How We Serve The Industry

Trader Interactive's aviation marketplace sites, Aero Trader and Trade-A-Plane, are passionate about aviation, and are the friendly, trusted sources for connecting buyers and sellers to keep them flying.
What We Do

ATTRACT

500K

UNIQUE IN-MARKET CONSUMERS MONTHLY

GENERATE

35M+

ANNUAL SEARCHES

DRIVE

576K

SEARCH RESULT IMPRESSIONS ANNUALLY

FACILITATE

24K

CONNECTIONS IN 2019
Marketplace Listings

85% of our consumers feel online listings as are an integral part of their search

Put your inventory in front of the LARGEST audience of in-market consumers in the nation

- Packages are based on the features that are best suited to your business
- Listing detail pages offer potential consumers multiple opportunities to connect with your business

Trader Interactive Consumer Survey 2020
Company Profile/Gallery Page

All of your company details and product inventory listings in one location, making it easy for customers to connect with you

- Direct link to your website
- Comprehensive product listing gallery
- Contact information for quick connection
- Company description with your value story
- Branding with your company logo
On-Site Banner Advertising

5 to 7 impressions before someone will remember your brand

Present your brand and message to more consumers than you would on your Ad Detail pages

- Targeted in-market buyers
- Choose from a variety of desktop & mobile banners located across the homepage, section home pages, Search Results pages, etc.

https://www.smallbizgenius.net/by-the-numbers/branding-statistics/#pref
Extending Your Reach
Newsletter Banners

Trade-A-Plane’s industry newsletter features sponsored editorial content from our industry blog and display banner ads linked to your product or website.

Limited quantity; only five banners are sold monthly.

Your banner ad will be distributed to 30,000+ industry contacts.

- Top display banner position available
- 4 alternate display banner positions available

*Custom banner design available for additional fee.
Red Hot Deals Newsletter

Meet buyers in their inbox. Increase your inventory exposure

Highlight **specific aircraft**, growing your brand awareness and sales results

- A direct email campaign that sends engaged and active consumers a list of handpicked and readily available inventory directly to their inbox each month.

- Listings or banners available

https://www.smallbizgenius.net/by-the-numbers/branding-statistics/#ref
Social Posts

Get your message in front of Trade-A-Plane’s community of **180,000+ Facebook and Instagram followers** increasing your exposure with boosted, social media posts

- Boosted exposure for a 7-day period to a targeted aviation audience
- Choose a video or up to 25 pictures to promote and increase your exposure
- Your company Facebook page tagged and a link to your website to drive awareness and build your audience and traffic
- Geotargeting available
- Posts also shared on Twitter, LinkedIn and Instagram channels
Advertiser Exclusive Email Distributions

Engage your customers with custom, exclusively branded emails to promote your inventory and sales messages.

Average Stats: Opens: 23.36% / CTR: 5.08%

- Your unique subject line
- Promote calls to action with links to specific pages on your company website
- Measure campaign performance (opens, clicks and click-through rates)

*Custom banner design available for additional fee

Sources: https://learn.g2crowd.com/advertising-statistics
What is Retargeting?

Consumer views your units on our marketplaces

Consumer leaves site

Consumer sees your brand or inventory on another site

Consumer clicks on the ad leading them back to your shopping experience

Only 2% of shoppers convert on their first visit... retargeting brings back the other 98%

With a 6x higher click through rate than standard banner ads, these ads re-engage potential buyers, bringing them back to your inventory

https://www.adroll.com/en-AU/learn-more/retargeting
Value of Retargeting

**Audience Retargeting**
Use the Google Ad Network to target in-market buyers who left our site, even if they didn’t submit a lead.

**Social Retargeting**
Follow in-market buyers onto Facebook or Instagram after they leave our site, even if they didn’t submit a lead.

**Website Retargeting**
Reengage buyers who visited your site, even if they didn’t convert, via Google Ad Network.

No one else can offer retargeting to both a business's website and our marketplace audiences:

- 20x higher click through rate than typical display ads
- Retargeting ads lead to a 1046% increase in branded search
- Customers who see retargeted ads are 70% more likely to convert
- Retargeting can boost ad response up to 400%
Whatever your business goals or challenges are, we have the products and expertise to solve them.
Why we should work together today

Let’s work together to promote your brand to our audiences searching and/or selling units for their lifestyle and livelihood.

The largest third-party marketplaces across 4 major industries

- 9 million+ unique visitors monthly
- 1 million+ units listed
- 9,500+ businesses actively advertising

Engaged, in-market consumers actively looking to buy

- 13 million searches every month
- 11 billion impressions monthly
- 11.8 million+ connections generated

The ability to meet consumers when and where they are shopping and researching

- 800,000+ email subscribers
- 653,000+ social media followers
- 231,000+ app visitors
We are committed to the success of the industries we serve and we’re here for the long haul to power your digital universe.