

Dealix Quality Pledge™ and Hassle Free Lead Return™ Frequently Asked Questions

Q: How can I participate in the program?

A: The Dealix Quality Pledge™ and Hassle Free Lead Return™ are automatically included, free of charge, with all of the Dealix Lead Programs – New Car Leads, Used Car Leads, and Edmunds Premier Dealer Program. No need to sign up!

Q: How much does this feature cost?

A: All Dealix Leads are backed by the Dealix Quality Pledge™ – there is no extra fee for the service.

Q: How do I return a lead?

A: Lead returns can be requested on the Dealix Dealer Extranet. The process is simple: Just login, click on “Request Credit” next to the lead you are returning, select a reason for return, and submit your request. If you do not have a Dealix Dealer Extranet login and password, please contact your Dealix representative or call (877) 791-2074. Additionally, you can set up your CRM tool to directly email lead returns to LeadReturn@Dealix.com.

Q: How long do I have to return a lead?

A: For dealers with per referral billing, leads can be returned within seven days from the date the lead was sent. For dealers with monthly flat rate billing, leads can be returned within seven days from the date the lead was sent, but no later than the end of the calendar month in which the lead was delivered.

Q: When will I find out if my lead return was accepted?

A: The Dealix Quality Team will review every returned lead and confirm eligibility within three business days.

Q: How will I know if my lead return was accepted?

A: The lead will have a “Credit Accepted” status on the Dealix Dealer Extranet. Additionally, the lead will not be charged on your invoice.

Q: Under what circumstances will a lead return not be accepted?

A: A lead return can be rejected if the lead meets the Quality Pledge criteria. Should this occur, you will be notified immediately by email with detailed information regarding why the lead represents a valid opportunity. Details on the Quality Pledge criteria are available on the Quality Pledge page of Dealix.com: <http://dealix.com/products/quality.aspx>.

Q: How does Dealix verify whether a lead return meets the Dealix Quality Pledge™ criteria?

A: With the exception of leads returned due to duplication or inventory concerns, 100% of the lead returns are phoned by our Dealix Quality Team, who personally speak to each consumer to validate their information and confirm they are actively in the market for a vehicle.

For additional information on the Dealix Quality Pledge™ and Hassle Free Lead Return™, please contact your Dealix representative or call (877) 791-2074.