

Product Info

SNAP+

(includes SNAP)

Automotive industry's highest ROI website conversion tool for inventory sourcing

(1 Min Video)



Maximize ROI

Grow trade-in leads 300-400% with a simple user experience, highly optimized for mobile.

VDP View History

With our groundbreaking VDP View History, see the vehicles your consumer has viewed without having to ask them.

Local Data

The only "retail-down" vehicle valuation tool, with values that match your local market.



SNAP Offer

(includes SNAP)

Find more motivated shoppers with our configurable single price offer solution.

(3 Min Video)



Keep Website Conversions High

Integrated directly into SNAP, capture contact information early while more motivated shoppers move closer to purchase.

Configurable Questions & Deductions

Out-manuever your competition with customizable questions and deductions, optimizing your inventory sourcing strategy.

Valuation Methodology

Uses TradePending's "retail down" valuation methodology to ensure the trade-in values match your local market.



autoAPR

Real-time payment estimates increase customer engagement and trust.

(2 Min Video)



Reveal

Easy personalized payment estimates on any vehicle in your inventory. Builds realistic finance and lease expectations online or in showroom.

Approve

Bring speed to the pre-qualification process, building trust with your shoppers while giving you the whole picture to their creditworthiness.

Payment Explorer

Customizable payment calculator plug-in that can live in chat, on a banner, and dedicated payment calculator page.



Superlatives

Highlight unique details of every car in your inventory to build value and create urgency.

(2 Min Video)



Build Value

Conversations begin with value, rather than a race to the bottom on price.

Create Urgency

When presented with marketdriven facts, shoppers act with greater urgency to purchase their next car or truck.

Increase Engagement

Consumers that engage with Superlatives spend nearly triple the time on your site, and be twice as likely to return.

Customizable

Customize look & feel to match your site, and create your own custom Superlatives to promote sales events.



**Over 40
Automatically
Applied Badges**

Product Packages

Lead Volume

SNAP+ / APR

SNAP+

autoAPR

Triple your inbound lead flow with automotive's two highest ROI website conversion tools for inventory sourcing and payment calculators.

Best Margins

SNAP+ / APR / Superlatives

SNAP+

autoAPR

Superlatives

Grow your margins with inventory merchandising that creates value and builds urgency in each vehicle and flexible payment calculators that let's shoppers browse inventory by monthly payment.

Quantity & Quality

SNAP+ / SNAP OFFER / APR

SNAP+

SNAP Offer

autoAPR

Delivers both high quantity and quality of leads. Motivated shoppers to get a single price-offer and helpful monthly payment estimates, closing at higher rates.

The Total Package

SNAP+ / SNAP Offer / APR / Superlatives

SNAP+

SNAP Offer

autoAPR

Superlatives

Supercharge your website conversion, ability to hold more gross, and convert more website leads into vehicle sales and acquired inventory.

*“The TradePending team and their software are valuable assets to the Germain digital strategy. TradePending on our GermainCars.com site and our daughter sites continue to **produce hundreds of leads and opportunities** each month as customers begin their automotive research to determine what their trade is worth. **Working with TradePending has been one of our best partnerships in the past decade.**”*

Germain Auto Group