



SalesAlert™ drives performance

A six-month analytical lift study

We set out to prove that
regular usage of SalesAlert™
boosts dealer sales
performance.

Our Study

Sample Size

266 Dealers
activated prior
to October
2024

Measurement Timeframe

6 months
post-activation

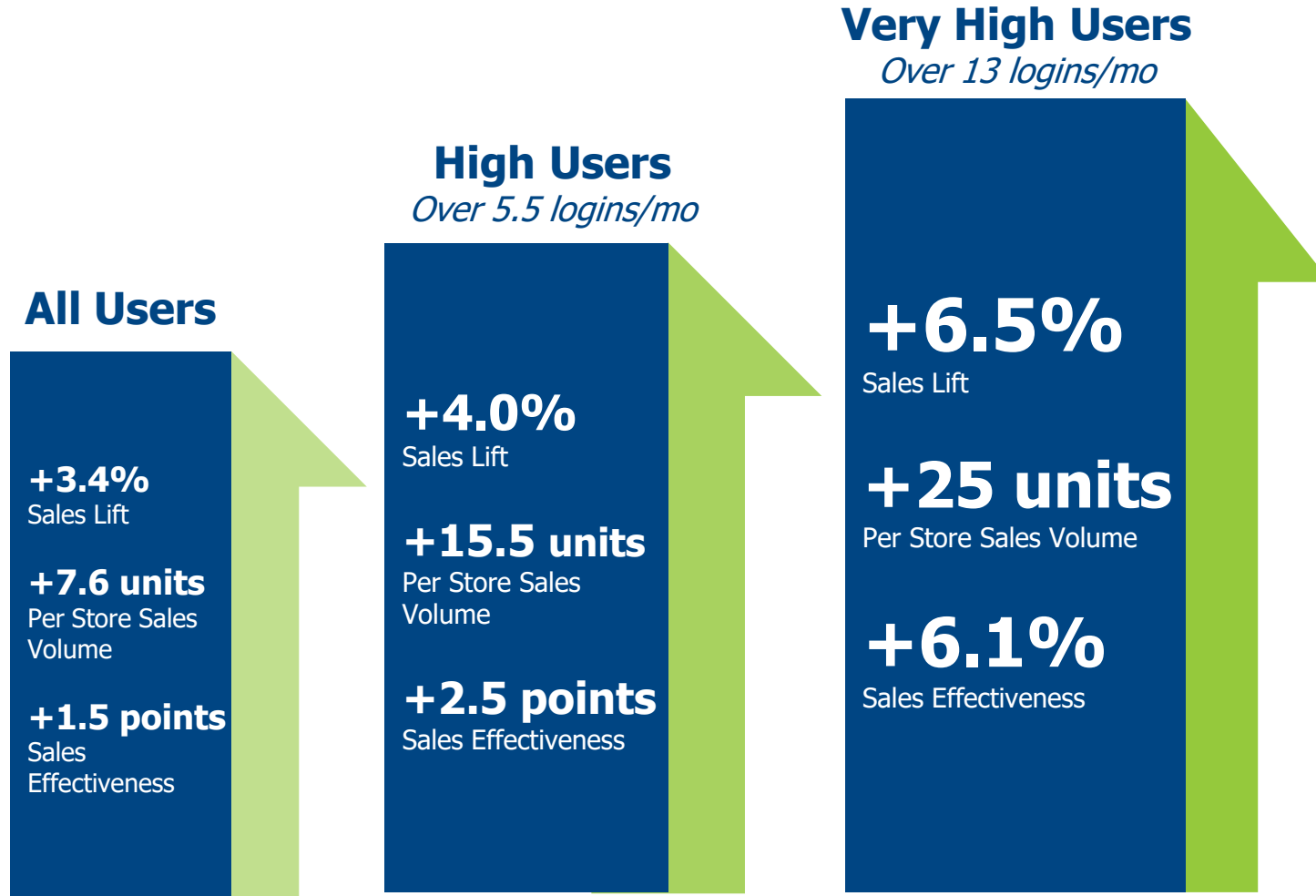
Control Groups

Created from similarly-
sized dealers.

Usage Segments

4 Dealer groups
segmented by
frequency of
use.

The results? All user segments sold more vehicles

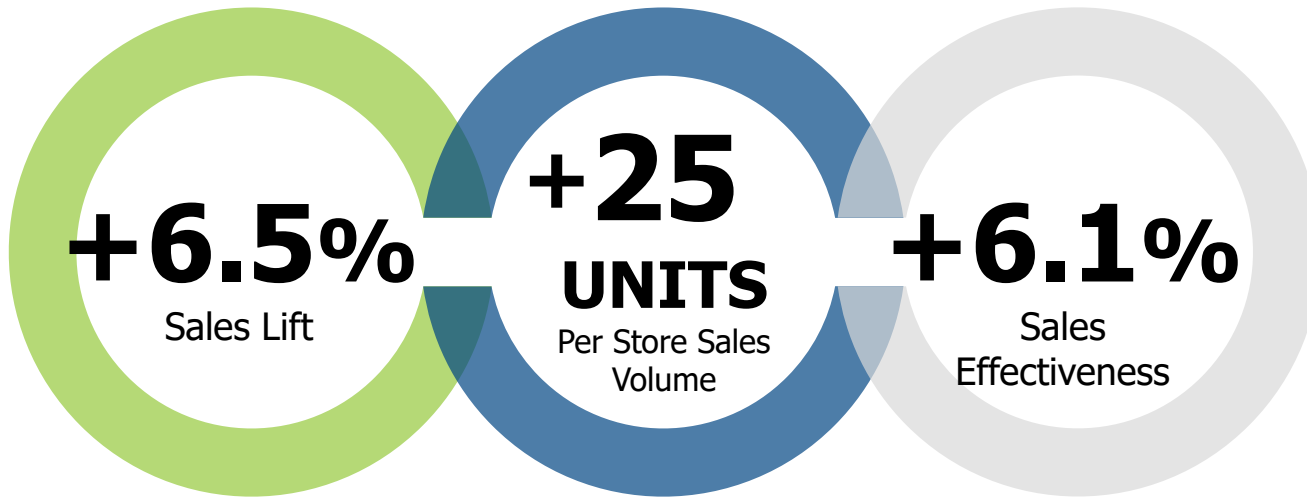


Real-time changes. Real-time wins.

SalesAlert makes every day count - Quick logins help dealers prioritize daily follow-up and enables real-time coaching that improves efficiency, lowers costs, and creates **measurable long-term impact.**

Consistency changes everything

*Highly engaged dealers (over 13 logins/mo)
supercharge their sales*



Best practices

Check SalesAlert™ daily to know when leads defect:

- Stop chasing dead leads and focus on in-market shoppers.
- Train sales staff with defection insights to turn yesterday's losses into today's wins.
- Incorporate defection data into marketing strategies.

Appendix – study details

Six-month sales lift and sales effectiveness study

Detailed findings

All Dealers With SalesAlert – Overall**	
Sales Lift:	+3.4%
Sales Volume:	+7.6 units per store
Sales Effectiveness:	+1.5% points

Dealers Averaging Over 5.5 Logins per Month	
Sales Lift:	+4.0%
Sales Volume:	+15.5 units per store
Sales Effectiveness:	+2.5% points

Dealers Averaging Over 13 Logins per Month	
Sales Lift:	+6.5%
Sales Volume:	+25 units per store
Sales Effectiveness:	+6.1% points

