

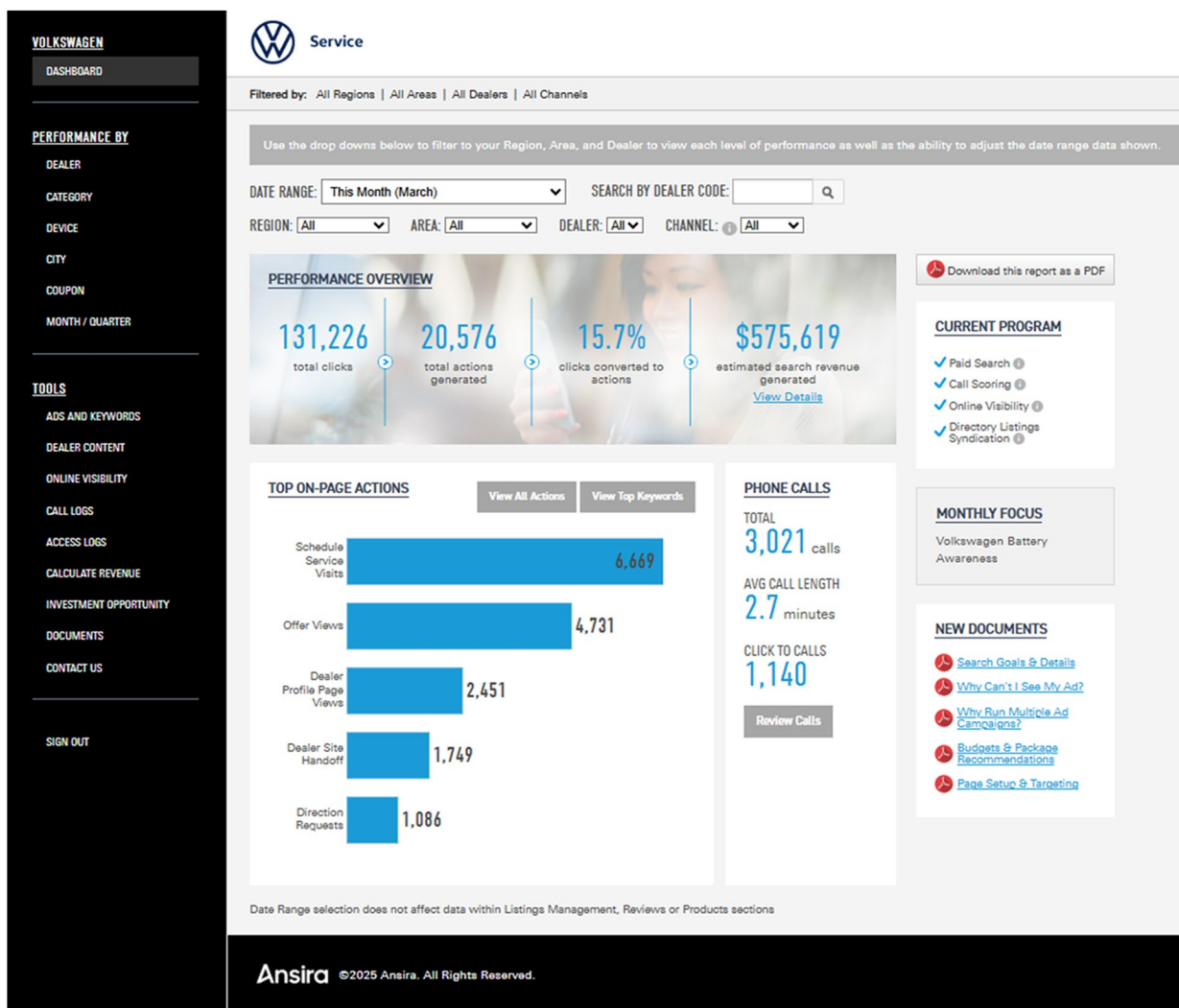


# VWServiceDeals

POWERED BY Ansira

Track program performance for your dealership with the reporting console. This reporting dashboard provides a high-level overview down to performance by engagement.

Activity data is accurate through the day prior.



# Reporting at a Glance

## Dashboard

- Total Clicks
- Total Actions
- Conversion Rate (Clicks Divided By Actions)
- Detailed Outcome Information
  - Schedule Service Visits
  - Phone Calls
  - Offer Views
  - Site Transfers
  - Dealer Profile Page Views
  - Direction Requests

## Dealer

Summary page data exportable in Excel.

## Category

Details performance and actions by targeted category. These include Oil Change Service, Service & Maintenance, Battery Sales & Service, and Brake Service.

## Device

Allows you to see how customers are using the site in terms of desktop, tablet or mobile.

## City

Detailed information broken down by targeted city. This helps you see which cities are bringing in the most traffic to your Dealership Profile Page.

## Dealer Content

See the makeup of your dealership's campaign. View target cities, keywords, converting ads, and more in this overview.

## Investment Opportunity

If it is determined that daily budgets are being depleted too quickly, we will recommend a budget package level more suitable for that dealer.

- Recommendations are based on historical data, search demand, size of market, etc.
- A recommendation could mean that the demand for search is high in the area and there is more traffic that could be captured if a larger budget was available.
- Accelerator packages increase paid search to boost exposure and can be added to any base package.

## VOLKSWAGEN

### DASHBOARD

## PERFORMANCE BY

DEALER

CATEGORY

DEVICE

CITY

COUPON

MONTH / QUARTER

## TOOLS

ADS AND KEYWORDS

DEALER CONTENT

ONLINE VISIBILITY

CALL LOGS

ACCESS LOGS

CALCULATE REVENUE

INVESTMENT OPPORTUNITY

DOCUMENTS

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