

# BOOST LEADS WITH Digital Retailing - Engage

Including your inventory in an online marketplace is a key step in getting seen by buyers during their research process. But how can you quickly, easily, and directly connect with them when they're excited about a listing?

Enter *Digital Retailing - Engage* tools brought to you by Trader Interactive! Here's what you need to know to start getting even more benefits from your marketplace investment:

## THREE TOOLS, ONE POWERFUL COMBINATION

*Digital Retailing - Engage* includes three tools that modernize your sales process:



### MAKE AN OFFER

When a buyer finds a listing they love, they can now send a reasonable purchase price directly to the dealer. It's the perfect opportunity to begin the negotiation process with interested buyers.



### REQUEST A VIDEO

In addition to the photos featured on a listing's carousel, buyers can now submit a request on the listing page to see a video of the unit. Our system sends you an email about the lead, making follow up simple.



### REQUEST A VIDEO CHAT

Connect with consumers face-to-face before they arrive at your dealership! Buyers can now request to schedule a video chat with you, so they can ask questions and take a virtual tour of a unit before stepping foot on your lot.

## THREE MAJOR BENEFITS OF DIGITAL RETAILING - ENGAGE

These innovative tools aren't just cool, they're effective. How will your business improve?

Importantly, these tools help you:

### INCREASE YOUR LEADS, ON AVERAGE, BY 38%.

Dealers leveraging these features have seen impressive results, including a significant boost in the number of leads in their sales pipeline. These tools capture additional leads from buyers who may be less inclined to submit a traditional email request.

### MODERNIZE HOW YOU COMMUNICATE WITH BUYERS.

Thanks to additional contact options, you can connect with more consumers than ever, regardless of limitations on in-person meetings or buyer communication preferences.

### CLOSE SALES FASTER AND MORE EASILY.

Each feature connects you with buyers when they're most interested in a unit. In addition, because the tools are integrated with TraderTraxx, all the details about these interactions are captured for easy review.

AS ALWAYS, YOUR ACCOUNT EXECUTIVE STANDS READY TO PROVIDE INSIGHT INTO THE TOOLS AVAILABLE TO YOU AND ADDITIONAL UPGRADE OPTIONS.

Contact us now at [marketing@commercialtrucktrader.com](mailto:marketing@commercialtrucktrader.com) or (877) 920-5442