



**Instant Cash Offer**

**INTERACTIVE BANNER**

# Increase your offer volume from your website

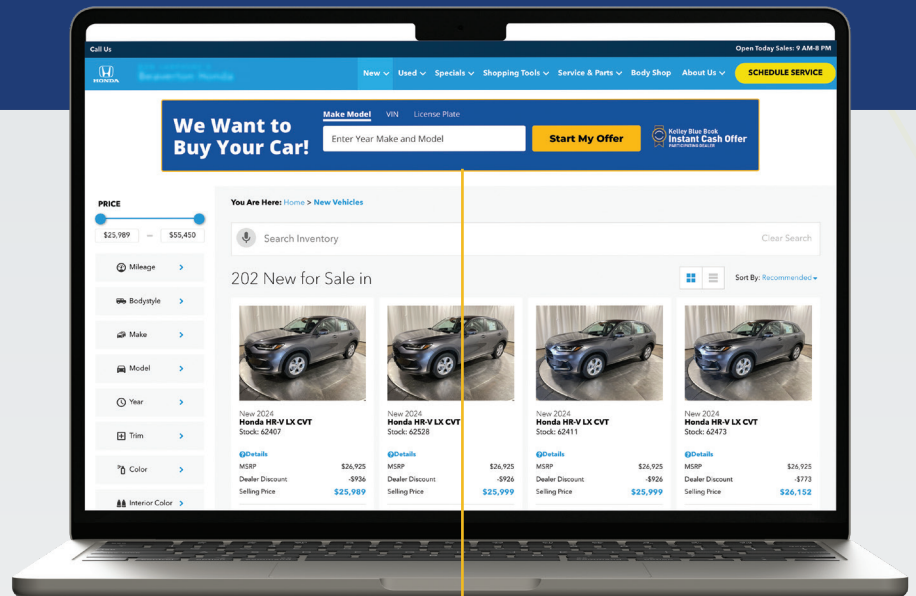


Maximize used vehicle acquisition opportunities on your website with an Interactive Banner from Kelley Blue Book® Instant Cash Offer. By replacing your existing static banners with the Instant Cash Offer Banner, you'll meet shoppers already browsing your site.

## DRIVE TRADE-IN INTEREST ON YOUR WEBSITE

*Here's how it works to get you more acquisition opportunities:*

- ✓ The Interactive Banner replaces your existing static banners so your customers see it at every point of their online shopping experience.
- ✓ Customers can click on the banner at any point, bringing up an overlay to fill out an Instant Cash Offer without leaving your website.
- ✓ Customers receive an Instant Cash Offer based on a transparent appraisal from the brand they trust most.<sup>1</sup>
- ✓ Once they're done, they can close the overlay and resume shopping your inventory exactly where they left off.



**Dealers who added interactive banners increased offer volume 31% YoY.<sup>2</sup>**

**Get in touch with your Instant Cash Offer rep to add an Interactive Banner to your website today.**



<sup>1</sup> Kelley Blue Book® is the #1 most-trusted resource according to the Q4 2023 Consumer Brand Tracker.

<sup>2</sup> Data based on 1,009 dealers who received at least 1 offer from Interactive Banner during Jun-Aug 2024, compared to Jun-Aug 2023.