

TRAFFIC

Despite the pandemic, we are still seeing week over week gains in traffic and an increase in leads:

Visits up

▲ 1.7%

Leads up

▲ 9.5%

TOP INVENTORY SEARCHES

Based on total national search impressions, the following truck categories saw the highest gains week over week:

 Cargo Trailer
▲ 19.3%

 Stepvan
▲ 11.3%

 Pickup Bed
▲ 8%

 Enclosed Trailer
▲ 1.4%

OEM

Of the top manufacturers with the largest number of **NEW** inventory search impressions, the highest week over week gains by brand were:

Pitts Trailer
▲ 16.3%

Sure-Trac
▲ 7.8%

PJ Trailer
▲ 1.7%

United Trailers
▲ 4.5%

Latest Offerings from Commercial Truck Trader

NOW AVAILABLE:

New Virtual Retailing Tools available for FREE

Lead Enrichment - For each individual lead that comes through the site, you can now receive a real-time notification email with the following information on that specific consumer: time in market, budget, total listings viewed, and latest units viewed

Lead Manager - More control and insight into the leads you receive and power to assign and monitor the progress of their dealership within TraderTraxx

Make an Offer - Consumers can now initiate a pricing offer with the simple click of the *Make an Offer* button

Request a Video - Potential buyers can now indicate that they are interested in seeing a video of a particular unit by clicking the *Request a Video* button and completing a lead form

Video Chat - Gives you the opportunity to take customers out on your lot to provide virtual video walkthroughs if they cannot shop in-person

SMS Texting - Buyers can text dealers about units of interest directly from the relevant marketplace listing

Live Chat (*free through May 2020*) - Offer real-time, on-screen assistance the moment the consumer has a question about a piece of inventory

These features have been applied automatically to your account. Contact your account representative or marketing@traderinteractive.com to learn more.



NEWS HIGHLIGHTS

Coronavirus Stimulus Boosts Access for Funding Harbors, Ports, *Transport Topics*

[Learn More](#)

FMCSA extends exemption for truckers assisting with COVID-19 relief, *Fleet Owner*

[Learn More](#)

How long will the pandemic recession last?, *American Trucker*

[Learn More](#)

Trader In The News:

Tips for Optimizing Listings, The Last Mile Podcast, *Commercial Truck Training*

[Learn More](#)

Webinar: Online Resource for Dealerships Navigating Crisis, *Modern Work Truck Solutions*

[Learn More](#)

Commercial Truck Trader Enhances Virtual Retailing Solutions For Dealers During COVID-19

[Learn More](#)

IN CASE YOU MISSED IT:

Webinar with UTA: Navigating Disruption: Tapping into the Virtual Commercial Truck Consumer

[Learn More](#)

**NOW LIVE:
VIRTUAL RETAILING
RESOURCE CENTER**

A library of valuable insights and tools to support their business during coronavirus including information on [federal emergency funding options](#), industry trends, videos, and articles such as *Navigating Disruption: How Your Dealership Will Survive COVID-19*, all designed to assist dealers as they navigate the business challenges presented by the spread of COVID-19.

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