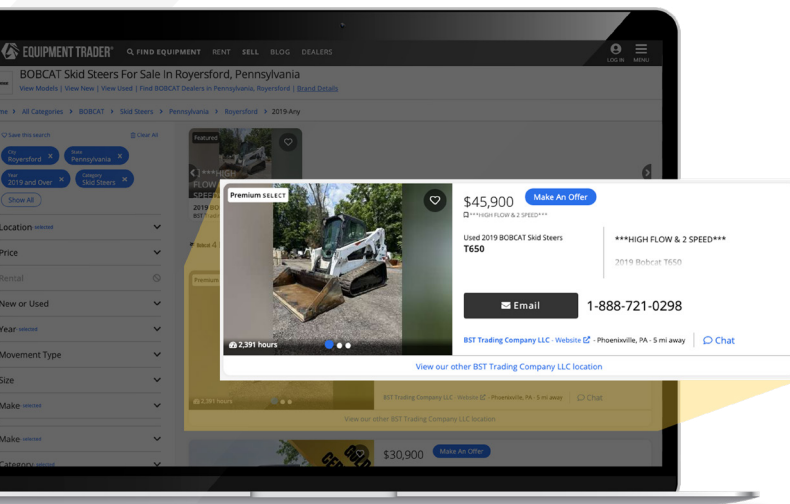


PROVEN PERFORMANCE FROM PREMIUM SELECT

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

We sat down with a number of dealers utilizing Equipment 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. One of those dealers included **Dan Moss, Owner of BST Trading Company**, who gave us exclusive insight into their success with Premium Select.



BST Trading Company, situated in Phoenixville, PA, operates within a highly competitive market alongside larger neighboring dealerships. As the self-proclaimed *"new guys on the block,"* BST Trading Company faces the challenge of competing with larger dealers to earn exposure for their units. To help grow their business and move more inventory, finding an innovative and efficient solution becomes imperative to ensure swift turnover and maintain a competitive edge.

By adding **Premium Select** to their suite of Equipment Trader marketing tools, BST Trading Company was able to elevate selected units above units from competing dealerships, driving more leads and moving more machines from their lot.

Challenges

"New guys on the block"

Highly-competitive market

Unestablished branding

Goals

Increase unit exposure

Increase lead volume

Expedite unit sales

Results

2X More Search Results Impressions than Non-Premium Select Ads

2.4X More Vehicle Details Page Views than Non-Premium Select Ads

2X More Connections than Non-Premium Select Ads

Goal: Boosting Sales and Establishing Brand Recognition

When BST Trading Company decided to invest in Premium Select, **their primary goal was crystal clear – outperform the competition, drive more leads, and generate increased sales.** As a new player in a highly competitive area, they recognized the need to get their name in lights and carve a space for themselves amidst larger companies with a more extensive advertising footprint. Building brand recognition and attracting potential buyers became paramount, and Premium Select aligned seamlessly with their objectives.

“

We're the new guys on the block, competing with larger dealers who have larger marketing budgets. We had to expand our advertising efforts and Premium Select came at the perfect time.

”

Initial Hesitations: Perfect Timing & Solid Results

As with any new investment, Dan had initial hesitations, but found that the launch of Premium Select came at the perfect time. As BST Trading Company was actively looking to expand their advertising efforts, Premium Select emerged as an innovative solution worthy of investment, precisely when they needed it most. While Dan often gets approached with various advertising options, he trusted his Equipment Trader sales rep's recommendation and the proven results of Premium Select, and felt more comfortable adding 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 Dan to be **incredibly strategic and efficient** with the product. By way of quick searches and comparisons, Dan identifies gaps in the market and allocates Premium Select to units that match user demand but are not currently being taken advantage of. Doing so maximizes the exposure earned with his Premium Select ads.

Dynamic Strategy: Switching It Up to Maximize Results

As the units in Premium Select status are sold and come offline, Dan quickly re-assigns the enhancement to another unit that is in high demand in his market. Dan also utilizes the reporting available in TraderTraxx to monitor the volume of inquiries for his Premium Select units. If for some reason the enhanced unit is not receiving the number of inquiries he would like, **Dan is able to easily reassign the Premium Select enhancement** to another unit. This ensures their Premium Select units are generating the most exposure and leads possible.

“

**We know our ads are showing up first because we see it for ourselves.
We know it's working as it should be.**

”

Impact on Overall Business: Results and Increased Leads

The impact of Premium Select on BST Trading Company's overall business has been evident. They have experienced a noticeable increase in leads for the units that are in Premium Select status, more customers showing interest, and greater overall brand visibility. Performing their own searches, BST Trading Company is thrilled to see their ads in various locations, reinforcing their market presence and generating a significant portion of their leads from Premium Select.

“

We've always gotten great results from Equipment Trader. We trust our rep, and adding Premium Select was a great move for our business.

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Positive Outlook and Thriving Leads: BST Trading Company & Premium Select

To recap, BST Trading Company's experience with Premium Select has been highly positive. The **2X lift in search results** impression over non-Premium Select ads gave them a massive boost in brand awareness and unit exposure. This led to a **2.4X increase in VDP views** for ads in Premium Select status, and **double the number of leads** on those same ads.

Additionally, the **units placed in Premium Select status moved from BST Trading Company's lot noticeably faster than other units**, allowing them to use their Premium Select enhancements on multiple units within a single month. Their strategic approach, combined with the product's effectiveness, has set them on a path to continued success and growth.

