



CarGurus®

LeadAI™

Best Practices



By making LeadAI insights an integral part of your dealership's workflow, you can save time and improve sales conversion rates. Here are some key best practices to keep in mind:

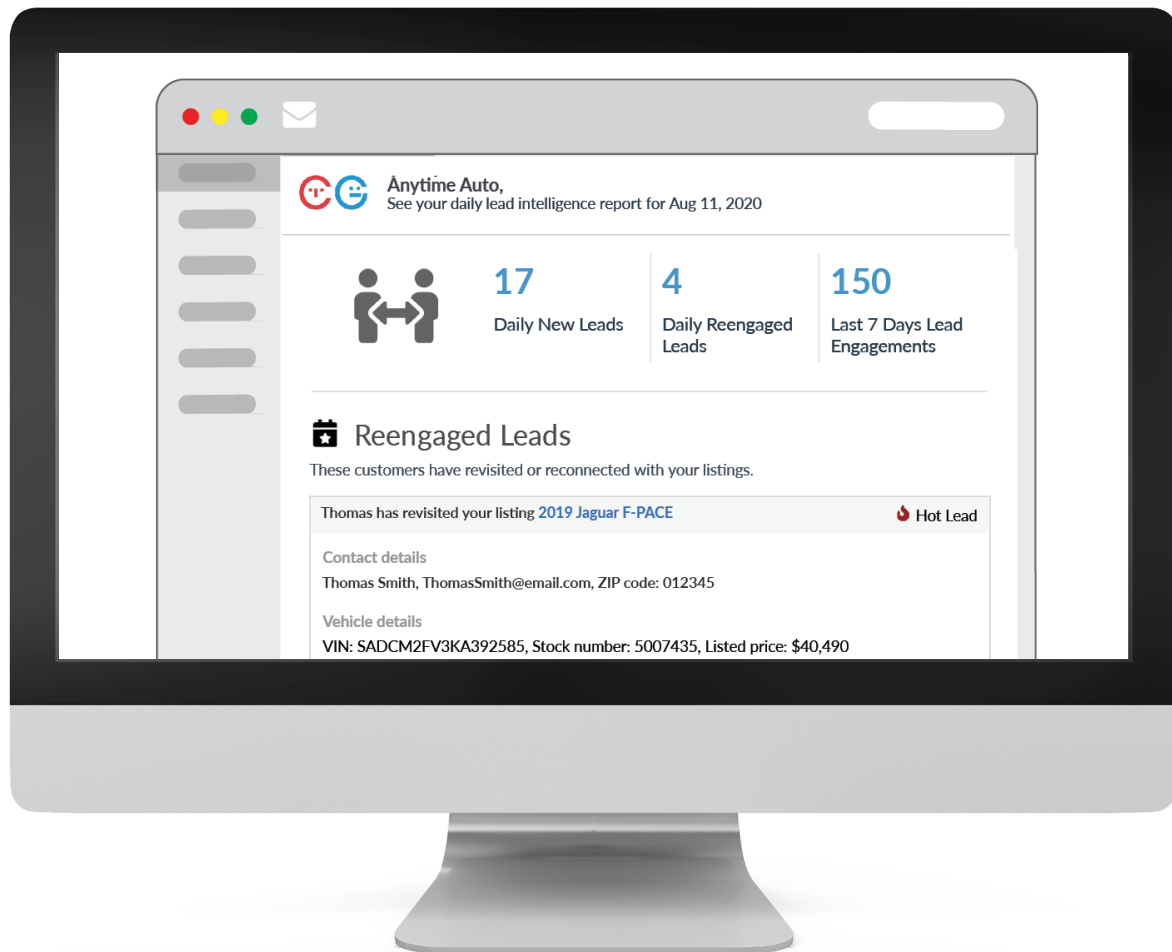
- ① **Make LeadAI part of your daily routine**
- ② **Prioritize CarGurus reengaged leads**
- ③ **Set up your CRM for success with follow-up rules**
- ④ **Click on reengaged leads in your CRM to discover actionable insights**
- ⑤ **Personalize your outreach using LeadAI insights**
- ⑥ **Share the knowledge with people across your dealership**

Keep reading to get details on each of these best practices and discover how other dealerships like yours are making LeadAI an invaluable part of their lead management process.

Make LeadAI part of your daily routine

The LeadAI email arrives to your inbox each day early in the morning. This means that when you get into the dealership, your sales team has gotten a 'to do' list of leads to follow up with, along with robust insights to help them [prioritize and personalize their follow-up](#).

New leads that may have been missed in the previous day are highlighted in this daily email, along with lead scoring and additional insights. For older leads who haven't contacted you recently, the email brings attention to them when they reengage.



Prioritize CarGurus Reengagement leads

Reengaged leads act as a notification that a shopper who previously submitted a lead on your CarGurus listing, has reengaged with the same vehicle details page (VDP) by taking actions like VDP visits, or other connection type.

This kind of activity shows high interest in the vehicle, as shoppers may be printing a map to your dealership, checking on the vehicle status, or looking for ways to reach out again.

Your reengaged leads will appear in your CarGurus Dealer Dashboard and daily LeadAI email, and will be pushed to your CRM with the lead source: CarGurus Reengagement

Created Date	Lead Type	Last Contact Date	First Name	Last Name	Last4 SSN	Inquiry Type	Source	Customer Stage	Customer Status	Home Phone	Work Phone	Mobile	Created
07/13/2020 0...	INTERNET	07/13/2020 10:02 PM	SCOTT	EDOUARD			CARGURUS	PROSPECT	CONTACT ATTEMPT	9173857832		9173857832	NOWCOA
07/13/2020 0...	INTERNET	07/13/2020 09:52 PM	GRAHAM	BOLSTER			CARGURUS	PROSPECT	CONTACT ATTEMPT				NOWCOA
07/13/2020 0...	INTERNET	07/13/2020 09:15 PM	ROBERT	CORACCIO			CARGURUS	PROSPECT	CONTACT ATTEMPT	9782656154		9782656154	NOWCOA
07/13/2020 0...	INTERNET		JACK	TONGOUR			AUTOTRADER.COM	PROSPECT	DUPLICATE	2023291505		2023291505	NOWCOA
07/13/2020 0...	INTERNET	07/13/2020 09:52 PM	JACK	TONGOUR			AUTOTRADER.COM	PROSPECT	CONTACT ATTEMPT	2023291505		2023291505	NOWCOA
07/13/2020 0...	INTERNET	07/13/2020 08:46 PM	ANTHONY	GUANCI			AUTOTRADER.COM	PROSPECT	CONTACT ATTEMPT				NOWCOA
07/13/2020 0...	INTERNET	07/13/2020 08:52 PM	ASHLEY	BROWN			CARGURUS	PROSPECT	CONTACT ATTEMPT				NOWCOA
07/13/2020 0...	INTERNET	07/13/2020 08:46 PM	BRIANNA	WOODS			TRUECAR/TRUECAR	PROSPECT	CONTACT ATTEMPT	5089829599		5089829599	NOWCOA
07/13/2020 0...	INTERNET	07/13/2020 09:52 PM	DANIEL	KNAPP			CARGURUS	PROSPECT	CONTACT ATTEMPT				NOWCOA
07/13/2020 0...	INTERNET	07/13/2020 08:46 PM	TOMASITA	GARCIA			TRUECAR/TRUECAR	PROSPECT	CONTACT ATTEMPT	9789073133		9789073133	NOWCOA
07/13/2020 0...	INTERNET		STAN	SAGAR			CARGURUS REENGAGEMENT	PROSPECT	DUPLICATE	7168127765		7168127765	NOWCOA
07/13/2020 0...	INTERNET		PETER	JACOBSEN			CARGURUS REENGAGEMENT	PROSPECT	DUPLICATE	7605244061		7605244061	NOWCOA
07/13/2020 0...	INTERNET		COREY	MANNING			CARGURUS REENGAGEMENT	PROSPECT	DUPLICATE				NOWCOA
07/13/2020 0...	INTERNET		MEGAN	COTE			CARGURUS REENGAGEMENT	PROSPECT	DUPLICATE				NOWCOA
07/13/2020 0...	INTERNET		DEREK	SYLVIA			CARGURUS REENGAGEMENT	PROSPECT	DUPLICATE	5089657856		5089657856	NOWCOA
07/13/2020 0...	INTERNET		EDY	ALVARADO			CARGURUS REENGAGEMENT	PROSPECT	DUPLICATE				NOWCOA
07/13/2020 0...	INTERNET		DAVID	NINOBLA			CARGURUS REENGAGEMENT	PROSPECT	DUPLICATE				NOWCOA
07/13/2020 0...	INTERNET		DARYL				CARGURUS REENGAGEMENT	PROSPECT	DUPLICATE	7028068250		7028068250	NOWCOA
07/13/2020 0...	INTERNET	07/13/2020 05:44 PM	GINA	COLLINS			AUTOTRADER.COM	PROSPECT	CONTACT ATTEMPT				NOWCOA

DealerCenter CRM leads report:

Look for “CarGurus Reengagement” source.

Tip: To ensure that you can see reengaged leads as they enter your CRM, enable “duplicate leads” in your leads report. Reengaged leads are automatically merged with the original leads, but they won't be shown in the new incoming leads list unless you enable duplicate leads.

The merged lead will notify the original sales manager who received the lead on the new activity and show the overall shopper history.

Set up your CRM for success

Reengaged leads are a signal that a shopper is still interested in your vehicle, giving you insight into the perfect time to reach out. It's possible that you haven't been in touch with this shopper for weeks, and they just revisited your CarGurus VDP today – which is a clear indicator that the shopper would like a follow-up from you.

One way to make sure you're getting the most out of your reengaged leads is to set up CRM rules for a same day phone call follow-up with reengaged leads.

Most CRMs allow you to define a different rule for each source. For the CarGurus Reengagement source, we recommend you define the following rules:

- Same day phone call follow-up with the reengaged lead
- Notification to the BDC manager 6 hours post reengaged lead submission if no follow-up call was made

VinSolution: Add a custom process rule for CarGurus Reengagement source.

Add events: Task phone to follow-up on reengagement, and status update to notify manager if no follow up was done within 6 hours.

Click on reengaged leads in your CRM to discover actionable insights

LeadAI unlocks powerful shopper activity insights, giving you access to unrivaled data from the #1 third-party automotive marketplace. While you might know that this valuable information is featured in the daily email and Dealer Dashboard, you can also easily access these insights in your CRM. Simply click on the reengaged lead and check the “comments” section for:

- **Lead Score:** “Hot” and “Warm” notifications will alert you to leads that are even more likely to convert than our standard, high performing leads.
- **Activity breakdown:** Detailed data of the shopper’s engagement with your VDP by date. A very active shopper is a great sign for just how serious they are about this vehicle.
- **Recommended vehicles:** These are other vehicles from **your** lot that the shopper is very likely to be interested in, based on their CarGurus search activity. The vehicle recommendations list is updated each time the shopper visits any VDP on CarGurus.
- **Pre-Qualification status:** Prioritize leads who have taken the time to get pre-qualified by one of the lenders you work with. CarGurus Pre-Qualified Leads are more likely to purchase and close faster.
- **Delivery:** Dealers who show their deliverable listings to low-funnel shoppers outside of their local market, can see if any new or reengaged lead found listings via Area Boost in the CRM notes.

Note – You can also see pre-qualification status and delivery interest on your new leads from CarGurus!

If you’re looking for an expanded view of the insights, you can also find a link to your LeadAI Dashboard in the comments section.

The screenshot displays the 'Opportunity Details' page in a CRM. The top section shows customer information for John Smith and opportunity details for a 2018 Hyundai Elantra GT. Below this, there is a 'Completed Activity History' table. The table has columns for Date Completed, Activity Type, Outcome, and Comments. A red circle highlights the 'Lead Reengagement from CarGurus' link in the 'Comments' column of the row dated 9/16/2018 10:50 AM.

Date Completed	Activity Type	Outcome	Comments
9/16/2018 10:50 AM	Day 4 Email	Day 7 Email	Lead Reengagement from CarGurus
9/16/2018 9:31 AM	Topicable Lead	Completed	
9/15/2018 1:13 PM	Showroom Visit	Completed	
9/04/2018 2:18 PM	MGR Contact Info	Day 4 Email	Atlantic Toyota Wants Your Business
9/03/2018 1:42 PM	Day 2 Email	MGR Contact Info	Regarding your Request - Atlantic Toyota
9/02/2018 3:54 PM	Manual Email	Completed	Hi Jonika, Just checking in to see if you received ...
9/02/2018 3:52 PM	Read Email	Completed	RE: Re: 2018 Hyundai Elantra GT - Atlantic Toyota
9/02/2018 3:50 PM	Manual Email	Completed	Re: 2018 Hyundai Elantra GT - Atlantic Toyota
9/02/2018 3:48 PM	Read Email	Completed	Re: 2018 Hyundai Elantra GT - Atlantic Toyota
9/02/2018 3:46 PM	Day 1 Email	Day 2 Email	2018 Hyundai Elantra GT - Atlantic Toyota
9/02/2018 3:39 PM	Internet Up	Auto Response	You have a new customer lead on KMH43LEJ007725 through CarGurus I am interested in your 2018.

Tip: When you click into the reengaged leads from the incoming leads list, you may not see all the insights available. Try clicking on the reengaged lead from the merged leads list to see full lead insights in the comment section.





Elead CRM: The reengaged lead is merged into the overall lead activity.

Comments section example:

Hot Lead. 11-16-2020: Visited your listing, 10-29-2020: Submitted a phone lead. Overall: 10 VDP views. 1 phone lead. Recommended vehicles: 2008 Chevrolet Suburban, \$14,999, Stock: MP3834. 2013 Chevrolet Traverse, \$13,635, Stock: MP4066. 2015 Chevrolet Equinox, \$11,687, Stock: MP3936. More insights: Link. (CarGurus IMV: \$11,708 / Deal Rating: Fair Deal / Is From Shippable Listing: No)

Customer Dashboard

John Smith
(Individual)
John@email.com
Town, State, 02134

Search:    
☒ NEEDS DISPOSITION. Lead needs to be assigned a follow up process.(30 Minutes have passed)
[Dismiss](#) [Edit](#)
Assigned To: Manager 2Disposition


Click to add customer note

Push To


Status	Buyer/Co-Buyer	Created	Source	Vehicle
Duplicate		10/28/20	Cargurus Reengagement	2019 Chevrolet Cruze
Duplicate		10/25/20	Cargurus Reengagement	2019 Chevrolet Cruze
Active		10/23/20	Cargurus	2019 Chevrolet Cruze

VinSolution: Unified view of new and reengaged leads for this shopper.


Buyer and Co-buyer Information:


Buyer

John Smith
(Individual)
John@email.com
Town, State, 012345

[Copy Buyer](#)

Co-buyer

(none entered)

Notes & History All Notes & History

 10/28/20 6:21a **Bad Lead**
By: System
Automatically marked duplicate by the system.

 10/28/20 6:21a **Lead received**
By: System
Warm Lead. 4 VDP views. 1 email lead. More insights: [cargur.us%2fCKLx8%3fservicePro...](#) (CarGurus IMV: \$13,999 / Deal Rating: Fair Deal / Is From Shippable Listing: No)
Timeframe: 2 weeks.


Click on the reengaged leads for additional insights.

Personalize your outreach

LeadAI not only provides you with insights on when to reach out (reengagement) and which leads to prioritize, but also **how** to reach out to the shopper. Tailor your sales pitch to the shopper using the many insights provided – especially vehicle recommendations.

Vehicle recommendations are other vehicles from your inventory that this shopper is likely interested in based on their activity across the CarGurus site. Use this list to provide the shopper with choices or an alternative option if that specific vehicle has been sold – keeping the shopper from turning to a different dealership.

Thomas has revisited your listing [2019 Jaguar F-PACE](#)

 Hot Lead

Contact details

Thomas Smith, ThomasSmith@email.com, ZIP code: 01234

Vehicle details

VIN: SADC2FV3KA392585, Stock number: 5007435, Listed price: \$40,490


Activity


08-10-2020: Visited your listing


07-28-2020: Submitted an email lead

Overall connections: 5 VDP views, 1 email lead

Other recommended vehicles

 2016 Bentley Continental GTC V8 S AWD, \$34,550, Stock: B34523

 2012 Aston Martin Virage Coupe RWD, \$42,455, Stock: A43455

 2013 Mercedes-Benz SL-Class SL 550, \$36,000, Stock: D34564

Share the knowledge with your team

To ensure that you're getting the most value out of LeadAI, it's important to give access to your entire sales team (including managers). Additionally, dealers say that sharing insights with other teams at your dealership, like marketing and inventory acquisition, has proven to be very valuable. These teams can use the information to help optimize their work. Examples include:

- Know which shoppers to prioritize in their day
- Track consumer behavior and improving attribution
- Identify local market trends and popular inventory

Share LeadAI insights via three main channels:

- **LeadAI CRM Push:** New and Reengaged leads are pushed to your CRM along with shopper insights – integrating the product into your day-to-day workflow.
- **Daily LeadAI Email:** An email digest that highlights all your new leads from the past 24 hours and any leads who have reengaged on your VDPs.
- **LeadAI Dashboard:** See all your lead insights in one place using your CarGurus Dealer Dashboard.

If they want to access the insights on their own, ask your CarGurus account manager to add additional team members' email addresses to receive the daily email (there is no limit to how many people can receive it) or set them up with a CarGurus Dealer Dashboard login. Alternatively, you can share the information with them by sharing screenshot or printing it for them.

Sharing insights daily really helps your team plan their day and will improve their sales conversion rates.

Lead Insights Report

From

7/11/2020

To

8/11/2020

Filter

Category

Engagement

Lead Source

Q Great Deal, VIN, Stock #

Name	Email	Phone	Car	Category	Engagement	Date
Thomas Smith	ThomasSmith@email.com	(012) 345 6789	<div><div></div><div>2012 Jeep Grand Cherokee</div></div>	Reengaged	<div><div></div><div>Hot lead</div></div>	8/4/2020

ACTIVITY

8/1/2020:

Submitted an email lead
Visited your VDP (x2)

8/2/2020:

Visited your VDP (x3)

8/4/2020:

Visited your VDP

TOTAL CONNECTIONS:

1 email lead, 6 VDP visits

ZIP CODE:

72223

Fair Deal

CarGurus Instant Market Value™ \$10,603

PRICE:

\$10,949

MILEAGE:

156,081

VIN:

1C4RJFAG4CC160176

STOCK #:

12817A

DAYS ON MARKET:

47

LeadAI tab in your CarGurus dealer dashboard is a great way to get an overview of your leads.