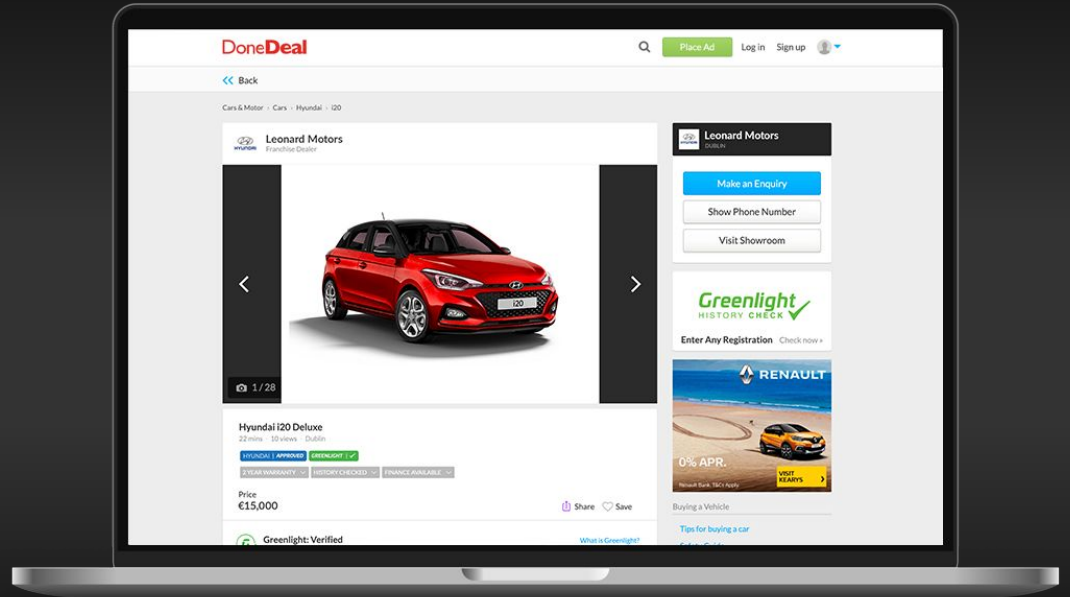


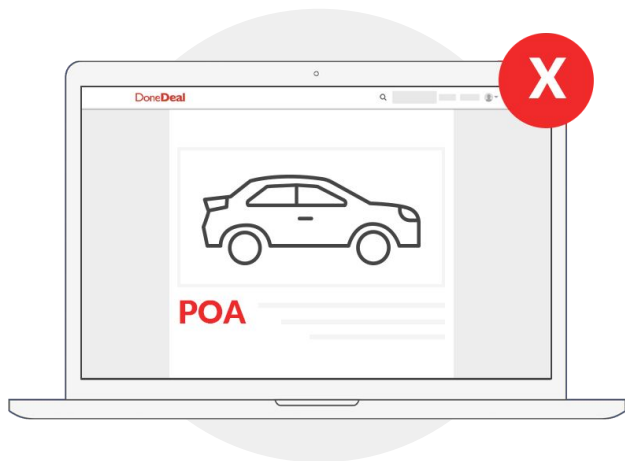
DoneDeal Motors

8 Tips

To Increase Exposure
& Lead Conversion



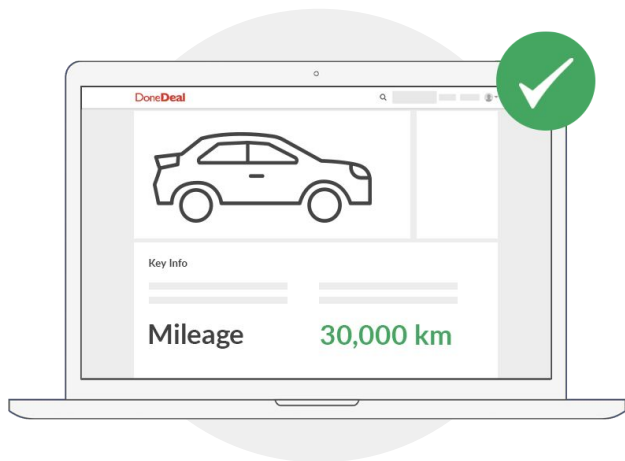
DoneDeal: Best Practice



POA (Price on Application):

- Consumers with a **budget** in mind are less likely to view POA listings.
- Cars listed with POA receive **the lowest volume of enquiries.**
- Not including a price on your advert eliminates you from **85% of car searches.**

DoneDeal: Best Practice



Mileage:

- Build trust and transparency with **full and complete vehicle information**.
- **Serious customers** are only interested in complete transparency.
- Not providing the mileage on the advertisement hides the **actual value of the vehicle** & removes an element of trust.

DoneDeal: Best Practice

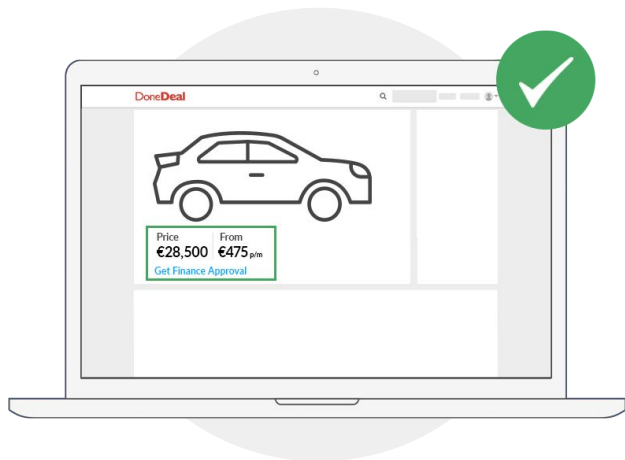


Bad Photos & Placeholders:

- Add **professional photos**.
- **Consumers DO NOT engage** with adverts that have placeholders in place.
- **60%** of advert views come in the first 2 days of listing or Bumping.

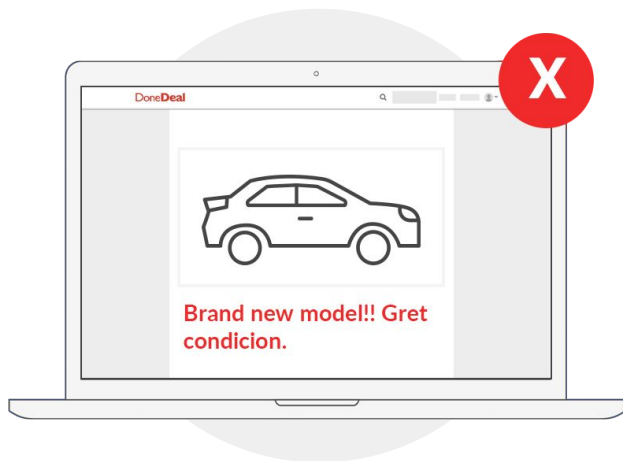
DoneDeal: Best Practice

Finance:



- Making Finance available on your listings opens up your cars to **more search options for users** to discover them with.
- **20% of all car searchers** on DoneDeal are now using Price Per Month search - only available on vehicles with Finance.
- At DoneDeal we work with a range of **Finance providers**. Speak with your account manager to discover the options available to you.

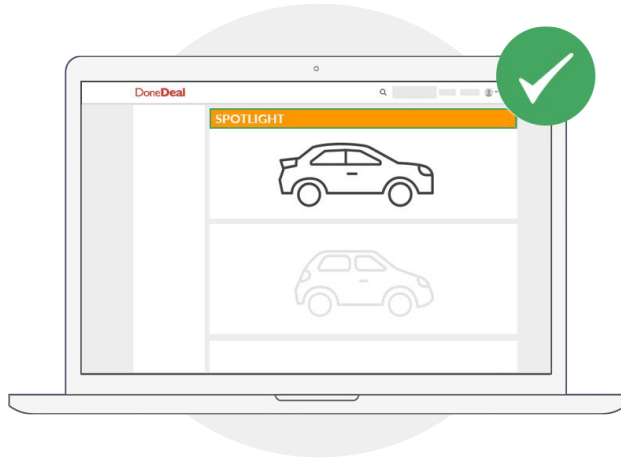
DoneDeal: Best Practice



Description & Grammar:

- Poor grammar, punctuation and use of emojis rapidly **decrease the professionalism of your advert** and business.
- **Provide a clear description.** Add key selling points such as finance, warranties and history check, to highlight the features and value of the vehicle.
- **Include relevant 'Keywords'** in advert description to assist free text searches. Use capitals judiciously.

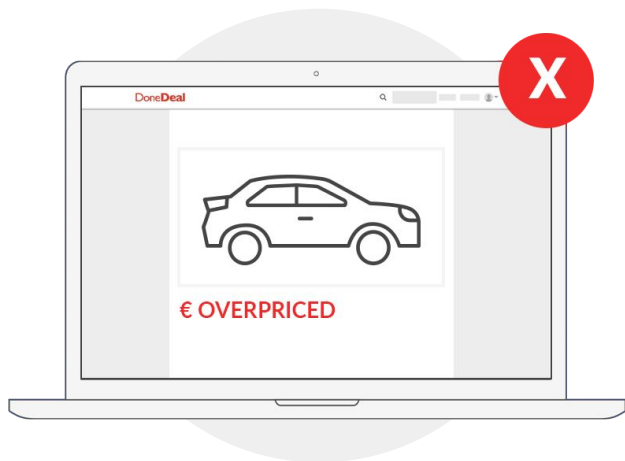
DoneDeal: Best Practice



Bumps & Spotlights:

- **Ranking higher in search results** is critical to growing sales opportunities.
- By upgrading your listings with Bumps & Spotlights you **will boost your views and enquiries.**
- Ensure that you highlight stock with all **key selling points** to maximise your potential.

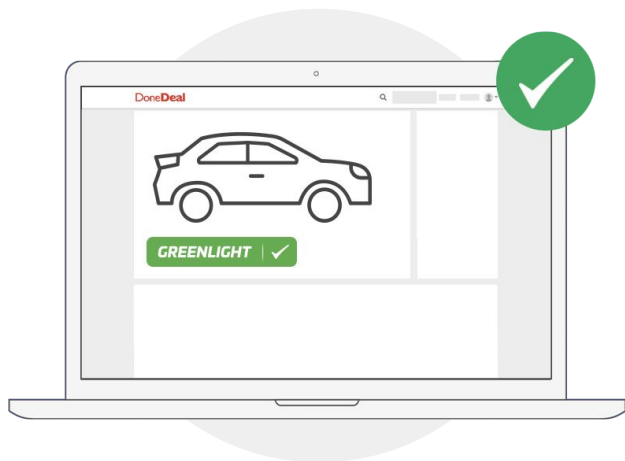
DoneDeal: Best Practice



Pricing:

- With so many resources, Car Buyers will have an understanding of what constitutes a **fair price**.
- Use our **Price Assist tool** within the DealerHub to accurately value your vehicles.
- Cars which are listed above the market price **will limit exposure and views** - leading to greater storage costs and aged stock.

DoneDeal: Best Practice



Greenlight:

- Build trust and win confidence by using our **Greenlight History Check Service** on your listings.
- Listings with the Greenlight badge reinforce the quality of the car and make it an **attractive option for would be buyers**.
- **Increase the potential of your resale stock** by utilising Greenlight.