



Go Further

**NISSAN**



Transparent • Turn-key • Marketing

**OUR PROGRAM IS PROVEN AND WE GUARANTEE OUR LEAD VOLUME!**

**A \$10,500 CAMPAIGN WILL YIELD OVER 300 SCREENED CONSUMERS  
TO YOUR CRM!**



# The eAutoLead Difference

OUR EXPERIENCED CREATIVE TEAM DEVELOPS EVERY AUTOMOTIVE CAMPAIGN WITH THE PREMISE THAT THE ONLY TRUE MEASURE OF OUR WORK IS THE TARGET MARKET'S DIRECT RESPONSE TO IT IN TERMS OF CLOSED SALES.

*"Feel good" campaigns that look good but do not positively impact sales are not what we do.*

Whether it is TV or radio commercials, newspaper or direct mail campaigns, or digital / web banner spots, results at the dealership level are what we are all about.

With over 80 years of combined advertising experience in the representation of leading auto dealerships and our cutting-edge knowledge of the latest marketing methods, we are able to deliver results that exceeds the expectations of our clients.







NISSAN



TOYOTA



24 Hour Call Center Support



TV Commercials



Dealership Sales Rep



Cars Sold

# Our Process

# eAutoLead Marketing

With over 30 years in the automotive space and hundreds of millions of dollars in targeted media placement, we know what times to buy and what networks deliver the best volume and quality to your sales floor.



## Television Commercials

We develop high impact 30 and 60 second TV commercials in both **English and Spanish** that are on top broadcast and cable networks in your market.



# Results

Approx. 300 Leads Each Month



Approx. Average Gross per Unit  
\$4200



Approx.  
\$311-\$418 Cost Per Sale



# Transparent Turn-key Integration

The key to successful marketing is not just the ability to bring customers in, but also the level of ease experienced through the integration process. eAutoLead integrates with all CRM and Phone systems as well as provides detailed reporting on the performance of the campaign. This allows your Sales reps to focus on what they know best, SELLING CARS!



## Production

From HD digital filming on our sound stage to recording in our state-of-the-art sound studio, production is all done in our headquarters building. The payoffs for you are production products completed on time and on budget.



## Full CRM Integration

All leads are delivered in real-time into your current CRM, or to any email address you choose using a file format that fits your needs. Full access means you can trust in our proven process.



## 24/7 Call Center Support

Qualified leads are screened by our Call Center agents 24/7 and delivered to your dealership CRM...all in Real time.





# CO-OP & Compliance



## CO-OP Management

COORDINATION OF THE CO-OP SUBMISSION FUNCTION, FOR CLIENTS WHO RECEIVE THIS MARKETING ASSISTANCE, FITS PERFECTLY INTO OUR FULL-SERVICE PROGRAM.

On behalf of dealers, eAutoLead takes full control and submits invoice claims against a dealer's co-op funds. If they meet the certain criteria set by the OEMs, a dealer's actual cost for Tier 2, Regional, and Tier 3 marketing can be significantly offset.



## Compliance

OUR COMPLIANCE TEAM TAKES RESPONSIBILITY FOR INSURING THAT ALL OF OUR CLIENTS' ADVERTISING MEETS THEIR MANUFACTURERS' STANDARDS AND GUIDELINES.

We also ensure that every ad and offer follows the advertising guidelines of the state the dealers operates in.

