

KELLEY BLUE BOOK LEADDRIVER™

DEALER DIGITAL SOLUTION



Kelley Blue Book
KBB.COM
The Trusted Resource

CAPTURE MORE LEADS ON YOUR WEBSITE

LeadDriver integrates trusted trade-in values into your site

Your customers get a trade-in value from the most trusted third-party automotive brand¹.

You get detailed customer information.

Offer Kelley Blue Book® Values on Your Website

- Kelley Blue Book Values are fresh, local and relevant to reflect your market
- Use Kelley Blue Book's Price Advisor to show range based trade-in values

Reinforce Trust Through Kelley Blue Book Brand Recognition

- Kelley Blue Book Values on a dealer's website are important to a shopper's decision to purchase from your dealership.

Provide an Effective and Robust Lead Form

- High conversion rates from the initial contact step to lead
- Get detailed contact and Next Vehicle of Interest information

Designed for mobile, tablet and desktop



- Gives you the information you need while allowing the car shopper to quickly get their trade-in value
- Simple "Rate It" condition selections with an optional expanded condition quiz

Keep Customers On Your Website

- LeadDriver provides shoppers with the trade-in information they need, so they stay on your website. Reducing the chance of losing car shoppers to competing dealers.

See how LeadDriver can be integrated into a dealership website like yours.

KBBProductDemo.com

FOR MORE INFORMATION, PLEASE VISIT:

B2B.KBB.com/LeadDriver

¹2018 Cox Automotive Car Buyer Journey Study.

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