What do Clients Receive?

- **What do clients get with Priority Prospects?**
  With Priority Prospects, clients receive a daily email of scored leads, as well as a downloadable report of all the identified (unscored) leads. The scored leads represent the top 10% of all of our scores. The score indicates the percent of likelihood to buy in the next year. The higher the likelihood, the sooner they should buy, especially if there are high page views.
- **How often do clients receive lead scoring emails?**
  Clients will receive a daily email with their scored leads. The Client Success Manager will work with the Client to adjust delivery settings, if appropriate.
- **Is there a minimum month commitment?**
  There is a 3-month minimum commitment. Requests for less than that should be discussed and approved through standard approval process PRIOR to making any commitments to the client.
- **Does Priority Prospects require a data subscription?**
  No, Priority Prospects is a stand-alone product but is also a great lead-in for upselling to a data subscription.
- **Does the client pay for the initial set-up/start getting bills right away?**
  No, the first month is free. Billing will begin during the next normal billing cycle.
- **Is there still a 2-week wait time for delivery like there was with WebID?**
  No. Clients will receive emails within a day of set-up, though scored leads may not appear until up to 2 days after code is loaded on the client site.
- **Are clients charged only for new (unique) scored leads each month?**
  Yes, only unique deliveries count towards a client's monthly allotment of scored leads.
- **What if they see duplicate scored leads on different days?**
  Duplicate scored visitors do not count towards a client's monthly allotted scored leads. The leads are documented, as it is valuable information to know these prospects are repeatedly visiting a client's website.
- **What if a client's business shows up as a scored lead?**
  In the unlikely event that this occurs, it will not count towards their scored lead allotment.
- **What if a client makes the minimum buy of 30 scored leads for $1,050, but only gets 25?**
  They are purchasing up to 10 leads, so the cost per lead becomes slightly higher. Scored leads which are not delivered do not get rolled over to the next month.
- **How will they know they've exceeded their 30 scored leads?**
  Once they have received their maximum number of scored leads, they will only receive the raw data.
- **How much lead volume can a client expect and with what frequency?**
  Every dealer is different -- they may get their scored leads over one month or one day. Once a client has exceeded their monthly scored allotment, we'll keep sending updates on who has visited their site, but the visitors won't be scored unless the client purchases more scored leads.
- **Once a client has hit their 30 scored leads allotment, will they receive a summary report?**
  This is planned for a future release, but for now, you can ask your CSM to help you with this.

- **How far away are we from being able to provide weekly or monthly summaries of scored leads?**
  This is in the roadmap, but an exact time has not been determined.
- **What if they're a current WebID client?**
  Current WebID subscribers have been transitioned to Priority Prospects and are receiving the first month at the base model, up to 30 scored leads, at their original rate. Pricing will be grandfathered until December 2019.
- **Will the daily "top leads" always be a set number or could that number be more one day and less another day?**
  It will vary.
- **Will the "full report" continue to add each day's leads as you go through the month? Then at the start of a new month, start at zero again?**
  There are five different reports in the download, and they include reports for trailing 8 days and trailing 31 days.
- **Are the number of "leads" that a client gets based on the "top leads" received each day or what is listed in all of the leads in the "full report"?**
  The scored leads are presented until the "up to x leads" purchased is filled. These are based on the previous days visits. The count is based on unique DUNS delivered in the period, so even if a company repeats in the scored leads, that just means that they were on the site again AND are high-scoring. The client will only be "charged" for that lead once per 30 days.
- **How much traffic would they need to have to their site to get to the 30-40 leads and still have good leads?**
  This will depend on the quality and quantity of traffic to the client's website. On average, we are seeing about 1 scored lead per every 100 page views.

Pricing

- **How much does Priority Prospects cost?**
  The minimum subscription is $1,050 per month for up to 30 scored leads and a downloadable report of the identified leads.
- **What if a client wants more leads?**
  Clients may upgrade their package at any time by contacting Client Success or your sales representative. They can also upgrade online via the upgrade link.
- **How is pricing determined?**
  Number of maximum scored leads x $35 (available only in increments of up to 10).
  Up to 30 = $1,050
  Up to 40 = $1,400
  Up to 50 = $1,750
  Up to 60 = $2,100
  Up to 70 = $2,450
- **Can my client sign up for a long-term subscription at a reduced price?**
  There is not currently a set discount for this, but a subscription plan option will be reviewed in the future.
- **Would we honor pricing on WebID proposals presented in 4Q '18?**
  Pricing will be honored for the sales validity period of 30 days.
- **How is the cost of Priority Prospects factored into a digital campaign contract?**
  T&C for Priority Prospects must be signed by the client, even if their cost is factored in from the digital contract. It will just reflect $0 and when the order is in, your notes should state the amount of internal allocation so that we bill correctly.

Scoring

- **What are some of the key things that factor into the lead scoring algorithm?**
  There are hundreds of variables which go into our algorithms but the top variables you may be concerned with are firmographics, purchase history, and recency/frequency.
- **How do we get to the scores?**
  A lot of analysis goes into this, but essentially, we've looked at all purchasing history from 2012 and ranked them by volume. If a buyer is in the top 10% of our buyers, we predict their likelihood to buy, then convert that to percentages.
- **What does the top 10% of all our scores really mean?**
  The leads that are scored are among the top 10% in our database. Even a score of 25% still means that of the highest 10%, the lead still has 25% chance to buy within the next year. If this is a lower score but high page views or multiple visits, then they are likely in the market now.
- **Is there a minimum threshold for our lead scoring?**
  All of the leads delivered are from our top 10% of buyers. For RDBI, we deliver leads for anyone over 15% chance likelihood to buy (1 in 6). For EDA, we deliver leads for anyone over 20% chance likelihood to buy (1 in 5).
- **How do we score if we don't have data on someone?**
  We use the same predictive model but just look at D&B firmographic characteristics: Industry, size, revenue, even geography, all inform our standard predictive model. While EDA or RDBI history often increases predictive values, the firmographics on their own are highly predictive.
- **What if a client asks for just the highest scored leads (e.g., can I just get those over 50%)?**
  All of the leads that are presented are from among the top 10% of our buyers, so even leads with a lower likelihood to buy are still very qualified leads, especially if they are repeat visitors to a client's website or they have a high number of page views. At this time, we are not able to customize the leads being delivered based on that preference, although that is planned for a future release.
- **Is lead scoring tailored to each industry?**
  Yes, right now it is for Trucking, CE and Ag. We will do OE and MT next, and then others.
- **Will I be copied on my client's reports?**
  Please specify on the initial opportunity if you want to be copied. This is not automatic.
- **On our algorithm, how far back do we go on the scoring?**
  The product uses machine learning based on five years of data and validated against an additional year not included in the sample data set. Beyond that, it's a proprietary model.

Targeted Industries & Ideal Targets

- **What audiences are the best fit for this iteration of Priority Prospects and what audiences are not?**
  As far as vertical markets, Ag, CE and Trucking are currently the best target audiences. Other verticals are in development and should be available within the first quarter. By segment, the focus is on smaller dealers. Large dealers, OEM, and Ancillary segments should be avoided at this time.
- **Why should we avoid large dealers, OEMs and ancillary?**
  These segments have more special needs as far as how many leads they receive and how manageable the data will be for them. In future development, we plan to incorporate sales territory filters for ease of distribution of these leads within the companies.

Use of Sales Incentives

- **Can I use my 20% discretionary discount on Priority Prospects?**
  Yes, as long as you are above the $1,050 minimum per month. Any special exceptions should be discussed and approved through standard approval process PRIOR to making any commitments to the client.
- **Can I just throw in a few extra scored leads for my prospect to entice them to buy?**
  Yes. This is the same as discounting, and fine if it is within your 20%. Otherwise it should be discussed and approved through standard approval process PRIOR to making any commitments to the client.

Other

- **How can I sell Priority Prospects at this price if I couldn't sell WebID at $425?**
  Priority Prospects is set up on a cost per lead basis. Your sales pitch should focus on the problems Priority Prospects solves, with the most time spent on blueprinting. Would you pay $x for a lead that's qualified? Every dealership needs more leads and RR has resources for each industry, as well as partnerships that can get their equipment in front of qualified buyers. This allows you to position with familiar performance-based pricing, since the results are outcome-oriented.
- **What is needed in the CRM opportunity when I enter it?**
  In addition to the fields you would normally enter, the lead comments section should specify which industry, whether it should be set up in RDBI or EDA platform, the maximum number of leads to be provided, in increments of 10, the domain to be tracked, and who the report recipients are (including yourself if you want to receive their reports).
- **What if I submit an opportunity for lead increments not in intervals of 10?**
  The sales admins will automatically round up to the next increment of 10 and apply the appropriate price for that level.
- **What is turn/ turn over?**
  This refers to inventory. Turn is number of times in a year that you sell your inventory. 3 turns of 20 means you sell 60/ year.
- **What is DOH/ DOL?**
  Days on hand/ days on lot. This refers to the immediacy of the turnover.
- **If Facebook is a component of a client's digital campaign, is Priority Prospects the right tool?**
  Conversions via Facebook wind up with masked IP addresses. As a result, almost all of the Facebook traffic we track shows up in Priority Prospects as "Facebook," not the actual prospect engaging with the campaign. This is just the way that Facebook handles traffic within their apps and their advertising platforms. Therefore, it's recommended to move that spending to something like IP targeting over Priority Prospects.
- **What does integration with sales force look like down the road?**
  CRM integration is on the roadmap for 2019, likely starting development during the summer with a fall deployment. We'd be happy to chat with our customers about what exactly "integration" means to them, but at this time we haven't yet scheduled use case discovery.