

TradeVue™

AN OMNICHANNEL LEAD GENERATION POWERHOUSE

Powered by **e•drive auto**

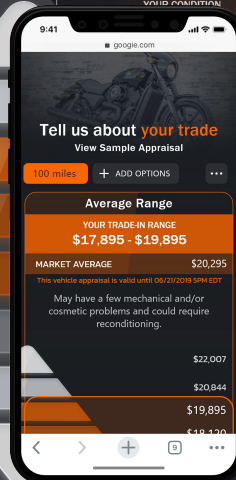
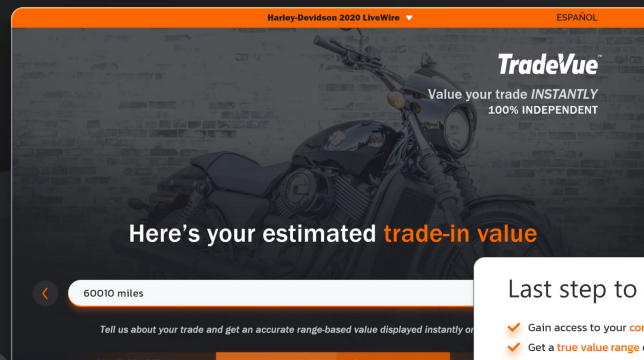


OVERVIEW



Unmatched Lead Conversion

- Highest form completion (49% avg)
- Easy “Point-and-Click” interface
- QR Mobile Scan Window Stickers
- Spanish translation
- Long or short form
- Trade-to-Text SMS
- Black Book Data



Last step to get your value!

- ✓ Gain access to your **complete appraisal**.
- ✓ Get a **true value range** of what dealers will pay you.

First Name

Last Name

Email Address

Phone Number

Zip code

Address Line 1

Address Line 2 (Optional)

License Plate Number

Enter Your Estimated Payoff (if financed)

How would you prefer to be contacted?

☒ By Phone ☐ By Email

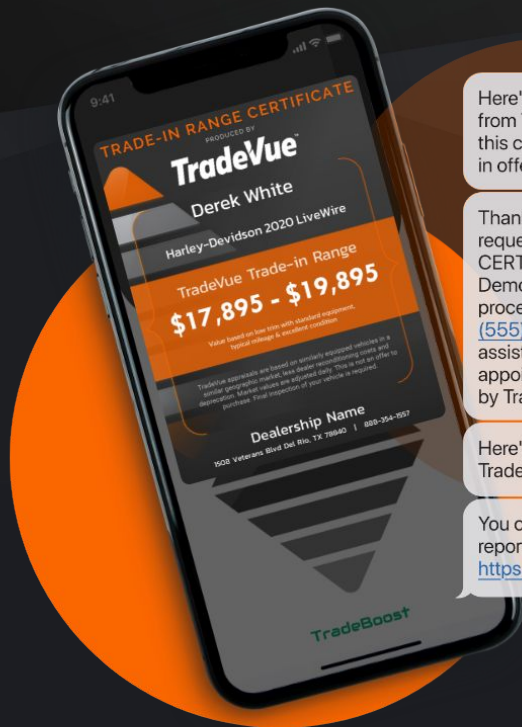
[GET MY FINAL TRADE VALUE](#)

We will never share your information to third parties. [Privacy Policy](#)



Send trade appraisals directly to mobile devices with Text-My-Trade®

With Text-My-Trade, you can send a trade-in certificate Via SMS Text to mobile devices while simultaneously copying your dealership, so you can start a conversion and work the deal.



Here's your verification code from TradeVue®: 12345. Enter this code to receive your trade-in offer certificate.

Thank you for your trade-in request. Your OFFER CERTIFICATE from TradeVue Demo Buy Center is being processed. Please contact (555) 555-5555 if you need assistance or to schedule an appointment. Values provided by TradeVue®.

Here's Your Trade-in Offer from TradeVue Demo Buy Center.

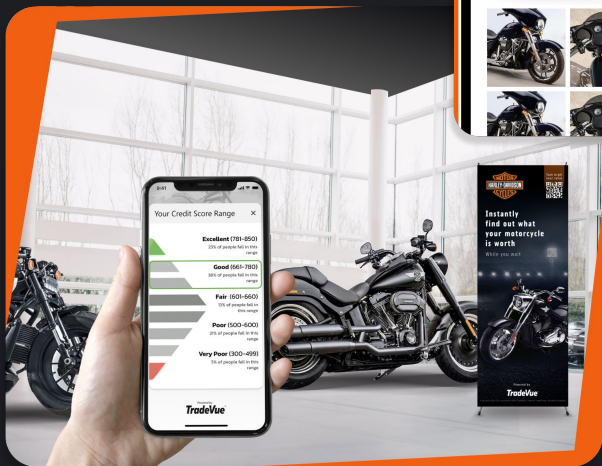
You can access your trade-in report in a web browser here: <https://tinyurl.com/yjgz6ub8>



Reach car shoppers wherever they stand.

TradeVue uses **QR codes** across both **physical** and **digital** channels to expand your brand's reach, and engage more potential buyers.

MOBILE-SCAN
STANDING BANNERS



MOBILE-SCAN
WINDOW STICKERS






Prequalify customers with soft-pull integration.

TradeVue and **700 Credit** have partnered to offer seamless soft-pull credit to get customers pre-qualified while getting their trade-in value.



Free Credit Checkup




- ✓ No harm to your credit score
- ✓ See what you can finance
- ✓ No social security number needed


[Get my Free Credit Score Range Now!](#)

[No thanks, let me see my trade without a credit check](#)

Your Credit Score Range



Excellent (781-850)	23% of people fall in this range
Good (661-780)	38% of people fall in this range <small>*Your score is within this range</small>
Fair (601-660)	13% of people fall in this range
Poor (500-600)	21% of people fall in this range
Very Poor (500-600)	5% of people fall in this range



TradeVue



Turn Bounces Into Bounce Backs

Our programmatic retargeting methods deliver the right message, to the right person, at the right time.

Repeat exposure of your offers and incentives keeps your brand top of mind and re-engages trade-in customers.

MOTOR HARLEY-DAVIDSON CYCLES

**Complete Your Trade Evaluation
and Get an Extra \$500!**

GET YOUR VALUE INSTANTLY

The pursuit of adventure begins with a ride on a Harley Davidson® motorcycle. Make any weekend epic.

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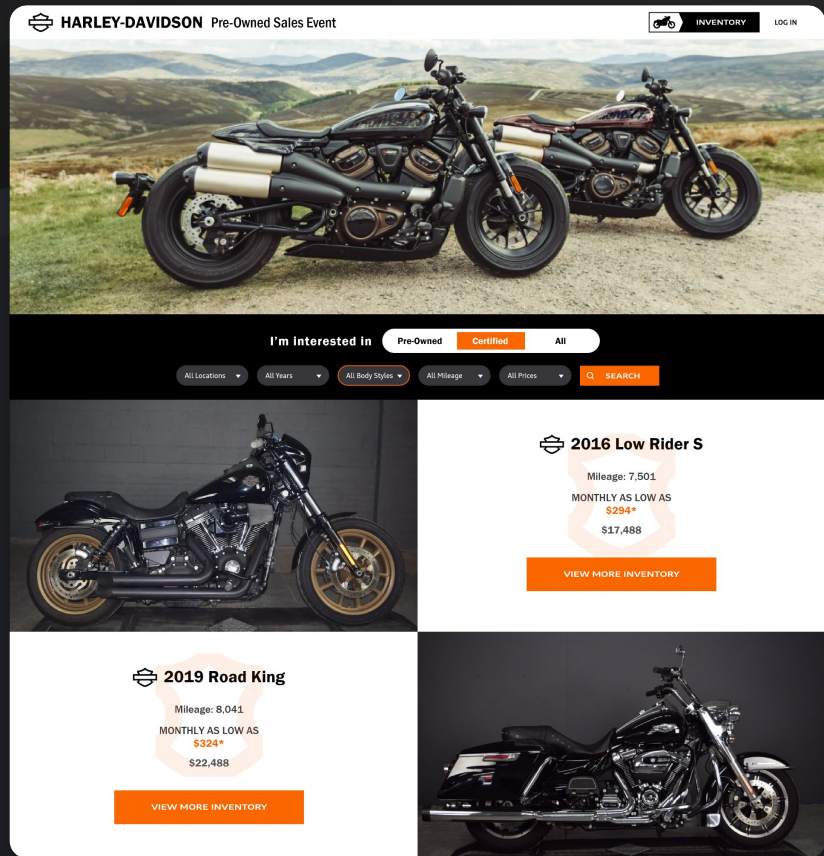
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Personalize Your Customer Experience

Our custom landing pages will spotlight your brand and your dealership, and the call-to-action will always align with any special offers or incentives shown on your retargeting ads.





Dealer Dashboard

We provide access to every feature and data point via our user-friendly dashboard. Print market reports, run multiple trade appraisals, track impressions, form fills, leads, get lender payoffs, and more.

The screenshot displays the TradeVue Dealer Dashboard for a 2006 Ford Taurus. The interface includes a sidebar with navigation options like Dashboard, Dealer Profile, Page Title, Activity Log, Reporting, Messages, Global Settings, Images Settings, and Support Center. The main content area is titled 'Trade Log & Analytics' and shows a welcome message for 'Lone Star Toyota'. It features a 'Price Analysis' section with a table of vehicle details, a 'Customer Contact Information' section with contact details for Erik, and an 'Additional Customer Data' section with income and vehicle information. A 'Trade-In Analysis' section shows a bell curve graph with the vehicle's value at the top, indicating it is in the 'Above Average Range'. A 'Market Analysis' section shows a scatter plot of National Avg Price vs National Avg Miles.

Vehicle	Year	Make	Model	Price	Condition	Clear Title	1-Owner
2006 Ford Taurus	2006	Ford	Taurus	\$14,955	Not Specified	NO	YES

Customer Contact Information

Field	Value
First Name	Erik
Last Name	Marvel
Street Address	950 Ridge RD C25
City	Claymont
State	DE
Mobile Phone	+1 302 4148567
City	Claymont
Mobile Phone	+1 302 4148567
Appt #	32
Home Phone	+1 302 4148567
Zip Code	19703
Vehicle of Interest	vehicle

Additional Customer Data

Field	Value
Median Income	\$18,995
Vehicle Year	2015
Owns/Rent	Own
Vehicle Make	Ford
Vehicle Model	Taurus

Trade-In Analysis

Above Average Range: Vehicle is in excellent mechanical condition and exterior and interior shows no visible wear. \$28,535

Average Range: May have a few blemishes with some mechanical and cosmetic problems, which may require reconditioning. \$25,342

Below Average Range: Several mechanical and/or cosmetic problems, which may require significant repairs. \$22,925

Market Analysis

National Avg Price: \$24,965

National Avg Miles: 65,400

Market Supply: 22

Top Value Point: Low Miles



There's no better Value.

[[TradeVue Premium Overview](#)]

	<i>TradeVue™</i>	Comp #1	Comp #2	Static Form
Appraisal Diamond™	YES	NO	NO	NO
Black Book Data	YES	NO	NO	NO
Trade-to-Text (SMS)	YES	NO	NO	NO
Motorcycle of Interest	YES	NO	NO	NO
Spanish Version	YES	NO	NO	NO
Highline Valuations	YES	NO	NO	NO
Dynamic Retargeting	YES	NO	NO	NO
Custom Landing Pages	YES	NO	NO	NO
QR Scan Technology	YES	NO	NO	NO
Avg. Form Completion	49%	16%	12%	4%



Proposed Products & Pricing

[TradeVue Premium Overview]

✓	TradeVue Premium	Trade appraiser API, web application, badges, and banners
✓	Pixel installation	Tracking pixel installed on website and landing pages
✓	Mobile QR Code	QR code image for mobile devices
✓	Dynamic Retargeting w/ Ads	Design and create display ads, up to 50,000 impressions/mo.
✓	MarketVue	Pricing & analytics tool
✓	ExitVue A.I. tool	Behavioral digital billboard
✓	Custom “Cash for Your Car” website	Design and launch of campaign-based landing page
✓	Dealer Dashboard	Campaign stats, analytics, and reporting
✓	Campaign monitoring	Weekly, monthly performance reports
✓	Additional Trade CTAs	TradeVue/TradeUp application installed on landing page
✓	CreditVue	Soft-pull credit w/ Trade equity (Lender payoff data)
✓	Trade-To-Text (SMS)	Send trade values directly to customer cell phones
✓	Black Book Add-on	Black Book values w/ Enhanced Vehicle Matching
✓	Mobile-Scan QR Banner	Design, creation, and installation of 38”x79” QR banner

\$199/Month
PER ROOFTOP



Thank you

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Jacksonville, FL 32216

South Carolina Office

1049 Morrison Dr.
Suite 201
Charleston, SC 29403

For more information, go to:

tradevue.co/

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