

# Product Info

created for GENERAL MOTORS

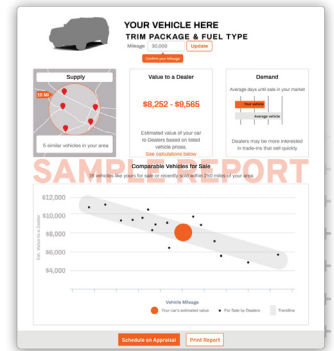
## SNAP

Automotive industry's highest ROI website conversion tool for inventory sourcing

**Maximize ROI** Grow trade-in leads 300-400% with a simple user experience, highly optimized for mobile.

**Local Data** The only "retail-down" vehicle valuation tool, with values that match your local market.

**Mobile Optimized** Over 60% of leads now come from mobile devices. SNAP is optimized for mobile so your website visitors turn into customers.



## SNAP+

(includes SNAP)

Boost sales productivity with data enrichment and shareability

**VDP View History** With our groundbreaking VDP View History, see the vehicles your consumer has viewed. They tell you what you want without having to ask.

**Info Validation** By sending the market report to a customer's phone or email, verification is established. You can also opt to have a PIN text verification as an added measure.

(1 Min Video)



## SNAP Offer

(includes SNAP)

Find more motivated shoppers with our configurable single price offer solution.

**Keep Website Conversions High** Integrated directly into SNAP, capture contact information early while more motivated shoppers move closer to purchase.

**Configurable Questions & Deductions** Out-manuever your competition with customizable questions and deductions, optimizing your inventory sourcing strategy.

**Valuation Methodology** Uses TradePending's "retail down" valuation methodology to ensure the trade-in values match your local market.

(3 Min Video)



## Superlatives

Highlight unique details of every car in your inventory to build value and create urgency.

**Build Value** Conversations begin with value, rather than a race to the bottom on price.

**Create Urgency** When presented with marketdriven facts, shoppers act with greater urgency to purchase their next car or truck.

**Increase Engagement** Consumers that engage with Superlatives spend nearly triple the time on your site, and be twice as likely to return.

**Customizable** Customize look & feel to match your site, and create your own custom Superlatives to promote sales events.

(2 Min Video)



Over 40  
Automatically  
Applied Badges

# Product Packages

created for GENERAL MOTORS

## Bronze Package

SNAP Premium / SUPERLATIVES

- Maximize ROI
- Local Data
- Mobile Optimized
- Build Value
- Create Urgency
- Customizable Superlatives
- Increase Engagement



## Silver Package

SNAP+ Premium / SNAP OFFER

- Maximize ROI
- Local Data
- VDP View History
- Information Validation
- Customizable Questions
- Adjustable Deductions



## Gold Package

SNAP+ Premium / SNAP OFFER / SUPERLATIVES

- VDP View History
- Information Validation
- Customizable Questions
- Adjustable Deductions
- Build Value
- Create Urgency
- Customizable Superlatives
- Increase Engagement



## Chevrolet *Katie Takemoto, Business Development Manager*

After being in the business for almost 20 years and working with many different 3rd party trade tools, TradePending surpasses all of them!

Their customer experience is a game-changer. The customer gets a very close market price, meaning his or her expectations can actually be met when they come in!

The process is very simple for our customers. In less than 30 seconds TradePending gives the customer results based on the market and not an algorithm. They don't get a false number that the dealer can not achieve.

Their reliability and excellent customer experience is why we will stay with TradePending.