

**Please Note: You must be on Motorcentral DMS v3.0.31 or above to utilise this functionality. Upgrade at <https://www.motorcentral.co.nz/downloadmc>.**

## **Trade Me (Dealerbase) Product Management in Motorcentral**

Motorcentral offers you the ability to manage some of your Trade Me account features directly from within Motorcentral. This includes:

- Upgrading your Dealerbase plan
- Purchasing Featured & Super Featured listings
- Selecting the vehicles you wish to Feature and Super Feature
- Selecting your 'Top Pick' vehicles (requires Trade Me Showroom product)
- Viewing statistics regarding your Trade Me views, wishlists and enquiries per vehicle

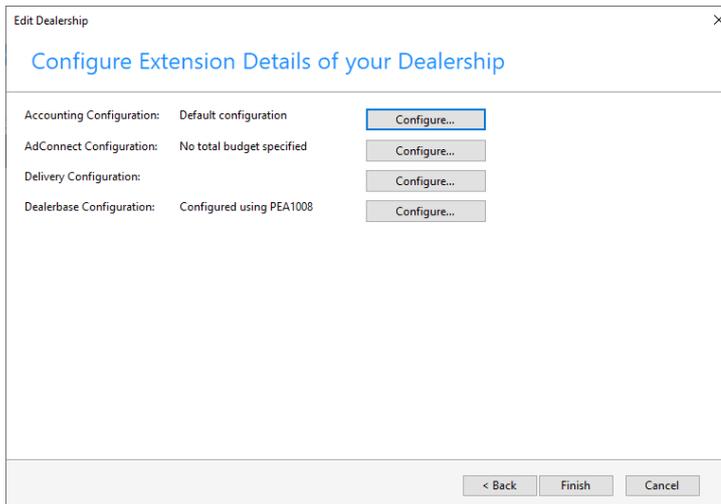
By allowing Motorcentral to manage these options the system can begin to learn and advise you on smarter decisions regarding your vehicle advertising, plus it should make things a whole lot easier for you as you avoid having to swap between two systems.

**Please Note: If you opt to use Motorcentral to manage your Trade Me account any changes you make within Dealerbase (in regards to the above items) will be overwritten the next time Motorcentral sends a request to Trade Me. For this reason, we suggest you manage your Dealerbase settings using Motorcentral exclusively or Dealerbase exclusively.**

## Connecting your dealership to a Dealerbase account

Each of your dealerships in Motorcentral need to correlate to one of your Dealerbase accounts. To do this:

1. Navigate to Tools > Dealerships from the main window of Motorcentral DMS
2. Select the dealership you wish to connect your Dealerbase account to and click 'Edit...'
3. Click Next until you are presented with the screen below



4. Click the 'Configure...' button in the Dealerbase Configuration section
5. Click 'Change...' next to the Dealerbase ID field

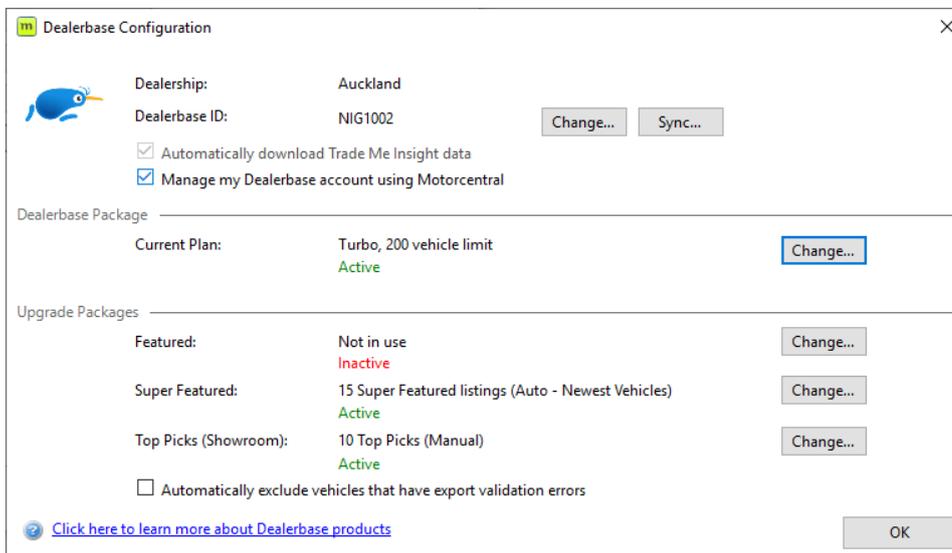
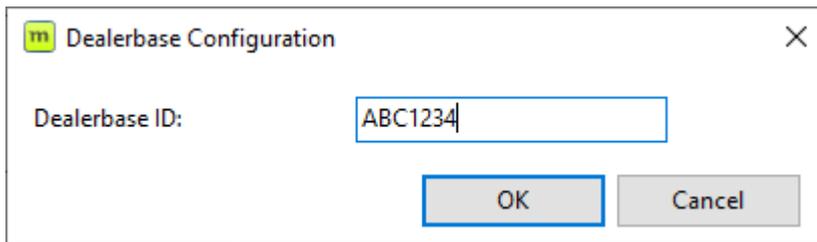


Figure 1 - Dealerbase Configuration screen

6. Enter the Dealerbase ID you'd like to assign to this dealership



Dealerbase Configuration

Dealerbase ID: ABC1234

OK Cancel

Motorcentral will now automatically sync any existing plans and premium products you have setup in Dealerbase for that Dealerbase ID. It will also synchronise your current Featured, Super Featured and/or Top Pick vehicle selections to Motorcentral.

**Please Note: This process does not sync the auto-allocation method you have set in Dealerbase (eg. oldest vehicles). You will still need to select your preferred auto-allocation method in Motorcentral.**

## Dealerbase management from within Motorcentral

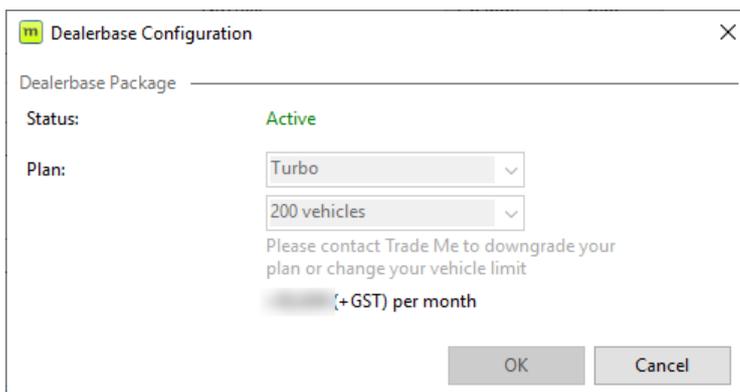
### Dealerbase Plans/Premium Products

You can order or modify your existing Dealerbase plan(s) and/or other selected Dealerbase premium products from the Dealerbase Configuration screen as shown in Figure 1.

To change your Dealerbase plan:

**Please Note: Your current plan can only be UPGRADED via Motorcentral, not downgraded. Also currently you cannot alter the number of vehicles on your plan via Motorcentral. In order to downgrade your plan or alter the number of vehicles you will need to contact your Trade Me Sales representative.**

1. Click the 'Change...' button next to your current Dealerbase plan for this Dealerbase ID
2. Select the plan you wish to upgrade to using the dropdown field provided



The screenshot shows a 'Dealerbase Configuration' window. It displays the current status as 'Active'. The 'Plan' is set to 'Turbo' and the 'Vehicles' limit is '200 vehicles'. A note indicates that downgrading or changing the vehicle limit requires contacting Trade Me. The price is shown as '0.00 (+GST) per month'. 'OK' and 'Cancel' buttons are at the bottom.

3. Click OK

Once a plan upgrade has been requested it is sent to Trade Me for fulfilment. Motorcentral will display a 'Processing...' status until the request has been confirmed (or declined).

Confirmation can be verified by 'resyncing' (clicking the 'Sync...' button) or is done automatically as part of a nightly process.

Upgrade Packages	
Featured:	6 Featured listings (Auto - Newest Vehicles) Change request sent; Processing...
Super Featured:	Not in use

**Please Note: if your request remains in a 'Processing' state for more than 24 hours please contact our support team for assistance.**

To change your Dealerbase upgrades (ie Featured, Super Featured, Top Picks):

1. Click the 'Change...' button next to the item you wish to update
2. (Featured & Super Featured listings only): The current number of listings you have purchased will be displayed under 'Current Plan'. You can purchase additional listings by selecting an amount from the 'Purchase additional' dropdown field.

**Dealerbase Configuration**

Super Featured Listing

Current plan: 15 Super Featured listings

Status: Active

Purchase additional: [dropdown]

Super Featured Settings

Auto select method: Newest Vehicles [dropdown]

Auto select from: Unselected vehicles only [dropdown]

I agree to [Trade Me's Terms & Conditions](#) [OK] [Cancel]

**Please Note: When purchasing additional listings these will be in perpetuity (ie. They will remain on your account each month until you advise Trade Me otherwise). If you wish to reduce the number of Featured and/or Super Featured listings, you will need to contact your Trade Me sales representative directly to do so.**

3. Select your auto-allocation method from the 'Auto select method' dropdown field. Motorcentral can automatically select vehicles to Feature/Super Feature/Top Pick for you based on some rule sets. This means you will always have the maximum number of vehicles being Featured/Super Featured/Top Picked at all times (alternatively you will need to ensure you always have the correct number of vehicles being selected).

The types of allocation methods include:

- Oldest: your oldest vehicles (based on purchase date)
- Newest: your newest vehicles (based on purchase date)
- Highest price: your highest priced vehicles (includes retail and special pricing)
- Lowest price: your lowest priced vehicles (includes retail and special pricing)
- Highest kilometers: your highest odometer reading vehicles (converts miles to kms)
- Lowest kilometers: your lowest odometer reading vehicles (converts miles to kms)
- Highest profit: your vehicles with most margin (retail price minus total costs)
- Lowest views: your vehicles with the least views in total
- Recently discounted: your vehicles that have recently had a price reduction or gone on sale

4. Select the auto-allocation type from the 'Auto select from' dropdown field.

When auto-allocating vehicles we have two options. For example if we have paid for 15 Featured vehicle slots and 10 vehicles have already been selected by you manually, you can choose:

- Unselected vehicles only: This will auto allocate the remaining 5 slots based upon your preferred allocation method. I.e. If 'Oldest Vehicles', then the oldest 5 vehicles in your stock that haven't already been manually selected.

- All vehicles: This will auto allocate all 15 slots using your preferred allocation method. I.e. If 'Oldest Vehicles', then the oldest 15 vehicles across your stock regardless if any have been manually selected.

**Please Note: If 'All vehicles' was selected in the example above, then any vehicles you had manually selected previously would be auto-deselected if they were no longer one of your 15 oldest vehicles.**

5. Confirm you accept Trade Me's terms and conditions by clicking the checkbox.
6. Click OK

Once upgrade has been requested it is sent to Trade Me for fulfilment. Motorcentral will display a 'Processing...' status until the request has been confirmed (or declined).

Confirmation can be verified by 'resyncing' (clicking the 'Sync...' button) or is done automatically as part of a nightly process.

Upgrade Packages	
Featured:	6 Featured listings (Auto - Newest Vehicles) Change request sent; Processing...
Super Featured:	Not in use

**Please Note: if your request remains in a 'Processing' state for more than 24 hours please contact our support team for assistance.**

## Selecting your vehicles to Feature/SuperFeature/Top Pick

Vehicles you wish to Feature, Super Feature or Top Pick on Trade Me can be selected from within Motorcentral. There are two ways to achieve this:

### From a single vehicle:

1. Select and open the vehicle you want to use
2. Navigate to the Export tab
3. Under the Trade Me section select the option(s) you want for this vehicle



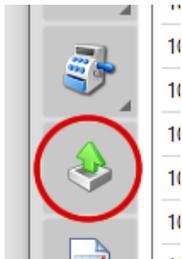
The screenshot shows a form with two main sections. The first section is titled 'Trade Me' and contains three checkboxes: 'Feature this Vehicle' (checked), 'Super Feature this Vehicle' (unchecked), and 'Top Pick this Vehicle' (checked). The second section is titled 'Export Vehicle as Auction' and contains a note: 'By default, this vehicle will be exported as a classified listing to those sites'.

4. Click Save

The next time you export your vehicle data to Trade Me these selections will also be transmitted.

### At the time of export:

1. From the main menu click the Export tab



2. Select 'Trade Me Motors (Dealerbase/Autobase)' from the list of available exports
3. Click the 'Export Now' button in the bottom right hand corner of the screen
4. You will be presented with a list of your vehicles that are set to be exported to Trade Me. You can modify the Featured, Super Featured and Top Pick vehicles using the first 3 columns in this list. Separate tabs are included for each Dealerbase ID that has been setup.

Select the vehicles you would like to Feature or Su

F	SF	TP	Stock	Year	I
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1003	2006	H
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1001	0	

You will be notified of the total number of Featured, Super Featured and Top Picks you have available and are warned in red text if you have not utilised all they available allocations. Additionally, the number of vehicles auto selected by Motorcentral based on your auto-allocation rules will be noted. These vehicles will be highlighted in blue text within the list of vehicles presented for you to easily identify.

---

<b>Featured:</b>	Not in use	Manual
<b>Super Featured:</b>	4/15 selected	1 auto selected
<b>Top Picks:</b>	2/10 selected	Manual
	<input type="button" value="Purchase..."/>	<input type="button" value="Change..."/>

---

5. You can also opt to purchase more Featured & Super Featured listings or change your auto-allocation methods. To do so click the 'Purchase...' and/or 'Change...' buttons respectively.
6. After making your selections, click 'Export to Trade Me' to send

**Please Note: as you make your selections for Featured, Super Featured and Top Pick vehicles these selections are saved immediately. For example, if you select a vehicle as a Top Pick, that vehicle will become a Top Pick immediately (and continue to be) irrespective of whether you 'Export to Trade Me' or not.**

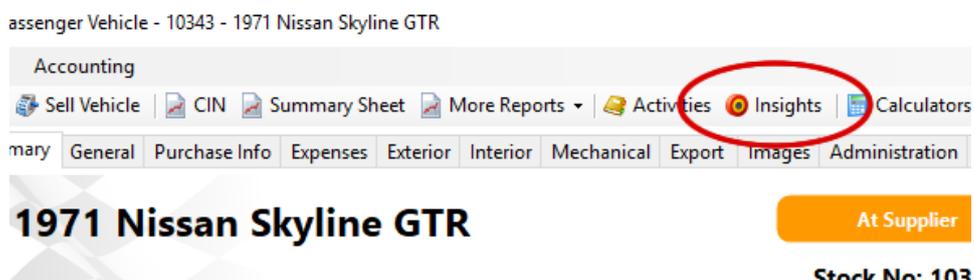
## Viewing your Trade Me statistics

Motorcentral also receives data back from Trade Me on a periodic basis about each of your vehicles and how they are performing. This includes:

- number of views
- number of watchlists
- number of enquiries
- whether the listing was standard, featured or super featured

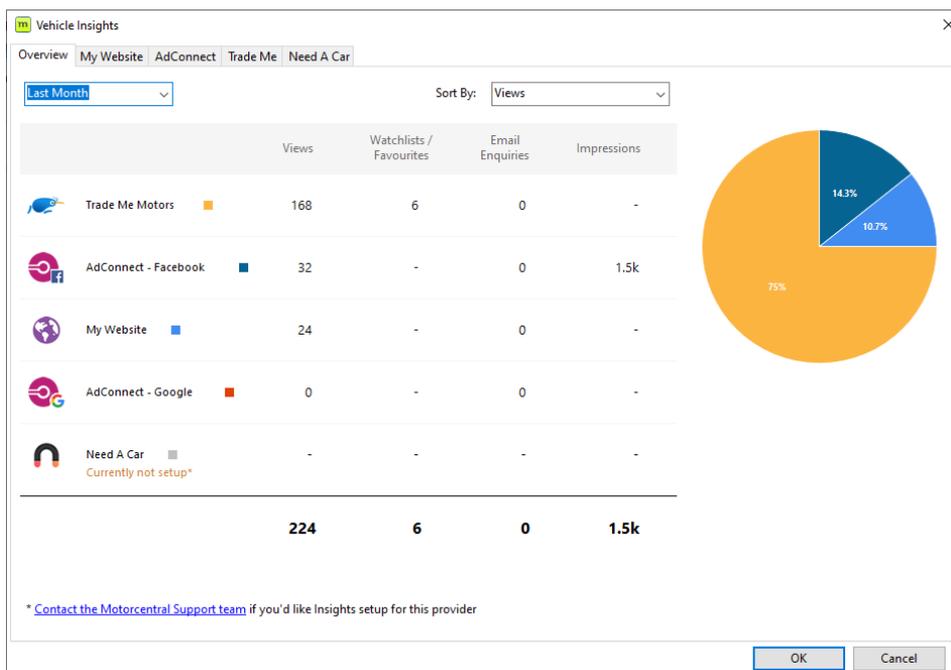
To access this information:

1. Open the vehicle you want to view data for
2. Click the 'Insights' button located in the top menu bar



You'll be presented with a summary screen that outlines the marketing partners Motorcentral can collate data from. The summary screen is:

- Ordered by 'Views' by default; 'This month' by default
- You can also view watchlists/favourites, enquiries and impressions
- Other date ranges include last month, last 7 days, last 14 days, last 30 days & last 90 days



Additionally, there is a separate Trade Me tab which allows you to focus in on how your vehicle has been performing on Trade Me. The data presented is daily and each day is colour-coded depending on whether your listing was Featured, Super Featured or not that day.

