



Listing Best Practices

More people are at home and online than ever before. Now that shopping and purchasing has become more and more digital – it's essential to maximize exposure for your inventory listings. Certain components can make or break online lead generation, so follow these steps to get yourself **P.A.I.D.**

P

\$ Listing your vehicle **Price matters.**

Vehicle listings that include price perform much better than listings without. Conversion rates are **7x higher** and listings with price receive **44% more** engagement than listings that don't include price. If you would like to make your price field more interactive, consider investing in our "Make An Offer" feature which encourages consumers to make an offer on the unit that interests them, and speeding up the time to close for you.

A

Be **Available** to prospective buyers.

As prospective buyers continue to research and shop online, now more than ever it's important to be available for these buyers. Features such as our "Live Chat" and "Request A Video Chat" allow you to engage with buyers and capture their attention while they are shopping your units on our marketplace sites.*

I

It's essential to include a minimum of **10 Images.**

The more, the merrier! Make sure those images include the following: 360° view (every corner), upfits, vehicle interior, front and back of the vehicle and tires. Not only will this enhance the user experience, but listings with photos generate **58% better** engagement and have a **4.6X higher** clickthrough rate than listings without. Go beyond images and include videos with your listings as well, giving consumers a more interactive view of the unit. Utilize our "Request A Video" feature to capture more engaged consumers who want additional details about a unit right on the listing detail page.*

D

Provide a robust **Description** to encompass **Specifications, Keywords, Vocation and Upfit.**

Specifications - Address all vehicle specifications to ensure your listings appear in even the most advance searches by including class, mileage, condition, fuel type, etc.

Keywords - Be sure to include keywords that potential customers are currently searching for online. For example, the word 'automatic' is a top search word.

Contact us today for more information on how you can help your inventory stand out in the digital marketplace.

Get Started Today (800) 684-6104 • Marketing@TraderInteractive.com

*Make An Offer, Request a Video, and Request a Video Chat are available as listing add-ons as part of our Digital Retailing - Engage bundle. Live Chat is also a paid feature included in most packages, but not all. Contact us for more information or to discuss an investment in these features.