



TAdvantage



**Seamless
Consumer Car
Shopping Journey**

Engage
on Your Website

TAdvantage

**Efficient Dealer
Workflow**

Dealership Website Platform

Dealership website technology, together with an effective digital strategy, for maximized customer engagement with your online inventory.

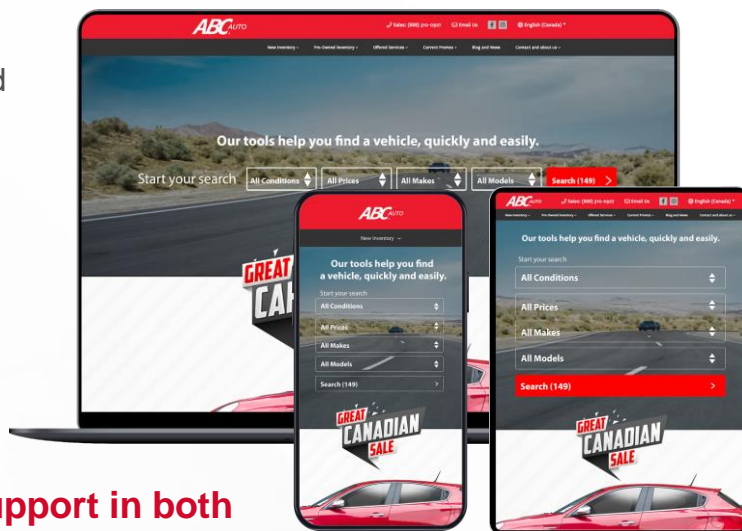
TAdvantage

MADE BY DEALERS FOR DEALERS



AutoSync's TAdvantage was developed in collaboration with Canadian automotive dealers and OEMs, offering responsive, tailor-made website solutions to suit your brand aspiring to **get you more VDP views** putting your competitive advantage on full display!

With robust digital tools, an SEO strategy that delivers, web accessibility compliance baked into your site and **Online Strategy Consultant support in both English and French**, you'll feel confident that your website supports your dealership's goals.



Key Features:



OpenSource
Wordpress Platform



Responsive Across
All Devices



Flexible Content
Management

PLUS Advanced Integrations with Industry Leading Partners

Activix

Analytics 360



Instant Cash Offer

MOTOINSIGHT

TRFFIK



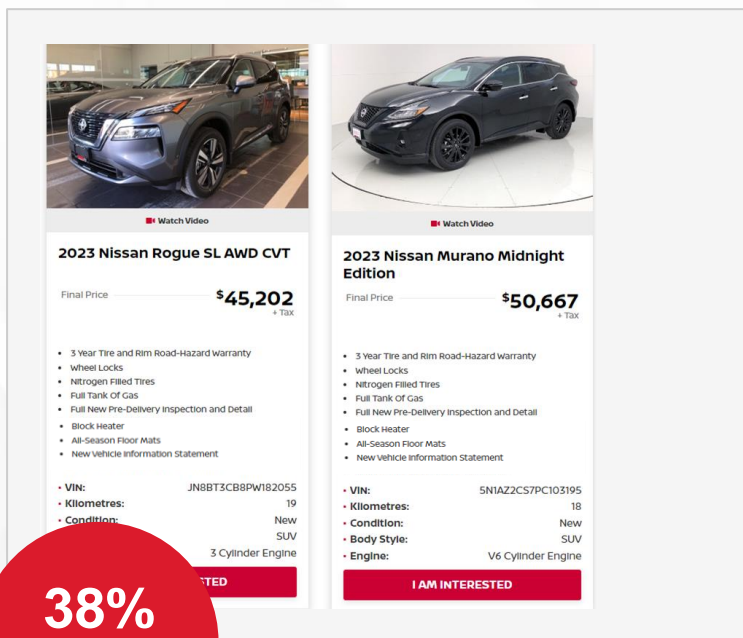
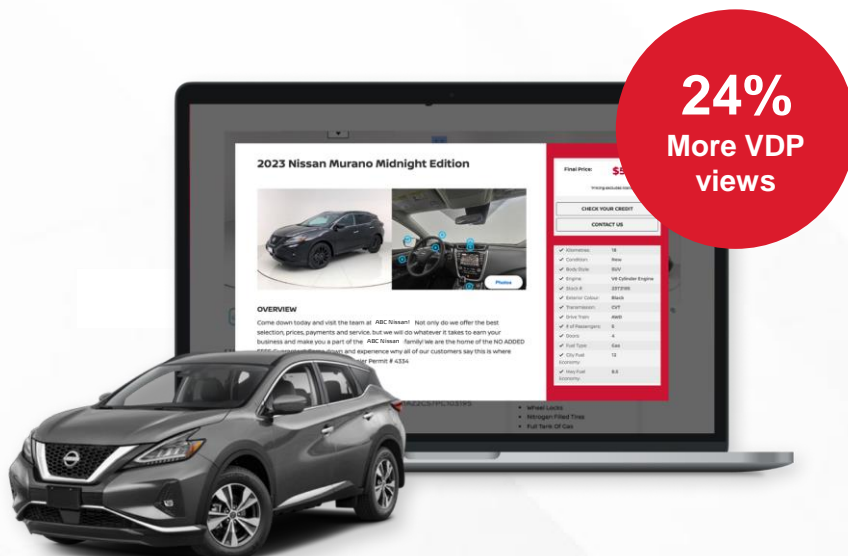


More VDP Views = More Opportunities

Quick View VDP

Get up to 24% more vehicle display page (VDP) views with our Quick View VDP feature.

Quick View VDP pops up a VDP straight off the SRP and includes photos, CTA's & the ability browse every vehicle in stock - without a page load.



AutoTrader.ca IQ Badging

Dealers see up to 38% more vehicle display page (VDP) views through our exclusive partnership with Auto Trader's IQ badging program.

IQ Badging brands Good Price & Great Price vehicles on dealer SRPs & VDPs to validate dealer market pricing for all customers to see.



Level up your website with advanced features!

TAdvantage GOLD is powerful and innovative. It provides you with all of the benefits of TAdvantage with the addition of a blend of even more cutting-edge solutions that include automated features to create greater efficiency for your website operations.



Video Solutions & Video Fusion

Complete video solution for your dealership website including custom videos, automated videos and Video Fusion.



Branded Overlays

Fully automates the process of adding custom branding to all the hero images of your new and used inventory.



Promo Builder

Organizes vehicles and automates different inventory marketing strategies, and provides intelligent controls over merchandising, groups of inventory and pricing.







My Garage

Provides a shortlist of recently viewed vehicles and the opportunity for car shoppers to save vehicles and sign up for price alerts.



Advanced Integrations

1-SOURCE Back-End Tools	
Google Analytics 360	
Online Consultation	TAdvantage
TRFFK Integration	
Motoinsight Integration	
Activix Integration	
vAuto Integration	





Website Features	TAdvantage	TAdvantage GOLD
WordPress Integrated Content Management System	•	•
Cross Platform Integration with AutoTrader.ca	•	•
AutoTrader.ca IQ Price Badging	•	•
AutoTrader.ca SRP Merchandiser	•	•
Inventory Showroom	•	•
Google reviews integration	•	•
CarFax Integration	•	•
Lead Management Tools	•	•
Plug-and-Play Supported Third-Party Integrations	•	•
Search by Payment/Show Finance Payments	•	•
Create & Manage Specials by Department	•	•
Finance Calculator	•	•
Customizable Pop-Ups	•	•
Unlimited Page Creation	•	•
Online Strategy Consultant	•	•
Full access to WP back-end to build/modify pages	•	•
Blog Integration	•	•
Branded Overlays		•
Video Solutions		•
Video Fusion		•
MyGarage		•
Promo Builder		•

TAdvantage **CAPTURE SERVICES**



Blow Past Your Competition and Engage Shoppers with Exceptional Photos of Your Inventory!

With three levels of Capture Services at your fingertips, you are equipped to effectively merchandise your vehicles with real photos, (compared to stock images), and entice shoppers to take action.



TRADER CAPTURE

Don't have time to capture your own vehicles? Our professional photographers will come out and capture up to 15 photos of your vehicles for you!

Using the TRADER Dealer App, photos will be captured and synced to AutoTrader.ca directly through the mobile device.

TRADER CAPTURE PREMIUM

A first-class approach to capturing professional grade photos of your vehicles using trained and experienced photographers and top of the line equipment.

- 14+ branded photos per vehicle in front of your preferred backdrop at your dealership
- Fresh inventory captured weekly by our highly trained professional photographers
- Photos captured using a DSLR with 24.2MP capability to capture every rich detail of the vehicle*
- Capture images are available to be syndicated**

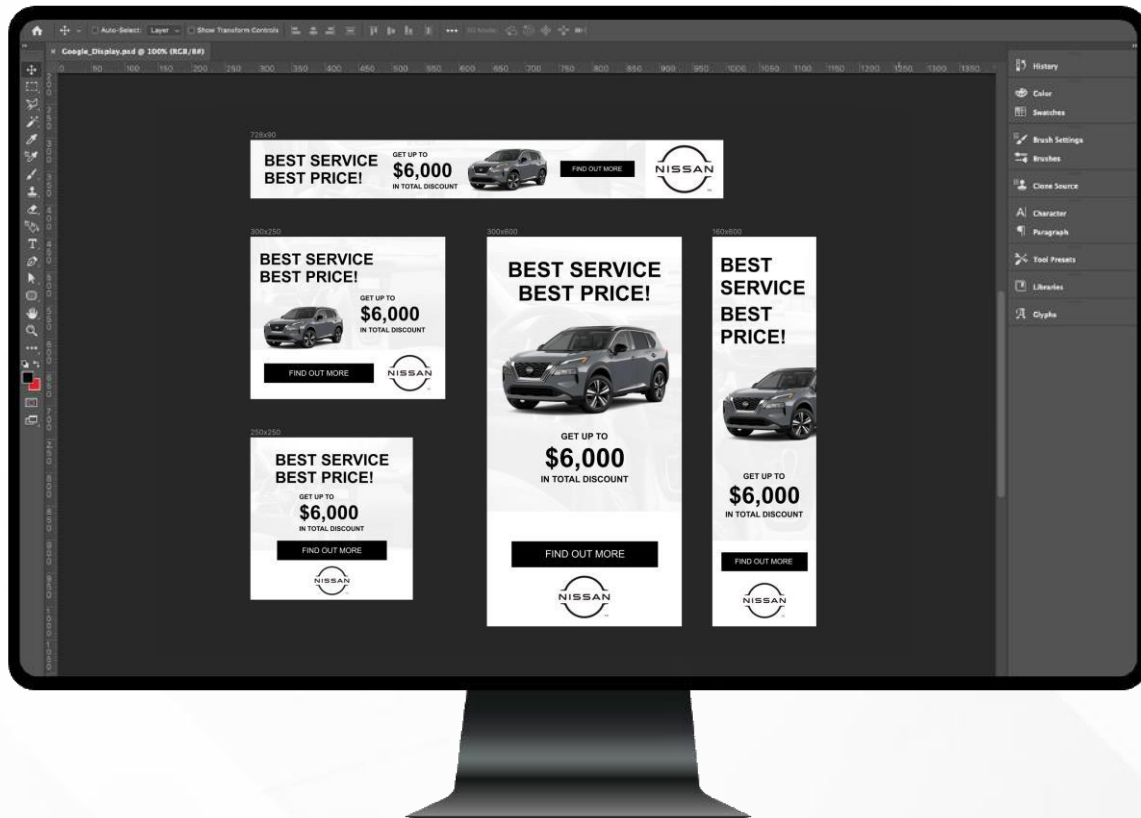
TRADER CAPTURE PREMIUM+

An extension of the Premium Capture service, providing professional editing of your vehicles, to produce a superior finish to every photo including a customized background.

- 14+ branded photos per vehicle at your dealership
- Custom designed backgrounds for your inventory
- Fresh inventory captured weekly by our highly trained professional photographers
- Photos captured using a DSLR with 24.2MP capability to capture every rich detail of the vehicle*
- Capture images are available to be syndicated**



TAdvantage CREATIVE SERVICES



WITH CREATIVE SERVICES YOU CAN TAKE ADVANTAGE OF:

- Media assets customized for your dealership needs and the current season
- Access to a Creative Consultant who understands the industry and your dealership website
- Ability to schedule the release of your artwork on any day of the month

HOW CREATIVE SERVICES CAN HELP:

- Your website will always be fresh and current with new content
- Work with usability and design experts to understand how to increase shopper engagement on your website
- Differentiate your dealership by promoting on the lot specials, certified used vehicle offers, seasonal sales, service and parts specials, new model offerings, customer testimonials and more!
- Stylistically align to your brand and in-market campaigns

TAdvantage SEO & LSO



Advance Your Online Search Presence to Reach Consumers When They're Ready to Buy

SEARCH ENGINE OPTIMIZATION (SEO)

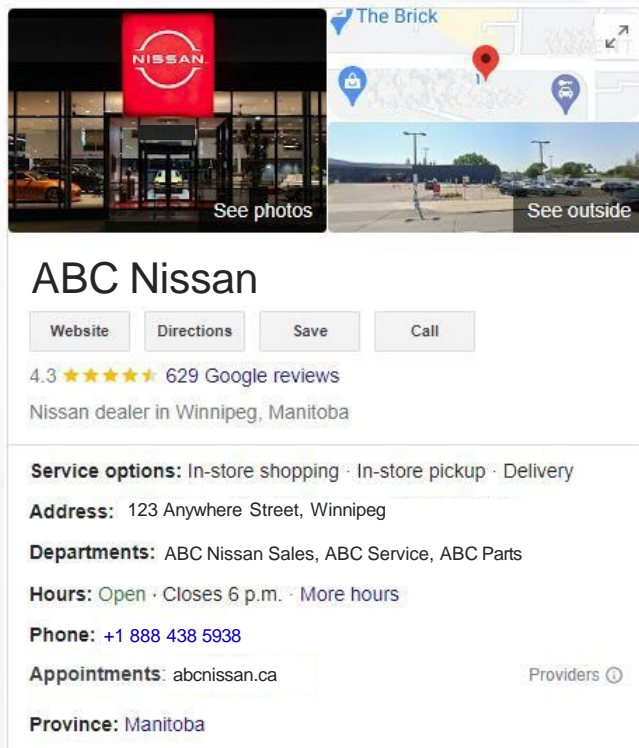
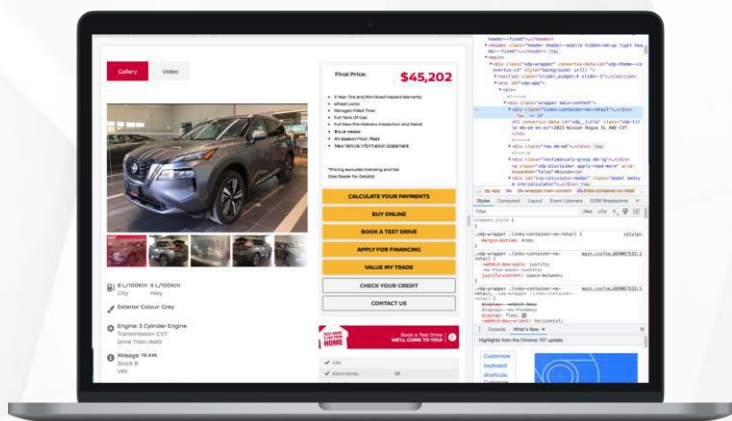
With the TAdvantage SEO solution, Nissan dealers can benefit from a strong SEO strategy and implementation guideline to drive traffic to your dealership website. You'll elevate your online presence over the long term with the support of our team of Canadian automotive SEO experts.

Your dealership website will be optimized through every piece of contributed content, while establishing keywords to boost your organic ranking in search engines.

LOCAL SEARCH OPTIMIZATION (LSO)

With TAdvantage LSO, you can build prominent exposure in your local market to appear in search results conducted by car buyers near you!

We'll help you claim and/or manage your Google Business Profile listing to increase visibility and engagement to attract new customers in your immediate area.



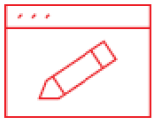
TAdvantage **SEO & LSO**



Advance Your Online Search Presence to Reach Consumers When They're Ready to Buy

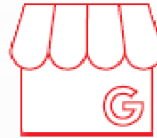
SEARCH ENGINE OPTIMIZATION (SEO)

LOCAL SEARCH OPTIMIZATION (LSO)



CUSTOM AD COPY

Build authority via unique content across your entire website written.



GOOGLE BUSINESS PROFILE UPDATES

Create more Google Business Profile posts to attract local customers.



OPTIMIZED VEHICLE LANDING PAGES

Vehicle product pages contain helpful content for the best search user experience.



GBP QUESTIONS & ANSWERS

Let us help you stay on top of replying to consumers inquiries.



EXPERT BLOG POSTS

Increase blog post volume to grow your digital brand and engage with customers.



REPUTATION MANAGEMENT

We'll help manage your reviews to create a favourable public opinion of your dealership.

*Photos loaded into listing will be reduced in resolution to ensure efficient load times but original high resolution images will be provided to the dealer. ** Based on your existing syndication package.

TAdvantage **SEO & LSO**



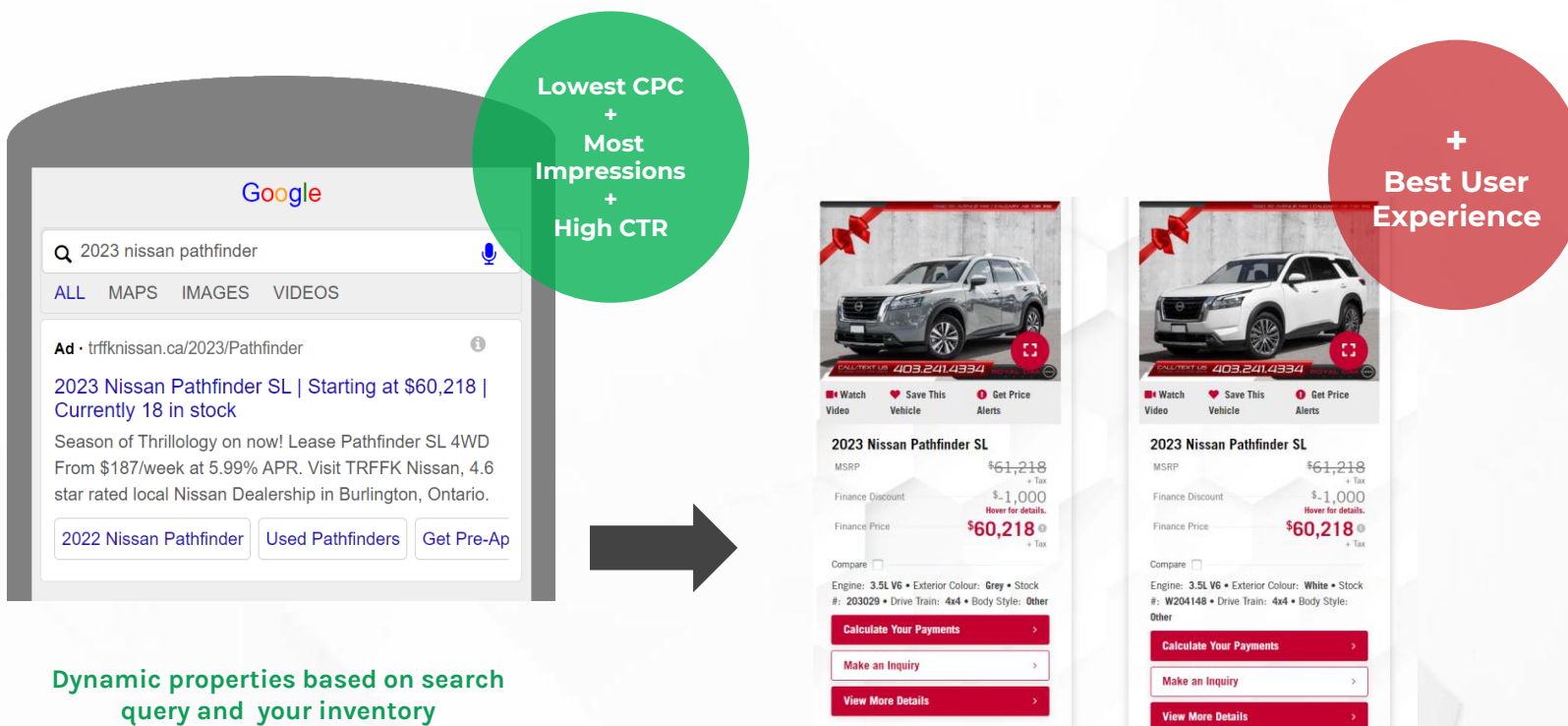
Features	LSO Standard \$125.00/ month	LSO Premium \$275.00/ month	SEO Standard \$560.00/ month	SEO Premium \$1,350.00/ month
Google Business Profile/Bing Places Optimization	•	•	•	•
Citation Build & Clean	•	•	•	•
Google Business Profile Product Collections	•	•	•	•
Google Business Profile Posts	•	•	•	•
Department Google Business Profile Optimization		•	•	•
Google Business Profile Review Generation		•	•	•
Custom Landing Page Creation			Quarterly	Monthly
Custom Model SRP Creation – 5 models			•	•
Key Page Optimization			•	•
Link Building			•	•
Keywords Tracked			20	20
Site Speed Optimizations				•

Nissan Digital SEO Features	New Vehicle Content Standard	New Vehicle Content Premium
Product Features	1 Blog and 1 News Piece. Each Blog has an average of 500 words and news piece has an average of 175 words	2 Blogs and 1 News Piece. Each Blog has an average of 500 words and news piece has an average of 175 words






Drive Traffic to Your Online Lot With TRFFK








Designed exclusively for the automotive sector in Canada, TRFFK is a full-service, data-driven solution to convert traffic into real-time customers. Our team of Canadian automotive and digital marketing experts will work with you to execute customized campaigns across paid search, display, social media and audience retargeting.



What does it do?

-  Target the right person at the right time with the right ad
-  Target consumers searching for a specific vehicle with highly relevant ads
-  The ads will display your inventory and lead to your vehicle details page

How do we do it?

-  Paid Search
-  Social Advertising
-  Display Advertising
-  Video Advertising
-  Audience Targeting
-  Dynamic Creative
-  Robust Reporting

TRFFK DIFFERENCE - Cost Efficiency

Lowest Cost-Per-Clicks

TRFFK's high Quality Scores and relevant audience targeting leads to the industry's lowest cost per click of \$1.13 - saving dealers on ad spend and increasing exposure.

Quality Score



Google Benchmark



2023 Rogue



TRFFK CPC: \$1.46

2023 Pathfinder



TRFFK CPC: \$1.35

2023 Sentra



TRFFK CPC: \$1.36

TRFFK CHANNELS

1

AI & AUTOMATION
POWERED
SOFTWARE

2

FULLY DEDICATED
TEAM OF 50 DIGITAL
EXPERTS

3

ROI REPORTING
& TRANSPARENT
DASHBOARDS

Search



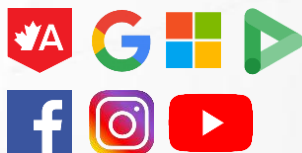
Social



Vehicle Ads



Retargeting



Video



Geofencing



TRFFK PRICING

TRFFK Product	Monthly Fee
TRFFK – Digital Advertising Paid Search, Display, Video, Social, Geo-fencing:	\$1,500 - \$7,499 = 23% \$7500 + = 21%
Self-Managed - Agency Bundle	\$795
Self-Managed - Dynamic New	\$299
Self-Managed - Dynamic Used	\$299
Self-Managed - Conquest	\$259
Self-Managed Activation Fee	\$500 (one time)



We help dealerships & OEMs increase the **effectiveness** of their sales efforts, the **efficiency** of their processes, and the **profitability** of their business.