

## Enhanced Features

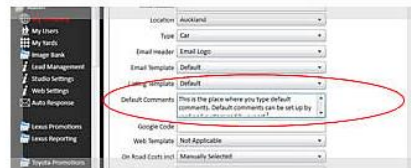
### ► Image Watermarking

Utilise Image Watermarking to automatically add logos and branding to your photos. This not only saves hours spent manually adding logos to photos, but also improves the presentation and branding of your listings. AutoPlay image watermarking can be customised by yard, and dealers can even choose to use different watermarks for their dealer site vs third party sites.



### ► Default Comments

The AutoPlay Studio can be used to automatically add Default Comments to your listings. Default Comments will automatically appear on every single listing you load - without having to type a single word. Use Default Comments to sell your dealership, or get really smart with it and change out Default Comments to promote sales events and promotions.



**Write your own Default Comments or we can write them for you.**

### ► Autobase SiteLink

Exporting from the AutoPlay Studio will allow dealers use of a customised AutoBase SiteLink to drive traffic from Trade Me to your own stock page. To most dealers AutoBase SiteLink is simply a link on Trade Me to the homepage of your dealer site. If AutoPlay export your data we include a special reference that allows the browser to link directly back to the vehicle they were viewing on TradeMe.

This saves the browser time spent resubmitting a search, and helps to improve the odds that the enquiry will be made on your website. Full package AutoPlay customers are also able to automatically include the text "To check out this car by video, click on the View Their Website link below". This additional incentive really helps drive traffic to dealer websites.

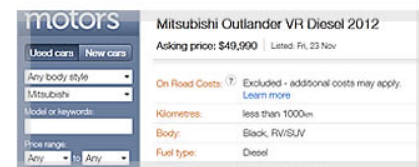
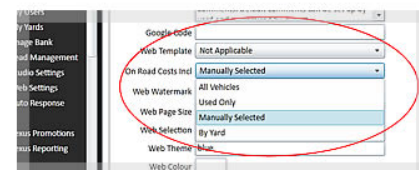


### ► On Road Costs (ORC): Inclusive or Exclusive?

As part of the requirement of promoting your vehicles on Trade Me from May 2012 onwards it is a requirement to display whether or not a listing 'Includes ORC' or 'Excludes ORC'. The AutoPlay Studio allows users to specify which listings are ORC inclusive and which are ORC exclusive.

**There are 3 basic settings;**

- A** Unless otherwise notified AutoPlay will default dealers export accounts to be ORC inclusive on ALL LISTINGS exported to AutoBase
- B** If notified AutoPlay can set up dealer export accounts to send listings with ORC included on ONLY USED & DEMO vehicles (i.e. listings that have had Demo box ticked within the AutoPlay Studio). All vehicles that have had the NEW box ticked will be exported as + ORC
- C** If A or B do not work for your dealership then your account can also be set up to only export ORC Inclusive for listings that have manually had the ORC INCLUDED check box ticked within the AutoPlay Studio.



► Listings Management 101: Web Performance Reports

The general public go online to find out information about your vehicles, so it makes sense to supply them with as much relevant info as you can.

Use the AutoPlay Web Performance Report to make sure you keep your listings complete with Features, Comments and Photos.

Generate a pdf or Excel report detailing;

- ▶ Total Number of Listings
- ▶ Number of Listings with COMMENTS + % with comments
- ▶ Number of Listings with FEATURES + % with features
- ▶ Number of Listings with PHOTOS + % with photos
- ▶ Number of Listings with VARIANT + % with variant

Yard	ID	Stock No.	Rego	Make
Yard Two	18586	SAMPLE	REGO	Ford
	142838	1	G25929	Ford
Yard One	66474	33989	FQC724	Ford
Yard One	143561	3432E	FLM315	Ford

AutoPlay - Listing Web Performance Report as at 27 Nov 2012

Yard	Listings	With Variant	With Comments	With Features	With Photos
No Yard	5	3		2	5
Brown Bomber	26	19	8	21	21
Email Marketing Examples	12	12	1	12	12
Uair Branch	22	18	5	6	20
Trade Me Samples	10	2		5	9
DEALER TOTAL	76	54	14	46	67

► Car Of The Day

If you utilise the AutoPlay Car Of The Day Module on your dealership website you can choose which vehicle to promote using a simple check box. This will automatically update the listing promoted in the Car Of The Day module.



► AutoPlay Fact Cards

AutoPlay Fact Cards are a one page listing snapshot that can be generated from the listings screen within the AutoPlay Studio software. AutoPlay Fact Cards are not legal substitutes for CIN or Window Cards, but are attractive & informative enough to display on vehicle windows.

Fact Cards are ideal as printed handouts for walk-in traffic, or to keep vehicles top of mind after a test drive. Each card will automatically include a QR Code generated within the AutoPlay Studio (See more below).



► Built In QR Code Generator

The AutoPlay Studio includes a built in QR Code Generator that allows users to generate a QR Code directly from the listings screen within the AutoPlay Studio software.

QR Codes work well with print advertising and can be automatically applied to **AutoPlay Fact Cards** - allowing dealership customers to scan the code on their smart phone and be transported immediately to a **Virtual Demo** for the vehicle that provides additional and enhanced information.

