

# CRM Lead Sources

Lead Source	Definition (A lead who...)	Recommended Actions
<b>CarGurus – Deposit – Digital Deal</b>	Uses Digital Deal to place a deposit to reserve the vehicle	Check the availability of the vehicle and confirm the reservation ASAP
<b>CarGurus – Hard Pull – Digital Deal</b>	Uses Digital Deal to submit a hard-pull credit application, was approved, and has accepted/chosen an offer <i>(and did not complete the step above)</i>	Review their deal summary in your CRM and their credit application in RouteOne or Dealertrack
<b>CarGurus – Soft Pull – Digital Deal</b>	Is pre-qualified for financing after using Digital Deal <i>(and did not complete any steps above)</i>	Review their deal summary in your CRM or Dealer Dashboard to see their offers
<b>CarGurus – Appt – Digital Deal</b>	Sets an appointment to visit your dealership using Digital Deal <i>(and did not complete any steps above)</i>	Review their deal summary in your CRM and follow up to confirm the appointment
<b>CarGurus – Digital Deal</b>	Uses Digital Deal and adds a trade-in, and/or selects F&I products <i>(and did not complete any steps above)</i>	Review their deal summary in your CRM and use the information they provide to personalize follow-up
<b>CarGurus – Prequalified</b>	Used Finance in Advance to get pre-qualified with one of our mutual lenders <i>(and did not complete any steps above)</i>	Open a summary of their financing offers from the Dealer Dashboard and prioritize follow up with these low funnel leads
<b>CarGurus – Delivery</b>	Submits a regular lead on your Area Boost/ Geo Expansion listing, <b>OR</b> selected delivery in Digital Deal	Follow up with these leads, confirm their interest in getting their vehicle delivered, and offer them a virtual test drive
<b>CarGurus</b>	Fills out the regular lead form on your VDP <b>OR</b> only fills out the basic contact form in the Digital Deal form <i>(and did not complete any steps above)</i>	Follow up with these leads using your regular lead process
<b>CarGurus Reengagement</b>	Revisits and reengages with your VDP <i>(if you have LeadAI)</i>	Click on the reengaged lead to review activity and follow up ASAP while they're hot

Call 1-800-CARGURUS if you have any questions