

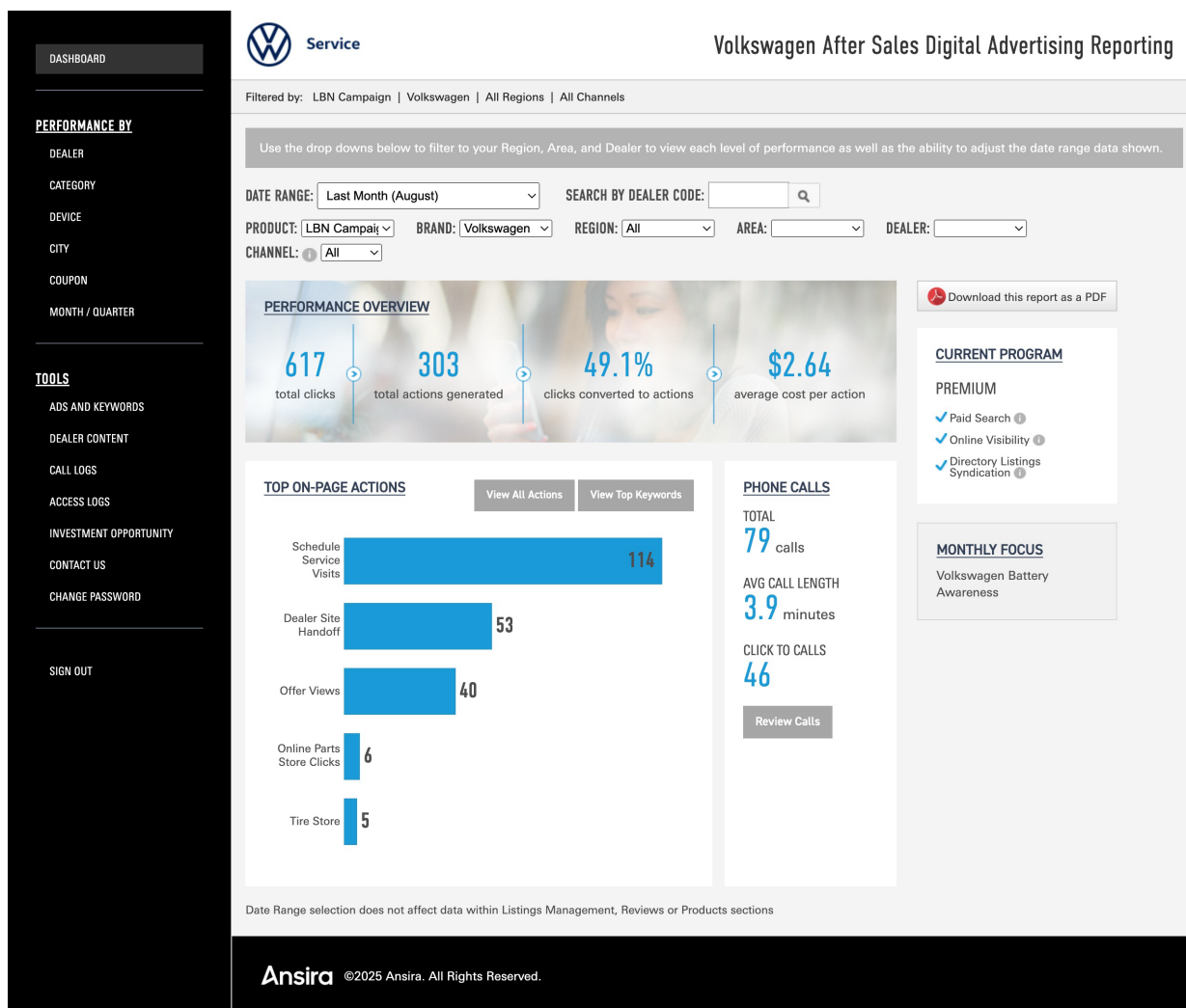


VWServiceDeals

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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