

| FEATURE | BiT | Callers IQ | DP360 | Lightspeed (CRM) | Lightspeed (Sales) | Response | Team Marine | Traffic Log Pro | Victory Solutions |
|-----------------------------|--------------|---------------|----------------|------------------|--------------------|---------------------------|----------------|-----------------|-------------------|
| Analytics & Reporting | X | | X | X | | X | X | X | X |
| Automated Workflows | | X | X | X | | X | X | X | X |
| Calendar | | | X | X | X | X | X | | X |
| Create Quote for Order | X | | X | X | X | | X | | |
| Create Quote from Inventory | X | | X | X | X | | X | X | |
| Customizable | | X | X | X | X | X | X | | X |
| Digital Asset Manager | | | | X | | X | X | | |
| Digital Document Signing | | X | | X | X | | X | | |
| Email Campaigns | | X | X | X | | X | | X | X |
| Email Messaging | X | | X | Automated | Manual | X | X | X | X |
| Interaction Tracking | | | X | X | X | X | X | X | X |
| Inventory Integration | | X | X | X | X | | X | X | |
| Lead Assignments | X | X | X | X | X | X | X | X | X |
| Manual Lead Entry | X | | X | X | X | X | X | X | X |
| Mobile App | | X | X | X | X | | X | | X |
| Mobile Compatible | | | X | X | X | X | X | X | X |
| Notifications | | | X | X | X | X | X | X | X |
| Reminders | | | X | X | X | | X | X | X |
| Search | X | | X | X | X | X | X | X | X |
| Send Quotes | X | X | X | X | X | | X | | |
| Text Messaging | X | X | X | Automated | Manual | | X | X | X |
| User Management | | | X | X | | X | X | X | X |
| Work Orders | X | | | X | X | | X | | X |
| Dealer Advantage Partner | X | X | | | | | | | |
| Special Mercury Offer | | \$195 / month | X | X | X | 50% off through 3/31/2026 | | | |
| Monthly Fee | \$ 135.00 | | \$599 | | X | \$123 / 2 licenses | \$70/user | X | X |
| Annual Fee (billed monthly) | \$ 119.00 | | | | | | \$840/user | | |
| Contact | 865.686.6544 | 916.468.8234 | (800) 516-1768 | 800.521.0309 | 800.521.0309 | 888-494-6793 | (434) 227-0257 | (727) 241-4633 | (352) 572-9405 |