

OVERVIEW

The RESPONSE lead management tool allows specialists to manage interactions with new customers throughout the sales process and maintain contact with current customers. Features include: customer relationship management, ability to respond to internet sales leads, showroom traffic and phone up logging, customer email communication, and customer interaction tracking.

WHAT DOES RESPONSE INCLUDE?

LEAD MANAGEMENT

- Single, secure lead receiving application
- Lead inbox with process tracking
- Customer touch point automation
- Automatically merge duplicate leads
- Email auto-response functionality
- Track walk-ins
- View customer comments and appended data
- Search for leads by prospect detail, lead source, date and time
- Round-robin lead distribution or configurable lead assignment rules

EMAIL

- Fully featured email client
- Customizable HTML emails
- Bulk email filtering and targeting
- Image asset manager

USER MANAGEMENT

- Configure the store as a single user or as manager with direct reports
- Manage dealership users
- Automatically or manually reassign leads

SUPPORT

- Embedded support and help documents
- Phone and email help desk
- Optimized for mobile devices

CALENDAR

- Full calendar functionality and appointment tracking
- User-specific task management and activity tracking

REPORTING

- Detailed managerial reporting for performance measurement
- View reports on web or via Excel export

PERSONALIZATION

- Configure names, addresses, phone numbers, and emails
- Fully editable user signature

PRICING & PACKAGES

\$123/MO*
2-Seat License

\$164/MO*
5-Seat License

\$206/MO*
10-Seat License

\$309/MO*
15-Seat License

*50% discount during promotional period from 4/15/2025 – 4/1/2026

*Promotional price requires dealer subscription term through 3/31/2026

Retail price goes into effect 4/1/2026

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Mercury Marine Lead Management Program Support Team
Phone: 888-494-6793 | Email: leads@mercurydealerdigital.com