

LEAD MANAGER

It's estimated that **80% of leads** generated through marketing get lost, discarded, or ignored.¹ We understand that managing and tracking leads on your own can take up valuable time that should be spent closing deals. That's why Trader Interactive offers an exclusive Lead Manager tool built into your TraderTraxx customer portal, to give you more control and insight into the leads you receive through your Equipment Trader suite of digital marketing solutions. All of your leads can be easily accessed in the same location as your inventory management, performance metrics, and Market Insights - eliminating the need to bounce between multiple systems to manage your business and giving you single platform simplicity.

When used to its full potential, this exclusive tool can help you save time and improve your potential buyer's overall experience. Spend more time closing sales and let **Lead Manager** take care of the rest - at no additional cost.

BENEFITS OF LEAD MANAGER



Increases Visibility on Leads

Lead Manager gives you more visibility into your leads - highlighting where prospects are in the funnel, where the lead came from, the lead status, lead assignment, and more



Enhanced Filtering & Customization

You will have the ability to fill in more details about the prospect who submitted a lead, leave notes about the prospect, and access built-in filtering options to allow you to narrow down the exact leads you would like to see



Easy-to-Use Features

By leveraging this data, you can more strategically plan your advertising efforts and marketing spend to cater to the needs and habits of your potential buyers



Lead Enrichment Integration

If you have Lead Enrichment, your prospect's shopping insights and activity will be listed in Lead Manager as well - giving you insight on shopping behavior like time in market, budget, and listings viewed unique to the person who submitted the lead. This allows for much more tailored sales conversation to convert the sale faster

Lead Manager is built into TraderTraxx and is just one aspect of this platform. At its core, TraderTraxx is designed to power your entire digital universe and provide you with the tools and data insights you need to stay competitive in your market and nationwide.

Along with Lead Manager, TraderTraxx also provides you access to:

- ▶ **Dealer Performance**
General analysis of inventory performance, including impressions, pageviews, connections, and more
- ▶ **Extended Advertising**
Impressions, clicks, and CTR data provided from third-party websites for the display and dynamic ads served via Audience or Social Retargeting ads, as well as on-site banner ads
- ▶ **Exposure & Activity**
In-depth analysis of inventory performance, including comparative rankings of top inventory, as well as individual unit metrics
- ▶ **Market Insights & Price Analysis Tool**
Supply-and-demand needs in local and national markets, revealing top vehicles, top model years, and how many units of popular models are currently listed, in addition to a Price Analysis tool that indicates how a dealer's prices compare to median prices for the same units in the selected market

So, What Are You
Waiting For?

**Access Lead Manager Today
By Logging Into TraderTraxx**

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Trader Interactive connects buyers and sellers in the powersports, recreational vehicle, commercial vehicle, and heavy equipment industries through a broad portfolio of marketplaces that reach 9 million unique monthly visitors. Linked by a widely recognized family of "Trader" trademarks dating back several decades, our brands include lifestyle vehicle marketplaces Cycle Trader, RV Trader, ATV Trader, PWC Trader, Snowmobile Trader and Aero Trader, as well as commercial vehicle marketplaces Commercial Truck Trader and Equipment Trader. For more information, visit www.TraderInteractive.com.

WHY USE LEAD MANAGER?



Single-Platform Simplicity

Save time by avoiding the need to switch back and forth between platforms in order to track and manage leads - Lead Manager is hosted directly in TraderTraxx for easy access



Builds Accountability

Lead Manager has the ability to assign each lead a status, as well as assign an employee to a particular lead. This can help you hold your staff accountable for moving leads along in the process to close



Increase Sales & Productivity

When salespeople have data accessibility, it can shorten their sales cycle by 8-14%²