



Model of Excellence

Lead Acquisition Network

Company:

Business Model:

Dealix Corporation
Redwood City, CA 94063
www.dealix.com

Advertising & Transaction Supported:
Lead Generation

Business Model

The **Advertising and Transaction Supported: Lead Generation** business model represents a new and sophisticated form of buying guide, where the publisher delivers to the advertiser fully qualified sales leads. Revenue models vary, with a few publishers charging only a flat fee to participate, some charging a flat fee and a per-lead fee, and some charging on a pay-for-performance basis.

Overview

Dealix generates consumer sales leads for automobile dealers. These leads are primarily sourced from its own automotive portal InvoiceDealers.com, but in an interesting twist, Dealix also aggregates sales leads from a number of other automotive portals as well.

Once leads are received, they are run through Dealix Scrubbing Control, a series of automated quality control checks to identify any questionable leads where clarification is required, or user purchase interest is in doubt. These leads are moved to an in-house telephone verification group, which calls these leads and adjusts or deletes the records as appropriate.

Dealers purchase a flow of sales leads based on a combination of car brand and zip codes. In addition, dealers can control the number of leads they receive in a given period to make sure they never get overwhelmed. An even more sophisticated option allows dealers to buy leads tied to their in-stock inventory only.

To maximize business process integration, Dealix also offers access to its Dealix Lead Trading Platform, which integrates with most leading lead management software, and which auto manufacturers can purchase on behalf of their dealer networks.

To further mine the value in the leads it creates, the company also operates Dealix Business Intelligence, which provides a statistical snapshot of car buyer preferences and interests, as well as sales efficacy, at different points in time.