

CUSTOMER SUCCESS STORIES

TRADEPENDING Superlatives



HEBERT'S
Town and Country

JOHN BARTLE

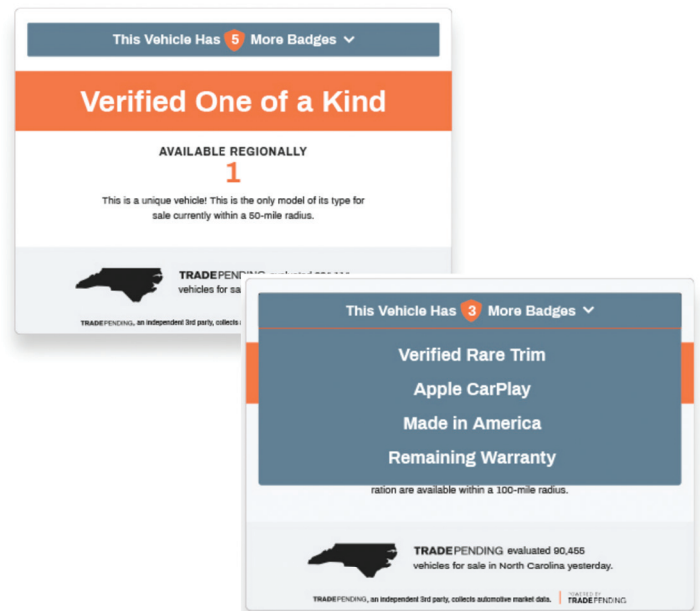
// Hebert's Town and Country

We designed Superlatives to build value and create urgency as shoppers browse a dealer's website.

"Because our customers finally see what makes our inventory unique, two great things happen. First, they've got more incentive and urgency to visit our dealership. Second, our conversations with customers focus on the unique value of each vehicle, instead of starting with price negotiations immediately."

While the task of digitally merchandising every piece of inventory seems daunting, Superlatives ingests the inventory feed each night, automatically applying over 30 badges to the inventory.

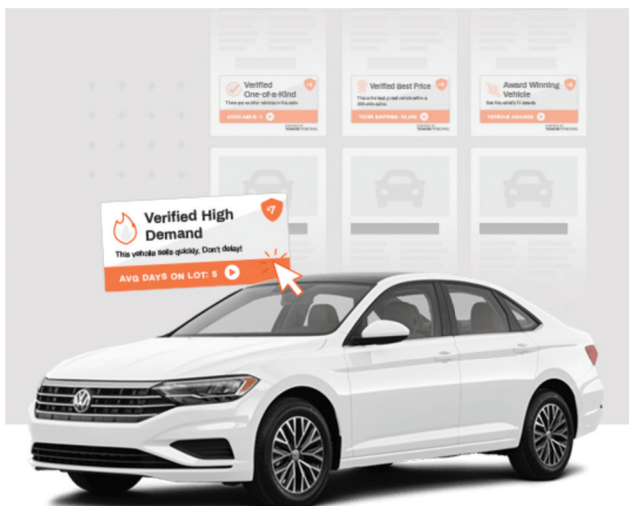
In any competitive market for new cars, making the inventory stand out against the same vehicle a few miles down the road is challenging.



"With all things being equal a customer can buy the same exact new car from any number of dealerships. What are we doing to be unequal? Superlatives truly gives us the competitive advantage in the online world to turn website clicks into customers"

Part of their success is using Superlatives to message to consumers things that are typically buried or completely unknown to the consumer.

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"We love Superlatives because it's so easy. TradePending ingests our inventory and everything else happens automatically. We are leapfrogging our competition when it comes to merchandising the inventory on our website," remarks Bartle.

WHAT IS SUPERLATIVES?

While almost every merchandising solution steers shoppers towards price, Superlatives highlights what makes your inventory unique, valuable, and desirable. We automatically apply "badges" to the vehicles on your SRP and VDP pages. These badges show market supply and demand, and popular local market attributes. Buyers have the visibility to realize they do need to move quickly. Your team leads with value instead of price.

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"We are constantly looking for ways to increase exposure to the multitude of rebates and OEM incentives we have to offer. We have found that New Car Custom Superlatives delivers an excellent opportunity to show and explain conditional rebates like Trade-In Assist and conquest incentives on our website. We're also using it extensively to message "At Home Delivery" and sanitizing/disinfecting options currently."

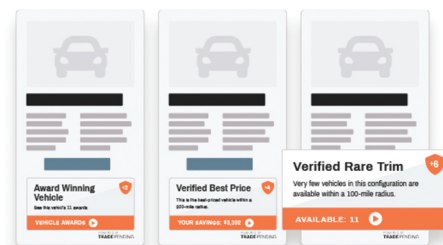


JIM CONGDON

// Burrith Motors

One of Superlatives best features isn't a product feature, but instead is a sales enablement feature. Jim at Burrith Motors quickly discovered that Superlatives was sparking new conversations.

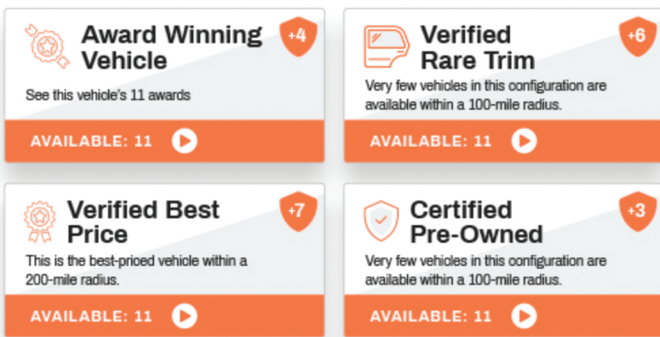
"After we implemented Superlatives, Our BDC teams experienced something they'd never seen before with customers: Customers were calling in, asking about and commenting on the Superlatives badges. Trade-Pending turns website visitors into active conversations."



"Our BDC teams quickly grew comfortable with Superlatives, easily integrating them into their talking points with customers. The badges help customers know what's special about each vehicle, and they help our team communicate bigger value when discussions eventually turn to price."

Indeed, Superlatives empowers sales and BDC teams to handle pricing questions.

"When we can show how a vehicle is one of the lowest mileage cars in the area, or is in high demand, Superlatives justifies our price, without having to talk about price."



Superlatives also provides custom options to highlight the extra effort and expenditures dealers go to in order to bring used cars to market.

"My goal is to add as much value as possible to every pre-owned vehicle we have. Adding custom Superlative badges like New Tires, New Brakes, and a Preowned Warranty does exactly that, letting consumers know there's added value in this vehicle. It converts website clicks into showroom visits, and provides us with great talk tracks when discussing price, helping us hold more gross."

