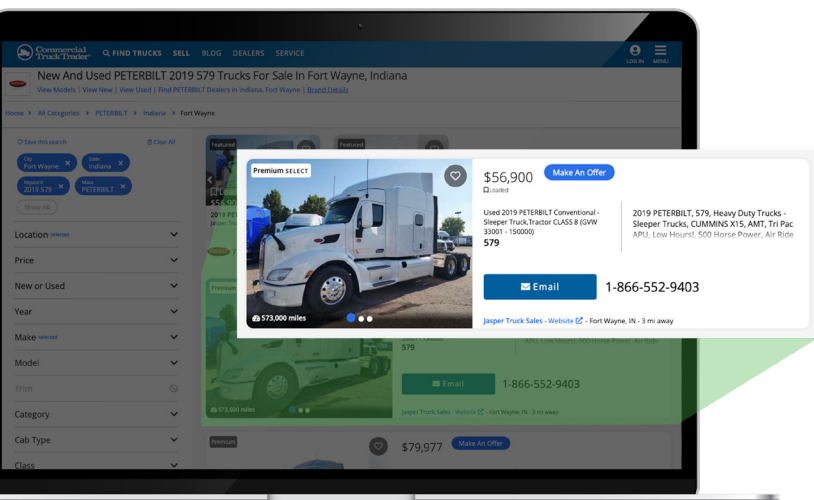


PROVEN PERFORMANCE FROM PREMIUM SELECT

Witness Real Results - Don't Just Take Our Word for It!

In the highly competitive commercial truck industry, dealerships face constant challenges in meeting their targets and staying ahead of the competition. Dealerships of all sizes understand the need to move units quickly, and gaining a competitive edge remains paramount. As such, having a powerful tool that can elevate your inventory to the top of the Search Results Page becomes crucial for success.

We sat down with several dealers utilizing Commercial Truck Trader's latest product designed to maximize exposure, Premium Select, to understand how they've found the most success in driving more leads for their business. This group of dealers included **Josh Jasper, General Manager of Jasper Truck Sales**, who gave us exclusive insight into their success with Premium Select.



Jasper Truck Sales, situated in Fort Wayne, IN, operates with 25 years of experience in the commercial truck industry, offering a diverse selection of inventory including heavy duty trucks, vans, and trailers. Faced with a challenge that is familiar to the Commercial Truck industry, Josh found himself needing to find a way to offload aged inventory that was costing him money while sitting on his lot. These units require a broader reach which can be tough to achieve in a competitive market.

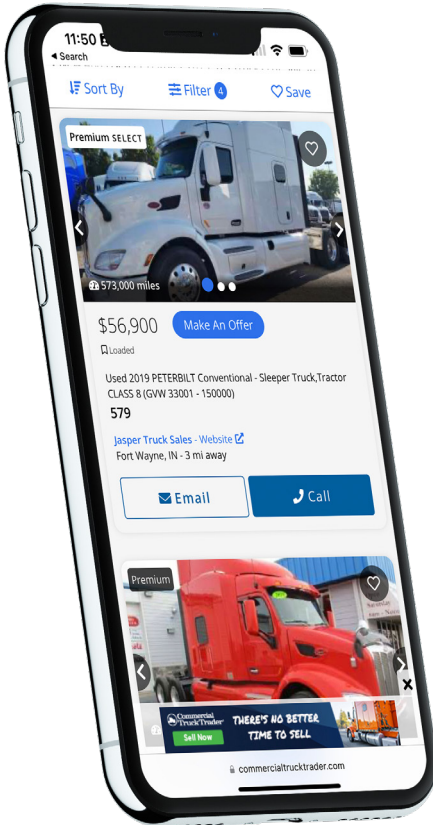
By adding **Premium Select** to their suite of Commercial Truck Trader marketing tools, Jasper Truck Sales was able to place selected units above those from competing dealerships, increasing exposure to these aged units, driving more leads and moving more vehicles from their lot.



Goal: Increasing Exposure and Moving Aged Units

When Jasper Truck Sales decided to invest in Premium Select, **their primary goal was crystal clear – increase exposure in order to get rid of units that were costing them money.** Being in a competitive market, they also had to contend with the fact that many other dealers in their area were trying to move the same pieces of in-demand units, so they needed a way to rise above their competition. Premium Select aligned seamlessly with their objectives.

“So far, we’ve sold every truck that we’ve placed in Premium Select status. It is working really well for us.”



Initial Hesitations: Perfect Timing and Solid Results

As can be expected with any new investment, Josh had initial hesitations regarding the added cost of onboarding a new product, as well as the functionality of the enhancement. However, he placed his trust in his Commercial Truck Trader sales rep after gaining an understanding of the value Premium Select could provide. Seeing how easy it is to manage, and how it could expedite his sales pipeline, Josh added this tool to his marketing suite.

Maximizing Value: Strategic and Efficient

The ability to assign and reassign Premium Select enhancements to units of a dealer's choosing enabled Josh to be **incredibly strategic and efficient** with the product. With an understanding of the units that are more difficult to move, he was able to strategically assign the Premium Select enhancement to increase the exposure and drive more leads. Additionally, Josh takes into account the units that are highly saturated in his market and applies the enhancement to those to elevate them above competitor listings.

Dynamic Strategy: Switching It Up to Maximize Results

As the units in Premium Select status are sold and come offline, **Josh quickly re-assigns the enhancement to another unit that is in high demand in his market.** In his experience, units that are placed in Premium Select status are sold within 10 days, in which case he can re-assign the enhancement, maximizing his return.

“We keep units in Premium Select status for at least 10 days. By that time, these units have usually sold, and we move the enhancement to another piece of inventory.”

Impact on Overall Business: Results and Increased Leads

The impact of Premium Select on Jasper Truck Sales's overall business has been evident. They have experienced a noticeable increase in not only leads but also sales for the units that are in Premium Select status.

The **7.5X lift in search results** impressions over non-Premium Select ads gave them a massive boost in exposure for harder to sell, and more competitive units. This led to a **69% increase in VDP views** for ads in Premium Select status, and **44% increase in leads** on those same ads.

Their strategic approach, combined with the product's effectiveness, has set them on a path to continued success and growth.