

CREDIT SIGNALTM PLATFORM

REAL-TIME TRIGGER LEADS

EXCLUSIVE TERRITORY

COMPLIANT PRE-APPROVAL MAIL

Reach active shoppers before they buy somewhere else.



TARGET
ACTIVE SHOPPERS



FILTER
BUYER PROFILES



CAPTURE
LIVE LEADS



MAIL +
FOLLOW-UP

THE PROBLEM

Credit-active shoppers are raising their hands somewhere else first.

Consumers often start with a soft credit pull through another dealership, marketplace, online retailer, lender or credit union - before they ever submit a lead to your store. By the time they appear in your CRM, another dealer may already be working the deal.

THE SOLUTION

Turn early soft-pull activity into territory-exclusive opportunities.

CreditSignal identifies qualified shoppers inside your market, filters them by credit score range, geography, shopper attributes and first-time buyer segments, then delivers lead notifications within minutes. Each campaign is supported by compliant pre-approval direct mail and inbound call support to help set appointments.

WITHIN MINUTES

CUSTOM FILTERS

MAIL SUPPORT

CALL SUPPORT

WHY IT WORKS

Built to intercept intent before it becomes someone else's deal.

- ✓ **Speed:** lead notifications arrive within minutes while shoppers are actively in market.
- ✓ **Control:** exclusive territory and custom buyer-profile filters keep spend focused.
- ✓ **Depth:** records can include vehicle, purchase date, payment, rate, balance and term.
- ✓ **Conversion path:** compliant mail plus inbound call support turns intent into appointments.

65%

REPORTED SOFT-PULL
LEAD-TO-SALE CONVERSION*

FCRA SUPPORT
Compliant by design

*Program performance varies by market, inventory, credit criteria, follow-up process and reporting methodology. CreditSignal campaigns are configured to support applicable FCRA and compliance requirements.