

PARTNERSHIP PLANS FOR CAR ADS

You can choose from four types of partnership plans for car ads. They differ by ad prominence, the number of ads that can be activated per month, and offer additional services included, that help you stand out, sell more and faster.

	Basic partnership	Gold partnership	Platinum partnership	Expert partnership
Ad position		 All ads are raised 1★ above the "Basic" partnership plan.	 All ads are raised 2★ above the "Gold" partnership plan.	 All ads are raised 4★ above the "Platinum" partnership plan.
Number of simultaneously visible ads (ad slots)	From 5 ad slots	From 5 ad slots	From 5 ad slots	From 5 ad slots
Monthly ad activation limit*	1 x number of ads	2 x number of ads	3 x number of ads	4 x number of ads
Eksport to skelbiu.lt	–	✓	✓	✓
"VIP ad" service for all ads	–	–	✓	✓
Useful work tools				
Smart ad filling based on photo and description information <i>From September</i>	✓	✓	✓	✓
Car price analysis tool	–	✓	✓	✓
Commercial offer design tool	–	✓	✓	✓
Contacting visitors who've booked an ad	–	✓	✓	✓
Results and competition analysis tool	–	✓	✓	✓
Seller rating and reviews	–	–	✓	✓
"History Checked" for all ads	–	–	1 x number of ads	1 x number of ads
Possibility to contact those who have requested a car history report	–	–	✓	✓
Sales and Analysis Efficiency				
Ad performance analysis	–	✓	✓	✓
Overall ad metric: demand / performance / sales duration	–	–	✓	✓
Comparison with competing ads: price / mileage / trim level / sales duration	–	–	✓	✓
Assessment of the market demand for the car for sale	–	–	–	✓
"Autopulsas" – market assesment tool	–	–	–	✓
Buyer tool				
Instant notifications of new listings (private sellers)	–	–	–	✓
Visible price change history and sale duration for all ads (private sellers)	–	–	–	✓
Search for ads by duration of sale (e.g. not sold for more than 2 months)	–	–	–	✓
Demand assessment for all ads	–	–	–	✓

* The number of new (or hidden but not yet activated) ads that can be activated in a calendar month. For example, 10 ads can be activated per month with the Basic partnership of 10 slots, 30 ads per month with the Gold partnership of 15 slots, etc.

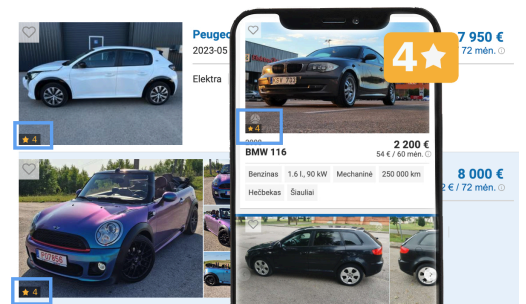
Ad position	Basic partnership	★ Gold partnership	★★ Platinum partnership	★★★★★ Expert partnership
Ad page enrichment				
360° video support	☑	☑	☑	☑
Links to your other ads	☐	☑	☑	☑
Dealership map	☐	☑	☑	☑
Full employee contacts with photo	☐	☑	☑	☑
Brand visibility				
Dealer website (customisable design)	☐	Personalized	Personalized	Personalized
Logo in the ad	☐	☑	☑	☑
Logo in ad search results	☐	☑	☑	☑
Custom banner in all your ads	☐	☑	☑	☑
Automation tools				
Ad XML import / export	☐	☑	☑	☑
Autoresponder to visitors who've bookmarked an ad	☐	☑	☑	☑
Additional benefits				
Promotional attributes (frames, awnings, mats)	☑	☑	☑	☑

Additional services of the "EXPERT" partnership plan

By choosing this plan, the number of ads that can be activated each month is equal to **4 x the number of ad slots**.

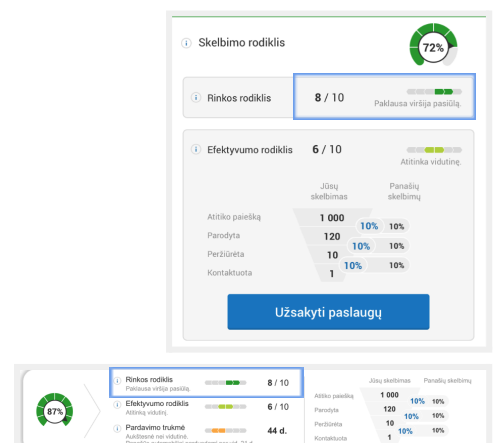
The highest ad position in the list

4 "stars" included for all ads the entire ads validity period, so they will appear higher in the list than "Platinum", "Gold" and "Basic" partnership ads. One ad value when ordered separately **120 EUR**.



Market demand assessment for the car on sale

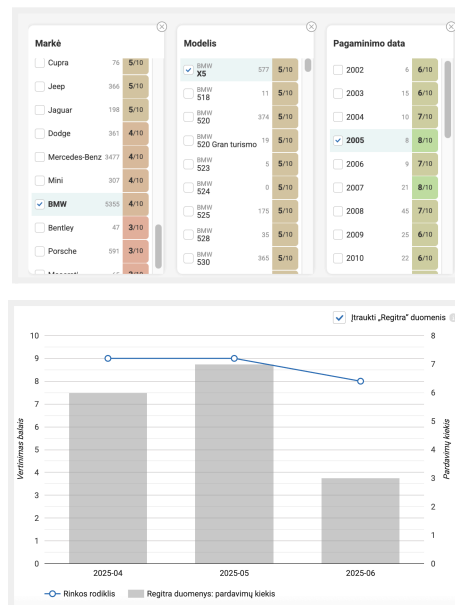
The car **market score** reflects the balance of supply and demand in the car market, based on Autoplus.lt data. A high market score indicates that the car in your ad is in high demand and has a high probability of getting the attention of buyers quickly. A low score indicates that the market for this model is very competitive and may require more effort to attract buyers. A score above "5" indicates that there is more demand for your car than supply.



Market assessment tool "Autopulsas"

NEW

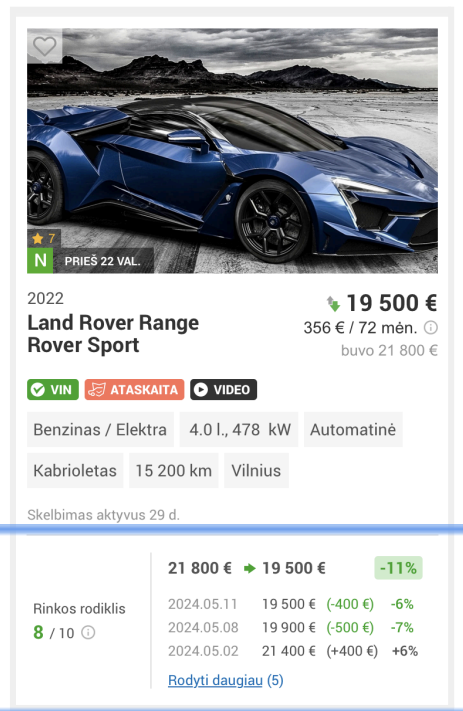
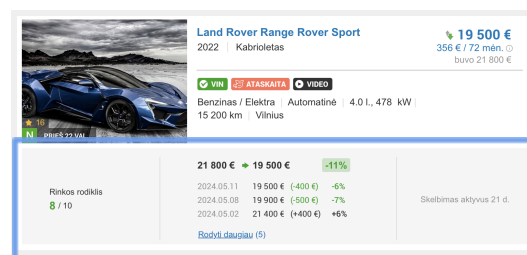
"Autopulsas" is an advanced market analysis tool that allows you to assess the balance between supply and demand for a specific car model and how it changes over time. The tool provides a market assessment on a 10-point scale, helping you decide whether now is a good time to sell or buy your chosen vehicle. Users can monitor market dynamics according to selected criteria (brand, model, year of manufacture, etc.), view data by week or month, and see how many active advertisements there are on the market at the moment and how these indicators have changed over the selected period. In addition, official transaction data from AB Regitra can be included, which helps to understand the real sales situation more accurately. "Autopulsas" helps to make data-driven decisions and navigate the ever-changing car market more easily.



Buyer tools

Autoplus.lt offers new car-buying tools that will help "Expert" plan subscribers to find the appropriate cars faster, more efficiently and follow market trends.

- Instant notifications of new ads.** As soon as a private seller uploads their ad, partners receive instant notifications via email or browser. This allows them to react quickly to new offers and be the first to know about new cars for sale.
- Price history and sales duration for all private sellers' ads.** This tool shows all price changes and their dates, as well as the time the ad was inserted and became active. Partners can easily see how the price has changed and how long the car has been on sale.
- Search for ads by duration of sale.** Partners can filter ads by the duration of their sale, for example to search for cars that have not been sold for more than 2 months. This allows you to identify cars whose sellers may be willing to reduce the price.
- Demand assessment of the car in the ad.** In the list of ads and in the ad itself, partners will see an assessment of the demand for the car based on Autoplus.lt data. This helps you to know what the supply/demand balance is for a specific model in the advert and to make purchasing decisions.



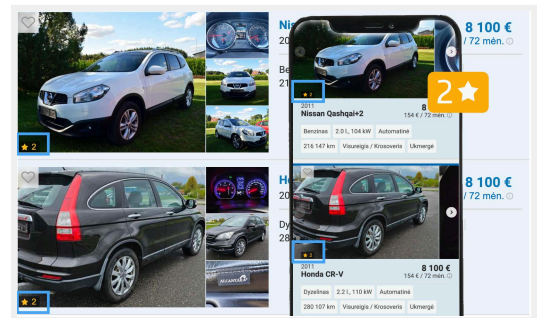
+ All services of the "PLATINUM" partnership

Additional services of the "PLATINUM" partnership plan

By choosing this plan, the number of ads that can be activated each month is equal to **3 x the number of ad slots**.

Higher ad position in the list

2 "stars" included for all ads the entire ads validity period, so they will appear higher in the list than "Gold" and "Basic" partnership ads. One ad value when ordered separately is **60 EUR**.



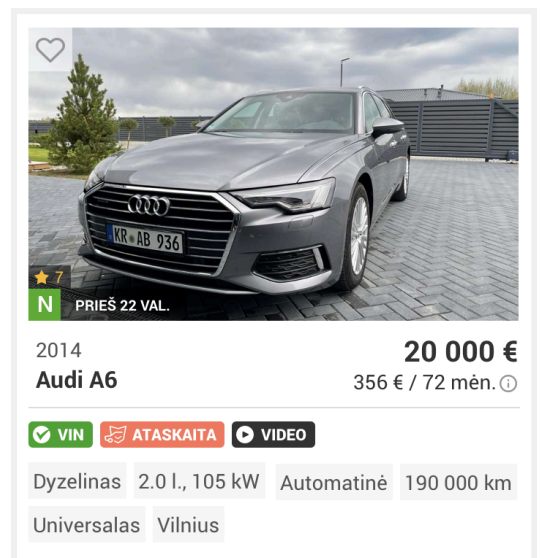
Checked history for all ads and the possibility to contact those who requested a history report

NEW

"**Checked History**" is a new service for Autoplus.lt "Expert" partnership plan subscribers. It allows you to check the history of the car you are selling, ensuring greater transparency and trust between buyers and sellers. This service will help to increase the attractiveness of ads and ensure a smoother sales process.

Features:

- **Integrated report management.** Partners can easily generate, manage, submit and view reports in their own environment.
- **Automated delivery of reports.** Buyers will see that the car has a checked history and can send a request. When a request is received, the system will automatically send the report previously generated. The seller can add a comment in the report.
- **Direct contact with the buyer.** After receiving a request, the partner can contact the buyer and provide additional information.
- **Special labels in adverts.** Ads with this service will be marked with a special label that allows buyers to easily identify cars with a proven history.
- **Reports for any car.** Partners can order reports for any car directly from the Autoplus.lt environment.
- **Number of reports.** Partners are attributed as many reports as the number of ad slots ordered in the plan.



Ataskaitų atsisiuntę pirkėjai:	2019
prieš 2 d.	8 678 14 091 elektroninis@pastas.lt
prieš 2 d.	8 678 14 091 elektroninis@pastas.lt
prieš 2 d.	8 678 14 091 elektroninis@pastas.lt

Rodyti daugiau (12) »

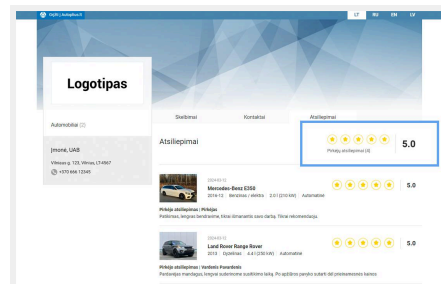
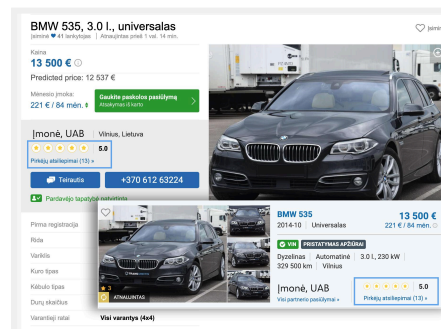
Pozicija	Kontaktas	Paslaugos	Istorijos ataskaita
5 / 289	Vardas pavadė	★ 1 VIP TITULIN 3	Rodyti pirkėjams 10 Pirkėjų užklausus Pežiūrėti

Partner rating and customer reviews

Customers can rate their buying experience and leave a review about your company. Reviews will be visible if you initiate the collection of reviews yourself and send an invitation to the customer (who has purchased a specific car) to leave a review.

Why is it worth collecting reviews and asking buyers to rate their buying experience?

- It shows the credibility of the seller;
- Helps to sell;
- You will be more visible because you will stand out in the listings by having a seller rating;
- You will have the opportunity to improve the quality of your service;
- You will increase the loyalty of your customers.



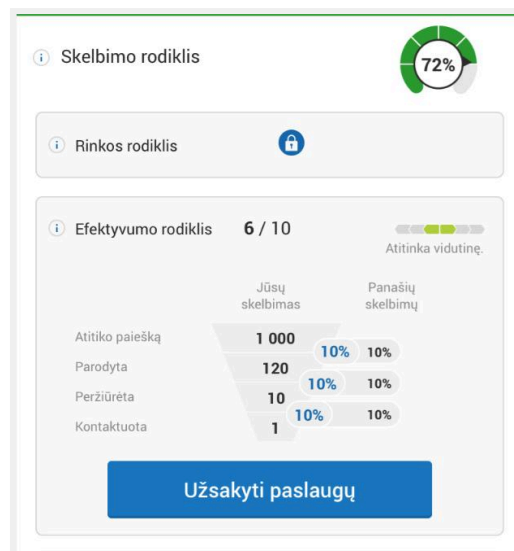
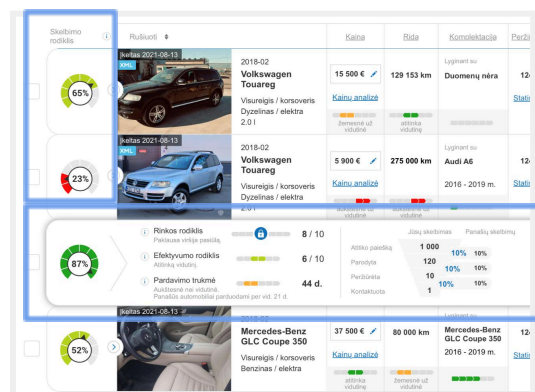
Analysis and sales efficiency

Autoplius.lt introduces new tools to increase the performance of your ads and help you analyse market trends. These analytical tools help you to better understand the market situation, optimise your ads, see where the gaps are and achieve better sales results. While a performance analysis tool shows your overall market situation compared to your competitors, these tools will help you to analyse more deeply through the prism of a specific ad and focus on the ads that are selling the worst.

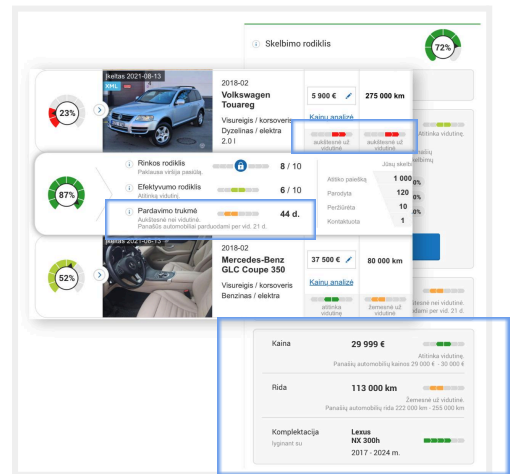
Overall ad score. This metric provides a comprehensive assessment of your ad by summarising three key metrics:

- **Market score - demand of the car** (this score is included in the overall ad score, but is only open to those who have opted for the "Expert" plan);
- **Ad performance** - how well your ad attracts and engages potential buyers. This indicator measures your ad's search match, impressions, views and contact conversion rate;
- **Sales duration** - tells you how long your ad has been active compared to similar ads that have already been removed. Whether this period is still within the normal sales period.

The overall ad score, which varies from 0 to 100%, shows how your ad performs in the context of the overall market. For example, if the score is below 50%, it is worth to analyse the three components and identify the weak points.



Comparison with competing ads. This tool allows you to compare **price, mileage** and **sales duration** data with other similar ads. It shows where a specific car in your ad is in the market context and whether it is worth worrying about and taking action to improve the competitiveness of your ad. Based on this data, you can make decisions on price adjustments, improving the visibility of your ad or make other strategic changes. This will help you to better understand the market situation and react accordingly to changes to make your ad more attractive to potential buyers. In this way, you will be able to increase the performance of your ad and achieve better sales results.



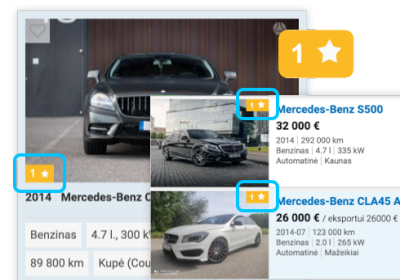
+ All services of the "GOLD" partnership

Additional services of the "GOLD" partnership plan

By choosing this plan, the number of ads that can be activated each month is equal to **2 x the number of ad slots.**

Higher ad position in the list

2 "stars" included for all ads the entire ads validity period, so they will appear higher in the list than "Gold" and "Basic" partnership ads. One ad value when ordered separately is **30 EUR.**



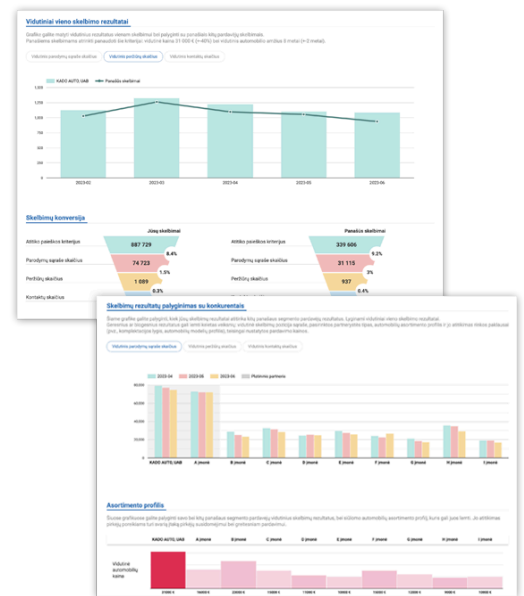
Automatic ad filling based on VIN code

This feature will allow you to automatically fill in most of the technical information about your car by entering the VIN code. The system will identify the parameters, thus saving time and reducing the chance of mistakes. Although there may be exceptions due to model specificity or rarity, in most cases the system will provide complete and accurate information about the car, ensuring a smooth ad creation process.

This feature will not only speed up the uploading of ads, but will also increase the quality of the ads. It will allow potential buyers to get more information, increase the market attractiveness of your ads and ensure that the data provided is accurate and complete.

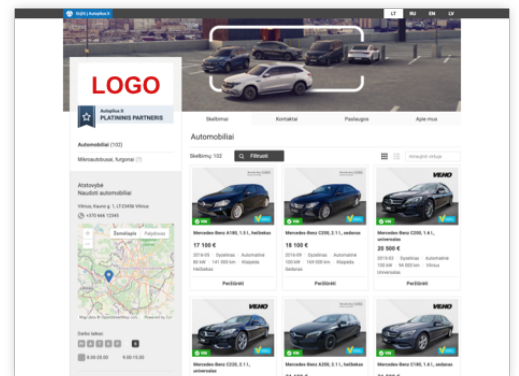
Performance and competition analysis tool

- How are the number of views and contacts changing, is it in line with market trends?
- How does it compare with similar ads and the closest competitors?
- Do the cars you offer match the needs of the searchers?
- Why are you getting or not getting enough views or contacts?
- How do your ads differ from those of your closest competitors? How do the offered cars differ and what decisions do you need to make when choosing what to buy to grow your sales?
- How do your results differ from your closest competitors?
- Which are the most successful ads and which need attention?



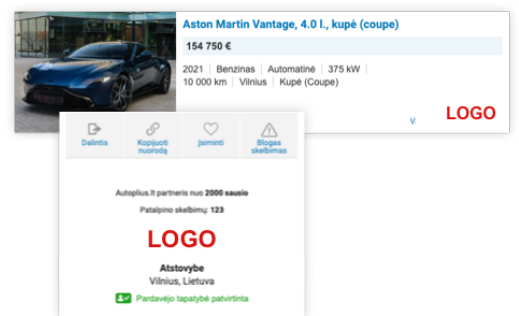
Your personalised website with ads

All ads are presented in a personalised web address autoplus.lt/your-name. You can personalise its appearance, upload a logo, choose a colour theme, design, provide additional information about your company, your services, opening hours, staff and a map to find you.



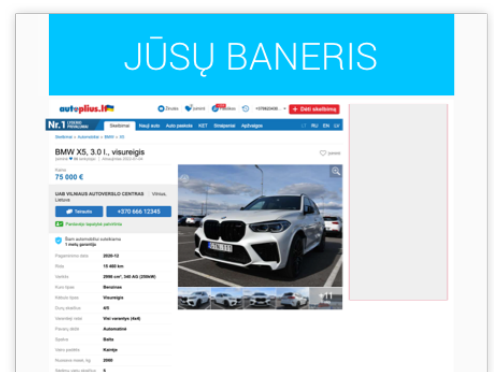
Logo in the ad and in the list of ads

Your company logo appears next to each ad - in the list and in the contacts section. Grow your business brand and look professional in the eyes of buyers.



Your banner at the top of ads

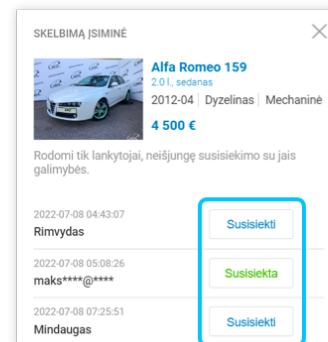
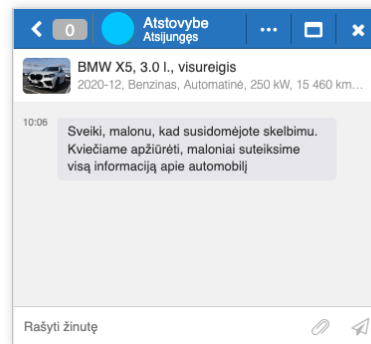
At the top of each of your ads, instead of the usual portal advertising position, your company's banner is displayed. This adds solidity and distinction to your ad. In this position, the ads of potential competitors are not displayed. To take advantage of this, please contact your Autoplus.lt manager.



Possibility to contact visitors who bookmarked your ad and set an automatic message

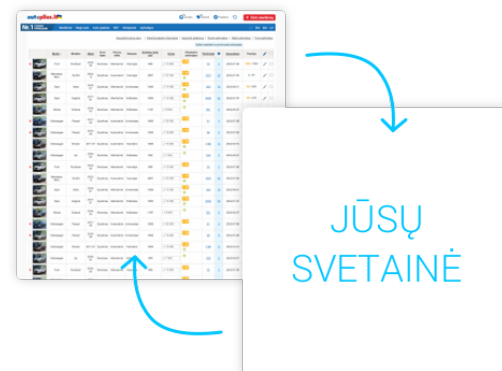
A lot of buyers delay their first contact or wait for more offers even though they are interested in the car. With our service, you can take the first step and increase the likelihood of a sale. You can directly contact the visitors who have bookmarked your ad, offering a viewing, more information or a special offer.

You can also set up an automated message that we will send for you to anyone who has remembered your ad. This saves you time and ensures that no potential buyer is left without attention.



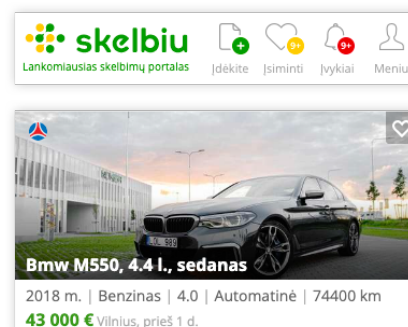
XML import/export of ads

The possibility to automatically import ads to your Autoplus.It account from your company's internal system, or vice versa - from your Autoplus.It account to your website. XML and JSON data exchange formats are supported.



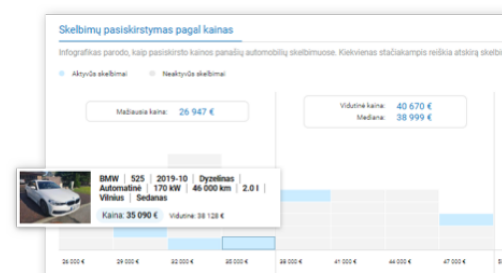
Publishing ads on Skelbiu.It as well

All your ads are automatically transferred to Skelbiu.It, Lithuania's largest classifieds portal, which increases the number of views by around 20%.



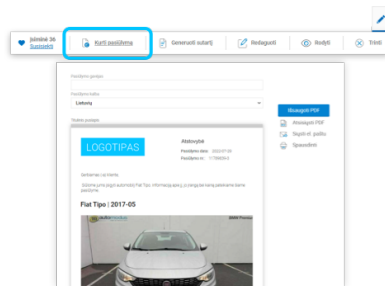
Car price analysis tool

Make a more accurate decision on how much to price the car you're selling or buying, and optimise your profit margin and selling time. With data from thousands of ads, you can see how many cars with similar parameters have been sold, at what price, in what time, and how price relates to speed of sale. You can also better assess the competition by viewing the ads that have been sold.



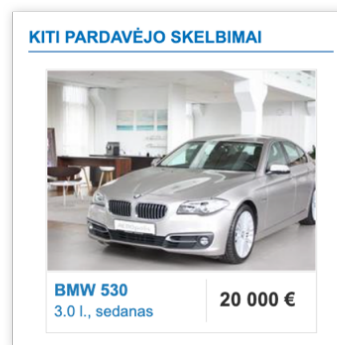
Commercial offer design tool

Create and send your customers individual commercial offers with a solid design directly from your Autoplus.It account. Change the description of the car, show pictures, add a discount, give a representative company description. Find all your offers in one place.



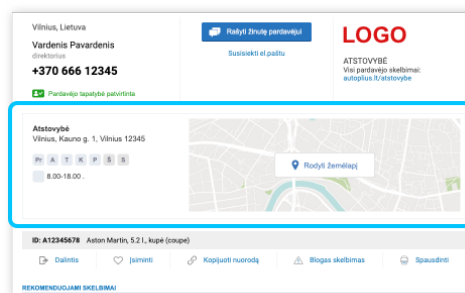
Other partner ads

Inside the ad, not only the current ad information is displayed, but also your other cars for sale.



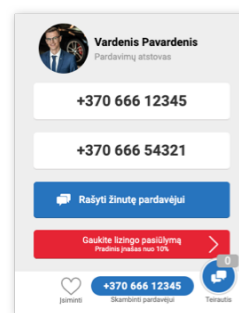
Dealership Map

Help customers find you more easily and increase foot traffic. In each ad, you can include a map showing the location of the lot where the car is, as well as your business hours. If you have multiple physical sales locations, you can save them in the system and quickly assign them to each ad.



Full employee contacts with photo

Show more than just a phone number. Presenting professional contact details and photos of you or your employees alongside the ad's contact information increases buyers' trust.



Highlighted warranty

It is important for all buyers that the car they buy does not have hidden problems or needs expensive repairs. If you offer a warranty on your cars, it will already be clearly visible in the list of ads. This will clearly differentiate the car from its competitors and justify its value and price. Now you can choose which warranty the car is covered by: **manufacturer**, **dealer** or **additional paid warranty**.

