SALESALERT™

Frequently Asked Questions

Receive **next day** alerts when leads defect with SalesAlert

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. SalesAlert receives 96% of new vehicle sales*, 89% of CPO and all GM dealers used vehicle sales which are processed daily and updated the next day. 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.

96% New Vehicle Coverage

89% CPO Vehicle Coverage

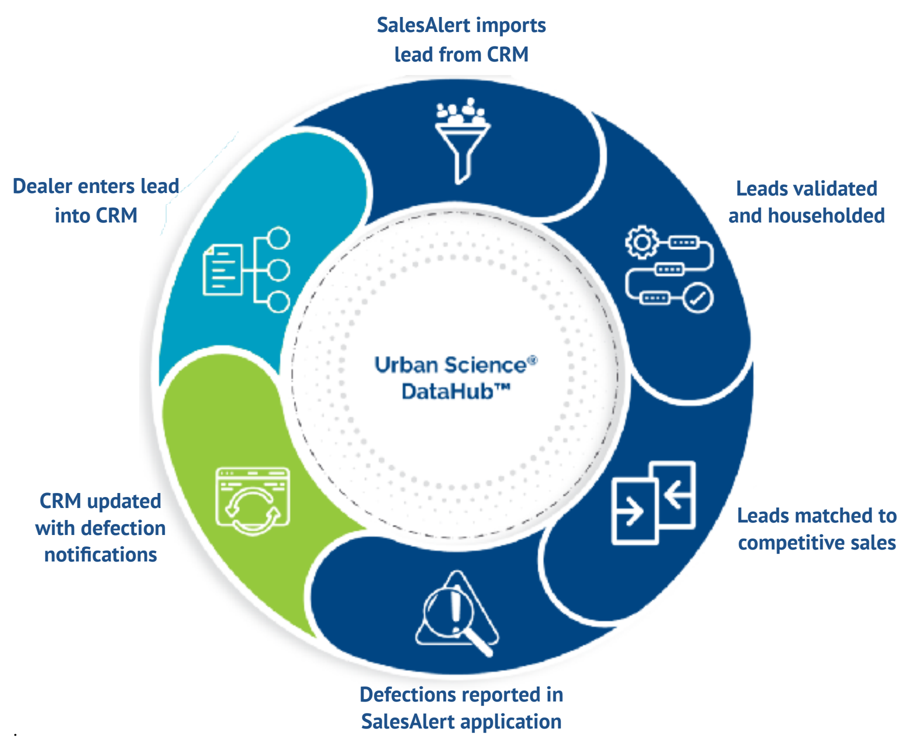
All GM Dealer Used Vehicle Sales

How does it work?

We're connected with all major CRMs ensuring we're ready to 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

ChannelVantage
WHAT'S YOUR RETURN ON CERTAINTY?

Lead Processing

1. How is this different from the registration data?

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 delayed vehicle registrations, unlike registration data which is generally available 45 days after a sale. In addition, SalesAlert identifies defections at an individual lead level.

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

SalesAlert receives and processes new vehicle, CPO vehicle and used vehicle sales on a daily basis and you can expect the reported sales in SalesAlert within 2 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?

Begin exploring SalesAlert by logging in to the Global Connect portal and selecting DART. From there, you can find SalesAlert under the reports tab.

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

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

3. Where can I visualize my lead performance?

You can see lead performance trends in both the Drive Growth tools: Traffic Conversion Analysis and TrafficView accessible within DART.

Activation

Please contact CVI's Dealer Support team at SalesAlertSupport@ChannelVantage.com to set up access or request additional training.

"SalesAlert provides us with near real-time data to make an actionable decision and saves us time and money when our leads have closed elsewhere. This solution allows us to almost immediately train our sales staff. The greatest part is that it is delivered directly to our CRM and we can also view it in the AutoHook Portal! We can now focus on the leads that we know are still in market improving our effectiveness."

- SalesAlert Dealer