

Boost sales performance with high-powered Enterprise Lead Solution.

Take the lead and keep it.

The automotive industry spends billions of dollars each year to generate leads. Getting them to dealers instantly, providing the right treatment, and closing the sale is every OEM's goal. Urban Science's world-class Enterprise Lead Solution is the industry-leading end-to-end lead management system that acquires high-quality leads and cleanses, processes and scores them before sending them to dealers. It tracks follow-up responses and reports on performance from the minute a lead is received to the moment it is closed.

ENTERPRISE LEAD SOLUTION LEVERAGES BEST PRACTICES FOR LEAD SOURCE MANAGEMENT:

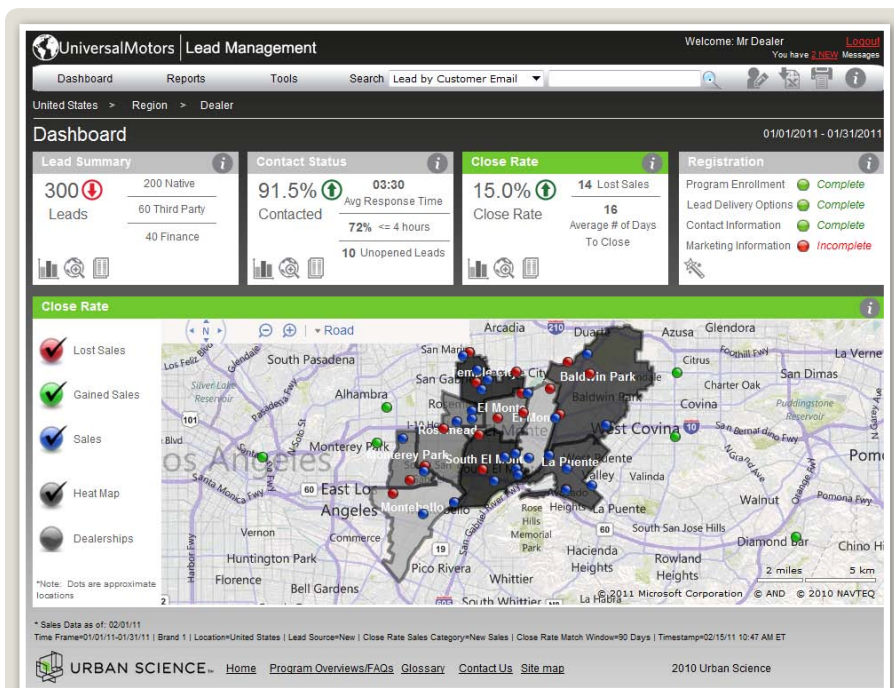
- **Improve purchase efficiency:** Leverage knowledge and relationships that ensure optimal third party pricing while handling negotiations and contracts
- **Increase ROI:** Utilize analysis to recommend actions for continuous optimization to meet cost-per-sale, close rate, budget, or volume targets

FORMULA FOR SUCCESS: INTEGRATE, PROTECT, AND CORRECT:

- Integrate with more than 25 lead management systems and capture disposition data, all in real time
- Automate the queuing process to ensure no leads are lost
- Filter out false leads and correct or remove invalid leads

DIFFERENTIATE TREATMENTS TO OPTIMIZE MARKETING RESOURCES SPENT ON EACH LEAD:

- **Flexibility:** Develop custom business rules at any scale
- **Improve ROI:** Pinpoint optimal treatment to increase sales at minimal cost



Sample of a Lead Reporting dashboard.

Use all five gears to grow a powerful digital strategy.

Lead Acquisition & Optimization

Increasing sales and improving ROI begins with acquiring the right mix of leads. Urban Science manages every aspect of a third-party lead program: contract negotiation and purchase of third-party leads; continual analysis of lead source performance and mix; and optimization to generate the highest number of sales and/or ROI. Our optimization analysis extends beyond third-party leads to include all lead sources – further maximizing marketing dollars.

Lead Capture & Distribution

Acquiring the right leads is just the first step. Lead Capture and Distribution is the foundation for distributing leads to the right place for treatment. Urban Science captures leads from all sources; validates, standardizes, and enhances leads with third-party data appends and previous purchase history, and delivers them to the right destination, all in real time.

Lead Qualification Services™

Urban Science's Lead Qualification Services identifies which leads are most likely to purchase in a given timeframe using data mining and statistical modeling.

With Lead Qualification Services you can manage lead quality and effectively allocate dealer resources to each lead:

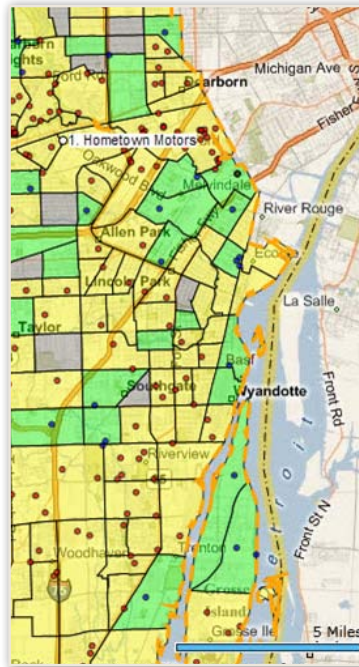
- Identify over 80% of sales in the top half of models
- Score leads from any source in real time or batch

Treatment Engine

Scoring and segmentation alone will not drive improved performance – marketers also need differentiated treatments for designated customer groups. The treatment engine is a sophisticated business rules engine that assigns the appropriate message to a given customer segment so the party following up with the lead knows what to communicate to effectively close the sale.

Analytics & Reporting

OEMs need a way to consistently measure results and identify which metrics matter most at the corporate, field, and dealer levels. Urban Science's online, role-based reporting and analytics engine identifies key performance indicators to focus efforts at each level and improve dealer performance.



▲ Gained Sales/Lost Sales
Geographical tracking of sales leads.

▶ ACCESS KEY ANALYTICS TO IMPROVE PERFORMANCE:

Reports

- **Dashboard:** Displays key performance indicators signaling actions for focus areas
- **Lead Delivery:** Depicts lead volumes by source, by lead priority, by model, and by campaign within specified dates
- **Lead Maps:** Visual display of leads, sales, and lost and gained sales
- **Contact Status:** Details follow-up activity showing response times, method of contact, and percentage of leads contacted (by lead priority)
- **Close Rate:** Provides performance measurement by source and model, based on consistently-applied calculations (by lead priority)
- **Source Performance:** Tracks volumes, close rates, cost per sale, and more from each lead source
- **Usage Analysis:** Monitors report use at each role
- **Invoices:** Depicts invoices for each lead source and dealer

Dealer Tools

- Intuitive, wizard-like tools that collect key information for program registration and lead credit requests

▶ Contact a Representative

Jody Stidham

Global Practice Director

jlstidham@urbanscience.com

+1 313 568 4382