

Plug-In to a World of Opportunities:

Detroit Trading's Inventory Leads Program



One connection delivers over 1,000,000 inventory leads directly to your website.



Each of these listings has the ability to be **monetized** – there is a dealership or manufacturer that **will pay for each consumer who indicates interest** in a vehicle that is posted to your website. There are no fillers.



You have the ability to **choose which vehicles will post to your site** – do you focus specifically on hybrid vehicles? Filter the inventory file to show only used hybrids.



Each vehicle listing has multiple searchable fields including: trim, body type, fuel type, city/hwy MPG, vehicle category, etc. This gives you the opportunity to create a **better user experience** by allowing them to search for a vehicle with the exact traits they're looking for. A happy visitor means more visits!



All the **vehicle data is standardized**, so inventory from multiple sources is all available to you in the same format. Duplicate vehicles are eliminated and VINs are also verified – all you need to do is download the file which is **updated each day**.



Our **support team works with you** every step of the way – from testing to going live!

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