

# VIRTUAL RETAILING

## During COVID-19

Coronavirus has impacted almost every industry, and equipment sales are certainly no exception. Even before the virus struck, **80%** of consumer research already took place online.<sup>1</sup> Now, during these unprecedented times, millions more Americans are at home and online. As eCommerce rapidly expands, having a virtual retail presence is more important than ever before.

At Equipment Trader, we've been closely monitoring the shifts in our industry and have been working tirelessly to ensure we help drive your business forward during this ever-evolving environment. We have shifted our entire business to deliver the right solutions to support a virtual retailing model including:

- Enriched inbound lead notifications with consumer shopping behavior
- Enhanced lead management capabilities so that you can better tailor the sales conversation and convert the sale faster
- Expanded communication channels to negotiate and sell a unit online to safeguard your sales while your dealership may be closed
- The ability for consumers to make an offer directly from your inventory listing

We're giving you access to all these virtual solutions at no additional cost so we can help your business put its best foot forward during these uncertain times.

## BENEFITS OF OUR VIRTUAL RETAILING TOOLS:



### Expansion of Communication Channels

With the addition of Text, Live Chat, and Video Chat, we are providing online shoppers with a variety of options to contact you virtually



### Enhanced Leads & Management

With our new Lead Manager you can access all of your leads in one place and gain pre-lead insights from our new Lead Enrichment tool



### Additional Transactional Opportunities

We've also added new functionalities to our lead submission forms like "Make an Offer" and "Request a Video" to provide you with higher quality leads

## COMMUNICATION:

- ▶ **SMS Text** • Customers can use a “text” button, located directly on your inventory listings and detail pages to send a message directly to a cell phone number that you have designated
- ▶ **Live Chat\*** • Potential buyers can chat with you or someone at your dealership, from whatever device they are searching from, within a matter of seconds
- ▶ **Video Chat** • Customers can now request a video chat on your website or on our marketplace to interact with you directly
- ▶ **Request A Video** • Potential buyers can indicate that they are interested in seeing a video of a particular piece of equipment by clicking a button and completing a lead form

## LEADS:

- ▶ **Lead Enrichment** • Provides insight into potential buyers’ shopping patterns on Equipment Trader. For each individual lead, you will receive a real-time notification email with the following information on that specific consumer: time in market, high and low price range they have been searching in, total listings viewed, and latest units viewed
- ▶ **Lead Manager** • This tool allows you to have more control and insight into the leads you receive and gives you the power to assign and monitor the progress of your dealership within TraderTraxx

## TRANSACTIONS:

- ▶ **Make An Offer** • Consumers can now initiate a pricing offer within our marketplace or on your website with the simple click of the *Make an Offer* button

**Contact us today to learn more  
about these new tools**

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**Equipment Trader®** is the leading online marketplace connecting buyers, sellers and renters of heavy construction, earthmoving, agricultural, lifting, forestry, mining, and industrial equipment and trailers. With over 1 million monthly unique visitors, Equipment Trader provides innovative solutions that help manufacturers and dealers generate connections, drive sales, and maximize profits. Equipment Trader is a division of Trader Interactive and belongs to the well-known “Trader” family of linked brands. For more information, visit [www.EquipmentTrader.com](http://www.EquipmentTrader.com).

## Experience the Trader Interactive Difference:

30+

We have **30 years of industry expertise and data** to deliver you with the virtual retailing tools you need to reach more buyers



**Unparalleled access** to not only our internationally recognized experts, but also trends and insights from millions of unique, in-market monthly visitors



A **unified platform** for all your reporting, digital marketing ROI analysis and exclusive insights

Your Virtual Retailing  
Experience Just Got Upgraded  
on Equipment Trader