# DEALER DIGITAL SOLUTION (DDS) ANALYTICS DASHBOARD

DEALER DIGITAL SOLUTION

## Product Overview—Dealers

INSIGHT

# OVERVIEW

- The GM Canada DDS Analytics Dashboard aggregates website traffic data and trends along with digital advertising metrics, for dealers enrolled in these DDS Programs.  The data is organized at Dealer, district, regional and national levels, to provide transparency across all levels of the GM Canada business.

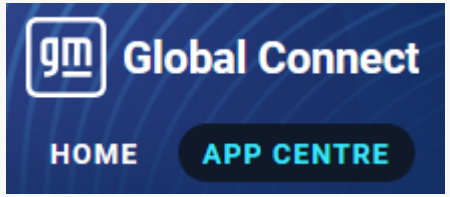
- The GM Canada Insight Analytics Dashboard is a cloud-based reporting tool that aggregates all GM Canada DDS program components into a single interface. This industry-leading dashboard is easy to use, focuses on key data points that impact your performance and creates a single viewpoint of your digital footprint.

# Logging In

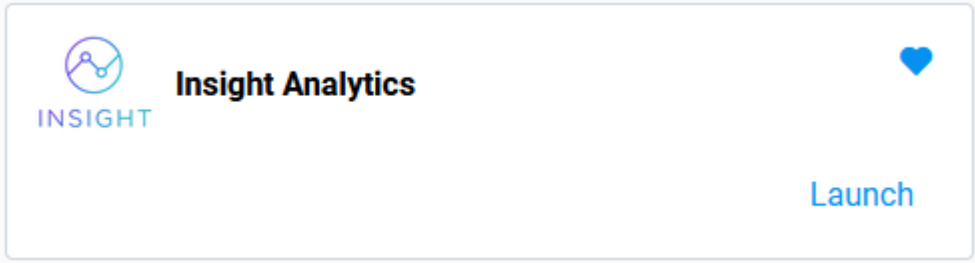
## Insight Analytics is now accessed via Global Connect.

To Enter Insight Analytics:

1. Click “App Center”




2. Select “Insight Analytics”



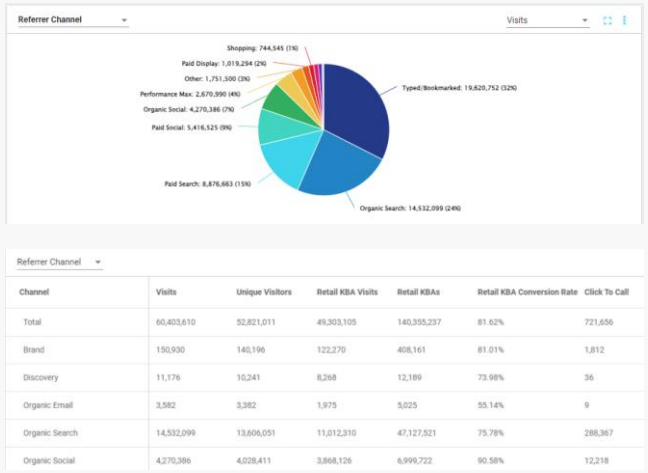

***If you have any issues accessing the Global Connect portal—please contact Dealer systems Support:**

**Telephone:** 1.800.265.0573

**Email:** dealersupport@gm.com

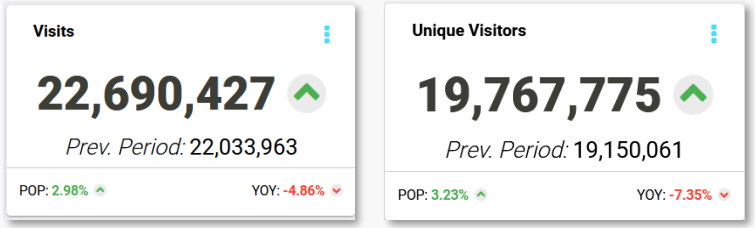
# FEATURES

# LOOK & FEEL




## Referral Section

Analyze the traffic being directed to the website to determine opportunities and/or adjustments in marketing spend toward the most valuable traffic sources.




## Billboards

Quickly see how your key indicators are performing MoM, YoY, and Previous MTD.

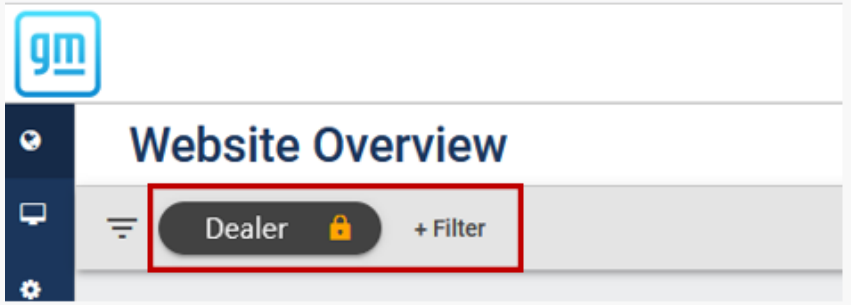
## Trends

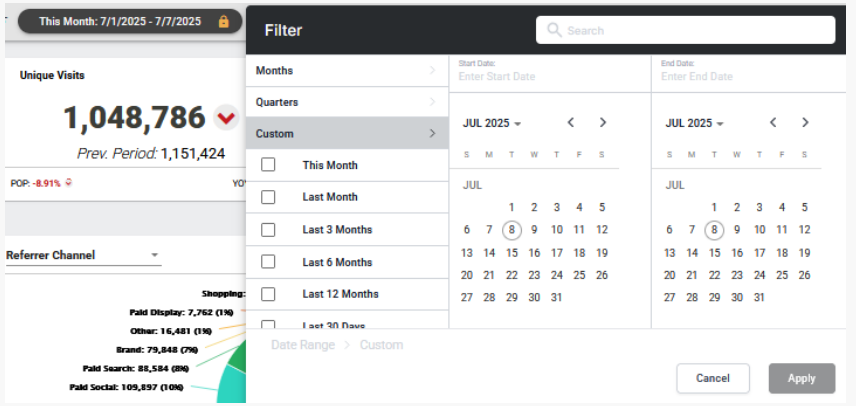
Data visualization options and trend report are included on Overview sections.

# FUNCTIONALITY

The DDS Dashboard incorporates several levels of functionality to assist with reporting needs. A few highlights include sticky filters, help text for all reports, filtering, and export to Excel capability.

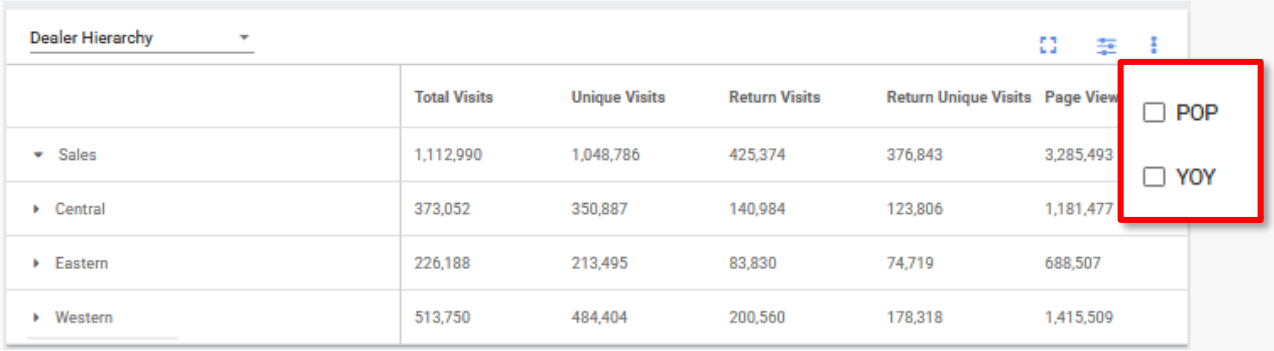
- Sticky Filters
  - You're able to lock key filters that will follow you across reporting
    - **Date:** Filter to predefined custom ranges
    - **Brand:** Filter to GM or Cadillac
    - **Channel:** Filter to referrer channel(s) such as "Organic Social"
    - **Supplier:** Filter to specific website supplier(s)
    - **Device Type:** Filter by device type.
- Enhanced Filtering Options + Filter
  - You can add additional filters to select reports



# FUNCTIONALITY

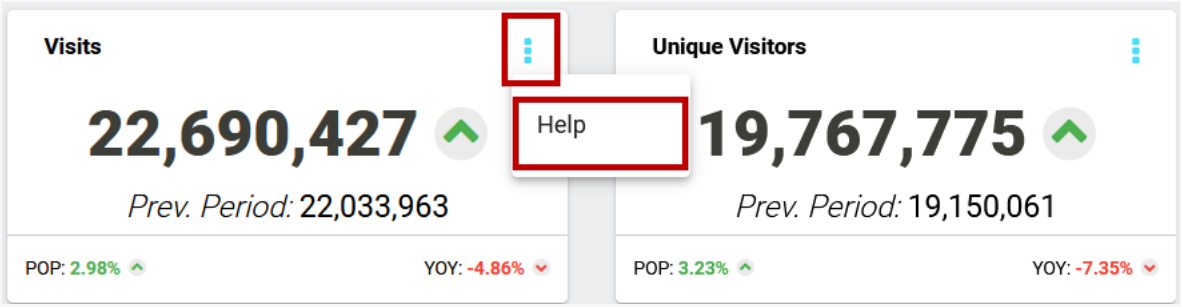
- POP Default
  - View how metrics are performing Period over Period
- YOY Default
  - Offers a year over year comparison within reporting




- Trend Reporting Trend
  - Understand how metrics are performing over time
- Excel Reports
  - Export your Summary Data tables to Excel to perform your own analysis
  - “Export All” allows you to export every row in the data table without having to expand each grouping

# FUNCTIONALITY

- Help Text
  - Clicking the “Help” symbol in the top-right of any section will bring up a detailed description of the current report along with a definition of metrics

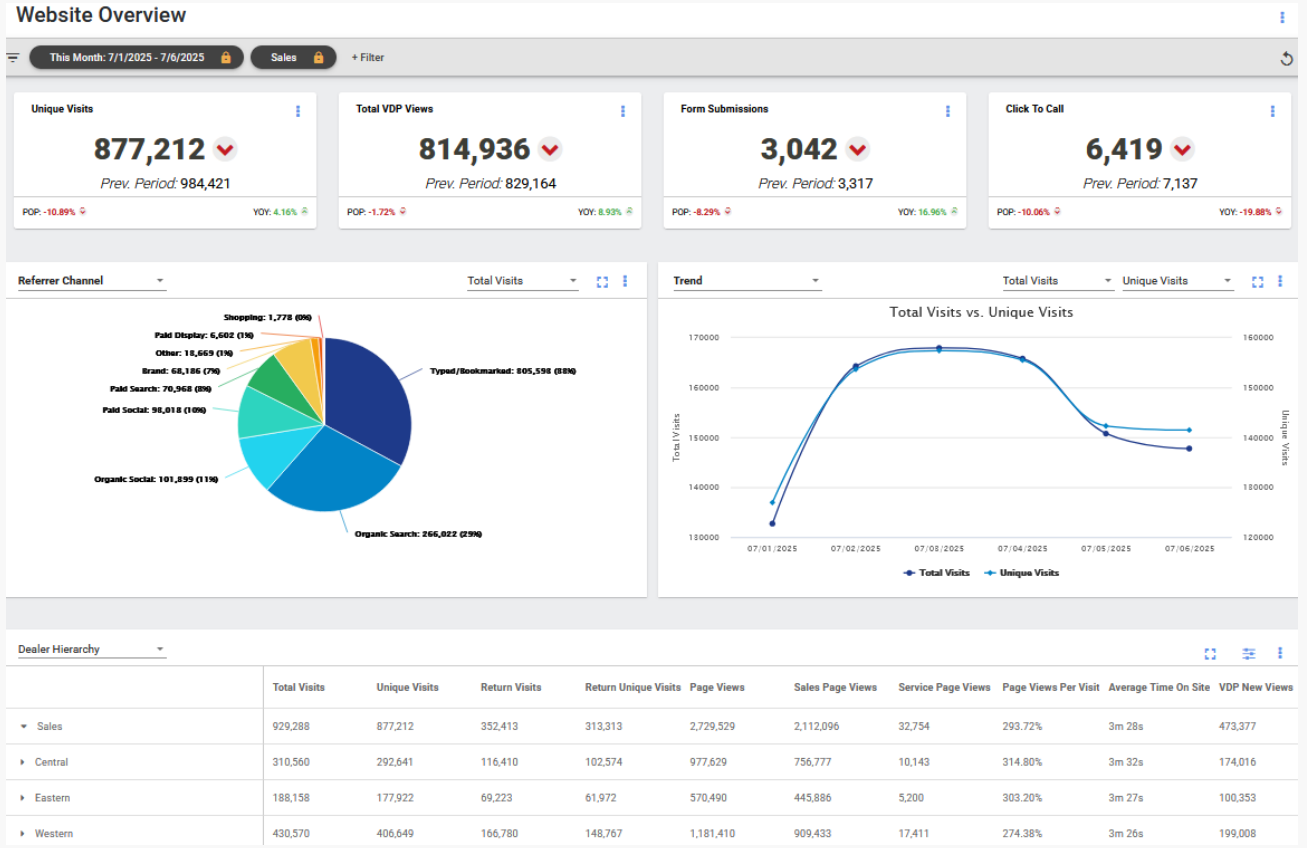


# WEBSITE REPORTING

# WEBSITE REPORTING

The Website reporting section provides a view of a dealer's website performance for several different key indicators. You can access your website performance metrics in the Website section of Insight Analytics.

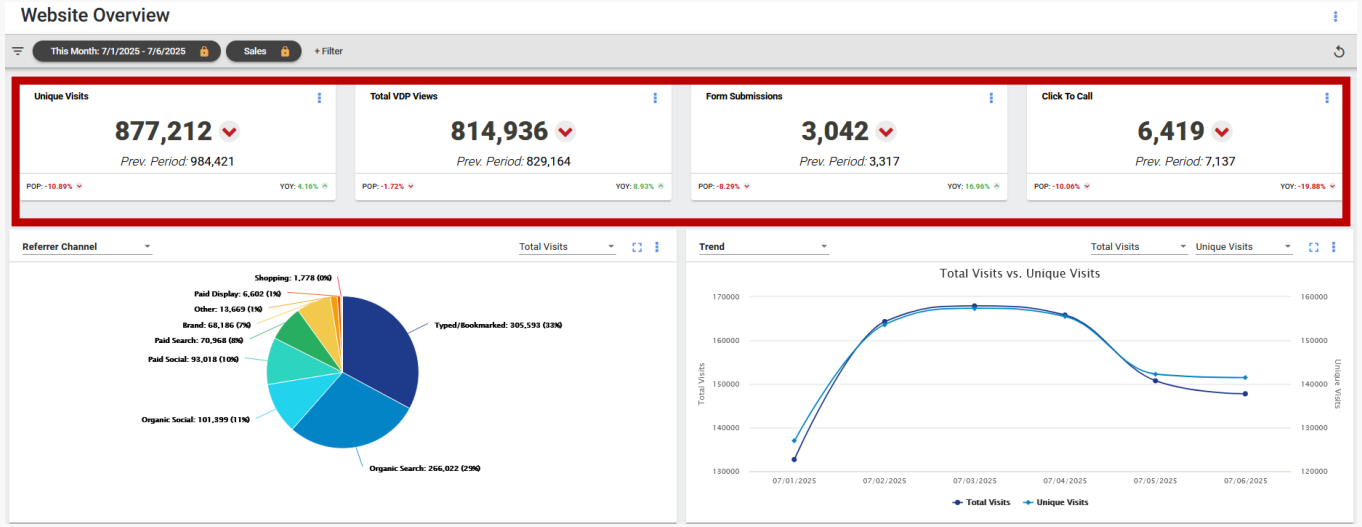
Retailers can leverage website reporting to analyze the traffic being directed to the website, adjust in marketing spend towards most valuable traffic sources, and see their relative performance compared to national, regional and market specific benchmarks.



# WEBSITE OVERVIEW – BILLBOARDS

The billboards in the Website Overview give users the ability to view the overall performance of the Website Program.

- Up Arrow – Key metric is trending higher at this point of time versus previous month
- Down Arrow – Key metric is trending lower at this point of time versus previous month
- Prev. Period – Total of the metric measured up to the current point in time last month
- POP & YOY – Percentage changes are MTD comparisons, to the prior period (POP) and the same period last year (YOY)




## How can I use this section of the report?

Get a birds-eye view of website performance including Key Indicators, traffic mix, and source quality.

# WEBSITE OVERVIEW – SUMMARY TABLES

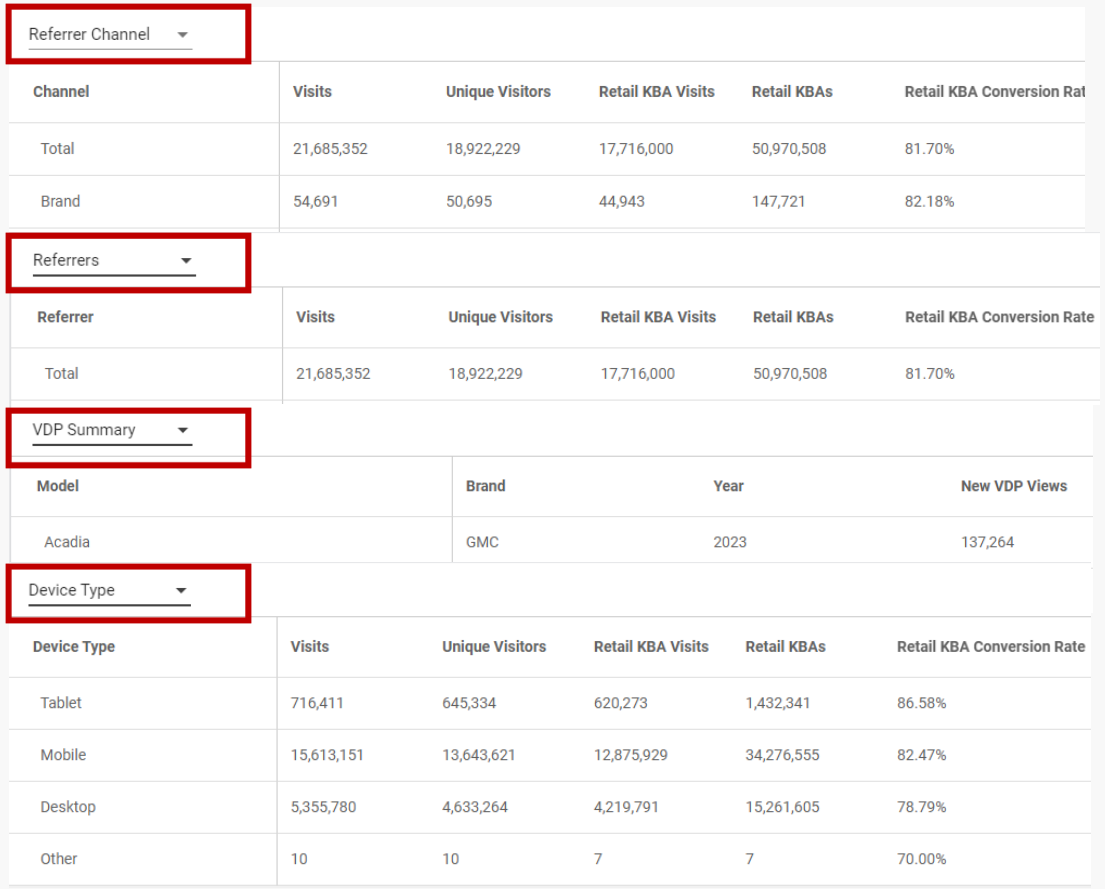
The Summary Tables in the Website Overview report provides a view of Dealer website performance for a specified timeframe through various key indicators. It can be used to help identify areas for improvement.

## How can I use this report?

View over-time performance of a variety of website metrics and see how fluctuations in one metric can impact another. The default view for the report is a daily trend for the current month. The report can be filtered to a certain period, located in the top right of the dashboard. Further filters are available in the top left of the page.

## What tables are included in the Summary tables?

- Referrer Channel
- Referrers
- VDP Summary
- Device Type



Referrer Channel

| Channel | Visits | Unique Visitors | Retail KBA Visits | Retail KBAs | Retail KBA Conversion Rat |
|---|---|---|---|---|---|
| Total | 21,685,352 | 18,922,229 | 17,716,000 | 50,970,508 | 81.70% |
| Brand | 54,691 | 50,695 | 44,943 | 147,721 | 82.18% |

Referrers

| Referrer | Visits | Unique Visitors | Retail KBA Visits | Retail KBAs | Retail KBA Conversion Rate |
|---|---|---|---|---|---|
| Total | 21,685,352 | 18,922,229 | 17,716,000 | 50,970,508 | 81.70% |

VDP Summary

| Model | Brand | Year | New VDP Views |
|---|---|---|---|
| Acadia | GMC | 2023 | 137,264 |

Device Type

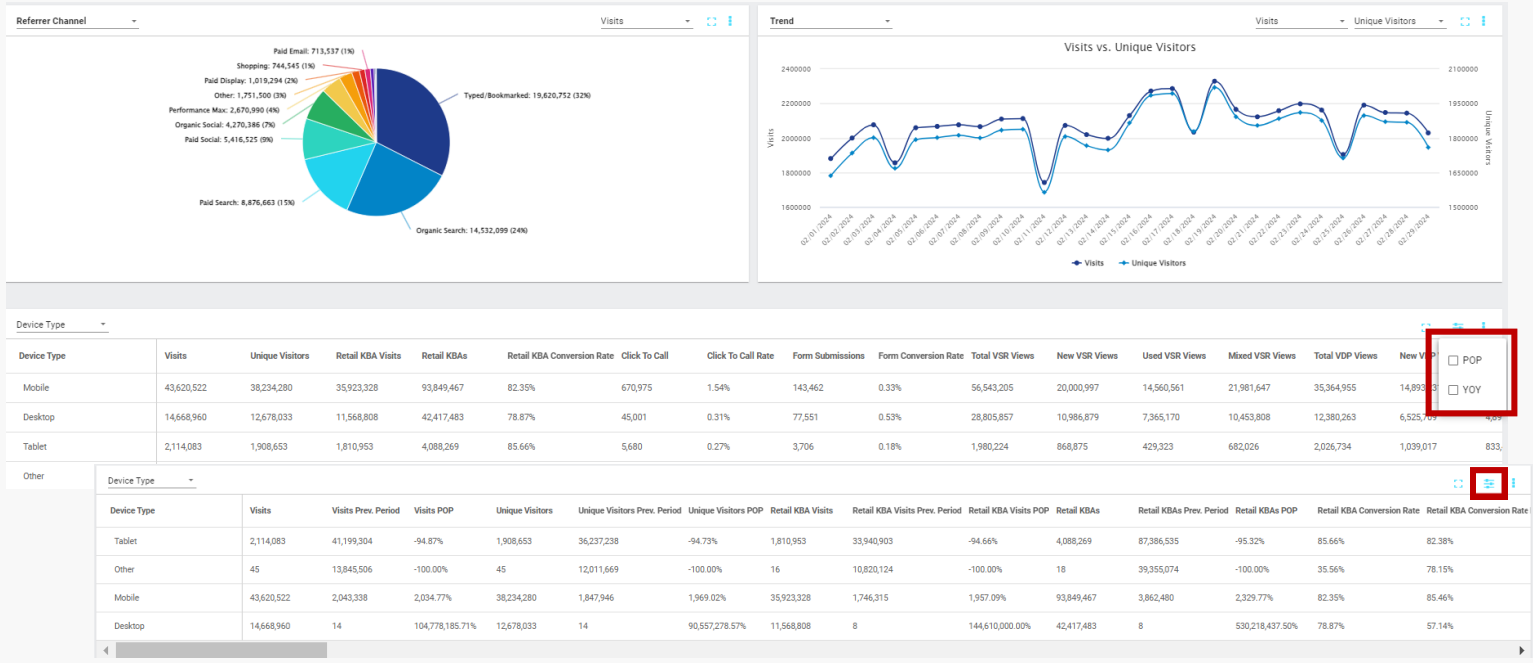
| Device Type | Visits | Unique Visitors | Retail KBA Visits | Retail KBAs | Retail KBA Conversion Rate |
|---|---|---|---|---|---|
| Tablet | 716,411 | 645,334 | 620,273 | 1,432,341 | 86.58% |
| Mobile | 15,613,151 | 13,643,621 | 12,875,929 | 34,276,555 | 82.47% |
| Desktop | 5,355,780 | 4,633,264 | 4,219,791 | 15,261,605 | 78.79% |
| Other | 10 | 10 | 7 | 7 | 70.00% |

# WEBSITE SUMMARY SECTION– PoP EXAMPLE

The Website Summary section provides a view of retailer website performance for a specified timeframe through various key indicators.

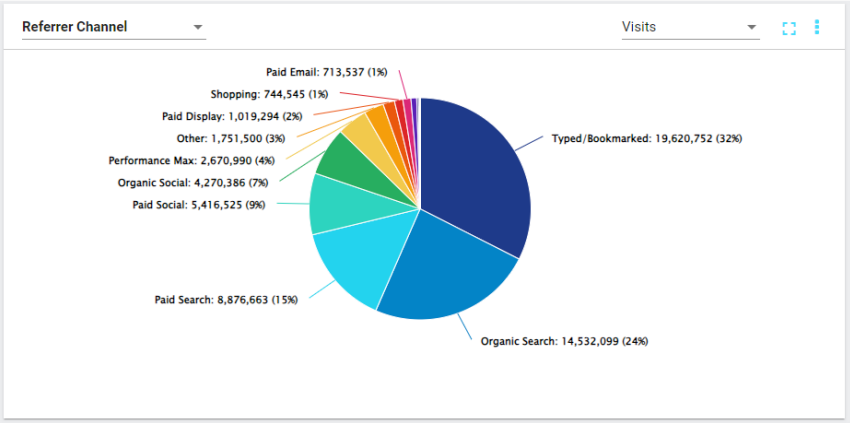
## What is the POP Filter?

The Period Over Period (POP) filter is a way to view over-time performance of a variety of website metrics and see how fluctuations in one metric can impact another. The default view for the report is a daily trend for the current month. The report can be filtered to view POP, located in the “Default” dropdown of the dashboard.



# WEBSITE SUMMARY SECTION – PoP EXAMPLE

Once the POP filter has been selected, additional columns will be present in the Retailer Summary section. These columns include Total POP along with a POP percentage compared to the current timeframe selected. The full list of comparative key indicators are included in the glossary slides.



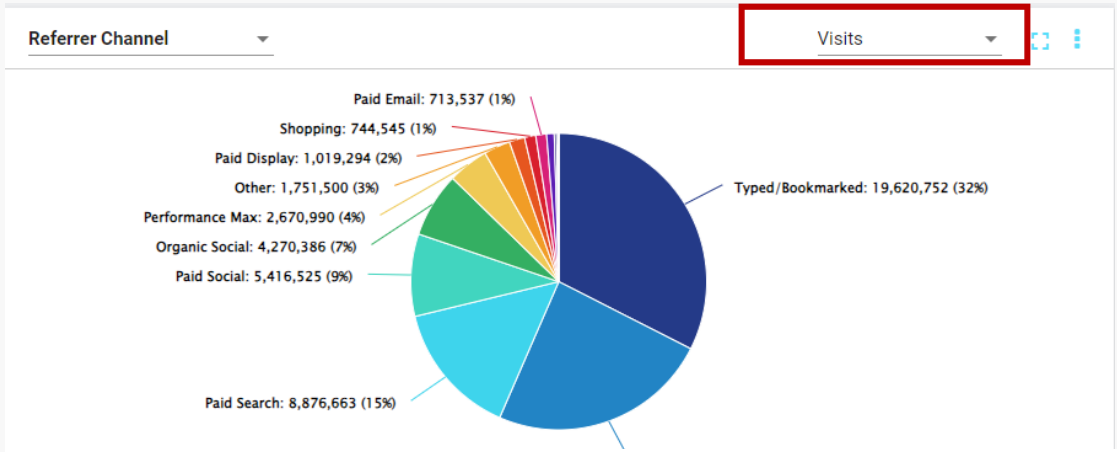
Device Type

| Device Type | Visits | Visits Prev. Period | Visits POP | Unique Visitors | Unique Visitors Prev. Period | Unique Visitors POP | Retail KBA Visits | Retail KBA Visits Prev. Period | Retail KBA Visits POP | Retail KBAs | Retail KBA |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Desktop | 14,668,960 | 41,199,304 | -64.40% | 12,678,033 | 36,237,238 | -65.01% | 11,568,808 | 33,940,903 | -65.91% | 42,417,483 | 87,386,53 |
| Mobile | 43,620,522 | 13,845,506 | 215.05% | 38,234,280 | 12,011,669 | 218.31% | 35,923,328 | 10,820,124 | 232.00% | 93,849,467 | 39,355,07 |
| Tablet | 2,114,083 | 2,043,338 | 3.46% | 1,908,653 | 1,847,946 | 3.29% | 1,810,953 | 1,746,315 | 3.70% | 4,088,269 | 3,862,480 |
| Other | 45 | 14 | 221.43% | 45 | 14 | 221.43% | 16 | 8 | 100.00% | 18 | 8 |

# WEBSITE OVERVIEW – REFERRER METRICS

The Referrer Channel and Referrers Data tables provide a summary of activity for referrers generating traffic to retailer websites during the specified timeframe. Utilize the Referrer Channel table for a high-level channel breakout. The Referrer table shows additional granularity into refers located into these channels. These Data tables include all website metrics with the addition of a traffic referral column to define where most of the traffic for your dealership is coming from.

Referrer Channels can be visualized as a pie chart as well. The default KPI is “Visits” but this could be changed to any of the GM Canada KPIs located in the Referrer Summary Data tables.




Referrers

| Referrer | Visits | Unique Visitors | Retail KBA Visits | Retail KBAs | Retail KBA Conversion Rate | Click To Call | Click To Call Rate |
|---|---|---|---|---|---|---|---|
| Total | 60,403,610 | 52,821,011 | 49,303,105 | 140,355,237 | 81.62% | 721,656 | 1.19% |
| ABC | 47 | 46 | 31 | 95 | 65.96% | 0 | 0.00% |
| AMAZON.COM | 400 | 396 | 162 | 229 | 40.50% | 0 | 0.00% |
| AOL | 9,974 | 9,411 | 8,293 | 42,720 | 83.15% | 113 | 1.13% |
| AOL MAIL | 49 | 47 | 39 | 111 | 79.59% | 0 | 0.00% |
| APPLE MAPS | 3 | 3 | 2 | 18 | 66.67% | 0 | 0.00% |
| ASK | 1 | 1 | 0 | 0 | 0.00% | 0 | 0.00% |
| AUTOS24-7.COM | 42 | 42 | 37 | 49 | 88.10% | 1 | 2.38% |
| AUTOTRADER | 239,860 | 223,249 | 202,727 | 628,018 | 84.52% | 2,009 | 0.84% |

# WEBSITE OVERVIEW – VDP SUMMARY

The VDP Summary section of the Website Overview report provides a view of Retailer website performance specific to nameplates for several different key indicators.

## How can I use this section of the report?

View the performance of each nameplate on your lot over time and compare against each other. The VDP Summary Data Table displays VDP View data for the specified period for all GM/Cadillac Models.

## Available Key Indicators

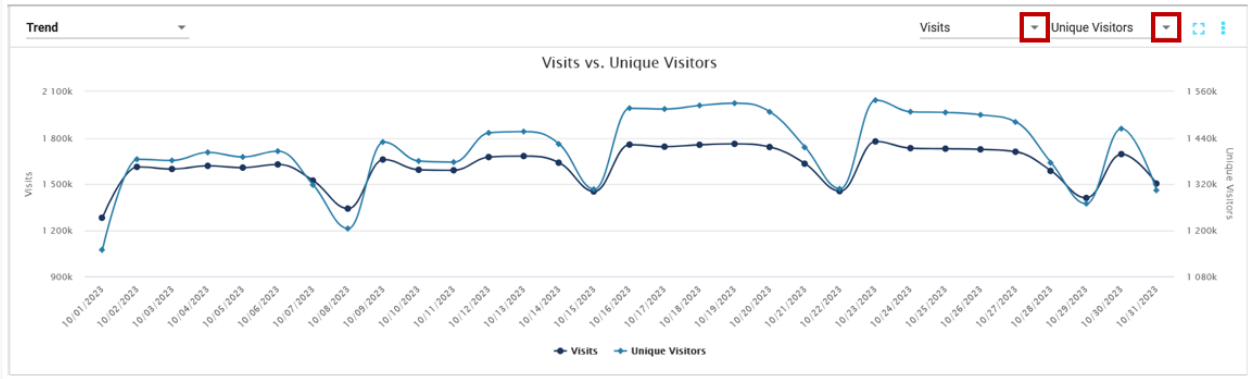
- New VDP Views
- Used VDP Views
- CPO VDP Views
- Total VDP Views

VDP Summary

| Model | Brand | Year | New VDP Views | Used VDP Views | CPO VDP Views |
|---|---|---|---|---|---|
| CT5 | Cadillac | 2022 | 84 | 7,551 | 4,100 |
| CT5 | Cadillac | 2024 | 103,338 | 1,573 | 1,906 |
| CT5 | Cadillac | 2020 | 116 | 27,793 | 24,450 |
| CT5-V | Cadillac | 2022 | 0 | 5,690 | 3,949 |
| CT5-V | Cadillac | 2020 | 14 | 3,146 | 389 |
| CT5-V | Cadillac | 2023 | 6,465 | 5,271 | 9,779 |
| CT5-V | Cadillac | 2021 | 8 | 2,814 | 2,642 |
| CT5-V | Cadillac | 2024 | 84,367 | 469 | 694 |
| CT6 | Cadillac | 2020 | 0 | 3,601 | 5,517 |

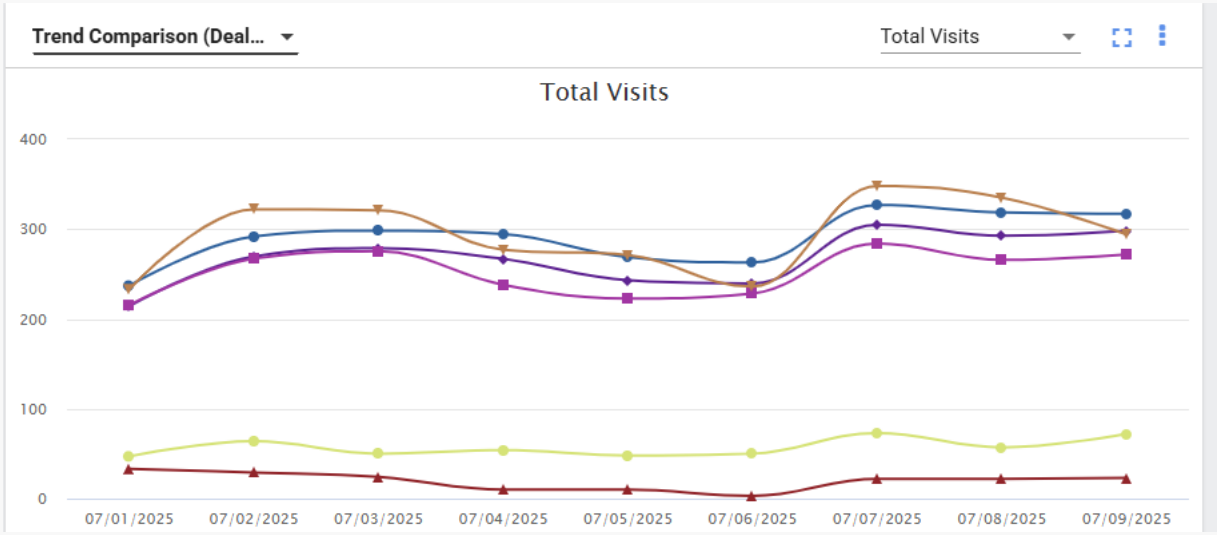
# TREND COMPARISON

Utilize the Trend Chart located within the Website Overview Report to visualize how KPIs have trended for a specific time frame. Customization of metrics included in the Trend Chart is available by clicking the arrow next to the displayed KPI.




## Trend Comparison (Dealer Avg.)

Alternately, you can view trended out hierarchical averages under the Trend Comparison (Dealer Avg.) dropdown located within the other Trend graphs. This will showcase your dealership's metrics vs. hierarchical averages. Customization of metrics included in the Trend Comparison (Dealer Avg.) is available by clicking the arrow next to the displayed KPI.

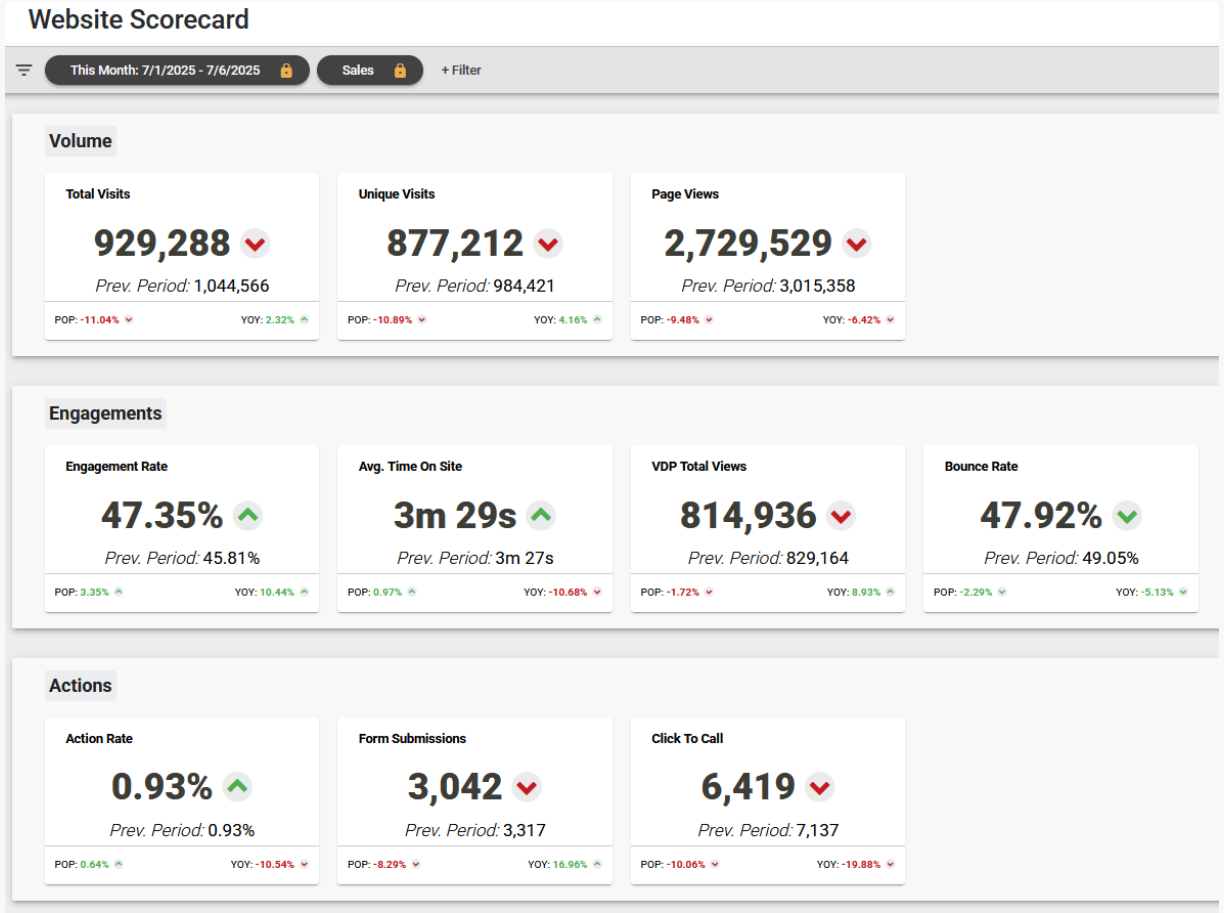


# WEBSITE SCORECARD

# WEBSITE OVERVIEW – VDP SUMMARY

The Website Scorecard provides a quick monthly view of several key performance indicators in the following categories:

- Volume
- Engagement
- Actions
- Conversion Rates



# DIGITAL ADVERTISING REPORTING

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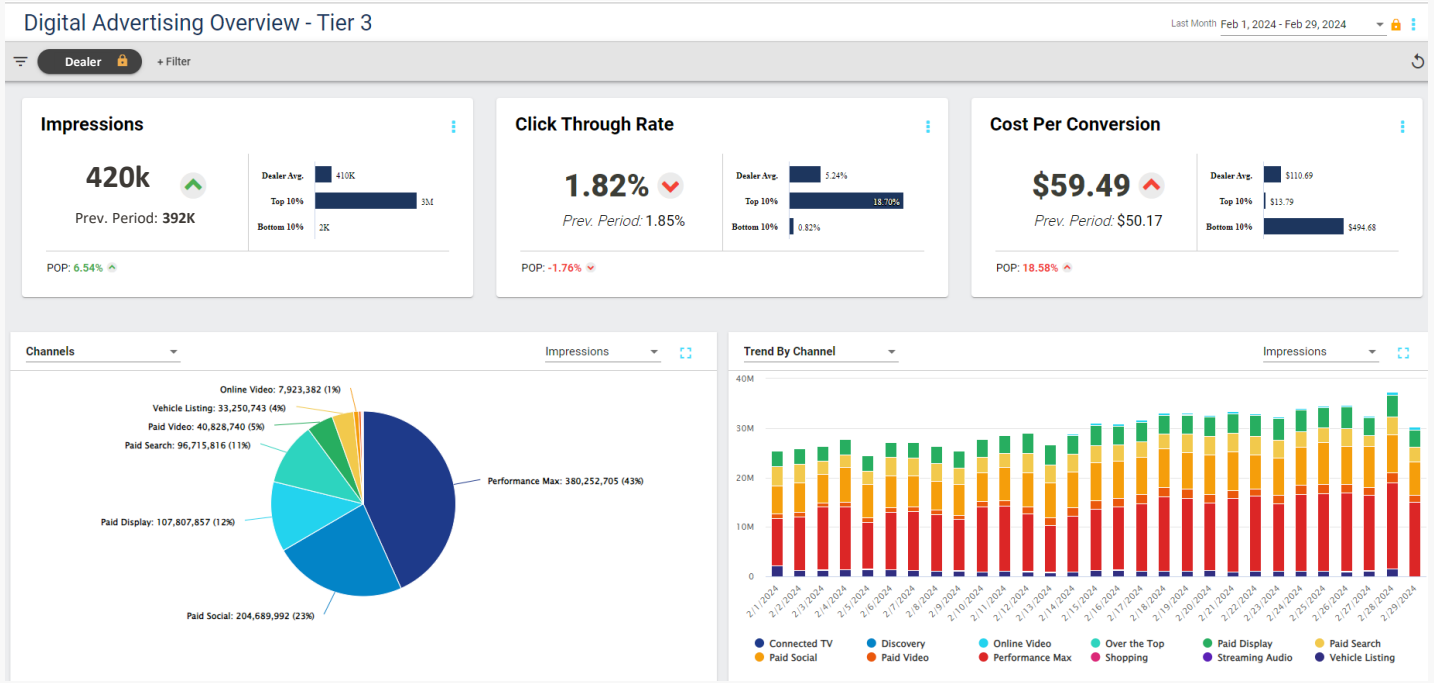
The Digital Advertising reporting section provides a view of dealer's digital advertising performance for several different key indicators. Digital Advertising reports are available for dealers that are enrolled in the GM Canada DDS Program.

Retailers can leverage digital advertising reporting to analyze media mix, adjust in marketing spend towards most valuable advertising channels, and see their relative performance compared to national, regional and market specific benchmarks.

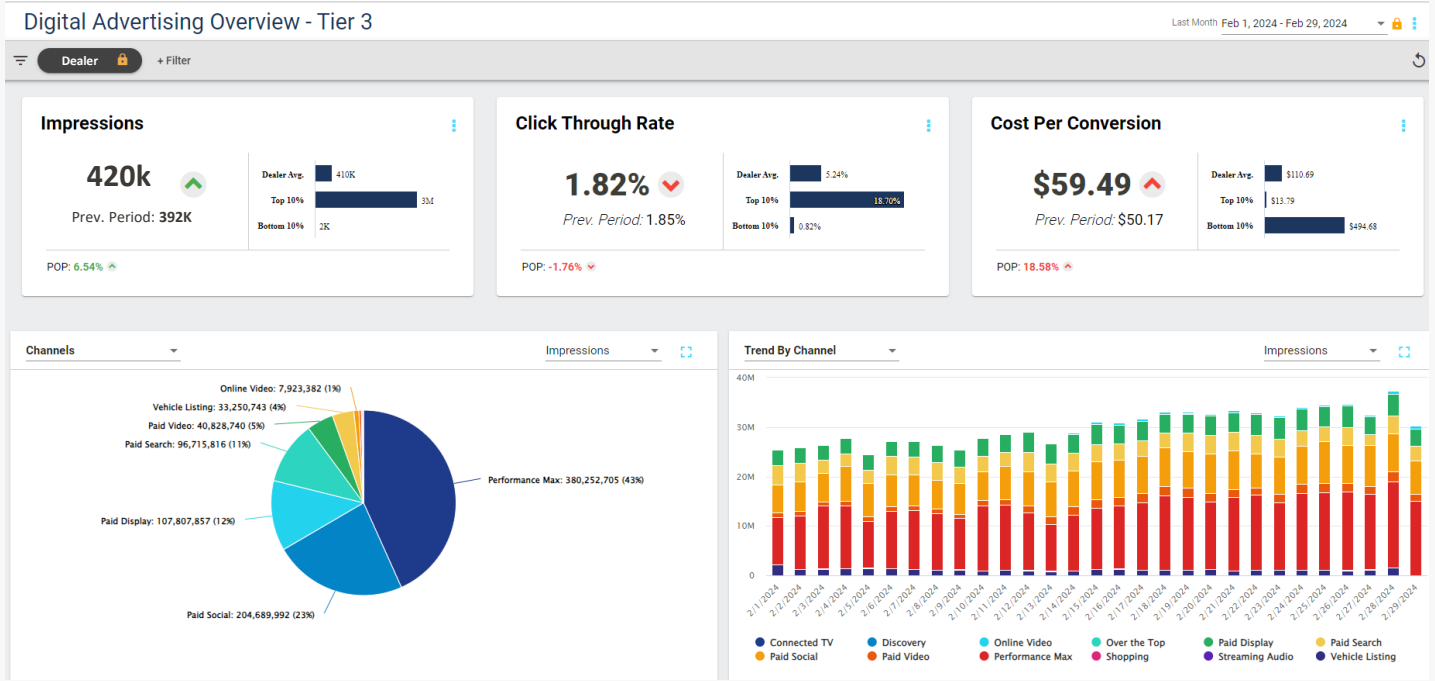



## Reports in Section:

- Digital Advertising Overview

# DIGITAL ADVERTISING OVERVIEW

The Digital Advertising Overview gives users the ability to view the overall performance of their Digital Advertising Initiatives. The Digital Advertising Overview provides a snapshot of your current performance metrics for your dealership for the selected period.




## How can I use this report?

Get a birds-eye view of digital advertising performance including key Indicators, channel mix, and source quality. The billboards at the top of the Dealer Overview page provide a month-over-month calculation for Impressions, Click Through Rate, and Cost Per Conversion.

## What should you expect to see?

- Billboard key indicator reporting
- Trend by Channel
- Dealer Summary

# QUESTIONS?

# Frequently Asked Questions

**Q: Can I get a guided walk-through of my store's Insight Analytics data?**
*A: Yes—the GMDC support team can coordinate an analytics review specific to your location(s): **info@gmdealerdigital.ca***

**Q: Why does my Digital Advertising report contain no data?**
*A: Digital Advertising reporting is only available with a DDS-certified Digital Advertising Partner. If you have recently launched with a partner, data will begin flowing ~72 hours after your campaigns launch.*

**Q: How does Insight Analytics differ from the reporting provided by my website or digital advertising provider?**
*A: Insight Analytics provides unbiased, apples-to-apples reporting which is consistent across providers and follows your dealer code, regardless of provider. Whereas Insight is standardized—each individual provider may have different definitions or calculations for how their data points are calculated as well as metrics for what constitutes success on their respective platforms. This guide provides a breakdown of how each of Insight's metrics are calculated which are also provided in the help text located within the dashboard.*

**Q: I can't access Global connect—how do I get in?**
*A: Please contact Dealer systems Support (DSS) for questions specific to Global Connect Access:*

***Telephone:** 1.800.265.0573*

***Email:** dealersupport@gm.com*

**Q: I manage multiple stores—how can I access reporting for additional stores?**
*A: Please contact Infobox to adjust your access: **info@gmdealerdigital.ca***

# QUESTIONS/SUPPORT

- For further questions, contact your Regional or District Digital Sales Manager, Digital Transformation Manager, or info@gmdealerdigital.ca

# GLOSSARY - WEBSITES

# WEBSITE OVERVIEW– KEY INDICATORS DEFINED (BILLBOARDS + REFERRER QUALITY + VISITOR TREND)

- **Visits –** Refers to the total number of visits to a site within the selected time period.
- **Unique Visitors** – Refers to the total number of distinct individuals, or Unique Visitors, requesting the site for the first time each day for the specified time period.
- **VDPs –** A Vehicle Detail Page View (VDP) is recorded any time a user navigates to a VIN specific vehicle detail page on a dealer's website.
- **Bounce Rate –** Percentage of search related visitors who enter the site and then leave (“bounce”) without viewing other pages on your site.
- **Green up arrow –** Key metric is trending higher at this point of time versus previous month.
- **Red down arrow –** Key metric is trending lower at this point of time versus previous month.

# WEBSITE OVERVIEW– KEY INDICATORS DEFINED (REFFERER)

- **Typed/Bookmarked:** A consumer that typed your dealership user into a browser or returned to your site after previously bookmarking it
- **Organic Search:** Represents referring domains that have been identified as a non-paid Search Engine listing and are also passing a query string parameter when directing visitors to Retailer Web Site(s).
- **Paid Search**: Represents referring domains that have been identified as a paid Search Engine listing (like Google pay per click) and are also passing a query string parameter when directing visitors to Retailer Web Site(s).
- **Paid Social:** Represents referring domains that have been identified as a paid Social Network, like Facebook.
- **Organic Social:** Represents referring domains that have been identified as a non-paid Social Network, like Facebook.
- **Paid Display:** Represents referring domains that have been identified as a paid display advertisement (like Google Ad Network).
- **Shopping**: A Shopping Channel is a third-party website where your inventory is listed. These websites can help you reach new audiences and the potential to sell more cars.
- **Paid Email:** Based on traffic generated from any email marketing campaigns.
- **Third Party Sites:** Based on traffic generated from third party sites like AutoTrader, Cars.com, Edmunds, etc.
- **Brand:** Represents customers that were previously on a Tier 1 GM Canada site (Chevrolet, GMC, Buick, Cadillac), but linked to a retailer's website.
- **Paid Video:** Based on traffic generated from any video marketing campaigns.
- **Discovery:** Based on traffic generated from any Google Discovery campaigns.
- **Organic Email:** Based on email traffic that does not fall under paid email or outside of a campaign.
- **Other:** Includes referring domain(s) that are not identified as a "Social Network", "Search Engine", or "Typed/Bookmarked." Search Engine domains that show up within "Other Web Sites" is commonly originating from various subdomains of the search engine's domain. Frequently, these sites provide more than just search functionality (for example, mail.google.com or autos.yahoo.com). These subdomains do not include a keyword query string and are not categorized as a search engine referrer type. "Other" is a catchall for domains that are not specifically identified in the list.

# WEBSITE OVERVIEW– KEY INDICATORS DEFINED

- **Total Visits:** Total number of visits to a site within the selected period.
- **Unique Visitors:** Refers to the total number of distinct individuals, or Unique Visitors, requesting the site for the first time each day for the specified time period. **Total Page Views:** A Page View is counted for each server call that is sent. This metric represents total instances of Page Views.
- **Time on Site:** Represents the average time spent on site within a visit.
- **Form Submissions:** Generated when a customer interacts with the site to send a request for more information.
- **Form Conversion Rate:** Refers to the number of form leads submitted divided by the total daily visits for the specified period.
- **Click to Calls:** Refers to users using the 'Click to Call' functionality on a Retailer's site.
- **Bounces:** Counts of website visitors that leave the site (‘bounce’) before taking an additional action such as visiting other pages or completing a form submission, or a website visitor that goes to the site and is inactive for 30 minutes.
- **Bounce Rate:** Represents the percentage of website visitors that leave the site before taking an additional action such as visiting other pages or completing a form submission.
- **New VDP Views:** Refers to total number of vehicle search results (VDP) page views for new car inventory.
- **Used VDP Views:** Refers to total number of vehicle search results (VDP) page views for used car inventory.

# WEBSITE OVERVIEW– KEY INDICATORS DEFINED

- **Mixed VDP Views:** Refers to total number of vehicle search results (VDP) page views for mixed car inventory pages (can have multiple types of inventory).
- **New VDP Views:** Refers to total number of vehicle detail page (VDP) views for new car inventory.
- **Used VDP Views:** Refers to total number of vehicle detail page (VDP) views for used/pre-owned car inventory.
- **CPO VDP Views:** Refers to total number of vehicle detail page (VDP) views for certified pre-owned car inventory.
- **Total VDP Views:** Sum of New, Used and Mixed vehicle search results (VDP) page views.
- **Total VDP Views:** Sum of New, Used and CPO vehicle detail page (VDP) views.
- **Engagement:** An engagement is recorded when a user navigates to select pages of interest (dealer specials, national offers page, service specials, vehicle details page) and/or engages with events (offer click, filter search, carousel click, typed search, and coupon click) on a retailer's site.
- **Engagement Rate:** The engagement rate is calculated based on the number of engaged visits divided by the total number of visits to the site.
- **Actions:** Refers to the total number of actions (Click to Calls and Form Submissions) taken on the website within the selected time.
- **Action Rate**: The action rate is calculated based on the number of visits with actions taken by the user divided by the total number of visits to the site.

# WEBSITE REFERRER– KEY INDICATORS DEFINED

- **Brand:** Represents customers that were previously on a Tier 1 GM Canada site (Chevrolet, GM Canada, GM Canada, Buick, or Cadillac), but linked to a retailer's website.
- **Discovery**: Based off traffic from Google Discovery campaigns
- **Organic Email:** Based on email traffic that does not fall under paid email or outside of a campaign.
- **Organic Search:** Represents referring domains that have been identified as a non-paid Search Engine listing and are also passing a query string parameter when directing visitors to Retailer Web Site(s).
- **Organic Social:** Represents referring domains that have been identified as a non-paid Social Network, like Facebook.
- **Paid Display:** Represents referring domains that have been identified as a paid display advertisement (like Google Ad Network).
- **Paid Email:** Based on traffic generated from any email marketing campaigns.
- **Paid Search:** Represents referring domains that have been identified as a paid Search Engine listing (like Google pay per click) and are also passing a query string parameter when directing visitors to Retailer Web Site(s).
- **Paid Social:** Represents referring domains that have been identified as a paid Social Network, like Facebook.
- **Paid Video**: Based on traffic generated from any video marketing campaigns.
- **Shopping:** A Shopping Channel is a third-party website where your inventory is listed. These websites can help you reach new audiences and the potential to sell more cars.
- **Third Party Sites:** Based on traffic generated from third party sites like AutoTrader, Cars.com, Edmunds, etc.
- **Other:** Includes referring domain(s) that are not identified as a "Social Network", "Search Engine", or "Typed/Bookmarked." Search Engine domains that show up within "Other Web Sites" is commonly originating from various subdomains of the search engine's domain. Frequently, these sites provide more than just search functionality (for example, mail.google.com or autos.yahoo.com). These subdomains do not include a keyword query string and are not categorized as a search engine referrer type. "Other" is a catchall for domains that are not specifically identified in the list.
- **Typed/Bookmarked:** A consumer that typed your dealership user into a browser or returned to your site after previously bookmarking it.

# WEBSITE SUMMARY– KEY INDICATORS DEFINED

**This report uses the same website metrics as the Summary report, but displayed by the referrer source**

- **Total Visits:** Total number of visits to a site within the selected period.
- **Unique Visitors:** Refers to the total number of distinct individuals, or Unique Visitors, requesting the site for the first time each day for the specified period.
- **Total Page Views:** A Page View is counted for each server call that is sent. This metric represents total instances of Page Views.
- **Time on Site:** Represents the average time spent on site within a visit.
- **Form Submissions:** Generated when a customer interacts with the site to send a request for more information.
- **Form Conversion Rate:** Refers to the number of form leads submitted divided by the total daily visits for the specified period.
- **Click to Calls:** Refers to users using the 'Click to Call' functionality on a Retailer's site.
- **Bounces:** Counts of website visitors that leave the site (‘bounce’) before taking an additional action such as visiting other pages or completing a form submission, or a website visitor that goes to the site and is inactive for 30 minutes.
- **Bounce Rate:** Represents the percentage of website visitors that leave the site before taking an additional action such as visiting other pages or completing a form submission.

# WEBSITE SUMMARY– KEY INDICATORS DEFINED CONT.

- **New VDP Views:** Refers to total number of vehicle search results (VDP) page views for new car inventory.
- **Used VDP Views:** Refers to total number of vehicle search results (VDP) page views for used car inventory.
- **Mixed VDP Views:** Refers to total number of vehicle search results (VDP) page views for mixed car inventory pages (can have multiple types of inventory).
- **New VDP Views:** Refers to total number of vehicle detail page (VDP) views for new car inventory.
- **Used VDP Views:** Refers to total number of vehicle detail page (VDP) views for used/pre-owned car inventory.
- **CPO VDP Views:** Refers to total number of vehicle detail page (VDP) views for certified pre-owned car inventory.
- **Total VDP Views:** Sum of New, Used and Mixed vehicle search results (VDP) page views.
- **Total VDP Views:** Sum of New, Used and CPO vehicle detail page (VDP) views.
- **Engagement:** An engagement is recorded when a user navigates to select pages of interest (dealer specials, national offers page, service specials, vehicle details page) and/or engages with events (offer click, filter search, carousel click, typed search, and coupon click) on a retailer's site.
- **Engagement Rate:** The engagement rate is calculated based on the number of engaged visits divided by the total number of visits to the site.
- **Actions:** Refers to the total number of actions (Click to Calls and Form Submissions) taken on the website within the selected time.
- **Action Rate**: The action rate is calculated based on the number of visits with actions taken by the user divided by the total number of visits to the site.

# WEBSITE OVERVIEW - PROVIDER PERFORMANCE– KEY INDICATORS DEFINED

- **Total Visits:** Total number of visits to a site within the selected period.
- **Unique Visitors:** Refers to the total number of distinct individuals, or Unique Visitors, requesting the site for the first time each day for the specified period.
- **Total Page Views:** A Page View is counted for each server call that is sent. This metric represents total instances of Page Views.
- **Time on Site:** Represents the average time spent on site within a visit.
- **Form Submissions:** Generated when a customer interacts with the site to send a request for more information.
- **Form Conversion Rate:** Refers to the number of form leads submitted divided by the total daily visits for the specified period.
- **Click to Calls:** Refers to users using the 'Click to Call' functionality on a Retailer's site.
- **Bounces:** Counts of website visitors that leave the site (‘bounce’) before taking an additional action such as visiting other pages or completing a form submission, or a website visitor that goes to the site and is inactive for 30 minutes.
- **Bounce Rate:** Represents the percentage of website visitors that leave the site before taking an additional action such as visiting other pages or completing a form submission.
- **New VDP Views:** Refers to total number of vehicle search results (VDP) page views for new car inventory.
- **Used VDP Views:** Refers to total number of vehicle search results (VDP) page views for used car inventory.

# WEBSITE OVERVIEW - PROVIDER PERFORMANCE– KEY INDICATORS DEFINED

- **Mixed VDP Views:** Refers to total number of vehicle search results (VDP) page views for mixed car inventory pages (can have multiple types of inventory).
- **New VDP Views:** Refers to total number of vehicle detail page (VDP) views for new car inventory.
- **Used VDP Views**: Refers to total number of vehicle detail page (VDP) views for used/pre-owned car inventory.
- **CPO VDP Views:** Refers to total number of vehicle detail page (VDP) views for certified pre-owned car inventory.
- **Total VDP Views:** Sum of New, Used and Mixed vehicle search results (VDP) page views.
- **Total VDP Views:** Sum of New, Used and CPO vehicle detail page (VDP) views.
- **Engagement:** An engagement is recorded when a user navigates to select pages of interest (dealer specials, national offers page, service specials, vehicle details page) and/or engages with events (offer click, filter search, carousel click, typed search, and coupon click) on a retailer's site.
- **Engagement Rate**: The engagement rate is calculated based on the number of engaged visits divided by the total number of visits to the site.
- **Actions:** Refers to the total number of actions (Click to Calls and Form Submissions) taken on the website within the selected time.
- **Action Rate:** The action rate is calculated based on the number of visits with actions taken by the user divided by the total number of visits to the site.

# WEBSITE OVERVIEW - VDP SUMMARY

- **New VDP Views** - Refers to vehicle detail page views for new car inventory.
- **Used VDP Views** - Refers to vehicle detail page views for used/pre-owned car inventory.
- **CPO VDP Views** - Refers to vehicle detail page views for certified pre-owned inventory..
- **Total VDP Views** - Refers to the sum of all vehicle detail page views (New, Used and CPO).

# GLOSSARY – DIGITAL ADVERTISING

# DIGITAL ADVERTISING OVERVIEW – KEY INDICATORS DEFINED

- **Impressions:** Refers to the total number of times an advertisement is served within the selected period.
- **Clicks:** The number of times a user clicks on an advertisement link within the selected period.
- **Click Through Rate:** Percentage of people visiting a site as a result of clicking on an advertisement link.
- **CPC:** Cost per Click (CPC) refers to the average cost per click on an advertisement link within the selected period. Cost per click data is based off advertising spend data.
- **CPM:** Cost per Impression (CPM) refers to the amount paid per advertisement impression.
- **Conversions:** Refers to the total number of Form Submissions + Phone Leads + Click to Call conversions occurring on the website-related form.
- **Conversion Rate:** The percentage of visits to the website that submitted a form, clicked to make a call or called the dealership via call tracking (Form Submissions + Phone Calls + Click to Calls / Visits = Conversion Rate).
- **Cost per Conversion:** Amount paid to generate a form submission, click to call action or phone call via in-program media (Media Spend / (Form Submissions + Phone Calls + Click to Calls) = Cost per Conversion).
- **Total Visits:** Refers to the total number of visits driven to the dealer website by media within the selected period.
- **Unique Visitors:** Refers to the total number of distinct individuals, or Unique Visitors, requesting the site for the first time each day for the specified period.

# DIGITAL ADVERTISING OVERVIEW – KEY INDICATORS DEFINED

- **Page Views:** A Page View is counted for each server call that is sent. This metric represents total instances of Page Views.
- **Form Submissions:** Number of form submissions that occurred anywhere on subsidiary website originating from digital advertising efforts.
- **Click to Calls:** Number of 'clicks to call' actions that occurred anywhere on subsidiary website originating from digital advertising efforts.
- **Engagements:** An engagement is recorded when a user navigates to select pages of interest (dealer specials, national offers page, service specials, vehicle details page) and/or engages with events (offer click, filter search, carousel click, typed search, and coupon click) on a retailer's site.
- **Engagement Rate:** The engagement rate is calculated based on the number of engaged visits divided by the total number of visits to the site.
- **New VDP Views:** Refers to total number of vehicle search results (VDP) page views for new car inventory.
- **Used VDP Views:** Refers to total number of vehicle search results (VDP) page views for used car inventory.

# DIGITAL ADVERTISING OVERVIEW – KEY INDICATORS DEFINED

- **Mixed VDP Views:** Refers to total number of vehicle search results (VDP) page views for mixed car inventory pages (can have multiple types of inventory).
- **Total VDP Views:** Sum of New, Used and Mixed vehicle search results (VDP) page views.
- **New VDP Views:** Refers to total number of vehicle detail page (VDP) views for new car inventory.
- **Used VDP Views:** Refers to total number of vehicle detail page (VDP) views for used/pre-owned car inventory.
- **CPO VDP Views:** Refers to total number of vehicle detail page (VDP) views for certified pre-owned car inventory.
- **Total VDP Views:** Sum of New, Used and CPO vehicle detail page (VDP) views.
- **Bounces:** Counts of website visitors that leave the site (‘bounce’) before taking an additional action such as visiting other pages or completing a form submission, or a website visitor that goes to the site and is inactive for 30 minutes.
- **Bounce Rate:** Represents the percentage of website visitors that leave the site before taking an additional action such as visiting other pages or completing a form submission.

# Thank You

DEALER DIGITAL SOLUTION