

**SALESALERT™**

# Daily Defection Detection

Save Hundred of Hours and Thousands of Dollars.  
SalesAlert helps conserve marketing resources by redirecting  
your focus to in-market customers.

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

SalesAlert notifies a dealer when a lead has purchased a  
new, CPO or used vehicle from another dealership. Now,  
dealers can optimize their follow up process and redirect  
resources to in-market leads.

SalesAlert is fueled by the Urban Science® DataHub™—  
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.

## Why SalesAlert?

### Simple:

Delivers lead level defection  
notifications directly to your dealership

### Comprehensive:

View lost leads by salesperson, source  
and sale type (same or competitive OEM)  
in a user-friendly online report

- 96% of competitive new vehicle
- 89% of competitive CPO vehicle
- GM used vehicle sales

### Fast:

Sales are updated daily



#### Efficiency

Stop wasting time  
working leads that have closed  
elsewhere. Focus your sales team's  
efforts on leads that are still open.



#### Training

Enable managers to have near-real-  
time feedback sessions with their  
salespeople about lost leads.



#### Messaging

Create more relevant customer  
interactions with the right  
messaging at the right point in  
their buying journey.

See the near-real-time difference  
with a **free 30 day** trial: **\$299** per month



Match  
Eligible

\*Sales refers to vehicle unit sales and does not represent vehicle price or revenue.  
Data Source: Urban Science® DataHub™ | New Sales

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**CHANNELVANTAGE®**  
WHAT'S YOUR RETURN ON CERTAINTY?

SalesAlert was piloted with 35 GM dealers across the country.

**85% of dealers agree that SalesAlert positively impacts their follow-up process**

Nearly 85% of dealers found the CRM integration helpful with Customer Follow-up

“SalesAlert has been a game changer! We have implemented process improvements since joining this pilot. We have found other ways to use the data at our dealership including in our service department. Being able to see our defections daily has allowed us to save time and be more efficient”  
-Arlington Heights Buick GMC

“SalesAlert has been helpful with saving us hours each month on our outreach efforts by allowing us to focus on targeting in market leads. We are using SalesAlert as a learning tool to review what we could have done differently.”  
- Powers Swain Chevrolet

Only SalesAlert can help you transform wasted effort into incremental sales

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SalesAlert

Hometown Demo Dealer

Days Back: 90 x Sales Person: (Select All), Charlie ... Zip: Sale Date: Search

Sale Date	Sale Type	Sales Person	Last Name	First Name	Email	Phone	Zip	Lead Date	Lead Type	Requested Model	Lead Source	Defection Type
04/05/2023	New	Harry Potter	Lupin	Remus	remuslupin@gmail.com	313-496-2500	48156	02/07/2023 18:31	New	F-150	AutoBytel	Comp Dealer Sale - Comp OEM
04/04/2023	New	Ron Weasley	Snape	Severus	severussnape@gmail.com	313-373-9040	48021	03/05/2023 14:52	New	Ram 1500	AutoTrader.com	Comp Dealer Sale - Same OEM
04/01/2023	New	Harry Potter	Dumbledore	Albus	albusdumbledore@gmail.com	313-250-6579	54784	03/18/2023 17:30	New	Silverado	Carfax, Inc	Comp Dealer Sale - Comp OEM
03/31/2023	New	Harry Potter	Malfoy	Draco	dracomalfoy@gmail.com	313-127-4118	13524	02/25/2023 06:20	New	Rav4	Dealers WebSite	Comp Dealer Sale - Same Brand
03/29/2023	New	Harry Potter	McGonagall	Minerva	minervamcgonagall@gmail.com	313-904-1658	97544	03/21/2023 09:14	New	CR-V	Phone Up	Comp Dealer Sale - Comp OEM
03/28/2023	New	Hermione Granger	Black	Sirius	siriusblack@gmail.com	313-780-8197	48167	03/08/2023 11:39	New	Camry	Referral	Comp Dealer Sale - Comp OEM
03/28/2023	New	Rubeus Hagrid	Skeeter	Rita	ritaskeeter@gmail.com	313-657-5736	54784	01/27/2023 03:36	New	Rogue	Repeat Customer	Comp Dealer Sale - Comp OEM
03/26/2023	New	Ginny Weasley	Longbottom	Neville	nevillelongbottom@gmail.com	313-534-3276	48156	02/02/2023 20:14	New	Grand Cherokee	Service Dept	Comp Dealer Sale - Comp OEM
03/25/2023	New	Hermione Granger	Lockhart	Gilderoy	gilderoylockhart@gmail.com	313-411-9815	48156	03/25/2023 14:03	New	Highlander	Autolist	Comp Dealer Sale - Same Brand

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We've processed your leads for the last 90 days and found 15 leads that have recently bought from a competitor

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For additional information please reach out to:

[SalesAlertSupport@ChannelVantage.com](mailto:SalesAlertSupport@ChannelVantage.com)