TrueCar

Sponsored Listings are flexible to your needs

When one of your vehicles using a Sponsored Listings slot is sold, it's automatically replaced with another eligible vehicle in your inventory.

Sponsored Listings basics

Features	Value
Customized selection Set custom rules or select specific VINs to include or exclude, and let TrueCar's powerful algorithm do the rest.	**Boost inventory engagement** A clean user interface cuts out the clutter and features inventory in the spots that are 3x more likely to be clicked.
Featured placement Relevant inventory is automatically featured in the top slots that are 3x more likely to be clicked!	**Drive showroom visits** Pull shoppers from conquest zones into your showroom with highly relevant sponsored vehicles.
Auto replenish Automated selection ensures you get 100% of the value of a sponsorship package 100% of the time, even when you sell or remove a sponsored vehicle from inventory.	**Generate more sells** Current Sponsored Listings dealers are seeing a 3x lift in leads.

Looking for even more ways to feature your inventory?
Reach out to your Dealer Performance Manager to discuss additional opportunities to feature your listings.

Adjusting your sponsored listings

Learn about how Sponsored Listings are managed in the Dealer Portal.

1 **Sponsored listings count & Business Development Manager contact**

You can check here to see how many Sponsored Listings you are currently signed up for and quickly have the contact details for your Business Development Manger or Dealer Performance Manager to modify your pack size.
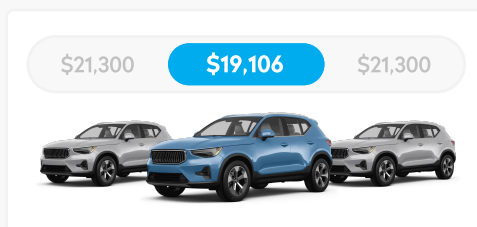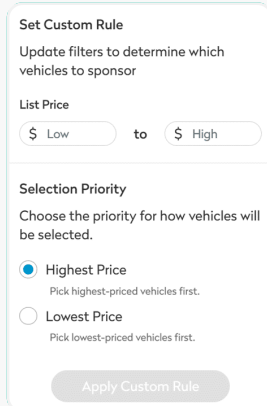
2 **Default rule: "Best Match"**

Our enhanced sorting algorithm now prioritizes the best matches for you by considering Competitive Pricing, Image Boost, and Key Attributes.

TrueCar

3

Set Custom Rule

Update filters to determine which vehicles to sponsor

List Price

$ Low   to $ High

Selection Priority

Choose the priority for how vehicles will be selected.

◉ Highest Price
Pick highest-priced vehicles first.

○ Lowest Price
Pick lowest-priced vehicles first.

Apply Custom Rule

Custom rules

By default, Sponsored Listings will be selected by a "Best Match" to what consumers are searching for.

But you can also manage your rules for automatically selecting vehicles here. You can prioritize by highest or lowest price.

4 ## Manually selected VINs

You can override any automated rules by manually including or excluding VINs in this section.

5 ## Manually excluded VINs

Ensure specific vehicles are not automatically selected for Sponsored Listings in this section.

6 ## SL VDP views

This field will show how many times a consumer accessed a Vehicle Details Page (VDP) while a vehicle was in a Sponsored Listings slot.

7 ## Sponsored

Active Sponsored Listings will show this blue badge.

8 ## Eligible

Not all vehicles may be selected as a Sponsored Listing.
Requirements for a Sponsored Listing are:

- Price of $1,500+
- Model year 1997 or newer
- Mileage greater than 500

- Vehicle cannot have frame damage
- VIN decode score = 1
- Minimum of 5 photos

- Price rating cannot be "High Price"

9 ## Not eligible

Any vehicles that we do not allow to display as a Sponsored Listing will show as 'Not Eligible.'