

Powering Your Digital Universe

The average consumer consults 24 resources in their path to purchase - and 19 are digital.¹

This rise in consumer reliance on a digital path to purchase has significantly changed how a potential buyer lands on your lot and subsequently, how you can capture their attention.

From SEO & SEM to social media to online listings and reputation management - architecting a digital universe that allows you to be front and center in all of a consumer's digital path to purchase can be overwhelming and time-consuming.

How many providers would it even take? *Just one.*

Trader Interactive is the only company that can provide access to in-market buyers and the data intelligence to help convert them.

At our core, we connect over **9.5 million buyers** to sellers in five major industries and you're likely familiar with one of our industry-leading marketplaces.

What Makes Us Different:

- 30+** 30 years of industry expertise and data around the market, pricing, & performance
- Unparalleled access to millions of unique, in-market monthly visitors
- A unified platform for all your digital marketing



While our marketplaces serve as powerful lead generation engines - we also power thousands of dealership websites and provide a suite of managed digital marketing services, including SEO, SEM, dedicated audience, website, and social retargeting campaigns, social media management, and so many more.



To make managing all these programs and touchpoints seamless, Trader Interactive offers **single platform simplicity** through our proprietary platform, TraderTraxx. From managing your inventory to tracking the performance of your campaigns to accessing data and insights on your consumer and the industry that you can't get anywhere else - TraderTraxx is designed to power your digital universe.

We're not just digital marketing experts - we're experts in your industry with the exclusive products, solutions, and insights to put your dealership front and center throughout the 19 digital touchpoints of a potential buyer's path to purchase - helping you stay focused on what you do best, closing the next sale.



¹<https://9clouds.com/blog/from-clicks-to-sales-how-auto-leads-move-through-digital-car-sales-funnel/>

Experience the Trader Interactive Difference

Trader Interactive is the ONLY company that can provide **access to in-market buyers, the data intelligence to help convert them,** and **exclusive insights** to help inform and educate your business. So what makes us different?



30+

30 years of industry expertise and data around the market, pricing, & performance

With decades spent serving our industries and millions of consumers relying on us for their next purchase, we have access to exclusive historical and current industry data for you to leverage. Our expertise ranges from:



Marketing - Leverage our consumer expertise to optimize your marketing campaigns for the highest performance and conversion



Pricing - Clearly see how your inventory is priced compared to similar models in your local and nationwide markets



Inventory - Understand what consumers expect so you can build listings that stand out and convert our in-market buyers



Industry - Our vast consumer data often allows us to see industry trends before they manifest in the broader market



Unparalleled access to millions of unique, in-market monthly visitors

No other provider will offer you exclusive access to as many consumers as we will through our marketplaces. All of our products and services - from listing enhancements to retargeting to native advertising and more - are designed to capture the attention of our audience and drive them to your dealership.

No matter what type of unit a consumer may be searching for - Trader Interactive is the **ONLY** leader to influence the majority of a consumer's **garage wallet share** for both their lifestyle and livelihood while providing you with the in-depth reporting and robust lead notifications to better understand your buyers' shopping behavior, including time in market, budget parameters, and units viewed through our **exclusive Lead Enrichment** reporting.

Our Portfolio of Brands

Powersports Rollup:

3.4 million+ monthly unique visitors

5 million+ dealer connections

Equipment Trader:

855,000+ monthly unique visitors

537,000+ dealer connections

Commercial Truck Trader:

1.1 million+ monthly unique visitors

1.4 million+ dealer connections

RV Trader:

2.7 million+ monthly unique visitors

4.7 million+ dealer connections



A unified platform for all your digital marketing

No matter how we work together - from creating conversion-optimized websites for your dealership to listing your inventory on our marketplace to managing your social media presence - TraderTraxx offers you **single platform simplicity** when it comes to tracking the success of your programs while allowing you to dive deeper into both your local and nationwide markets with our pricing, inventory, and performance reports.

TraderTraxx is designed to **elevate** and **expand** your marketing strategy plus give you a better understanding of how consumers connect with their dealership in their pre-purchase research while offering insights you won't get anywhere else.



Converting to an All-Digital Dealership

A Checklist from Trader Interactive

During times of uncertainty, it's possible your dealership may have to operate 100% remotely. That's a tough reality when so much of our business is based on human interaction within the physical dealership. Fortunately, with digital marketing and sales technology, much of your dealership is already online. By transitioning the last few touchpoints to digital, you can give your customers a near-total personalized online experience during times of social distancing.

To help you turn your website into your new showroom we've created a Checklist for Converting to an All-Digital Dealership:

Update your basic information on your website(s), third party marketplaces, and anywhere you may have a virtual dealership with accurate and up-to-date...

- Contact info
- Hours of operation for both sales and service
- Available inventory

Optimize your unit listings by remembering to get P.A.I.D.

- Price: clearly provide the for-sale and/or rental price
- Appearance: Include all relevant keywords so the listing appears higher in search results
- Images: Photos (and videos) enhance consumer interest and buying confidence
- Descriptions: Include all relevant specifics, including mileage, condition, fuel type, vocation, and upfit details

Maximize your online presence

- Do what you can to extend your advertising visibility across digital platforms, from your website to 3rd party online marketplaces
- Manage your reputation by soliciting positive online reviews and productively responding to poor reviews
- Help consumers get to know you & your dealership by posting on social media accounts
- Demonstrate your expertise by producing and/or sharing interesting, relevant content (blogs are free and easy to maintain)
- Stay top-of-mind and provide updates with emails to your customers and your prospects

Adjust communication

- Allow for as many forms of communication as possible
- Update your automated emails & replies, as well as out-of-office voicemail, with any new hours of operation or business policies affected by the current situation
- Ensure phone calls will be forwarded to the correct staff member or hunt group, and consider allowing calls to be taken on cell phones during this time
- Ensure live-chat & texting features are on -- and being checked regularly -- so that consumers will be able to contact you however they can
- Leverage video as a tool to help close deals

Follow Lead Management Best Practices

- Ensure you've designate the appropriate person to respond to leads
- Respond to all incoming leads and messages in timely manner
- Although consumers may be more informal online, be sure your digital communication is always professional, helpful, and informative
- When a consumer reaches out, answer all questions or concerns they bring up fully and transparently
- Inquire as to how, during this uncertain time, you can move the consumer from prospect to customer, and then figure out how to satisfy those needs
- Remember your existing appointments and adjust accordingly, whether they have to be cancelled or shifted to alternative service options. Just be sure to clearly communicate those changes to the customer

Hopefully your dealership will be able to reopen its doors to regular business soon, but you need to be prepared for both the short-term reality, as well as the possibility of the current situation extending well into the future. Keep this checklist on hand to plan for both scenarios, so that -- not matter what happens -- your dealership will be set-up for continued success.



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- Leverage video as a tool to help close deals

Follow Lead Management Best Practices

- Ensure you've designated the appropriate person to respond to leads
- Respond to all incoming leads and messages -- preferably by the end of the same business day, and within an hour if possible
- Although consumers may be more informal online, be sure your digital communication is always professional, helpful, and informative
- When a consumer reaches out, answer all questions or concerns they bring up fully and transparently
- Inquire as to how, during this uncertain time, you can move the consumer from prospect to customer, and then figure out how to satisfy those needs
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