



TRADER TRAXX

*Seamlessly Manage Leads, Inventory,
& Insights in One Place*

Only 18% of big-item consumers do their research by talking with a representative in-store, while a massive **82%** conduct research online before making a major purchase¹. The research these buyers conduct is not simple or brief -- most customers now complete between two-thirds to **90%** of their sales journey before making contact with a dealer². The equipment buyer's path-to-purchase no longer starts and ends at a physical dealership, but instead twists and turns online as the customer comes into contact with an average of **19** digital touchpoints before making their purchase³.

Online marketing and sales is more complex than ever. As you establish and grow an online presence, how can you manage your heavy equipment inventory, track consumer shopping patterns, and nurture leads into sales? It's easy, and can be done all in one place, with Equipment Trader's proprietary customer platform, **TraderTraxx**.

Designed with dealers in mind, TraderTraxx — when used to its full potential — can serve as the central hub for all of your dealership's advertising efforts.

EXCLUSIVE INSIGHTS FROM TRADERTRAXX



Dealer Performance

General analysis of inventory performance, including impressions, pageviews, connections, inventory health, and more



Market Insights

Supply-and-demand needs in local and national markets, revealing top machinery with the most market interest, top model years, and how many units of popular models are currently listed in the market



Inventory Activity

In-depth analysis of inventory performance, including comparative rankings of top inventory, as well as individual unit metrics



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

TraderTraxx is an innovative platform that can help equipment dealers organize their inventory and gain a better understanding of how consumers connect with their dealership in their pre-purchase research. From optimizing their listings to maintaining a showroom and accessing exclusive consumer and marketplace data, TraderTraxx is designed to elevate and expand a dealer's marketing strategy, on our websites and beyond while offering single platform simplicity. TraderTraxx allows you to:

- ▶ **Publish Inventory** • Seamlessly post listings to Equipment Trader, highlighting available inventory to nearly **1 million** monthly unique visitors
- ▶ **Develop a Virtual Showroom** • Feature all your listed inventory on Equipment Trader on a central, branded page that includes space for a dealership commercial, company description, and contact information
- ▶ **Optimize Listings** • Improve listings' search rankings by adding photos, videos, categories, and descriptions — or activate Featured and Premium Ads
- ▶ **Manage Leads** • Use our Lead Manager to assign, manage and monitor individual prospects you receive from Equipment Trader and assign and monitor progress of how consumers are moving down the sales funnel within your dealership
- ▶ **Access Lead Enrichment** • Receive real-time notifications for individual leads, enriched with their shopping behavior like time in market, high and low price range they have searched, latest units and total listings viewed, so you can tailor your sales pitch
- ▶ **Expand Competitive Strategies** • With dynamic reporting that tracks inventory performance, consumer search patterns, and marketplace competition, you have the tools and data you need to compete in your local market and nationwide

Contact us today to learn more about TraderTraxx

Equipment Trader®, a division of Trader Interactive, is the leading online marketplace for buying and selling new and used commercial equipment, including construction, earthmoving, agricultural, lifting, forestry, mining, and industrial equipment and trailers. Our mission is to bring heavy equipment buyers and sellers together by providing our dealers and manufacturers with comprehensive listing packages and innovative advertising products that place inventory in front of relevant, high-quality buyers. Listing inventory through Equipment Trader ensures that dealers can maximize their exposure, generate connections, drive sales, and boost profits. For more information, please visit www.EquipmentTrader.com.

Why Use TraderTraxx on Equipment Trader:



Every month, Equipment Trader averages nearly **1 million** unique visitors conducting **1.1 million** inventory searches and generating **over 45,000** connections for our dealers



You don't pay extra to get access to TraderTraxx — all of its features are included in every dealer membership for **FREE**



From the **TraderTraxx mobile app**, you can easily update or modify listings, directly receive connection notifications, and access consumer behavior reports **on-the-go**



TraderTraxx can accept inventory feeds from external websites and update **automatically**, keeping you focused on closing sales