

A man in a blue suit and white shirt is holding a tablet and gesturing with his other hand, talking to a smiling couple. The couple consists of a woman in a light-colored jacket and a man in a tan jacket, who is embracing her. They are standing in front of a blurred background that appears to be a car dealership.

Getting Started **Smart Insertion**

Get Your Inventory Market-Ready with Less Effort

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What is Smart Insertion

Smart Insertion delivers **a suite of intelligent enhancements** directly to your **existing listing creation workflow in Dashboard**, helping your team **get inventory online faster with less manual effort**.

Through AI-powered vehicle descriptions, photo optimization, real-time pricing insights and listing quality guidance, **Smart Insertion improves the key elements of every listing** – making it easier to **put stronger listings in front of shoppers in less time**.

The result? More capacity for your team to focus on what matters most – **connecting with high-intent shoppers and selling more cars**.



Built Into the Way You Already Work

Integrated directly into your existing Dashboard workflow, adding powerful new capabilities without changing how your team operates.



Stronger Listings, Less Manual Effort

Automate descriptions, optimize photos, and get pricing and listing quality recommendations in real-time.



Get Inventory Market-Ready Faster

Simplify listing creation and optimization so your vehicles can get online faster than ever before.



Free Up Your Team to Focus on Sales

Reduce time spent on listing creation, providing your team more capacity to sell cars.

Why Smart Insertion Matters

DemandAI, AutoTrader's AI-powered algorithm, is designed to help connect car shoppers with vehicles that best match their needs and preferences. To do this effectively, the quality and completeness of the information within each listing matters.

Smart Insertion helps you **create stronger, more complete listings** by optimizing key elements such as vehicle descriptions and photos, while providing real-time pricing insights and listing quality recommendations. This helps ensure important details, features, and selling points are clearly represented in your listings.

The more complete and informative your listings are, the more information DemandAI has to **understand your inventory and determine its relevance to car shoppers**. This can help DemandAI make more informed connections between the vehicles you have available and shoppers looking for vehicles that match their needs and preferences.

Together, **Smart Insertion and DemandAI help strengthen the connection between your listings and the right shoppers** – Smart Insertion helps you put better-quality inventory information into the marketplace, while DemandAI uses that information to help deliver more relevant vehicle experiences to car shoppers.

How to Use Smart Insertion

Create better listings with less effort in six easy steps. Smart Insertion brings intelligent enhancements directly into your Dashboard workflow to streamline listing creation, strengthen listing quality, and get your inventory online faster.

Step 1 - Login to Dashboard

Login to your Dashboard > Navigate to “Inventory” > “Add a Car”

 Not on Dashboard yet?

Call us at 1-877-414-2030 or support@trader.ca to get your Dashboard access setup.

Step 2 - Input Vehicle Details

To get the best results from Smart Insertion, ensure your listing includes the following details:

- Year
- Make
- Model
- Trim
- Mileage
- Exterior colour
- Interior colour
- Engine or powertrain
- Transmission or drivetrain
- Vehicle price

More accurate and complete vehicle information results in stronger AI-generated recommendations.

Volkswagen Golf

1 Vehicle Data

2 Features*

3 Condition*

4 Equipment

5 Drive*

6 Environment*

7 Images and Video

8 Description

9 Price* and Financing

10 Leasing

11 Ad Settings

Vehicle Data

Brand *
Volkswagen

Model*
Golf GTI

Model variant/equipment line*
GTI
20 characters

Vehicle Identification Number (VIN) The VIN is not visible in the listing
WVWEH2AJ0DW031771

Internal number e.g. Offer number

Skip

Continue

Step 3 - Upload Quality Photos

Smart Insertion works best with a complete, high-quality photo set. Upload 30 (or more) clear, well-lit images and avoid blurry or duplicate photos to help put your vehicle’s best images forward.

We recommend including:

- All four corners, driver and passenger side, in addition to head-on shots from the front and rear, to mimic a 360-degree virtual walkaround
- Entire dash and all rows of seats
- Close-ups of driver controls, centre stack, door cards, and additional driver amenities
- Wheel condition and tire tread depth
- Engine bay, trunk, cargo compartment or pick-up bed
- Any premium or unique features

Volkswagen Golf GTI

✓ Vehicle data*

✓ Features*

✓ Condition*

✓ Equipment

✓ Drive*

✓ Environment*

7

Images and video

8

Description

9

Price* and financing

10

Leasing

11

Ad settings

Images and Video

Upload up to 50 meaningful images for free – the more perspectives, the better! Simply drag the desired cover image to the top. [Show photo tips](#)

✓ Clean the vehicle

✓ Upload up to 50 images

✓ Highlight special features

✓ Also show defects

✓ Cover the license plate

Photos sorted for highest engagement

AI-Powered

Your photos are now sorted following the best practices of successful listings: exterior first, then interior. You can still drag and drop to manually rearrange them.

[Undo reordering](#)

AI-assisted suggestion. Please review before publishing.

Some photos support adjustment mode. Enable it to automatically crop your image for the best fit in your listing

ABC

Main photo

ABC

Optimization ☐

ABC

Unable to adjust

ABC

Unable to adjust

ABC

Optimization ☐

ABC

Unable to adjust

ABC

Unable to adjust

ABC

Unable to adjust

ABC

Unable to adjust

ABC

Unable to adjust

+

Blur license plate number

AI-Powered

Protect your privacy by blurring the license plate numbers of your vehicle.

Activate blurring ☒

Add YouTube video

Link

Add Video

Enter the link to your already published YouTube video here.

Skip

Next

Step 4 - Generate Description

Once your vehicle details are added, Smart Insertion can create your listing description in seconds. Choose between a concise bullet-point format or a more detailed description, then click “Generate description” to get started.

Volkswagen Golf GTI

✓ Vehicle Data*

✓ Features*

✓ Condition*

✓ Equipment

✓ Drive*

✓ Environment*

✓ Images and Video

8 Description

9 Price* and Financing

10 Leasing

11 Listing settings

Description

Automatically generate descriptions

AI-Powered

Using your entered listing data, we can auto-generate a description for you that showcases the most important features of this make and model in your preferred format.

☒ Compact bullet point list

☐ Extensive running text

Generate description

Template

No template

B

Experience the perfect balance of performance and elegance. This impressive Volkswagen Golf GTI delivers an astonishing 210 hp thanks to its refined automatic transmission, combining everyday usability with track-ready performance.

Save new template

1046 characters

Skip

Continue

★ Tip!

Don't forget to add your dealership's "Why Buy Here" statement to the description.

Step 5 - Set Your Price

Ensure your asking price aligns with your retail strategy. Smart Insertion compares your price with similar vehicles in real-time, providing relevant market context to help you price with confidence.

Volkswagen Golf GTI

✓ Vehicle Data*

✓ Features*

✓ Condition*

✓ Equipment

✓ Drive*

✓ Environment*

✓ Images and Video

✓ Description

9 Price* and Financing

10 Leasing

11 Ad settings

Price*

Your offer price for your vehicle:*

16,000

Tip: Reduce the price of your vehicle by \$200 to receive a better price label.

Pricing recommendation

AI-Powered

A price label will be assigned to your listing based on comparison with similar vehicles.

Suggested price range: \$15,801 - \$16,500

Price labels for reference

Your offer

Very good price

Good price

Fair price

Increased price

High price

\$13,701 - \$15,800

\$15,801 - \$16,500

\$16,501 - \$17,800

\$17,801 - \$19,300

\$19,301 - \$20,400

☐ Negotiable price

☒ VAT deductible ⓘ

Dealer price

Please enter

Would you like to add financing? ⓘ

☒ No

☐ Yes

Skip

Continue

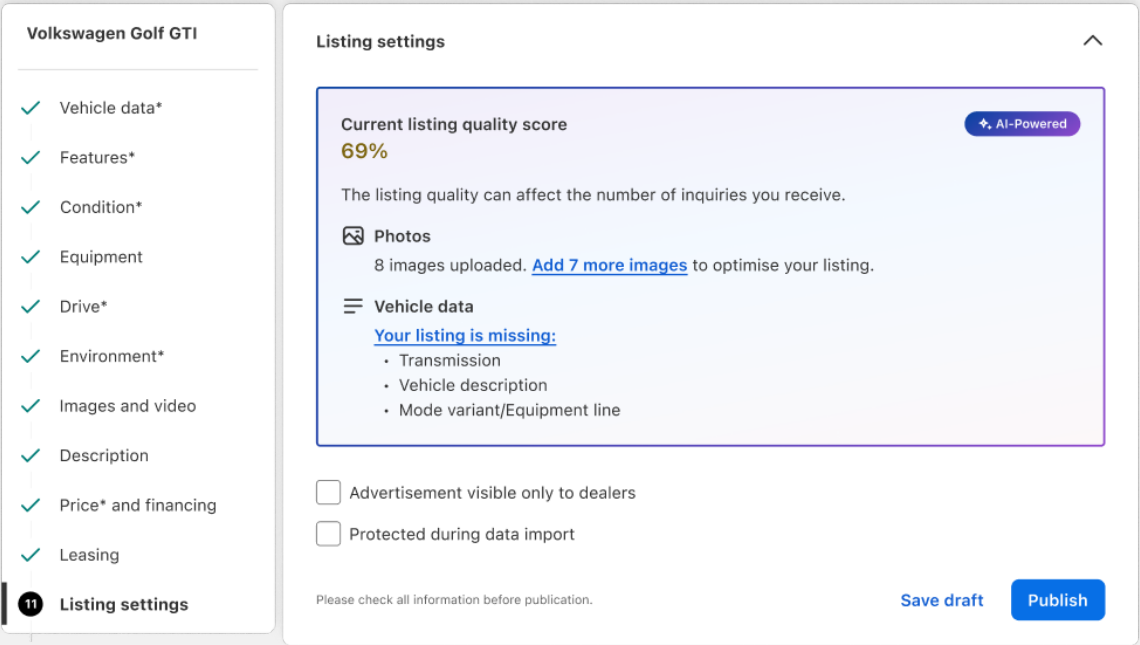
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AutoTrader.ca

Step 6 - Review Listing Quality

Before publishing your listing to AutoTrader.ca, review your Listing Quality score to identify opportunities to create a more complete, compelling listing. Maintaining consistent, high-quality listings across your inventory helps put every vehicle in the best position to attract shoppers and perform at its best.



How Smart Insertion Uses AI

Smart Insertion uses the vehicle information you’ve already entered in Dashboard to help create a more complete and compelling listing. AI analyzes your listing and optimizes key elements, reducing manual effort and helping you get inventory online faster.

Photo Optimization

- Categorizes uploaded images
- Reorders photos into an optimal viewing sequence
- Selects a recommended lead image
- Crops photos if required

A well-organized photo carousel helps shoppers quickly explore the vehicle and creates a stronger first impression.

AI-Generated Descriptions

Based on your vehicle information, Smart Insertion creates a detailed listing description that highlights:

- Vehicle features
- Technology
- Safety equipment
- Interior and exterior features
- Performance attributes
- Comfort and convenience options

Every description is fully editable before publishing. We recommend reviewing AI-generated content for accuracy and adding your dealership’s “Why Buy Here” messaging to personalize the listing.

Listing Quality Recommendations

Smart Insertion evaluates your listing and provides actionable recommendations to help strengthen its overall quality. Recommendations may include:

- Missing information
- Incomplete photo sets
- Opportunities to strengthen the listing
- Suggested improvements before publishing

Following these recommendations helps create a more complete, compelling listing that gives shoppers the information they need.

Price Evaluation

Smart Insertion compares your asking price with similar vehicles currently in the market, providing real-time pricing context to help you understand how competitively your vehicle is positioned before publishing.

The insights are designed to help you price with confidence and should be considered alongside other factors that may influence your vehicle's value, including:

- Vehicle condition
- Accident history
- Mileage
- Optional equipment
- Local market demand
- Certification status
- Available warranties



Frequently Asked Questions

Where can I access Smart Insertion?

Smart Insertion is integrated directly into your existing listing creation workflow in Dashboard. There's no separate platform or additional workflow to manage.

Do I need to set anything up to use Smart Insertion?

No technical integration or setup is required. Smart Insertion is built into Dashboard and ready to use as part of your listing creation workflow.

How does Smart Insertion save my dealership time?

Smart Insertion reduces manual effort throughout the listing creation workflow by helping build vehicle descriptions, reorder photos, provide relevant pricing context, and identify opportunities to improve listing quality.

How are listing descriptions created?

Smart Insertion uses the vehicle's information and available data to generate a description that highlights key features and selling points. You can choose between a shorter or more detailed description.

Can I edit the vehicle description?

Yes. AI-generated descriptions are fully editable, allowing you to review and customize the content before publishing your listing.

How does photo optimization work?

Smart Insertion can reorder and crop your vehicle photos based on insights from similar high-performing listings, helping you put your strongest images forward and create a more compelling visual experience.

What are pricing insights?

Pricing insights show how your intended asking price compares with similar vehicles in the market, giving you relevant and real-time market context directly within the listing creation workflow.

Does Smart Insertion publish my listings for me?

No. Smart Insertion assists with creating and optimizing your listing, but you remain in control. You can review your listing and make changes before it goes live.

Smart Insertion Checklist

To get the most out of Smart Insertion and create better, more complete listings:

- **Upload a complete set of high-quality photos** to showcase your vehicle from multiple angles.
- **Verify vehicle information** before generating your description to help ensure accurate, relevant content.
- **Review AI-generated descriptions** for accuracy before publishing.
- **Add dealership-specific messaging**, including your “Why Buy Here” statement, to personalize your listing.
- **Review real-time pricing insights** alongside your retail strategy and other vehicle-specific factors.
- **Review and act on Listing Quality recommendations** to strengthen your listing before it goes live.
- **Publish listings once they’re complete and ready** to get your inventory in front of shoppers sooner.



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