



# New car leads with iControl®



Award-winning new car leads... Game changing close rates!

## Key Features



Award-winning new car leads at roughly half of a dealer's normal marketing expense.



Average historical close rates in the 16 – 22%\* range, compared to estimated average industry close rates of 6 – 8%.



Quality leads from millions of high-intent automotive consumers in the AutoWeb network. You choose which sites.



Select 3 unique territories and control your lead volume based on sales, those territories, and your inventory.



Track lead volume by time period, model, website source, and territory.



Make intelligent, fact-based decisions about your lead mix from robust reporting.

## What we do... Is sell cars.

AutoWeb leads sell cars. LOTS of cars. In fact, we've delivered nearly 60 million leads to our industry partners, resulting in millions of vehicles sold. With close rates in the 16 – 22% range\*, we provide dealers with significant sales opportunities at roughly half of a dealer's normal marketing expense.

With iControl, YOU are in direct control over your automotive leads. Configure multiple territories by lead source group or model, or a combination of both from our network of sites visited by millions of consumers each month. We provide you with data to make smart decisions about your lead mix.



Call or Text (866) 589-5498  
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[www.AutoWeb.com](http://www.AutoWeb.com)

\*AutoWeb (formerly Autobytel) obtains vehicle registration data from a third party provider to estimate sales attributable to consumers who submitted leads through the AutoWeb network. Estimated sales are calculated using matches of vehicle registrations to leads delivered by AutoWeb within 90 days prior to the vehicle registration date.