



USER GUIDE

August 2021

TABLE OF CONTENTS

Introduction 3

- Welcome 3
- Credit Reports 3
- Red Flags 3
- Out of Wallet Questions 3
- Risk-Based Pricing Notices 3
- Adverse Action Letters 4

Introduction to QuickQualify 5

- Credit Report Option 5
- Lead Data Notification 6
- Viewing Lead Data from your CRM 7

TradeVue Implementation 8

- Consumer Experience 8
- TradeVue Dashboard 11

Introduction to 700Dealer.com 13

- Managing Users 14
- Creating a New User 15

QuickApplication and QuickQualify Lead Analytics 16

- Lead Behavior Analytics for QuickApplication and QuickQualify Applicants 16
- Accessing Reports 17

Welcome to 700Credit!

700Credit is the leading provider of credit and compliance solutions for the automotive industry. Our products and services have evolved through the years, as we continually collect feedback from our clients around the country. Our singular focus on the automotive industry has allowed us to create solutions that are easy to use and best fit the needs of our dealer clients. Today we have over 14,500 direct dealer clients using our products and services across the US.

Credit Reports

We offer access to reports from the leading national credit companies, Experian, Equifax and TransUnion. Credit Reports contain information from credit grantors, courts, and collection agencies regarding the historical loans by the consumer. Credit Reports also include: scores (FICO and Vantage), and public records such as judgments, liens, and bankruptcies. They also may include previous employers, addresses and other names used. All 700Credit clients receive their choice of report format, score and ancillary products.

Red Flags

A Red Flag summary is provided with each report pulled, to alert you to information that appears to be genuine on the surface but may be questionable. These warning messages focus on high-risk applicants, social security numbers, driver's licenses, and addresses. Currently, there are more than 31 patterns for Red Flag alerts.

Out of Wallet Questions

Out of Wallet (OOW) questions are available for every applicant processed through the platform. When a Red Flag alert occurs, your dealership must validate the person's identity. OOW questions are available instantly, providing multiple choice questions that would be hard for an identity thief to answer. If the consumer answers most the questions correctly, their identity is verified, and the alert is automatically resolved, allowing you to proceed with the transaction.

Risk-Based Pricing Notices

Following the National Automobile Dealers Association (NADA) and National Independent Automobile Dealers Association (NIADA) recommendations, our solution uses the Exception Notice option, otherwise known as Model Form B-4 and Model Form B-5, for those instances where a score is not returned on the consumer.

Adverse Action Letters

We have developed a base solution that follows industry best practice (and the best liability protection) to help keep you in compliance with federal and state laws and regulations. Our services can be tailored to fit your dealership's interpretation of the law and internal policies.

This guide will walk you through our soft pull (QuickQualify) integration with the TradeVue platform.

Introduction to QuickQualify - Consumer Prequalification 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 prequalification form and gets pre-approved, dealers receive:

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

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

QuickQualify Results

Result: **Applicant Found** Score: **618**
 Powered by EX: FICO AUTO V8

Consumer Information:
 Name: John Doe Email: jdoe@email.com
 Address: 123 Main St. Phone: (999)-555-1234
 Farmington Hills, MI 48334

Auto Summary:
 Available Revolving Credit: \$1,459.00 Auto Inquiries last 30 days: 0

Auto Trade Line 1				
Interest Rate: 17.52765%	Original Amount: \$17,079.00	Original Terms: 73 Months	No of Late Payments: N/A	Monthly Payment \$382.00
Percent Paid: 81.12%	Estimated Payoff: \$3,224.00	Remaining Terms: 6 Months	Trade Status: Open	

PRINT NOW

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 all three bureaus: **Equifax**, **TransUnion** and **Experian**.

We **STRONGLY** suggest you set up your prequalification bureau to match the bureau and scorecard that matches your credit bureau used in your F&I office.

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

CREDIT REPORT
 For the purpose of Pre-qualify only, not to be used for credit application, a full file is required.

TransUnion

MARGELLA AARDIN DOB: 11/08/1956 Date: 05/02/2018 8:09:12 AM
 2 BERKARD CT SSN: 000-00-9987 In File: 08/01/1999
 WESTPORT, MA 02790 Date Reported: 04/04/2011
 Subscriber Name: FDC
 Sub Code: CS0001208F

PREVIOUS ADDRESSES

Name	City	State	Zip	Date Reported
1 SEVERIDGE	WINDHAM	ME	04862	
21 HIGH DAM RD	WINDHAM	MA	02711	

EMPLOYMENT

Employer	Occupation	Date Hired	Date Separated	Date Reported
EMPLOYER X	CLINICAL			02/04/2010

Special Messages

SSN Match Ind: No SSN on input but SSN on file

Score Summary

Score Card	Score	Code	Score Factor	Description
EQ30 Auto 08	727	010	Proportion of balances to credit limits is too high on bank revolving or other revolving accounts	
		005	Proportion of loan balances to loan amounts is too high	
		002	Too many accounts with balances	
		015	Lack of recent bank revolving information	
		1	Disputed delinquency: the credit score and/or metadata indicates it, no derogatory info was found in the file	

700Credit Auto Summary

Total Bal \$	Month Pay \$	Total Auto	Open Auto	30	60	90
		2	0	0	0	0

Trade:

Account Name	Account#	Status	Del Open	Cover Bal	Orig AMT	Monthly Pay	Max Rep	Paymnt Pattern	
						30	60	90	
FRD MOTORCR	23796761	Paid or paying w/ agreed	04/10/2010	50	5232	-	00	00	1111111111
		Closed		\$12886					1111111111
SANTANDERB	04020238	Paid or paying w/ agreed	05/31/2009	50	5296	-	00	00	1111111111
		Closed		\$16643					111

700Credit Summary

Lead Data Notification

Dealers receive their prequalified leads in a variety of methods including:



1. Email & text notifications

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 it is not allowed to be sent through email. You will need to log in to 700Dealer.com to view the full soft-pull information (see below). Email format can be in HTML or in plain text.

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 QuickMobile Dealer App** is available for both mobile phone (iOS & Android) and tablet formats. It is offered at no charge and can be downloaded from the Apple and Android App Stores by searching for “700Credit” or by scanning the QR Code to the right. Please contact our support team if assistance is required: **(866) 273-3848**.



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.

QUICKQUALIFY REPORT

CREDIT REPORT
for the purposes of Pre-qualifying only, not to be used for credit application, a full file is required

experian

Date: 07/06/2018 5:29:20 AM

... WOODHILL ST.
EL CAJON, CA

PREVIOUS ADDRESSES		City	State	Zip	Date Reported
Name	..	EL CAJON	CA	92022	04/08

EMPLOYMENT		Employer	Occupation	Date Hired	End Date	Date Rpt
Current		HIGGS HARLEY DAVIDSON		03/07/2014	03/07/2014	03/14
Previous		BARONA		02/22/2006	02/22/2006	02/06

Special Messages

SSN Verified :N00 0000
SSN Verified :0083 SSN NOT PROVIDED

Score Summary

ScoreCard	Score	Code	Score Factor Description
FICO Auto V2	557	39	Serious delinquency
		18	Number of accounts with delinquency
		16	Lack of recent revolving account information
		34	Amount owed on delinquent accounts

Collections

Creditor/Original Creditor	Account Number	Date Reported	Amount
Member Number	Industry Code	Date Verified	Balance
Status		Date Closed	

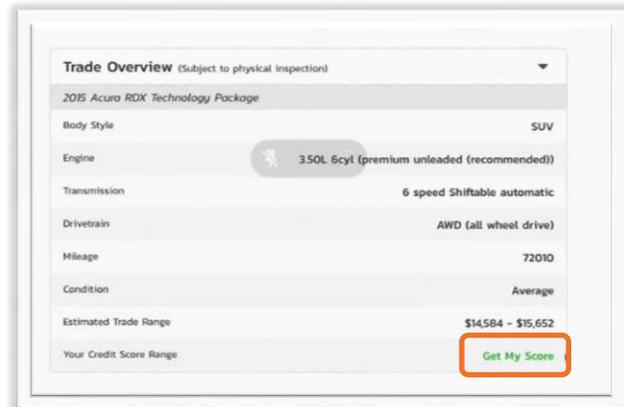
TradeVue Implementation

Consumer Experience

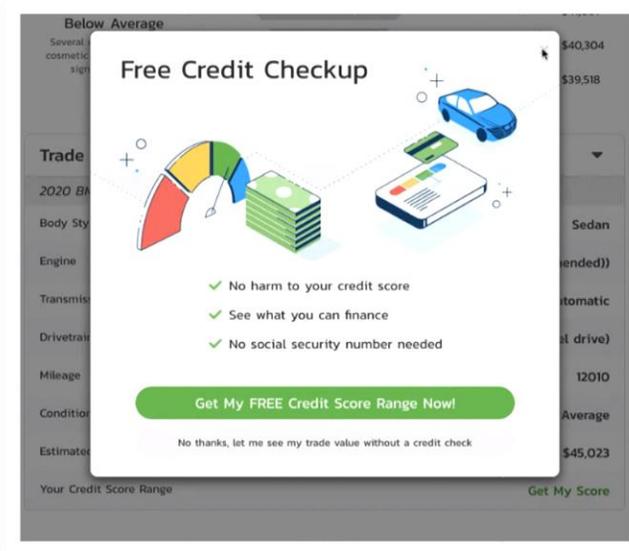
TradeVue has integrated our consumer prequalification platform – **QuickQualify** – with the **TradeVue** web and mobile-based vehicle trade-in estimator. Once a consumer goes through the process of entering their vehicle information – either on a mobile device or web-based experience – they are delivered a vehicle report as shown here.



Consumers have the opportunity to get prequalified by clicking on the **“Get My Score”** link at the bottom of their vehicle report as circled here.



This screen pops up to provide the consumer information on what getting prequalified entails. If they want to continue, they click the **“Get My FREE Credit Score Range Now!”** Button.



A consumer prequalification form will pop up either on their mobile device or laptop (depending on where they are working the process). Consumer enters address – no SSN or DOB required, no effect on consumer credit score – and hit the Submit button. Information is sent to 700Credit to run the soft-pull, data is sent back to the dealer.



Consumer will receive their credit score range as shown here.



Once the prequalification is run, the consumer is provided the opportunity to view their SCORE RANGE by clicking the “Good” link circled here.

The screenshot shows a vehicle appraisal summary and a trade overview. The appraisal table compares the user's condition to market averages. The trade overview lists vehicle specifications and a credit score range.

YOUR CONDITION	YOUR TRADE-IN RANGE	MARKET AVERAGE
Average	\$14,584 - \$15,652	\$15,118

This vehicle appraisal is valid until 08/27/2021 5PM EDT

Condition	Description	Value
Above Average	Vehicle is in exceptional mechanical, exterior and interior condition with no visible wear	\$16,720
Average	May have a few mechanical and/or cosmetic problems and could require reconditioning	\$15,652
Below Average	Several mechanical and/or cosmetic problems requiring significant repairs	\$14,051

Trade Overview (Subject to physical inspection)

2019 BMW 7 Series 740i xDrive

- Body Style: Sedan
- Engine: 3.00L 6cyl (premium unleaded (required))
- Transmission: 8 speed Shifttable automatic
- Drivetrain: AWD (all wheel drive)
- Mileage: 24010
- Condition: Average
- Estimated Trade Range: \$48,883 - \$50,178
- Your Credit Score Range: **Good** (Click to View)

The consumer will be served up their score range with description as shown here.

The pop-up window displays a credit score range breakdown with a pyramid chart and a credit card icon.

Score Range	Description	Percentage
Excellent (781-850)	23% of people fall in this range	23%
Good (661-780)	38% of people fall in this range *Your score is within this range	38%
Fair (601-660)	13% of people fall in this range	13%
Poor (500-600)	21% of people fall in this range	21%
Very Poor (300-499)	5% of people fall in this range	5%

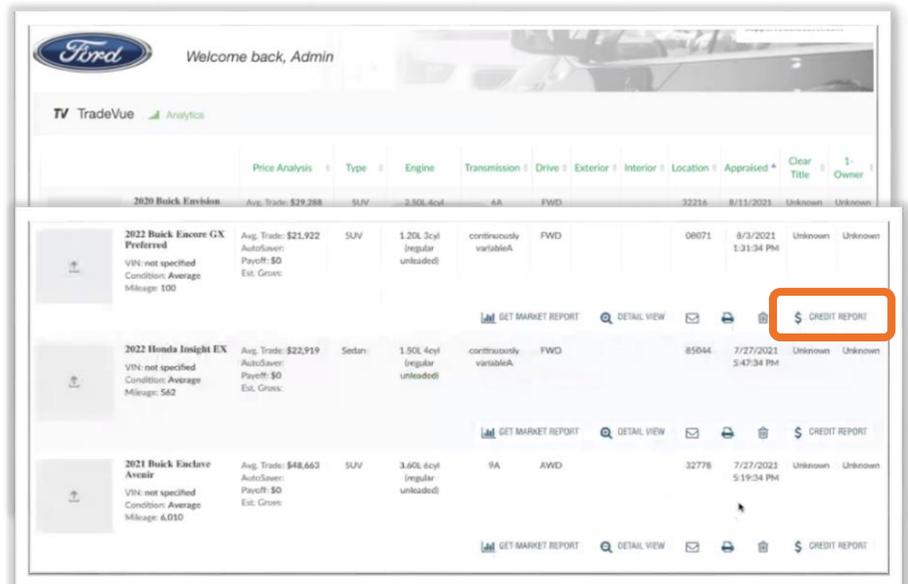
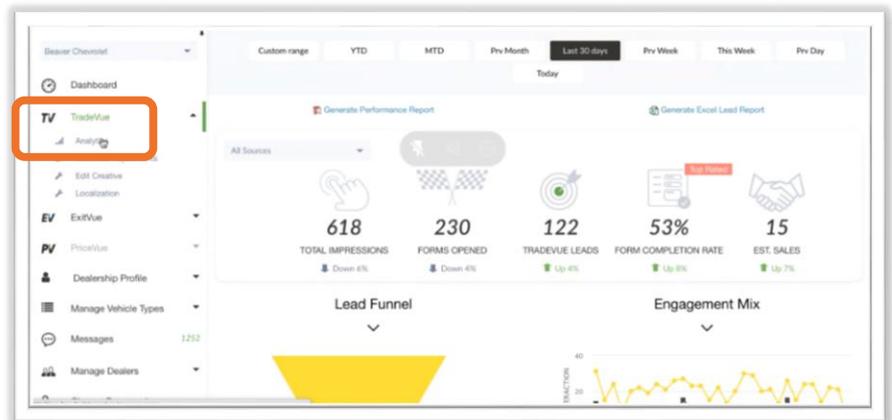
Your Credit Score Range: **Good** (Click to View)

TradeVue Dashboard

Dealers can view all customer prequalification data (summary and credit report) by:

1. Log into the **Dashboard**
2. Select the **TradeVue** menu item in the left navigation.
3. Select the **Activity** menu item.
4. You will be brought to the list of customers that have gone through the TradeVue process.

If a customer clicks to get started and completes the prequalification process, you will see a “**\$ Credit Report**” button in the right-hand column. Click on this link to see the consumer’s prequalification results.



Dealer can select either the QuickQualify or Credit Report tab to see either result.

The screenshot displays the TradeVue interface with a 'QUICKQUALIFY REPORT' header. The main content area is titled 'CREDIT REPORT' and includes a disclaimer: 'for the purposes of Pre-qualifying only, not to be used for credit application, a full file is required'. The Experian logo is visible, along with the date '07/06/2018 5:29:20 AM'.

PREVIOUS ADDRESSES

Name	City	State	Zip	Date Reported
WOODHILL ST EL CAJON, CA	EL CAJON	CA	92022	04/08

EMPLOYMENT

Employer	Occupation	Date Hired	End Date	Date Rpt
Current: BIGGS BARLEY DAVIDSON		03/07/2014	03/07/2014	03/14
Previous: BARONA		02/22/2006	02/22/2006	02/06

Special Messages

SIN Verified: 3000 0000
SIN Verified: 0083 SIN NOT PROVIDED

Score Summary

ScoreCard: FICO Auto V2

Collections

Creditor/Original Member Number Status

QuickQualify Results Overlay:

Result: Applicant Found Score: 754
Powered by FCIM AutoIM

Consumer Information:

Name: LYNDA KAPRI
Address: 131 LANE DR
PITMAN, NJ 08071

Auto Summary:

Available Revolving Credit: 11,128.00 Auto Inquiries last 90 days: 1

Auto Trade Line 1	Interest Rate	Original Amount	Original Term	No. of Late Payments	Monthly Payment
	7.01%	\$14,294.00	60 Months	0	\$282.00

Auto Trade Line 2

Interest Paid	Estimated Payoff	Remaining Term	Trade Status
\$6,41%	\$9,080.00	24Mths	Open

Introduction to 700Dealer.com

As a customer of 700Credit, you have access to your own personal credit portal at www.700dealer.com. You should have received your username and password in a welcome email from 700Credit. If you did not receive this email, or have misplaced it, please send an email to: support@700credit.com, or call: **866-273-3848**.



When you log in to 700Dealer.com, simply click on the **Applicant List** menu item in the left-hand column and you will see a list of all. You can select **Date Range** to view different timeframes.

By clicking on any name in the list, you can view their full credit report, and a link to their compliance dashboard.

Applicant	Products	Status	Users	Dealer	Date	Action
ronald F kirkbride	00 (592)	Completed	qq_berglundchryslerje	spagenatberglund chrysler	12/24/18 3:15 AM	View Details Edit Submit Delete
	EQ (681)	Completed	berglundfiatel	berglund chrysler	12/22/18 10:00 AM	View Details Edit Submit Delete
	EQ (648)	Completed	berglundfiatel			
	DFAC	Completed	berglundfiatel			
	EQ (754)	Completed	berglundfiatel			
	EQ (617)	Completed	berglundfiatel			
	EQ (617)	Completed	berglundfiatel			
	EQ (746)	Completed	berglundfiatel			
	DFAC	Completed	berglundfiatel			

Auto Loan	Interest Rate	Original Amount	Original Term	No. Late Payments	Months Payment
Auto Loan.1	27.99%	\$9,445.00	120 Months	0	\$237.00
Auto Loan.2	18.26%	\$11,195.00	84 Months	0	\$237.00
Auto Loan.3	60.86%	\$531.00	120 Months	0	\$27.00
Auto Loan.4	99.96%	\$366.00	96 Months	0	\$295.00

Managing Users

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

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

UserID	Name	User Level	User Type	Status	Dealer	City	State	Action
cartercountydccudi	CU DL Interface	Dealer User	Gateway User	Active	Carter County Dodge Chrysler Jeep	Ardmore	OK	Edit Delete Copy
cartercountydqdc	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
cartercountyyucudi	CU DL Interface	Dealer User	Gateway User	Active	Carter County Hyundai	Ardmore	OK	Edit Delete Copy
cartercountyyudc	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
fchavez	Frank Chavez	Dealer Admin	ODE User	Active	Carter County Dodge Chrysler Jeep	Ardmore	OK	Edit Delete Copy
keystonechevycul	CU DL Interface	Dealer User	Gateway User	Active	Keystone Chevrolet	Sand Springs	OK	Edit Delete Copy
keystonechevydrc	Drive Centric Interface	Dealer User	Gateway User	Active	Keystone Chevrolet	Sand Springs	OK	Edit Delete Copy
keystonegbg	Gubagoo Interface	Dealer User	Gateway User	Active	Keystone Chevrolet	Sand Springs	OK	Edit Delete Copy

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

User Information

UserId: * Password: * Retype Password: *
 First Name: * Middle Name: Last Name:
 Address:
 Zip: * City: * State: * Phone:
 Email Address: * [Email Password](#)

Password Rules:
 Password must be at least 8 characters long.
 Password must contain an uppercase character.
 Password must contain a lowercase character.
 Password must contain a numeric character.
 Password and Retype Password must match.
 Password shouldn't match with last four password

User Setup Information

User Type: * User Level: * AutoGenerate Letter is on
 Dealer: Select Default Dealer:
 Disable User
 From IP: To IP: [Add Another Range](#) [Edit](#) [Delete](#)
 Restrict Days of week and time of day access
 Force Password change on next Login
 Show in QuickApp Dropdown
 Login Required
 Security Questions
 Question 1: Answer 1:
 Question 2: Answer 2:
 Question 3: Answer 3:

Creating a New User

Hide Inactive	UserID	Name	User Level	User Type	Status	Dealer	City	State	Action
<input checked="" type="checkbox"/>	cartercountydodge	CU DL Interface	Dealer User	Gateway User	Active	Carter County Dodge Chrysler Jeep	Ardmore	OK	Edit Delete Copy
<input checked="" type="checkbox"/>	cartercountydodge	Blend Solutions Interface	Dealer User	Gateway User	Active	Carter County Dodge Chrysler Jeep	Ardmore	OK	Edit Delete Copy
<input checked="" type="checkbox"/>	cartercountydodge	CU DL Interface	Dealer User	Gateway User	Active	Carter County Hyundai	Ardmore	OK	Edit Delete Copy
<input checked="" type="checkbox"/>	cartercountyhyaucdl	CU DL Interface	Dealer User	Gateway User	Active	Carter County Hyundai	Ardmore	OK	Edit Delete Copy
<input checked="" type="checkbox"/>	cartercountyhyaucdl	Blend Solutions Interface	Dealer User	Gateway User	Active	Carter County Hyundai	Ardmore	OK	Edit Delete Copy
<input checked="" type="checkbox"/>	cchyauidspq	BlendSolutionsPQ Interface	Dealer User	Gateway User	Active	Carter County Hyundai	Ardmore	OK	Edit Delete Copy
<input checked="" type="checkbox"/>	fchavez	Frank Chavez	Dealer Admin	ODE User	Active	Carter County Dodge Chrysler Jeep	Ardmore	OK	Edit Delete Copy
<input checked="" type="checkbox"/>	creditengine	CU DL Interface	Dealer User	Gateway User	Active	Keystone Chevrolet	Sand Springs	OK	Edit Delete Copy
<input checked="" type="checkbox"/>	keystonechevydc	Drive Centric Interface	Dealer User	Gateway User	Active	Keystone Chevrolet	Sand Springs	OK	Edit Delete Copy
<input checked="" type="checkbox"/>	keystonechevydc	Drive Centric Interface	Dealer User	Gateway User	Active	Keystone Chevrolet	Sand Springs	OK	Edit Delete Copy
<input checked="" type="checkbox"/>	keystonegbq	Gubagoo Interface	Dealer User	Gateway User	Active	Keystone Chevrolet	Sand Springs	OK	Edit Delete Copy

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.

User Information

UserID: Password: Repeat Password:

First Name: Middle Name: Last Name:

Address:

SSN: SSN Suffix: State: Birth:

DOB: Gender: OK Cancel

Email Address: Email Password:

Passwd Rules:

- Passwd must be at least 8 characters long
- Passwd must contain at least one uppercase character
- Passwd must contain at least one lowercase character
- Passwd must contain at least one numeric character
- Passwd and Repeat Password must match
- Passwd shouldn't match with last four password

User Setup Information

User Type: User Level:

Dealer: Dealer User: AutoGenerate Letter is on:

Subcode: Carter County Dodge Chrysler Jeep

Subcode: Carter County Dodge Chrysler Jeep

Disable User: From IP: To IP: Add Months to Status:

Gateway User Information

Customer: CU DL Solutions

Default Format: 11/11/2000 A.M.

Subcode: 21/area

Credit Bureau Data VHS Data Tags (Users Only)

Credit Bureau Data VHS Data Tags (All Elements)

Include Letters

Add RawData to VHS

Public Duplicate Search and Approval Request

Return Red Flag VHS Tags

Return OFAC Tags

Output AuditOnly RiskOnly Reynolds CRM Auditorize Denison Web Control Fiat Law

SmartFax Large Small

QuickApplication and QuickQualify Lead Analytics

We are pleased to share our latest enhancement to the QuickApplication and QuickQualify 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 to the right 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**

QuickApp Lead Behavior Information												
Dealer Name	User ID	Page View			Bounce Volume				Completion Volume			
		Mobile	Web	Total	Mobile	Web	Total	%	Mobile	Web	Total	%
Florida Fine Cars	QQ_ffchollywood	250	137	387	214	105	319	82	36	32	68	17
Florida Fine Cars	QQ_ffondafinecars	207	157	364	194	146	340	93	13	11	24	6
Florida Fine Cars - Miami	QQ_ffmiami	741	479	1220	610	390	1000	81	131	89	220	18
Florida Fine Cars - Miami	QQ_ffondafineMiami	546	425	971	504	390	894	92	42	35	77	7
Florida Fine Cars Margate	QQ_ffcarsmargate	393	355	748	336	311	647	86	57	44	101	13
Florida Fine Cars West Palm Beach	QQ_ffwestpalmbeach	488	290	778	446	275	721	92	42	15	57	7
Florida Fine Cars West Palm Beach	QQ_ffcwpb	544	317	861	455	262	717	83	89	55	144	16

QuickApp Lead Source Information									
QuickQualify Lead Source Information									
Dealer Name	User Name	Source	Page Views	Page View %	Bounce	Complete	Completion %		
Florida Fine Cars	QQ_ffchollywood	No Information	33	4	13	20	21		
	QQ_ffchollywood	VDP	354	47	306	48	52		
	QQ_ffondafinecars	No Information	27	3	14	13	14		
	QQ_ffondafinecars	FinancePage	337	44	326	11	11		
Florida Fine Cars - Miami	QQ_ffmiami	VDP	1112	50	965	147	49		
	QQ_ffmiami	No Information	108	4	35	73	24		

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:

- > how your leads are landing on the form page (i.e. specific location from your website or via banner ad), defined as source information
- > # of page views (click rates)
- > # 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)
- > # 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.

