



# Near real-time lead assignment to dealers made possible with SMS Gateway



4-week  
time to market



20,000 leads  
delivered  
monthly



Opt-out rate  
less than 0.15%

## This Canadian recreational vehicle retailer

specializes in products for snow, water, asphalt, dirt, and air. Their products are distributed to dealers globally where customers can interact and purchase directly.



## The client's goal

was to notify the correct, certified dealer with leads based on events in real time. This required delivering 20,000 leads each month to a network of over 1000 dealers in North America with SMS support in English, French & Spanish.

## Munvo leveraged SMS Gateway

templates for real-time callouts from events while relying on SMS Gateway feedback loops to identify follow-up and re-allocation of leads.



## Dynamic messaging templates were leveraged

to support language variations by client preference and handled transformation of complex events without any modification in their current tech stack, via a serverless framework.

## Results

Munvo's solution combined the retailer's tech stack and Munvo Labs' SMS Gateway to offer a leads notification service. The client was able to provide dealers with rich lead information including intent data previously unavailable.



reduced lead  
notification data latency



opt-out rates



leads delivered each  
month