



**A spark is all it takes.**

- **Responsive Websites**

DealerFire's responsive website platform touts industry-leading load speeds and management access for do-it-yourself customization and creation of beautiful landing pages.

- **Social Media Marketing**

Increase brand awareness and tell your story through carefully curated dealership content.

- **SEO & Content Marketing**

DealerFire's dedicated SEO experts employ innovative architecture and content development techniques to get you visibility in search results.

- **PrecisePrice**

Our advanced digital retail solution offers tight integration with your DealerFire website and delivers penny-perfect price calculations.

- **Paid Advertising**

Capture your local market with search, display, and social advertising integrated with dynamic inventory and incentives.

- **CrossFire Integration**

Our integrated consumer-tracking solution alerts sales staff via real-time notifications when repeat buyers or customers who've submitted a lead form shop your DealerFire website.

# Latest Innovations

## ✓ **OEM Certifications**

DealerFire has earned acceptance into more than 16 OEM digital certification programs, including FCA, Toyota, Lexus, and Hyundai.

## ✓ **Snapshot Studio**

Leverage our new design studio to create, edit, and manage page containers featuring search modules, multistep forms, and CTA buttons.

## ✓ **ADA Compliance**

Website-accessibility issues related to the Americans With Disabilities Act are covered, thanks to DealerFire's recent partnership with AudioEye.

## ✓ **Offers / Incentives Manager**

Create, edit, and manage dealer and/or OEM offers within Ignite. Apply priority sorting rules to those offers for display on SRP and VDP.

## ✓ **Facebook Integration**

DealerSocket continues to leverage the power of the Facebook platform with custom lead web service, automated list building, and Facebook Marketplace.

## ✓ **Delivery Test Drives**

DealerFire's Delivery Test Drives allows you to offer your customers the opportunity to schedule a test-drive at their home or office.



## ✓ **Web Text with SocketTalk**

DealerFire's text-integrated, lead-generation tool allows you to take advantage of the preferred communications channel of today's car shoppers. DealerSocket CRM customers get the added advantage of automatically launching SocketTalk for these conversations.



Choosing DealerFire as our partner has proven to be a great decision. We have lofty goals in our organization, and the technology and support they provide me and my team has been instrumental in our success.

**Kris Nielsen**

eCommerce & Guest Experience Manager  
Soave Automotive