



TRADER TRAXX

User Guide





TraderTraxx Benefits

TraderTraxx is an all-in-one digital platform designed to help you manage inventory, review performance data, connect with buyers, and analyze powerful market insights. Appropriately leveraging this platform is the key to success on any Trader Interactive marketplace.

- Simple and intuitive navigation
- Centralized performance reporting
- Easy inventory management
- Ideal for multi-realm and multi-location

Topic Directory

Navigation & Dealer Profile

- *Login Information*
- *Main Navigation*
- *Sub-Navigation*
- *Multi-Location Navigation*
- *Multi-Realm Navigation*
- *Dealer Profile*
- *User Profile/Permissions*

Reports

- *Dealer Performance*
- *Exposure & Activity*
- *Enhanced Ad Performance*
- *Market Insights:*
 - *Market Interest*
 - *Market Connections*
 - *Market Activity*
- *Email Lead Amplifier**

**Only available for dealers who have purchased this product*

Inventory

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- *Multi-Location Inventory Grid*
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- *Adding Inventory*
- *Model Information*
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- *Lead Enrichment*
- *Automatic Lead Assignment*



Navigation & Dealer Profile

- Login Information
- Main Navigation
- Sub-Navigation
- Multi-Location Navigation
- Multi-Realm Navigation
- Dealer Profile
- User Profile/Permissions



Login



Email

Password



[Forgot your password?](#)

Log In

Customer Service: (877) 920-5442



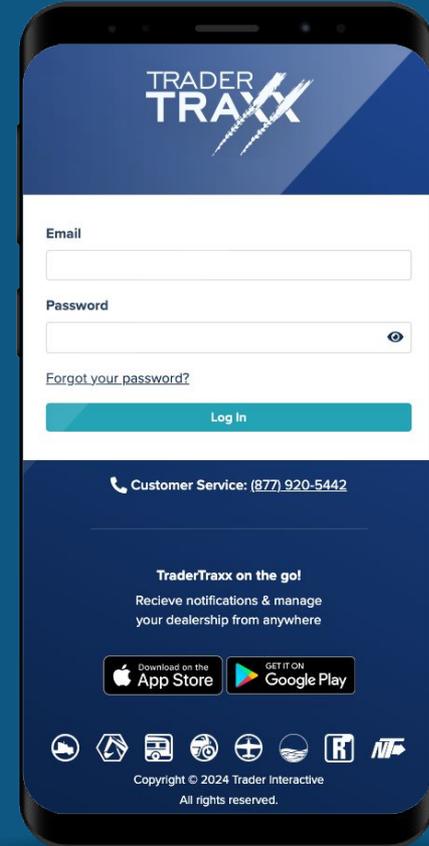
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Login Page

<https://dealers.traderinteractive.com/tradertraxx/login>

Dealer Login

- You will login with your email address and password
- If you have forgotten your password, you can utilize the “Forgot your password?” link to reset it
- Call customer service at (877) 920-5442 if you have any questions at all
- Receive notifications and manage your dealership from anywhere by downloading the TraderTraxx app!



New User/Invitation & Password

Dealer Login Invitation

New users should receive an email from no-reply@traderinteractive.com.

(The email typically comes within a few minutes, however if you do not receive it, please check your spam folder. It can sometimes take longer.)

Password Requirements

- Minimum of 10 characters
- Contain:
 - Uppercase character (A-Z)
 - Lowercase character (a-z)
 - Number (0-9)
 - Special character (Ex. #?!@\$%^&*-))
 - Must not be the same as your previous 5 passwords



You have been invited to join TraderTraxx Webinar on TraderTraxx!

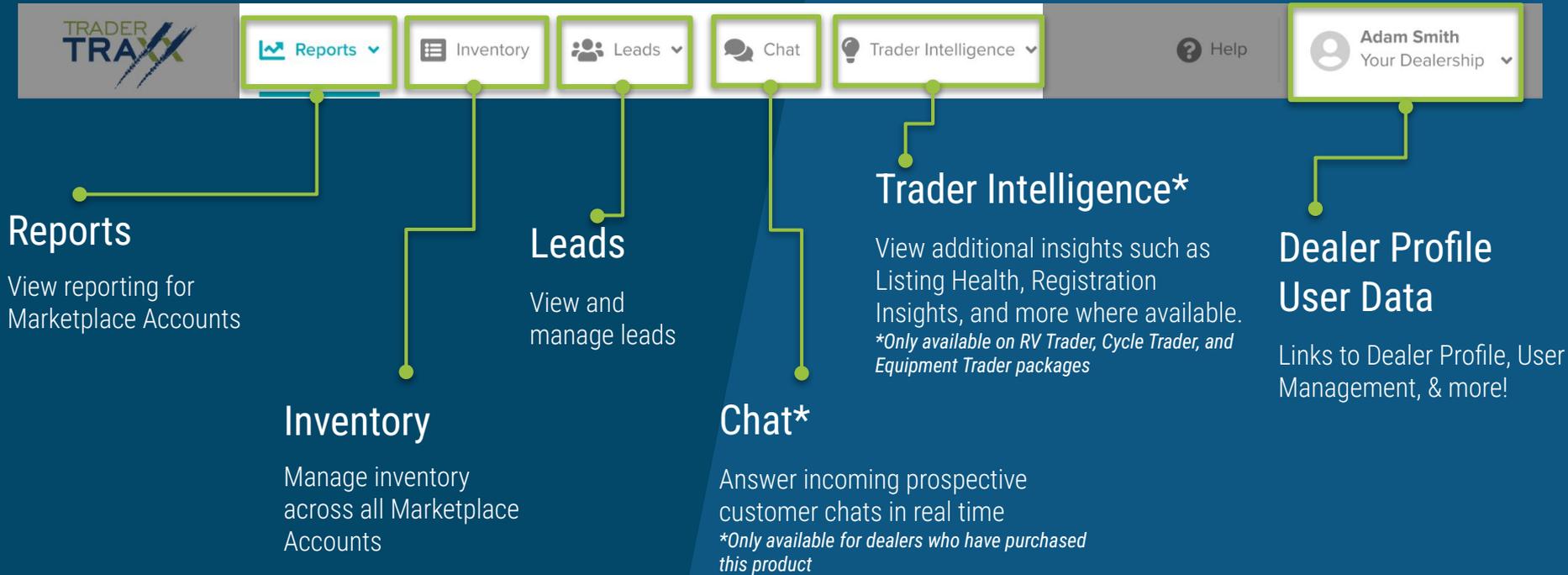
Please verify your email address using the link below to complete your account setup.

[Verify my email address](#)

This link will expire in 72 hours.

If you believe you have been added to this account in error, please contact the dealer Help Desk.

Main Navigation



Sub-Navigations

Secondary and additional links can be accessed from the dropdown menus under the main navigation.

Reports

- Dealer Performance
- Exposure & Activity
- Enhanced Ad Performance
- Market Insights

Leads

- Lead Manager
- Prospects
- Automatic Lead Assignment

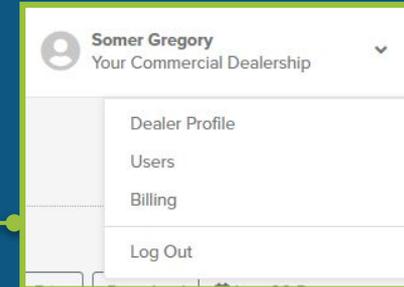
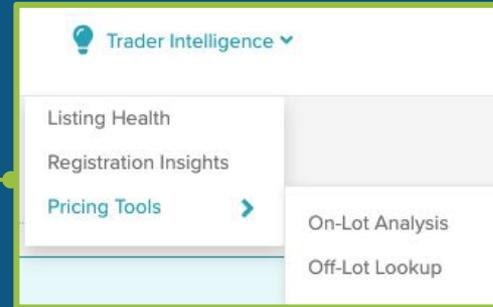
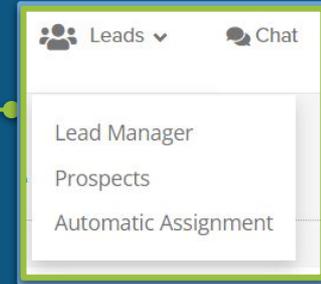
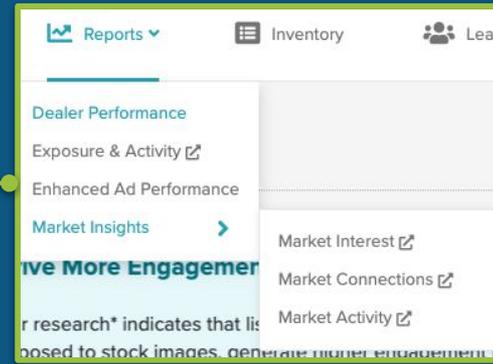
Trader Intelligence

- Listing Health (Equipment, Cycle, RV Only)
- Registration Insights (Cycle & RV Only)*
- Pricing Tools (Cycle & RV Only)*

**Only available for dealers who have purchased this product*

Dealer

- Dealer Profile
- Users
- Billing
- Log Out



Navigation: *Multi-Location*

The screenshot shows the TRADER TRAXX interface. At the top, there are navigation tabs for Reports, Inventory, and Leads. The main section is titled "Reports: Dealer Performance" and features a dropdown menu for "Your Dealership - Norfolk - 23510". Below this, there are four data cards: "Search Results impressions" (36,225), "Listing Detail pageviews" (538), "Engagement additional activity" (157), and "Connections leads & interactions" (380). In the top right corner, there is a user profile for "Adam Smith" and a "Help" button. A yellow callout box highlights the dealership dropdown menu, and another yellow callout box highlights the user profile information.

Category	Value
Search Results impressions	36,225
Listing Detail pageviews	538
Engagement additional activity	157
Connections leads & interactions	380

Location Dropdown

Easily toggle between locations when viewing Reports, Dealer Profile, and more.

Dealership Information

Shows your current location. Click this link to view your dealer profile.

Navigation: *Multi-Realm*

The screenshot shows the TRADER TRAXX interface. At the top, there are navigation tabs for Reports, Inventory, and Leads. The user is logged in as Adam Smith. The main section is titled 'Reports: Dealer Performance' and includes a 'Print' button and a 'Last 90 Days' filter. Below this is the 'Marketplace Selector' with three options: 'Combined' (selected), 'Truck Marketplaces', and 'Equipment Marketplaces'. The dashboard displays four key metrics: 36,225 Search Results Impressions, 538 Listing Detail pageviews, 157 Engagement additional activity, and 380 Connections leads & interactions. A 'Search Summary' section is visible at the bottom, covering the period from Thu, Nov 07, 2019 to Tue, Feb 04, 2020, with a 'Download' button.

Marketplace Selector

You can easily switch between marketplace realms (where applicable) to view search results, listings, and engagement details for each realm. This feature helps you track performance across all sites where your units are listed.

Dealer Profile

Here, you can upload your logos and add a video or commercial

Multi-location dealers can toggle between locations from this page.

Settings

TraderTraxx Webinar Demo - Truck - VA Beach - 96847

- TraderTraxx Webinar Demo - ET - VA Beach - 96847
- TraderTraxx Webinar - Norfolk - Norfolk - 96760

Dealership contact information



Reports

Inventory

Leads

Settings

TraderTraxx Webinar Demo - Truck - VA Beach - 96847

Dealer Profile

Dealer Gallery

Logo & Video

Contact Information

Display Options

Service Center Information

Auto-Select

Lead Delivery

Dealer Profile

Dealer Gallery

View Gallery on [Commercial Truck Trader](#) [Edit Showroom](#)

Logo & Video



Show this video on all inventory

Contact Information

Name
Your Dealership

Address 1
999 Waterside Drive

Address 2
Suite 2

City
Norfolk

State
VA

Zip Code
23510

Phone Number
888-615-8310

Dealer Website URL

Dealer Profile (continued)

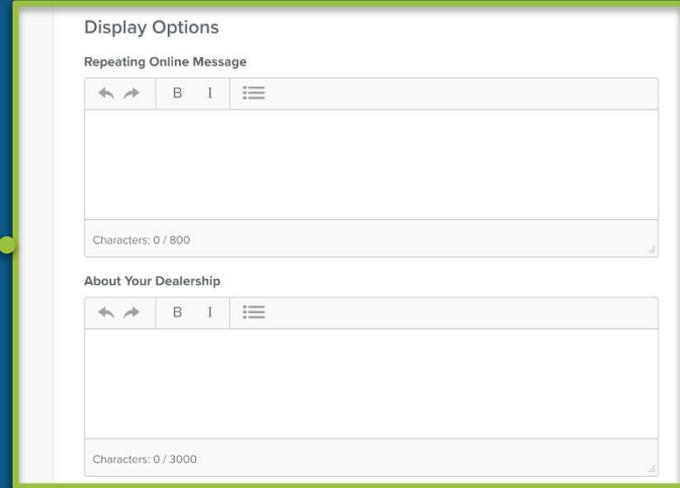
Add/Edit your Display Options:

The “Repeating Online Message” is seen twice on the VDP.

There is no Repeating Online Message for Cycle Trader, ATV Trader, PWC Trader, Snowmobile Trader, or RV Trader.

The “About Your Dealership” message is displayed on the Dealer Gallery page.

Add or edit recipients for lead notifications. These are the individuals at your dealership who receive updates from TraderTraxx.



Display Options

Repeating Online Message

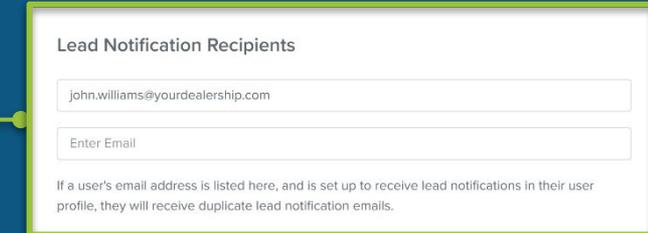
← → B I ☰

Characters: 0 / 800

About Your Dealership

← → B I ☰

Characters: 0 / 3000



Lead Notification Recipients

john.williams@yourdealership.com

Enter Email

If a user's email address is listed here, and is set up to receive lead notifications in their user profile, they will receive duplicate lead notification emails.

Dealer Profile (continued)

Optional Service Center Information
Available for Commercial Truck
Trader dealers only

Service Center Information

Display your services in the [Service Center search](#).

Truck OEM Certifications

4-STAR TRAILERS x A PLUS TRAILERS x

Engine OEM Certifications

Chevrolet x

Service Description *

BKs

3 / 800

User Profile/Permissions

Lead Access

Ability to grant access permissions for all leads or only those assigned

Locations Settings

Ability to assign users to certain locations

Lead Notification Settings

Ability to assign certain lead type notifications to each user account

The screenshot displays the 'User Profile' page for a user named Somer Gregory. The page is divided into several sections:

- Personal Info:** Fields for Name (Somer Gregory) and Email (somer.gregory@traxoct@traderinteractive.com), with a 'Reset Password' button.
- Locations:** A list of locations with checkboxes. The 'Locations' section is highlighted with a green box, showing 'Pavan Test Dealer' and 'Trader Interactive 2' selected.
- Permissions:** A table listing various features and their access status. The table is highlighted with a green box.
- Lead Access:** A section with radio button options for lead access: 'All Leads', 'Only leads assigned to Ryan Bordewyk', and 'Leads assigned to Ryan Bordewyk & unassigned leads'. This section is highlighted with a green box.
- Lead Notifications:** A toggle switch that is currently turned on.
- Lead Notification Settings:** A section with checkboxes for various notification types, categorized into 'Sales Opportunities' and 'General Inquiries'. This section is highlighted with a green box.

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Reports

- Dealer Performance
- Exposure & Activity
- Email Lead Amplifier
- Market Insights
- Enhanced Ads Report



Dealer Performance: *Single Location*

Dashboard

The Dealer Performance Dashboard is the first page you land on when you log into TraderTraxx. You can also access this dashboard when you navigate to Reports > Dealer Performance.

Dashboard

Drive More Engagement With Photos!
Our research* indicates that listings containing 10 or more photos, and those leveraging actual images of the unit as opposed to stock images, generate higher engagement than those without. You can also use our TraderTraxx mobile app to easily update new photos.
[Add Photos to 10 Listings](#)
*Based on marketplace averages. Results may vary. If managing inventory outside of TraderTraxx, consult your service rep before making changes.

Join Traxx Webinar
Register for a walk-through of the innovative tools within TraderTraxx to get the most value and optimize your experience.
[Register Now](#)
[Previous](#) [Next](#)

SEARCH RESULTS
13,824 Impressions

LISTING DETAILS
92 Pageviews

ENGAGEMENT
5 Additional Activities

CONNECTIONS
28 Leads & Interactions

Search Summary (for Thu, Apr 25, 2024 - Tue, Jul 23, 2024)

Inventory Health (as of Wed, Jul 24, 2024)

Inventory

10 Total Listings

Used Listings: 6 (60%)
New Listings: 4 (40%)

Used Inventory Health

Item	% Inventory	# Units
Price	60%	5 units
No Price	40%	1 units
10 Photos or more	60%	0 units
10 Photos or less	40%	6 units

New Inventory Health

Item	% Inventory	# Units
Price	50%	2 units
No Price	50%	2 units
10 Photos or more	50%	0 units
10 Photos or less	50%	4 units

Dealer Performance: *Single Location*

Actionable Insights

The Actionable Insights widgets give you tips and tricks on how to best merchandise your listings on TraderTraxx as well as helpful resources and tools to boost performance on our marketplaces.

The screenshot displays the TraderTraxx dashboard with the following components:

- Top Navigation:** TRADER TRAXX logo, Reports, Inventory, Leads, Help, and user profile (Somar Gregory).
- Actionable Insights Widget:** A light blue box titled "Drive More Engagement With Photos!" containing a tip about using actual images and a button "Add Photos to 10 Listings".
- Did You Know Widget:** A box titled "Join Traxx Webinar" with a "Register Now" button and "Previous/Next" navigation.
- Summary Cards:** Four cards showing "SEARCH RESULTS" (13,824 Impressions), "LISTING DETAILS" (92 Pageviews), "ENGAGEMENT" (5 Additional Activities), and "CONNECTIONS" (28 Leads & Interactions).
- Search Summary:** A bar chart showing Impressions and Inventory over time from March to July 2024.
- Inventory Health:** A section titled "Inventory Health (as of Wed, Jul 24, 2024)" with a donut chart showing 10 Total Listings (6 Used, 4 New) and two tables for "Used Inventory Health" and "New Inventory Health" showing metrics like Price, Photos, and Inventory percentage.

Dealer Performance: *Single Location*

Dealer Performance

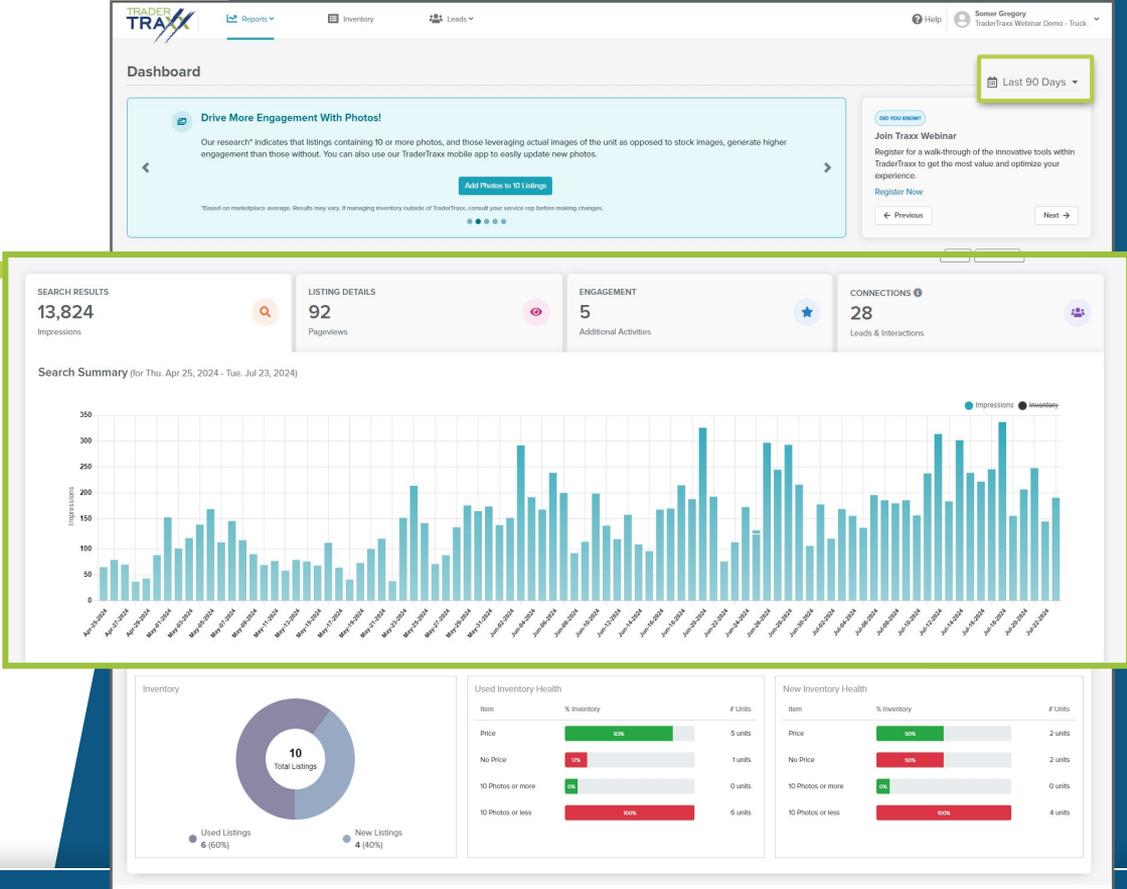
The Dealer Performance report gives a high-level overview of performance defaulted to last 90 days.

Search Results Impressions: Number of times inventory has appeared in search results

Listing Details: Number of times inventory was clicked on and the consumer went from the marketplace search results to the Vehicle Detail Page

Engagement: Number of times consumers interacted with the listings. (Examples: printed listing, clicked to Dealer Gallery, sent to a friend, or watched a video)

Connections: Number of times consumers connected with you. (Examples: clicked to your website, viewed the map, sent an email, placed a phone call or sent a chat or text)



Dealer Performance: *Single Location*

Inventory Health

A brief breakdown of general inventory details including:

Inventory: Total listings count showing breakdown of new and used inventory

Used Inventory Health: Percentage of used inventory with and without price and including 10+ photos

New Inventory Health: Percentage of new inventory with and without price and including 10+ photos\

[Check out our listing best practices to get P.A.I.D.!](#)

The screenshot shows the TRADER TRAX Dashboard with the following data:

- SEARCH RESULTS:** 13,824 Impressions
- LISTING DETAILS:** 92 Pageviews
- ENGAGEMENT:** 5 Additional Activities
- CONNECTIONS:** 28 Leads & Interactions

Search Summary (for Thu, Apr 25, 2024 - Tue, Jul 23, 2024)

The bar chart displays Impressions (blue) and Inventory (black) over time. The Y-axis ranges from 0 to 300. The X-axis shows dates from April 25 to July 23, 2024.

Inventory Health (as of Wed, Jul 24, 2024)

Inventory: 10 Total Listings

- Used Listings: 6 (60%)
- New Listings: 4 (40%)

Item	% Inventory	# Units
Price	100%	5 units
No Price	0%	1 units
10 Photos or more	0%	0 units
10 Photos or less	100%	6 units

Item	% Inventory	# Units
Price	100%	2 units
No Price	0%	2 units
10 Photos or more	0%	0 units
10 Photos or less	100%	4 units

Dealer Performance: *Multi-Location*

In addition to the Single Location sections, multi-Location dealers *also* receive the following:

Performance Leaderboard

- Multi-Location dealers are able to view each location on a leaderboard overview.

Listing Health Leaderboard

- Multi-Location dealers are able to view each location's listing health on a leaderboard overview.

Market Interest Report
Use the Market Interest Report to find which makes, models and trims are the most in-demand for your DMA or nationwide.

SEARCH RESULTS
30,431 Impressions

LISTING DETAILS
194 Pageviews

ENGAGEMENT
14 Additional Activities

CONNECTIONS
19 Leads & Interactions

Search Summary (for Tue, Apr 30, 2024 - Sun, Jul 28, 2024)

Name	Search Impressions	Listing Page Views	Engagement	Connections
1 CTT TraderOne Demo - Norfolk - 2350	30,025	193	13	8
2 CTT TraderOne MultiLocation Demo - Chesapeake - 23322	406	1	1	0

Inventory Health Rollup (as of Mon, Jul 29, 2024)

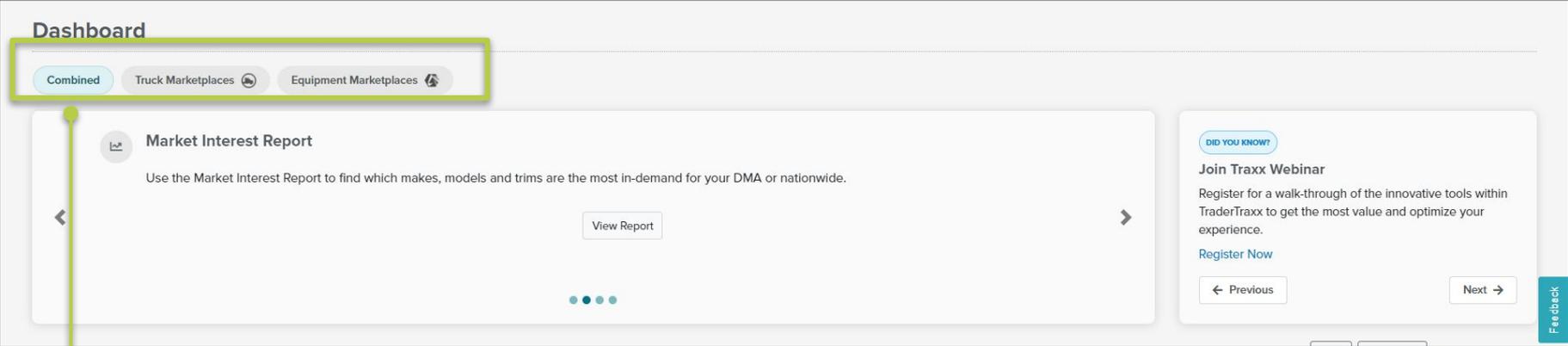
Item	% Inventory	# Units
Price	100%	8 units
No Price	0%	2 units
10 Photos or more	100%	0 units
10 Photos or less	0%	0 units

Item	% Inventory	# Units
Price	100%	2 units
No Price	0%	0 units
10 Photos or more	100%	0 units
10 Photos or less	0%	2 units

Listing Health Leaderboard

Name	With Price	With 5+ Photos	With Description 250+ characters
1 CTT TraderOne MultiLocation Demo - Chesapeake - 23322	100% (1 of 1)	0% (0 of 1)	0% (0 of 1)
2 CTT TraderOne Demo - Norfolk - 2350	82% (9 of 11)	0% (0 of 1)	0% (0 of 1)

Dealer Performance Navigation: *Multi-Realm, Single Location*



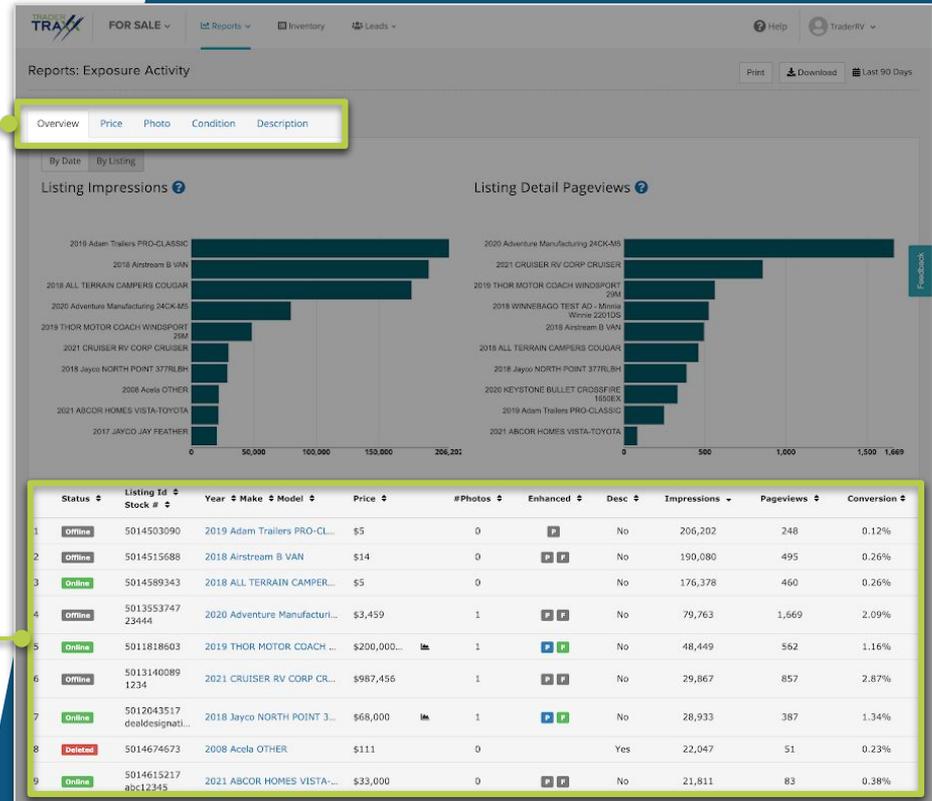
Marketplace Selector

You can switch between marketplace realms (where applicable) to view detailed metrics such as search result impressions, listing detail views, and engagement breakdowns for each realm. This feature allows you to track and compare your performance across the different sites where you advertise.

Exposure & Activity

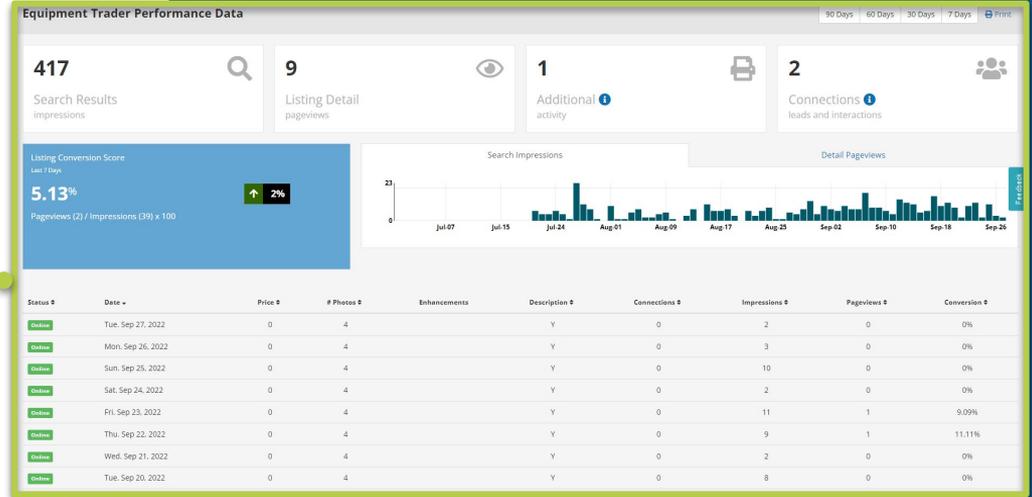
Discover how individual listings are receiving pageviews and impressions. Filter by the top navigation to determine how price, the number of photos, condition, and length of description impacts listing activity levels.

View individual unit stats in a high level overview.



Exposure & Activity (continued)

Click into a unit to see individual performance, conversion scores, and a historical view.



A Price Analysis for each unit will be available for Powersports and RV dealers. This compares the dealer's unit to others locally and nationwide.



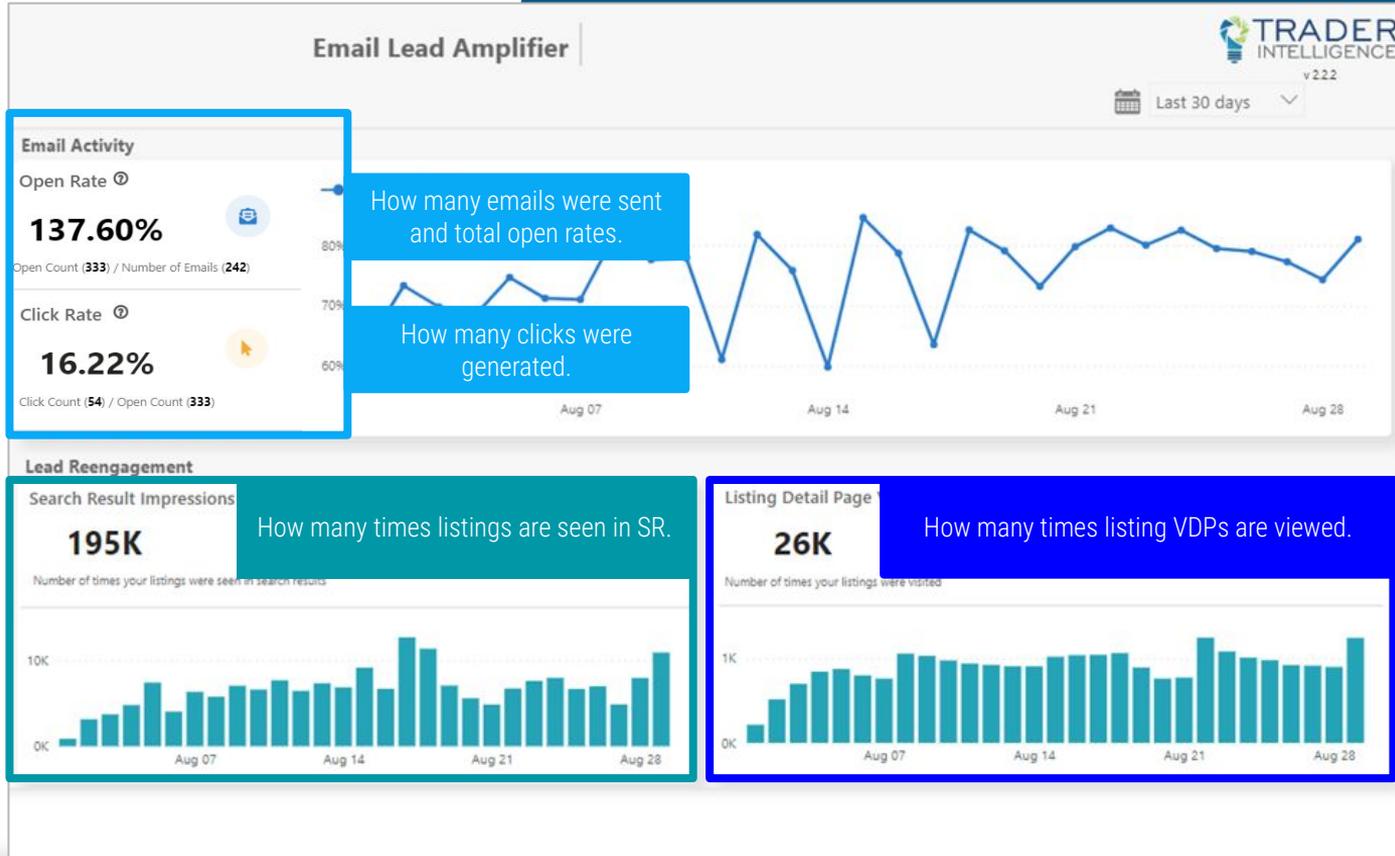
Email Lead Amplifier*

Open Rate & Click Rate

Gaining visibility into how often consumers are opening emails that come after engaging with you and submitting a lead **reinforces the importance** of making sure that **YOUR** inventory - not a competitor's stays in the inbox of potential buyers that have a strong intent to buy.

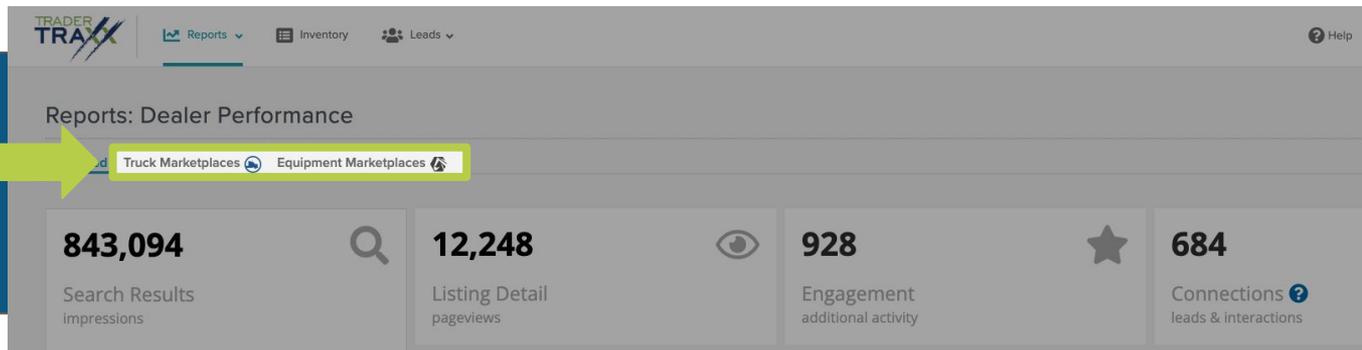
How Are They Calculated?

- Open rate = open count divided by number of emails
- Click rate = click count divided by open count



*This product must be purchased to see this report in TraderTraxx

Email Lead Amplifier* *Multi-Realm*



Question: If I am a dual marketplace advertiser how do I see Email Lead Amplifier reporting for leads on both sites?

Answer: Both reporting suites are available for each realm.

To access reporting for multiple realms:

Step 1: If you are in Email Lead Amplifier reporting already simply go back to the main reporting screen

Step 2: Select the other brand (CTT or ET) and then go back and pull up the Email Lead Amplifier reporting. You will see the realm logo switch in the top left corner of screen.

*This product must be purchased to see this report in Traxx

Market Insights

See how listings compare to regional listings or nationwide.

Cycle Trader, RV Trader, ATV Trader, PWC Trader, and Snowmobile Trader dealers can filter the results by unit condition, make, model, model trim, and class. Commercial Truck Trader and Equipment Trader dealers can filter by Make.

TRADER TRAXX FOR SALE

Reports: Market Insights

Market / DMA

- ✓ Honolulu, HI area
- Nationwide

Condition

- ✓ All
- New
- Used

Vehicle Details

- Make
- Make Model
- ✓ Make Model Trim

Type

- ✓ All
- Class A

Market Connections | Last 30 days Feb 22, 2021 - Jan 23, 2021

Rank	Top Vehicles	Your Inventory	Top Model Years	Total Connections
1	KEYSTONE BULLET CROSSFIRE 1650EX	1 active	2020	3

Enhanced Ad Reports

The Enhanced Ads Report provides a comprehensive look at Enhanced performance compared to standard ads.

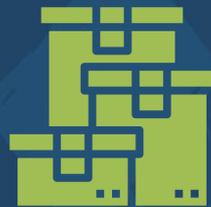
Dealers can use this report to see the amount of connections, search results page impressions, and vehicle detail page views their enhanced ads receive compared to standard ads, per listing and day.





Inventory

- Inventory Grid
- Multi-Location Inventory Grid
- Search & Advanced Search
- Adding Inventory
- Model Information
- Multi-Location
- Multi-Realm
- Pricing, Price Disclaimer, Description
- Additional Information, Features & Options
- Images, Videos & Marketing



Inventory Grid - Navigation

Bulk Actions

- Adjust the number of listings shown per page.
- To make a bulk change click **Select All**, then choose from the available actions: Repost, Update Tagline, Turn Make an Offer On/Off, Turn Best Price On/Off, Turn Offline, or Delete

Feed Status Notification

Notification for dealers with automatic feeds. This will display the last time your feed completed an upload.

Top-Right Navigation

- Print or download a spreadsheet of inventory.
- Add a listing to the virtual showroom.
- Sort by: Added, Premium, Destination

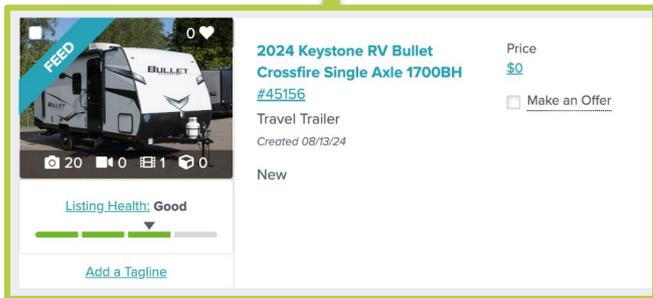
Right Side Navigation

- Change the status of the listings to online or offline as needed.
- Renew listings with refresh arrows
- Click the trashcan to delete listings

The screenshot shows the TRADER TRAXX Inventory Grid interface. At the top, there are navigation tabs for Reports, Inventory, and Leads. The user is logged in as Adam Smith, Your Dealership. The main area displays a list of inventory items, with the first item being a Harley-Davidson Road bike. The interface includes a search bar, a 'FEED STATUS' notification showing the last and next feed runs, and a '+ Add Inventory' button. A 'Select All' button is highlighted, and a dropdown menu is open showing various actions like Repost, Update Tagline, and Turn Make an Offer On/Off. The 'Status' of the listings is shown as 'Online' with a refresh arrow and a trashcan icon.

Inventory Grid - Listings

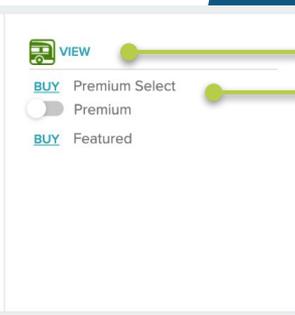
When viewing the Inventory Grid you can choose features, filter destinations, and edit listing information.



Listing Information

- Listing titles that appear in this section are populated by Year, Make, and Model
- Additional listing information shown here include stock number, created date, and price

View the marketplace where the unit is listed. (Listings automatically populate on all marketplaces applicable)



Ad Enhancements

- View the Premium and Featured selections for each unit. Click "BUY" to purchase additional ad enhancements.

Inventory Grid - Listing Health

2024 Keystone RV Bullet Crossfire Single Axle 1700BH
#45156
Travel Trailer
Created 08/13/24
New

Price **\$0**
 Make an Offer

VIEW
 Premium Select
 Premium
 Featured

Add a price to improve conversion rate up to 7X

Price
✓ 250+ Character Description
✓ 10+ Photos

View Listing Health

Listing Health: Good

[Add a Tagline](#)

Icon

Tagline
None

Save

[Add a Tagline](#)

Listing Health

You can now see your listing health on the Inventory Grid. Listings with price, 250+ characters in descriptions, and at least 10 photos have higher performance than those without.

Add a Tagline

You can now add a tagline for your listings. Select the icon and tagline you want displayed on this unit.

Inventory Grid: *Multi-Location*

If you manage more than one location, you will have access to units from all locations, and will have the opportunity to filter units by location.

The screenshot displays the TRADER TRAXX Inventory Grid interface. At the top, there are navigation tabs for Reports, Inventory, Leads, and Trader Intelligence, along with a user profile for Adam Smith. The main section is titled "Inventory (187 Results)" and includes a search bar and a "Filters" button. Below the search bar, there are several filter categories: Type, Category, Model, Condition, and Status, each with a dropdown menu. Underneath, there are filters for Source, Listing Type, and Location. The Location filter is currently set to "All Locations". At the bottom, there is a listing for a "2017 HARLEY-DAVIDSON® ROAD KING® CLASSIC" motorcycle. The listing includes a photo, a price of \$20,000, a sale price of \$18,999, and a location of "Your Dealership - Chesapeake - 23320".

Clicking the "Filters" button will drop down multiple filter options including, "location" when applicable. Use these filters to narrow down to specific units.

Listing Location

- For inventory that qualifies for advertising on multiple marketplaces, multiple locations can be viewed without switching accounts. However each listing can only be assigned to **one** location.
- Location of each listing is displayed here
- Filter by locations to narrow down results

Search & Advanced Search View

The screenshot shows the 'Inventory' page in the TraderTrax system. At the top left, there's a search bar with the placeholder text 'Search by Make, Model, Category, etc.' and a search icon. Below the search bar is a grid of filter dropdowns for various attributes: Class, Category, Cab Type, Make, Model, Condition, Destination, Status, Source, Listing Type, Location, Enhancement Type, and Photo. At the bottom of the filter grid, there are options for 'Select All', 'Actions', and 'Showing 1-17 of 17' items. On the right side of the filter grid, there is a 'Sort by:' dropdown menu currently set to 'Number of Photos'. A '+ Add Inventory' button is located in the top right corner of the filter area. The interface is clean and professional, with a light gray background and blue accents.

Search Bar

Quickly search listings by keyword, make, model, category and more.

Filters

You can also filter inventory by the following preset categories:

- Class
- Category
- Make
- Model
- Condition
- Enhancement Type
- Price
- Photo
- And More!

Sort Inventory By

Number of Photos, Make, Model, Premium/Featured, Year, Price, Stock, etc.

Adding Inventory: *Manual Upload*

+ Add Inventory

You will find the Add Inventory button in the top right navigation of the Inventory Grid.

What are you selling?



Motorcycle



All Terrain Vehicle



Side by Side



Go Kart



Sand Rail



Golf Cart



Dune Buggy



Personal Watercraft



Snowmobile



Trailer

Add Inventory

Choose Listing Type*

Motorcycle



Category Sportbike



Add Listing Details*

2021



DUCATI



SUPERBIKE PANIGALE V4 R



Price*

\$ 28,495

Back

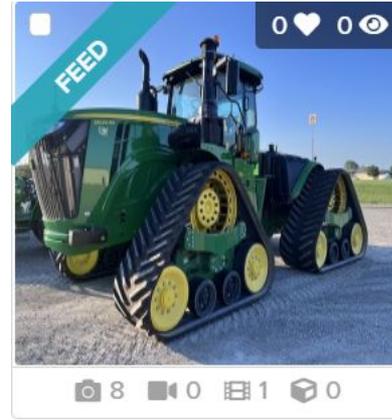
Add Details

Then add in more details.

Adding Inventory: **Feed**

Trader Interactive accepts inventory feeds to make uploads and updates as easy and seamless as possible.

Feeds are the preferred method for adding and updating inventory, and may come from your website, another marketplace, or CSV. However, not all are compatible. If you'd like to use a feed, please contact your sales representative.



2021 John Deere 9620RX

[#FN000281](#)

AGRICULTURE

Created 08/27/22

[Tractors](#) +

Used - 200 Hours

FEED STATUS

Provider: MachineFinder - John Deere Last Run: 09/29/2022 12:00 AM ● (COMPLETED) Next Run: 09/30/2022 12:00 AM



Model Information

Top Navigation Menus

- Toggle the listing status between active/inactive
- Delete listings
- View listing Health Reports

- Print listing details
- Duplicate
- Save edits
- Post listings

Left Navigation

Select from this menu to jump to the different listing sections.

Listing Information

Edit or add listing details, including location

Listing Enhancements

You may choose to upgrade a listing to Featured or Premium, but will be prompted to reach out to your rep prior to purchasing on your own.

The screenshot displays the TRADER TRAX web application interface. At the top, there is a navigation bar with options like Reports, Inventory, Leads, Chat, and Trader Intelligence. The user profile for Sharyn Daley is visible in the top right. The main content area shows a listing for a 2021 John Deere 9620RX tractor. The listing details include Make (John Deere), Model (9620RX), Condition (Used), Size, Movement Type, Hours of Use (200), Serial (1RW9620RVMP811577), and Stock # (FN000281). The Listing URL is also provided. The left navigation menu includes options like Model Information, Pricing & Description, Additional Info, Features & Options, Images & Video, and Marketing. The bottom section shows listing enhancements such as Premium, Feat. in Search, and Feat. on Home.

2021 John Deere 9620RX Status 0 days left

[Return to Inventory](#) [Delete](#) [View Report](#)

Print Duplicate Save Post

Model Information

This is a feed, content populated from your feed provider. Your ability to edit this ad is limited.

Model Information

FEED

Class * Category * Year *

Make * Model * Condition *

John Deere 9620RX Used

Size Movement Type Hours of Use

200

Serial Stock # Location *

1RW9620RVMP811577 FN000281

Listing URL

Ex. <http://www.yoursite.com/listing-URL>

VIEW

BUY Premium

BUY Feat. in Search

BUY Feat. on Home

Adding Inventory & Model Information: *Multi-Location*

Add Inventory

Choose Listing Type*

Motorcycle ✓

Category Select Category

Add Listing Details*

Select Year

Select a Make

Select a Model

Price*

\$ Asking price

Location*

Select Location

Back Add Details

Listing Location

- Location can be selected when adding new inventory
- Inventory listing location can be updated on the edit screen

Model Information



Type* All Terrain Vehicle

Year* 2020

Location

Freedom Powersports Weathe

Listing URL

Ex. http://www.yoursite.com/listing-URL

VIEW CycleTrader.com

BUY Premium

BUY Featured

Adding Inventory *Multi-Realm*

Adding Inventory

Realm is auto populated based on the class/category the unit is eligible for.

Confirm marketplace

Inventory Grid

- If you are advertising across multiple marketplaces you can manage your listings from one place
- Inventory is sent to the appropriate marketplace(s) based on type/category
- Inventory that qualifies for both marketplaces will automatically go on both

The screenshot illustrates the 'Adding Inventory' process in the TRAX system. It shows three overlapping windows:

- Selection Window:** A 'What are you selling?' dialog with a search bar containing 'RV' and a dropdown menu showing 'Powersports'. Below are icons for Motorcycle, All Terrain Vehicle, Side by Side, Go Kart, Sand Rail, Golf Cart, Dune Buggy, Personal Watercraft, Snowmobile, and Trailer.
- Confirmation Window:** A message stating 'This type of listing will display on:' followed by the CycleTrader logo.
- Inventory Grid:** A table of inventory items with columns for image, title, price, status, and actions. A 'view' dropdown menu is highlighted, showing options for 'Premium' and 'BIZ Featured'.

Image	Title	Price	Status	Actions
	2020 Forest River Cherokee Alpha Wolf Dealer: 01/05/22 # 4106 Fiberglass Wheel Used - 3,470 Miles	Price: \$85,240 6000 DEAL IN Get Best Price Suggested Price: \$18,999	8,000-011	view, Premium, BIZ Featured
	2018 Grand Design Solitude 37FB Dealer: 01/05/22 # 4105 Fiberglass Wheel Used - 5,000 Miles	Price: \$85,240 6000 DEAL IN Get Best Price	8,000-011	view, Premium, BIZ Featured
	2020 DUCATI 1098R Dealer: 01/05/22 # 4104 Sportbike Used - 3,500 Miles	Price: \$50,000 Get Best Price	8,000-011	view, Premium, BIZ Featured
	2017 HARLEY-DAVIDSON ROAD KING CLASSIC	Price: \$20,000	8,000-011	view

Pricing, Price Disclaimer, and Description

The screenshot shows a form with three main sections: Pricing, Description, and Price Disclaimer. The Pricing section includes fields for Price (with a value of 10000), MSRP, Get Best Price (checked), Savings (with a value of 9005), Make an Offer (checked), and Lowest Welcomed Offer (with a value of 8000 and a RESET button). Below this is a note about the Lowest Welcomed Offer and a Price Disclaimer section with an example text. The Description section has a text area containing an online description for a 2017 Honda Rebel 300, including its MSRP and a detailed paragraph about its features.

Price Disclaimer

This gives you the opportunity to call out extra services, add-ons, or value-added products. For example, “Free shipping! Price displayed does not include Government Fees or Taxes.” This appears beneath listing on the Search Results Page, not on Vehicle Detail Page.

Pricing

- **Price** appears in all listing views and uses the existing price fields.
- **New vehicle MSRP** is the OEM’s suggested Retail Price. This field is not auto-populated by the system, but appears on VDP and SRP if entered.
- **Savings** (sometimes referred to as Incentives) is the field where dealers can display special offerings. Appears on VDP and SRP if entered.
- **Get Best Price*** flags to consumers that the listed price is not the final price. If checked, consumers can request the Best Price by submitting a completed lead form. By entering the Best Price in the field below the checkbox, the Best Price will automatically be sent to the consumer.
*This is only eligible on Cycle Trader and RV Trader.

Descriptions

Descriptions are limited to 3000 characters.

Additional Information, Features & Options

Additional Information

Listed fields are different depending on the realm the unit is being listed. This example is for Cycle Trader. You can use these fields to give buyers even more information about their units.

Note: Mileage will update to hours in applicable circumstances.

The image shows a screenshot of a web form with two main sections. The top section, titled 'Additional Information', contains several input fields: 'Primary Color' (with 'Silver' selected and a green checkmark), 'Secondary Color', 'Engine Type', 'Engine Size' (with 'cc' as a unit), 'Weight' (with '0' and 'lbs' as a unit), and 'Mileage' (with '0' and 'mi' as a unit). The bottom section, titled 'Features & Options', contains a grid of 16 checkboxes for various features: AM/FM, CB Radio, Custom Exhaust, Forward Controls, Side Car, Water Cooled, Air Cooled, CD, Custom Wheels, Rear Compartments, Side Compartments, Alarm System, Cassette, Cycle Cover, Saddle Bags, Tank Bra, Anti-Lock Brakes, Cruise Control, Fork Lock, Shaft Drive, and Trailer.

Features & Options

Choose any additional features and options that consumers would be interested in. These will be dependent on the Class or Category that is selected for the unit.

Images, Video & Marketing

Images & Video

Images ?



+ Add Photos

Video ?

Add a video by pasting a YouTube video URL or uploading a video file.

YouTube Video URL

Submit

or

Upload a Video

Trader 360 Image

If you have a 360 degree virtual tour of your vehicle, add the URL below.

Virtual Tour URL

Submit

Marketing

Tagline

Choose an icon and some text to help your listing stand out in search results.

Icon

Text

Custom

Enter Custom Text

Audio Brochure

Using your listing's photos & information, we automatically create a sliding brochure with audio for your listing. Requires at least 1 photo.

Default Custom

Spoken Text

This 2020 Peterbilt 567 is located in Chesapeake, Virginia. Complete the form below to send us an email for more information about this Truck.

Characters Remaining: 849

Play Audio

Images

- Images uploaded here show up everywhere the listing does
- Upload up to 100 images
- Best practice is to have a minimum of 5 images, sometimes more depending on the unit

Video*

- If included in package, attach a YouTube video URL or upload a video file

Marketing**

- Dealers can choose an icon and tagline to help their listing stand out in search results
- The audio brochure is automatically generated when the description is a certain length, and can be played by pressing the Play button on the photo carousel on the VDP

*Video is automatically included in all Commercial Truck and Equipment Trader packages

**Marketing is included when you have the Video package

Enhanced Ads Auto-Select

The Enhanced Ads Auto-Selector automatically assigns any unused Premium Select, Featured and Premium Ads to a dealer's most in-demand units on the brand's marketplace, ensuring their ad enhancements are fully optimized at all times.

This tool can be accessed by navigating to the Dealer Profile and accessing "Auto-Select" from the left-hand menu.

The screenshot shows the 'Settings' page for 'Inventory Auto-Select' in the TraderTraxx system. The page is titled 'Settings' and is for the user 'Somar Gregory' (TraderTraxx Webinar). The main content area is titled 'Inventory Auto-Select' and contains the following text:

Auto-Select runs daily to automatically apply any unused enhancements from your Premium Select, Premium, or Featured bundles to your eligible ads.

You can create up to 3 filters to prioritize specific listings. If there are not enough matches, any unused enhancements will be applied to your eligible listings using our Market Demand Auto-Select process, which uses DMA-specific market demand data to ensure that the listings being selected will yield the best results possible.

Note: To be Auto-Selected, a listing must have a price and at least 1 photo (3 photos for Premium Select).

The page also features a list of priority filters:

PRIORITY 1		
Cargo Van	Oldest first	 
PRIORITY 2		
Dump Trailer	Newest first	 

Below the list is a '+ ADD PRIORITY' button.

At the bottom of the page, there is a copyright notice: 'Copyright © 2024 Trader Interactive. All rights reserved.' and a footer with 'Advertiser Agreement' and 'Privacy Statement'.

Enhanced Ads Auto-Select

Users can direct the Auto-Select tool to prioritize a specific type of unit above all other units by accessing the Auto-Select tool's menu and creating "filters."

Auto-Select Filter [X]

Year
All Years [v]

Class
All Classes [v]

Category
All Categories [v]

Make
All Makes [v]

Model
All Models [v]

Condition
All Conditions [v]

Selection Order
Created Date - Newest [v]

Cancel Save

APPLYING FILTERS TO THE AUTO SELECTOR

- Click the "+ ADD A FILTER" button in the "Inventory Auto Select" menu
- Enter the unit details, including Year, Class, Category, Make, Model, and Condition.
- Change the "Selection Order" based on preference.
- Additional filters can be created by selecting the blue "+ ADD PRIORITY" button.
- Use the pencil icon to edit any of the filters that have been created, or the trash can icon to delete them.

IMPORTANT NOTE: Criteria are treated as "AND" not "OR" and inventory that meets ALL criteria will be selected. Keep in mind that the more criteria you add, the narrower your auto-selection options become.



Leads



- Navigation & Lead Grid
- Lead Manager
- Lead Enrichment
- Automatic Lead Assignment



Leads

The screenshot displays the TRADER TRAXX Leads interface. At the top, there is a navigation bar with 'Reports' and 'Inventory' menus. A 'Leads' dropdown menu is highlighted, showing options for 'Lead Manager', 'Prospects', and 'Automatic Assignment'. The main content area shows a list of leads with columns for contact information, model details, and additional information. Three leads are visible: Perry Fletcher, Lauren Gomez, and Jacob Kelly. Each lead card includes a 'View Listing' button and a 'RV Trader' button. The interface also features a search bar, a date range selector for 'Last 90 Days', and buttons for 'Print', 'Download', and '+ Add Lead'.

Sub-Navigation

Lead Manager
Prospects
Automatic Assignment

Lead Manager

- Provides you with detailed information about leads and connections and enables you to keep up with, nurture, and convert those leads.
- Color codes leads according to channel and will default to chronological order, with the most recent leads at the top.
- Defaults to display 90 days worth of lead data

Lead Manager

Dealers can manage leads here, as well as manually enter leads from other sources if needed.

The screenshot displays the Lead Manager interface with three key features highlighted by green boxes and lines:

- Filters:** A box highlights the 'Filters' button in the top navigation bar.
- Location Dropdown:** A box highlights the 'Location' dropdown menu in the top navigation bar, which is currently set to 'All Locations'.
- Source Dropdown:** A box highlights the 'Source' dropdown menu in the top navigation bar, which is currently set to 'All Sources'.

The main content area shows a list of leads with columns for Source, Channel, Type, Assignment, and Status. Three lead cards are visible:

- Lead 1:** Model: 2018 Winnebago Minnie 2201DS, Category: Class C RVs, Stock #: WB297, Location: Norfolk RVs.
- Lead 2:** Model: 2015 Forest River Cardinal, Category: Fifth Wheels, Stock #: FR466, Location: Chesapeake RVs.
- Lead 3:** Receiving Phone: NCS GREAT FALLS, Tracking #: 888-751-8037, Call Location: GREAT FALLS MT.

Lead Manager data includes:

- Emails
- Phone-call recordings
- Text and Chat (when enabled)
- Ability to assign leads to specific TraderTraxx users
- Track the status of leads captured from your ads

Filters

- By clicking on Filters, you will see additional filters to select

Location Dropdown

- Only for multi-location dealers, this allows you to see leads from a specific location

Source Dropdown

- Filter by a source to see leads coming from a specific marketplace or manual, if added manually

Lead Manager

Multi- Location & Multi-Realm

If you manage more than one location, or listings across multiple Trader marketplaces, you will have access to leads from all of your locations, and will have the opportunity to filter leads by location.

Dealership Location

- Indicates which dealership the inventory is located at

Listing Marketplace Realm

- Displays where the lead has come from if you advertise on multiple marketplaces

The screenshot displays the 'Leads' management interface. At the top, it shows '(187 Results)' and a search bar with 'Advanced Search' and 'Add Lead' buttons. Below the search bar are several filter dropdowns: Source (All Sources), Channel (All Channels), Type (All Types), Assignment (All Users), Status (All Statuses), and a highlighted 'Location' dropdown set to 'All Locations'. The main area shows a list of leads. The first lead is from 'PERRY FLETCHER' (904-811-6741, perry.fletcher39@msn.com) dated 12/02/2018 (9:53 AM EST). It is a 'Model of Interest' for a '2018 Winnebago Minnie 2201DS' (Class C RVs, Stock #: WB297) from 'hrrvs.com' at 'Norfolk RVs'. The second lead is 'UNAVAILABLE' (804-322-6849) dated 12/02/2018 (4:37 PM EST), a 'Model of Interest' for a '2015 Forest River Cardinal' (Fifth Wheels, Stock #: FR466) from 'RV Trader' at 'Chesapeake RVs'. The third lead is from 'NCS GREAT FALLS' (888-751-8037, 123-456-7890) dated 12/02/2018 (4:37 PM EST), a 'Receiving Phone' for 'NCS GREAT FALLS' (Tracking #: 888-751-8037, Forwarded To: 123-456-7890) with 'Call Information' (Call Status: Connected, Duration: 05:08). The interface also includes pagination (Showing 1-10 of 187), a 'Print' button, and a 'Download' button.

Lead Enrichment

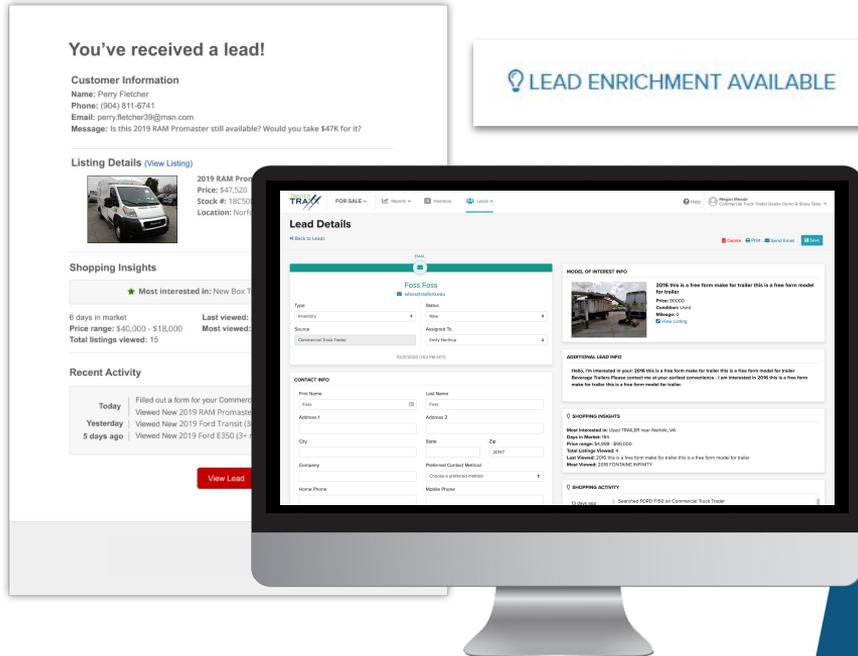
Lead Enrichment provides exclusive **insights around leads and connections** that span across our marketplace.

From the dropdown menu, choose “Lead Manager” and click on the lead that you that want to explore. Lead Enrichment data will appear under shopping insights.

For email and chat leads, you will receive shopping insights on that specific consumer:

- Time in market
- High and low price range they have been searching in
- Total listings viewed
- Latest units viewed

You will also receive these insights in your lead notification email.



Automatic Lead Assignment

Automatic Lead Assignment

How to use

Use this tool to automatically assign incoming leads to users at your dealership.

To create a new assignment rule:

1. Select a Lead Type from the dropdown menu
2. Select a Location
3. Click "Add Rule"
4. Select at least one user from the Users dropdown menu*

Additional Information

- * If multiple users are added to a rule, incoming leads are assigned in a round-robin sequence.
- Each Location requires a unique Lead Type
- Lead assignment rules are applied to all users at the location
- Lead **notifications** are sent to all users assigned to a rule

Assignment Rules

Lead Type: Location:

Lead Type	Location	Users
Inventory	Core Inventory - Norfolk Norfolk 23508	<input type="button" value="Multi realm user x"/> <input type="button" value="Hung Do x"/>
Inventory	Core Inventory- Chesapeake norfolk 23510	<input type="button" value="Hung Do x"/> <input type="button" value="Channing Defoe x"/>
Service Request	Core Inventory - Norfolk Norfolk 23508	<input type="button" value="Multi realm user x"/>

Auto-Assigning leads in **Lead Manager:**

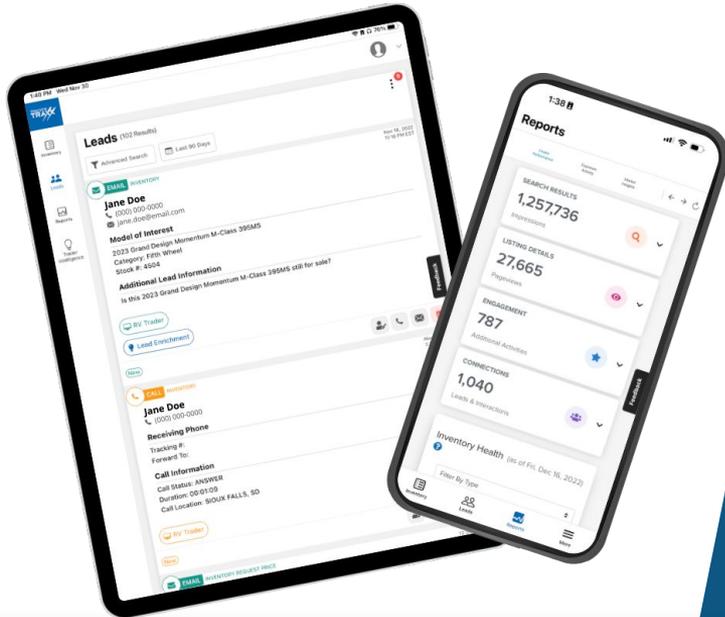
1. Select the Lead Type.
2. Select a location (for multi-rooftop dealers).
3. Click "Add Rule."
4. Select which users receive the lead assignment.
5. If multiple users are added to a Lead Type, incoming leads are assigned in a round-robin sequence.

Location Dropdown

You can create a rule to assign leads to specific users in each location

TraderTraxx Mobile App

Trader interactive has made new updates to the mobile TraderTraxx app, completely overhauling the design so that inventory, reports, and performance analytics are easier to navigate.



After downloading the TraderTraxx app, you will receive alerts of all incoming leads including emails, texts, chats, and phone calls.



**Download the mobile app
for IOS or Android**



Download on the
App Store



GET IT ON
Google Play

Questions?

If you have any additional questions about TraderTraxx, please do not hesitate to contact your account representative or email MarketplaceCS@TraderInteractive.com.