

Dealer Profile Manager

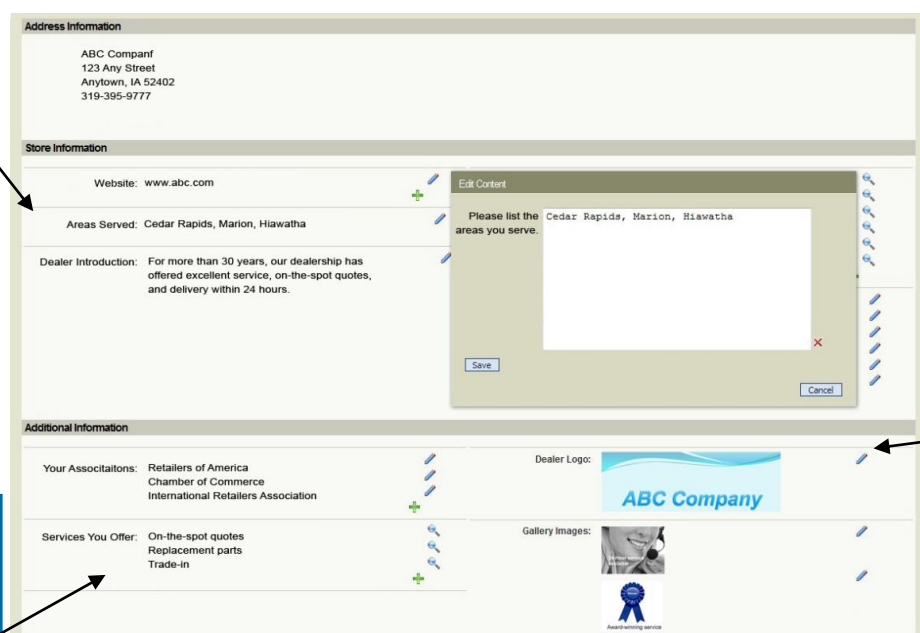
An easy way for your managers and dealers to update information online

Here's an easy way to maintain information in your database about dealers or distributors and control the accuracy of information that appears in your website's "dealer locator" search results.

- **Channel partner database:**
 - Your dealer or distributor marketing team can use the web-based tool as the single database of record for all channel partners. Managers can update information.
- **Self-service for dealer updates:**
 - This self-service online system frees your staff from routine dealer database maintenance. It can be used individually by dealers to update information, such as store hours, address, website URL, contact email, logo, photos and the services they offer.
 - You decide which information you want dealers to list and which information you want dealers to edit before the dealer profile manager system is implemented.
 - The self-service system is accessed through a portal that also provides access to either the SmartLead or SmartLeadPLUS lead management systems.

Contact your account manager at SmartLead by AdTrack to get started. (319) 395-9777

Edit areas served, hours of operation, dealer description.



The screenshot displays the Dealer Profile Manager interface for 'ABC Company'. It is divided into several sections:

- Address Information:** ABC Company, 123 Any Street, Anytown, IA 52402, 319-395-9777.
- Store Information:** Website: www.abc.com; Areas Served: Cedar Rapids, Marion, Hiawatha; Dealer introduction: For more than 30 years, our dealership has offered excellent service, on-the-spot quotes, and delivery within 24 hours.
- Additional Information:** Your Associations: Retailers of America, Chamber of Commerce, International Retailers Association; Dealer Logo: ABC Company logo; Services You Offer: On-the-spot quotes, Replacement parts, Trade-in; Gallery Images: A photo of a smiling woman and a 'Mastering Service' award.

An 'Edit Content' dialog box is open over the 'Areas Served' field, prompting the user to 'Please list the areas you serve.' with 'Cedar Rapids, Marion, Hiawatha' already entered.

Dealers can upload their logo and photos to display in their dealer profile (when it appears in a website's dealer locator search results).

Dealers can indicate whether they offer brochures, request-a-quote, a trade-in policy, financing options or other services.

About SmartLead by AdTrack

Since 1981, companies have relied on SmartLead's customized lead management systems and best practices to smoothly and seamlessly manage leads from the moment the leads are generated, through qualification, ranking, nurturing and distribution to sales people or channel partners.

SmartLead is the only full-service lead management company with:

- Dedicated account managers to advise clients on best practices and implement their programs
- Web-based lead management, sales force automation systems
- Insightful analytics system
- In-house marketing services: contact center, direct mail, email, printing, web hosting, and an ISO-certified fulfillment/warehouse.

- ▶ **Pioneer in lead management**
- ▶ **Unequaled expertise**
- ▶ **Comprehensive in-house services**



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