

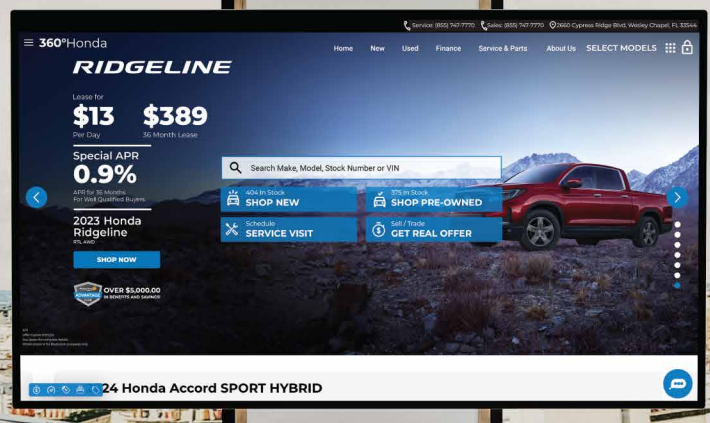


intice360°  
Dealership Website Platform



DIGITAL  
SOLUTIONS

Redefining The Automotive Digital Strategy



## INTRO

intice360° is a cutting-edge, fully integrated digital marketing and website solution designed specifically for automotive dealerships. Our platform combines high-performance technology, premium design, and intelligent marketing tools to drive customer engagement, generate leads, and enhance the car-buying experience. With a focus on seamless user experiences and robust functionality, intice360° enables dealerships to stand out in an increasingly competitive marketplace. From responsive website design to advanced tools for digital retailing, lead generation, and inventory management, intice360° delivers everything dealerships need to succeed online.

We pride ourselves on offering scalable solutions tailored to your dealership's needs, helping you convert more visitors into buyers while providing actionable insights to optimize performance. With our comprehensive suite of features, your dealership can enhance visibility, improve operational efficiency, and create a lasting impression with every customer interaction.

## PURPOSE

intice360° exists to empower automotive dealerships with innovative digital solutions that drive engagement, streamline operations, and deliver exceptional customer experiences. Our mission is to transform the way dealerships connect with their customers, leveraging advanced technology and data-driven strategies to create measurable success.

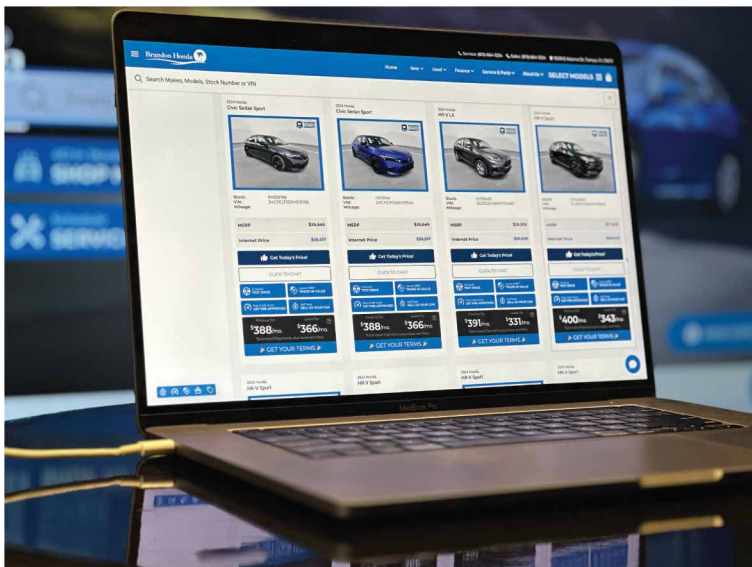
## DEALERSHIP

intice360° is redefining the automotive digital strategy by transforming the traditional business model for dealership website platforms. Unlike other solutions, intice360° delivers a fully integrated website platform that includes best-in-class lead generation technology, eliminating the need for third-party widgets. This unique approach creates a seamless, cohesive solution that enhances performance, streamlines operations, and drives measurable results. With intice360°, dealerships gain a unified platform designed to meet the demands of today's automotive business landscape, enabling them to succeed in an increasingly competitive market.

## BACKGROUND

intice360° was founded in 2011, building on digital expertise that dates back to the early 2000s. Its founder and CEO first revolutionized the automotive retail industry with the development of ePencil, the groundbreaking desking solution that redefined how purchase figures were presented. This innovative product streamlined dealership operations and set the stage for a more technology-driven approach to automotive sales.

This spirit of innovation remains at the heart of intice360°. We continue to redefine the digital landscape for dealerships, delivering cohesive solutions that enhance performance and meet the challenges of today's competitive market.



## CREATIVE

The Core of the intice360° System: Content Creation Engine: At the heart of intice360° is our powerful content creation engine, transforming dealership or OEM-provided offers into a complete suite of high-quality, visually engaging content for every model.

**Homepage Slider Images:** Our sliders use a dual-layer system to deliver professional, eye-catching designs:

**Background Layer:** AI-enhanced vehicle artwork from the Honda Ad Planner fits perfectly within the slider, creating a visually stunning presentation.

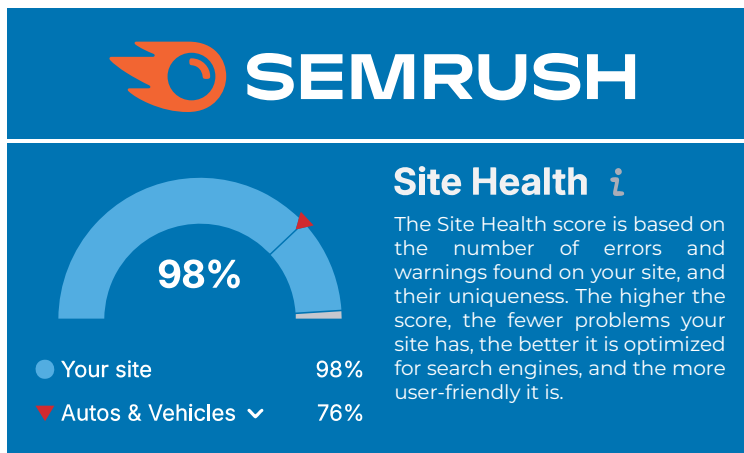
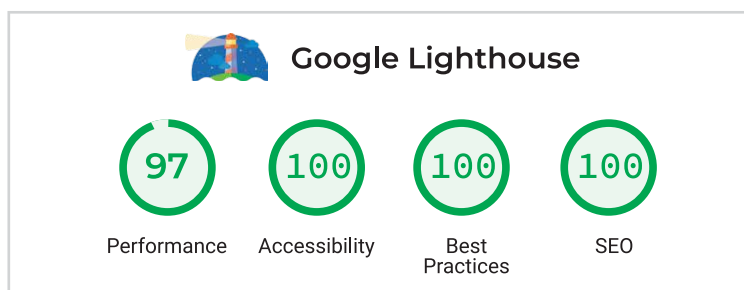
**Foreground Layer:** High-resolution text and model nameplate logos highlight the offer with clarity and impact. Optimized for both desktop and mobile, these sliders are fast-loading, clickable, and link directly to dedicated specials landing pages within the AdSpecials 360° system.

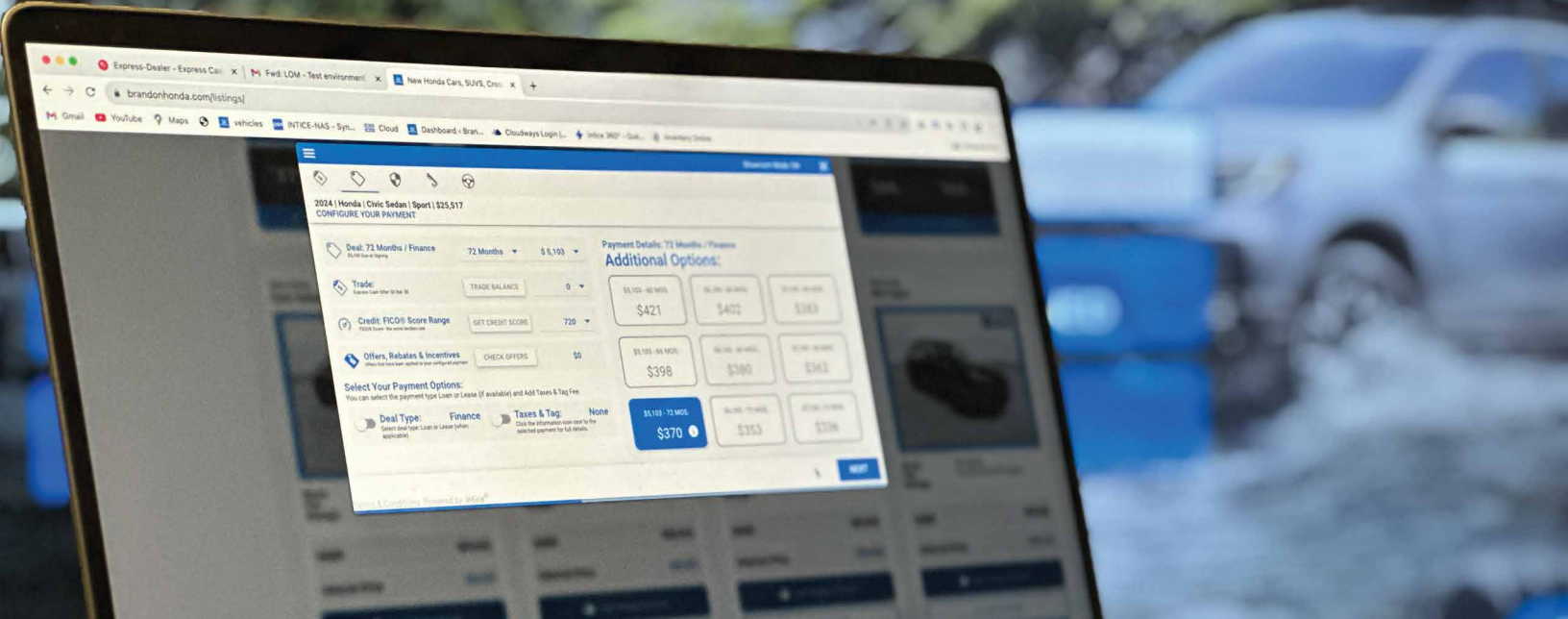
**Overlay Offers:** The sliders include customizable overlays for unique selling propositions or campaigns like "Happy Honda Days," ensuring timely and relevant messaging. The system is date-sensitive, enabling effortless transitions between campaigns.

**Additional Formats:** Beyond sliders, the engine generates SRP header banners, video content, and animated GIFs, providing dealerships with dynamic, high-quality assets to enhance user engagement and promote offers effectively.

## PERFORMANCE

Websites are evaluated based on four critical metrics: performance, accessibility, best practices, and SEO. These pillars ensure a superior user experience, inclusivity, adherence to industry standards, and maximum online visibility. At intice360°, we strive for excellence in each of these areas by leveraging Google's Lighthouse test and SEMrush Site Health analysis as benchmarks. These tools ensure our websites are fast, secure, accessible, and optimized for search engines, empowering dealerships to excel in a competitive digital landscape while delivering a seamless online experience for their customers.





## CASE STUDY

The implementation of intice360° has had a transformative impact on the dealership's website performance across key conversion metrics. The platform's fully integrated approach to digital engagement has delivered substantial improvements in user interactions and lead generation compared to the benchmark.

## RESULTS

The results from intice360° showcase its success in consistently outperforming the October benchmark across all measured CTAs. Total conversions grew from the benchmark of 982 to a peak of 1,849 in August 2024, demonstrating an 88% improvement at the height of its performance. Despite fluctuations due to seasonality and campaign focus, the platform maintained an annualized improvement across all key metrics, with an average monthly total of 1,607 interactions—62% higher than the benchmark. This sustained growth underscores intice360°'s ability to deliver measurable results, enhancing lead generation and digital retailing performance for the dealership.

"intice360° has been a game-changer for Brandon Honda. It's not just a website; it's a comprehensive digital ecosystem that has transformed how we connect with our customers. The seamless integration, enhanced performance, and robust lead generation capabilities have catapulted our dealership to new heights of efficiency and customer satisfaction."

-Sam Raabe, GM Brandon Honda

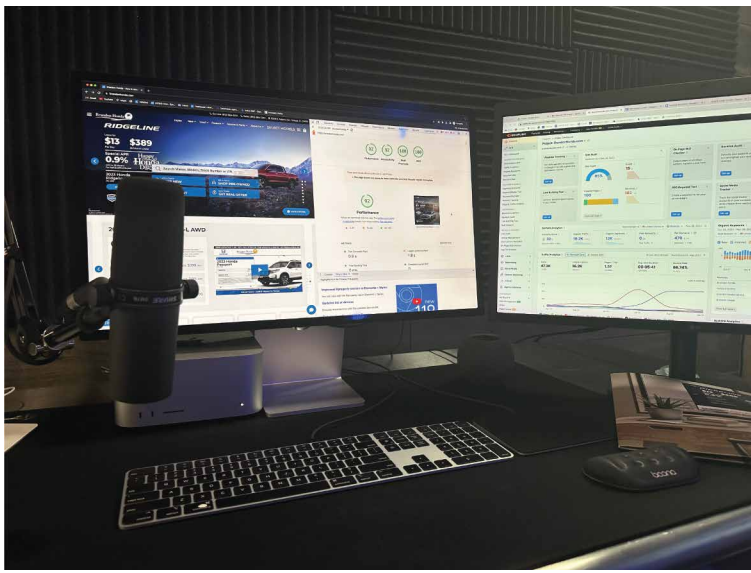
## ANALYSIS

Comparing the October 2023 benchmark to the results from November 2023 through November 2024, there is a clear trend of enhanced user engagement and lead capture across multiple CTAs. The Primary Unlock Price CTA, a crucial metric for customer interaction, saw an immediate surge from 431 to 588 and peaked at 910 in August before stabilizing. Digital Retailing interactions also experienced significant growth, tripling from 116 in October to 293 in December and maintaining an upward trend in most months. Similarly, Trademark (ECO and TVE) consistently outperformed the benchmark, with gains sustained across the year, reflecting the platform's success in driving trade evaluations.

The addition of the PopUp metric from March onward further highlights intice360°'s ability to introduce new engagement tools effectively, achieving strong results with peak performance in July (247 interactions). Other CTAs, like Get PreQualified: Credit Score, demonstrated exceptional growth, leaping from 92 to a high of 302 in April, showcasing intice360°'s ability to streamline key lead-generation tools.

**+63.9%**

Oct 2023 Leads: 982  
Average 2024: 1,610  
63.98% Increase



## OUTLOOK

At intice, we are proud to build on over two decades of pioneering automotive technology and more than 12 years of delivering cutting-edge, best-in-class lead generation solutions. As a trusted partner in the Honda Digital Solutions program, we are excited to bring innovative strategies to some of the industry's most respected automotive retailers.

We aim to redefine dealership expectations by offering a transformative platform that goes beyond traditional approaches. Our dealership websites are uniquely configured with an exclusive suite of integrated tools and technologies, purposefully designed to create a seamless experience for consumers while boosting website performance. This integrated approach eliminates friction in the customer journey, ensuring every interaction is smooth, efficient, and effective.

Additionally, we provide dealerships with a single point of contact to manage their website, streamlining operations and enhancing efficiency for your team. At intice360°, we understand that a dealership's website is more than a digital storefront—it is the face of your business and a representation of the people who make your dealership exceptional.

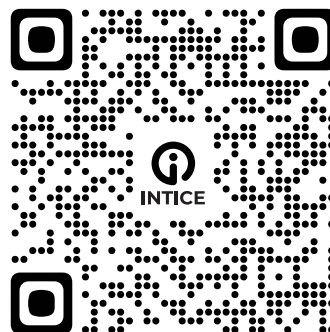
Our mission is to continuously evolve with customer expectations, emerging technologies, and the tools customers use to connect with you in the digital world. By aligning innovation with your goals, we empower dealerships to thrive in an ever-changing landscape.

## CONCLUSION

When selecting a website provider, dealers consider performance, engagement, lead conversion, search engine optimization, and compliance with national, state, regional, and OEM requirements. At intice360°, we are committed to excelling in all these areas. However, what truly sets us apart is our passion for becoming a seamless extension of your team.


We strive to be more than a service provider—we aim to be your partner, always available, responsive, and dedicated to your success. Our mission is to provide not just technology, but insights and inspiration to help you excel in selling and servicing Hondas while delivering exceptional care to your customers. Together, we can elevate your dealership's digital presence and create meaningful, lasting connections with your customers.

**David Farmer**  
CEO/Founder  
[david@intice.com](mailto:david@intice.com)



# LEAD CONVERSION

2025 Honda Civic Sedan LX Save



**IN STOCK**

VIN: 2HGFE2F23SH548686  
Stock: H548686  
Odometer:  
Miles:

[Disclosure](#) 1 Left at this Price

<b>MSRP</b>	<b>\$25,345</b>
<b>Discount</b>	<b>\$843</b>
<b>Internet Price</b>	<b><del>\$24,502</del></b>

*Get Our Best Price!*

**Unlock Best Price**

**TEXT NOW**

Schedule **TEST DRIVE** | Instant KBB™ **TRADE VALUE**

Get Credit Score & **PRE-QUALIFY** | Get Real Value **SELL/TRADE**

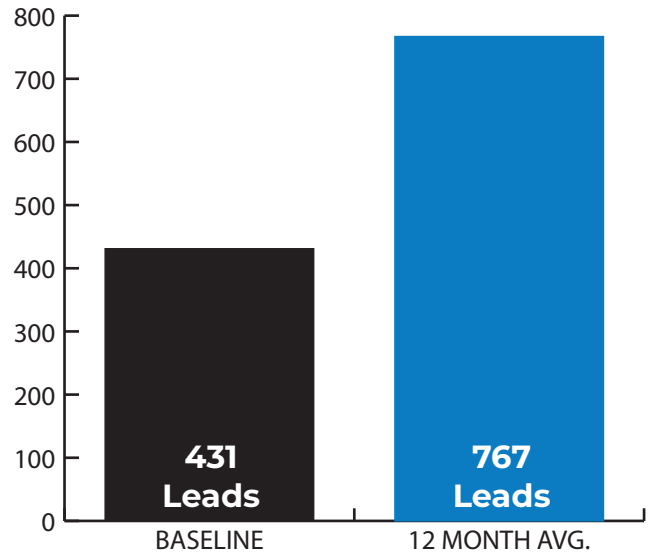
Finance for: **\$371**/mo. | Lease for: **\$300**/mo. ?  
\*Estimated Payments plus taxes and fees.

**GET YOUR TERMS**

# PRIMARY CTA



Unlock Price - Primary CTA  
VDP/SRP



The primary Call-to-Action (CTA) on a dealership's website is essential for converting visitors into leads. Positioned prominently on the Search Results Page (SRP) and Vehicle Display Page (VDP), the CTA should clearly guide customers toward their next steps.

Our Recommendations for High-Performing CTAs:  
Stand Out and Engage: Use a green button with text like "Get Best Price" or "Unlock Best Price," supported by subtle animations to grab attention.  
Spark Curiosity and Action: Show MSRP, display a discount, and cross out the Internet Price. This approach encourages customers to click for today's exclusive offer.

Smart Pricing Strategy: Set the Internet Price about \$250 higher than your standard pricing to present an attractive discount when customers engage. Support these efforts with gentle animations or icons pointing to the CTA, ensuring it remains the focal point for engagement.

Transform your website into a lead-generating machine with intice360°. Let's turn more visitors into loyal customers today!

# SECONDARY CTAs

At intice360°, we focus on four essential online shopping activities to deliver a seamless experience and boost lead conversion. Our intice Maker Suite strategically places these powerful tools across SRPs, VDPs, and your entire website for maximum engagement.

**Leadmaker™:** Simplifies test drive scheduling with the option to incentivize customers using Dealership Branded \$25 Visa Reward Card Incentive.

**Trademaker™:** Provides instant Kelley Blue Book trade-in values or real-time offers, with the ability to schedule showroom visits and incentivize appraisal appointments.

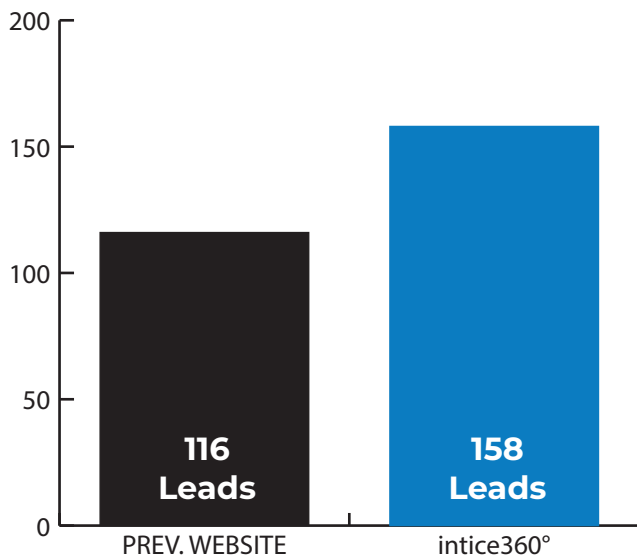
**Loanmaker™:** Allows customers to get prequalified, view their real FICO score, and complete a credit application through Dealertrack, RouteOne, or 700Credit.

**Dealmaker®:** Enables customers to complete every step of the purchase process online, ensuring a frictionless buying journey.

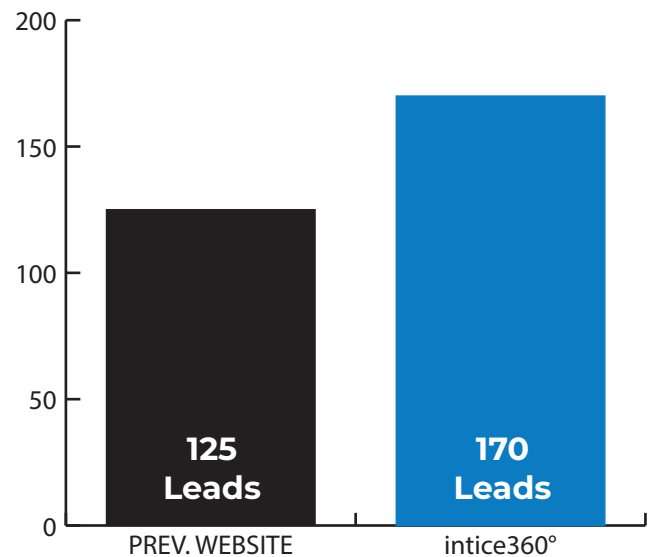
**Case Study Metric: Overall improvement on Lead Generation Technology on the enhanced intice360° Platform.**



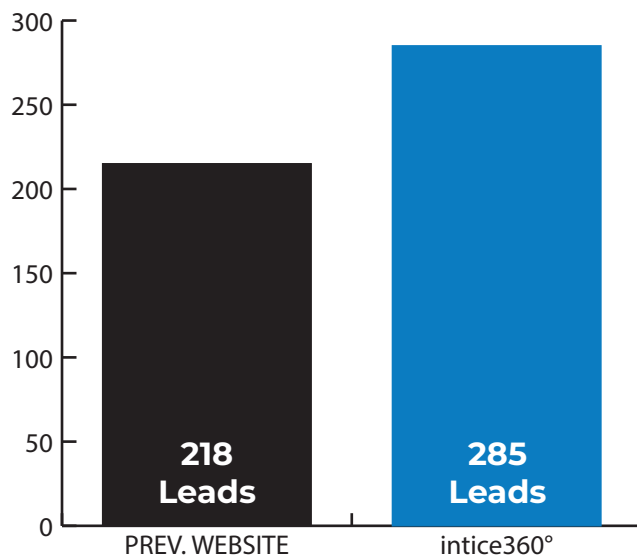
**Digital Retailing - Build My Deal**  
Dealmaker: Full Featured Digital Retailing



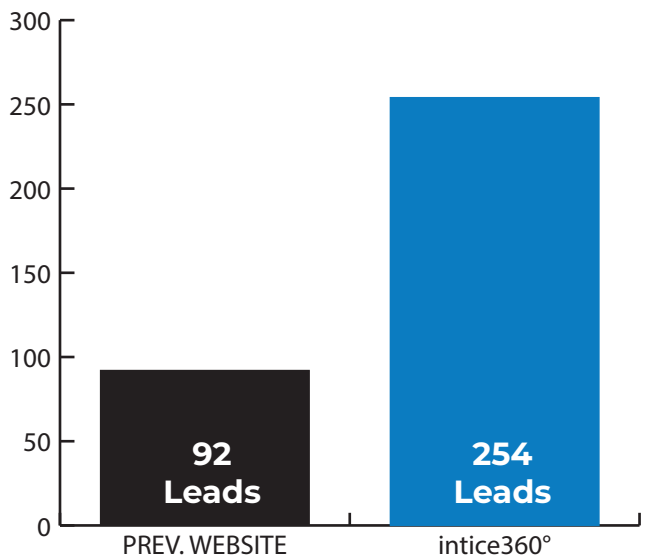
**Schedule Test Drive**  
Leadmaker: VISA Test Drive Program



**Get Trade Value**  
Trademaker: TradeValue Express / ECO



**Get Pre-Qualified: Free Credit Score**  
Loanmaker: Soft Credit Pull



# BUNDLED PACKAGE

intice360°: Web + Ads + SEO | All Included

intice360° All Inclusive - Sport: \$7,200

intice360° All Inclusive - Touring: \$9,600

Website Package Features	Sport \$3,600	Touring \$4,800
Responsive Website Design	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Full Site SEO	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
AdSpecials 360°	Premium	Enhanced
Offer Images	Up To 10/mo	Up To 20/mo
Sliders	Up To 10/mo	Up To 20/mo
Banners	Up To 10/mo	Up To 20/mo
Animated Gifs	N/A	Up To 20/mo
1920x1080 Video	Up To 10/mo	Up To 20/mo
Video Channel (Custom Video SEO)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Video SEO	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Custom Pages	Up To 1/mo	Up To 3/mo
Service Specials	Up To 6/mo	Unlimited
SEO: City Pages	Up To 6	Unlimited
Dealmaker: Premium Digital Retailing System	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Leadmaker: Visa Incentive System	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Leadmaker Lite: Test Drive Scheduler	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Loanmaker: Soft Credit Pre-Qualify	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Loanmaker Lite: Integrated Credit Application	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Trademaker: Trade Value Express	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Trademaker: Express Cash Offer	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
RouteOne / DealerTrack: Credit Application Integration	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
We'll Buy Your Car Landing Page	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
National Offers	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Research Pages	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

## Website Package Features Continued

Sport  
\$3,600

Touring  
\$4,800

Model Release Pages	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Chrome Data VIN Decoding Integration	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Chrome Color Matched Enhanced Stock Photos	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sort By Payments	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
OEM Incentive/Rebate Integration	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
GBP Vehicles For Sale	<input type="checkbox"/>	<input checked="" type="checkbox"/>
SEO Reporting (SEMRush)	Premium	Enhanced
Team Showcase Add-On	Premium	Enhanced
Google Reviews Add-On	Premium	Enhanced
DealerRater Reviews Add-On	Premium	Enhanced
Premium Website Hosting	16 GB/320/6TB	32 GB/640/7TB
SSL	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
inticeChat™ Fully Managaed	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
inticeChat™ Live Chat Operators	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
inticeChat™ Facebook Messenger	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
inticeChat™ SMS (2 Dedicated Numbers)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Call Tracking: 5 Local Numbers	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Call Tracking + Conversation Intelligence®	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Termly Compliance	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Customer Journey	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Google Analytics Integration (ASC Event Standards)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Accessibility Standards	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

### Additional:

Soft Credit Pulls - Included / Cost Per Additional	50 / \$3.60	150 / \$3.60
Visa Test Drive Offers	Load Value +\$6	Load Value +\$6
Each Additional - Offer/Slider/Banner/Video Combo	\$99/Set	\$99/Set
Call Tracking: 250 Local Minutes Included	\$0.05 ea.	\$0.05 ea.

## Digital Advertising Package Features

Sport  
\$3,600

Touring  
\$4,800

Minimum Budget

**\$12,000**

**\$24,000**

### Search Engine Marketing: Google Ads

	Premium	Enhanced
intice® Search: Performance Max (PMax)		
intice® Search: Vehicle Listing Ads New (VLA)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
intice® Search: Vehicle Listing Ads Used (VLA)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
intice® Search: New	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
intice® Search: Used	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
intice® Search: Brand	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
intice® Search: Finance	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
intice® Search: Service	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Responsive Text Ads	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Automated Bidding Strategies	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Optimization Score Maintenance	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

### Social Media Marketing: Facebook/Instagram

	Premium	Enhanced
Automotive Inventory Ads: Carousel Ads, SlideShow, Collections, Single Image		
intice® Social: Service	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
intice® Social: Messenger	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
intice® Social: New Car Specials	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
3 Image Sizes (1080x1080 / 1200x648 / 1080x1920)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
4 Animated Gif Sizes (1080x1080 360° Spin / 1080x1080 Carousel / 1200x648 / 1080x1920)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Video Campaign (1920x1080 / 1080x1080)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Express Campaigns (Evergreen)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Off-line Attribution Reporting	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
intice® Omni-Channel Audience Targeting	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Polk Auto Direct Audience Targeting	Premium	Enhanced

## Digital Advertising Package Features Continued

Sport  
\$3,600

Touring  
\$4,800

Minimum Budget

\$12,000

\$24,000

## Digital Display Advertising: Google Marketing Platform

intice® Display:

\$12.00 CPM

Flux Ads - Monthly Offers / USPs & Campaigns



SRP Retargeting - Dynamic Model Line Retargeting



VDP Retargeting - Dynamic Inventory Retargeting



intice® Omni-Channel Audience Targeting



Polk Auto Direct Audience Targeting



Tier One Auto Research Site Targeting



## Digital Video Advertising: Google Marketing Platform

intice® Video:

\$0.12 CPV

Video Size 1920x1080 / 1080x1080



TrueView Video Campaigns



Skippable In-Stream, In-Feed & Demand Gen video ads



intice® Omni-Channel Audience Targeting



Polk Auto Direct Audience Targeting



## Conquest Email Marketing: Engage360°

intice® Email:

\$1,200 / 100k Deployment

Social Feed Style Templates (New, Used, New Mover, Evergreen)



Reporting Dashboard



Deployment Calendar



Subject Line Scoring

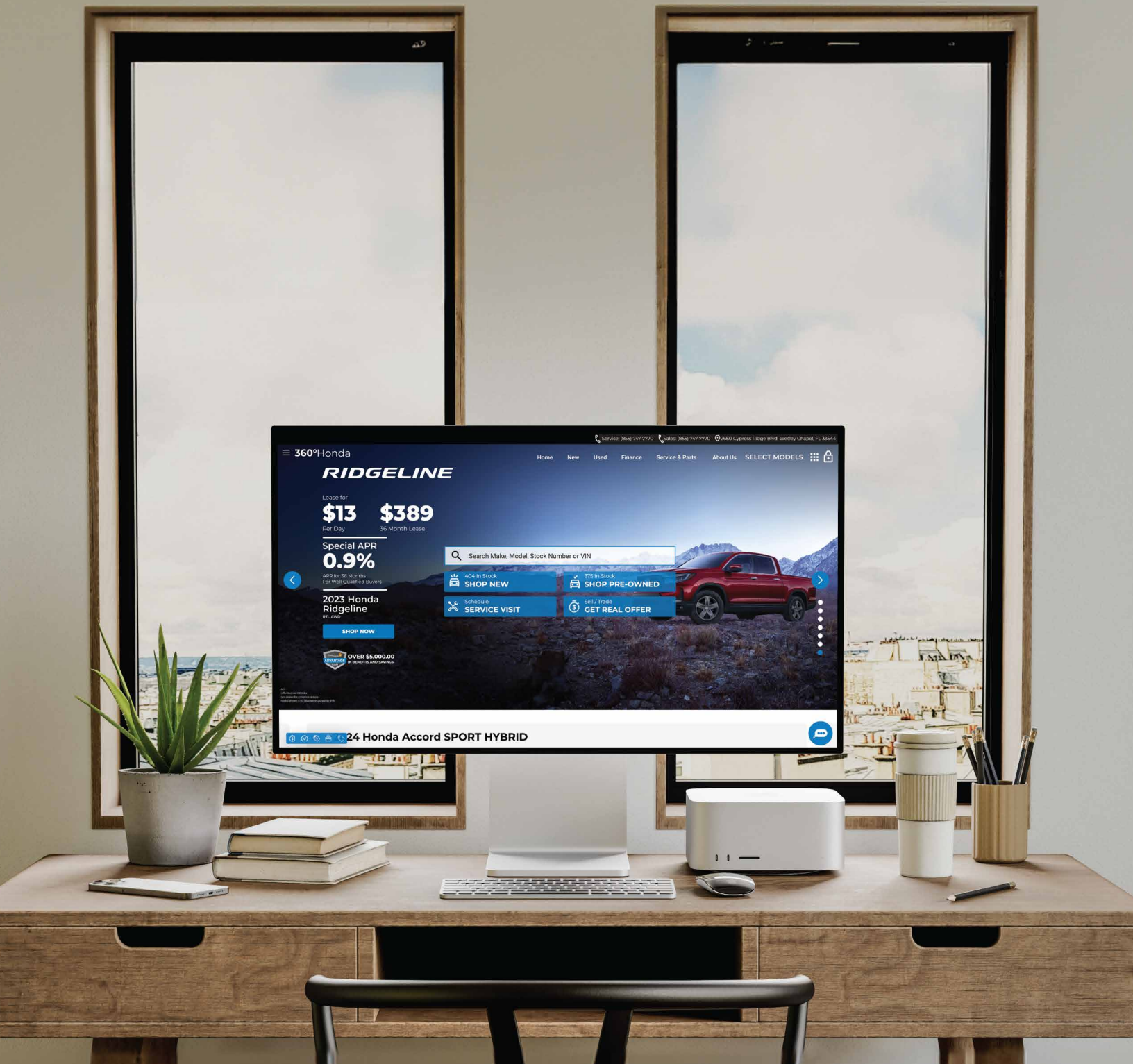


Sales Match Back Attribution Reporting



intice® Omni-Channel Audience Targeting





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← intice.com

