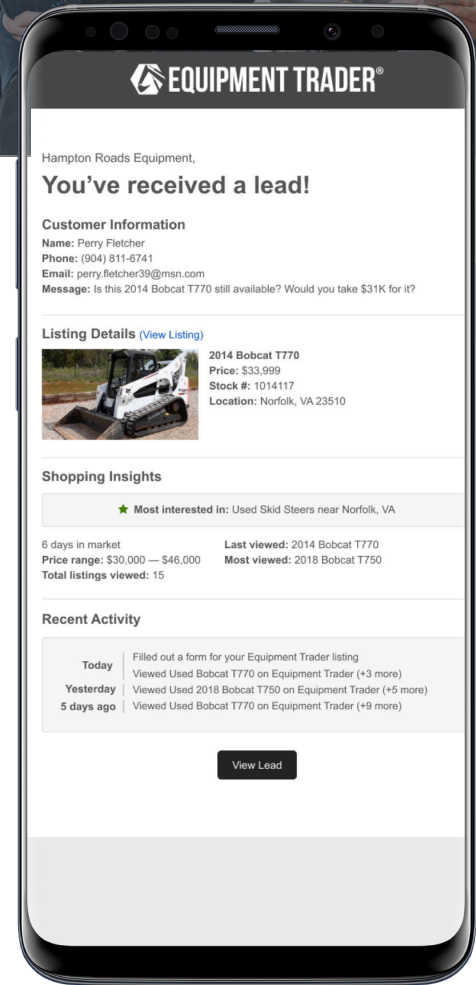


Lead Enrichment Cheat Sheet



EQUIPMENT TRADER®

Unlock the power of consumer shopping data & insight



What is **Lead Enrichment**?

Lead Enrichment offers dealers deeper insight into potential buyers' shopping patterns on Equipment Trader by providing the following information on each individual lead:

- ✓ Time in market
- ✓ High and low price range they have been searching in
- ✓ Total listings viewed
- ✓ Latest units viewed

This information is delivered via your regular lead notification email or can be found in TraderTraxx, our industry-leading reporting and analytics platform, so there's no need for you to log in to another platform.

How to Use This Data & Why It Matters

By knowing more about a potential buyer's pre-lead activity, you can leverage this data to have more productive conversations that **guide the customer more quickly down the path to purchase**. Let's say that a potential buyer...



...only searches a certain price range »

The data tells you this buyer may be locked into a particular budget - so you should focus on what you offer that fits that range first before showing them options in other price ranges



...only viewed one manufacturer that you don't carry »

This buyer may seem to have their mind made up, but you can tailor the conversation to highlight how a unit you carry can equally meet their needs and may even be better



...submits a lead on a unit that's already been sold »

By reviewing the unit they submitted a lead on alongside other units they were searching - you can identify what other unit on your lot might meet their needs



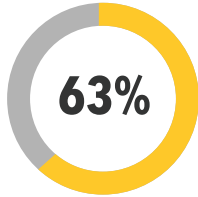
...moves aimlessly between multiple manufacturers and budgets »

Maybe they are early on in their search or aren't sure exactly what unit they can get for their money - but this buyer needs your guidance. Talk to them generally about how they plan to use their unit and narrow it down from there

Leveraging this data allows you to have **stronger and more effective** conversations. By tailoring your talk tracks to the individual's shopping habits, you can more quickly identify what they are searching for, and in what budget, converting a lead into a sale more quickly.

Common Mistakes to Avoid When Using This Data

Being Too Obvious

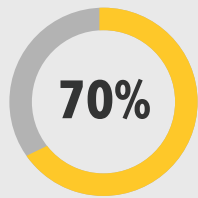


63% of consumers stop purchasing products and services from companies who provide poorly executed personalization¹



Using available data to directly reference a lead's exact actions online can come across as a little creepy. Leverage this data to position yourself as an expert by hitting the highlights of what they have already been searching for, without explicitly mentioning that you have such specific info on their behavior.

Not Acting on Data

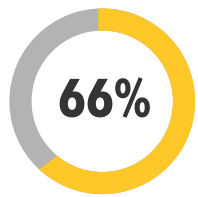


70% of millennials are willing to let retailers track their browsing and shopping behaviors in exchange for a better shopping experience¹



Having insight into a consumer's online behavior is only half the battle - you have to leverage it and in a timely fashion. Knowing that a consumer searched for a particular unit, but using that information a month later, may make your insights not as relevant. You still may be able to leverage some of the information - but really, the sooner you can incorporate these insights into the conversation, the better.

Electing Not to Train Your Team



66% of marketing data is used to better focus on targeting offers, messages and content²



Incorporating the data provided from Lead Enrichment into your sales strategy allows your team to deepen their sales process and craft their consumer messaging. But, if you have this data and choose not to train your sales reps on how to use it - you're not doing everything you can to expedite the sales process and move consumers to close more quickly.

Ready to experience the power of Lead Enrichment?
Contact your Equipment Trader sales representative today.

Call (888) 993-4363 or
email marketing@equipmenttrader.com