



Finance Integration

Desktop & Mobile / App Specifications

Product Overview

53% of buyers think about finance from the very start of their car buying journey, so it's important to get your brand top of mind with auto intenders, and influence them as they consider their finance options during this purchase journey.

carsales' Finance Integration Package provides a full funnel marketing approach, designed to establish top of mind awareness, drive consideration and generate leads.

Lead management in AutoGate provides you with complete transparency on the performance of your leads - from generation through to conversion.

Key information

- Package should include: Upper Funnel Coverage (Contextual display) + Lower Funnel Coverage (Integration)
- Minimum 4 weeks set-up time
- 12 month minimum partnership
- Lead volumes are estimates only and are not guaranteed
- Leads are captured via the carsales native form
- Leads are directed to AutoGate lead management system
- Repayment is only shown in Weekly timeframe

Guidelines

- No block capital letters to be used unless at the of a sentence or it part of the advertiser's name
- Disclaimers are to be approved by Carsales Legal Counsel – See page 12 for further details
- Carsales Referral Agreement must be signed before any leads are sent from Carsales. Please contact your MediaMotive Account Manager for details.

Timeline

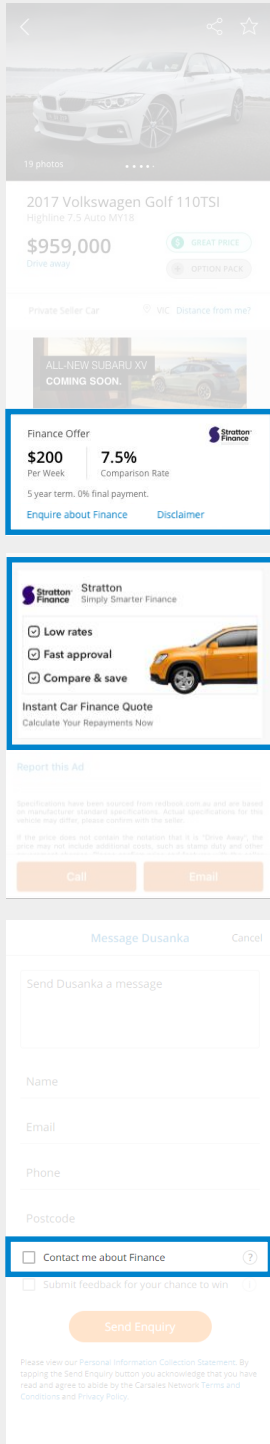
- Creative must be received 20 working days prior to campaign start to ensure technical compatibility and approval.

For more information please contact product@mediamotive.com.au

Design: Private Details Page Placements



MOBILE / APP

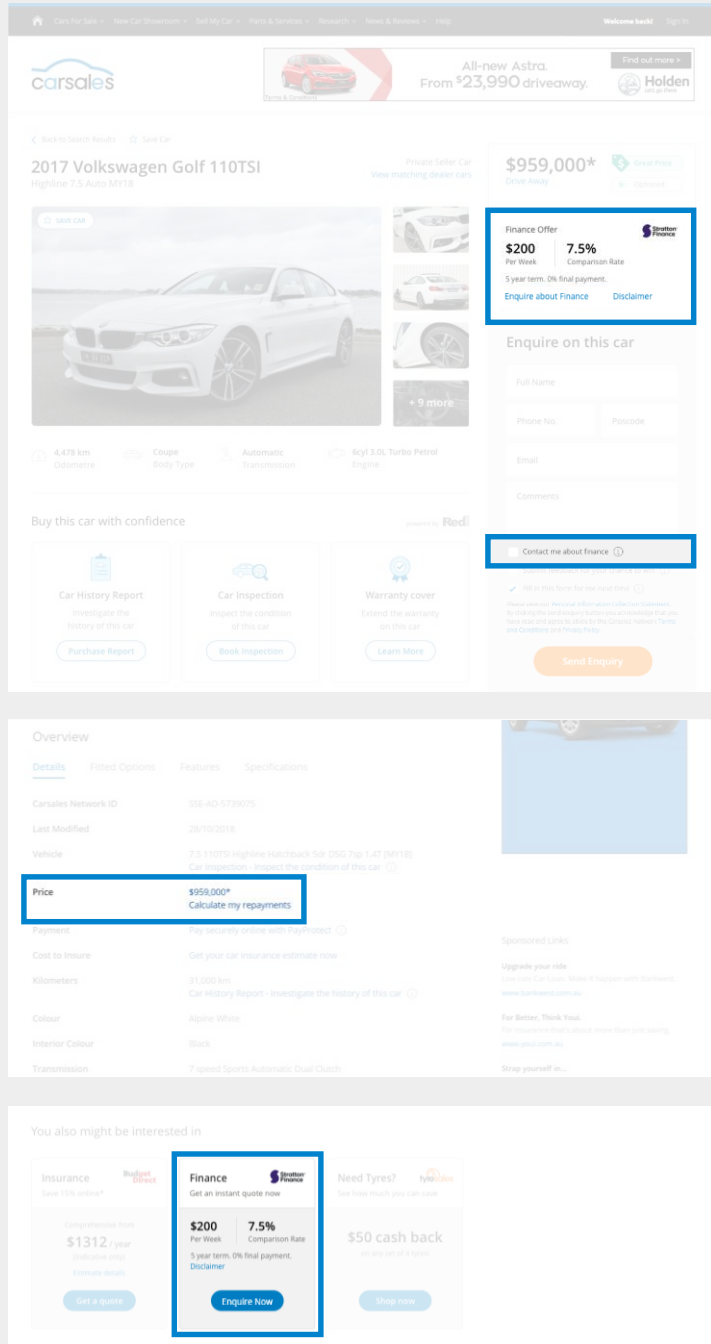


1
Repayment
Module

2
Branded
Tile

3
Enquiry
Finance
Checkbox

DESKTOP



1
Repayment
Module

2
Enquiry
Finance
Checkbox

3
Text Link

4
Repayment
Tile

DESKTOP & MOBILE / APP
Native Form is responsive

Page 1: Form

Page 2: Thank you

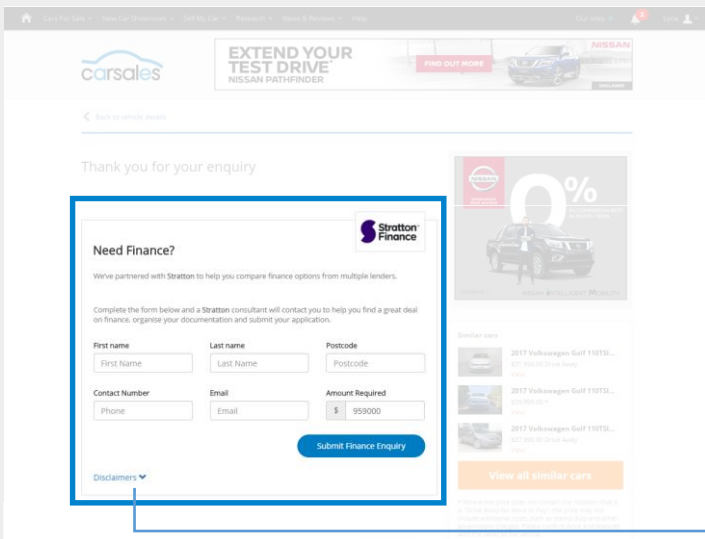
DESKTOP

The “Enquiry Finance Checkbox” and the “Thank You For Your Enquiry Page” work together in the consumer journey. There are two scenarios for the “Thank You For Your Enquiry Page”:

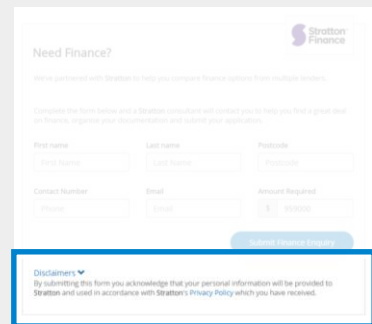
1. The consumer has not checked the “Enquiry Finance Checkbox” on the Enquiry form: The “Thank You For Your Enquiry Page” will display the form (Page 1) to provide the consumer a second opportunity to submit a finance enquiry. Once the enquiry is submitted, the consumer will be directed to Thank you message (Page 2)
2. The consumer has checked the “Enquiry Finance Checkbox” on the Enquiry form: The “Thank You For Your Enquiry Page” will display the Thank you message (Page 2)

Please note: The Thank You For Your Enquiry Page is not available on Mobile/App.

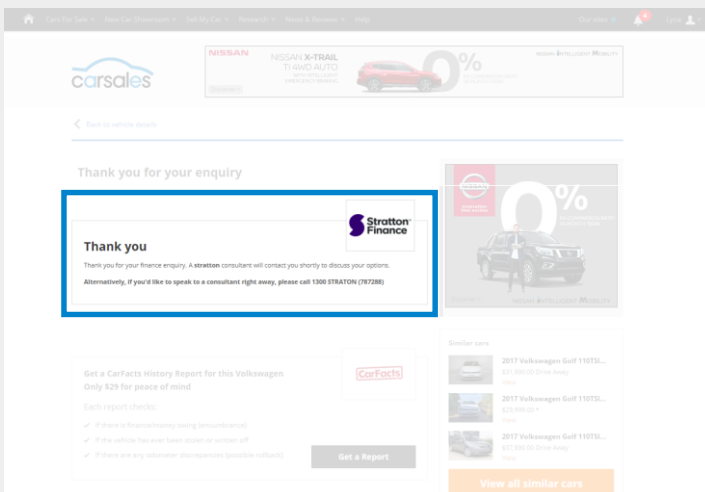
Page 1: Form



Page 1: Form with Disclaimer in expanded view



Page 2: Thank you



Repayment Module

Logo

Desktop & Mobile / App: High resolution JPEG and PNG (transparent background)

Title "Finance Offer"

Desktop & Mobile / App: This cannot be changed

Weekly Repayment Calculation

Desktop & Mobile / App: Please provide API or Excel spreadsheet which includes how the Weekly Repayment is calculated

Comparison Rate

Desktop & Mobile / App: Please provide the Comparison Rate corresponding to the Repayment / Credit Advertising

Repayment Package Elements (Loan Term / Deposit / Final Payment)

Desktop & Mobile / App: Please provide relevant Package Elements to accompany the Repayment where applicable

Call to Action

Desktop & Mobile / App: Confirmation of either "Enquire about Finance" or "Get a Quote"

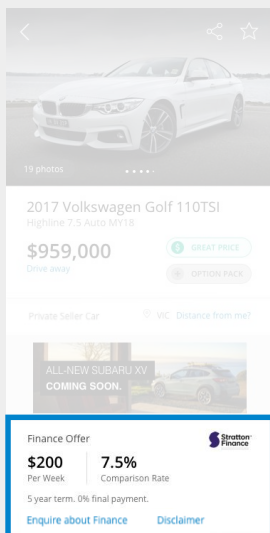
This text link clicks to open the Native Form – See pages 11 and 12 for further details

Disclaimer

Desktop & Mobile / App: Please provide the disclaimer corresponding to the Repayment / Credit Advertising

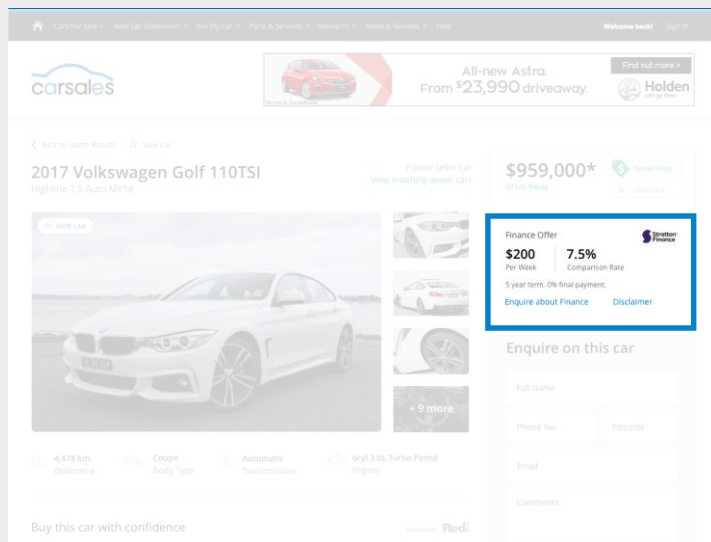
This text link clicks to open the Disclaimer modal - See page 10 for further details

MOBILE / APP



1
Repayment
Module

DESKTOP



1
Repayment
Module

Branded Tile

Logo

Mobile / App: Static 210px (w) x 102px (h) + High resolution JPEG and PNG (transparent background)

Image

Mobile / App: Static 990px (w) x 330px (h)

Title (Line #1)

Mobile / App: Maximum of 28 characters including spacing. Please note this line of copy is bold

Sub-Title (Line #2)

Mobile / App: Maximum of 34 characters including spacing

Message / Call To Action (Line #3)

Mobile / App: Maximum of 30 characters including spacing. Please note this line of copy is bold

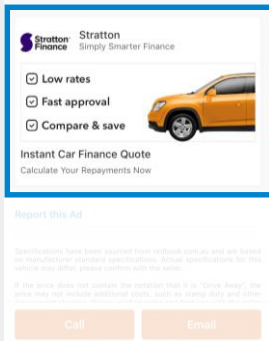
Message / Call To Action (Line #4)

Mobile / App: Maximum of 44 characters including spacing

Call to Action Functionality

This tile clicks to open the Native Form – See pages 11 and 12 for further details

MOBILE / APP



2
Branded
Tile

Enquiry Finance Checkbox & Text Link

No assets need to be supplied here. The copy cannot be customised.

The “Enquiry Finance Checkbox” works in-conjunction with the “Thank You For Your Enquiry Page” – See pages 13 and 14 for further details.

The “Text Link” clicks to open the Native Form – See pages 11 and 12 for further details.

MOBILE / APP

Message Dusanka Cancel

Send Dusanka a message

Name

Email

Phone

Postcode

Contact me about Finance ?

Submit feedback for your chance to win

Send Enquiry

Please view our Personal Information Collection Statement. By tapping the Send Enquiry button you acknowledge that you have read and agree to abide by the Carsales Network Terms and Conditions and Privacy Policy.

3
Enquiry Finance Checkbox

DESKTOP

carsales

All-new Astra. From \$23,990 driveaway. Holden

2017 Volkswagen Golf 110TSI Highline 7.5 Auto MY18

Private Seller Car low matching dealer cars

\$959,000* Drive Away

Finance Offer: \$200 Per Week, 7.5% Comparison Rate, 3 year term, 30k final payment.

Enquire about Finance Disclaimer

Enquire on this car

Full Name

Phone No. Postcode

Email

Comments

Contact me about finance ?

Send Enquiry

Buy this car with confidence

Car History Report, Car Inspection, Warranty cover

2
Enquiry Finance Checkbox

Overview

Details	Filed Options	Features	Specifications
Carsales Network ID	558-40-5739075		
Last Modified	26/10/2018		
Vehicle	7.5 110TSI Highline Hatchback 5dr DSG 7sp 1.4T (MY18)	Car Inspection - Inspect the condition of this car	
Price	\$959,000*	Calculate my repayments	
Payment	Pay securely online with PayProtect		
Cost to Insure	Get your car insurance estimate now		
Kilometers	31,000 km	Car History Report - Investigate the history of this car	
Colour	Alpine White		
Interior Colour	Black		
Transmission	7-speed Sports Automatic Dual Clutch		

Sponsored Links

Upgrade your ride

For Better, Thank You.

Strap yourself in...

3
Text Link

Repayment Tile

Logo

Desktop: Static 67px (w) x 28px (h) + High resolution JPEG and PNG (transparent background)

Title "Finance"

Desktop: This cannot be changed

Sub-Title

Desktop: Maximum of 25 characters including spacing

Weekly Repayment Calculation

Desktop: Please provide API or Excel spreadsheet which includes how the Weekly Repayment is calculated

Comparison Rate

Desktop: Please provide the Comparison Rate corresponding to the Repayment / Credit Advertising

Repayment Package Elements (Loan Term / Deposit / Final Payment)

Desktop: Please provide Package Elements to accompany the Repayment if applicable

Call to Action

Desktop: Confirmation of either "Enquire Now" or "Get Quote"

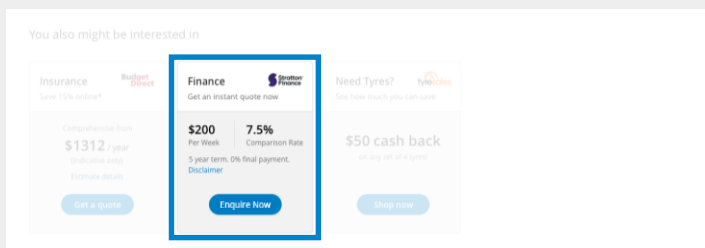
This button clicks to open the Native Form – See pages 11 and 12 for further details

Disclaimer

Desktop: Please provide the disclaimer corresponding to the Repayment / Credit Advertising

This text link clicks to open the Disclaimer modal - See page 10 for further details

DESKTOP



4
Repayment
Tile

Disclaimer Modal

On the Details Page within the Repayment Modules (Desktop and Mobile/App) and Repayment Tile (Desktop), the Disclaimer text link clicks to open the Disclaimer modal.

On the Disclaimer modal, the "Enquire about Finance" or "Get a Quote" text link will switch the view to the Native Form.

Disclaimer

Desktop & Mobile / App: Please provide the disclaimer corresponding to the Repayment / Credit Advertising

MOBILE / APP

Disclaimer

Finance offer through **Stratton Finance**

\$200 Per Week
7.5% Comparison Rate
5 year term. 0% final payment.

[Enquire about Finance](#)

Credit provider is 360 Finance Pty Ltd ACL 431476

^The repayment shown is based on the advertised purchase price listed over a 5 year loan term & at an annual percentage 4.85% (Comparison Rate 5.55%* with a 30% residual/balloon payment).

*The Comparison Rate is calculated on a Secured Loan of \$30,000 fixed for a term of 5 years with a 30% residual/balloon payment, effective 31/05/2018 and subject to change.

WARNING: The Comparison Rate is true only for the examples given and may not include all fees and charges. Different terms, fees or other loan amounts may result in a different comparison rate. Asset finance is largely risk based pricing where the final interest rate offered will be dependent on the risk profile of the customer applying. Rates can be as high as 29.99% in some cases.

All rates, fees & charges will be disclosed for customers to make an informed decision whether the intended product & cost is right for them prior to accepting the offer. Approved applicants only.

DESKTOP

Disclaimer

Finance offer through **Stratton Finance**

\$200 Per Week
7.5% Comparison Rate
5 year term. 0% final payment.

[Enquire about Finance](#)

Credit provider is 360 Finance Pty Ltd ACL 431476

^The repayment shown is based on the advertised purchase price listed over a 5 year loan term & at an annual percentage 4.85% (Comparison Rate 5.55%* with a 30% residual/balloon payment).

*The Comparison Rate is calculated on a Secured Loan of \$30,000 fixed for a term of 5 years with a 30% residual/balloon payment, effective 31/05/2018 and subject to change.

WARNING: The Comparison Rate is true only for the examples given and may not include all fees and charges. Different terms, fees or other loan amounts may result in a different comparison rate. Asset finance is largely risk based pricing where the final interest rate offered will be dependent on the risk profile of the customer applying. Rates can be as high as 29.99% in some cases.

All rates, fees & charges will be disclosed for customers to make an informed decision whether the intended product & cost is right for them prior to accepting the offer. Approved applicants only.

Native Form – Page 1

Native Form is responsive.

Logo

Desktop & Mobile / App: Static + High resolution JPEG and PNG (transparent background).
Optional to have the logo clickable. Please provide URL if applicable.

Title

Desktop & Mobile / App: Maximum of 30 characters including spacing

Sub-Title

Desktop & Mobile / App: Maximum of 90 characters including spacing

Body Guideline

Desktop & Mobile / App: Maximum of 3 points / paragraphs

Body Title & Copy

Desktop & Mobile / App: Maximum of 500 characters including spacing; inclusive of a maximum of 30 characters including spacing for each body point title

Body Icons

Desktop & Mobile / App: 1x Static + High resolution JPEG and PNG (transparent background) for each body point / paragraph

Form Fields

Desktop & Mobile / App:

- Compulsory: First Name, Last Name, Phone Number, Email
- Optional: Amount To Finance, Loan Term, Postcode, Pre-Qualifying question (Maximum of 1), Preferred Time to Contact

Call to Action

Desktop & Mobile / App: Confirmation of either “Submit Enquiry” or “Submit Quote Enquiry”

Privacy Policy Statement

Desktop & Mobile / App: Please provide a Privacy Policy Statement relevant to the purpose of this enquiry form. Please provide URL to Privacy Policy Statement. Please note, carsales will include its Privacy Policy Statement on this enquiry form

DESKTOP & MOBILE / APP

Native Form is responsive. Below is Desktop view.

Find a better deal on finance
We've partnered with Stratton to help you compare finance options from multiple lenders.

Simply Smarter Finance
Good deals have low rates. Great deals also consider flexibility, early exit costs, fees and more.

Fast, Kick-Ass Service
Quote. Approval. Settlement. One person to get you financed, fast. You'll even have their mobile number.

Experienced in Private Sales
With over 18 years' experience, Stratton know the complexities of buying and financing cars from private sellers. Your consultant does the hard work for you, working closely with lenders, the seller and you to ensure you drive away happy.

Finance Partner
Stratton Finance

Volkswagen Golf 2017
Finance quote provided by stratton

How much do you want to finance?
\$ 95000

Over how many years?
2 3 4 5

First name Last name
First Name Last Name

Phone Postcode
Phone Postcode

Email
Email

Submit Enquiry

You can be assured that your information is secure and used only by Stratton for the purposes of this quote. By submitting this form you acknowledge that your personal information will be provided to Stratton and used in accordance with Stratton's Privacy Policy.

Native Form – Page 2

Native Form is responsive.

Logo

Desktop & Mobile / App: Same as Native Form Page 1

Title

Desktop & Mobile / App: Same as Native Form Page 1

Sub-Title

Desktop & Mobile / App: Same as Native Form Page 1

Body Guideline

Desktop & Mobile / App: Same as Native Form Page 1

Body Title & Copy

Desktop & Mobile / App: Same as Native Form Page 1

Body Icons

Desktop & Mobile / App: Same as Native Form Page 1

Form Submission Copy

Desktop & Mobile / App: Maximum of 115 characters including spacing

Image

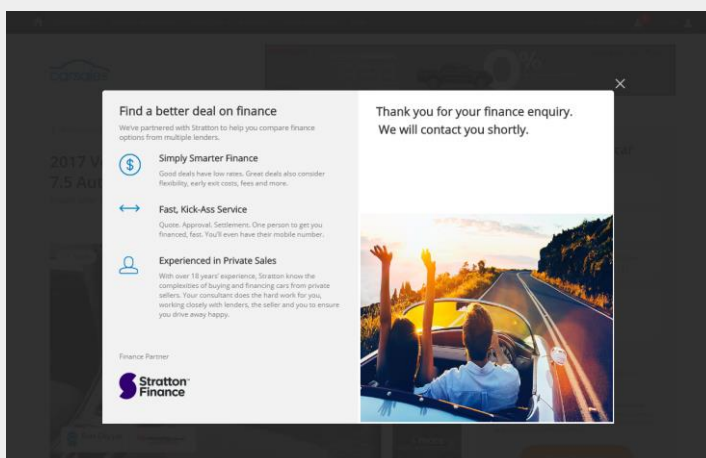
Desktop & Mobile / App: Static 560px (w) x 540px (h) + High resolution JPEG

Call To Action (Optional)

Desktop & Mobile / App: “Apply Now” or “Learn More” buttons can be included if desired. Please provide URL(s) if applicable

DESKTOP & MOBILE / APP

Native Form is responsive. Below is Desktop view.



Thank You For Your Enquiry Page Form – Scenario 1

The consumer has not checked the “Enquiry Finance Checkbox” on the Enquiry form (see page 8): The “Thank You For Your Enquiry Page” will display the form (Page 1) to provide the consumer a second opportunity to submit a finance enquiry. Once the enquiry is submitted, the consumer will be directed to Thank you message (Page 2) – see page 14 for further details.

Please note: The Thank You For Your Enquiry Page is not available on Mobile/App.

Logo

Desktop: Static + High resolution JPEG and PNG (transparent background)

Title “Need Finance?”

Desktop: This cannot be changed

Body Copy

Desktop: Maximum of 100 characters including spacing

Form Fields

Desktop: These cannot be customised or changed

Disclaimer / Privacy Policy Statement

Desktop: Please provide a Privacy Policy Statement relevant to the purpose of this enquiry form. Please provide URL to Privacy Policy Statement. Please note, carsales will include its Privacy Policy Statement on this enquiry form

DESKTOP

Page 1: Form

The screenshot shows a desktop view of the 'Thank you for your enquiry' page. At the top, there is a navigation bar with the carsales logo and a search bar. Below the navigation bar, there is a promotional banner for Nissan Pathfinder with the text 'EXTEND YOUR TEST DRIVE' and 'FIND OUT MORE'. The main content area is titled 'Thank you for your enquiry' and features a 'Need Finance?' form. The form includes the following fields: First Name, Last Name, Postcode, Contact Number, Email, and Amount Required. A 'Submit Finance Enquiry' button is located at the bottom of the form. To the right of the form, there is a promotional banner for Nissan Pathfinder with a '0%' interest rate and a list of similar cars, including 2017 Volkswagen Golf 110TSL. The carsales logo is in the top left corner.

Thank You For Your Enquiry Page Form – Scenario 2

The consumer has checked the “Enquiry Finance Checkbox” on the Enquiry form (see page 8): The “Thank You For Your Enquiry Page” will display the Thank you message (Page 2).

Please note: The Thank You For Your Enquiry Page is not available on Mobile/App.

Logo

Desktop: Same as Thank You For Your Enquiry Page Form Page 1

Title

Desktop: Maximum of 40 characters including spacing

Body Copy

Desktop: Maximum of 250 characters including spacing

DESKTOP

Page 2: Thank You

