Lead Management – Third Party Leads

With over 90% of customers shopping exclusively in the third-party automotive space, the Nissan Third-Party Lead Program connects dealers with new Nissan sales opportunities.

Program Requirements:
Dealers enrolled in the Third-Party Leads Program receive 100% of leads within their Primary Marketing Area (PMA), plus additional leads outside their PMA in increments of five, with an adjustable five-mile radius.

Both the non-PMA lead cap and radius are set at enrollment and can be adjusted by the Dealer Principal, Executive Manager, or General Manager as needed:

- Non-PMA Lead Cap: 5 to 999,999 additional leads per month
- Non-PMA Radius: 5 to 100 miles from the dealership, adjustable in five-mile increments

The actual number of third-party leads received each month will vary based on customer demand in the area.

Billing & Lead Cost:
Dealers are billed monthly through Nissan's Parts Statement for all successfully delivered third-party leads from the previous month.

- Price per lead: $18
- Excluded from billing: Duplicate leads, invalid leads, and leads approved for credit through the Lead Credit Request Process
- Taxes: Applicable tax rates vary by state and may be added to the total charge

Cancellation Policy:
Dealers do have the right to enroll and unenroll at their discretion, however, a cancellation policy applies, as outlined below:

- Dealerships requesting to unenroll before or on the 10th of the month will officially be unenrolled at the end of that month.
    - Example: If a dealership requests to unenroll on January 3rd, the dealership will continue to receive and pay for TPLs until January 31st.
- Dealerships that request to unenroll from after the 10th of the month will officially be unenrolled at the end of the following month.
    - Example: If a dealership requests to unenroll on January 11th, the dealership will continue to receive and pay for TPLs until February 28th.

To update your enrollment in the Third Party leads Program, or to update your non-PMA lead cap or non-PMA radius, please submit a Lead Settings Request by following the click path outlined below.

- Lead Settings Request must be submitted by and/or confirmed by a Dealer Principal, Executive Manager, or General Manager.
- NNA Net → My Links → Dealer Operations → ELMS - Enterprise Lead Management System (NABR) → External Tools, Dealer Tools (pop-up blockers must be disabled, as this will open in a new tab) → Lead Settings → Fill out your contact information (Dealer Contact, Dealer Title, Dealer Phone Number, Dealer Email Address) → Make wanted update → Click Submit → Once processed, the dealer contact will receive a confirmation email

If you have any inquiries pertaining to the different ELMS programs that are offered, please reach out to the Nissan General Support team at (833) 215-7463 or via email at info@nissandigitalprogram.com.