

Hebert's Town and Country Success with Superlatives

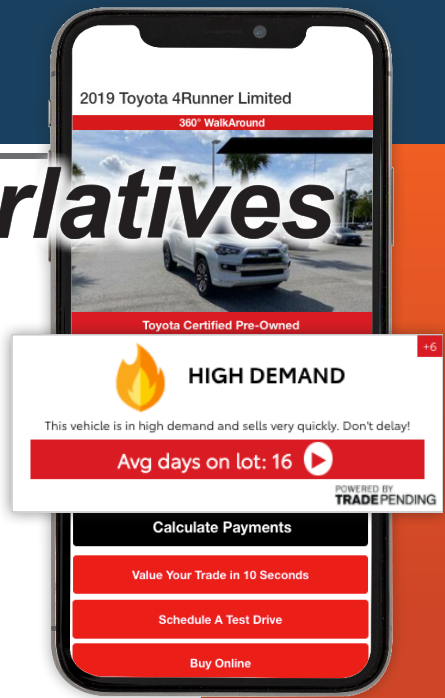
The Problems

John Bartle, Digital Marketing Manager of Hebert's Town & Country, sees things that many people miss. He sees increasing commoditization in the digital marketing of vehicles. Everyone runs from the same basic playbook, powered by the same small handful of approved website vendors. On top of that, merchandising of both used and new vehicles focuses primarily on just two things: pictures and price. A consumer can go to numerous dealers to see the same car for sale, with the same rebates. Bartle also sees, just as every dealer does, market data about their vehicles that customers historically haven't had access to: how quickly cars sell, supply in their local market, and popular attributes of vehicles.

The result of this commoditization and lack of transparency quickly devolves into price negotiations without a true understanding of a vehicle's unique characteristics and place in the market.

Throw in a global pandemic and the merchandising of used vehicles just got even weirder. How can a dealer effectively communicate special rebates, sanitization procedures, and a "shop online" experience that mirrors or exceeds the quality of those advertised on TV by the major players?

Superlatives



"I had this "a-ha" moment! I realized that we could now advertise and merchandise so many unique and different things about our vehicles, their rebates, and value-added services".

John Bartle
Hebert's Town and Country

Enter Superlatives

TradePending built Superlatives to solve the problems of commoditization and lack of transparency between consumers and dealers. Each night, we evaluate a dealer's inventory, and automatically apply badges to every vehicle. **Those badges showcase local market demand, supply, popular and rare attributes.** Dealers can also customize the badges individually or in bulk to merchandise special financing options, unique rebates, new brakes, new tires, etc.

An "Aha!" Moment

When Bartle first saw TradePending's Superlatives product in February 2019, "I had this "a-ha" moment! I realized that we could now advertise and merchandise so many unique and different things about our vehicles, their rebates, and value-added services".

When Bartle looked around at his competitors, he noticed that his best marketing tactics were frequently copied, and their sites all looked eerily similar. With the Superlatives badges added to each vehicle, "Now we stand out. We're different. We highlight what makes each vehicle unique, and that's been big in helping us hold our price prior to the pandemic, and continue to justify our price the past year. When a consumer can see what we see, specifically that there is only 1 of their desired car within a 300 mile radius, we have an honest and open conversation about the price. **We're building trust, and creating urgency with the buyer**".

This increased engagement also plays out in their Google Analytics data, as we pass in "event" data to make it easy for marketers to measure the impact on website behavior.

Hebert's website visitors that click into and view the Superlatives badges become hyper-engaged consumers. **They spend 146% more time on site, look at 52% more pages per session, and return to their website 387% more often.**

146%
More Time
On Site



52%
More Pages
Per Session



387%
Return to the
Website More
Often



**0% APR FOR
72 MONTHS
STACKABLE**



*0% APR is stackable (compatible with rebates)
Applies to 2021 Dodge Charger,
Challenger, & Chrysler 300*

Customized Messaging

Promote deals, sales, dealer
specific warranties, anything.

The Next Level

Bartle really began to capitalize on the power of Superlatives during the pandemic in two different ways.

“We have these very specific rebate and financing options. Whereas most dealers don’t have a great spot to advertise these effectively on each vehicle, Superlatives makes this easy for us. It’s really an excellent way to differentiate ourselves.”

While many dealers came to the opinion that cars are selling themselves right now and don’t require any merchandising, Bartle doubled-down on Superlatives in another creative way.

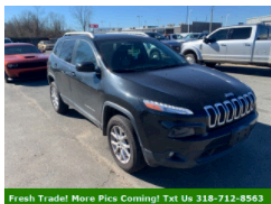
“We’ve used Superlatives to heavily promote our inventory sourcing strategies. We’re putting “We Want to Buy Your Car” badges on every VDP and SRP. That’s been a big contributor to our success in keeping our lot full while other dealers are struggling to source vehicles.”

“Our conversations with customers focus on the unique value of each vehicle, instead of starting with price negotiations immediately”

John Bartle
Hebert’s Town and Country

This approach is also a very successful counter-punch to the aggressive vehicle acquisition strategies and marketing campaigns from CarMax, Carvana, and Vroom, proving any dealership of any size can compete with the largest players.

Bartle sums up Superlatives with, “How valuable is a billboard or a banner ad? Superlatives delivers that but so much more. It’s easy, it’s attractive, it helps us hold our price, it helps us source more cars, and it makes it easy for our customers to see what we see.”



Used 2014
**Pre-Owned 2014 Jeep Cherokee
Latitude**

Internet Price **\$16,050**

Mileage: 112,757

● Exterior: Black

● Interior: Gray

Drivetrain: 4WD

MPG: 28 HWY / 21 City



ONE OF A KIND

+5

This vehicle is unique within a 50-mile radius. It's the only one currently for sale.

Available
Regionally: 1



POWERED BY
TRADEPENDING



Used 2017
Pre-Owned 2017 Chevrolet Cruze LS

Internet Price **\$17,342**

Mileage: 47,508

● Exterior: Black

● Interior: Black

Drivetrain: FWD

MPG: 40 HWY / 30 City



GREAT DEAL

+6

This vehicle is priced better than 50% of similar vehicles nationally.

Your savings: \$324



POWERED BY
TRADEPENDING



Used 2020
Pre-Owned 2020 Kia Rio LX

Internet Price **\$20,759**

Mileage: 26,249

○ Exterior: White

● Interior: Black

Drivetrain: FWD

MPG: 41 HWY / 33 City



SHOP AT HOME

+4

Look for the "Explore Payments" button to get started. Questions? Live chat is available 24/7.

Click here for a brief
video tutorial.



POWERED BY
TRADEPENDING



Used 2017
Pre-Owned 2017 Honda Accord Sport

Internet Price **\$23,952**

Mileage: 53,341

○ Exterior: White

● Interior: Black

Drivetrain: FWD

MPG: 34 HWY / 26 City



**QUICK SELLER IN YOUR
MARKET**

+7

This vehicle sells quickly in your market. Act now before someone else buys this vehicle!

Avg days on lot: 25



POWERED BY
TRADEPENDING