

DoneDeal



Programmes for Motor Dealerships



CRUISE



ACCELERATOR



TURBO

DoneDeal

DoneDeal is the largest and most cost effective lead generating car marketplace in Ireland.

- We now provide Independent and Franchise dealers with data rich, quality leads helping you to sell cars faster.
- Our reporting is the most transparent in the market. By detailing the number of phone and email leads generated on site, we enable you to see how well your stock is performing on DoneDeal compared to other channels.
- Through our partner sites, such as Daft.ie, Adverts.ie & TheJournal.ie, we have a wider reach than any other online publisher. With close to 70% of Irish people accessing these sites every month, we can give you unparalleled growth for your local brand.



*Recent survey by IPSOS MRBI

DoneDeal's Dealership Programmes

You asked for DoneDeal to become more Dealer focused, we listened and together we have developed three new Dealer Programmes that will help you in the following areas:

Selling - Generate more quality leads, cost effectively

Trust & Safety - Stand out from other listings as a verified trusted dealership

Marketing - Promote your brand across our marketplace and network of sites

Pricing - Price your stock correctly



CRUISE

DoneDeal's starter programme, will give you access to our Dealer Directory, Dealer Showroom, along with our live pricing tool. Also, dealers now on this programme will receive a basic history check on all vehicles uploaded.



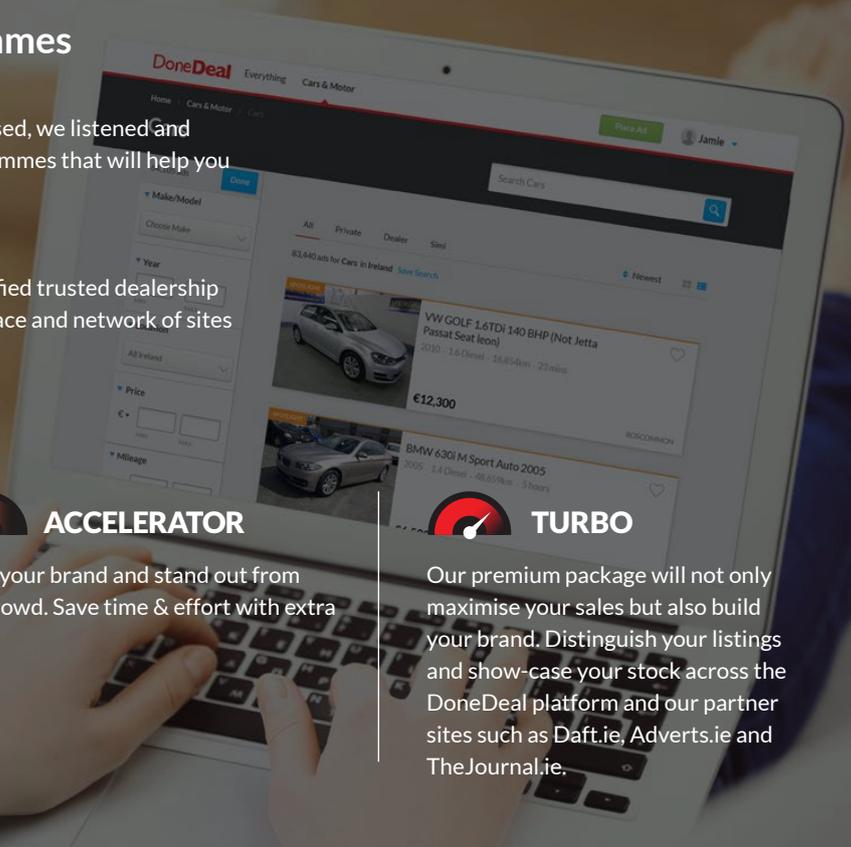
ACCELERATOR

Build your brand and stand out from the crowd. Save time & effort with extra tools.



TURBO

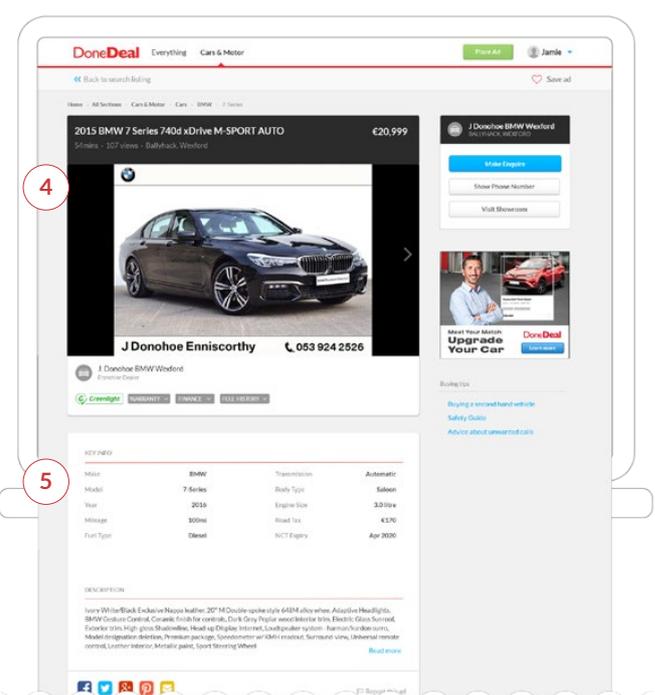
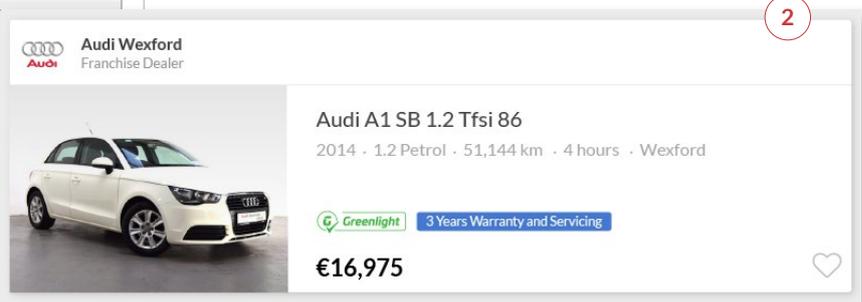
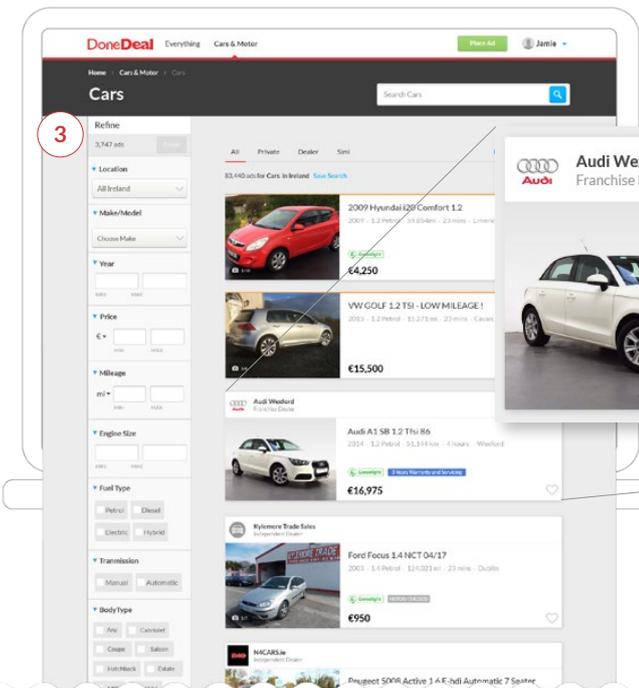
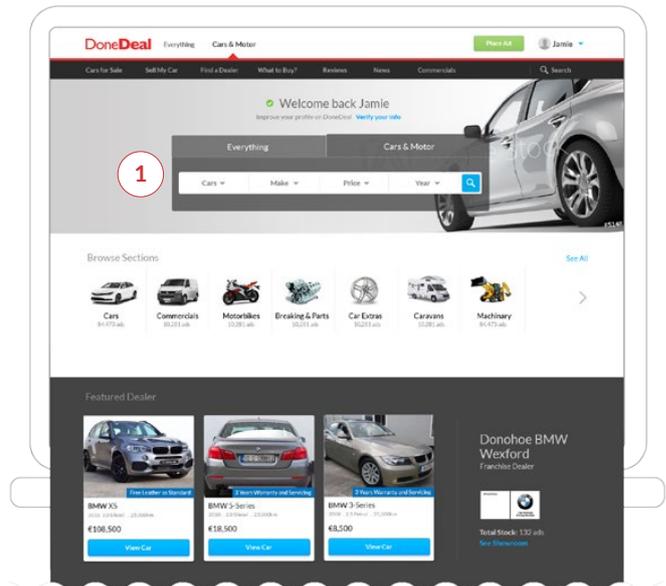
Our premium package will not only maximise your sales but also build your brand. Distinguish your listings and show-case your stock across the DoneDeal platform and our partner sites such as Daft.ie, Adverts.ie and TheJournal.ie.



New Motor Features

DoneDeal

- 1 **Dedicated Motor Search**
We default our motor users to a personalised motor homepage so that searching for the right car is easier than ever.
- 2 **Pro Dealer Listings**
Stand out from the crowd with professional dealer listings.
- 3 **Precise Motor Search Filters**
- 4 **Videos and up to 30 images**
- 5 **Detailed Car Specification Data**



Programme Features

DoneDeal


Drive Your Business

	CRUISE	ACCELERATOR	TURBO
SkupeNet / EasierAd Free access to the market leading inventory and online advertising platform	✓	✓	✓
Dealer Directory & Showroom Enable people to search and find your dealership on Ireland's largest website	✓	✓	✓
Price Assist Make informed pricing decisions for your stock using current and historical data	✓	✓	✓

Drive Your Leads

Greenlight History Checks FREE basic history check for all your vehicles. Greenlight vehicles receive significantly more leads	✓	✓	✓
Pro Lead Capture Our new dealer enquiry form will aid you in capturing leads more efficiently	✓	✓	✓
Smart Bump Our algorithms bump your ads at the optimal time to ensure you get the most out of each listing (Requires bump bundle)		✓	✓

Drive Your Brand

Branded Listings Your logo appears on all search results and ad detail pages		✓	✓
Professional Photographer Branding We'll send a professional photographer to take photos of your dealership and integrate them into all your listings to drive trust		✓	✓
Embedded Showroom Embed a mini-version of your showroom on every one of your vehicles. This ensures that your competitors will not appear on any of your listings		✓	✓
Special Offers & Subtitles Distinguish your listings from the others by highlighting the key selling points			✓
Local Dealer Build local brand and find new buyers that are browsing local homes on Daft.ie and our partner websites			✓
Local Deals Your special offers get showcased to a local audience across our partner sites such as Daft.ie and Adverts.ie			✓



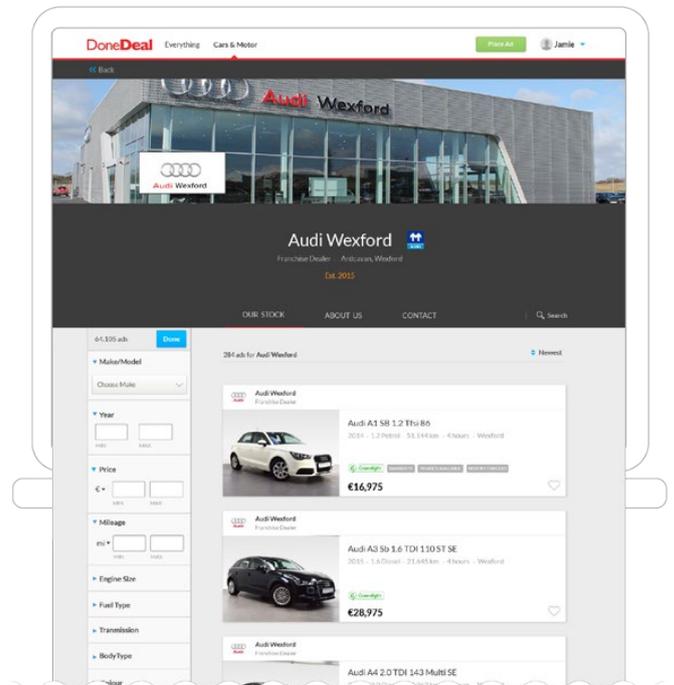
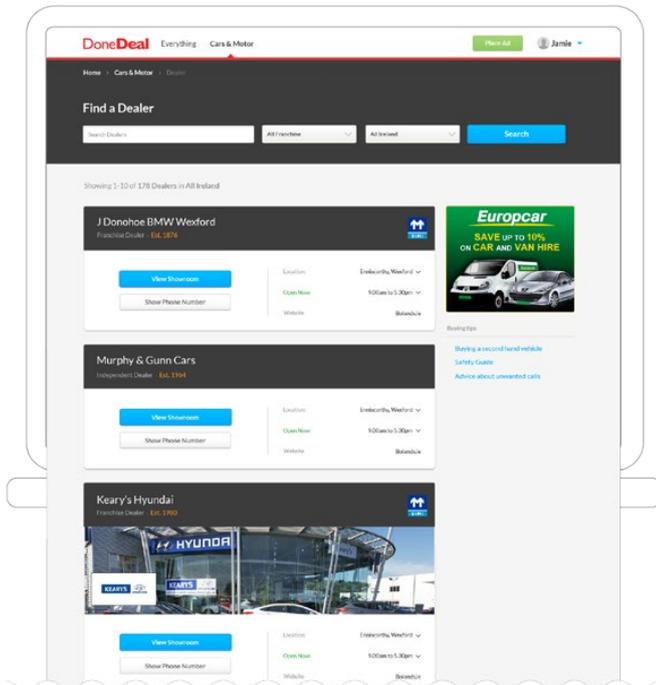
Talk to us today about how our dealer programmes can help your business.

☎ 01 5134122 ✉ motorteam@donedeal.ie

Drive Your Business

DoneDeal

Dealer Directory & Showroom



Dealer Directory

The new DoneDeal Dealer Directory aids buyers in easily finding your listings and contact details on Ireland's largest website.



Showroom

Improve your SEO and drive leads to your stock with a dedicated presence on DoneDeal.

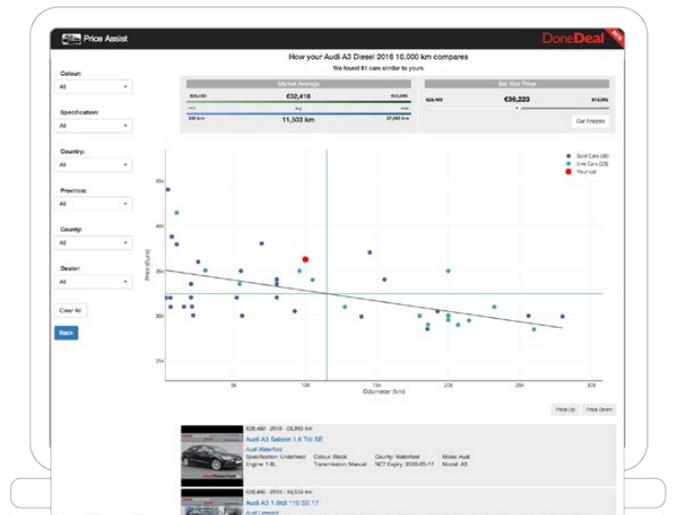
* Large Dealership image included in Accelerator & Turbo Programmes only



Price Assist

Make informed pricing decisions for your stock using current and historical data.

*Available Q1 - 2017



Drive Your Leads

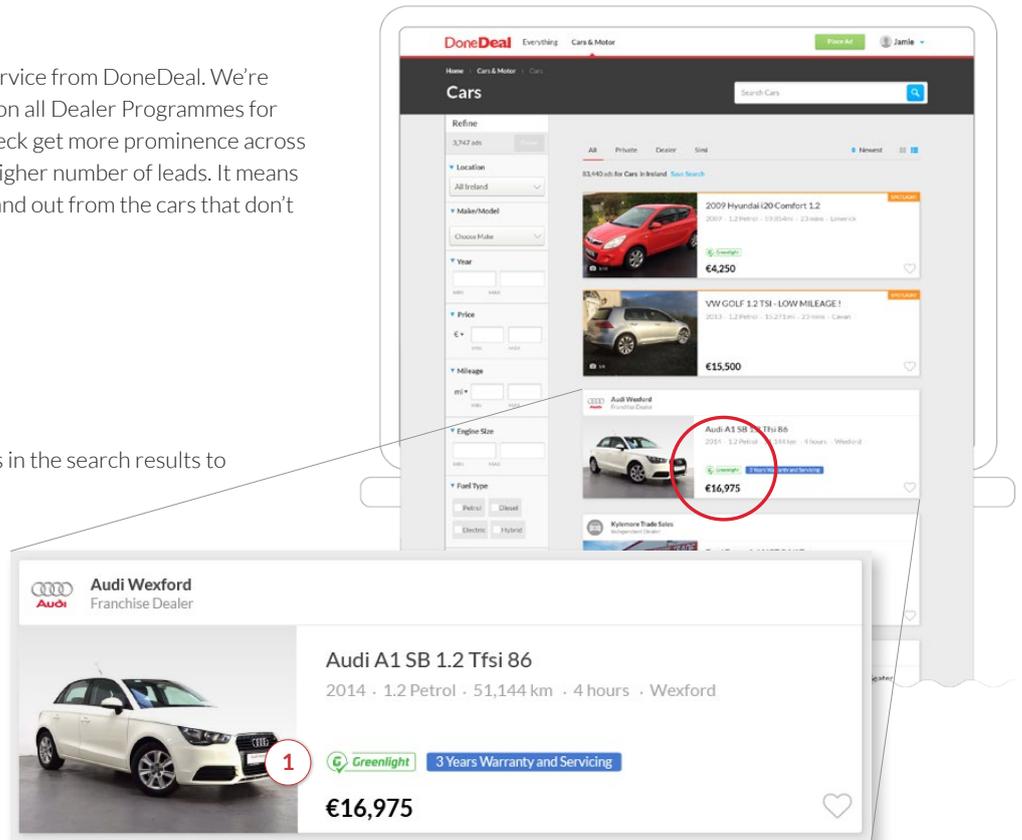
Greenlight

Greenlight is a car history check service from DoneDeal. We're now offering a basic history check on all Dealer Programmes for free. Cars that receive a history check get more prominence across the site and therefore generate a higher number of leads. It means that Dealers can build trust and stand out from the cars that don't receive the Greenlight check.



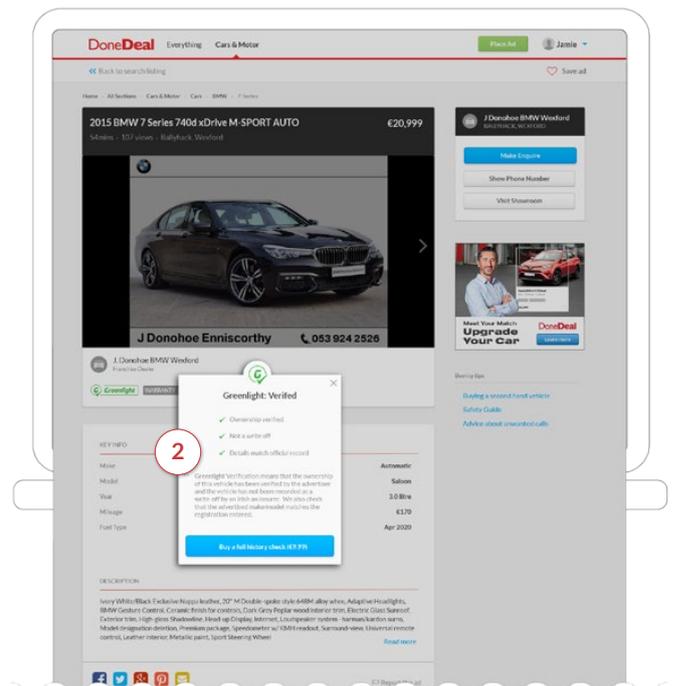
1 Greenlight Badge

The Greenlight icon appears in the search results to build trust for a buyer.



2 Greenlight Verified

Highlights that each of your vehicles has passed our basic history check and is owner verified.



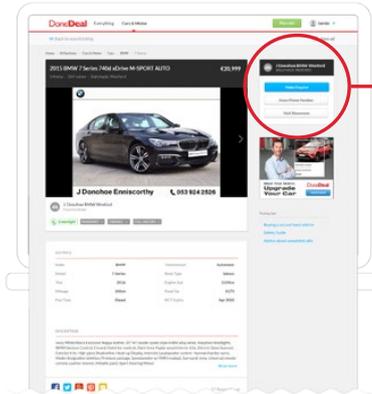
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Pro Lead Capture

We now capture rich-data along with each email enquiry.



Send enquiry to ✕

J. Donohoe BMW Wexford

Your name

Your number (Recommended)

Your email

Your message

Have a car or van to trade in?

Vehicle Details [Change reg number](#)

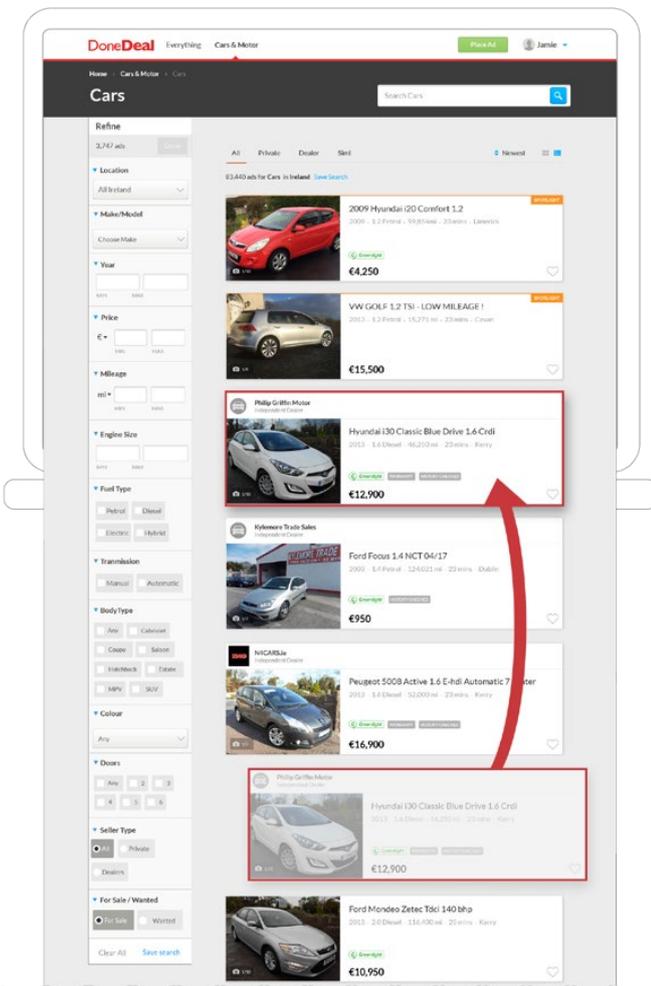
Make	BMW
Model	730
Year	2010
Mileage	<input type="text" value="98,000"/>

[Send](#)

Your personal details will only be passed to this dealer for them to contact you

Smart Bump

Our algorithm bumps your ads at the optimal time to get the most out of each listing. (Requires bump bundle).



Drive Your Brand

Branded Listings

- 1 Your logo appears on all search results and ad detail pages.



1 Audi Wexford Franchise Dealer

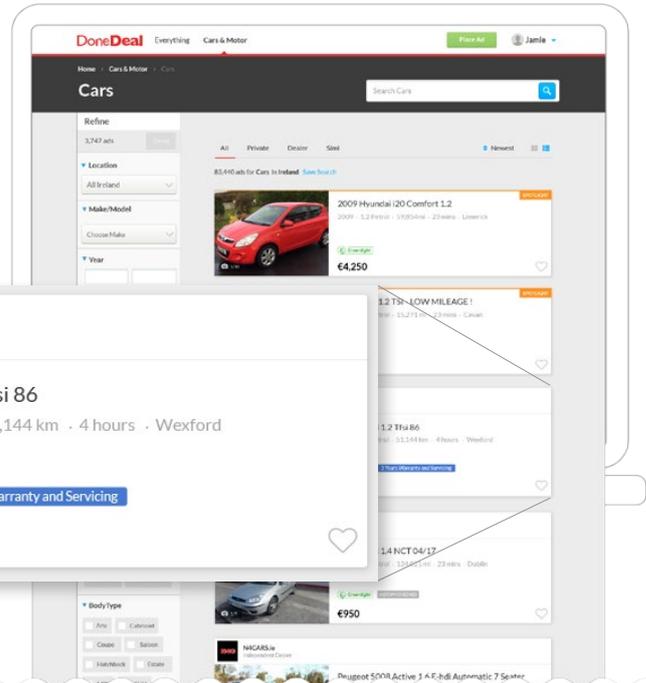


Audi A1 SB 1.2 Tfsi 86

2014 · 1.2 Petrol · 51,144 km · 4 hours · Wexford

Greenlight 3 Years Warranty and Servicing

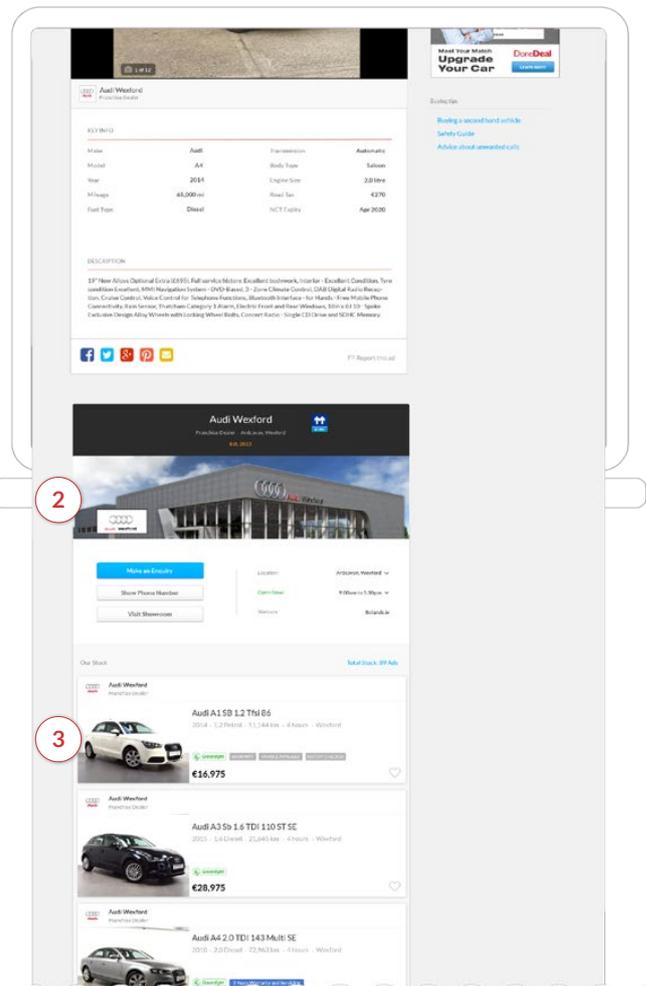
€16,975



Professional Photographer Branding

- 2 Professional Photographer Branding

Professional Photographer Branding which gives people trust so they can buy with confidence. Professional Photographer Branding will be included in the Dealer Directory, Showroom and Embedded Showroom features.



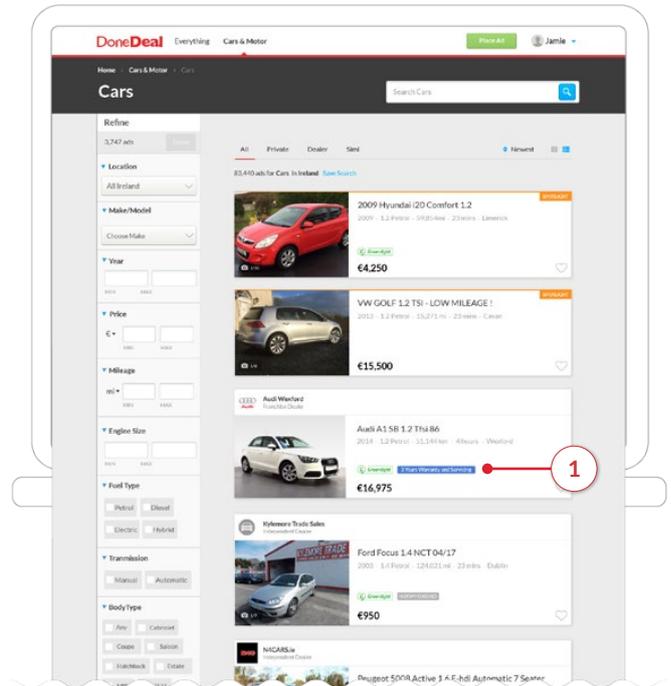
Embedded Showroom

- 3 Embed a mini-version of your showroom on every one of your vehicles. This feature also blocks any competing stock from appearing on your listings.



Special Offers & Subtitles

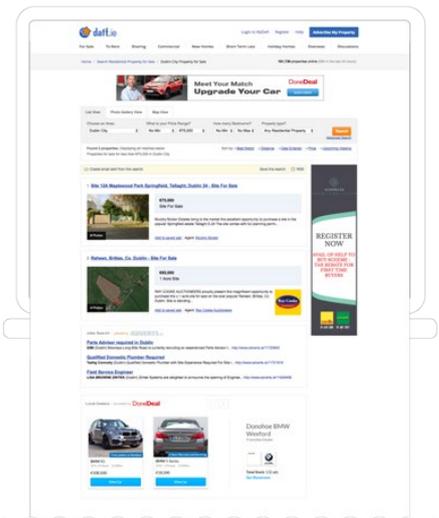
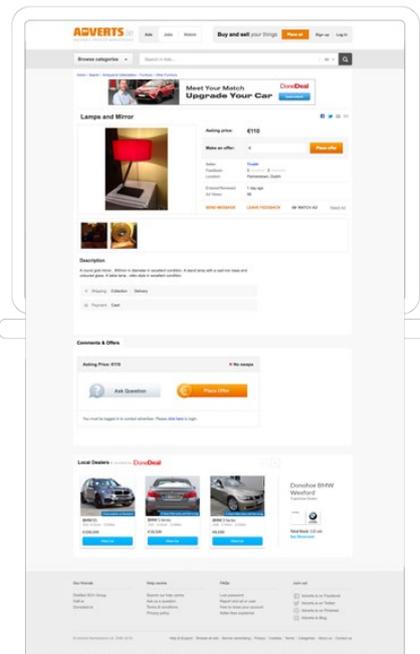
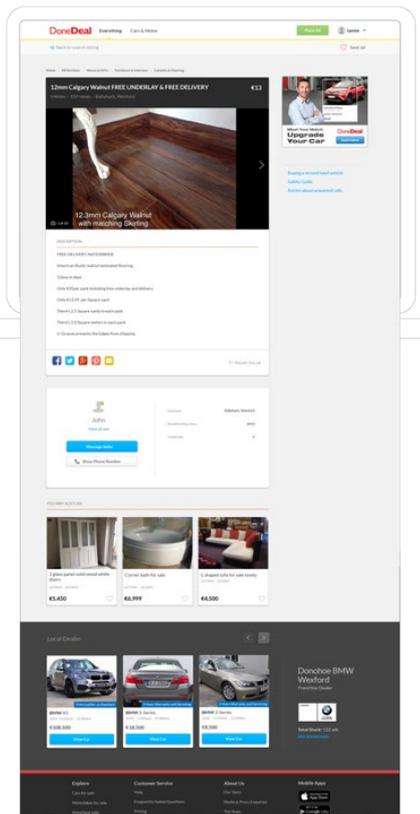
- 1 Make your ads stand out from the others with subtitles which can include warranties, unique selling points and special offers.



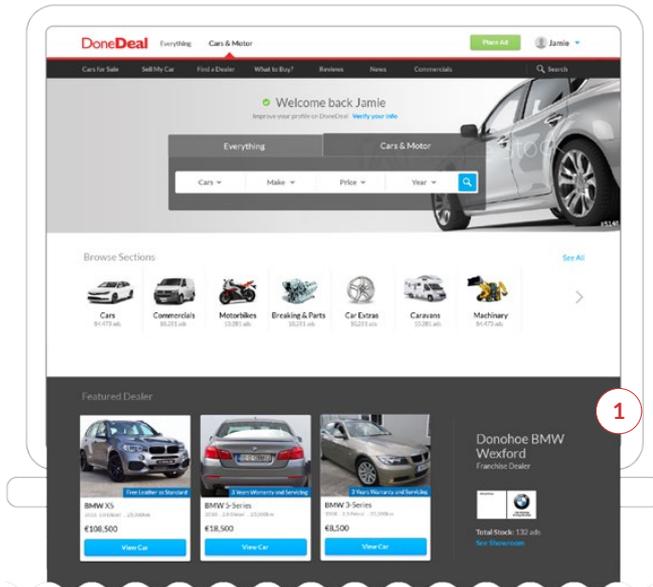
Local Dealer & Local Deals

Local Dealer & Local Deals

Build your dealership's brand and showcase your stock across the DoneDeal platform and our partner sites such as Daft.ie, & Adverts.ie to win buyers from people searching for homes & other goods and services in your area.

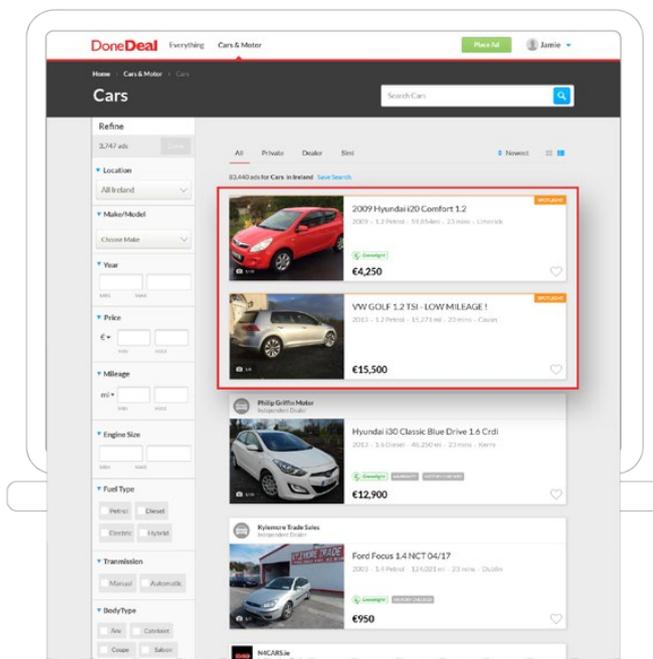


Upgrade Products



Featured Dealer

- 1 Drive leads and build brand recognition by having a featured dealer slot on Ireland's most visited homepage.



Spotlight

Spotlight places your adverts at the top of the page above the search results, guaranteeing 100% visibility of selected stock during key search periods for a 48 hour period.



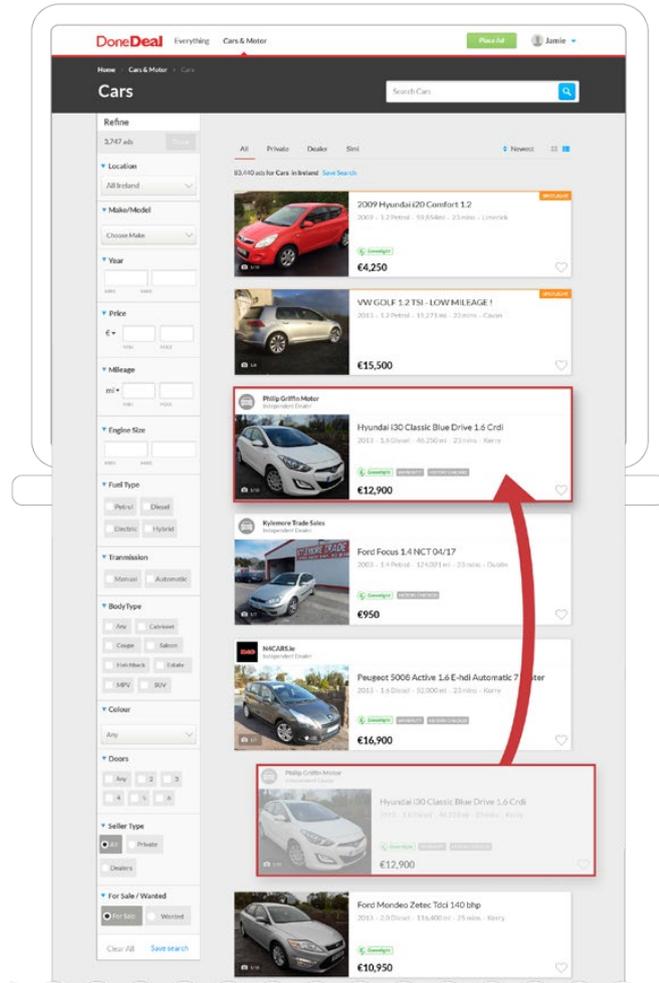


Bump

Bumps allow you to push your car ad to the top of the search results on DoneDeal.

Smart Bump

For those worried about ads falling down the listings too quickly, we have introduced Smart Bump. Once a day, our algorithm chooses cars that are falling furthest down the listings and bumps them back to the top at the optimal time. Our algorithm ensures that you spend your monthly bump allocation as efficiently as possible while still giving you the flexibility to manually choose individual cars to bump.



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