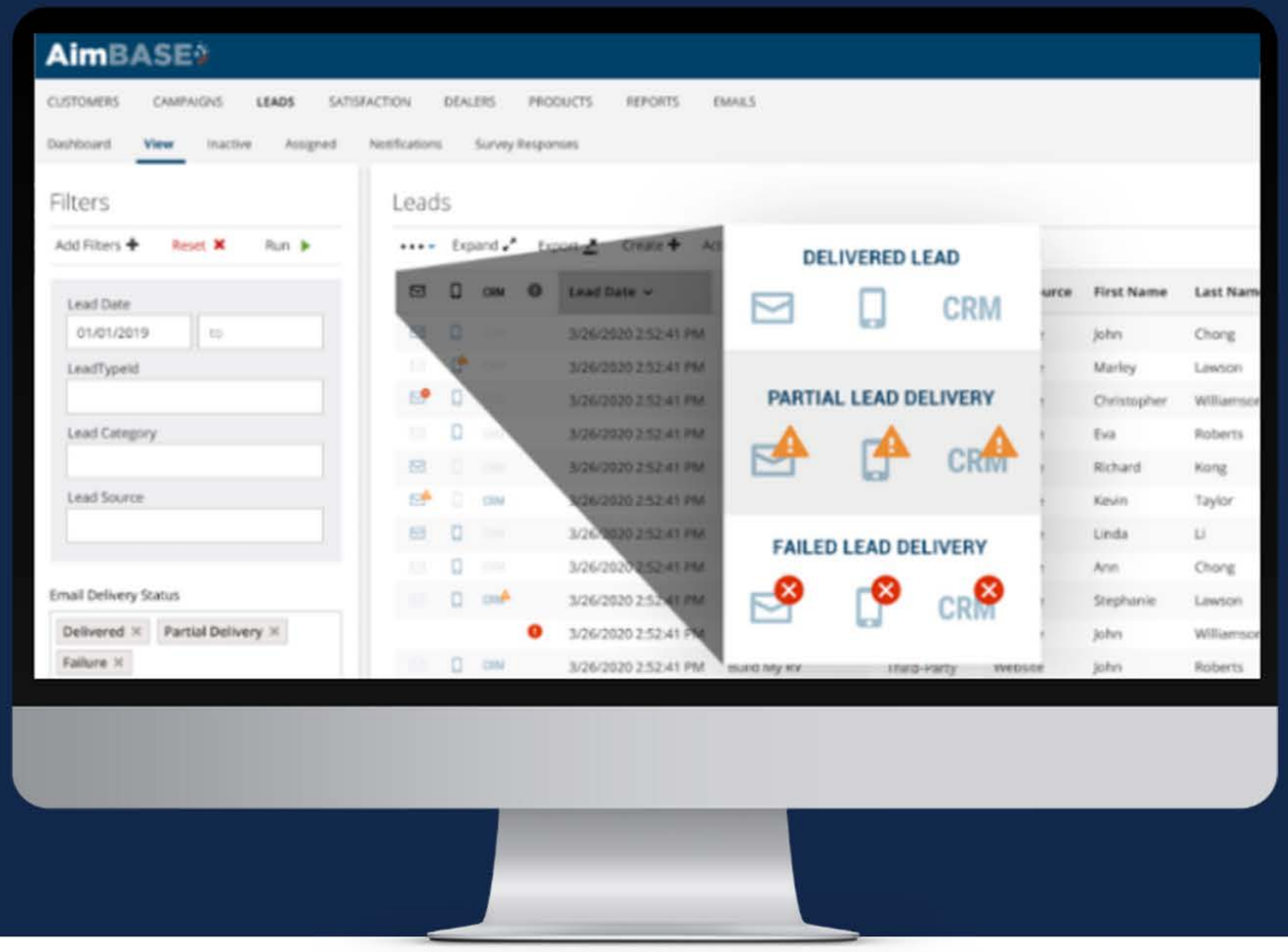
LEAD MANAGEMENT: BUILT FOR OEMS WHO NEED MORE

Managing leads across a dealer network is complex; multiple brands, shifting territories, and constantly evolving dealer networks. Aimbase transforms this challenge into a streamlined, data-driven process that ensures every lead reaches the right dealer, at the right time, with full visibility from start to finish.

Aimbase Lead Management was designed for the complexity of enterprise OEM networks. By combining intelligent routing, OEM-level nurturing, real-time shopper insights, and seamless CRM integrations, it ensures every lead is handled efficiently and transparently. Dealers gain the tools to act quickly, OEMs gain full visibility into the sales pipeline, and customers enjoy faster, more personalized responses.



Why It Matters

- *Faster Lead Routing: Get every lead to the right dealer quickly*
- *Higher Lead Quality: Warmed and qualified before handoff*
- *Deeper Insights: Track shopper behavior, even without lead form submissions*
- *Seamless Dealer Integration: Compatible with 30+ CRM providers*
- *Secure & Scalable: Role-based access for every user type*

ROLLICK™

How It Works

OEM TIP:

Qualify leads before dealer handoff to boost close rates and dealer confidence.

SMARTER LEAD ROUTING

Adapt to complex rules and territories with automated lead routing by brand, region, or inventory. Keep leads moving with escalations and bulk reassignment.

FACTORY CONTACT MANAGEMENT

Warm up leads at the OEM level with direct email/SMS, task workflows, and notifications, ensuring dealers get qualified handoffs.

REAL-TIME DASHBOARDS

Monitor unread conversations, response times, and prospect activity in a single view to maximize efficiency and accountability.

SHOPPER VISIBILITY TOOLS

Use RollickLENS, HIT Prospecting, and RollickScore to track behavior, reveal "invisible shoppers," and rank buyer readiness.

CRM INTEGRATIONS & DELIVERY

Deliver leads into 30+ dealer CRMs or notify reps instantly by email or text, while tracking every follow-up and outcome.

CONTROLLED ACCESS BY ROLE

Configure permissions for corporate, regional reps, and dealers, providing the right level of access and security for every role.