

Lead Management – Third Party Leads

The Nissan Third Party Lead Program provides dealers with access to new Nissan sales opportunities with over 90% of customers exclusively shopping for automotive products in the third-party automotive provider space.

Program Requirements:

All dealers who have opted into the Third Party Leads Program will receive 100% of the third party leads within their primary marketing area (PMA), as well as additional third party leads outside of their PMA in increments of five leads and adjustable five-mile radius.

Both are determined by the dealer at the time of enrollment and may be adjusted by the Dealer Principal, Executive Manager, or General Manager as necessary.

Note that the non-PMA lead cap ranges between 5 and 999,999 additional leads per month, and the non-PMA radius ranges between 5 and 100 miles from the dealership, with adjustments in increments of five miles.

The actual number of third party leads received each month will vary based on customer demand in the area.

Billing, Cost, and Certification Levels:

Dealers will be billed directly by Nissan through Parts Statement billing each month for the total amount of third party leads successfully delivered to their dealership the prior month. This charge will not include duplicate leads, invalid leads, or leads approved for credit through our Lead Credit Request Process.

Dealers will pay a flat rate of \$20 per lead purchased through the ELMS Third Party Leads Program.

It is important to note that tax percentages may apply to the total amount charged, and these percentages vary by state.

Cancellation Policy:

Dealers do have the right to enroll and unenroll at their discretion, however, a cancellation policy applies, as outlined below:

- Dealerships that request to unenroll from the ELMS Third Party Leads Program before or on the 10th of the month will officially be unenrolled at the end of that month.

- Example: If a dealership requests to unenroll on January 3rd, the dealership will continue to receive and pay for TPLs until January 31st.
- Dealerships that request to unenroll from the ELMS Third Party Leads Program after the 10th of the month will officially be unenrolled at the end of the following month.
 - Example: If a dealership requests to unenroll on January 11th, the dealership will continue to receive and pay for TPLs until February 28th.

To update your enrollment in the Third Party leads Program or to update your non-PMA lead cap or non-PMA radius, please submit a Lead Settings Request by following the click path outlined below. 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@nissanactivebuyerreferral.com.