



# SALESALERT™

Lead-level defection data  
delivered to your CRM for only **\$299/month**

Leverage daily defection data to inform smarter, data-based training and more effective sales and marketing strategies.

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

SalesAlert connects to a dealer's CRM and notifies them when a lead has purchased a new or CPO vehicle from another dealership. Now dealers can use daily defection data to improve the customer experience, train salespeople and enhance marketing efficiency.

SalesAlert is fueled by the Urban Science® Data Hub™ — the only near-real-time source of industry-wide sales\* reported directly from the automakers—not from a subset of dealers or from delayed vehicle registrations.

on average

**15%**  
of leads defect.

8% same brand and 7%  
competitive.

**Do you know who has defected  
from your dealership?**



*Boost your sales team's confidence and engagement by directing their focus to working in-market leads.*



*Deliver real-time coaching feedback based on data-driven metrics that reveal unseen opportunities.*



*Marketers are empowered to tailor customer messaging focused on building long-term value.*



*Benchmark your defection rates and see high-level defection trends to pivot your marketing strategies.*

\*Sales refers to vehicle unit sales and does not represent vehicle price or revenue.



**URBAN SCIENCE®**  
WHAT'S YOUR RETURN ON CERTAINTY?

## Remove the ghosts from your CRM

SalesAlert™ helps you gain a competitive advantage and react quicker and more accurately than your competition.

### See lead level defections for new and CPO

Sale Date	Sale Type	Sales Person	Last Name	First Name	Email	Phone	Zip	Lead Date	Requested Model	Traffic Type	Defection Type
6/14/2023	New	Natalie F.	Conn	Raina	rconn77@gmail.com	313-235-8723	48076	5/27/2023	Model 2	Internet	Comp Dealer Sale - Comp OEM
6/12/2023	New	Joseph K.	Larson	Scott	larssc@me.com	248-290-3999	48025	5/12/2023	Model 1	Other	Comp Dealer Sale - Same OEM
6/16/2023	Used	Brian A.	Ahmed	Fadel	fahmed2000@yahoo.com	586-223-0009	48101	6/12/2023	Model 4	Phone	Group Sale - Comp OEM
6/7/2023	New	Samir F.	Braun	Kathryn	kbraumom@gmail.com	313-598-8765	48248	5/6/2023	Model 2	Internet	Comp Dealer Sale - Same Brand
6/6/2023	New	Zoe M.	Zhang	Lily	1998zhangl@gmail.com	313-987-5566	48009	5/22/2023	Model 5	Internet	Comp Dealer Sale - Comp OEM
6/3/2023	New	Elliot J.	Long	Grace	glong@me.com						
6/15/2023	Used	Sadie B.	Hill	Eric	eric.hill.78@yahoo.com						

Dealer groups can filter to see group-level sales compared to their competition. With Defection DNA, dealer groups can review in-depth insights into the potential reason why leads may have defected.

#### Defection DNA - Fadel Ahmed

In PMA:	No	Requested Lead Type:	New
Distance to Dealer:	4 miles	Requested Year:	2023
Brand Loyal:	No	Requested Model:	Model 3
Days to Sale:	3 days	Requested Trim:	4dr 4x4
# Leads Submitted:	1	Last Drive Segment:	Truck
Lead Source:	Phone	Purchased Segment:	Large SUV
		MSRP:	\$43,215

## Turn-key activation

We've partnered with best-in-class CRM providers — ensuring simple, pain-free activation.



“Why wouldn't a dealer want to clean up the ghosts in their CRM for \$299 a month? That's a fantastic price and seems like a no brainer.”

- Brian Pasch,  
Founder at Pasch Group



To learn more about optimizing your Dealership's Performance, call or email me.

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