SNAP PREMIUM + OPS

SNAP Premium +Ops includes all of the Basic and Premium features plus added "trade-in campaignin" support. This can result in a huge uplift of leads. With **SNAP** Premium +Ops dealerships can install **SNAP** on unlimited, campaign-based pages to draw and convert traffic from Facebook, Google, or any other paid or organic traffic-generating program. **TRADE**PENDING will assist in the build and maintenance of those pages and ensure proper campaign tagging is used by the advertising and direct marketing partners to bring clear engagement and ROI information to the dealership.

In addition to the **SNAP** Basic and **SNAP** Premium features, **SNAP** +Ops includes:

- Access to the TradePending library of trade-related campaign examples for use through email marketing or other digital channels such as Facebook, Google AdWords, etc.
- Unlimited Ad-hoc campaign-based page integration such as:
    - Tax Time Trade-in Event
    - Vehicle Buy-back Event
    - Trade-up Trade-in
- Monthly campaign reportingT
- Quarterly planning and performance calls with dealership and dealership advertising and direct marketing partners

SNAP PREMIUM

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

In addition to the **SNAP** Basic features, **SNAP** Premium includes...

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

SNAP BASIC

This package includes standard placement on a dealership's website landing page (i.e. www.example-dealersite.com/value-your-trade.htm) with a choice of branded background imagery. Buttons, links and banners can be created by the dealership and the website vendor to drive traffic to that page and encourage lead conversion.

***SNAP** Basic* Includes...

- Value customizations
- Mobile responsive experience
- Standard support available during normal business hours
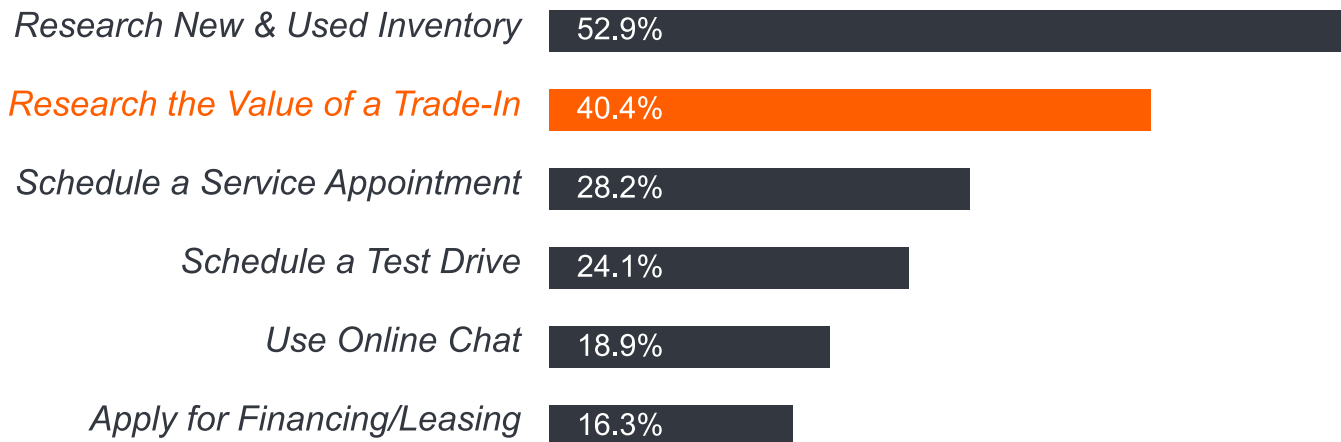- Staff training following *SNAP* launch on dealer website

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

TRADEPENDING *asked consumers...*

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

The answers were clear...

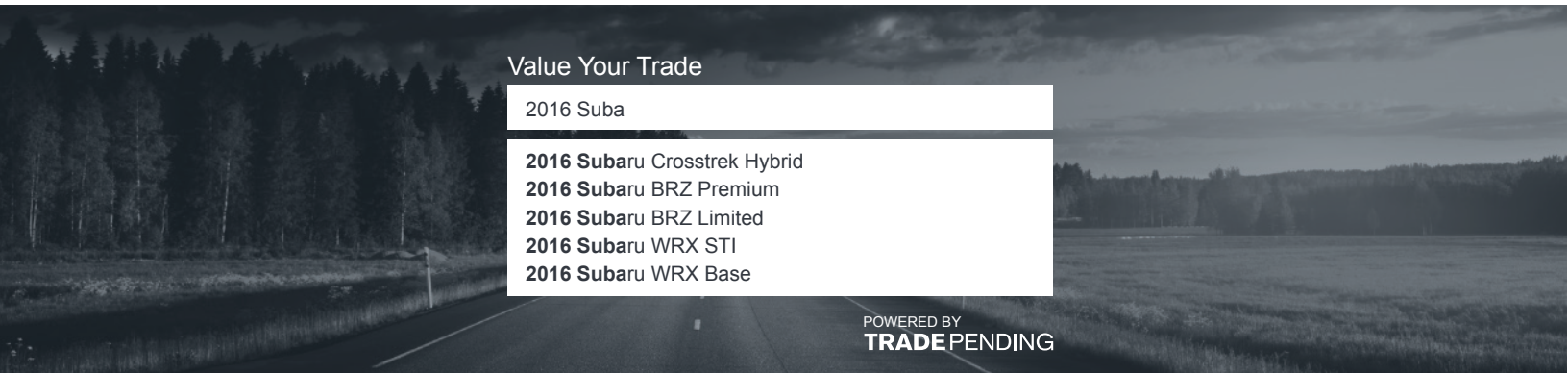|	
Research New & Used Inventory	52.9%
Research the Value of a Trade-In	40.4%
Schedule a Service Appointment	28.2%
Schedule a Test Drive	24.1%
Use Online Chat	18.9%
Apply for Financing/Leasing	16.3%

* Methodology: Conducted by Google Consumer Surveys, October 9 – October 10, 2015 and based on 1,000 online responses. Sample: National Adult Internet Population

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

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

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. *SNAP* takes 2 seconds
to select a vehicle down to a detailed trim description.

Value Your Trade

2016 Suba

2016 Subaru Crosstrek Hybrid
2016 Subaru BRZ Premium
2016 Subaru BRZ Limited
2016 Subaru WRX STI
2016 Subaru WRX Base

POWERED BY
TRADEPENDING

RESPONSIVE DESIGN

Mobile traffic is now a majority of website page impressions for most Dealers.
SNAP 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.

TRADEPENDING

TRADEPENDING

TRADEPENDING
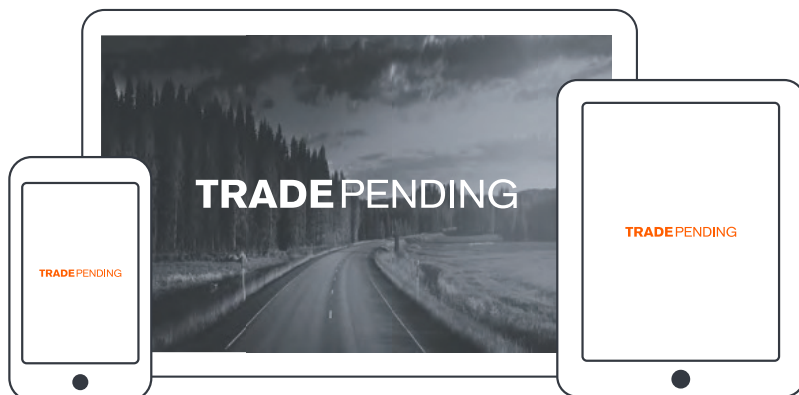
TRANSPARENCY WITH REAL MARKET DATA

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? *SNAP* Market Reports use real values of local cars for sale by other franchised dealers. Reduce customer anxiety. Have a credible conversation about the value of their trade and increase customer satisfaction.

SUPPLY	VALUE	DEMAND
10	$20,998 TO $23,208	6

MILEAGE   LOCATION   UPDATE

POWERED BY
TRADEPENDING
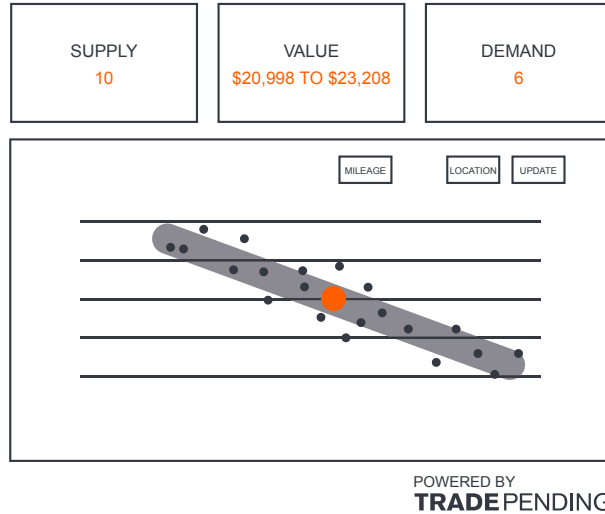
MODERN PAGE INTEGRATION

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

Just consider the VDP. Most dealers 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.

SNAP keeps traffic on VDPs!

VALUE YOUR TRADE   Enter Year Make Model Trim   POWERED BY
TRADEPENDING

GET E-PRICE