

GET RESULTS OUT OF THE BLUE



# LEADDRIVER

CAPTURE MORE LEADS ON YOUR WEBSITE



**CUSTOMERS SEE THE TRUSTED KELLEY BLUE BOOK BRAND ON YOUR SITE**



**RANGE-BASED VALUES  
UPDATED WEEKLY**

## LeadDriver integrates trusted trade-in values into your site

Your customers get a Kelley Blue Book® Value. You get detailed customer information. Web-based tool that can be accessed from any device with its responsive design.

QUESTIONS ABOUT LEADDRIVER? CALL YOUR ADVERTISING CONSULTANT OR DEALER SUPPORT AT 877-353-9360

[LEARN MORE >>](#)



FOR MORE INFORMATION, PLEASE VISIT  
[B2B.KBB.com/LeadDriver](http://B2B.KBB.com/LeadDriver)

COX AUTOMOTIVE® BRANDS





## LeadDriver is a Web-based tool designed to:

### Offer Kelley Blue Book® Trade-In Values On Your Website

- Simple to set up with easy instructions for your webmaster, phone support and dedicated website for ongoing assistance
- Horizontal desktop layout that keeps more of the product on one-screen
- Kelley Blue Book Values are fresh, local and relevant to reflect your market
- Use of Kelley Blue Book's Price Advisor to show the range based values
- Custom "Next Step" links to direct car shoppers to other parts of your website
- Unlimited monthly lead plan designed for dealers<sup>1</sup>

### Keep Customers On Your Website

LeadDriver provides shoppers with the trade-in information they need, so they stay on your website. Reduce the chance of losing car shoppers to competing dealers.

### Provide an Effective and Robust Lead Generating Trade-in Form

- Get detailed contact information, Vehicle of Interest intelligence and allow car shoppers to request an appointment based on hours
- Highly configurable lead form to provide robust lead information. Gives you the information you need while allowing the car shopper to quickly get their trade-in value.
- High conversion rates from the initial contact step to lead.
- Four trade-in vehicle conditions and a "Rate It" Option for an expanded detailed condition quiz

### Reinforce Trust Through Kelley Blue Book Brand Recognition

Shoppers find Kelley Blue Book Values on a dealer's website important to their decision to purchase from that dealership.

Bring KBB.com's award winning information to your site with Expert and Customer Ratings and Reviews as well as Awards and Accolades (when available) for the car shopper's Vehicle of Interest.



Scan the QR code to see a mobile version of LeadDriver



Available on mobile, desktop and tablet

<sup>1</sup>Unlimited leads available when purchased directly from Kelley Blue Book or AutoTrader.com. Restrictions may apply.