

TraderAds

 List  Publish  Sell

CREATING "For Sale/Hire" inventory items
VIEWING leads results

CREATING For Sale/Hire inventory items

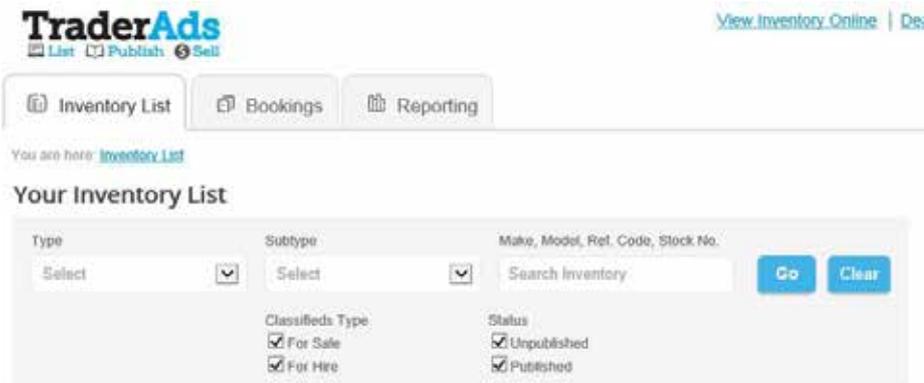
Step 1 - Sign in to TraderAds



The image shows the TraderAds sign-in page. At the top is the TraderAds logo with 'List', 'Publish', and 'Sell' icons. Below the logo is a 'Sign In' heading. There are two input fields for username and password, followed by a blue 'Login' button. A link for 'Forgot Password?' is located below the button. At the bottom, there is a 'Need Help?' section with contact information: 'Call 1300 362 355 or email support@traderads.com.au'.

Sign in to TraderAds
<http://www.traderads.com.au>
with your username and password

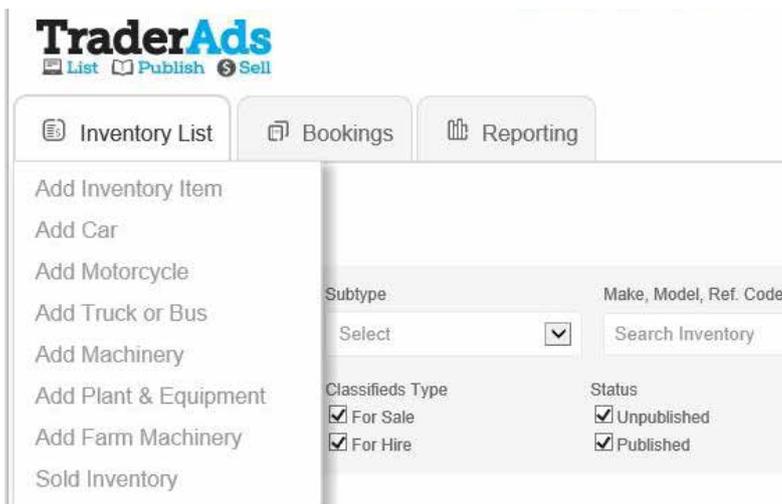
Step 2 - Upload Inventory



The image shows the TraderAds 'Inventory List' page. At the top is the TraderAds logo and navigation links for 'View Inventory Online' and 'Dea'. Below the logo are tabs for 'Inventory List', 'Bookings', and 'Reporting'. The 'Inventory List' tab is active. Below the tabs, it says 'You are here: Inventory List'. The main heading is 'Your Inventory List'. There is a search form with 'Type' and 'Subtype' dropdown menus, a 'Make, Model, Ref. Code, Stock No.' search field, and 'Go' and 'Clear' buttons. Below the search form are checkboxes for 'Classifieds Type' (For Sale, For Hire) and 'Status' (Unpublished, Published).

Add new
inventory items

Step 3 - Select Industry Item type



The image shows the TraderAds 'Inventory List' page with a dropdown menu open over the 'Inventory List' tab. The dropdown menu lists the following options: 'Add Inventory Item', 'Add Car', 'Add Motorcycle', 'Add Truck or Bus', 'Add Machinery', 'Add Plant & Equipment', 'Add Farm Machinery', and 'Sold Inventory'. The background shows the same search form as in Step 2.

Hover mouse over
inventory list and select
the industry type from
the drop down selection

CREATING For Sale/Hire inventory items



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Step 4 – Select Classified Type (For Sale or For Hire)

Add New Inventory Item
Please note: mandatory texts are signignted in yellow.

Fill out your listing quicker
Click on a link below to let us help you quickly fill out the information for your listing. Alternatively, choose from the drop-down lists. If you cannot locate the type for your listing, [click here](#) to view all types.

[Trucks/Trucks](#) [Trucks/Truck Trailers](#) [Light Commercial/Buses](#)
[Buses/Buses](#) [Trucks/Truck Parts](#) [Light Commercial/Vans](#)

ITEM TYPE
Type: Trucks
Sub Type: Truck Trailers

CLASSIFIEDS TYPE
Classifieds Type: For Sale For Hire

Note

If you aren't signed up for the hire package, please contact Client Services on 1300 362 355

Step 5 – Populate the fields - Mandatory fields are highlighted

Add New Inventory Item
Please note: mandatory fields are highlighted in yellow.

Fill out your listing quicker
Click on a link below to let us help you quickly fill out the information for your listing. Alternatively, choose from the drop-down lists. If you cannot locate the type for your listing, [click here](#) to view all types.

[Trucks/Trucks](#) [Trucks/Truck Trailers](#) [Light Commercial/Buses](#)
[Buses/Buses](#) [Trucks/Truck Parts](#) [Light Commercial/Vans](#)

ITEM TYPE
Type: Trucks
Sub Type: Truck Trailers

STANDARD FIELDS
Class: Select
Make: Select
Model:
Series:
Year:
Listing Type: Used

IDENTIFICATION
VIN:
Engine Number:
Stock Number: 3944
Registration:
Expiry Month: Select
Expiry Year: Select

CLASSIFIEDS TYPE
Classifieds Type: For Sale For Hire

FOR SALE PRICING
Currency: AUD
Buy Price:
Retail Price (Description):
Retail Price (inc. GST):
Retail Price (Price Description):
Wholesale Price:
Find Similar

DESCRIPTION
Short Description:
Long Description:
Extra Description:

Note

Do not include any websites or phone number (Unique Number are accepted)

You must enter a short and long description

Step 6 – Click Save.

[Save & Return](#) [Upload Photos](#)

After the text is saved the option to add images will appear.

Add New Inventory Item
Please note: mandatory fields are signignted in yellow.

Fill out your listing quicker
Click on a link below to let us help you quickly fill out the information for your listing. Alternatively, choose from the drop-down lists. If you cannot locate the type for your listing, [click here](#) to view all types.

[Trucks/Trucks](#) [Trucks/Truck Trailers](#) [Light Commercial/Buses](#)
[Buses/Buses](#) [Trucks/Truck Parts](#) [Light Commercial/Vans](#)

ITEM TYPE
Type: Trucks
Sub Type: Truck Trailers

STANDARD FIELDS
Class: Select
Make: Select
Model:
Series:
Year:
Listing Type: Used

IDENTIFICATION
VIN:
Engine Number:
Stock Number: 3944
Registration:
Expiry Month: Select
Expiry Year: Select

CLASSIFIEDS TYPE
Classifieds Type: For Sale For Hire

FOR SALE PRICING
Currency: AUD
Rate (inc. GST):
Rate Duration:
Find Similar

FOR HIRE INFORMATION
Operator License Required:
Operator Available:
Fleet Available:

DESCRIPTION
Short Description:
Long Description:
Extra Description:

[Back to Inventory List](#) [Save & Return](#) [Upload Photos](#)

Note

Retail Price (Inc. GST) must only contain numbers

Note

If any of the mandatory fields are not entered the notifications will appear.

CREATING For Sale/Hire inventory items

Step 7 – Upload Images & Video

Upload photos/video

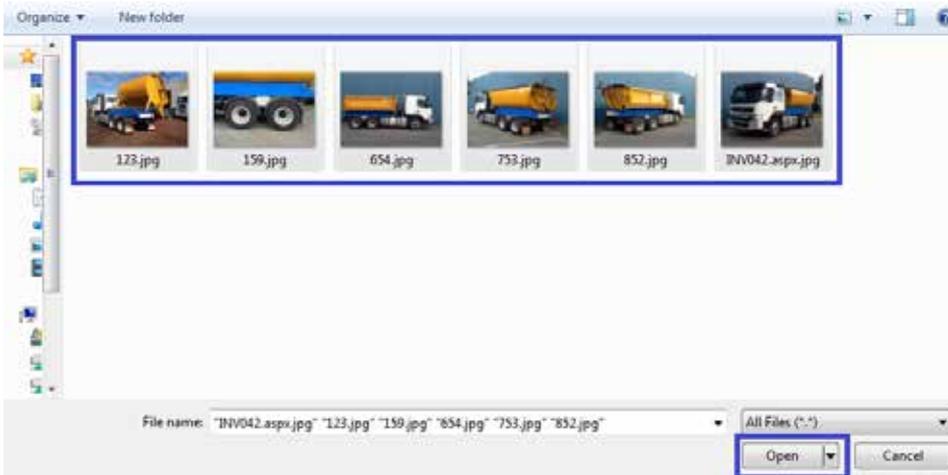
ADD IMAGES

Items with lots of photos are more likely to sell. Try to include a variety of images with lots of detail and different angles. You can add more photos later.

Select Images You can select and upload multiple images at a time.

To change the order of images, just click and drag them around.

Upload Images from your computer



Note

Maximum image size is 5MB

ADD IMAGES

Items with lots of photos are more likely to sell. Try to include a variety of images with lots of detail and different angles. You can add more photos later.

Select Images You can select and upload multiple images at a time.



To change the order of images, just click and drag them around.

Tip

You can add multiple images by holding down the Shift key.

Note

You can change the order of images by clicking and dragging the images.

Video Link – Upload a URL link direct from YouTube

ADD A VIDEO (FOR SELECTED PREMIUM ADS)*

Include a link to a YouTube video. The recommended video length is 2 minutes.

* Videos are an optional inclusion for ads marked as premium.

CREATING For Sale/Hire inventory items

Step 8 – Back to Inventory

[View Item in Inventory List](#) ▶

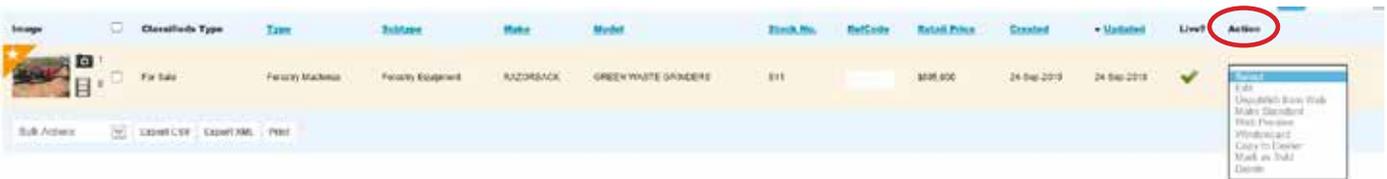
Your Item will now have a Refcode allocated for easy searching.



Step 9 – Editing inventory item & select premium items

In the action column you can now edit, copy, delete, create a windowcard, mark as sold, preview and publish to web.

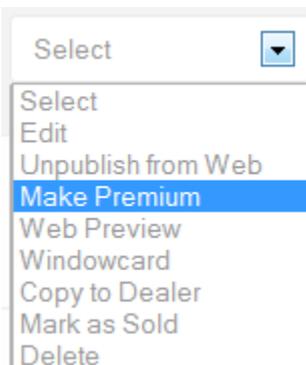
Your item doesn't automatically publish to the web, you need to click web publish.



This now gives you the option to Make Premium ads

Premium Ads: They give your ads maximum exposure. Premium items appear above standard ads in a default search on our classified web sites. You can list Premium ads at no additional cost.

To make an ad Premium, select Make Premium



Note
You can change your Premium Ads around as often as you like.

Image	Type	Subtype	Make	Model	Stock No.	RefCode	Retail Price	Updated	Live?	Action
	6	Trucks	Truck Trailers	11CM	EXAMPLE	S49	TA471878 POA	07-Jan-2014	✓	Select

CREATING For Sale/Hire inventory items



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Step 10 – Maintenance of inventory items

The maintenance of your inventory is crucial to the success of your online and print advertising as this process heightens your listings exposure. We recommend you check your stock weekly and update where required (pricing, text etc.) to keep your stock up to date. If you have premium listings added to your account, please ensure these are rotated on a weekly basis to give you maximum exposure to your business. If you wish to have premium listings added to your account, please contact Client Services on 1300 362 355.

To edit an item, hover mouse over selected item and click into the inventory item. This will bring up the items listing details where you can make changes to the ad.

The screenshot displays an inventory management interface with a table of items. The table has columns for Image, Classifieds Type, Title, Subtype, Make, Model, Stock No., Ref Code, Retail Price, Created, Updated, Live?, and Action. The 'Action' column for the first item is circled in red, and a dropdown menu is open, showing options: Edit, Duplicate Item, Mark Standard, Mark Premium, Whitelisted, Copy to Dealer, Mark as Sold, and Delete. Below the table, there are buttons for 'Save & Return' and 'Upload Photos'.

Image	Classifieds Type	Title	Subtype	Make	Model	Stock No.	Ref Code	Retail Price	Created	Updated	Live?	Action
	<input type="checkbox"/> For Sale	Ferrous Machine	Ferrous Equipment	RAZORBACK	GREEN WASTE SANDERS	811		\$100,000	24 Sep 2019	24 Sep 2018	<input checked="" type="checkbox"/>	<ul style="list-style-type: none">EditDuplicate ItemMark StandardMark PremiumWhitelistedCopy to DealerMark as SoldDelete

Buttons: Save & Return, Upload Photos

VIEWING Leads results



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Step 1 – Hover mouse over reporting tab

Dashboard

Step 2 – Select either For Sale Dashboard or For Hire Dashboard (depending on stock listed that you would like to view results for)

Step 3 – This will generate information on your leads for the last 12 months

For Sale Dealer Dashboard for August 2019

Summary: Total Inventory: 749, Published Inventory: 34, Premium Published Inventory: 4, Average Days for Inventory: 17.76, Published Inventory without Price: 0.

Four Enquiry States

Month	New Leads	Renewal Leads	Renewal Leads	Renewal Leads
Aug 2019	10	10	10	10
Jul 2019	10	10	10	10
Jun 2019	10	10	10	10
May 2019	10	10	10	10
Apr 2019	10	10	10	10
Mar 2019	10	10	10	10
Feb 2019	10	10	10	10
Jan 2019	10	10	10	10
Dec 2018	10	10	10	10
Nov 2018	10	10	10	10
Oct 2018	10	10	10	10
Sep 2018	10	10	10	10
Aug 2018	10	10	10	10
Jul 2018	10	10	10	10
Jun 2018	10	10	10	10
May 2018	10	10	10	10
Apr 2018	10	10	10	10
Mar 2018	10	10	10	10
Feb 2018	10	10	10	10
Jan 2018	10	10	10	10
Dec 2017	10	10	10	10
Nov 2017	10	10	10	10
Oct 2017	10	10	10	10
Sep 2017	10	10	10	10
Aug 2017	10	10	10	10
Jul 2017	10	10	10	10
Jun 2017	10	10	10	10
May 2017	10	10	10	10
Apr 2017	10	10	10	10
Mar 2017	10	10	10	10
Feb 2017	10	10	10	10
Jan 2017	10	10	10	10
Dec 2016	10	10	10	10
Nov 2016	10	10	10	10
Oct 2016	10	10	10	10
Sep 2016	10	10	10	10
Aug 2016	10	10	10	10
Jul 2016	10	10	10	10
Jun 2016	10	10	10	10
May 2016	10	10	10	10
Apr 2016	10	10	10	10
Mar 2016	10	10	10	10
Feb 2016	10	10	10	10
Jan 2016	10	10	10	10
Dec 2015	10	10	10	10
Nov 2015	10	10	10	10
Oct 2015	10	10	10	10
Sep 2015	10	10	10	10
Aug 2015	10	10	10	10
Jul 2015	10	10	10	10
Jun 2015	10	10	10	10
May 2015	10	10	10	10
Apr 2015	10	10	10	10
Mar 2015	10	10	10	10
Feb 2015	10	10	10	10
Jan 2015	10	10	10	10
Dec 2014	10	10	10	10
Nov 2014	10	10	10	10
Oct 2014	10	10	10	10
Sep 2014	10	10	10	10
Aug 2014	10	10	10	10
Jul 2014	10	10	10	10
Jun 2014	10	10	10	10
May 2014	10	10	10	10
Apr 2014	10	10	10	10
Mar 2014	10	10	10	10
Feb 2014	10	10	10	10
Jan 2014	10	10	10	10
Dec 2013	10	10	10	10
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May 2013	10	10	10	10
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Feb 2013	10	10	10	10
Jan 2013	10	10	10	10
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Feb 2012	10	10	10	10
Jan 2012	10	10	10	10
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May 2011	10	10	10	10
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Mar 2011	10	10	10	10
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Jul 2002	10	10	10	10
Jun 2002	10	10	10	10
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Aug 2001	10	10	10	10
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Jun 2001	10	10	10	10
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Jun 1998	10	10	10	10
May 1998	10	10	10	10
Apr 1998	10	10	10	10
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VIEWING Leads results

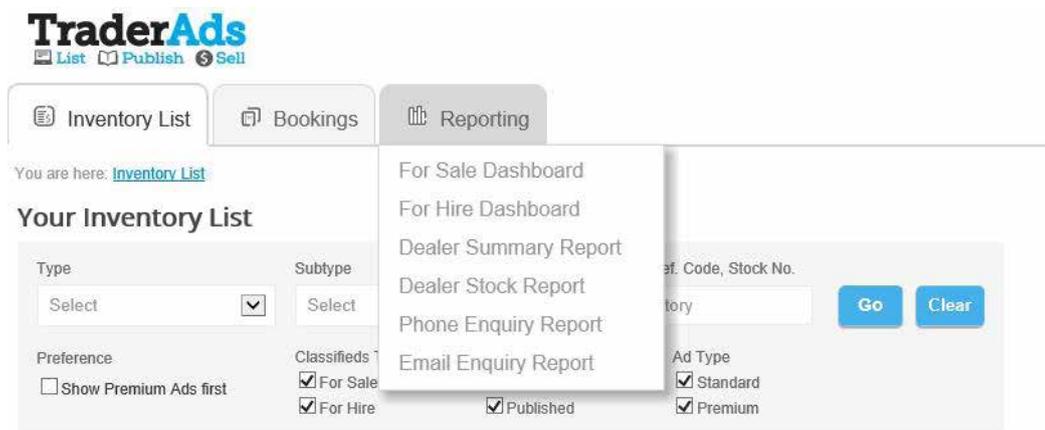
There are four different types of reports you can access via TraderAds.

The **Dealer Summary Report** gives an overview of the Bauer websites your items are displayed across and the amount of searches you are receiving per website.

The **Dealer Stock Report** displays the amount of views and email enquiries you receive per item.

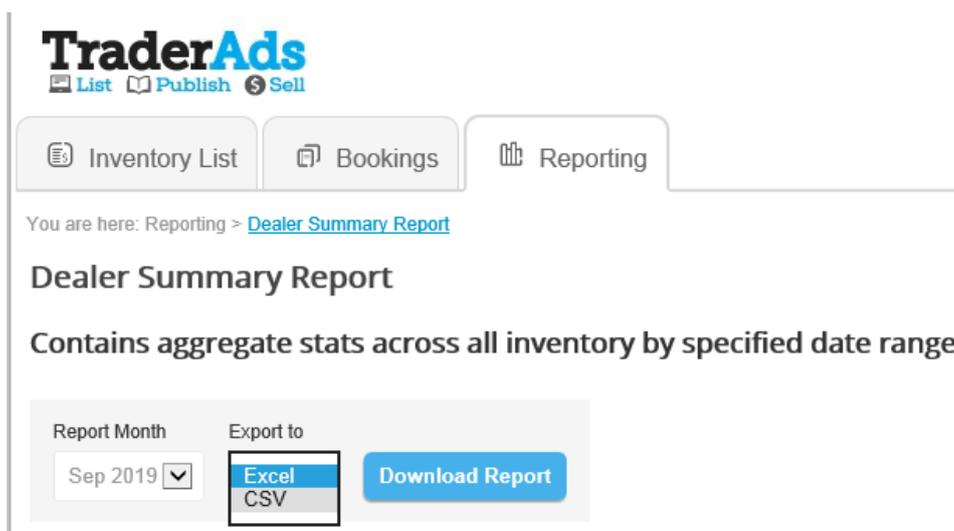
The **phone & email enquiry reports** display the amount of leads you have received.

Step 1 – Hover mouse over reporting tab



The screenshot shows the TraderAds website interface. At the top, there are three tabs: 'Inventory List', 'Bookings', and 'Reporting'. The 'Reporting' tab is highlighted, and a dropdown menu is open, listing several report options: 'For Sale Dashboard', 'For Hire Dashboard', 'Dealer Summary Report', 'Dealer Stock Report', 'Phone Enquiry Report', and 'Email Enquiry Report'. Below the tabs, there is a search bar with 'Go' and 'Clear' buttons. The main content area is titled 'Your Inventory List' and contains various filters and checkboxes for refining search results.

Step 2 – If you would like to generate an excel format report for month by month leads results, highlight over the reporting tab and select Dealer Summary Report



The screenshot shows the 'Dealer Summary Report' page in the TraderAds interface. The 'Reporting' tab is selected, and the breadcrumb trail indicates the path: 'You are here: Reporting > Dealer Summary Report'. The page title is 'Dealer Summary Report' and the subtitle is 'Contains aggregate stats across all inventory by specified date range'. At the bottom, there is a form with a 'Report Month' dropdown set to 'Sep 2019', an 'Export to' dropdown with 'Excel' and 'CSV' options, and a 'Download Report' button.



Dealer Summary Report

This is an overview of the websites your items are displayed across and the amount of searches you are receiving per website

Dealer Summary Report For Bauer Trader Media

SmartTrader ID	Dealer name	Publication	Reportable item count	Item searches	Item Detail Views	Item Email Enquiries	Phone enquiries
5000000	Bauer Trader Dealer	dealsonwheels.co.nz	22	142	75	7	13
5000000	Bauer Trader Dealer	fullyloaded.com.au	15	1700	139	3	6
5000000	Bauer Trader Dealer	ownerdriver.com.au	35	2786	149	2	7
5000000	Bauer Trader Dealer	tradeearthmovers.com.au	16	89	26	6	3
5000000	Bauer Trader Dealer	tradefarmmachinery.com.au	10	156	60	4	2
5000000	Bauer Trader Dealer	tradeplantequipment.com.au	11	57	14	9	8
5000000	Bauer Trader Dealer	tradetrucks.com.au	43	13564	1638	8	15

Glossary:

- SmartTrader ID: Assigned client ID number
- Dealer Name: Business Name of organisation
- Publication: The Bauer Trader websites that the item(s) are advertised across
- Reportable Item Count: Total items displayed online for the Dealer for the selected date range
- Item Searches: Number of times client's items were searched by potential buyers during reporting period
- Item Detail Views: Number of times the item(s) were opened and viewed
- Inventory Email Enquiries: Number of email enquiries for the specific month
- Phone Enquiries: Number of phone enquiries received for the date range selected. This is tracked by using a Unique Number, displaying a mobile number and/or different number in the description will affect the amount of leads appearing on this report



Dealer Stock Report

This report displays the amount of views and email enquiries you receive per item

Dealer Stock Report For Bauer Trader Media

SmartTrader ID	Dealer name	Publication	Title	Stock	Item Searches:	Item Detail Views:	Item Email Enquiries
5000000	Bauer Trader Dealer	dealsonwheels.co.nz	FREIGHTLINER ARGOSY 101 2007	TA00000	220	42	13
5000000	Bauer Trader Dealer	fullyloaded.com.au	FREIGHTLINER ARGOSY 101 2007	TA00000	15	8	6
5000000	Bauer Trader Dealer	ownerdriver.com.au	FREIGHTLINER ARGOSY 101 2007	TA00000	28	10	7
5000000	Bauer Trader Dealer	tradeearthmovers.com.au	FREIGHTLINER ARGOSY 110 2010	TA00000	63	3	3

Glossary:

- SmartTrader ID: Assigned client ID number
- Dealer Name: Business Name of organisation
- Publication: The Bauer Trader websites that the item(s) are advertised across
- Title: Make, Model, Year of item advertised online
- Stock: TraderAds Reference code that applies to that item
- Item Searches: Number of times client's items were searched by potential buyers during reporting period
- Item Detail Views: Number of times the item(s) were opened and viewed
- Item Email Enquiries: Number of email enquiries for that specific item



Phone Enquiry Report

Displays the amount of phone enquiries received for the date range selected.

Dealer Phone Enquiry For Bauer Trader Media

SmartTrader ID	Dealer Name	Publication	Calling Number	Called Number	Call Date & Time	Call Duration	Call Status	Call Originating Region/State
5000000	Bauer Trader Dealer	tradetrucks.com.au	0295675400	0295674290	7/22/2016 10:29:13 AM	645	Answered	Sydney
5000000	Bauer Trader Dealer	tradetrucks.com.au	0400000000	0395674290	8/7/2016 8:11:13 AM	42	Answered	Mobile
5000000	Bauer Trader Dealer	tradetrucks.com.au	0400001001	0395674290	8/8/2016 12:21:20 PM	0	No Answer	Braybrook
5000000	Bauer Trader Dealer	tradetrucks.com.au	Anonymous	0395674290	8/8/2016 12:21:20 PM	149	Answered	Geelong

Glossary:

SmartTrader ID:	Assigned client ID number
Dealer Name:	Business Name of organisation
Publication:	The Bauer Trader websites that the item(s) are advertised across
Calling Number:	Phone number that called to make an enquiry regarding one of the Dealers items
Called Number:	Phone number that was dialed
Call Date & Time:	Date and time of phone call from that specific consumer
Call Duration:	Length of phone call in seconds
Call Status:	Whether the phone call was answered or not
Call Originating Region/State:	Possible location of caller



Email Enquiry Report

Displays the amount of email enquiries received for the date range selected.

Dealer Email Enquiry For Bauer Trader Media

SmartTrader ID	Name	Publication	Title	Stock	Enquiry Date & Time	Customer Email	Customer Name	Customer Phone	Customer City	Customer Region/ State	Customer Country	Dealer Email Address
5000000	Bauer Trader Dealer	tradetrucks.com.au	KENWORTH T904..	TA000000	1/24/2016 6:01:19 PM	bob@icloud.com	Bob George	0400000001	Melbourne	Victoria	Australia	bauertrader@bauertrader.com.au
5000000	Bauer Trader Dealer	tradetrucks.com.au	INTERNATIONAL 9900 EAGLE	TA000001	2/7/2016 12:45:40 PM	janice@gmail.com	Janice Walter	0295674000	Melbourne	Victoria	Australia	bauertrader@bauertrader.com.au

Glossary:

SmartTrader ID:	Assigned client ID number
Dealer Name:	Business Name of organisation
Publication:	The Bauer Trader websites that the item(s) are advertised across
Title:	Make, Model, Year of item advertised online that consumer is enquiring about
Stock:	TraderAds Reference code that applies to that item
Enquiry Date & Time:	Date and Time the email enquiry was sent
Customer Email:	Email address of enquiries
Customer Name:	Name of customer sending the enquiry
Customer Phone:	Phone number customer left on the enquiry
Customer City:	Location of customer
Customer Region/State:	State customer currently resides in
Customer Country:	Country the enquiry has been received from
Dealer Email Address:	Email address that enquiries are being sent to