

Five Common Myths About **Third-Party Leads**

Internet Marketing



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There are many common questions and misconceptions in the market about third-party leads. As with any industry, it is the role of leaders to answer questions and educate clients so that they can make the best choices about what solutions will work for them. I wasn't to take this opportunity to tackle a few of the most common questions or "myths".

1. Lead aggregators multi sell all the leads so I get duplication

Duplication is something that keeps us all up at night. Our goal is to help you sell more cars and have you as a customer for a long time so it's not in our best interest if there is a lot of duplication. Duplication can come be created from factors that are beyond the control or the lead provider such as a consumer going to multiple sites or an incorrect zip code, which can create duplication. Also in some cases leads can go to multiple dealerships at the customer's request. For example on many sites consumers have the option to select up to 4 dealers.

2. I get the same leads as the guy down the street, why should I pay for that when they're not exclusive to me?

It is important to keep in mind that the online word reflects the offline word and I think most sales reps know that walk-ins can leave a dealership and

drive right across the street. It's the same as the customer selecting several dealers to send a lead too or two dealers getting a shot at the same customers lead. What matters is what the sales rep does with the opportunity when they get it – just like on the showroom floor.

3. It is better to put the money into my own website leads than 3rd party leads.

Yes, increasing your website traffic is always a good idea, but no matter how much you spend to drive traffic to your website you still will not be tapping into all the potential buyers in your area. Consumers typically follow one of three paths to initiate an online conversation with a dealership. Sixty-three percent of new car shoppers submitted a purchase inquiry or lead to a dealership via email with 67% having submitted through the dealership website, 42% through a third party portal and 36% via an OEM website. Different buyers will reach out through different mediums, and 3rd party leads allow you to reach a different set of customers.

4. I get the same leads for free from my OEM, why should I pay for them?

It is great that your OEM sees the value of buying and selling you leads. This is a great benefit. Now evaluate your dealership's needs: How many additional high quality leads will you need to exceed your sales goals? The fact is that your manufacturer does not buy all available leads in any given market and their budget can vary from month to month, as can their ability to buy the quality or type of leads you are looking for. If you are looking for a constant stream of high quality leads from all of the automotive specific sites you should

still partner with a reputable third party lead provider.

5. All the leads available are from too far outside of my market.

Many of the largest 3rd party lead providers can customize where your target area is, so you don't get leads that don't meet your market criteria.

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