

Overview

Top right menu buttons allow for support and toggle from EN/FR. Buttons available on all pages

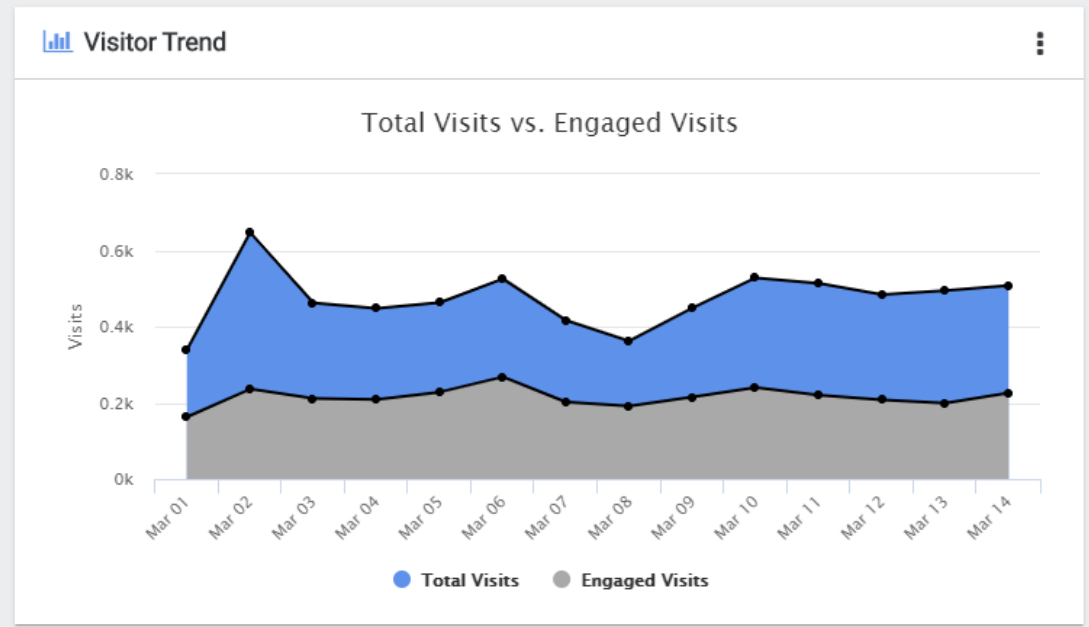
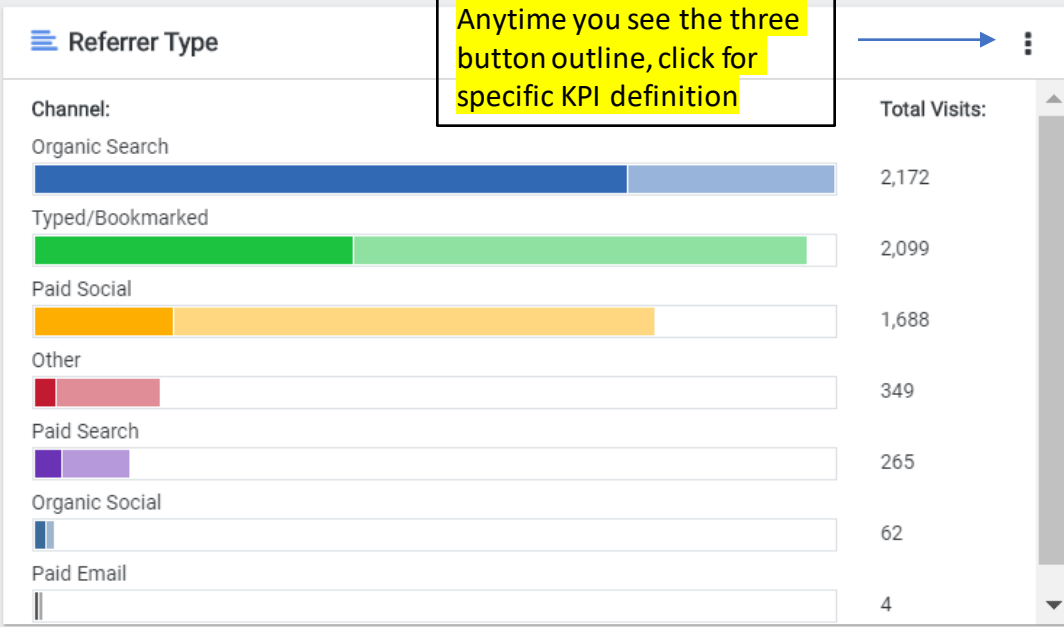
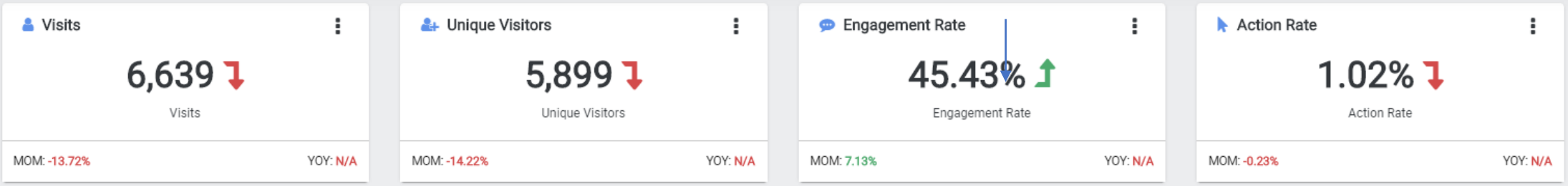
Will Conroy Support Language Log Out

Billboard KPIs give high level overview of monthly targets

Date: March 2020

Filter by date

Anytime you see the three button outline, click for specific KPI definition



Overview Continued

Referrer area shows where your website traffic is coming from specifically and the metrics behind the data

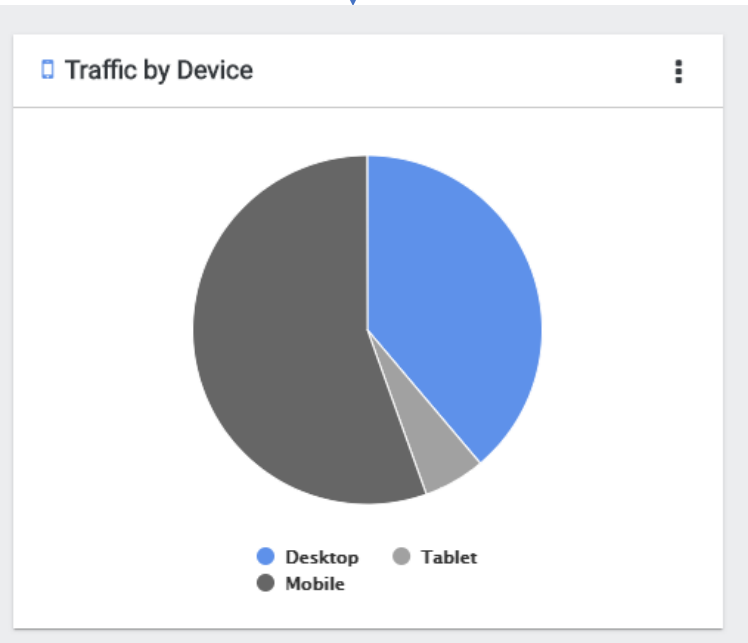
Total Breakdown of traffic and where it's going

Anytime you see the three button outline, click for specific KPI definition

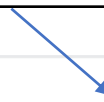
Referrer Quality	Visits	VDPs	Engagement Rate	Bounce Rate	Sales Service Other Bounces
None	2,373 ↓	2,382 ↑	42.27% ↑	51.37% ↓	
Facebook	1,615 ↓	2,231 ↓	23.28% ↑	76.97% ↓	
Google	2,004 ↓	1,996 ↓	71.51% ↑	20.56% ↓	
Other	432 ↓	235 ↑	14.81% ↑	82.87% ↓	
Bing	104 ↓	191 ↑	80.77% ↑	14.42% ↓	
Instagram	49 ↑	69 ↑	26.53% ↓	71.43% ↑	
Yahoo!	42 ↑	30 ↑	71.43% ↔	21.43% ↓	
DuckDuckGo	11 ↓	15 ↑	81.82% ↑	9.09% ↑	
Amazon	3 ↑	3 ↑	0.00% ↔	100.00% ↔	

Overview Continued

Traffic by device shows breakout of desktop, mobile and tablet summary



KPIs showing detailed inventory and aftersales views



Dealer Performance						Default	⋮
	Page Views	New VDPs	Used VDPs	Service Views	Engagement Rat		
Dealer 123	22,277	4,919	1,556	134	45%		

Filter by date

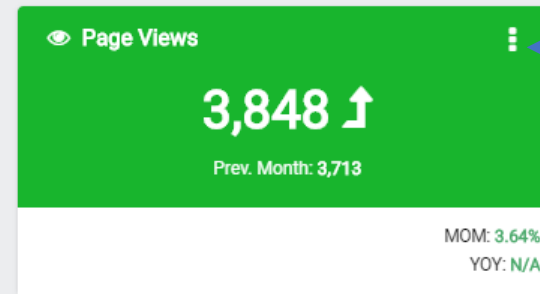
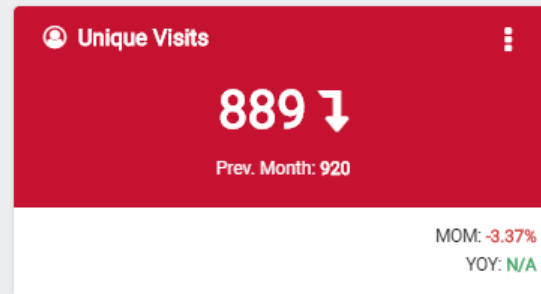
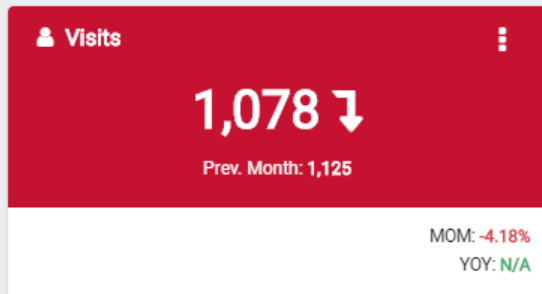


Scorecard

Red highlighted indicates DOWNWARD trend MoM

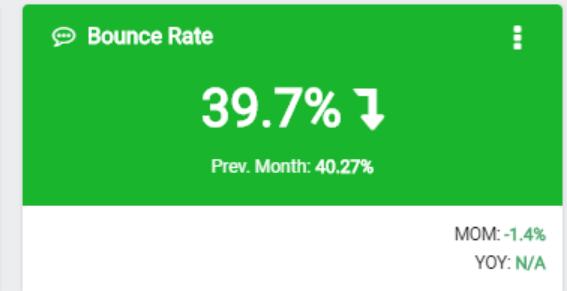
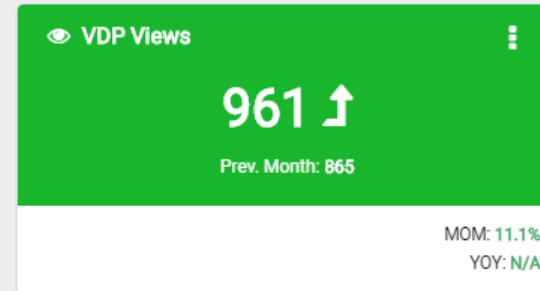
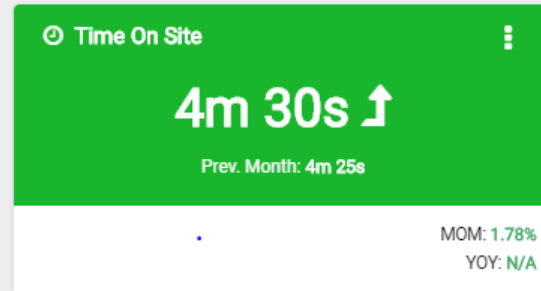
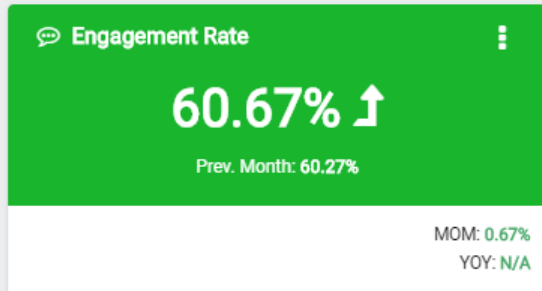
Green highlighted indicates UPWARD trend MoM

Volume



Anytime you see the three button outline, click for specific KPI definition

Engagement



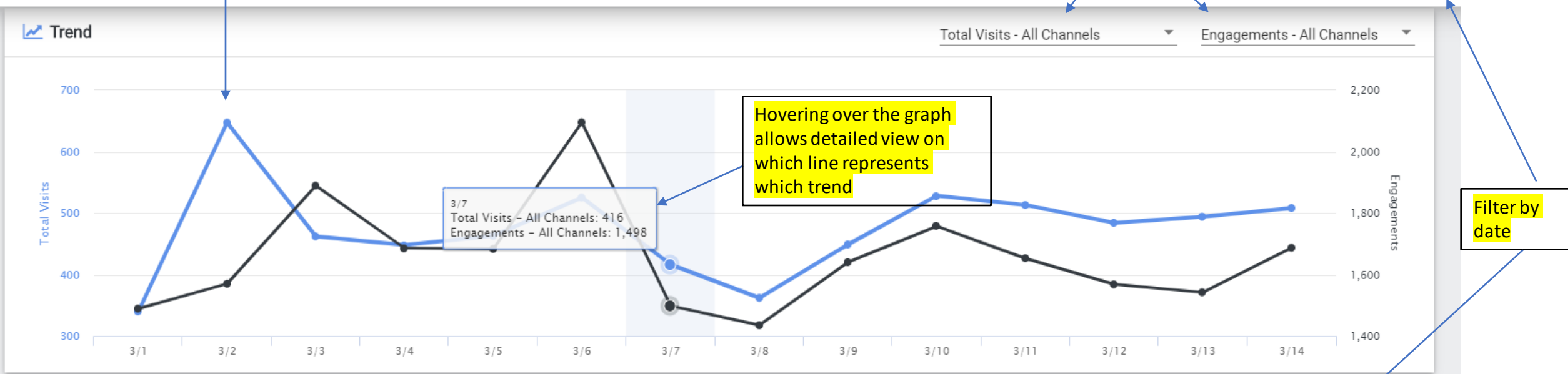
No YoY metrics yet since the Dealer Digital Solution launched in October 2019

Referrer

Line trends are differentiated by color so you know which metric you're viewing

Dropdowns allow for comparison of metrics within graph

Date: Current Month



Hovering over the graph allows detailed view on which line represents which trend

Filter by date

Summary Data

Default

Referrer Channel	Daily Unique Visits	Website Visits	Total Page Views	Time On Site	Engagements	Engagement Rate	Actions	Action Rate
▶ Organic Search	2,043	2,172	11,456	4m 23s	14,148	74.03%	49	1.61%
▶ Typed/Bookmarked	1,597	2,099	6,880	5m 1s	6,608	41.11%	34	
▶ Paid Social	1,603	1,688	2,623	2m	1,461	22.33%	3	
▶ Other	333	349	615	2m 12s	371	17.19%	2	0.57%

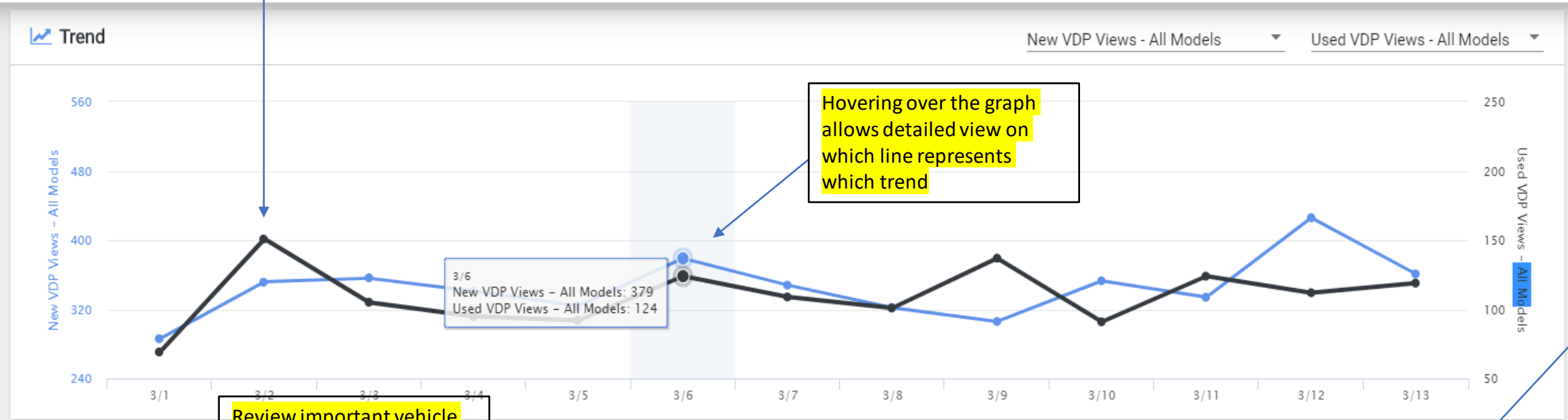
Anytime you see the three button outline, click for specific KPI definition

Vehicle

Line trends are differentiated by color so you know which metric you're viewing

Dropdowns allow for comparison of metrics within graph

Date:
Current Month



Hovering over the graph allows detailed view on which line represents which trend

Filter by date

Review important vehicle page metrics down to the model nameplate

Summary Data

Default

Vehicle Model	New VDP Views	Used VDP Views	CPO VDP Views	Other VDP Views	Total VDP Views
ACADIA	272	92	9	0	373
ATS	0	2	5	0	7
CAMARO	0	0	13	0	13
CANYON	186	63	0	0	249

Anytime you see the three button outline, click for specific KPI definition