

Double your close rates with our technology-driven leads program

SmartLeads' patented Buyer Intention Engine scores leads for purchase intent to provide our retailers with the best third-party leads in the industry.

With 80% of all auto buyers visiting third-party sites as they search for their next vehicles, you can't afford to miss out on these critical sales. Our best-in-class third-party lead program yields two times the close rates of our competitors.



80% of all auto buyers visit third-party sites when searching for their next vehicle

NOW INCLUDED!
MONTHLY SALES REPORTING

SMARTLEADS ENHANCED LEAD PROGRAM	VS.	TRADITIONAL LEAD PROGRAM
✓ Pay-per-lead program — lower volume, low funnel, higher quality leads which convert at 2x average third-party close rate		✗ Subscription-based lead program — high volume, high funnel and low quality
✓ Customer-initiated, retailer-selected leads		✗ Multiple retailers buying the same lead, creating high customer confusion
✓ Leads scored for purchase intent, contact info validated, de-duped		✗ No scoring, no validation and no de-duping
✓ No contract, no opt-out periods, "at will" enrollment		✗ Contract required, 30-90 day opt-out periods
✓ "No questions asked" credit policy — reject any bad lead and only pay for the good ones		✗ No or a limited/cumbersome credit policy
✓ Interactive portal allows customization of lead program by coverage area (radius/zip codes) and budget		✗ Basic portal or website, no opportunity to control settings
✓ NEW monthly sales report showing conversions including: lost sales (same brand) and lost sales (other brands)		✗ Retailer must pay additional fee/use another company to gather conversion data for other brands

PACKAGES & PRICING

PACKAGES	BRIEF DESCRIPTION	RETAIL PRICE
SmartLeads	Enhanced, scored leads per prospect No other costs or fees	\$22 PER PROSPECT
Sales Reporting	30 day sales reporting available showing conversions	NO ADDITIONAL COST



ENROLL NOW

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