

The Commercial Truck Buyer & Lessons Learned During COVID-19: A Live Discussion with Commercial Truck Trader

Presented By:



Your Hosts Today



Lori Stacy

CEO
Trader Interactive



Charles Bowles

Director of Strategic Initiatives
Commercial Truck Trader

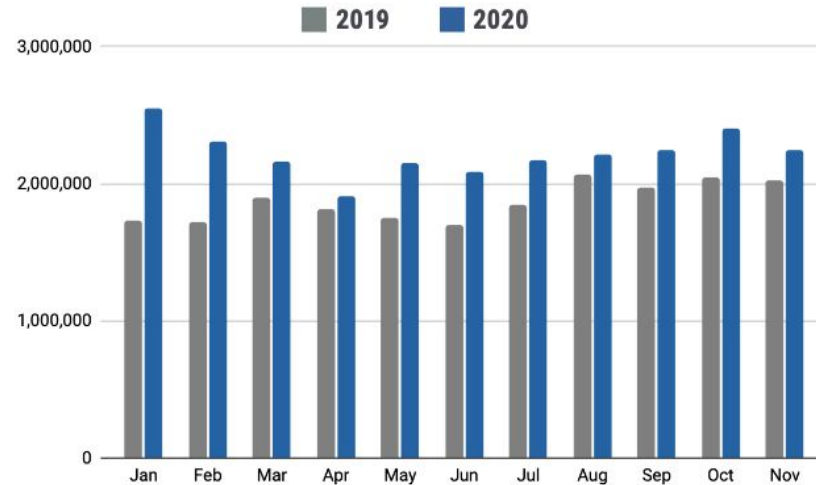


**Jason
Groesser**

VP, Analytics and Data Strategy
Trader Interactive

2019 vs 2020

HOW MANY TOTAL VISITS WERE THERE?



2,241,848 TOTAL SITE VISITS

Open Your Virtual Doors



Instacart sees a **218% increase**
in **downloads** since March ¹



Consumer spending habits
are **not expected to change**

Insights From Digital Transformation



Views on your listings



Prioritize premium and featured ads



More informed
Customer Insight



What your
customers price
range is



What brands your
customers are
viewing

Questions?



The Changing Consumer



Boomer
31% of customers
56 - 74+
Nearing Retirement
Married with Children



Gen-X
34% of customers
40 - 55
Still Active in Their Careers
Married with Children



Millennial
21% of customers
25 - 39
In the throws of their careers
Half Married with Children



Gen-Z
12% of customers
13 - 24
Just Starting Their Careers or
Internships

The Changing Consumer

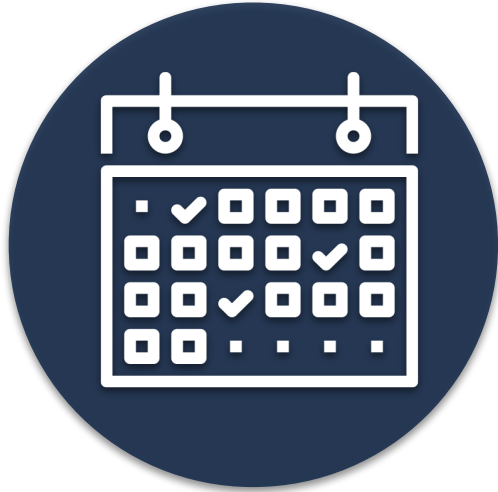
“Today’s used truck buyer doesn’t want to thumb through a gallery of trucks that were available 10 days ago in a print periodical if he can instead see what’s available this instant online. He also wants as much information as possible, not as much as could fit on a page.”

The Digitally Savvy Boomer



- **85%** of Boomers researching on their computer
- Boomers listed these resources at the **TOP** ways that they are conducting online research:
 - Third Party Marketplace
 - Google
 - Dealer websites
- Over **A QUARTER** of Boomers prefer text messaging as a form of communication

The Sale Begins Before You Meet The Prospect



Majority of consumers start researching **3 – 6 months** prior to purchase

COVID Has Changed Our Consumer



2 out of 3
Shoppers

Are more likely to buy a vehicle
100% online ³



62%

Of consumers state they are
more likely to complete steps
of the vehicle purchase process
online due to COVID-19 ¹

Questions?



Digital Retailing is THE Thing



8 out of 10 commercial buyers
conducting significant research prior to
reaching out to a dealer



Digital Merchandising

**150
Million**

Listings per month on
Commercial Truck
Trader



The average number of
listings viewed per visit to
Commercial Truck Trader

**67
Units**

Get PAID

Price

Include all associated costs

Be transparent

Appearance

Include keywords

Include all locations

Images

Visuals increase memory retention by 42%

Support your descriptions with images

Descriptions

Highlight capabilities

Mix of technical information with a vivid description

Virtual Communication With Sales Reps



7.2x

Across Trader Interactive platforms,
dealers are receiving **7.2x the
amount of texts** they received in
2019



Best Practices

64%

of consumers said that if they reached out to a dealer and did not receive a timely response they would be **less likely to do business with them**

Open Your Virtual Doors

- Video Chat is becoming essential
- Will remain essential even after restrictions are lifted
- Downloads of video apps like Google Meet and Zoom surged over 100% in March 2020



Consumer Is Forever Changed

Ecommerce jumped forward
3 – 5 years in the first 90 days
of COVID-19

Questions?

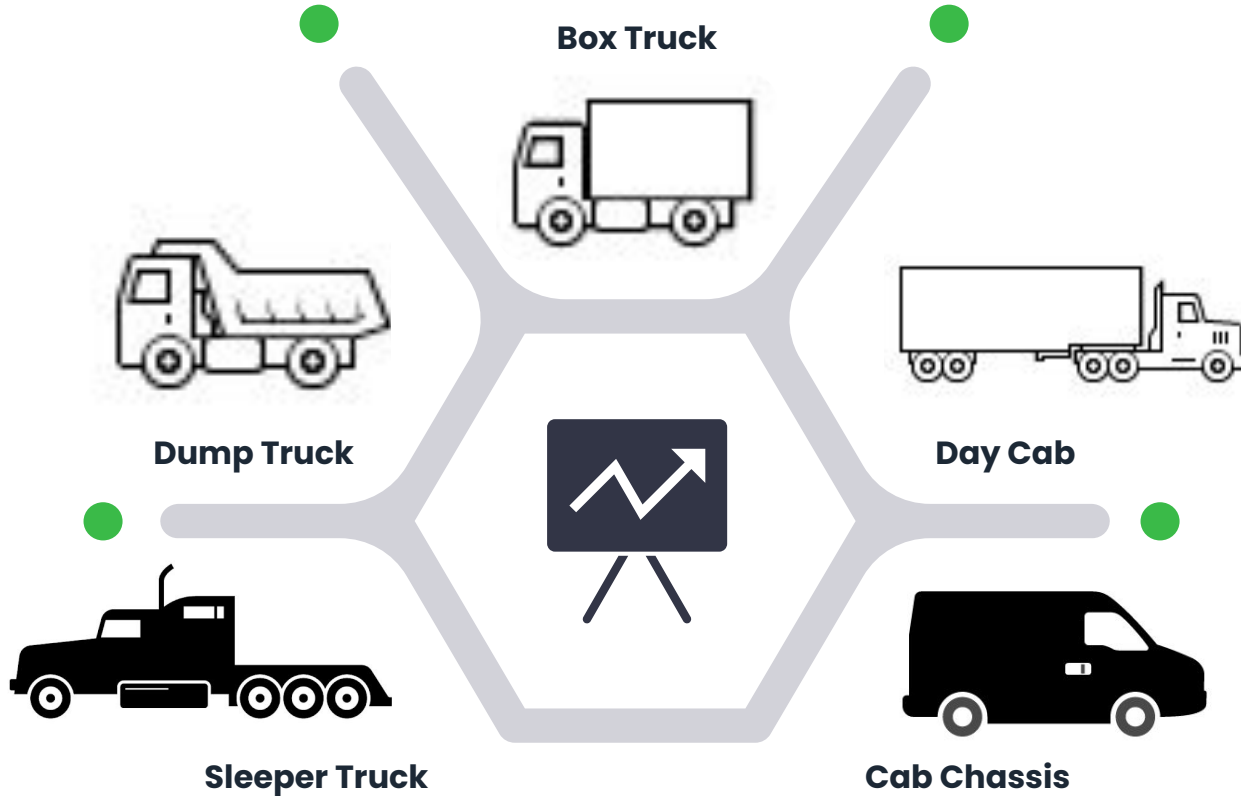


The Value of the Commercial Industry

Applause



Increase in Site Traffic



Questions?



The Value of the Commercial Industry

Download this presentation and
our NADA 2021 decks at
TruckMediaKit.com/NADA2021

Contact us at
marketing@commercialtrucktrader.com