

How does BuyerTrack work?



You upload your inventory to your website



BuyerTrack automatically creates ads based on keywords from the inventory on your website



Your ads are displayed as buyers search on Google

How does BuyerTrack benefit my dealership?

-  Sends anywhere from **325 to 1,000** new targeted buyers to your inventory each month.
-  **Determine trends** for which units sell the most each season through easy to read reporting.
-  **Target customers** that are located in your selling regions.
-  Allows you the opportunity to focus on your **new** and **used inventory**.
-  10 to 12 ads per piece of inventory are **automatically generated** as you update your website.

How does BuyerTrack compare to Pay-Per-Click?

Pay-Per-Click

BuyerTrack

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| <ul style="list-style-type: none"> ▶ Brand exposure ▶ Driving traffic to various parts of your website ▶ Captures those who are researching or shopping for your products ▶ Targets ONLY Google search | <ul style="list-style-type: none"> ▶ Inventory exposure ▶ Driving traffic to your inventory detail pages ▶ Captures those who are researching, shopping, or buying your products ▶ Targets BOTH Google search and the Google display network |
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Are you ready to see how BuyerTrack can be a game changer for **YOUR** equipment sales? Contact us today.