

DEALER DIGITAL SOLUTION



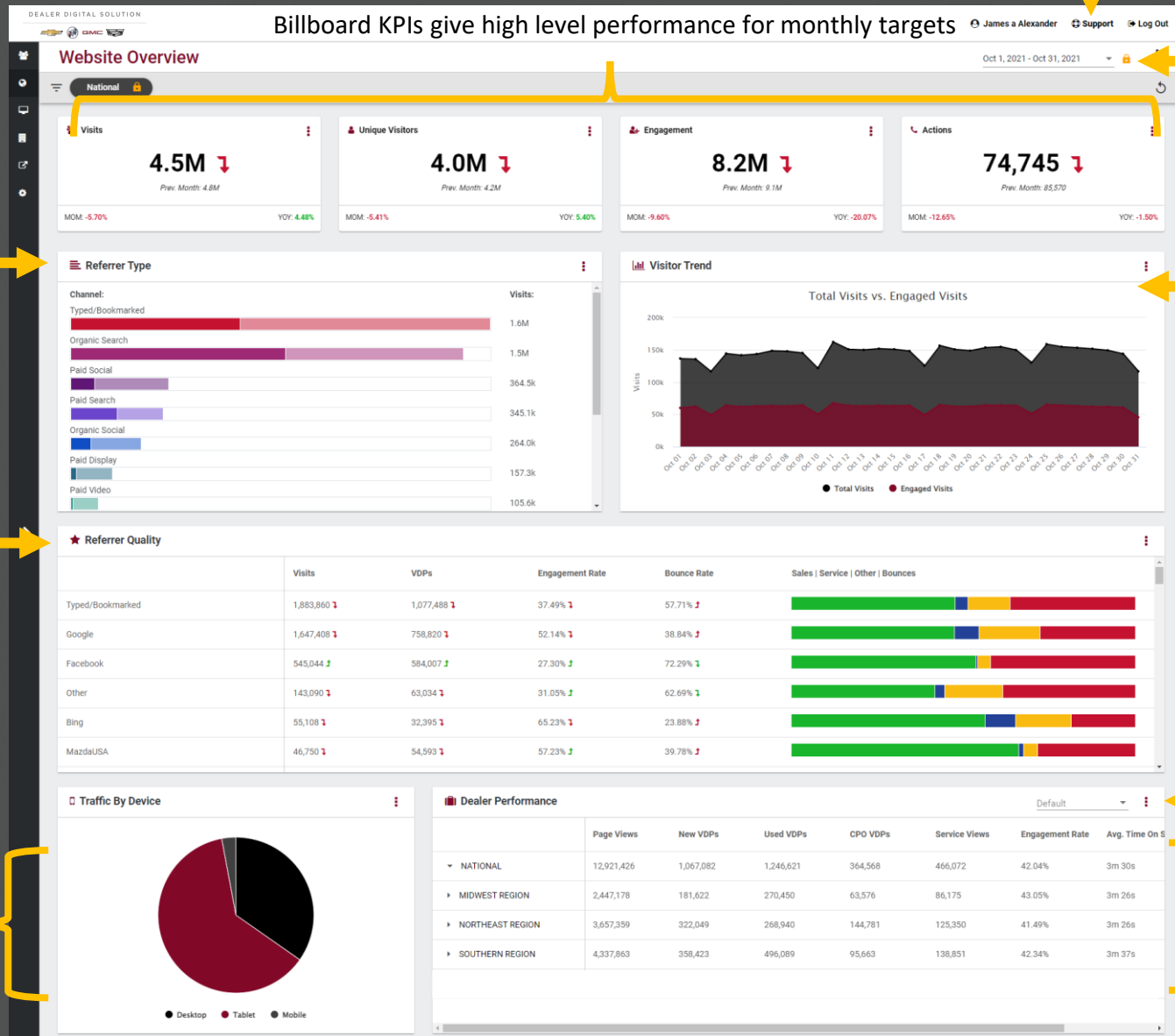
Analytics Dashboard – Dealer Overview

Website Overview

Support button accessible across all reports

Billboard KPIs give high level performance for monthly targets

James a Alexander Support Log Out



Filter by date

Trended Traffic

Referrer Type indicates the category of where your website visits come from

Referrer Quality Performance – shows which sites customers are coming from before they land on the dealer website & high-level performance

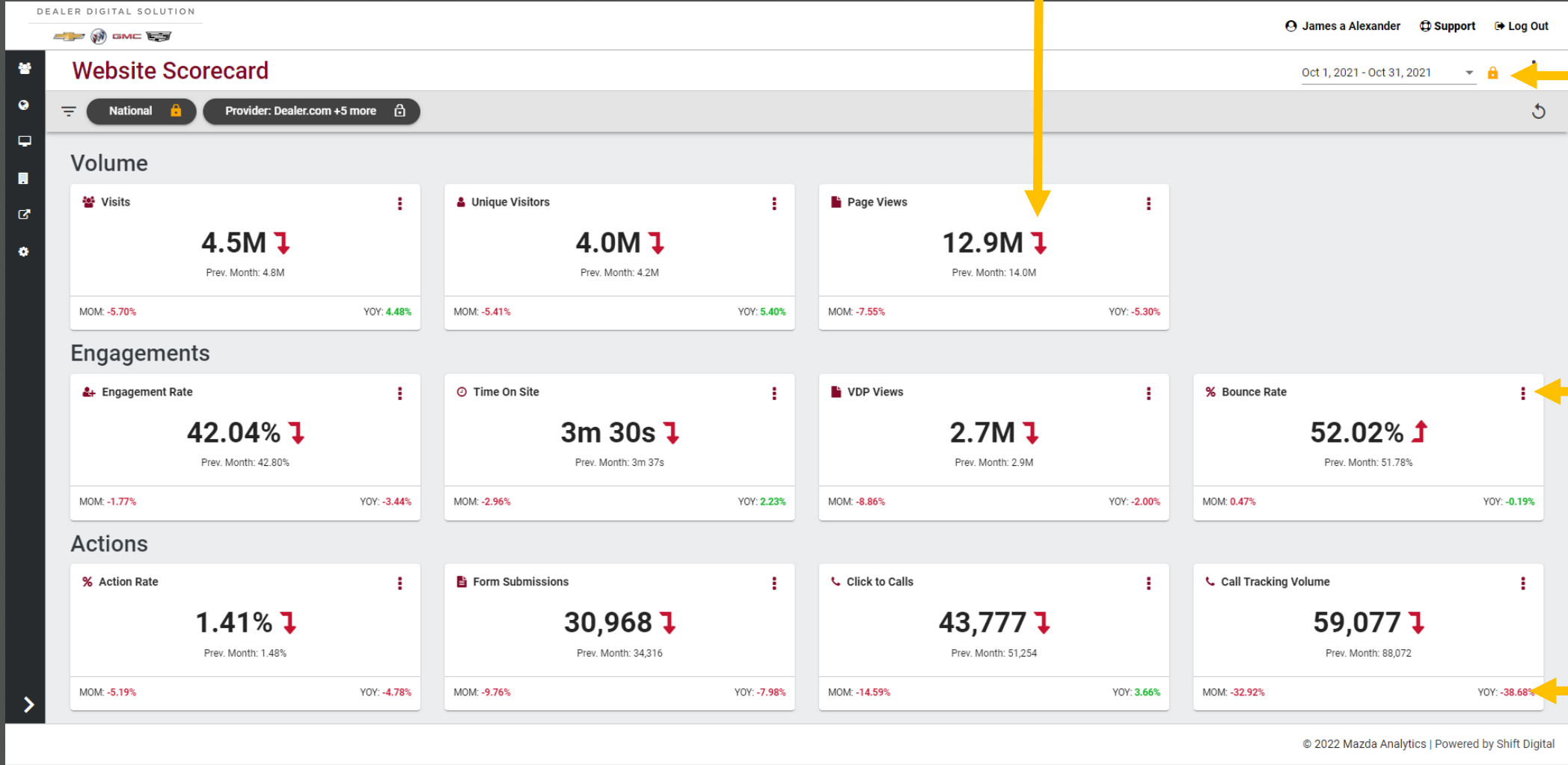
Filter to MOM or YOY and view definitions

View benchmark performance by Nation, Region, District

View traffic by device type – desktop, mobile, tablet

Website Scorecard

Red arrows will indicate negative MOM performance, green arrows will indicate positive MOM performance

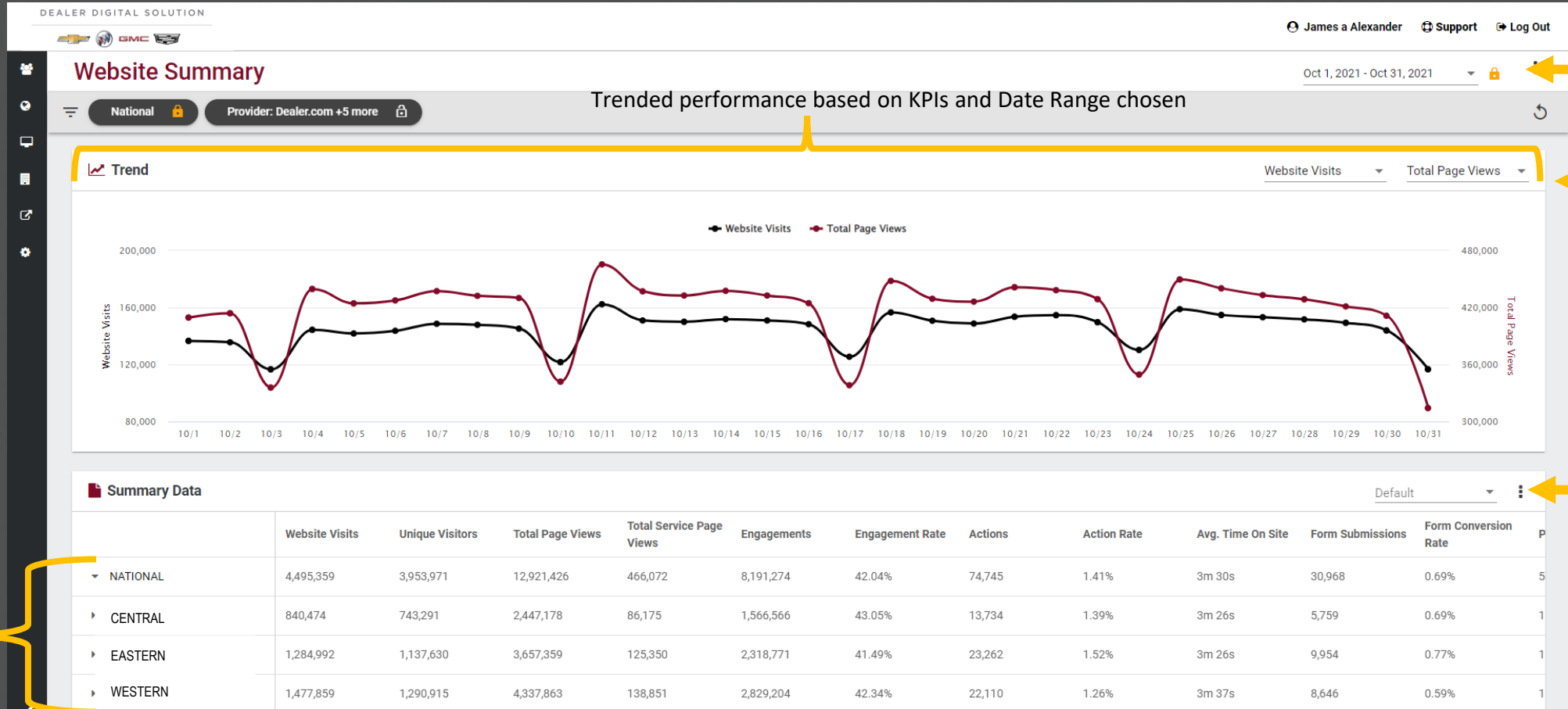


Filter by date

Ellipses (three dots) will show KPI definitions

MOM and YOY performance reported

Website Summary



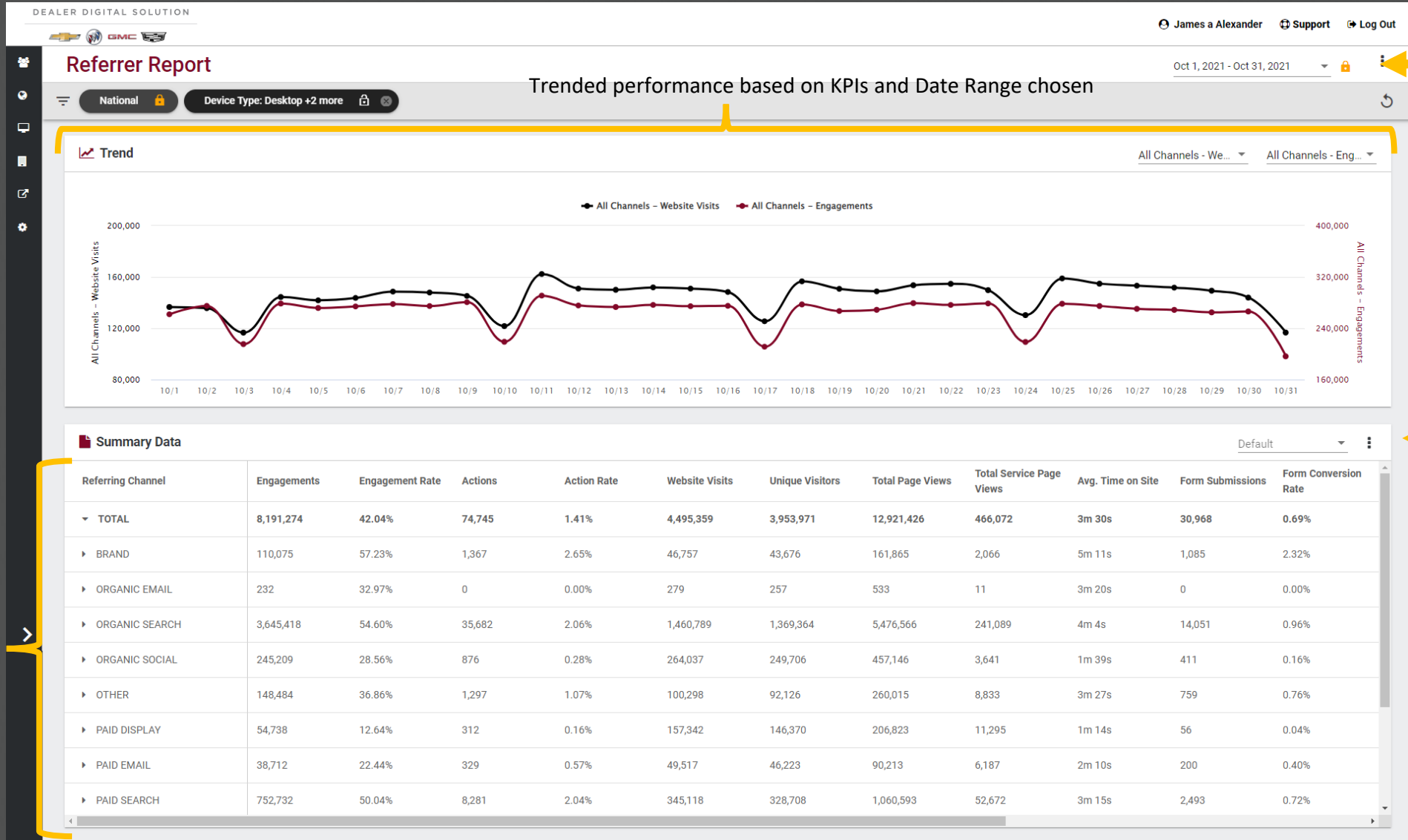
Filter by date

Toggle to show different KPIs on graph

Toggle to show MOM, YOY or Trended data and view definitions

View benchmark performance by Nation, Region, District

Website Referrer Report



View performance by referring category

Expand category to see performance by channel

Website Vehicle Report

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Vehicle Summary

Custom Sep 1, 2021 - Sep 12, 2021

National Provider: Dealer.com +5 more

Trended performance based on KPIs and Date Range chosen

Trend

Summary Data

| Vehicle Model | New VDP Views | CPO VDP Views | Used VDP Views | Total VDP Views | New VLP Views | CPO VLP Views | Used VLP Views | Other VLP Views | Mixed VLP Views | Total VLP Views |
|---------------|---------------|---------------|----------------|-----------------|---------------|---------------|----------------|-----------------|-----------------|-----------------|
| TOTAL | 488,711 | 135,352 | 50,495 | 674,558 | 132,910 | 2,895 | 2,662 | 5,350 | 11,443 | 155,260 |
| CHEVROLET | 3,702 | 11,130 | 3,755 | 18,587 | 3,127 | 69 | 117 | 114 | 215 | 3,642 |
| BLAZER | 85,838 | 6,612 | 2,343 | 94,793 | 19,357 | 80 | 37 | 1,022 | 887 | 21,383 |
| BOLT EUV | 236,295 | 79,067 | 28,756 | 344,118 | 78,502 | 2,261 | 1,845 | 2,891 | 8,208 | 93,707 |
| BOLT EV | 67,740 | 17,564 | 6,259 | 91,563 | 15,193 | 285 | 281 | 636 | 1,130 | 17,525 |
| CAMARO | 19,677 | 2,939 | 1,541 | 24,157 | 1,870 | 23 | 56 | 187 | 103 | 2,239 |
| COLORADO | 11,715 | 4,176 | 1,578 | 17,469 | 1,579 | 48 | 108 | 193 | 80 | 2,008 |
| CORVETTE | 32,733 | 9,507 | 4,368 | 46,608 | 6,914 | 102 | 174 | 161 | 499 | 7,850 |
| EQUINOX | 14,025 | 1,815 | 879 | 16,719 | 3,230 | 14 | 17 | 95 | 167 | 3,523 |

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Filter by date

Toggle to show different KPIs on graph

Toggle to show MOM, YOY or Trended data and view definitions

View performance by model

Expand to see model performance by year

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Questions? Please contact the GMDC Dealer Support Team:
[800-655-2594](tel:800-655-2594) | info@gmdealerdigital.ca