



# MARKET TRADE-IN TOOL

## Verified leads.

Every single lead that is delivered contains an email address that has been seen by an actual person. Fake contact information isn't a lead, it's just spam.

## No-friction approach to lead collection

We collect just-enough data in a way that is very simple and easy for the customer. This results in more leads delivered.

## Solid analytics lead to more, better leads.

By integrating directly with the dealer's web site we can use advanced analytics to track how people are using the tool. This data can then be used to adjust how the tool is build and deployed to maximize the number and quality of leads.

## Dealer branding.

The trade-in tool and the final valuation report are branded with the dealership name and colours, with everything leading back to the dealer.

## Customization

Dealers can adjust valuation prices and customize CTAs on the valuation report right now

**\$299** month