

SALESALERT™

Frequently Asked Questions

Receive **next day** alerts when leads defect with SalesAlert from Urban Science®

SalesAlert allows a dealer to identify when a lead has purchased elsewhere by sale date, salesperson, customer information, requested model, lead source and sale type. Urban Science receives 96% of new vehicle sales* and 89% of CPO, which is processed daily and will be updated the next day in SalesAlert. We match over 90% of sales to a lead with 95% confidence using our 10 best-in-class match keys and algorithm. Any unmatched sales are primarily due to data quality issues with the lead or RDR.

97%
Industry Coverage

How does it work?

We're connected with all major CRMs ensuring we're ready send defection notifications to you however you want them, so you can focus on what really matters, closing in-market customers.

We offer the option to receive near real-time competitive sale notifications via:

- Dealer CRM systems
- Emails
- Simple Online SalesAlert Report



*Sales refers to vehicle unit sales and does not represent vehicle price or revenue. Data Source: Urban Science® Data Hub™ | New Sales and Urban Science® Data Hub™ | CPO Sales



Lead Processing

1. How is this different from the registration data I'm already buying

SalesAlert is fueled by the Urban Science® Data Hub™—the only near real-time source of industry-wide sales reported directly from the automakers. This means that SalesAlert, unlike registration based systems, can provide individual level defection information and unlike DMS bases systems has access to every dealer in an OEMs network.

2. How quickly are sales reported to the DataHub and updated in SalesAlert?

SalesAlert processes 85% of new vehicle sales within 1 business day, 92% within 2 business days and 98% within three business days.

3. Are my sales included in CRM updates and reporting?

No, sales from your dealer are not included in the SalesAlert solution.

4. How long do you look for defections after a lead is submitted?

We identify defections over a 90 day time frame.

5. Why does it show the same Salesperson multiple times or a variation of the same name within the Salesperson filter?

SalesAlert uses CRM data as input and reflects the data sent to it from your CRM.

6. I know a lead defected, why isn't it showing up in the system?

Lead ingestion and processing can sometimes take up to 3 days.

7. How am I notified of a sale?

Defections are available via the online SalesAlert report and depending on CRM, it is an activity or note which will state that a competitive sale has occurred. We are also able to set up email notifications to be sent directly to you.

8. Do other Dealers or OEMs have access to my lead data?

No! Your data belongs solely to you and no other entities will have access to your data. We've implemented the highest security measures to ensure your data and customers privacy is protected.

9. SalesAlert is reporting a defection but the shopper says they are still in market. Is this an error?

We match over 90% of sales at a 95% confidence interval. We recommend you reconfirm the shopper's interest and plans.

10. What is a 'Sale Backed Out' Sale Type?

This is to notify you that a specific defection that was provided was later removed/backed out by the dealership so it is no longer considered a defection.



System Administration

1. How do I access SalesAlert?

Connect to SalesAlert via logging into the AutoHook Portal at ui.driveautohook.com/UI/V3/login. Once logged in, users will be able to access the system and reporting.

2. How do I request a new user?

To request a new user, use the new user request field found under the hamburger menu.

3. Can I set up reporting to be sent to me?

Yes, an email report can be sent whichever days of the week you would like. Each report reflects the number of lost sales from the last time you recieved the report.

To set up reporting, click on, 'Dealer Setup' located in the hamburger menu. The dealer contact being set up must be an active user to access reporting.

4. Can I download or export this data for analysis

No, but aggregated reporting by salesperson, model, lead source and value geography are available in the [Urban Science TrafficView Solution](#).

Activation

Please contact AutoHook's Dealer Support team at 855.532.3274 or email us at Dealersupport@urbanscience.com to set up access or request additional training.

“SalesAlert is a tool that we needed. Mining unresponsive customers is not an effective use of time. With SalesAlert a daily defection notice comes right to us and the sales staff is trained on what to do when this happens. Now our time can be used more effectively for customers still in market. We have had great client care with Urban Science and our needs have continuously been met and taken care of.”

Hyundai of Chapel Hills

