



**ENTERPRISE  
EDITION**

**PowerLeads  
Program facilitates  
high quality leads.**

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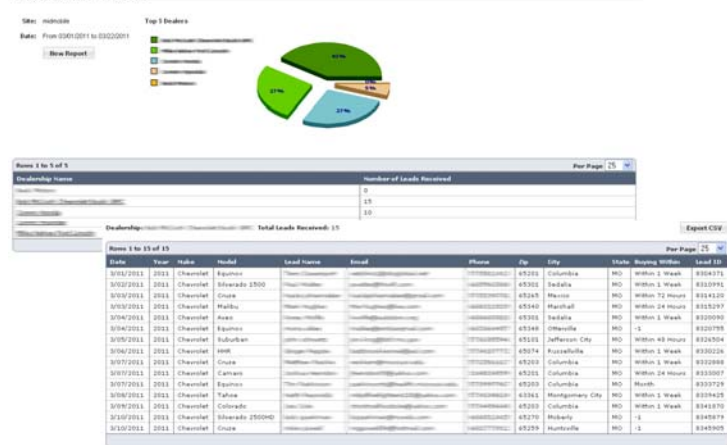
**INCREASE DEALER RETENTION AND DRIVE REVENUE**

Our PowerLeads Program enables you to buy or sell automotive leads.

**THE POWERLEADS BUY PROGRAM**

The PowerLeads Buy Program helps dealers located in competitive or specialized markets boost the number of incoming qualified leads by allowing you to purchase additional leads for your automotive dealers. These additional leads complement the existing leads generated from Adicio automotive websites and help dealers secure greater market share in their local regions. The highly qualified leads include detailed contact information of interested automotive buyers ensuring increased sales for your dealers.

PowerLeads Buy Report



By participating in the PowerLeads Buy Program, you can make sure that your dealers always receive a minimum number of leads. Leads are delivered directly to dealers via email with your own site branding so they can respond immediately. You can determine the area/radius to pull new leads from based on the existing dealership's zip

code, as well as control how many leads each dealership receives per month. These leads are precisely matched to dealership inventory makes and models.

Both you and your dealers can also use our extensive reporting tools to evaluate the effectiveness of the PowerLeads Program and analyze lead flow on a daily basis.

**THE POWERLEADS SELL PROGRAM**

If you want to increase your leads revenue, use our PowerLeads Sell Program. This program seamlessly integrates with both our Vehicle Configurator & Vehicle Comparator tools. Any new car leads that are unsupported by your local dealerships are automatically routed to our lead partner who pays you for each qualified lead! This way you guarantee website user satisfaction by making sure each lead gets the attention it deserves. Alternatively, you can sell all of your new car leads to maximize your lead revenue.

The PowerLeads Program not only improves the experience online car shoppers get on your website (encouraging user loyalty), it also optimizes your automotive website lead generation so you can give your dealers and advertisers more of what they want - qualified leads!