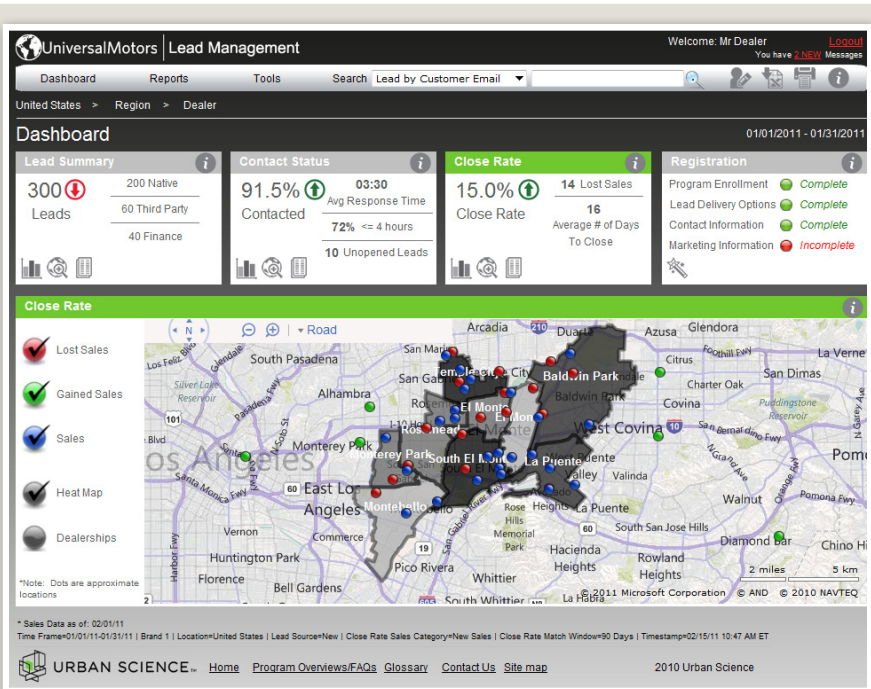


# Improve close rates with Lead Management Analytics & Reporting.

## Identify key metrics that drive performance.

OEMs expend time, energy and money to create leads and refer them to dealers. But that's not enough. The real key to improving close rates and boosting sales is identifying what metrics are important, then making sure everyone - from national sales and marketing managers down to the dealer - understands those metrics and can access the same information as a basis for consistency and focus. This is where Lead Management Analytics and Reporting gives you a decided edge.



Our proven technology delivers state-of-the-art integrated dashboards and detailed lead reports, allowing you secure access to key metrics 24/7.

## ONE SYSTEM, THREE USERS

Identify key metrics across all stakeholders to improve performance at every level.

- Corporate users can access detail from national to individual dealer performance
- Zone or area managers can view information from their district level down to individual dealers
- Dealers can see their individual information

## COMPREHENSIVE TOOLS & REPORTS:

- Dashboard
- Lead Delivery
- Lead Summary & Detail
- Credit Request & Status of Approval
- Program Registration
- Contact Status
- Close Rate
- Registration Summary
- Dealer & Lead Source Invoices

Learn how Urban Science can help you identify key metrics and drive performance.

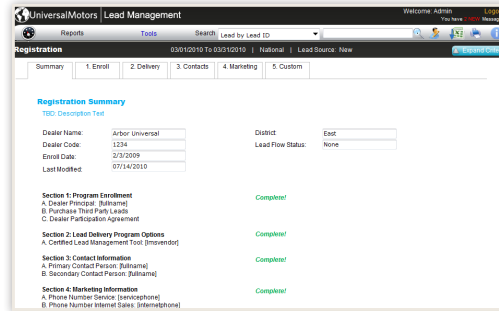
Start now at [urbanscience.com](http://urbanscience.com)

# Useful tools. Comprehensive reports.

24/7 access with single sign-on integration.

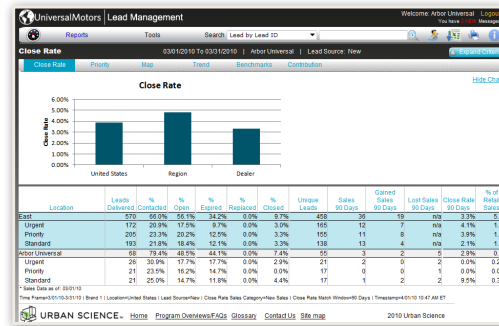
## Program Registration

Program Registration enables dealers to participate in various program options. Dealers accept data sharing terms, and provide pertinent contact information to calculate response times. As your lead management requirements grow, it's easy to add functionality. Simply use new tabs at the top of the screen to guide dealers back to update their information. This process keeps dealers active and interested in participation.



## Close Rate

Urban Science is the industry leader in close rate calculations. Our methodology calculates both brand and dealer close rates at various intervals - current, 30, 60, 90, or custom intervals to analyze lead velocity. Our report captures lead performance, and indicates how fast leads are closing. View close rates by lead source, brand, model, lead type and campaign.

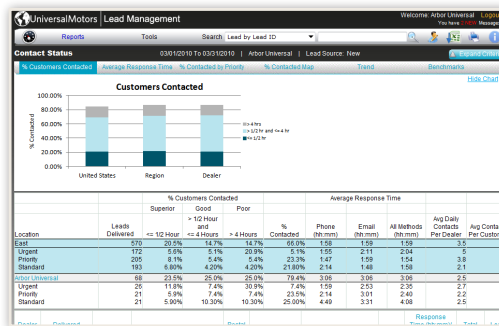


## Credit Request Tool

Dealers need a way to dispute leads that may either be a duplicate or have invalid contact information. Our Credit Request Tool gives dealers a simple, efficient way to request credit on any leads in question.

## Contact Status Report

The Contact Status report reveals how efficiently dealers are at following up on leads. It allows analysis of the percentage of leads that have been pursued, the number of contacts per lead, and what communication methods (phone, email, etc.) have been the most effective. Establishing and tracking benchmarks for each of these metrics improves dealer performance.



## REPORTS YOU CAN RELY ON:

### Comprehensive

- The comprehensive solution enables dealers, field staff and corporate users to view accurate, timely and detailed metrics. Performance calculations are based on standard measurements and an unbiased point of view.

### Dimensional

- Interactive and intuitive, this information-rich solution lets you drill down and filter multiple levels of data via a comprehensive criteria menu. Metrics are not just shown in isolation, but are benchmarked to provide performance insights that are accessible anytime and anywhere.

### Flexible

- OEMs have individual needs, and Urban Science ensures that reports meet the specific business requirements of your organization. Lead Management Analytics and Reporting supports client branding integration and offers multilingual capabilities, as well as the ease of configuring reports or adding in additional data to display.

## Contact a Representative

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