

Lead Management – Programs

Nissan's Enterprise Lead Management System, often referred to as ELMS, allows dealers to opt-in to five different leads programs, each tailored to a specific lead type: Brand, Loyalty, Dealer Generated, Dealer Website, and Third Party, with most programs available at no cost to the dealer. Annually, ELMS processes millions of leads across these various categories. These leads are collected and routed through our system, where business rules are applied, and they are cross-checked against both internal and external databases. The leads are then delivered to a network of certified CRM providers, ensuring the highest quality leads, all within milliseconds. Please see below for more information on each program.

- The **Brand Leads Program** is divided into two subtypes: Brand – NABR and Brand – Other. Brand – NABR leads are organic leads generated by customers shopping on NissanUSA.com and submitting their contact information on available forms. Brand – Other leads encompass non-organic Nissan USA leads and other programs, such as Call-Center leads.
- The **MOR/LCN Loyalty Leads Program** consists of both off-lease and retail loyalty Nissan customers that may be coming up on the end of a lease or are potentially looking to purchase a new Nissan vehicle.
- The **Dealer Generated Leads Program** operates in tandem with our two-way integration with our certified CRM providers. This program enables dealers to share leads created within their dealership's CRM, including walk-ins, phone calls, and internet leads, with our system, strictly to enhance our de-duplication logic for leads received from our other programs and strengthen our reporting metrics available in ELMS Analytics.
- The **Dealer Website Leads Program** allows dealers to receive their new vehicle leads generated from their dealer website through ELMS. It also helps to improve our de-duplication logic and refine the reporting metrics available in ELMS Analytics. To enroll in this program, a dealer must be utilizing one of Nissan's preferred Website Providers: Dealer eProcess, Dealer Inspire, Dealer.com, DealerOn, Fox Dealer, or Team Velocity.
- The **Third Party Leads Program** is the only program offered with associated costs. It provides dealers with access to new sales opportunities with over 90% of customers exclusively shopping for automotive products in the third-party space. For more information about the Third Party Leads Program, including cost per lead, participation requirements, and the cancellation policy, please refer to the Third Party Leads tab on this website.

To update your enrollments in any of the programs listed above, please submit a Lead Settings Request by following the click path outlined below. As a note, all Lead Settings Request must be submitted by and/or confirmed by a Dealer Principal, Executive Manager, or General Manager.

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) → Lead Settings → Fill out your contact information (Dealer Contact, Dealer

Title, Dealer Phone Number, Dealer Email Address) → Make wanted update → Click Submit
→ Once processed, the dealer contact will receive a confirmation email

If you have any inquiries pertaining to the different ELMS programs that are offered, please reach out to the Nissan General Support team at (833) 215-7463 or via email at info@nissandigitalprogram.com.