



INTERNET LEADS

Powerful Internet Lead Solutions

Today's savvy car buyers look to the Internet first to search, study, and compare the types of vehicles that fall within their taste, and their budget – before they buy. With Lead Prospector Internet from First Advantage CREDCO, you can take advantage of in-market leads, which strengthens customer relationships, reduces costs and increases dealership revenues.

Find Your Next Online Customer

There are a lot of potential customers out there, but only certain prospects are online and actively shopping for a car right now. It makes good business sense to market directly to them, and our online leads solution can help you find them.

Direct-To-Dealer Distribution

Lead Prospector Internet delivers timely leads that are currently in-market and ready-to-buy. We source only the highest qualified leads then, through our integrated dealer distribution channels, we deliver them directly to your dealer or Customer Relationship Management system. We also offer our own Web-based lead management system, www.CREDCOservices.com, as a backup solution.

Streamline Your Sales Cycle

Consumers are using the Internet as a shopping and product-comparison tool – a modern day first step in the sales process – leaving them educated and ready to purchase by the time they get to you. Lead Prospector Internet lets you immediately connect with actively shopping consumers so you can streamline your sales cycle and close more deals.

Lead Advantage

Offered exclusively from First Advantage CREDCO, Lead Advantage delivers key demographic and lifestyle information to help you better qualify and validate your leads. Lead Advantage is powered by a database containing information on over 100 million U.S. households and over 200 million individuals. Appended to CREDCO's Internet leads, Lead Advantage provides critical consumer data to help you put your customers in the right vehicles – and maximize your profits!

See More Prospects.

- *Timely, in-market leads conveniently sent to your CRM or through CREDCOservices.com, our Web-based portal*
- *Append Lead Advantage for additional demographic and lifestyle information to quickly qualify and validate your leads*
- *No long-term commitments or setup fees*
- *ADF / XML formatting now available*

