

Instant Responses Turn into Instant Results

Today's consumer expects
immediate engagement

What we know...

Speed sells. Customers choose the businesses that respond first, yet many companies take too long—losing opportunities to faster competitors. A quick follow-up can be the difference between a conversion and a lost lead. In today's fast-paced world, timely responses aren't just expected—they're essential.

A 2024 Foureyes survey revealed that 65% of dealers failed to respond to a sales lead within 24 hours—and many took several days or even more than a week to follow up.*

Log into TraderTraxx to review and respond to your leads from Boatmart at **dealers.traderinteractive.com/leads**

78%

Of consumers purchase from the first company to respond

8X

Conversion rates are 8 times higher in the first five minutes

115%

Increase in Boatmart leads YoY - Don't miss a single one!



BoatMart