

DOMINATE THE MARKET AND DRIVE MORE SALES

with Dealer Spike's Industry-Leading Digital Solutions.



ABOUT DEALER SPIKE

Dealer Spike is a long-standing partner of the Certified Dealer Website Program, proudly providing Polaris dealerships with an ever-growing list of AI-powered, fully integrated digital solutions. We're driven by our passion to deliver proven and reliable results, with a goal to reduce the pressure and burden of managing an online presence from the shoulders of dealers.

KEY FEATURES & BENEFITS

➔ CERTIFIED DEALER WEBSITE PARTNER

Dealer Spike is proud to serve as a trusted partner to keep your Polaris-branded landing page performing at its best with the latest Polaris data and offer co-op opportunities for many of our digital services.

➔ THE MOST INTEGRATED PLATFORM PARTNER

At our core, we offer seamless integration with major dealer management systems, such as Lightspeed, simplifying inventory updates and merchandising on dealer websites while enabling effortless syndication of inventory across various third-party marketplaces to enhance marketing efficiency for dealers.

➔ EASY-TO-USE, POWERFUL TECHNOLOGY

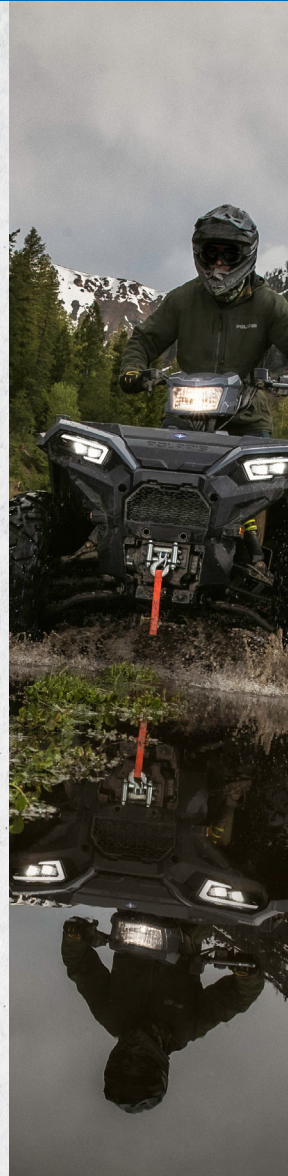
Our technology is infused with AI to improve productivity and enable you and your team to focus on what matters most—selling. Each of our services is designed to have the biggest impact while reducing your team's manual workload.

➔ OEM eCATALOG PARTS DATA IN REAL-TIME

Our integrated platform sources the latest OEM eCatalog parts data directly from Polaris, as well as over 150 OEMs and Distributors, ensuring your eCatalogs are always up to date.

➔ A TEAM DEDICATED TO YOUR SUCCESS

Your success is at the heart of everything we do. We're invested in your dealership's story, and we're dedicated to taking the time to understand your unique needs and goals. Armed with our deep practical experience in every industry, we are more than a provider—we are your marketing technology partner.



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PACKAGES

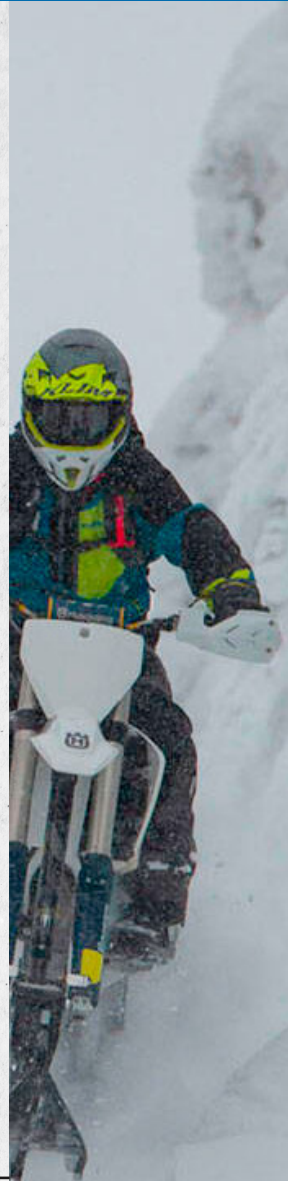
SILVER WEBSITE PACKAGE (\$549)

- **Dealer Website** – Premium website platform built to dominate local online search and deliver a memorable browsing experience.
- **Content Editor** – A self-service editor tool to add or update website content.
- **Inventory Manager** – User interface to maintain accurate inventory listings with less time and manual effort.
- **Lead Dashboard** – Sift through online inquiries based on their interests and level of engagement.
- **Hours Editor Tool** – Update hours of operation across your website and on search engines.
- **Announcement Builder** – Create custom announcement pop-ups on your website from a convenient dashboard.
- **Website Digital Accessibility** – Website accessibility services ensure that ADA website violations don't hinder the shopping process.
- **CRM Integration¹** – Website integration with most CRM systems to manage leads and track engagements.
- **Technical Support** – Expert technical assistance in maintaining website operations.
- **One Outgoing Export/Feed** – Inventory syndication to a third-party marketplace for increased visibility.
- **Email Solution** – Built-in email tool to improve delivery success rate, better engage customers, and recover deleted emails.

Pick 1:

- eCommerce for Garments & Accessories
- OEM Replacement Parts Catalog
- Facebook Posting Tools
- Premium Directory Management
- eBay Posting
- Craigslist Posting

*The package pricing shown is based on a per-month basis.
Pricing shown does not include a one-time setup fee of \$1,000.
Additional Location Fee: Silver – \$199 per location
1. Additional fees may be applicable for some integrations and website add-ons.*



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GOLD WEBSITE PACKAGE (\$849)

- **All Features of the Silver Package**
- **Professional Web Design** – Customizable website design to help your unique dealership stand out online.
- **Three Outgoing Exports/Feeds** – Inventory syndication to three third-party marketplaces for increased visibility.
- **Pop-Up Lead Form Module** – A website pop-up that invites visitors to provide their contact information and the reason for their visit.
- **DMS Integration Import & Support¹** – Website integration with several Dealer Management Systems to streamline online inventory management.
- **Recently Viewed Inventory** – Website pop-up to direct returning visitors to the listings they browsed previously.

Pick 3:

- eCommerce for Garments & Accessories
- OEM Replacement Parts Catalog
- Facebook Posting Tools
- Craigslist Posting
- eBay Posting
- 360° Walkaround Application
- Premium Directory Management
- Website Review Tool

*The package pricing shown is based on a per-month basis.
Pricing shown does not include a one-time setup fee of \$1,000.
Additional Location Fee: Gold - \$299 per location
1. Additional fees may be applicable for some integrations and website add-ons.*



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PACKAGES



PLATINUM WEBSITE PACKAGE (\$1,149)

- **All Features of the Gold Package**
- **Unlimited Outgoing Inventory Exports/Feeds** – Inventory syndication to third-party marketplaces for increased visibility.
- **Payment Genie** – Website tool for customers to calculate monthly payments and apply for financing online.
- **Automated Email Marketing (Silver)** – Hands-free email service based on shopper actions and dealership goals, including featured inventory, retargeting, re-engagement, and monthly reporting.

Pick 3:

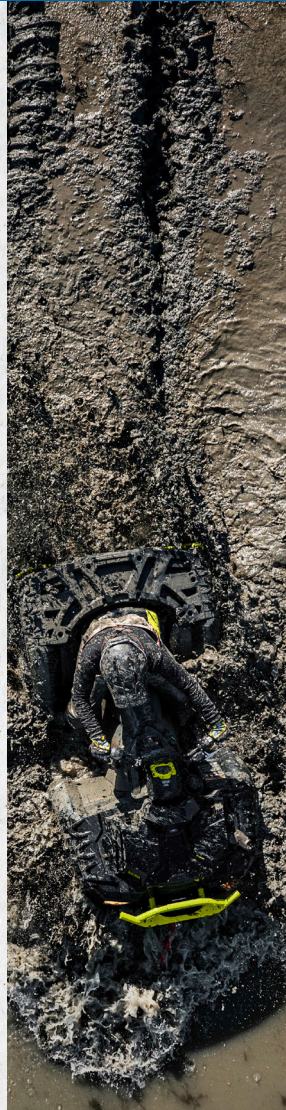
- eCommerce for Garments & Accessories
- OEM Replacement Parts Catalog
- Facebook Posting Tools
- Craigslist Posting
- eBay Posting
- 360° Walkaround Application
- Premium Directory Management
- Website Review Tool

The package pricing shown is based on a per-month basis.

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Additional Location Fee: Platinum - \$399 per location

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ADDITIONAL SERVICES & ADD-ONS

eCommerce for Garments & Accessories – Website checkout feature to sell parts, garments, and accessories online. **(\$179/mo.)**

OEM Replacement Parts Catalog – Improved parts lookup by year, make, model, trim, or assembly. **(\$179/mo.)**

Used Inventory Pricing Tool – A mobile app and global dashboard for automated appraisals to ensure accurate trade-in values. **(\$499/mo.)**

Trade Valuation Tool – Customer-facing website widget to value trade-ins instantly. **(\$179/mo.)**

Payment Genie – Website tool for customers to calculate monthly payments and apply for financing online. **(\$249/mo.)**

Facebook Posting Tools – Lists your inventory on Facebook for better visibility. **(\$179/mo.)**

Craigslist Posting – Inventory syndication service to Craigslist for better visibility. **(\$89/mo.)**

eBay Posting – Inventory syndication service to eBay for better visibility. **(\$89/mo.)**

Premium Technical Support – Top-tier technical support, 12 hours a day, 6 days a week. **(\$329/mo.)**

360° Walkaround App – Captures full-spin images of inventory listings. **(\$179/mo.)**

Premium Text – Innovative texting application to send service reminders, collect payments, and receive reviews. **(\$299/mo.²)**

Premium Directory Management – Streamlined business listings across more than 150 global digital services. **(\$179/mo.)**

Website Review Tool – Funnels positive reviews from heavily trafficked platforms to your website. **(\$179/mo.)**

Search Engine Optimization – Enhances organic search rankings and drives more website traffic. **(Starting at \$349/mo.)**

Search Engine Marketing – Paid search ads powered by AI to target high-intent shoppers actively looking for inventory. **(Starting at \$295/mo.)**

Targeted Digital Advertising – Highly targeted paid ads based on shoppers' geography and behavior. **(\$295/mo.)**

Automated Email Marketing (Silver) – Hands-free email service based on shopper actions and dealership goals, including featured inventory, retargeting, re-engagement, and monthly reporting. **(\$399/mo.)**

Automated Email Marketing (Gold) – All features of the Silver package, plus custom offers, unit alerts, service retargeting, PG&A offers, and why-buy emails. **(\$599/mo.)**

Automated Email Marketing (Platinum) – All features of the Gold package, plus a monthly custom promotional email and Lead Hunter. **(\$999/mo.)**

Lead Hunter – Tracks buying signals generated by Automated Email Marketing to identify website visitors. **(\$399/mo.³)**

Dynamic Video Advertising – Inventory-based branded video ads to reach audiences on YouTube. **(\$299/mo.⁴)**

2. Some integrations and website add-ons are billed per location and per month.

3. Must be a Dealer Spike Automated Email Marketing customer. Included in the Automated Email Marketing Platinum package.

4. A minimum monthly ad spend of \$1,000 and a one-time setup fee of \$995 are required. Must be a Dealer Spike SEM customer.

