

Lead Management – CRM PROVIDERS

Our ELMS Programs utilize a secure direct post logic that instantly delivers leads to your CRM, based on the CRM provider linked to your account and your Nissan dealer code. To ensure seamless lead delivery, it is essential for the dealership to utilize one of the CRM providers listed below, where integrations are properly established. Under this process, sharing your lead routing address is not required.

- Affinitiv (CarResearch XRM)
- ASN Software
- AutoAlert CXM
- **CDK Modern Retail CRM**
- DealerPeak
- **DealerSocket**
- Dominion Vision
- Dominion Web Control (AVV)
- DriveCentric
- Momentum
- OpLogic (Wilson)
- PBS
- ProcessPro
- ProMax/Stack
- Reynolds
- Tekion
- TheCRM Corporation (iMagicLab)
- Traffic 360 CRM
- **VinSolutions**

We kindly ask if your dealership is transitioning to a new CRM provider, you submit a CRM Settings Update Request in advance through our ELMS Analytics Tool by following the click path outlined below:

NNA Net → My Links → Dealer Operations → ELMS - Enterprise Lead Management System (NABR) → External Tools, Dealer Tools (pop-up blockers must be disabled, as this will open in a new tab) → CRM Settings → Fill out your contact information (Dealer Contact, Dealer Title, Dealer Phone Number, Dealer Email Address) → Uncheck Old Provider → Check New Provider → Click Submit → The dealer will receive an email from our INFOBOX with next steps

Should you have any questions regarding our certified CRM providers or the CRM process, please contact the Nissan General Support team at (833) 215-7463 or via email at info@nissanactivebuyerreferral.com.