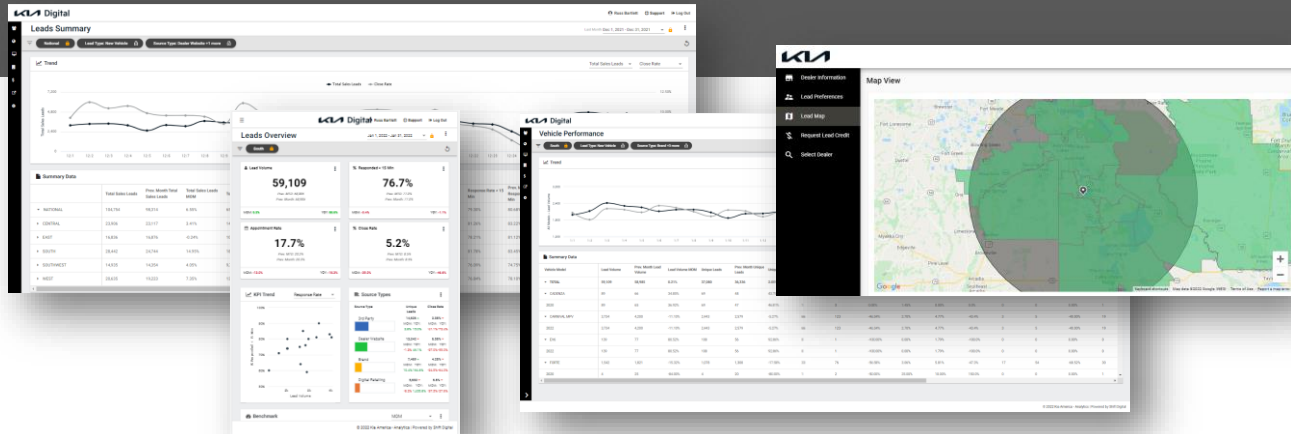


Third Party Lead Program

Kia's Third Party Lead Program offers dealers the ability to purchase low funnel, high-intent internet leads from consumers shopping on third party websites. The program offers numerous controls designed to give dealers the flexibility to manage lead limits, purchasing areas and lead categories – and is a great way to supplement your own marketing effort.



1 Choose Your Lead Category

- **Premium** – Leads generated on automotive research websites and other sources utilizing Search Engines to generate Traffic. \$19/Lead.
- **Optimized** – Designed to give your dealership the best quality mix of leads given your monthly lead cap and radius settings. \$18/Lead.

2 Refine Your Zip Code

- Leverage sales data to target zip codes where a majority of your sales come from.
- Within Kia Digital Analytics (KDA) select the “Lead Settings” and navigate to “Lead Map” to review historical lead submissions.
- Select “Lead Preferences” to use the zip code selection tool to refine the markets from which you receive leads.

3 Monitor Your Progress

- Use the Lead Summary report in KDA to review 30-, 60-, 90- and 120-day close rates.
- Use the Transaction Report in KDA to identify lost sales and update the lead status in your CRM.
- Compare your dealership to other dealerships in your district.
- Request lead credits for any lead that may have passed our rigorous validation rules.

4 Prioritize Website and Digital Retail Lead Generation

- Dealers are encouraged to generate leads directly through their Kia dealer website and via Digital Retail tools by running digital marketing campaigns (Search Engines, Display Advertising, Retargeting, Social Advertising and Online Video).

Quick Tips:

Not getting enough leads?

- Select “Optimized” lead category.
- Consider increasing your dealership’s lead radius
- Increase your lead cap

Getting more leads than you can handle?

- Select “Premium” lead category.
- Reduce your radius and/or eliminate poor performing zip codes.
- Increase staff to manage lead volume.

Close Rate is too low?

- Use the Kia Best Practice guides that can be found on KDealer to improve your lead handling process.
- Identify what’s common about the leads that you are selling. Are they from certain zip codes? If so, adjust zip code settings to focus on best performing areas in your market.
- Make sure you are requesting credits for any invalid leads (must be requested within 5 days after month end).
- Adjust staffing if necessary to ensure your dealership can maintain effective lead handling standards.