



Instant Cash Offer

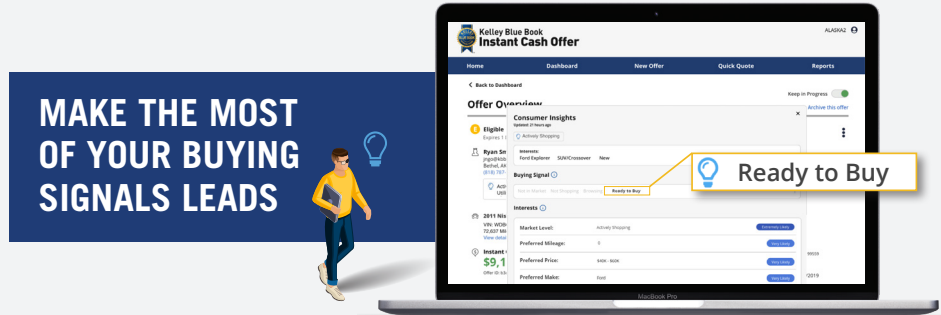


BUYING SIGNALS

TARGET THE RIGHT SHOPPERS AT THE RIGHT TIME

Generating leads is one thing, but knowing when customers are ready to close the deal is what drives your profits.

Kelley Blue Book® Instant Cash Offer Buying Signals gives you actionable insights into shoppers' buying preferences and timelines. To maximize those leads, engage with that data regularly. Use these tips to follow up with the right customers at the right time with the right message.



MAKE THE MOST OF YOUR BUYING SIGNALS LEADS

CUSTOMERS' PURCHASING TIMELINES

Ready to Buy

15.1x

more likely to purchase in the next 30 days than shoppers where the market level is inconclusive.¹

Actively Shopping

5.4x

more likely to purchase.¹

Casually Browsing

4.9x

more likely to purchase.¹

CONTINUALLY REFERENCE THE DATA



- More than 45% of offers have insights. This information changes daily based on consumers' most recent online behavior.

TAKE A TARGETED APPROACH TO OFFERS



- Prioritize consumers who are tagged as *Actively Shopping* and *Ready to Buy*. They are likely to make a purchase soon, so follow up with them quickly to make sure they buy from you instead of a competitor.

SEND THE RIGHT MESSAGE AT THE RIGHT TIME



- Personalize emails, texts and phone tracks to speak to insights.
- Reference preferences broadly enough so that it doesn't raise privacy concerns for customers yet connects to what they are interested in.
- Share more relevant recommendations with in-market customers based on their preferences data.

SHARE INSIGHTS WITH YOUR FRONT-LINE SALES STAFF TO BE PREPARED WHEN THE APPOINTMENT ARRIVES



¹Buying Signals predictions validated against VinSolutions CRM sales records: Dec 2020-Mar 2021

To learn how to turn insights into action, visit b2b.kbb.com/buyingsignals.