



CDK WEBSITES

FAST. EFFICIENT. EASY.

Empowering you with the right tools to **reach, attract and convert** the car buyers of today. CDK Websites provide an online experience backed by the most advanced and integrated website technology in the industry.



MOBILE-FIRST RESPONSIVE WEBSITES

Fully responsive. SSL secure. ADA compliant. Fast. SEO-rich platform. Tap into a large library of design options that allow your dealership to stand out from the competition.



PERSONALIZATION

Exclusive personalization technology analyzes shopper interests in real time and greets each individual shopper with a relevant shopping experience based on their interests.



EASY CONTENT AND INVENTORY MANAGEMENT

A powerful combination of tools helps to quickly update and manage your inventory, website content, specials and promos while executing a flawless merchandising strategy. Ensure your customers always have correct information and you aren't losing opportunities.



ANALYTICS AND INSIGHTS

Get your data where you want it. Completely accessible Google Analytics and CDK Insights data is available at your fingertips. Know with certainty how you're engaging and converting shoppers.



DEDICATED DIGITAL MARKETING EXPERTS

Our marketing experts act as an extension of your team to help you reach your goals. They support dealer's needs in the moment by making updates to design and content, managing dealer specials, addressing all product-related or technical issues, and more.



SPECIALS AND INTEGRATED INCENTIVES

With integrated incentives enabled on your website you will always provide your customers the most up-to-date, correct pricing. Deliver formula pricing, package level incentives, VIN-level quotes, and conditional offers across your website automatically.



WHAT'S INCLUDED?

Website Packages

	\$799	\$2199	\$1199
	Silver	Platinum	Gold
Google-Preferred Mobile-First Responsive Design	●	●	●
SSL / SEO-Rich Website Platform	●	●	●
Inspired Cutting-Edge Designs	●	●	●
Syndicated Brand Content to Third-Party Lead Aggregators like Edmunds, KBB and Car Gurus	●	●	●
Consumer Engagement Tools to Generate More Leads	●	●	●
Unlimited Dealer Landing Pages	●	●	●
Dedicated Dealer Support: Creatives / Website Updates, Promo and Dealer Offer Management, Tech Support, Troubleshooting and more	●	●	●
Dealer Command Center: Fully Integrated Analytics Reporting Suite, Website Editor, Audience Insights, and Content Engagement Map	●	●	●
Intuitive Content Management Tools to Easily Update Your Website	●	●	●
Call Tracking Numbers to Monitor Call Quality & Evaluate Your Advertising	●	●	●
Vehicle Merchandising Tools to Highlight Specials Offers and Promotions	●	●	●
Integrated Inventory Incentives and Specials to Easily Update Vehicle Payments and Promotions	●	●	●
Social Sharing Tools to Expand Your Brand	●	●	●
Promo Pop to Generate Leads from Your Returning Visitors	●	●	●
Integrated CDK Blog	●	●	●
SEO Essentials		●	●
New Car Personalization to Target Shopper Interest		●	●
Advanced Personalization: Pre-Owned, Service and Targeted Retention		●	●
Video Test Drive / Picture to Video: Additional Video Products with Picture to Video and Virtual Test Drive Automatically Added to Dealer Inventory		●	●
PowerSEO: A Dedicated SEO Expert to Provide Full-Site SEO Optimization and a Custom, Comprehensive SEO Strategy		●	
Website Performance Manager: Premium Proactive Website Expertise and Support From a Dedicated Digital Marketing Expert		●	

ADD-ONS

PowerSEO Plus
\$1,399

PowerSEO Plus Upgrade
\$999

Premium Dealer Support Service
\$399

Drive sales with CDK Websites.
Visit cdkglobal.com/websites today.



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CDK CONNECTED STORE AND ELEAD

ACCURATE. PROFITABLE. INTEGRATED.

With CDK Connected Store, bring the full quoting power of your showroom to your websites and connect them to your existing in-store processes. Give your customers the fast and modern auto shopping experience they expect, while maintaining the practices that help your business thrive.

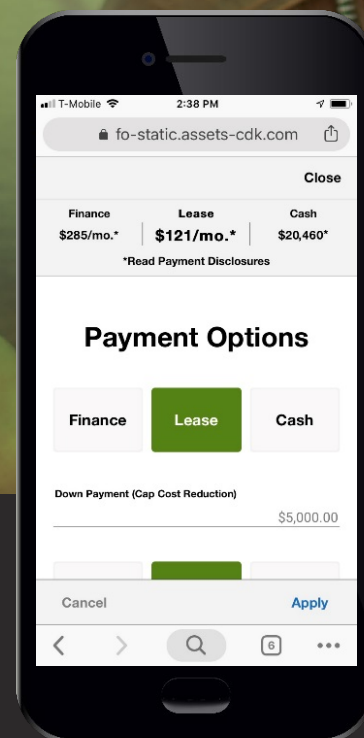


HYUNDAI

ELEAD ONE

Digital retailing that's made for dealers

- Accurate – The payment on your website is the payment in your store.
- Profitable – Connected Store is built by automotive retailing experts who know how to build profitable deals.
- Integrated – Deals populate ELEAD and CDK Desking directly, speeding up your sales process.



86%

Increase in monthly sales leads*

11x

More likely to send a lead*

Gold
\$749

3.2x

More inventory searches than other shoppers*

35%

Close rate to sale*

Platinum
\$1,349

For more information, email your Digital Sales Representative or call 888.424.6342

*CDK Global, 2018
cdkglobal.com/online-retailing
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DO MORE WITH ONLINE RETAILING

WHAT'S INCLUDED?

Digital Retailing Packages

	\$749	★ \$1,349
	Silver	Platinum
Secure online Credit Application including choice of optional/required fields	●	●
Accurate payment calculator (supports exact payment amounts that include taxes, fees, discounts and incentives, accessories, and other aftersales options, etc.)	●	●
Trade in evaluation tool with accurate trade-in amounts	●	●
Schedule Test Drive and/or Appointment Setting	●	●
Includes F&I products/services (e.g., service protection plans, accessories, etc.)	●	●
Lead capture functionality integrated into Trilogy's ELMS	●	●
Responsive, intuitive design supporting mobile first design supports optimal viewing on all devices	●	●
DRS Application tracking and reporting	●	●
Supports Website 3rd Party Integration (Must include holistic integration within any HMA Certified Website Providers)	●	●
Ability to save where you are in the DRS process and come back at a later date	●	●
Desking capabilities		●
Premium Trade In Tools		●
Premium F/I Tools		●
Specialized F/I and accessory features from Darwin (Superior Integrated Solutions)		●
Premium Credit Tools		●
Real Time Credit Decisioning through Route 1 and Dealertrack		●
Proactive Support from Digital Retailing Professionals		●

Add-ons

Digital Retailing Performance Coaches

\$1,095

GET THE MOST FROM YOUR WEBSITE

WITH CDK DEALER SUPPORT



We Know Hyundai Dealer Business

We understand Hyundai dealer business & the automotive industry. For over 10 years CDK has provided a robust level of support navigating our integrated solutions that help Hyundai dealers attract, convert, and retain customers.

Skilled in digital marketing and the automotive industry, CDK support acts as an extension of your team and coordinates other digital efforts.



Here When You Need Us

Our teams will *support dealers' needs in the moment*, making updates to design and content, managing dealer specials, promoting key events and addressing all product-related or technical issues



Easily Accessible

Dealers can connect with our support team by phone, email, or through our Service Connect tool.

Fast and Efficient

We've transformed our customer support to serve dealers better with a faster, and more efficient dealer support solution



90%

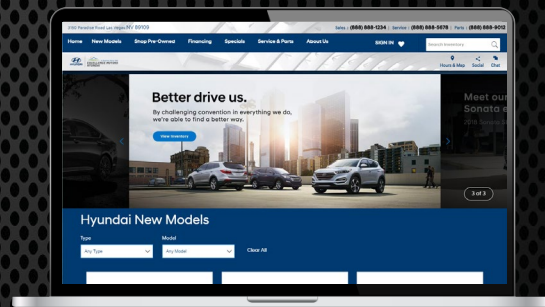
of requests
completed in
*1 day or less**

- Specials
- Assets
- Web page customizations
- Inventory merchandising

GET THE MOST FROM YOUR WEBSITE

WITH CDK DEALER SUPPORT

One of the greatest benefits of being a CDK Website customer is the support that you receive. We understand that not every dealership wants or needs the same type of assistance. That's why we offer different levels of service, from managed services to the most advanced consultative care with monthly strategy discussions to ensure that you're getting the most out of your CDK Website.



What's included	Dealer Support Services*	Premium Dealer Support Service†
Access to product and automotive training within Dealer Command Center	✓	✓
Access to website dashboard and dealer analytics	✓	✓
Facilitation of approved certified third-party integration requests	✓	✓
Asset (image or text) updates to website pages or lead forms**	✓	✓
Assistance with creation of hero slides, tiles, placement of website specials / promotions*	✓	✓
Creation of new website pages*	✓	✓
Changes to background, masthead, color palette and navigation of pages*	✓	✓
Content optimization recommendations (call to action, personalization, etc.)*	✓	✓
Website content changes upon request*	✓	✓
Website homepage refresh (quarterly, as needed)	Dealer Directed	✓
Dedicated contact	Dedicated Team	Account Advocate
Suggested strategy adjustments based on analytics reviews		✓
Strategy discussion performance call		Monthly
Optimize website to align with online and offline advertising		✓
Advanced consultation on content optimization to maximize conversions (CTA, why buy here messages, personalization, customer behavior, etc.)		✓
Consult with the dealer to analyze and select the top models for personalization		✓
Utilize the engagement map to validate progress, maximize website space, and determine and validate consumer behavior		✓
Suggest new ideas and recommendations on website optimization		✓

*Included in all Hyundai Website Packages – some restrictions apply

† Included in Hyundai Platinum Package or as an a la carte offering