

kijiji
AUTOS

FAST TRACK YOUR LISTINGS

Get one set of powerful features for
all your listings on **Kijiji Autos** and **Kijiji**



Accelerate your sales with features on Kijiji Autos and Kijiji

Kijiji Autos offers your shoppers a personalized experience based on their preferences and past browsing experience. Kijiji shows your listings posted in chronological order, with newer ones appearing at the top of the page and older listings further down.

To maximize visibility for your inventory and your dealership, Kijiji Autos and Kijiji share a set of features you can apply to your listings. When you buy a feature on one site, you automatically get it on the other—so you can double your selling power.

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Apply once, promote twice

Every feature works on both marketplaces simultaneously. You can apply features either by the listing or in bulk. Depending on your sales objectives you can choose a specific feature, or combine it with others, at a time that suits your needs.

Explore features

			
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Inline Listing/Bump Up	✓	✓	p. 6



Top Ad

Stay on top of it all! Top Ads place your listing above the regular search results on Kijiji Autos and Kijiji in a premium position for 7 days.

Choose Top Ad when you want to...



Highlight specific vehicles within your inventory.



Promote high-end or popular vehicles.



Encourage continuous or repeat sales.

How it works

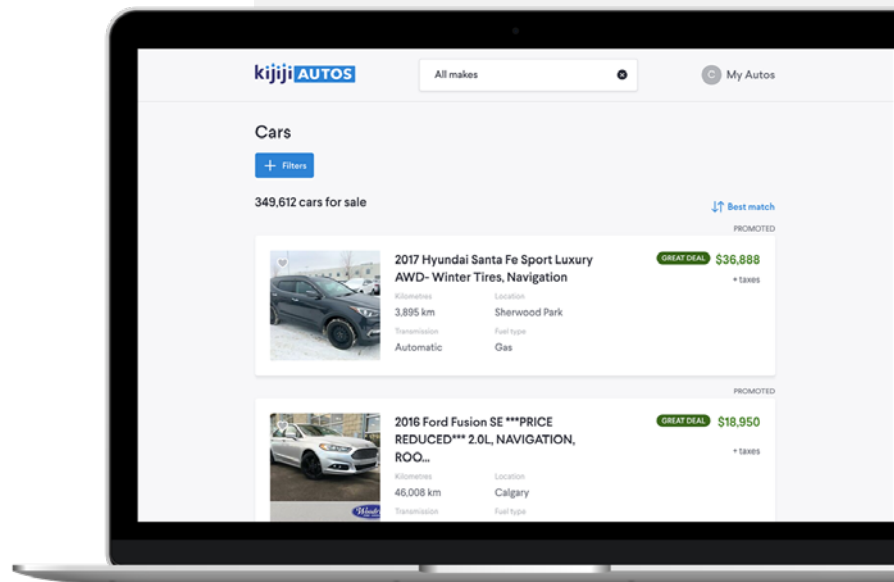
- Search results display up to two Top Ad listings at a time.
- When your listing matches a shopper's search or browse criteria, it appears in its usual position in the regular listings, sorted by relevance score, but also rotates at the top of the search results page in a premium position.

Available on:



Tips

- On Kijiji, you can increase engagement with your Top Ad by combining it with Photo Showcase to highlight key features of your vehicle.
- When you apply Top Ad to listings on one Kijiji platform, it will be reflected on the other.





Available on:



Provincial Top Ad

Sometimes the best business can come from outside your own backyard. That's why Provincial Top Ad lets you take Top Ads on Kijiji Autos and Kijiji further by letting you broaden your listings within your entire province.

Choose Provincial Top Ad when you want to...



Attract customers within your province who may live outside your market—for example, to lure them to your dealership with lower prices than they could find at a dealership within their area.



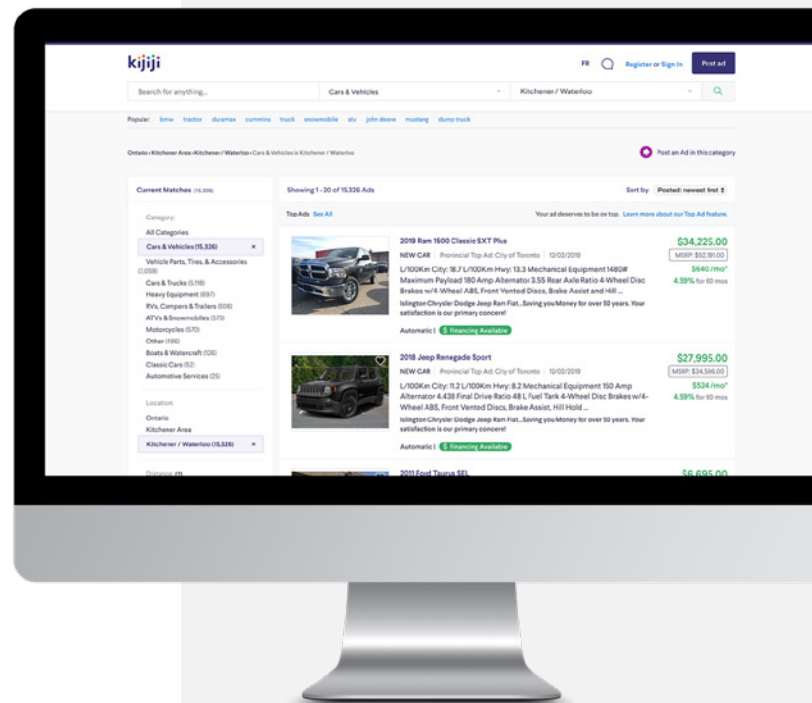
Sell unique or expensive vehicles that require more visibility to get discovered.

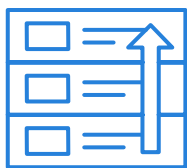
How it works

- Listings reach customers on all city and sub-city pages within your province.
- Provincial Top Ad listings have a reserved second-place position on all Kijiji search pages.

Tips

- Provincial Top Ads are less competitive than regular Top Ads—they are rotated less frequently.
- When you apply Provincial Top Ad to listings on one Kijiji platform, it will be reflected on the other.





Inline Listing (Kijiji Autos) + Bump Up (Kijiji)

Apply once, appear twice. In Kijiji Autos, apply an Inline Listing to add your vehicle to a set of rotating listings on the 11 or 12 spots of the search page—you'll automatically get a Bump Up on Kijiji that moves your listing back to the top of search results. Or apply a Bump Up on Kijiji and get an Inline Listing on Kijiji Autos. Either way, you'll stay ahead of the pack on both marketplaces.

Choose Inline Listing when you want to...



Maintain first-page positioning.



Show your listings earlier in search results.



Give your listings an extra push in search results from their current position.

How it works

- A vehicle with Inline Listing appears in its usual position within relevant searches, but also rotates within the 11 or 12 spots of search results for 24 hours.
- A Bump Up listing moves back to the top of regular listings, so it appears on the first page in the Cars & Vehicles category and in any relevant searches.

Available on:



Tips

- Save time by applying Inline Listings or Bump Ups to multiple vehicles at once.
- Applying a feature to a vehicle on one Kijiji marketplace automatically applies it to the other.



Ready to get started?

Talk to your Kijiji rep today to choose
the features that are right for you.



We provide no guarantee regarding the number of views, replies, or impressions your listing will actually receive.