

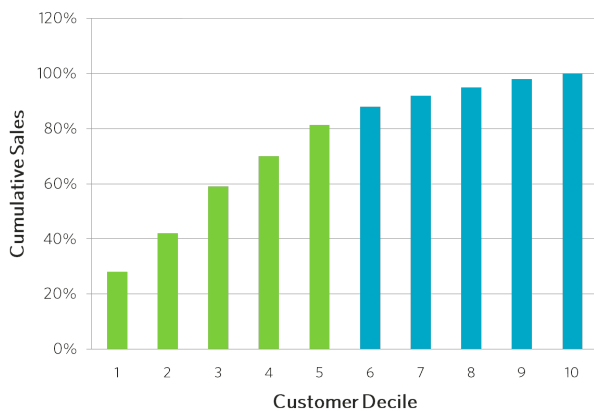
# Qualify leads and turbocharge sales.

## Identify the buyers versus the tire kickers.

Score leads in real time, using Urban Science's proven Lead Qualification Services. Lead scoring is the science of accurately predicting sales potential using data mining and statistical modeling.

A decade of fine-tuning has improved our Lead Qualification Services offering, bringing the fastest, most accurate results in the industry.

With Lead Qualification Services, dealers can focus their efforts to maximize sales by identifying and targeting unique customer segments with the right differential treatments, at the right time. As a web service, Lead Qualification Services can be seamlessly integrated into existing lead management systems. The results: improved dealer satisfaction on the leads they receive, higher close rates, and greater ROI on lead management efforts.



Lead Qualification Services identifies more than 80% of all sales in the top half of the model helping you focus and maximize your marketing efforts.

## DRIVE RESULTS AND OPTIMIZE PERFORMANCE:

- Drive results downstream by helping dealers focus on the right leads, resulting in up to 4 times higher close rates
- Drive results upstream by accurately analyzing the quality of leads each lead source provides and optimizing marketing resources
- Drive results quickly by building models from data sets within days rather than weeks

Optimize your lead management efforts with Lead Qualification Services.

Learn more at [urbanscience.com](http://urbanscience.com)



# Move ahead of the competition.

## Take it to the fast lane by driving results.

Lead Qualification Services leverage GainSmarts®, Urban Science’s award-winning data mining software, providing these exclusive benefits:

### Automated Variable Selection

This unique feature allows GainSmarts to identify metrics precisely and quickly, based on large data sets rather than simply relying on modeler intuition.

### Time Tested

One of the original “off-the-shelf” data mining software solutions, GainSmarts has delivered award-winning results for over 13 years.

### Scalability

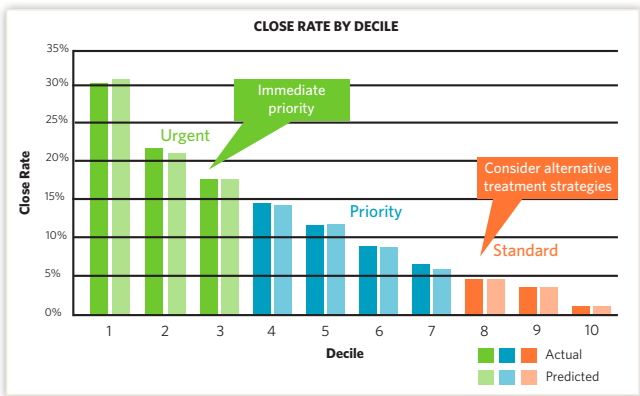
Can process and analyze tens of millions of rows and hundreds of variables.

### Intuitive Graphical User Interface

Detailed output reports show expected sales.

### Accurate

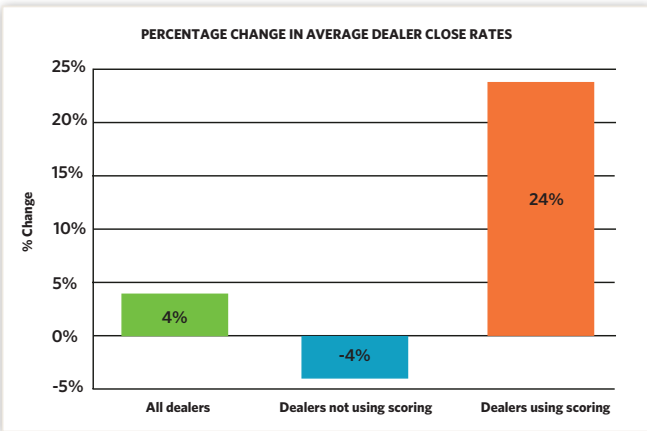
Model predicts close rates by decile.



Sample of an actual model's performance vs. the predicted performance.

## Targeted efforts improve performance.

Dealers use scoring to drive more sales. Lead Qualification Services can identify more than 80% of sales in the top half of models to help OEMs and dealers target the right customers at the right time. Urban Science has proven that lead scoring increases dealer close rates, resulting in higher sales.



Actual program results show a 24% increase in close rates for dealers that utilized scoring.

### KEY BENEFITS:

#### Boost Sales

- Formulate customer acquisition, cross-selling, and up-selling strategies

#### Accurately Predict

- Process millions of records and identify up to 80% of sales in the top half of models

#### Increase Flexibility

- Score leads from any source in real time or batch

#### Gain Visibility

- Support decision making with model performance analysis and reporting

### Contact a Representative

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