

How to Respond to Anonymised Leads

As part of listing your stock on CarGurus®, you will receive free anonymised leads from real, **ready-to-buy shoppers**. Here are some best practices to consider with these free leads:



Ensure that the leads are being sent to the correct email address at your dealership.



You cannot send more than 5 emails to the anonymous address without a reply from the prospect.



Respond in a timely fashion – these are actual shoppers interested in your vehicles.



These email addresses will expire after 30 days or after 5 emails with no response, whichever comes first.

Below is an example of how a Basic CarGurus lead appears.

<p>Contact</p> <p>First Name: Phil Last Name: Collins Email: 4s2vvy2px@anon.cargurus.com Postal Code: K1A 0B1</p> <p>Comments</p> <p>I would like to schedule a test drive. Thanks!</p> <p>Listing</p> <p>VIN: 3FAHP0HA6BR260568 Vehicle: 2006 Mitsubishi Raider LS 4dr Extended Cab w/automatic SB Stock Number: UN4106 Listing URL: http://www.cargurus.com/#listingUrl Listed Price: £10,899 CarGurus Instant Market Value: £1,671 Below IMV of £12,570 CarGurus Rating: Great Deal</p>	<p>○ Just reply to this lead submission email or click on the anonymised email address to respond directly to the shopper</p>
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To receive full contact information on your leads, please enquire about our Enhanced and Featured packages.

cargurus.co.uk/signup/AnonymisedLeadsUK | 0808 169 9134