



# TRADEPENDING SUBARU PACKAGES

## *Trade Premium*

**Trade** Premium includes all of the Basic features, plus an enhanced installation of **Trade** throughout numerous pages of a retailer's website including the homepage, a landing page, the Search Results Page (or "SRP"), and all Vehicle Details Pages. TRADEPENDING will customize each placement and creative to the retailer's specifications and can change and adjust all aspects of the look and feel of **Trade** on desktop and mobile.

In addition to the **Trade** Basic and **Trade** Premium includes:

- Custom placement and coding for any pages throughout the website
- Google Analytics data integration and support
- Facebook pixel integration and support
- In-store tablet integration links and CRM notifications
- Retailer-specific landing pages to run reports in-store, on phone, or desktop for trade-in conversations

**\$449**

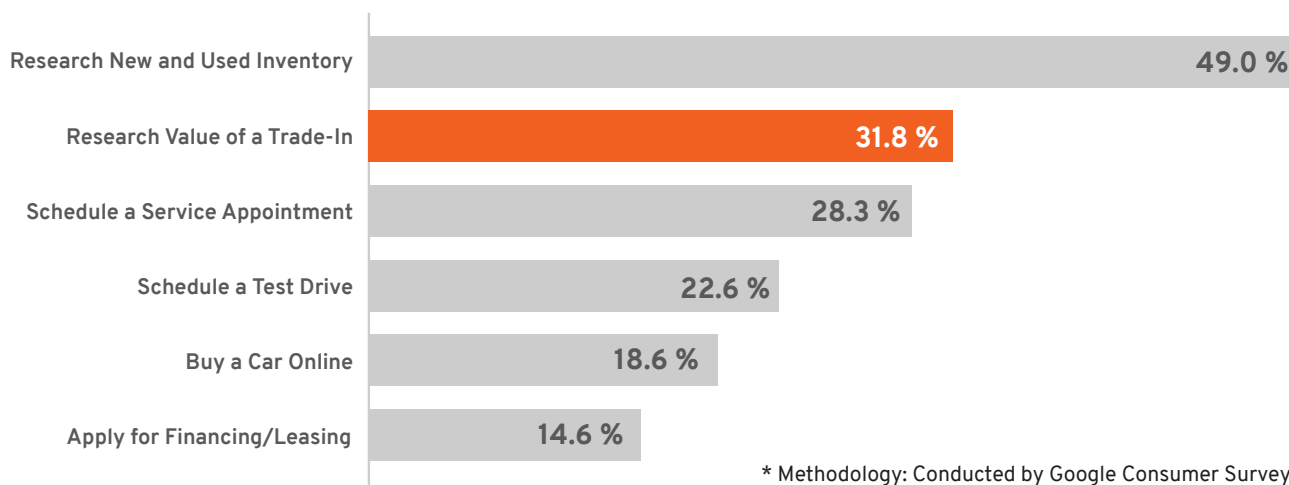


## THE #1 SOLUTION TO YOUR CUSTOMER'S #2 QUESTION!

**TRADEPENDING asked consumers...**

***"When you visit an auto retailers website, what do you value?"***

***The answers were clear...***



\* Methodology: Conducted by Google Consumer Surveys,  
Jan 2021 N=1,469

So we went to work & made the **best trade-in valuation** solution in the world!

***Why is Trade the best solution for you? Read on to learn more...***

TRADEPENDING.COM | 844.762.7477

## MODERN TYPE-AHEAD FUNCTIONALITY

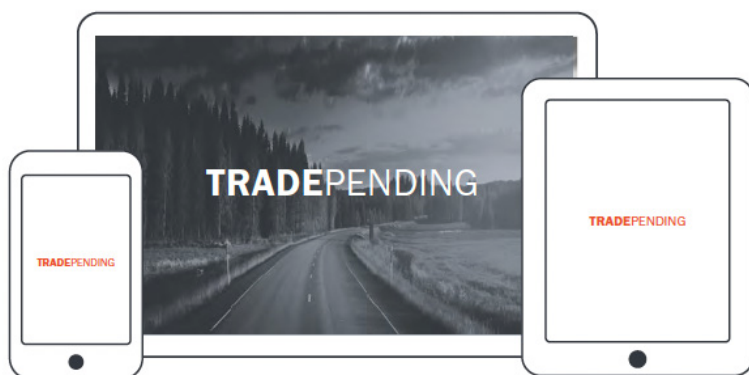
When you go to Google do you go through a 7-page-refresh process to drop-down-and-select what you are looking for? Does it take 2 minutes to find the information you are seeking? Does Google even wait for you to type a complete thought? No. **Trade** takes 2 seconds to select a vehicle down to a detailed trim description.



## RESPONSIVE DESIGN

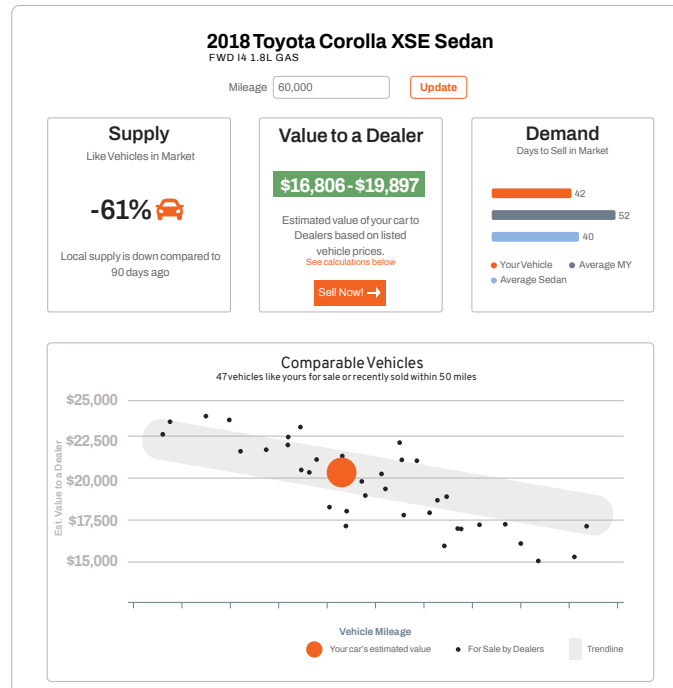
Mobile traffic is now a majority of website page impressions for most Retailers. **Trade** is optimized to work with 100% of your traffic. We vigorously researched the usability of type-ahead and thumb-select methods and implemented the easiest and fastest possible.

**NO DETAIL HAS BEEN LEFT UN-TURNED.**



## TRANSPARENCY WITH REAL MARKET DATA

Why show consumers a book value when you don't use the book and it often times only causes confusion and frustration from the consumers point of view? **Trade** Market Reports use real values of local cars for sale by other franchised retailers. Reduce customer anxiety. Have a credible conversation about the value of their trade and increase customer satisfaction.



## MODERN PAGE INTEGRATION

**Trade** doesn't live on just one page within a Retailer website with clashing banners & buttons that drive clicks to a different page or, even worse, an entirely different website. **Trade** breathes life and greater conversion into any page on your website.

Just consider the VDP. Most retailers have 3x more VDP views than homepage views.

Modern digital ad solutions drive traffic directly to those VDPs.

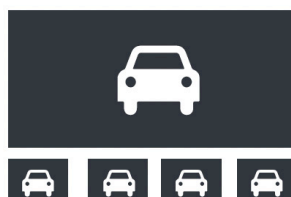
VDP conversion is a key measure of marketing and design success.

**Trade** keeps traffic on VDPs!

VALUE YOUR TRADE

Enter Year Make Model Trim

POWERED BY  
**TRADEPENDING**



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