



## How MileOne Sells Smarter with Polk Lead Scoring

### CHALLENGE:

#### All Online Leads Should Not Be Treated Equally

MileOne is a privately owned and operated automotive dealership network with 65 locations representing 28 automotive manufacturers throughout the mid-Atlantic. As an innovative and customer-focused organization, MileOne views the Internet as key to its marketing and sales strategy. In fact, the web directly accounts for more than 30% of sales and influences 80% of all purchases. However, MileOne faced a common industry challenge: it lacked a reliable and consistent process for prioritizing online leads.

David Metter, Chief Marketing Officer for MileOne, was frustrated that the sales teams couldn't differentiate between prospects highly likely to buy a new vehicle and those merely looking for information. Since all leads were deemed equal, "hot" leads were sometimes not contacted soon enough and prospects that weren't in-market were sometimes courted too aggressively. David knew that the Internet would continue to grow in importance as a lead source, so figuring out a process to prioritize online leads was a critical and timely issue.

### SOLUTION:

#### Credible Data + Predictive Analysis = Lead Scoring

MileOne turned to Polk Lead Scoring to increase Internet lead conversions and reduce closing times while more effectively using its sales and marketing resources. Lead Scoring uses predictive modeling to rank leads on a 1 to 10 scale (with 10 being the most likely to buy) so that dealership sales personnel can provide the correct follow up in the appropriate time period. Polk's analysis shows that leads scored a 10 are five times as likely to close as those scored a 1.

To test the effectiveness of Lead Scoring before moving to a broader roll out, MileOne implemented a two-month pilot program. During the pilot, MileOne tracked the results of 25 of its dealers: 14 that were making decisions based on scored leads and 11 that served as a control group. Based on the success of the pilot, the program has since been rolled out to all 65 MileOne dealerships.

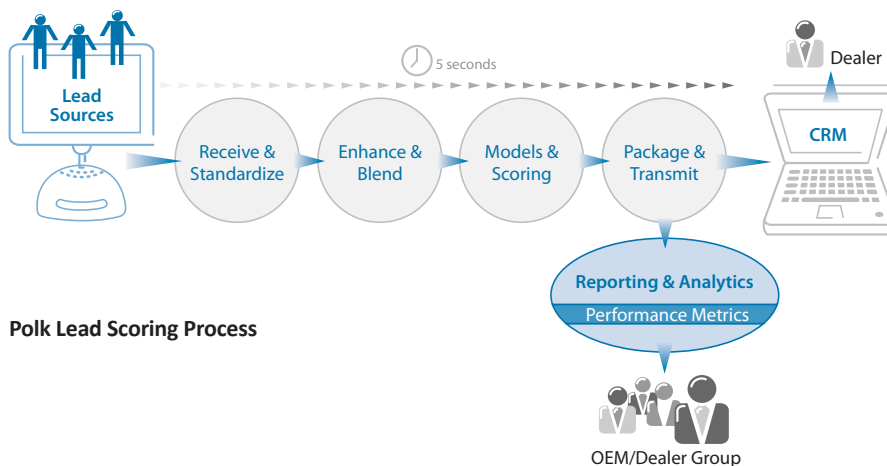
With Polk Lead Scoring, leads from various sources – OEM sites, dealer websites and third-party online sources – are standardized and consistently scored. To improve the accuracy of the scores, the leads are enhanced with proprietary consumer data, such as household data, vehicle history and model buying behavior. Then, leads are processed through sophisticated analytical models, scored on a 1 to 10 scale and available in the dealership CRM system... all within five seconds.

Dealership sales personnel can then immediately focus on top-scoring leads while putting lower-scoring leads into a longer follow-up cycle.

“Lead Scoring is producing great results for us because it gives us a roadmap for handling our Internet leads. We're closing leads faster while spending less money on sales and advertising. I can't imagine selling vehicles today without the benefit of understanding the value of each web lead.”

– David Metter,  
CMO, MileOne

*continued*



Polk Lead Scoring Process

**RESULTS:**  
**Lead Scoring Drives Sales and Revenue**

MileOne has seen quantifiable results in terms of reduced closing time for online leads, lower sales costs and increased revenue.

During the pilot period, the 14 dealerships using Polk Lead Scoring realized:

- **Incremental revenue:** The dealerships using Lead Scoring realized 45 additional sales during the two-month pilot period, while the control group actually sold two less vehicles than in the month before the pilot started. Based on an estimate of \$1,500 gross per sale, MileOne saw an additional \$67,500 of revenue during the pilot period due to Lead Scoring.

Since Lead Scoring has expanded to the entire MileOne universe, the positive results continue:

- **Increased share of sales via the Internet:** The share of sales based on Internet leads has increased 48% in one-and-a-half years.
- **Decreased cost of sale:** Each sale that comes in as an Internet lead saves MileOne \$200 over a non-web lead. Internet leads also cost less in terms of advertising and employee resources. Year-over-year, MileOne's cost of sales has decreased 11.1%.
- **High satisfaction and retention of Internet sales team:** Because Lead Scoring helps them succeed, MileOne's Internet sales team has high employee satisfaction and churn rates well below the industry average.

**SUMMARY:**  
**Smarter Selling with Polk Lead Scoring**

<b>Challenge</b>
MileOne lacked a process for evaluating and prioritizing Internet leads for sales follow-up
<b>Solution</b>
Polk Lead Scoring – an automated system that ranks leads on their likelihood to buy
<b>Results</b>
<ul style="list-style-type: none"> <li>• \$67,500 in incremental revenue in a two-month pilot</li> <li>• Internet share of sales up almost 50%</li> <li>• \$200 cost savings for every Internet lead</li> </ul>

“MileOne saw an additional \$67,000 of revenue during the pilot period due to Lead Scoring.”

About R. L. Polk & Co.

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