

# Detroit Trading Services' Inventory Leads Program:

## Advertise to Millions Through the Power of One Connection

Since 2008, Detroit Trading Company has owned and operated the largest auto lead exchange in the nation, with a focus on connecting dealer groups to in market new car and auto-finance customers. Recently, Detroit Trading introduced the Inventory Leads Program which allows dealers to broadcast their entire used and new car inventory to thousands of websites through one connection to our database.

### Why Advertise Your Inventory with **DTS**?

#### • **Simplified**

With our single point connection technology, one integration is all that's needed to distribute your used car inventory to millions of shoppers across the Internet. We have partnered with over 1,000 of the largest, most visited consumer facing online automotive companies and websites to date. When a consumer submits their contact information through the listing, the lead is delivered directly back to your system within seconds.

#### • **Standardized**

No need to specially format your inventory data for our system. We take the information of each used vehicle that you or your inventory data provider supply and automatically format it to match each website's listing format.

#### • **Scrutinized**

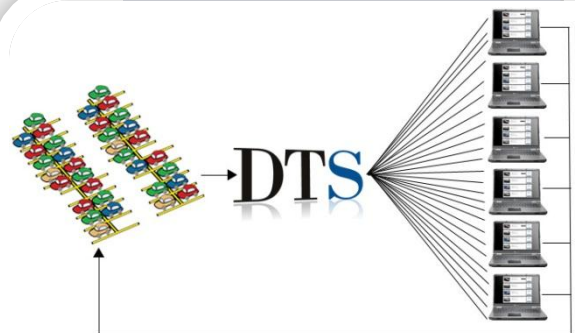
Our lead data validation process gauges every lead based on the accuracy and legitimacy of the consumer's given contact information (name, address, phone number, e-mail address) among other consumer characteristics. The technologies that we use for this refinement process stem from many of the world leaders in automotive intelligence.

#### For more information, contact:

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#### Easy

- No contract length
- No volume or quantity requirements
- Hassle-free returns
- Your inventory is delivered to thousands of interested consumers desktops with one connection.
- Once setup, our system will pull your inventory daily to reflect current day availability.



#### Customized

We create a lead program tailored to your dealership's needs based on:

- Desired daily or monthly lead flow
- Data validation thresholds
- Specific geographic areas from which you would like to pull consumers from
- Lead pricing
- Lead delivery method