

Lead Intelligence Cheat Sheet



Unlock the power of consumer shopping data & insight

What's Included In Lead Intelligence

Lead Enrichment offers dealers insight into potential buyers' shopping patterns on Equipment Trader and their website.

For each individual lead, dealers will receive a notification email immediately after a consumer submits a lead with the following information on that specific consumer:

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

Trader Advantage provides dealers with lead attribution data that directly highlights the value of Equipment Trader in a consumer's path to purchase.

The feature highlights consumer shopping activity across your website and the marketplace to help you understand where to allot your marketing dollars. You will see:

- # of consumers shopping on both your website and the marketplace
- Total marketplace leads & connections
- Comparative conversion rates between marketplace consumers and dealer website consumers

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

...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

...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

...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

Being Too Obvious	63% of consumers stop purchasing products and services from companies who provide poorly executed personalization ¹	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 experience ¹	<p>Having insight into a consumer's online behavior is only half the battle - you have to leverage it. Incorporating the data provided from Lead Intelligence into your strategy allows you to deepen your sales process, craft your consumer messaging, and elevate the way you train your sales reps.</p> <p>If you have this data and choose not to act on it - you're not doing everything you can to expedite the sales process and move consumers to close more quickly.</p>
Overreacting to Data	66% of marketing data is used to better focus on targeting offers, messages and content ²	<p>Data can be tricky, because while it can give you good insight - sometimes it leaves out part of the story. If your results are different than what you expect, either better or worse, it's important to consider why that might be true.</p> <p>There will always be a portion of consumers, for instance, who see your dealership on Equipment Trader, but choose to come into your dealership without submitting a lead first. Similarly, if your listings are more robust on your website - as compared to Equipment Trader - that could cause a gap in conversion rates.</p> <p>Consider data holistically - and keep in mind all the variables that are at play when you review your results.</p>

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

Call (877) 920-5442 or
email marketing@equipmenttrader.com