayed in a way that is easy for consumers to digest, including rebates, finance and lease offers, as well as price-stacking incentives. The display is 100% configurable. Engine6 uses logic to wade through multiple finance offers to determine which one matches the dealer's desired outcome and then displays that incentive as the primary choice. Additional discounts can also be layered in.

The search experience and merchandising of the vehicle are improved by eliminating long-winded descriptions so shoppers get the feature listing they want.

SRP Customization.

This SRP illustrates the filter choices the shopper has selected: red/blue exterior, gray interior, heated seats, etc. (see **red arrow**). If multiple photos are available, they will be scrollable on a rotator. Under the vehicle name (**blue arrow**), dealers can list any information they prefer, including stock number, number of vehicle views, an available finance incentive, or key sales features such as one-owner, pre-owned vehicles.

Filters:
 \$20,000 - \$24,000 x Jetta x
 Blue x Red x Gray x
 Blind Spot Assist x Heated Seats x
 Volkswagen x
 6 applied [Clear]

Price:
 \$20,000 \$24,000
 \$328 /mo \$405 /mo
 60 mo. @ 5.9%, \$3,000 down
 Edit Payment Terms

Year:
 Model: Jetta x 5
 Trim Level:
 Body Style:
 Color: Black 4, Blue 4, Red 1
 Interior Color: Beige 1

New Volkswagen Jetta For Sale In El Paso, TX
 5 Results

2019 Volkswagen Jetta R-Line
 # W16158 | 3VWCB7BU7KM223746
 Finance 1.99% APR for 60 months

2019 Volkswagen Jetta SE
 # W16340 | 3VWCB7BU7KM251207
 Finance 1.99% APR for 60 months

2019 Volkswagen Jetta SE
 # W16213 | 3VWCB7BU7KM23431
 Finance 1.99% APR for 60 months

2019 Volkswagen Jetta SEL
 # W16191 | 3VWCB7BU7KM227956

MSRP \$24,950
 Hoy Discount - \$4,500
Hoy VW Price \$20,450
 Military & First Resp. - \$500
 Volkswagen Graduate Program - \$500

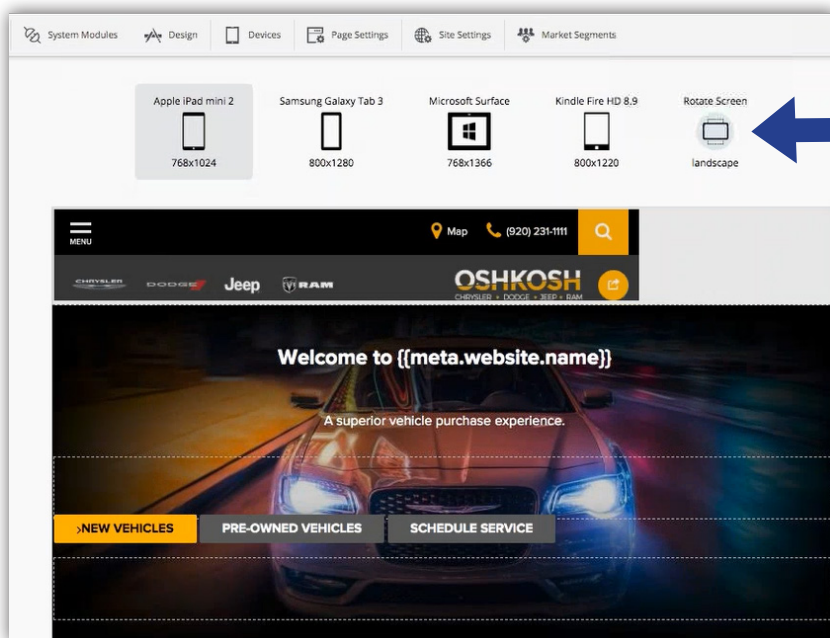
MSRP \$24,199
 Hoy Discount - \$3,500
Hoy VW Price \$20,690
 Military & First Resp. - \$500
 Volkswagen Graduate Program - \$500

MSRP \$24,560
 Hoy Discount - \$3,500
Hoy VW Price \$21,060
 Military & First Resp. - \$500
 Volkswagen Graduate Program - \$500

MSRP \$26,860
 Hoy Discount - \$4,500

Page Builder is a robust, simple-to-use tool. There is no coding involved and over 75 modules from which to choose. The dealer can drag-and-drop images, change the size of containers, add a video background from the dealership's YouTube channel, move copy around, change colors, etc. NEW this year, dealers can create and customize a multi-step form such as a finance form. If pages need to be relocated, it's easy to drag-and-drop a page between different folders.

Global Styles. The underlying styles of the entire website can be changed and updated. Revising colors, fonts, and buttons throughout the site is easy. Dealers can elect not to make the changes themselves, but they can see the possibilities and work with their support team for any updates.



Multi-Device Preview. NEW.

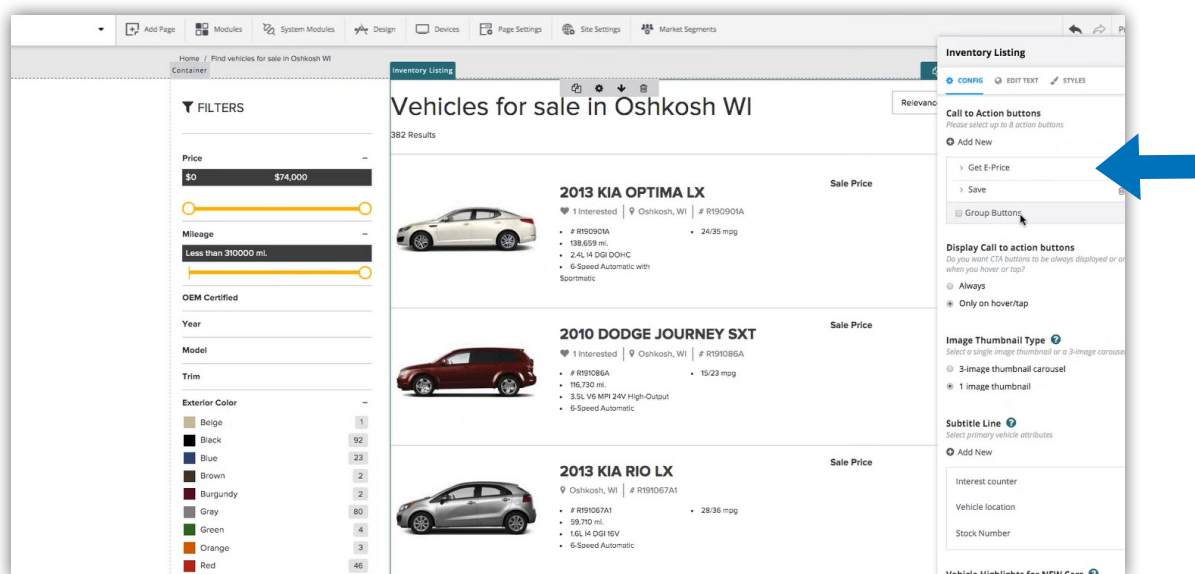
Dealers working on a new page can scale it to see how it would render (landscape or portrait) on any specific device — from a Microsoft Surface tablet to a Kindle Fire to any iteration of iPhone or Samsung Galaxy. The platform delivers customization opportunities for individual devices as well, including the position of the image within the container, the size of fonts, margins, etc. It is simple to drag up and down to make a device-specific adjustment.

Incentives Manager. The dealer has the opportunity to turn on and off any of their offers in real time, including rebates, and lease and finance offers. All offers are listed in the Incentives Manager and can be searched by brand and/or model, with the associated disclaimers and term options viewable.

Market Knowledge. NEW. Toyota Smartpath is creating a tierless experience between Tier I and Tier III. Providing a real-time inventory feed, the freshest data possible is displayed on the site. With Digital Garage, the shopper can visit Toyota.com, search for inventory, and save favorites. As soon as the shopper visits their local Toyota dealer website, that vehicle(s) from Toyota.com displays in their vehicle tray, and also captures any vehicle configurations and searches. It becomes a seamless experience for the end user. The feature is currently being marketed to the public.

Reporting. In addition to Google Data Studio website integration and monthly reporting, the Inventory Reporting Tool within Ignite allows dealers to monitor the market demand for their models in inventory. The ROI dashboard takes sales info from the CRM and matches that up to source medium data to show front, back, and total gross as it relates to a specific marketing channel.

SRP/VDP Configuration. To effectively merchandise inventory, dealers can define the priority of incentives and how they display. They can also configure vehicle data and packages. The displays for new and used vehicles can also be created differently. NEW this year is the ability to differentiate and prioritize between OEM-specific offers and dealer offers.



On the VDPs, dealers operating under a single-price strategy have the option of not displaying ePricing. CTAs such as 'schedule test drive' can be added. All data can be customized and configured across devices to improve the shopper experience (see [blue arrow](#)).

Integration. Anytime a lead is submitted on the website, it is automatically posted in the CRM. Lead data analytics identify the specific page the consumer visited, if the lead came from a specific campaign, the UTM tag, and the source medium which drove the lead. Reviewing this lead data helps the dealer better understand attribution. This is a critical feature that is missed with typical website integrations with a dealer's CRM.

CrossFire. When the customer submits a lead, all their shopping behavior is packaged so it becomes part of the customer record in the CRM. The salesperson can loop that customer into relevant marketing campaigns or an outreach list. The salesperson assigned to that customer gets a real-time notification that shows when the consumer is visiting the website. It's easy to create follow-ups because the engagement is monitored.

What do dealers say about DealerFire Engine6?

"I did an interview about the benefits of electric cars, and we added that video to our site so people get to know us and our product. Our team members' pictures and bios are on there so people know who they are talking to. We talk to the DealerFire team a lot during the year. If you need something, they're jumping all over it. They know us inside and out and look for ways to improve our site all the time. 'Hey, you should try this out. It fits what you're doing. Take a look and see what you think.' My comeback is usually, 'I want that, for sure!' The result is my website looks like I want it to and drives my business because it functions the way it's supposed to."

*Dink Davis
President and Owner
iDrive Motors*

"It's one of the best sites for load time and a well-displayed perspective on mobile. The Engine6 conversion superiority stems from excellent mobile utilization. Google has really oriented its algorithm for being mobile-friendly and consumer-friendly. It's amazing to see how good our speed scores are now. Choosing a website for our group, we judged our decision-making process on the partnership perspective and the customer experience at DealerFire. I don't think there's a comparison. Their customer service is so great. It's not a big decision for me to pick up the phone and call. I actually enjoy taking advantage of the great service team."

*Kris Nielsen
eCommerce Manager
Soave Automotive*