

MatchMaker

Create high-quality vehicle ads for vehicle online exchanges in an automated and customizable way.

The MatchMaker automates the creation of high-quality vehicle advertisements for online vehicle exchanges. A customer's interest in buying is awakened by an optimized summary in the title line of an advertisement. Furthermore, their attention is captivated with high-quality enhanced vehicle images and professional equipment presentation with highlighting of the most important equipment.

Your Advantage

- ✓ **Automated vehicle ad generation:** Increase purchasing interest through high-quality vehicle ads and shorten downtimes. Avoid time-consuming manual advertisement generation.
- ✓ **Trainable equipment recognition:** Higher rate of hits and views of vehicle sales advertisements through generation of searchable exchange click equipment.
- ✓ **Image branding:** Highlight and enhance vehicle images to increase buyer interest and set your listings apart from others.
- ✓ **Preview and monitoring:** Ad preview and optimization suggestions for successful listings.
- ✓ **Software-as-a-Service:** Hosted on the OTC / Open Telekom Cloud (no need to download and install software.)
- ✓ **Can be used without an additional DMS system:** If a DMS system that does not ship to online vehicle exchanges has been used up to now, an exchange connection with MatchMaker can be established by supplying the vehicle data.

Functions:

- Create individualized vehicle ads for any number of locations with one account
- Headline generation with the most important features
- Extensive presentation options for vehicle data and equipment presentation
- Prioritization and highlighting of high-quality features
- Image enhancement through partially transparent frames and image components
- Watermarks to protect vehicle images
- Individualized image enhancement per location and vehicle type
- Seasonal or sales promotion image enhancement
- Trainable equipment and equipment group recognition
- Automated recognition of stock market click equipment for a higher ad hit rate

PRICE UPON REQUEST

Contact

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E-Mail:

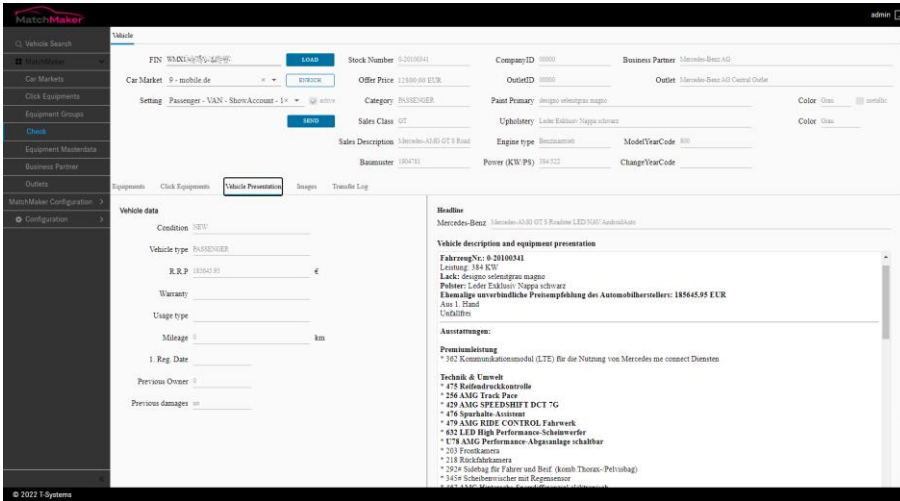
automotive_digital_solutions@t-systems.com

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User Interface



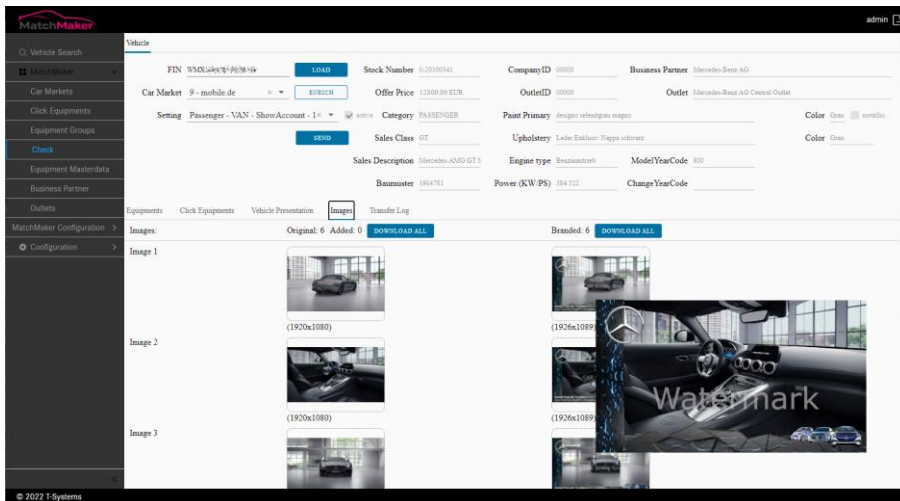
Individualized Sample Images



Your Company Name and address, contact details, telephone and eMail address.
A memorable representation of your location and your vehicle images!



Your Company Name and address, contact details, telephone and eMail address.
A memorable representation of your location and your vehicle images!



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