Lead Sending

7 Day Rule (subject to change)

Any lead that has been sent to a pay per lead client, after 7 days, that lead goes to a pay per sale client.

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Recycling 20%-30% of leads for Pay per Lead clients

- For clients in Alberta / BC / Provinces not Ontario (it may be implemented in Ontario in the future) - 20-30% of their order should be fresh leads that have been sent to a previous dealership within a 2-3 week time period.

Example:
Lead A - applied today because he saw an ad from FB (fresh lead). It is sent to dealer A today. After 14 days (subject to change) - the lead will be sent to a different dealer, dealer B (considered recycled). 20-30% of leads should be recycled.

This only applies to leads that have not been disputed i.e. leads that are not marked as "Pending" and "Not Qualified".

So if a lead is marked as Pending / Not Qualified - then it should not be recycled by the system and should not be sent to another dealer automatically.

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Lead Flow - Fresh Leads vs SMS Leads

Clients that are on Pay Per Lead - have priority on Fresh Leads / Recycled leads. This means that all the leads generated from Facebook / Adwords - the system will find those leads - and send it first to all Pay per Lead clients.

If there are leftover FB / AW leads and we can no longer send them to a pay per lead client because we have met their daily limit - then the leftovers will be distributed to Pay Per Sale clients.

Clients that are on Pay Per Sale - have priority on SMS leads. Leads that we generate from SMS, the system will send those to all Pay per Sale clients.

If we have overflow SMS leads and can no longer send it to Pay per sale clients because of limits, then those SMS leads will be distributed by the system to Pay per Lead clients.