

HOW TO RESPOND TO ANONYMIZED LEADS

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



Include the car details and reference CarGurus in your email's subject line to capture the consumer's attention.



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



Start a dialogue. Provide information about the car upfront and ask questions that illicit responses.



You cannot send more than 5 emails to the anonymous address without a reply. Make it count by sending personal notes.



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.

Lead Submission from CarGurus

Contact

First Name: Phil
Last Name: Collins
Email: 4s2vvy2px@anon.cargurus.com — Just click on the anonymized email address to respond directly to the shopper.
ZIP: 02135

Comments

I would like to schedule a test drive.
Thanks!

Listing

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

This is a free lead email. The email address has been made anonymous. To avoid negatively effecting spam scores and ensure your email gets delivered, you cannot send more than five emails in a row to 4s2vvy2px@anon.cargurus.com without a reply from the prospect.