

# Lead Management – Lead Credit Review Process

## How to Submit Leads for Credit Review:

Dealers are offered the option to submit any leads they have received through our program for lead credit review. To initiate the credit review process, please follow the steps outlined in the click path 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) → Request Lead Credit → Fill out contact information (Retailer Name, Title of Retailer Contact, Retailer Phone Number, and Retailer Email) → Include either Lead ID or Lead Key and the reasoning for credit in the comments section → Submit → The dealer will receive a confirmation email once the lead has been reviewed, stating whether or not the lead has been credited and why.

<u>Retailer Contact</u>	<u>Title of Retailer Contact</u>	<u>Retailer Phone Number</u>	<u>Retailer Email Address</u>
<u>Lead Id</u>	<u>Comment</u>		
<u>Lead Id</u>	<u>Comment</u>		
<u>Lead Id</u>	<u>Comment</u>		

To submit leads for credit review, the submitter is required to provide their name, title, phone number, and email address for the submit button to become clickable. They must then enter the Shift Digital Lead ID or Lead Key of the lead for which credit review is being requested in the designated field, followed by a brief explanation of the rationale for the credit request in the comments section. To ensure consistency across all Nissan dealerships, we recommend including one of the following reasons in the comments section when submitting a lead credit request:

- **Invalid contact information** – a lead that has a disconnected or wrong phone number AND an undeliverable email address.
- **Intra-program duplicate lead** – a lead that is from the same customer within a specific timeframe, where both leads are received through the Nissan Enterprise Lead Management programs that a dealer is currently enrolled in. For more information, please view the Nissan Duplication Criteria section below.
- **Fictitious customer name** – a lead that includes a bogus customer name. This can include a celebrity name, vulgar language, or text that could not be considered an actual name (example: asdfgh).

- **Suspect comments** – a lead that includes comments that lead you to believe that the lead is not from a valid customer. Please describe why the comments are suspect when you submit the lead credit request.
- **Other** – if a dealer receives a lead that is invalid for a reason other than those outlined above, it should be submitted under the reason of “Other”. This may include receiving a lead for a model that is no longer in production or receiving a lead that is outside the mileage parameters of our program.

Once a lead credit request is submitted through the ELMS Analytics Tool, the lead(s) will be manually assessed against the credit criteria to determine whether the lead is approved or denied for credit. The submitter will receive a confirmation email detailing the approval or denial decision, including the reasoning behind it.

### Lead ID and Lead Key – What are they? How do I find them?

Both lead IDs and lead keys are unique identifiers assigned to each lead as they are accepted into our system. These identifiers facilitate communication regarding leads while ensuring customer personal information remains confidential and enables efficient tracking within our system. To obtain a customer’s unique lead ID or lead key, you can access the Transactions Report available through the ELMS Analytics Tool by following the steps outlined below.

- NNA Net → My Links → Dealer Operations → ELMS - Enterprise Lead Management System (NABR) → Hover over Leads Icon and Transactions → Filter to specific timeframe → Locate specific customer name and view both lead ID and lead key in the corresponding row.

### Nissan Duplication Criteria:

For two leads to be considered duplicates, both leads must be received by the dealer through one of the five ELMS Programs in which the dealer is enrolled in. To process your lead credit request for a duplicate lead, please ensure that the second lead received is submitted as the lead under review, as we are only able to credit or invalidate the second lead. For easier tracking, it is also beneficial to include the original lead ID in the comments section. Please refer to the Nissan duplication criteria chart below for further details.

1st Lead Source	2nd Lead Source	Matching Fields	Duration	Assignment
Brand Lead	Brand Lead	Dealer code, vehicle model, and email OR Dealer code, vehicle model, and phone number OR Dealer code, vehicle model, and first name, last name, and zip code	Less than or equal to 24 hours	Duplicate
Brand Lead Dealer Generated Lead	Third Party	Email OR Phone Number OR First name, last name, and zip code	Less than or equal to 90 days	Duplicate
Third Party	Third Party	Email OR Phone Number OR First name, last name, and zip code	Less than or equal to 15 days	Duplicate

### Lead Credit Timeline and Billing:

The lead credit review timeline is designed to ensure that dealers are actively working their leads and submitting them for credit review in real time. It is structured to align with the Nissan sales month cycle. Kindly refer to the Nissan billing timeline outlined below.

Nissan Digital Third-Party 2025 Billing Timeline			
Month	Nissan Sales Calendar (Invoice will reflect this time period)	Lead Credit Request Deadline	Nissan Quarter
January	01/03/2025 - 01/31/2025	2/5/2025	Quarter 4
February	02/01/2025 - 02/28/2025	3/5/2025	
March	03/01/2025 - 03/31/2025	4/5/2025	
April	04/01/2025 - 04/30/2025	5/5/2025	Quarter 1
May	05/01/2025 - 06/02/2025	6/7/2025	
June	06/03/2025 - 06/30/2025	7/5/2025	
July	07/01/2025 - 07/31/2025	8/5/2025	Quarter 2
August	08/01/2025 - 09/02/2025	9/7/2025	
September	09/03/2025 - 09/30/2025	10/5/2025	
October	10/01/2025 - 10/31/2025	11/5/2025	Quarter 3
November	11/01/2025 - 12/01/2025	12/6/2025	
December	12/02/2025 - 01/02/2026	1/7/2026	

For example: All leads received by a dealer between January 3, 2025, and January 31, 2025, must be submitted for review by February 5, 2025.

All Nissan Digital Third Party Leads approved for credit will be deducted from the total number of leads for which a dealership will be charged before the dealership receives their invoice. As a result, the dealership will not see a “credit” applied to their bill for these leads.

Should you have any questions regarding our lead credit review process, please feel free to reach out the Nissan General Support team at (833) 215-7463 or via email at [info@nissandigitalprogram.com](mailto:info@nissandigitalprogram.com).