

New Car Leads

with



Award-winning new car leads.
Game changing close rates!

KEY FEATURES



Award-winning new car leads at roughly half of a dealer's normal marketing expense.



Average historical close rates in the 16 – 22%* range, compared to estimated average automotive industry close rates of 6 – 8%.



Quality leads from millions of high intent automotive consumers in the Autobytel network. You choose which sites!



Control the source groups of your leads and select three unique territories - source groups and territories can be determined by specific vehicle models.



Track lead volume by time period, model, website source, and territory.



Make intelligent, fact-based decisions about your lead mix from robust reporting.

Autobytel leads sell cars. LOTS of cars. In fact, in our history, we've delivered nearly 60 million leads to our industry partners, resulting in millions of vehicles sold. With close rates in the 16 – 22% range*, we provide dealers with significant sales opportunities at roughly half of a dealer's normal marketing expense.

With iControl, YOU are in control of your automotive leads. Configure multiple territories by lead source group or model, or a combination of both from our network of sites visited by millions of consumers each month. We provide you with data to make intelligent, fact-based decisions about your lead mix.



Bringing Consumers and
Dealers Together Since 1995

Call or Text (866) 589-5498
newcarleads@autobytel.com
dealer.autobytel.com

*Autobytel contracts with IHS Automotive, a leading provider of market insights and measurement solutions driven by Polk Data to statistically measure the performance of leads submitted through the Autobytel Network. Buy rates are calculated using a three-month rolling average of 90 day close rates.