

# SmartTarget | Leads

## Free Lead Generation for The Automotive Dealerships

The cornerstone of dealership marketing is your website. One way or another, virtually all of your promotional efforts end up with interested prospects going to your website. However, 99% of those visitors cannot be identified and are never heard from again.

**SmartTarget Leads offers a FREE service to convert those unknown website visitors to actual leads to fill the top of your sales funnel.**

## Converting Website Visitors to New & Used Car Buyers:

The **SmartTarget Leads** platform provides auto dealers with FREE lead generation services based on the dealer's website traffic and on-the-lot visits.

The core technology behind **SmartTarget Leads** is based on Artificial Intelligence (AI) and Machine Learning. **SmartTarget Leads** matches site visitors to locations, demographic profiles, and emails. Households and businesses at those locations become your qualified mailing and email list.

**These are your leads. They belong to you.**

### PRODUCT KEY COMPONENTS

- Free lead generation: identifies and reveals website visitors
- Lead reports include names, addresses and household demographic information
- Reports sent straight to your inbox
- Lead lists are proprietary - you own the leads
- 20-minute set up and training on use of the product
- Matches nearly 80% of unknown site visitors

### GET STARTED TODAY

1. Sign up at [SmartTargetLeads.com](http://SmartTargetLeads.com)
2. Add the Lead-generated pixel to your homepage or in Google Tag Manager
3. An Account Manager will contact you to set up a 20-minute implementation and training call
4. Start receiving lead reports to your inbox at your desired frequency as soon as the next day

## Features and Benefits



Garage and New Buyer intender lead ranking



Receive leads the next day!



High Lifetime Value service customer leads



Daily leads, postal lists, email contacts included



CRM platform integration through ADF



Appended customer demographics



Set-up and training on the use of the product included



Assistance in setting up filters to prequalify your leads  
(i.e. geo location, industry, demographic)

## The Technology Behind SmartTarget.

**SmartTarget Leads** converts the digital ID of a site visitor using a patented onboarding process. Qualified leads are returned to you as soon as the next day. Unlike SEO results, retargeting, or site analytics, **SmartTarget Leads** provides full transparency to who your site visitors are so you can prioritize your best prospects and act on them.

### Why Free?

We recognize that lead generation is simply the first step in a larger marketing process.

The objective behind **SmartTarget Leads** is to help you fill the top of your marketing funnel with qualified candidates. A full top of funnel fuels other marketing tactics and that benefits both your dealership and us.

Successful dealership marketing often requires more than one marketing tactic to convert an opportunity. Semcasting only benefits when a dealership elects to expand their use of **SmartTarget Leads** with an optional **Semcasting Managed Services agreement** (features listed to the right).

### What's Next?

Semcasting is the next generation in Data Management Platforms, providing actionable intelligence for marketing services. **SmartTarget Leads** maps the attributes of real consumers and businesses to their online internet delivery points. We match customers, prospects, and internet traffic to the locations and devices they prefer, enabling advertising and analytics to be executed with nearly 100% reach and unrivaled accuracy.

Contact us to explore our other automotive marketing solutions, including Semcasting's exclusive **SmartTarget DMS** for Attribution and **SmartTarget Conquest** for Sales & Service Prospecting.

**Semcasting. Working together to advance lead generation media solutions and attribution for auto dealers.**

#### SEMCASTING MANAGED SERVICES

- Manages display advertising campaigns using SmartTarget Leads website visitors as qualified targets
- Provides lookalike prospects for display advertising campaigns
- Manages and deploys SmartTarget Leads email addresses through Semcasting
- Appends custom data elements to your SmartTarget Leads
- Onboards website and ad server impressions through our leads bulk file matching process and load them into your CRM

#### About Semcasting

Semcasting is the next generation in Data Management Platforms providing actionable intelligence for marketing services, CRM enhancement, and manufacturing logistics on any Internet-enabled device. Our Semcasting Smart Zones® platform maps the demographic attributes of real consumers and businesses to their online Internet delivery points in order to automate the creation of highly qualified and verified audiences. We match customers, prospects and Internet traffic to the locations and devices they prefer, enabling analytics and advertising to be targeted with nearly 100 percent reach and unrivaled accuracy.

Semcasting

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