

# EXCITING UPGRADES

for your Listing Packages

The Cycle Trader team proudly introduces game-changing features to your grandfathered listing package. These new-to-you tools improve your ability to compete with other dealers in your space. These features will automatically be added to your account on October 1, 2020.

► How? Through the Three



## 1 CONNECT with New Leads

Did you know? A consumer typically engages with 23 touchpoints on their path to purchase, and up to 20 of those touchpoints are digital. In addition to your critical marketplace presence on Cycle Trader, your listings package now includes:

**Facebook Inventory Link:** link and present your inventory on Facebook, creating a footprint on another popular and impactful site.

## 3 CLOSE More Deals

Our goal is to help you increase your sales. In addition to modernizing your communication options and connection process, we've boosted the power of your TraderTraxx account through analytics and insight via:

**Lead Enrichment:** gain insight into consumer shopping habits and views, giving you more information on the consumer to close deals faster

**Lead Manager:** allows you to view, assign, and track leads coming into your dealership

## 2 COMMUNICATE with Interested Buyers

Your grandfathered listings package allows consumers to connect with you via email and a toll-free 1-800 number. To ensure you're reaching even more buyers who may have different communication preferences, you now have:

**Digital Retailing - Engage Tools:** dealers using this feature bundle have seen a 35% increase in leads through:

- **Make an Offer:** which allows consumers to begin the negotiation process on one of your units by submitting their desired price (no less than 30% off list)
- **Video Chat:** which empowers you to virtually connect face-to-face with consumers, saving buyers time, and supporting their communication preferences
- **Request a Video:** which gives consumers the option of requesting that you add a video to the listing of a unit they're interested in

**Texting Capability:** reach consumers via text - a huge benefit since 98% of text messages get opened!

**Local Tracking Number:** localize your customers' shopping experience with a toll-free 800 that displays a local number.