

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

Customized selection

Set custom rules or select specific VINs to include or exclude, and let TrueCar's powerful algorithm do the rest.

Featured placement

Relevant inventory is automatically featured in the top slots that are 3x more likely to be clicked!

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.

Value

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.

Drive showroom visits

Pull shoppers from conquest zones into your showroom with highly relevant sponsored vehicles.

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.

Used Sponsored Listings Dashboard 10-Pack Plan

Contact your TrueCar Business Development Manager at (866) 480-1313 to upgrade your pack size

2 Automatically Selected VINs [view](#) | [edit](#)

0 BY CUSTOM RULE 10 BY DEFAULT RULE

3 Manually Selected VINs [view](#) | [edit](#)

0 MANUALLY SELECTED

4 Manually Excluded VINs [view](#) | [edit](#)

0 MANUALLY EXCLUDED

5

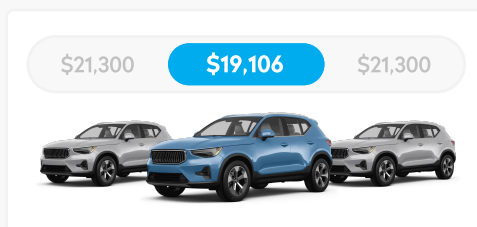
Showing 64 Eligible Listings

Vehicle	Days on Lot	Mileage	Feed Advertised Price	TrueCar Price	Discount	Advertised Cash Price Rating 6	Metrics	Sponsored
<p>2016 Ford F-150 Platinum SuperCrew 5 Vin: 1FTEW1EG5GFB69793 Stock #: DEMO24 Exterior: Shadow Black Photos: 8</p>	300 days	71,364 mi	\$75,000	\$75,000	\$0	Excellent Price	SRP Imp. 0 VDP Views 0 SL VDP Views 0	7 SPONSORED
<p>2015 Ram 1500 SLT Regular Cab 8'2" B Vin: 3C6JR7ET6FG540423 Stock #: DEMO4 Exterior: Bright White Clearcoat Photos: 8</p>	210 days	50,343 mi	\$75,000	\$75,000	\$0	Great Price	SRP Imp. 0 VDP Views 0 SL VDP Views 0	ELIGIBLE
<p>2016 Chevrolet Equinox LT FWD Vin: 2GNALCEK4G6318641 Stock #: DEMO3 Exterior: Silver Ice Metallic Photos: 8</p>	125 days	12,509 mi	\$75,000	\$75,000	\$0	Excellent Price	SRP Imp. 0 VDP Views 0 SL VDP Views 0	8 ELIGIBLE
<p>2016 Ford F-150 XLT SuperCrew 5.5' Bc Vin: 1FTEW1EP7GKE93444 Stock #: DEMO31 Exterior: Oxford White Photos: 8</p>	118 days	88,250 mi	\$75,000	\$75,000	\$0	Fair Price	SRP Imp. 0 VDP Views 0 SL VDP Views 0	9 NOT ELIGIBLE

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 Manager or Dealer Performance Manager to modify your pack size.

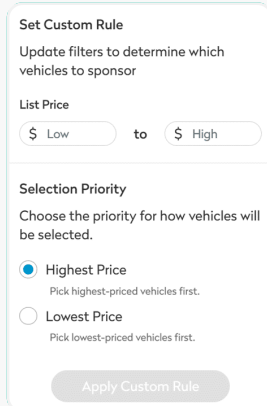
2



Default rule: "Best Match"

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

3



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.'