

Certified to Perform. Built to Deliver.

DEALER
ePROCESS



TOP-PERFORMING WEBSITES THAT DRIVE MORE NISSAN LEADS

Dealer eProcess websites are built to do one thing really well—drive results. With industry-best conversion rates, real-time personalization, and SEO that brings more shoppers to your site, we help Nissan dealers turn traffic into leads. Our back-end tools make it easy to track performance, uncover insights, and take action with advanced GA4 reporting, inventory analytics, and dealer group data sharing. You get the visibility and control you need—without added complexity.

THE BEST CUSTOMER SERVICE (IT'S NOT EVEN CLOSE!)

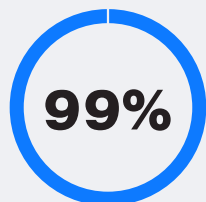
At Dealer eProcess, support isn't an afterthought—it's what sets us apart. Our Nissan-dedicated team delivers the best customer care in the business, with 24/7 availability, lightning-fast response times, and expert guidance that's tailored to your dealership's goals. Whether you're looking to boost lead flow, decode your data, or get more from your tools, we're here to help you every step of the way. Because we don't just offer technology—we help you use it to win.



**24 HR TICKET
COMPLETION**



**FIRST-TIME FIX
ACCURACY**



**CUSTOMER
SATISFACTION**



**LESS THAN 5 MIN AVG.
RESPONSE TIME**



**24/7 EMERGENCY
SUPPORT**

SHERPA AI: SMARTER EXPERIENCES, BETTER RESULTS

Sherpa AI helps Nissan dealerships deliver the kind of online experience that shoppers expect—seamless, personalized, and relevant. It adapts instantly to each visitor's behavior, offering dynamic payment options, trade-in values, and more to keep buyers moving toward a sale. And for your team, it unlocks the data behind those journeys, so you can follow up faster and smarter. It's the easy way to boost engagement, conversions, and confidence in your digital performance.

+118

**ADDITIONAL LEADS
OVER 90 DAY AVG.**

↑ 20

**LEAD INCREASE
OVER 90 DAY AVG.**

**>90% OF CUSTOMERS RECEIVED A
PERSONALIZED EXPERIENCE**

Nissan Certified Website Program

	BASE CAMP \$1,199	ASCENT \$2,199	SUMMIT \$3,999	SUMMIT + \$4,488 +15% of Actual Media Spend
WEBSITE TOOLS				
ADA Accessibility Tool	✓	✓	✓	✓
Apple Wallet Integration	✓	✓	✓	✓
Advanced Trim Selector/Comparison	✓	✓	✓	✓
Coupon Manager	✓	✓	✓	✓
Insight Reporting	✓	✓	✓	✓
Dedicated Account Executive	✓	✓	✓	✓
Dynamic Thank-You Pages	✓	✓	✓	✓
Google Wallet Integration	✓	✓	✓	✓
Inventory & Pricing Manager	✓	✓	✓	✓
Inventory Performance Report	✓	✓	✓	✓
Keyword Site Search	✓	✓	✓	✓
Dynamic Model Landing Pages	✓	✓	✓	✓
Manufacturer Rebates	✓	✓	✓	✓
Media Manager	✓	✓	✓	✓
Mega Menu & Manager	✓	✓	✓	✓
Mobile Click-To-Call	✓	✓	✓	✓
New Vehicle Stock Photos	✓	✓	✓	✓
Normalized Vehicle Features Filtering	✓	✓	✓	✓
On-Site Inventory	✓	✓	✓	✓
Plugin Toolbar	✓	✓	✓	✓
Responsive Custom Page Builder	✓	✓	✓	✓
SSL Site Security & HTTPS Connection	✓	✓	✓	✓
Standard SEO & Editor	✓	✓	✓	✓
Support All 3rd Parties	✓	✓	✓	✓
Technical Support	✓	✓	✓	✓
Testimonial Manager	✓	✓	✓	✓
Vehicle Photo Hyper Zoom	✓	✓	✓	✓

WEBSITE PACKAGES

	BASE CAMP \$1,199	ASCENT \$2,199	SUMMIT \$3,999	SUMMIT + \$4,488 +15% of Actual Media Spend
Vehicle Photo Hot Spots	✓	✓	✓	✓
Website Grader	✓	✓	✓	✓
6 Call Tracking Lines	✓	✓	✓	✓
SHERPA AI				
Behavior-based SRP filters		✓	✓	✓
Automatic Favorite Features Save		✓	✓	✓
Five Recent Searches Save		✓	✓	✓
Personalized "My Garage"		✓	✓	✓
Personalization Data Share for groups		✓	✓	✓
Personalized Offer (1 image)		✓	✓	✓
SEO				
Aggregated Reviews from Top Review Sites		✓	✓	✓
Reputation Monitoring		✓	✓	✓
Keyword Ranking Report		✓	✓	✓
Local Listings Management		✓	✓	✓
Custom Content (4 pages)		✓	✓	✓
CONVERSION TOOLS				
Trade-In Tool			✓	✓
Soft Pull Credit Application (60 pulls + \$2.99 additional pull)			✓	✓
Chat			✓	✓
Offer Manager			✓	✓
Everest Digital Retailing			✓	✓
Four Monthly Homepage banners			✓	✓
Additional Personalized Offer (2 images)			✓	✓
DMS Attribution				✓
Digital Marketing				✓

Digital Marketing Packages

FEATURES

Dynamic Inventory Based Nissan Search Marketing

Market Protection Search Marketing

Geo/Location Campaign

Performance Max Ads

Google Demand Generation Ads

Dynamic VDP Remarketing

Dynamic Call Tracking

Advanced Executive Digital Marketing Dashboard

Dedicated Certified Account Strategist

Dealer Brand Promotion Remarketing (includes initial ad creative)

Behavioral/Programmatic Display Advertising (includes initial ad creative)

Performance Max w/ Vehicle Feeds

Fixed Ops Market Protection Search Marketing

Fixed Ops Custom Search Marketing

Finance Custom Search Marketing

Dynamic Inventory Based CPO & Used Search Marketing

YouTube (video not included)

BASE \$3,000-\$5,000	SPORT \$5,001-\$7,000	TURBO \$7,001+
Ad Spend + 20% of Ad Spend		
With Summit Package: Ad Spend + 15% of Ad Spend		
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓
✓	✓	✓
	PICK 3	✓
		✓
		✓
		✓
		✓
		✓
		✓

A La Carte

PRICE	ADD-ON
\$499	Google Posts (2 Banner Creations per Month)
\$449	DMS Attribution
\$349	Banner Set Creation
\$449	Trade-In Tool
\$299	Credit Inquiry
\$449	Credit Confirm (60 pulls)
\$130	Dealertrack or RouteOne Integration
\$349	Offer Management Tool
\$179	Smart Incentive System
\$495	Google Business Profile Package
\$179	Reputation Monitoring & Dealership Reviews
\$179	Local Listings Management
\$89	Keyword Ranking Report
\$599	Custom Content – 4 pages
\$599	Chat

PRICE	ADD-ON
\$150	Homepage Banner - 1
\$399	Homepage Banners - 3
\$749	Homepage Banners - 6
\$349	SRP Banners - 2
\$179	Units IMS: Unleaded
\$269	Units IMS: Plus
\$449	Units IMS: Premium
\$89	Inventory Videos - Basic
\$179	New Vehicle Configurator
\$899	SEO Package
\$999	Spanish Website
\$539	Sherpa AI Base Camp
\$989	Sherpa AI Ascent
\$1,349	Sherpa AI Summit
\$149	Cookie Consent Tool

PRICE	ADD-ON
\$500 Minimum Spend 20% Management Fee	Social Carousel Ads
\$500 Minimum Spend + 20% of Ad Spend	Social VDP Remarketing
\$2,000 Minimum Spend + 20% of Ad Spend	Starter Social Media Package
\$3,500 Minimum Spend + 20% of Ad Spend	Advanced Social Media Package
\$3,500-\$5,000 + 23% of Ad Spend	Video Advertising powered by Amazon - Prime
\$5,001-\$9,000 + 18% of Ad Spend	Video Advertising powered by Amazon - Echo
\$9,001+ + 13% of Ad Spend	Video Advertising powered by Amazon - Fire