

## QuickQualify Quick Start Guide October 2021

#### **Table of Contents**

Welcome to QuickQualify from 700Credit! 2	2
Credit Report Option	}
QuickQualify Data Entry Form	ŀ
Pre-qualification Certificate	;
Experian Boost™ Feature	;
Mobile Responsive!	,
Best Practices – Banner & Button Placement	,
Soft Pull Best Practices – Beyond your Website	)
QR Codes – Qualified Leads in your Showroom!	)
Lead Data Notification11	
Managing 700Dealer User ID's14	ŀ
Creating a New User15	;
QuickApplication and QuickQualify Lead Analytics16	)
Lead Behavior Analytics for QuickApplication and QuickQualify Applicants17	,
Accessing Reports18	\$



#### Welcome to QuickQualify from 700Credit!

QuickQualify is a soft-pull solution which places a soft inquiry on the consumers file, that does not require a consumer's SSN or DOB – only name and address required. For each consumer that fills out the form and gets pre-approved, you will receive:

- > Live FICO Score
- > Available Revolving Credit
- > Auto Inquiries last 30 days
- > Summary of Auto Trade Lines Including:
  - o Current Monthly Payments
  - Current Auto Loan Interest Rates
  - Remaining Balance / Payoff Payment History Months
  - o Remaining on Auto Loans

You can use this information to put the consumer in the right vehicle with the right financing, right away!

Result: Applie	cant Found		Score: 618 Powered by EX: FICO A	AUTO V8
Name: John Address: 123 P Farm	iformation: Doe Main St. ington Hills, MI 4833	34	Email: jdoe@email.c Phone:(999)-555-123	:om 34
Auto Summa Available Rev	ary: olving Credit: \$1,45	9.00	Auto Inquiries last 30	) days: 0
Auto Trade Li Interest Rate: 17.52765% Percent Paid: 81.12% Loan Type: Auto	Original Amount: \$17,079.00 Estimated Payoff: \$3,224.00	Original Terms: 73 Months Remaining Terms: 6 Months Trade Status: Open	No of Late Payments: N/A Joint: NO	Monthly Payment \$382.00



#### **Credit Report Option**

With our QuickQualify platform, dealers have the option of either getting the soft-pull results as shown above, or you can opt to receive a full credit file from either TransUnion or Experian.

Note: This report can only be used for informational purposes and CANNOT be used to fund the deal.

		Tr	ansUnion				
MARIELLA AAR DE	Ň	DOB: 11/0	1/1956	D	ate:	05	/02/2018 8:09:12 AM
2 BERARD CT		SSN: 000-00-9967			n File:	09	/01/1999
WESTPORT, MA 02	790			D	ate leport ed	04	/04/2011
				S N	ubscribs ame:	r Fl	DC
				8	ub Code	: C	\$0001208F
PRE VIOUS ADDRES	SSES						
Name S SILVER R DG	City	DHAM	State	Zip 04062		1	Date Reported
21 HIGH DAM RD	WAS	EHAM	MA	02571			
EMPLOYMENT							
Employer EMPLOYER X	CLE	apation NICAL	Date His	red	Date Sep	arated	Date Reported 02/08/2010
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#### **QuickQualify Data Entry Form**

When a customer clicks on a QuickQualify button, banner or link, they will be brought to a new page with an engaging video and a form to fill out. Our QuickQualify entry form is short and simple – requiring only a consumer's name and address making it much more likely they will complete the form. Consumers receive an immediate video response if they are pre-qualified and can be emailed a certificate they can print and bring to the dealership. When the consumer completes the pre-qualification process, your lead manager receives a text message that a new lead is available, along with an email that contains the customer information and their FICO score auto credit profile. The data can also be automatically added to your CRM, DealerTrack, RouteOne or CUDL.

QuickQualify makes it easy to identify:

- The subprime customer, so you can work them the right way from the start.
- The equity customer with a high interest rate and good credit score.
- The prime customer who can take delivery immediately.
- A motivated customer that has been recently shopping for a vehicle.

The entry form below shows the basic, default fields that are required to be filled out by the consumer to run a successful soft-pull.

There are several video options to choose from – all available for viewing on **700Credit.com/videos**. Dealers have the choice of video. Spanish versions are available for each option.

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sonal Information First Name *	MI	Last Name *		Suffix ~
Address*				
Zip *	City*		State *	~
Home Phone	Cell Phone Number*	E-Mail Address*		
clicking Submit, I consen not impact my credit sco Iladelphla. I understand I	Privacy Policy I to have my credit file accessed for pu re. I agree to the terms and conditions hat I might not prequalify depending or	erms and Conditions rposes of prequalifying for a v and I acknowledge I may be on the prequalification criteria.	vehicle loan.This is a contacted by \$1080	* required fields a soft inquiry and a Toyota of



#### **Pre-qualification Certificate**

If an applicant passes the pre-qualification, a certificate can be generated and displayed or emailed to the consumer.



#### Experian Boost™ Feature

700Credit is pleased to announce we are now offering the Experian Boost<sup>™</sup> product to consumers for those dealers who use our QuickQualify web-based prequalification platform with Experian enabled. Boost<sup>™</sup> is a platform offered by Experian that allows consumers to "boost" or improve their FICO credit score. This can occur after the consumer prequalifies and before they make into the finance office and apply for financing.

#### How Boost<sup>™</sup> Works:

- When consumers enroll in Boost<sup>™</sup> they provide Experian their bank login information and their payment history is then evaluated for cable, cell phone, and other utility bills that can be added to their credit file.
- Only positive payment histories are added to the consumers credit file and FICO Score.
- Once the FICO Score is "boosted" or improved it is immediately available for any back-end credit report transactions providing additional opportunity for the consumer.





- Consumers are presented the opportunity to enroll in Boost<sup>™</sup> in 2 locations:
  - On the summary screen after they submit their prequalification form
  - In the "thank you for prequalifying" email to the consumer.

We received your information and someone from Ricks Autohaus will be in contact with you shortly to work
out a loan program.
If you would like to contact the dealer, you may do so at:
RICKS AUTOHAUS, , FARMINGTON HLS, MI, 48334
Phone: 313-349-0520
Increase your FICO° Score with Experian Boost <sup>™</sup> before you enter the finance office!
Boost Your FICO* Score Now!
*Results may vary. See website for details.

#### Win-Win Benefits

The addition of the Experian Boost<sup>™</sup> platform to our QuickQualify solution adds a level of depth and value for both the dealer and the consumer.

- Consumers increasing their FICO scores translates to better rates for the consumer
- Increase sales for the dealer

QuickQualify	& QuickAppli	ication	
	Page Views	Completed	% Complete
QuickQualify Analytics	4625	<u>1008</u>	22%
Web	1246 (27%)	207 (21%)	17%
Mobile	3379 (73%)	801 (79%)	24%
Text2Qualify	0		
	Clicks	Conversions	% Complete
Experian Boost	35	3	9%
Online	19	2	11%
Email	16	1	6%
	Page Views	Completed	% Complete
QuickApp Analytics	0	Q	0%
Web	0	0	0%
Mobile	0	0	0%
	#		
QuickQualify Applicants (3rd Party)	<u>0</u>		
	Page Views	Completed	% Complete
QuickScore - Score to Consumer	0	Q	0%
Text4Score	0		
		QA	v/QQ Insights



#### Mobile Responsive!

Statistics show that 80% of all car shopping begins on a mobile platform. To support that statistic, our QuickQualify platform is completely mobile responsive.



#### **Best Practices – Banner & Button Placement**

Over the past 6 years since first introducing web-based soft pull solutions to the market, we have gathered best-practice implementations of our buttons and banners to ensure the highest amount of leads for the dealer. Each location is important as it collects leads throughout the buying process.

Home Page Banners – Top of funnel leads.





#### Vehicle Search Results Page (SRP)

Moving down the shopping funnel, banners and buttons should be placed on the Search Results Pages, both as a banner at the top of the page, and individual buttons in each vehicle listing to draw the most attention.



#### Vehicle Details Page (VDP)

Arguably the most important location to place banners and buttons is the Vehicle Detail Page. This is the bottom of the shopping funnel, when a consumer is showing interest in a specific vehicle. This location has historically driven the largest amount of prequalified leads than any other location.





#### Soft Pull Best Practices – Beyond your Website

Putting buttons and banners on your dealership website is just the first step in driving prequalified leads from your Internet footprint. There are other places where you can use the QuickQualify lead for URL for integrating soft pulls throughout your marketing tactics including:

- Facebook and Twitter Cover Photos and Posts
- Facebook Call-to-Action button
- Facebook Messenger and Automated Response
- Email marketing
- Email signature lines

Every exposure is a good exposure when it comes to engaging consumers to get pre-qualified for a vehicle at your store.

#### QR Codes – Qualified Leads in your Showroom!

Drive pre-qualified leads from your store while customers are waiting to speak with you, wandering your lot or showroom or sitting at your desk. Using the URL provided by 700Credit, you can generate a customized URL that shoppers can scan from their phones to get your personalized prequalification form they can fill out and submit quickly – without requiring SSN or DOB. Here is how it works:

- 1. Log in to: <u>https://www.qr-code-generator.com/</u>
- 2. Select the URL option
- 3. Enter the URL that was given to you by your 700Credit implementation specialist

Here is an example of what the generated code looks like and how you can use this with creative marketing to encourage your shoppers to scan and get pre-qualified.





#### **Best Practices**

The QR code generated can be used to print out flyers, stickers, posters or other marketing materials that can be strategically placed throughout the dealership including:

- 1. Sales desks
- 2. All new and pre-owned inventory
- 3. Waiting areas around the store
- 4. Service waiting area
- 5. Others!

Remember, the more places you post this around your store and lot, the likely your shoppers will scan the code **and you will get a pre-qualified lead!** 



#### Lead Data Notification

Dealers receive their leads in a variety of methods including:

**1. Email & text notifications** can be sent to any email address you specify as well as to a mobile phone. The notification will either indicate an Approved or Not Approved status. Credit score will not be included as in is not allowed to be sent through email. You will need to log in to 700Dealer.com to view the full softpull information (see below). Email format can be in HTML or in plain text.

From: 700C Test Sent: Wednesdey, August J, 2018 9 07 AM For Smray & Chapter O' schwart (@ 700 cm6/t.com)* Subject: Web Application Received Importance: Ingh			
SAHOOHONDA has received a web application The quick applicant details are given below			
Date and Time: 8/1/2018 8:05:51 AM Status: Applicant Score of 0 was below	a cutoff of 300		
View Quick Qualify Report			
Applicant Information			
Name : Bogs J Bunny			
Address : 123 Main St			
Chicago, IL 60750			
Phone Number : (787) 878-7878	Mobile # : (521) 657-4876	Email Id techaganti@709credit.com	
Frence:			
Employment Information			
Employer Name steet	Occupation (Test	Employer Phone s(567) 562-5675	
Month Salary :4500	Other Income (200)	How Long 15 Years, Soloutha	
Other Income Source idea	Other Income Amount :1000	Other Income Frequency 12	

Emails contain a "View Results" button. When a dealer clicks on the button, they will be prompted to log in to the 700Dealer.com portal before being served up the QuickQualify results in an iframe. This new feature enables dealers to get access to the consumer's FICO® score and auto tradeline data quicker, so they can put together the best deal right away to present to the customer, before they move on to other stores.



#### 2. QuickMobile App

The 700Credit Mobile Dealer App is specifically designed for our dealers to manage their soft-pull leads generated by the QuickQualify solution from a single, secure platform.

From this simple interface you can:

- Receive alerts when consumers complete the QuickQualify web form
- Optimize your interactions with applicants through text and mobile dialing
- View a list of all applicants and immediately click on any applicant to view the live credit score and credit file information
- Set filters to view leads from a specific period of time.
- Dealers can forward the QuickQualify URL via text or email for consumers to complete from their devices.

The 700Credit Mobile Dealer App is available for both mobile phone (Apple & Android) and tablet formats, iOS 11 or higher and Android 5.0 or higher. Each format includes a secure login for easy access to all your pre-qualified applicants.

The **700Credit Mobile Dealer App** is offered at no charge for **QuickQualify** customers and can be downloaded from the Apple and Android App Stores with a special link provided by 700Credit. This guide will walk you through the capabilities of both the Apple and Android Environments.

User Name
Password     Enable Touch Id
LOGIN
or
QUICK PASSCODE
Forgot your passecude?

#### 3. DMS & CRM

Leads can also be sent to a variety of third-party CRM/DMS systems including DealerTrack, RouteOne, and VIN Solutions just to name a few. While not all CRM/DMS systems can accept leads, ask your setup representative if yours is supported, as we add more every month.

#### Viewing Lead Data from your CRM

QuickQualify leads can be sent to your CRM (set up during your initial implementation).

When you click on the link in your CRM to view the customer's soft-pull credit data, you will be served up a 700Dealer.com login screen.

Once you enter your 700Dealer.com user id and password, you will be redirected to the results screen as shown here.

	for the purposes	of Pre-qualify	CREDIT REP ing only, not to be used	ORT for credit applicatio	n, a full file is requ	ired	
			experia	n			
					Date: 07/06/	2018 5-29-20 AT	w
EL CAJON, CA	ST_				Date: 01/00.		
PREVIOUS ADDR	ESSES						
Name	City EL CAJO	N	State CA	Zip 92022	Date Repo 04/08	orted	
EMPLOYMENT							
En	ıployer		Occupation	Date Hired	End Date	Date Rpt	
Current BIC Previous BA	3GS HARLEY DAVI RONA	DSON		03/07/2014 02/22/2006	03/07/2014 02/22/2006	03/14 02/06	
Special Message	95						
SN Verified :N00 000	00						
SN Verified :0083 SS	SN NOT PROVIDED						
score summary							
ScoreCard	Score	Code	Score Factor Desc	ription			
TCO Auto V2	557	39	Serious delinquenc	y mith dations are			
		16 34	Lack of recent revo Amount owed on d	s with definquency lving account inform elinquent accounts	nation		
Collections							
Creditor/Original Cr	reditor		Account Nur Industry Co	nber de	Date Rep Date Ver	orted An ified Ba	aount lance
fember Number							



#### 4. 700Dealer.com

All of your pre-qualified leads are available in <u>www.700Dealer.com</u>. You should have received your username and password in an email from 700Credit. If you haven't received your credentials, please send an email to <u>support@700credit.com</u> to request them again.



After you have log into 700Dealer.com simply navigate to the Applicant List tab on the left-hand navigation and apply the QQ filter. QuickQualify applicants will have a green & blue globe next to their names and will display their score (if available). Click on the Applicant Name to view the soft pull data.

	Applicant	Contracts local design lines	No finks and formed line de	enerated of the strend seen the T		
Annlicant List	Applicant	<ul> <li>Monitoria constructione menta administrativa del constructione del constructione del constructione del constructione del constructione della constructione del constructine del constructine del constructione del constructine del cons</li></ul>	A DRAW WALKSTON OF POWER		Date	Action
Applicant List	<ul> <li>Matthew Dashwood</li> </ul>	QUICKQUALIFY REPORT			8/24/16 12:03 AM	View Details Edit Submit Lette
	Robert MacPherson	0.1	- Description Description	-	8/23/16 10:15 PM	View Details Edit Submit Lette
New Annlicant	Josephine Woodhouse	Qui	ckquality Results		8/23/16 5:00 AM	View Details Edit Submit Lette
New Applicate	David Gray		h.		8/23/16 12:04 AM	View Details Edit Submit Lette
	Natasha Rostova	Result: Applicant Found	Score: 727		8/22/16 11:02 PM	View Details Edit Submit Lette
Compliance	John Consumer		Present in Tot FICO.	Lat. 16	8/21/16 11:49 PM	View Details Edit Submit Lette
, compnance	Jay Ferrars				8/21/16 10:04 PM	View Details Edit Submit Lette
	Arybern Jonnson				8/20/16 8:2/ AM	View Details Edit Submit Lette
Usane Analysis	Coust may services	Consumer Information:			8/19/16 5:34 PM	View Details Edit Submit Lett
osuge marysis	isabella krighty	Name MARELLA AARDEN	•		8/19/16 4:4/ PM	View Details Edit Submit Letb
Administration		Weekport, MA-02790				
Administration		Auto Summary:				
		Available Revolving Credit: 11,000	(1) Auto Inquiries last 3	Edays: 0		
		Auto Trade Line 1				
		Internet Rate: Original Amount	Original Terms: No-of Lale Payments:	Munthly Payment		
		6.47% \$12,000 CO	and the second s	\$252.00		
		100% \$2.00	0 Munths NO			
		Loan Tuner	Trade Datus			
		Liter	Closed			
		Auto Trade Line 2				
		Internet Rate: Original Amount	Original Terms: No-of Late Payments:	Monthly Payment		
		4.86% \$16,045.00	61 Months 0	\$296.00		
		Parant Park Estimated Paraff	Barrantice Terms: Joint			



#### Managing 700Dealer User ID's

You can add, edit or delete users who have access to your customer, credit and lead information through the following process.

- 4. Log in to 700Dealer.com
- 5. Click on the "USERS" link in the left-hand navigation.
- 6. To EDIT a user's credentials, click the Edit link on the right.
- 7. To DELETE a user, click the Delete link on the right.
- 8. To Create a NEW user, click on the Copy link on the right.

Iministration								Search		Go
t Profile	-	Hide Inactive								
nvoicing		UserID	Name	UserLevel	UserType	Status	Dealer	City	State	Action
urity		cartercountydcjcudl	CU DL Interface	Dealer User	Gateway User	Active	Carter County Dodge Chrysler Jeep	Ardmore	OK	Fdit   Delete   Copy
		cartercountydcjdc	Elend Solutions Interface	Dealer User	Gateway User	Active	Carter County Dodge Chrysler Jeep	Ardmore	ОК	Edit   Delete   Copy
		cartercountydcpq	ElendSolutionsPQ Interface	Dealer User	Gateway User	Active	Carter County Dodge Chrysler Jeep	Ardmore	OK	Mit   Delete   Cont
vels		cartercountyhyucudl	CU DL Interface	Dealer User	Gateway User	Active	Carter County Hyundai	Ardmore	OK	Edit   Delete   Copy
cess		cartercountyhyudc	Elend Solutions Interface	Dealer User	Gateway User	Active	Carter County Hyundai	Ardmore	OK	Edit   Delete   Copy
		cchyundaidcpq	ElendSolutionsPQ Interface	Dealer User	Gateway User	Active	Carter County Hyundai	Ardmore	OK	Edit   Delete   Copy
ngine Monitor		fchavez	Frank Chavez	Dealer Admin	ODE User	Active	Carter County Dodge Chrysler Jeep	Ardmore	OK	Edit   Delete   Copy
ookun		keystonechevycudl	CU DL Interface	Dealer User	Gateway User	Active	Keystone Chevrolet	Sand Springs	OK	Edit   Delete   Copy
lookup		keystonechevydrc	Drive Centric Interface	Dealer User	Gateway User	Active	Keystone Chevrolet	Sand Springs	OK	Edit   Delete   Copy
Соокир		keystonegbg	Gubagoo Interface	Dealer User	Gateway User	Active	Keystone Chevrolet	Sand Springs	OK	Edit   Delete   Copy
						1 2				
tail	•									

When you click on **Edit**, you will be brought to a screen where you can make changes to the information.

IserId:*	Password:*	RetypePassword:*	Password Rules:		
isst Name + #	Middle Name i	Last Name :	Password must be at	east 8 characters long.	
U DL	Hiddle Name :	Interface	Password must contai	n an uppercase character.	
ddress :			Password must contai	n a lowercase character.	
600 W. Broadway			Password and Retype	Password must match.	
ïp : *	City : *	State :* Phone :	Password shouldn't m	atch with last four password	
73401	Ardmore	ОК 🔻 580-226-12	10		
mail Address : *					
upport@700credit.com	m Email	Password			
User SetUp Inform	ation				
lser Type : *	User Level :*				
Gateway User	Dealer User	<ul> <li>AutoGenerate Letter is on</li> </ul>			
ealer :			Select Default Dealer :		
Keystone Chevrolet		CarterCountyDodgeChryslerJeep	CarterCountyDodgeChryslerJe	<b>T</b>	
carter county Hyunda		<			
	•		•		
Disable User					
rom IP	To IP	AddAnotherIpRa Edit Dalata	<u>19e</u>		
100.00.1.1	200.00.233.2				
Partrict Dave of wee	ak and time of day acces				
Eorce Paceword cha	nde on next Login	5			
Show in QuickAnn D	irondown				
Login Required					
Security Questions					
Justion 1	aite change an anna a	or to be extend	* Anowar 1:	Andmon	*
Justion 2	alter urbere er	y is located	* Anower 2:	Ardmore	*
Zuesciuli 2:	city where compar	y is located	Answer 2:	Aruntore	*
HINGSTIND AL	city where compar	y is located	Answer 3:	Ardmore	





## Creating a New User

ninistration								Search		Go
rofile	-	Hide Inactive								
oicing		UserID	Name	UserLevel	UserType	Status	Dealer	City	State	Action
ity		cartercountydcjcudl	CU DL Interface	Dealer User	Gateway User	Active	Carter County Dodge Chrysler Jeep	Ardmore	OK	Edit   Delete   Copy
		cartercountydcjdc	Elend Solutions Interface	Dealer User	Gateway User	Active	Carter County Dodge Chrysler Jeep	Ardmore	OK	Edit   Delete   Copy
		cartercountydcpq	ElendSolutionsPQ Interface	Dealer User	Gateway User	Active	Carter County Dodge Chrysler Jeep	Ardmore	OK	Edit   Delete   Copy
/els		cartercountyhyucudl	CU DL Interface	Dealer User	Gateway User	Active	Carter County Hyundai	Ardmore	OK	Edit   Delete   Copy
cess		cartercountyhyudc	Elend Solutions Interface	Dealer User	Gateway User	Active	Carter County Hyundai	Ardmore	OK	Edit   Delete   Copy
	11	cchyundaidcpq	ElendSolutionsPQ Interface	Dealer User	Gateway User	Active	Carter County Hyundai	Ardmore	OK	Edit Delete Copy
ngine Monitor		fchavez	Frank Chavez	Dealer Admin	ODE User	Active	Carter County Dodge Chrysler Jeep	Ardmore	OK	Edit   Delete   Copy
Leslor		keystonechevycudl	CU DL Interface	Dealer User	Gateway User	Active	Keystone Chevrolet	Sand Springs	OK	Edit   Delete   Copy
Соокир		keystonechevydrc	Drive Centric Interface	Dealer User	Gateway User	Active	Keystone Chevrolet	Sand Springs	OK	Edit   Delete   Copy
de Lookup		keystonegbg	Gubagoo Interface	Dealer User	Gateway User	Active	Keystone Chevrolet	Sand Springs	OK	Edit Delete Copy
)						12				
Detail	-									

To create a new user, it is easiest to find a similar user id select the COPY action as highlighted above. You can then fill in the new user information and make any changes in the setup necessary.

Istridi "Pessuodi" RatycePassoodi" ist Hame : Last Ha	Password Rule: Password must be all least 8 chearters long. Password must contain a supercase character. Password must contain a leases character. Password must contain a leases character. Password must contain a lease must character. Password which with leaf four password	
User SetUp Information User Type : "User Level :" Catacoung User  Control County Type  Control County Type  Control County Type  Control County Type  Control County CodgetChrysterJeep Control Control CodgetChrysterJeep C	Select Defail: Dealer : CurrenCountyDodgeChrysler/a *	
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Restric Days of week and time of day access Frece Restrict Charge on next Login Streme View of Control Department Login Respired Security Questions Security Ques	Return Ref Flag XML Tags  Return OFAC Tags  Return OFAC Tags  Porfault  AutoScattrict  Elseds  Reynolds COM  AutoScattor  Duminon Web Control  Fait Lane	



#### QuickApplication and QuickQualify Lead Analytics

We are pleased to share our latest enhancement to the QuickApplication and QuickQualification products! Dealerships can now view reports on lead traffic and conversions generated by both QuickApplication and QuickQualify web forms from within their 700Dealer.com portal. These reports will show both:

- the dealer consumers who visited the web applications
- the consumers that completed the form(s).

In addition, activity from specific banner placements can be tracked by utilizing the lead source option. The tables below provide examples of both the new lead behavior and the lead source analytics.

## \*\* Reports can also be configured to be automatically emailed to your dealership on a daily, weekly or monthly basis

Dealer Name	User ID	Page View			Bounce Volume				Completion Volume				
		Mobile	Web	Total	Mobile	Web	Total	%	Mobile	Web	Total	%	
QuickQualify Lead Beha	vior Information												
Dealer Name	User ID		Page View		Bour		nce Volume			Completi	on Volume		
		Mobile	Web	Total	Mobile	Web	Total	%	Mobile	Web	Total	%	
Florida Fine Cars	QQ_ffchollywoo d	250	137	387	214	105	319	82	36	32	68	17	
Florida Fine Cars	QQ_floridafinec ars	207	157	364	194	146	340	93	13	11	24	6	
Florida Fine Cars - Miami	QQ_ffcmiami	741	479	1220	610	390	1000	81	131	89	220	18	
Florida Fine Cars - Miami	QQ_floridafineM iami	546	425	971	504	390	894	92	42	35	77	7	
Florida Fine Cars Margate	QQ_ffcarsmarga te	393	355	748	336	311	647	86	57	44	101	13	
lorida Fine Cars West Palm Beach	QQ_ffcwestpalm beach	488	290	778	446	275	721	92	42	15	57	7	
lorida Fine Cars West Palm Beach	QQ_ffcwpb	544	317	861	455	262	717	83	89	55	144	16	
QuickApp Lead Source I	nformation												
	- Information												
Doalor Namo		Sour	<b>co</b>	Dago Vioure	Dago Vi	04 9/	Bounco	Complete	Com	lation %			
Jorida Fina Cara	User Marile	Soul	ue -	raye views	Faye Vi	EW 70	Dounce	Complet	: Com	neuon 70			
Ionda Fille Cars	QQ_ffchollywoo	No Information		33	4		13	20	21				
	d OO ffebelliawee	VDP		254	47		206	49		50			
	d d	VDF		334	• • • •		306			52			
	QQ_floridafineca rs	No Inform	nation	27	3		14	13		14			
	QQ_floridafineca rs	FinancePage		337	44		326	11		11			
Jorida Eine Core Miami													
Ionua Fine Cars - Miami	00 ffemiemi	VDF	<b>)</b>	1112	50		965	147		49			
Ionua Fine Gals - Miami	QQ_IICIIIaIII												



# Lead Behavior Analytics for QuickApplication and QuickQualify Applicants

By adding source information as a query string to QuickApplication and QuickQualify URLs, our new analytical reporting allows dealers to track lead (consumer) behavior in multiple ways. You'll now be able to determine:

- a) how your leads are landing on the form page (i.e. specific location from your website or via banner ad), defined as source information
- b) # of page views (click rates)
- c) # of consumers that bounced from the form page (leads that land on the form page, but navigate to another site without filling out the form)
- d) # of consumers that completed the form page.



### **Accessing Reports**

Once you have your website set up with the correct redirect URLs, you can go in to your 700Dealer portal at any time to review your analytics. Here are the steps to follow to access your report:

- 1. Log in to 700Dealer.com
- 2. Click on the "Usage Analysis" Tab as circled below.
- 3. Management Reports
- 4. QuickApplication or QuickQualify Insights Report
- 5. Run the report based on Date Range selected via the dropdown.

