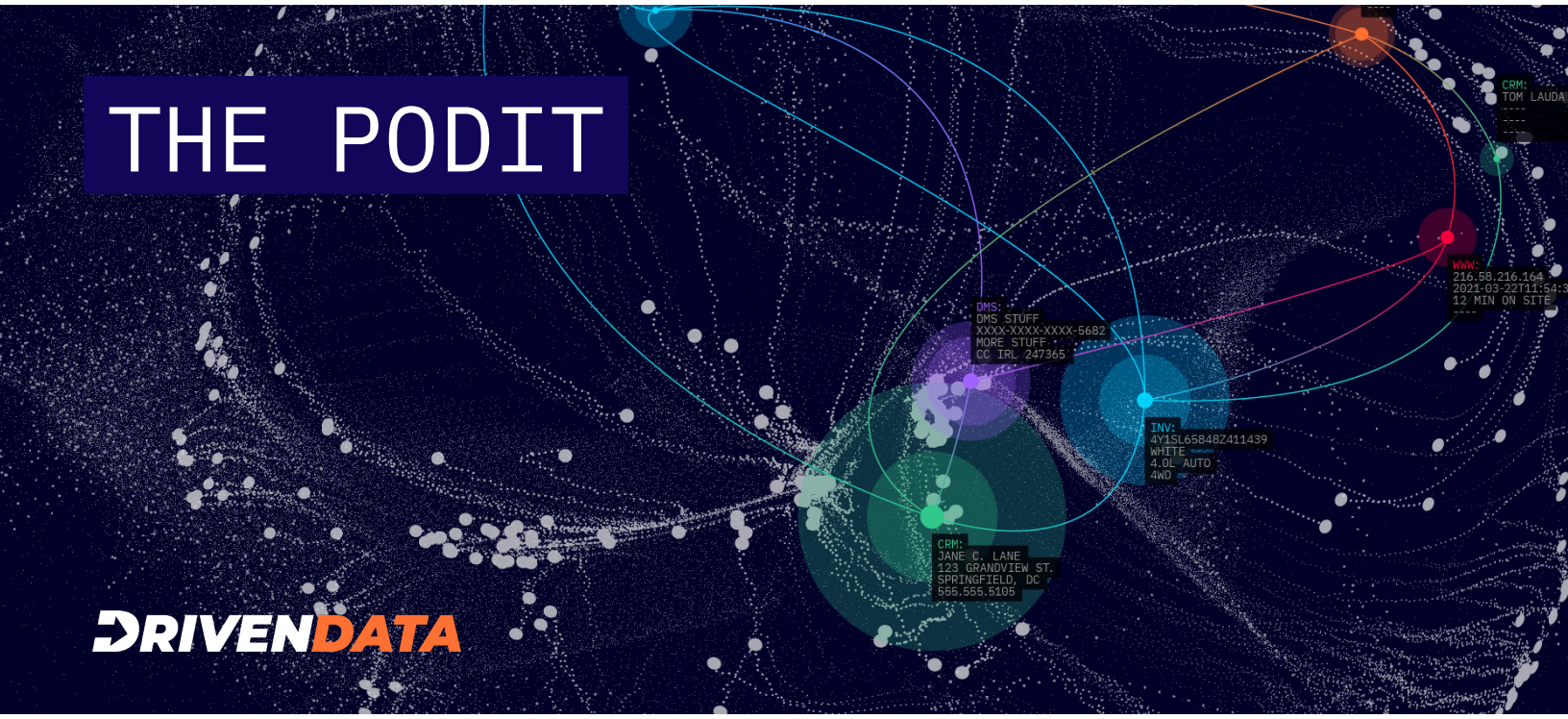

Jarrod Murray / UX Researcher / November 24, 2021

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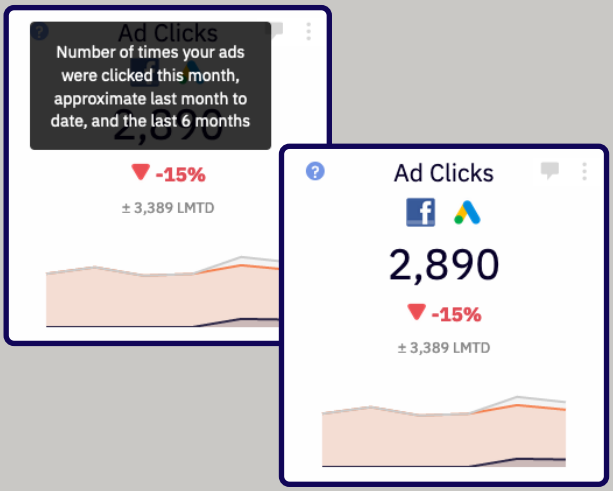
HOME

The most important metrics at a glance.

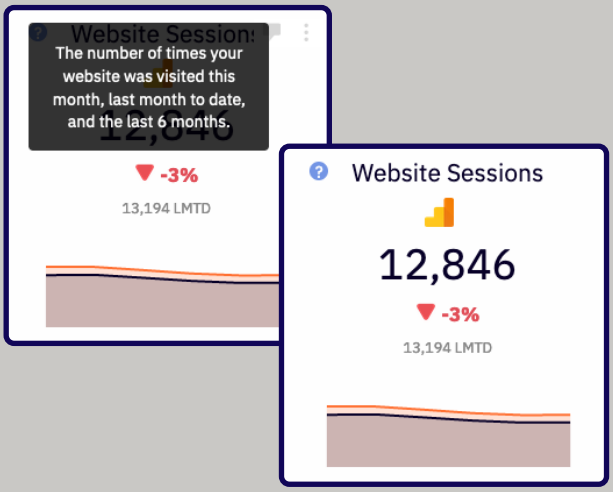
DRIVENDATA

HOME PODS



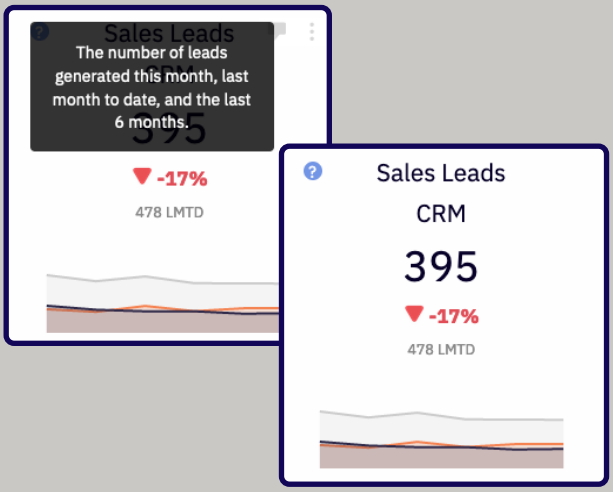
Ad Clicks

The total clicks between Facebook and Google, the percentage change vs last month to date, and last 6-month trend, broken out by Search, Social and Total.



Website Sessions

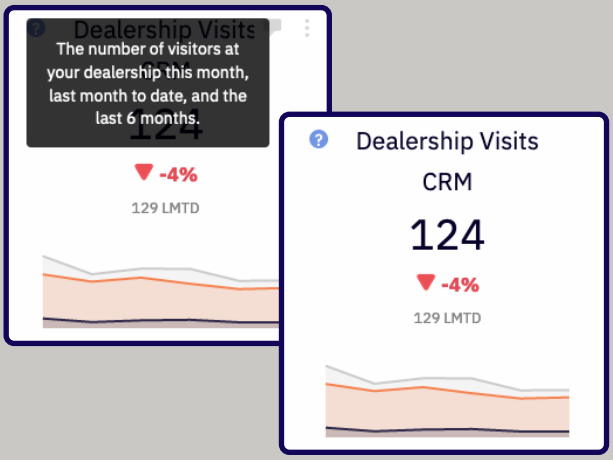
The total number of website session this month., the percentage change vs last month to date, and last 6-month trend, broken out by Sessions and Users.



Sales Leads

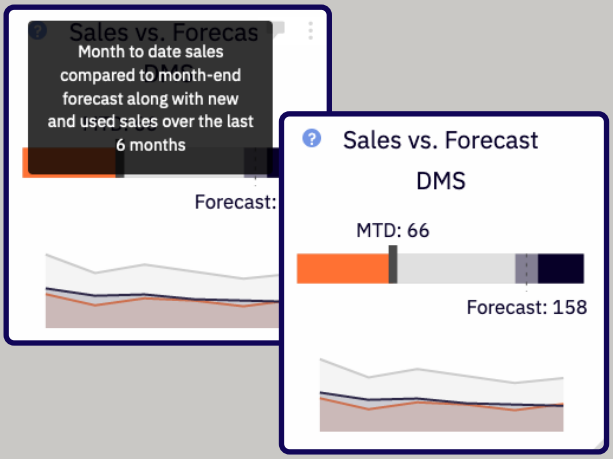
The total number of Sales Leads in the CRM this month, the percentage change vs last month to date, and last 6-month trend, broken out by New Leads, Used Leads and Total Leads.

HOME PODS



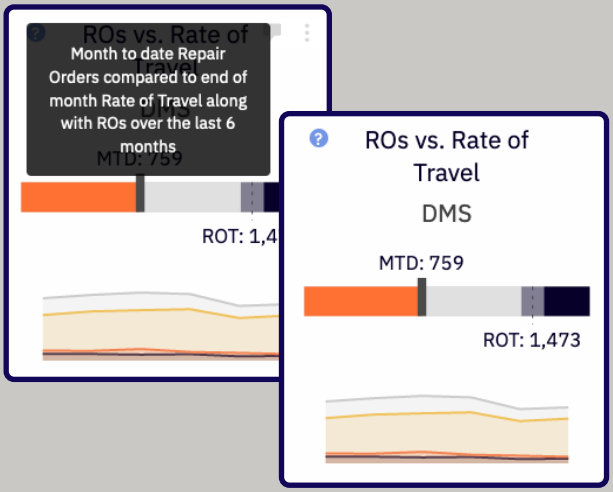
Dealership Visits

The number of Showroom Leads and Shown Appointments, the percentage change vs last month to date, and the last 6-month trend, broken out by Total Visitors, Showroom Leads and Shown Appointments.



Sales vs. Forecast

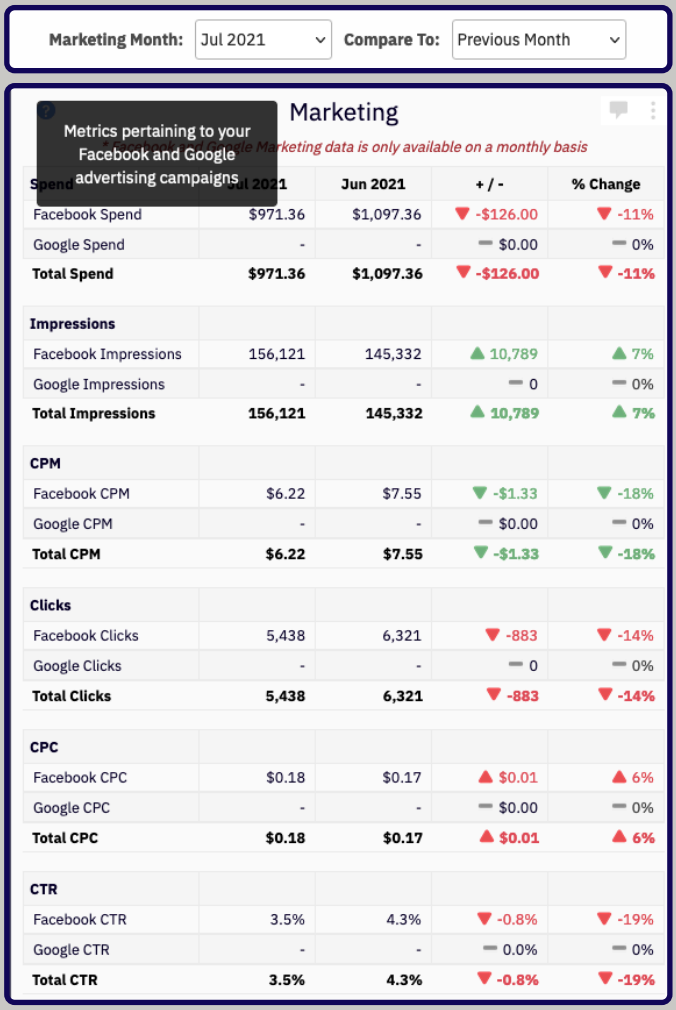
Month-to-Date Total Sales compared to Forecasted Sales for the entire current month, and the last 6-month trend, broken out by Total Sales, New Vehicles and Used Vehicles.



ROs vs. Rate of Travel

Month-to-Date Total Repair Orders compared to Current Rate of Travel for the entire current month, and last 6-month trend, broken out by Total ROs, Customer Paid ROs, Internal ROs and Warranty ROs.

HOME PODS



Spend	Jul 2021	Jun 2021	+ / -	% Change
Facebook Spend	$971.36	$1,097.36	▼ -$126.00	▼ -11%
Google Spend	-	-	— $0.00	— 0%
Total Spend	**$971.36**	**$1,097.36**	▼ -$126.00	▼ -11%
Impressions				
Facebook Impressions	156,121	145,332	▲ 10,789	▲ 7%
Google Impressions	-	-	— 0	— 0%
Total Impressions	**156,121**	**145,332**	▲ 10,789	▲ 7%
CPM				
Facebook CPM	$6.22	$7.55	▼ -$1.33	▼ -18%
Google CPM	-	-	— $0.00	— 0%
Total CPM	**$6.22**	**$7.55**	▼ -$1.33	▼ -18%
Clicks				
Facebook Clicks	5,438	6,321	▼ -883	▼ -14%
Google Clicks	-	-	— 0	— 0%
Total Clicks	**5,438**	**6,321**	▼ -883	▼ -14%
CPC				
Facebook CPC	$0.18	$0.17	▲ $0.01	▲ 6%
Google CPC	-	-	— $0.00	— 0%
Total CPC	**$0.18**	**$0.17**	▲ $0.01	▲ 6%
CTR				
Facebook CTR	3.5%	4.3%	▼ -0.8%	▼ -19%
Google CTR	-	-	— 0.0%	— 0%
Total CTR	**3.5%**	**4.3%**	▼ -0.8%	▼ -19%

Marketing

The Marketing Pod allows users to select a month and compare Facebook and Google metrics to Previous Month or Previous Year.

Spend
The total cost incurred to show the ads.

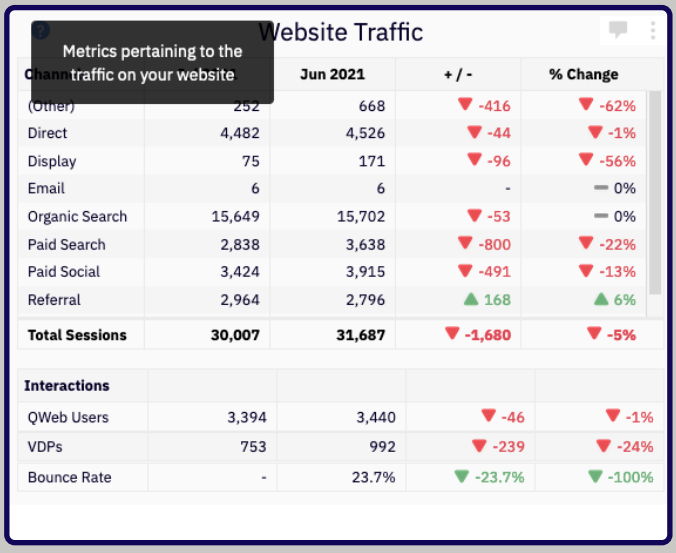
Impressions
The number of times the ads were displayed.

CPM (Cost per thousand impressions)
Calculated: (Spend / Impressions) * 1,000

Clicks
The number of times the ads were clicked on.

CPC (Cost per click)
Calculated: Spend / Clicks

CTR (Click Thruough Rate)
Calculated: Clicks / Impressions



Channel	Jun 2021	+ / -	% Change
(Other)	668	▼ -416	▼ -62%
Direct	4,526	▼ -44	▼ -1%
Display	171	▼ -96	▼ -56%
Email	6	-	— 0%
Organic Search	15,702	▼ -53	— 0%
Paid Search	3,638	▼ -800	▼ -22%
Paid Social	3,915	▼ -491	▼ -13%
Referral	2,796	▲ 168	▲ 6%
Total Sessions	**31,687**	▼ -1,680	▼ -5%
Interactions			
QWeb Users	3,440	▼ -46	▼ -1%
VDPs	992	▼ -239	▼ -24%
Bounce Rate	23.7%	▼ -23.7%	▼ -100%

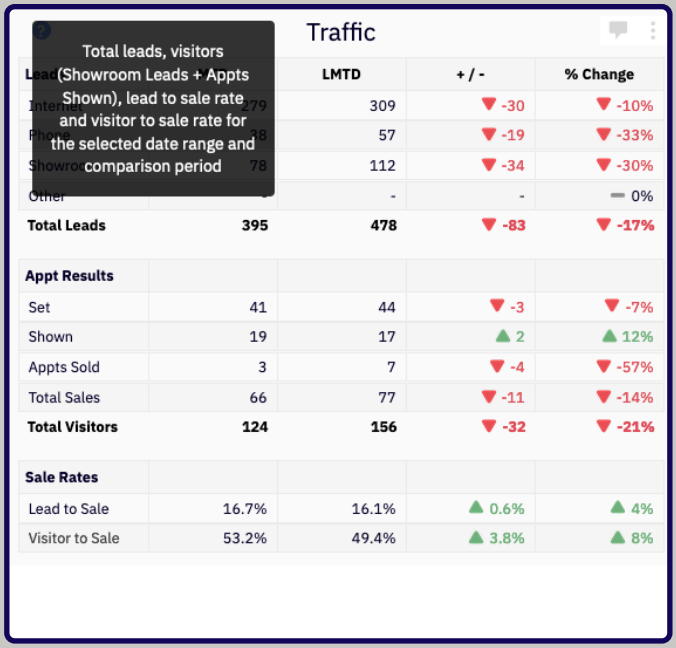
Website Traffic

The Website Traffic Pod follows the Marketing Pod filters from above.

Channels
These broad categories are where the visitors of your website came from. Sourced from Google Analtyics.

Interactions
The number of time a tracking code was triggered by a user's behavior... specifically when a user becomes a QWeb (Quality Web) User, visits a VDP (Vehicle Description Page), or Bounces (a single page session).

HOME PODS



Traffic

The Traffic Pod allows users to select a date range to compare to past performance.

Leads

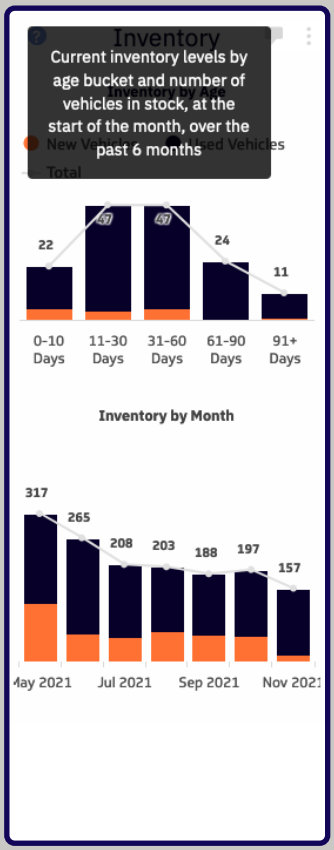
See a breakdown of Internet, Phone, Showroom and Other lead types.

Appt Results

Where are your leads in the Leads Funnel? Are they being converted to Showroom Visits and Sales?

Sales Rates

See the percentage of Leads and Visitors turning into Sales.



Inventory

Inventory by Age

A quick view of the inventory by days on lot.

Inventory by Month

A six-month trend of inventory levels.

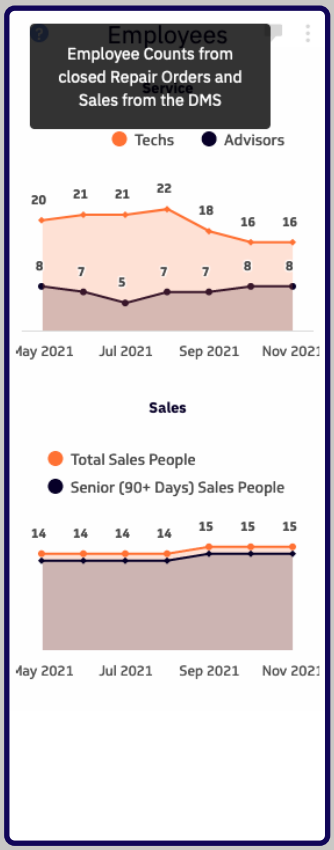
Employees

Service

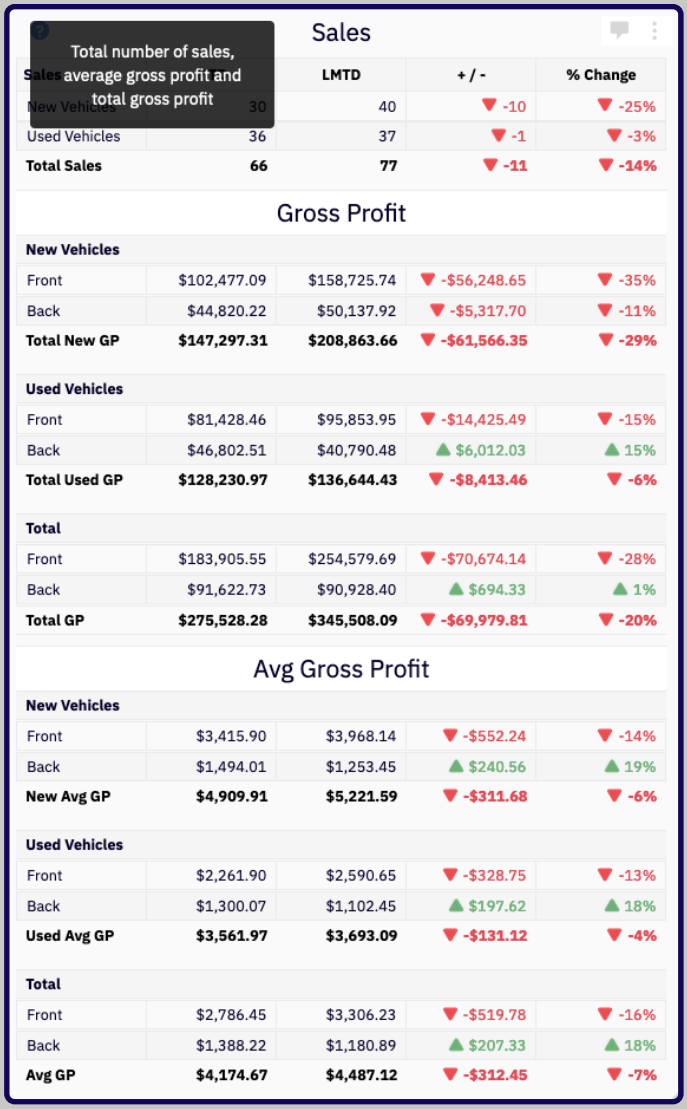
A six-month trend of the number of Techs and Advisors

Sales

A six-month trend of the number of Salespeople.



HOME PODS



Sales

Sales		LMTD	+ / -	% Change
New Vehicles	30	40	▼ -10	▼ -25%
Used Vehicles	36	37	▼ -1	▼ -3%
Total Sales	**66**	**77**	**▼ -11**	**▼ -14%**

Gross Profit

New Vehicles				
Front	$102,477.09	$158,725.74	▼ -$56,248.65	▼ -35%
Back	$44,820.22	$50,137.92	▼ -$5,317.70	▼ -11%
Total New GP	**$147,297.31**	**$208,863.66**	**▼ -$61,566.35**	**▼ -29%**
Used Vehicles				
Front	$81,428.46	$95,853.95	▼ -$14,425.49	▼ -15%
Back	$46,802.51	$40,790.48	▲ $6,012.03	▲ 15%
Total Used GP	**$128,230.97**	**$136,644.43**	**▼ -$8,413.46**	**▼ -6%**
Total				
Front	$183,905.55	$254,579.69	▼ -$70,674.14	▼ -28%
Back	$91,622.73	$90,928.40	▲ $694.33	▲ 1%
Total GP	**$275,528.28**	**$345,508.09**	**▼ -$69,979.81**	**▼ -20%**

Avg Gross Profit

New Vehicles				
Front	$3,415.90	$3,968.14	▼ -$552.24	▼ -14%
Back	$1,494.01	$1,253.45	▲ $240.56	▲ 19%
New Avg GP	**$4,909.91**	**$5,221.59**	**▼ -$311.68**	**▼ -6%**
Used Vehicles				
Front	$2,261.90	$2,590.65	▼ -$328.75	▼ -13%
Back	$1,300.07	$1,102.45	▲ $197.62	▲ 18%
Used Avg GP	**$3,561.97**	**$3,693.09**	**▼ -$131.12**	**▼ -4%**
Total				
Front	$2,786.45	$3,306.23	▼ -$519.78	▼ -16%
Back	$1,388.22	$1,180.89	▲ $207.33	▲ 18%
Avg GP	**$4,174.67**	**$4,487.12**	**▼ -$312.45**	**▼ -7%**

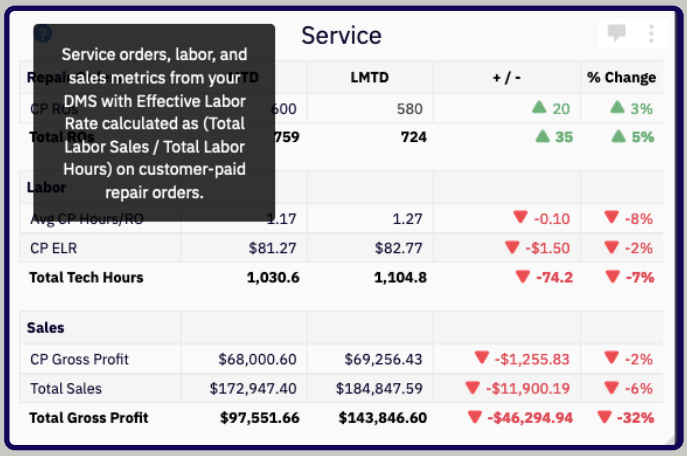
Sales

The Sales and Service Pods allow users to select a date range to compare to past performance.

Sales
View the number of New and Used Vehicles sold.

Gross Profit
View the profit from the Total Sales broken down by New/Used and Front-End/Back-End.

Avg Gross Profit
View the average profit from the Total Sales broken down by New/Used and Front-End/Back-End.



Service

Repair		LMTD	+ / -	% Change
CP R	600	580	▲ 20	▲ 3%
Total RO	759	724	▲ 35	▲ 5%
Labor				
Avg CP Hours/RO	1.17	1.27	▼ -0.10	▼ -8%
CP ELR	$81.27	$82.77	▼ -$1.50	▼ -2%
Total Tech Hours	**1,030.6**	**1,104.8**	**▼ -74.2**	**▼ -7%**
Sales				
CP Gross Profit	$68,000.60	$69,256.43	▼ -$1,255.83	▼ -2%
Total Sales	$172,947.40	$184,847.59	▼ -$11,900.19	▼ -6%
Total Gross Profit	**$97,551.66**	**$143,846.60**	**▼ -$46,294.94**	**▼ -32%**

Service

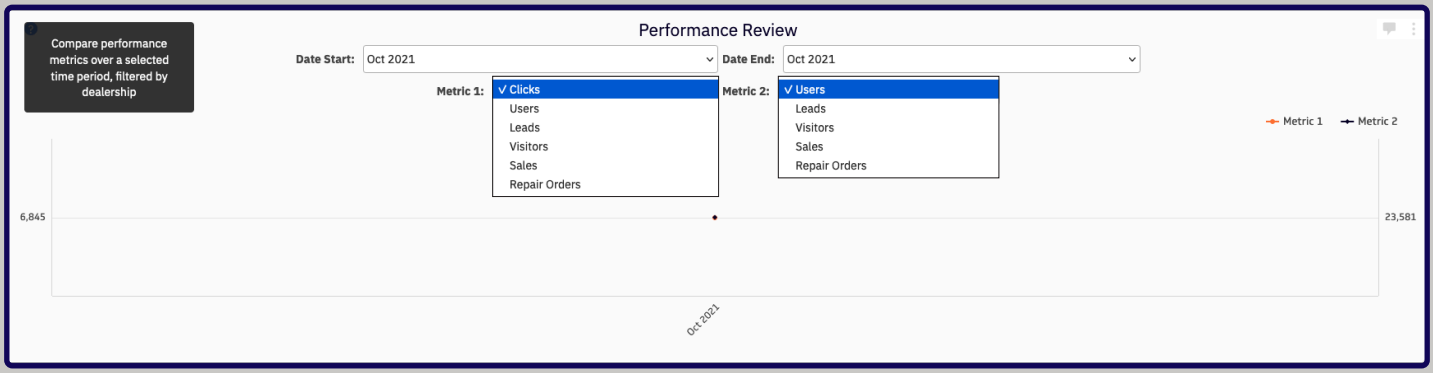
Repair Orders
View the number of Customer Paid ROs.

Labor
View the average Customer Paid hours per RO and Customer Paid ELR (Effective Labor Rate).

Sales
View the Customer Paid Gross Profit and total Sales.

Performance Review

This pod allows users to select and compare two metrics over time.



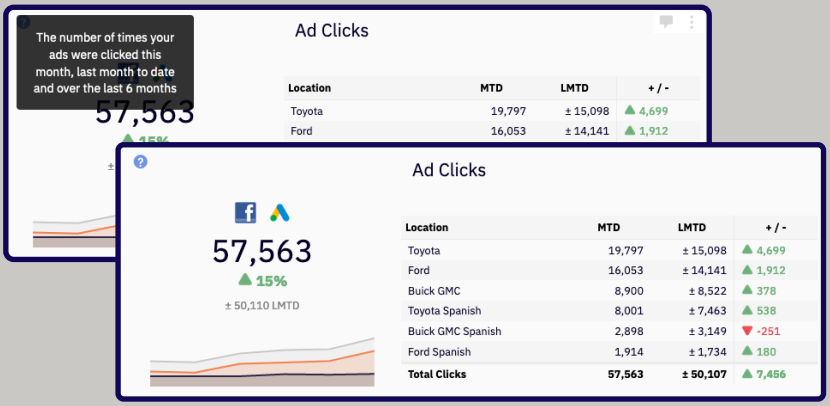
> “Most of the world will make decisions by either guessing or using their gut... they will be either lucky or wrong.”

GROUP VIEW

A multi-dealership view of the Home metrics.

DRIVENDATA

GROUP VIEW



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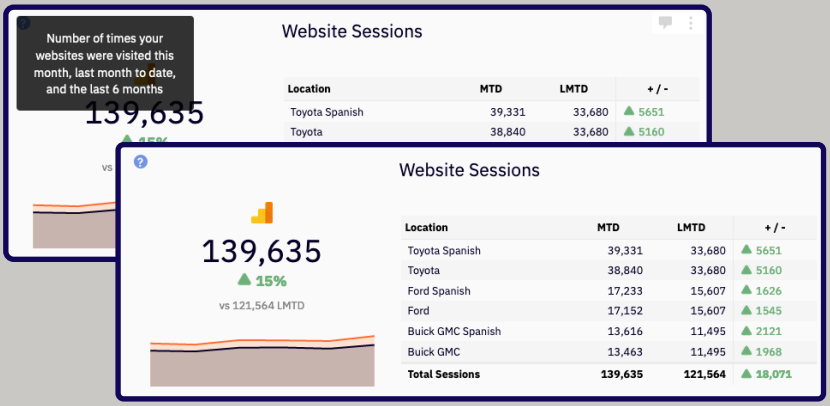
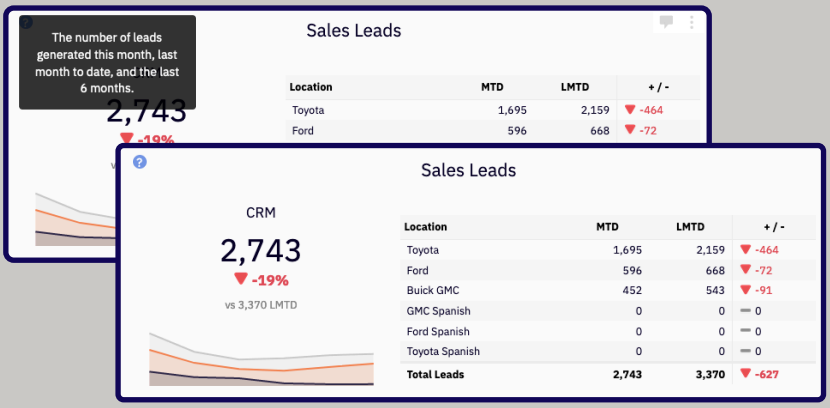


Website Sessions

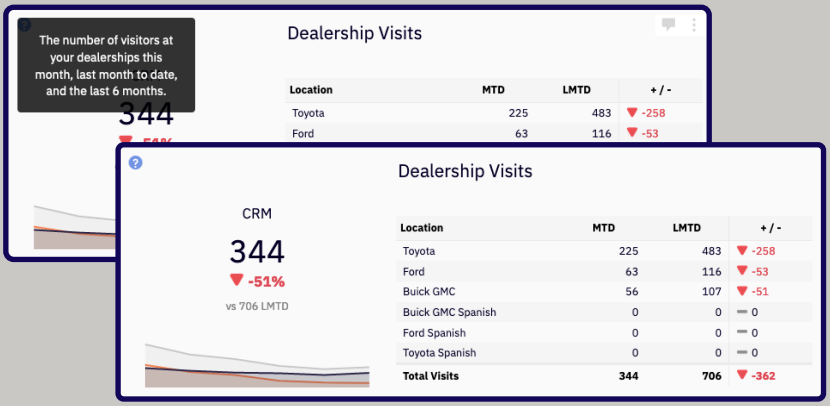
The total number of website session this month., the percentage change vs last month to date, and last 6-month trend, broken out by Sessions and Users.



Sales Leads

The total number of Sales Leads in the CRM this month, the percentage change vs last month to date, and last 6-month trend, broken out by New Leads, Used Leads and Total Leads.

GROUP VIEW



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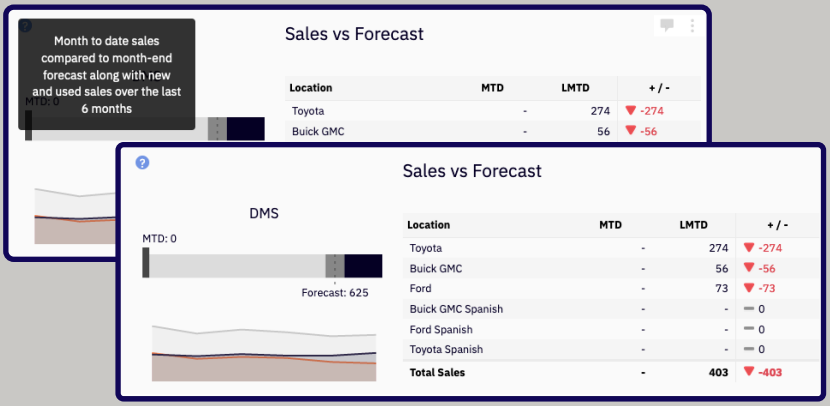
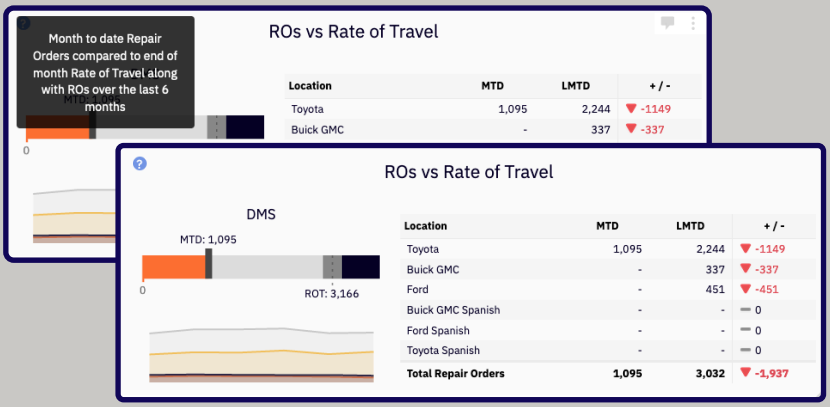
The number of Showroom Leads and Shown Appointments, the percentage change vs last month to date, and the last 6-month trend, broken out by Total Visitors, Showroom Leads and Shown Appointments.



Sales vs Forecast

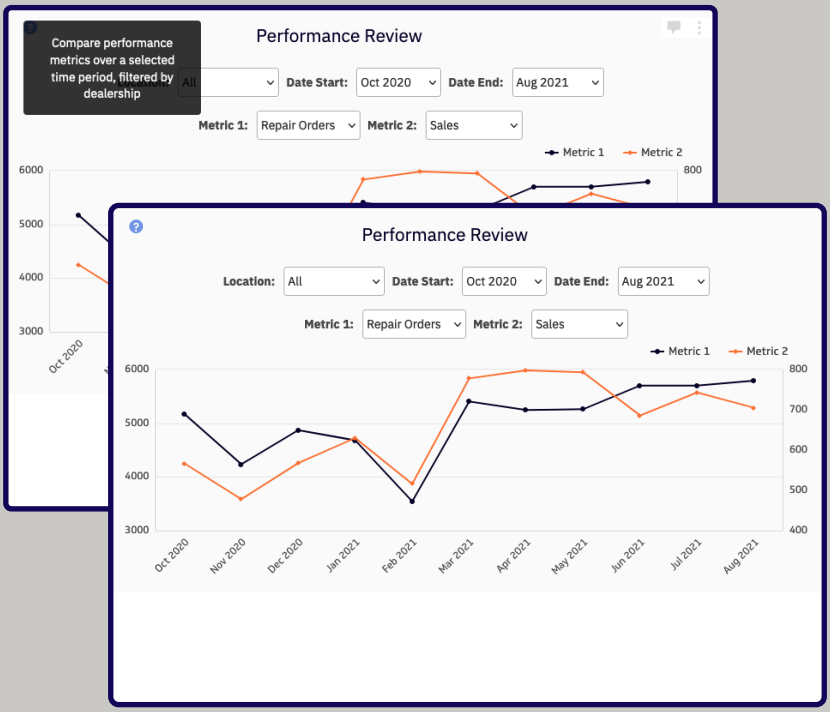
Month-to-Date Total Sales compared to Forecasted Sales for the entire current month, and the last 6-month trend, broken out by Total Sales, New Vehicles and Used Vehicles.



ROs vs Rate of Travel

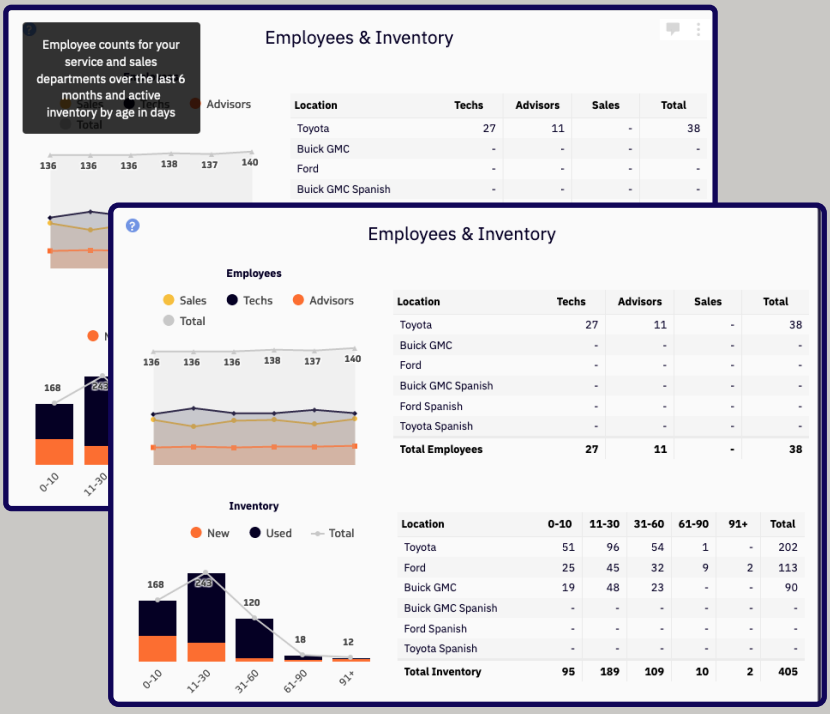
Month-to-Date Total Repair Orders compared to Current Rate of Travel for the entire current month, and last 6-month trend, broken out by Total ROs, Customer Paid ROs, Internal ROs and Warranty ROs.

GROUP VIEW



Performance Review

This pod allows users to select and compare two metrics over time.



Employees & Inventory

Employees

A six-month trend of the number of Sales, Techs and Advisors, with a month-to-date breakdown of the Group.

Inventory

A quick view of the inventory by days on lot.

PERFORMANCE

A throughput report and goals calculator.

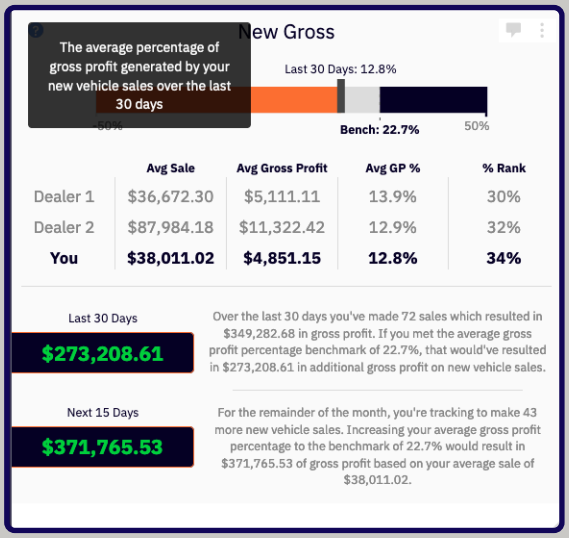
DRIVENDATA

PERFORMANCE PODS

The Horizontal Bar Gauge shows how the dealership compares to the Top 10% of dealerships on the Driven Data platform over the last 30 days.

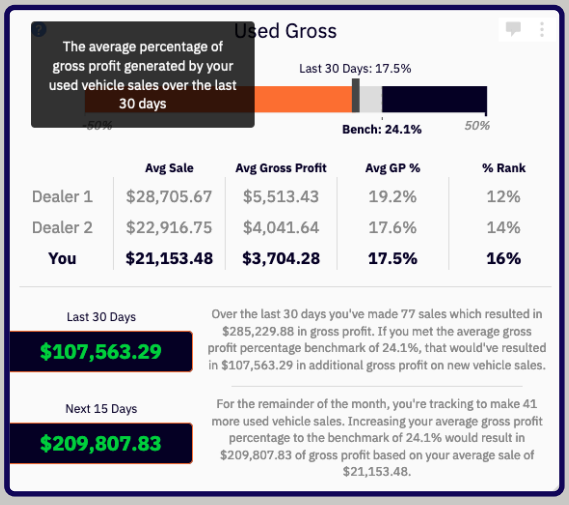
The table shows how the dealership compares to the two closest dealerships (by %) on the Driven Data platform.

If the dealership falls under the benchmark, you can see how much money the dealership missed out on over the last 30 days... and how much money the dealership can still make this month by performing at the benchmark.



New Gross

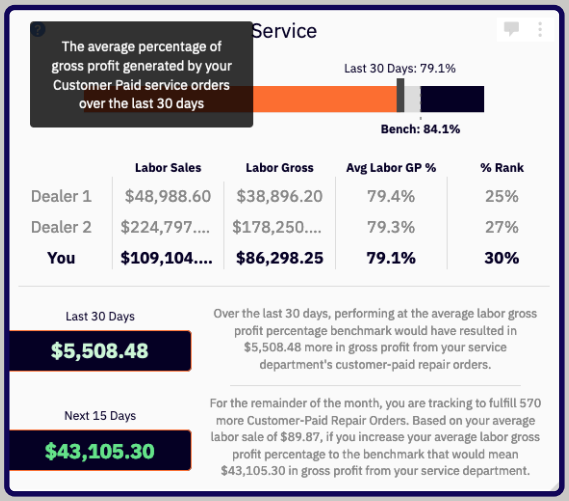
See how the Average Gross Profit Percentage on New Vehicles compares to other dealerships on the Data Driven Platform.
Avg GP % = Avg Gross Profit / Avg Sale



Used Gross

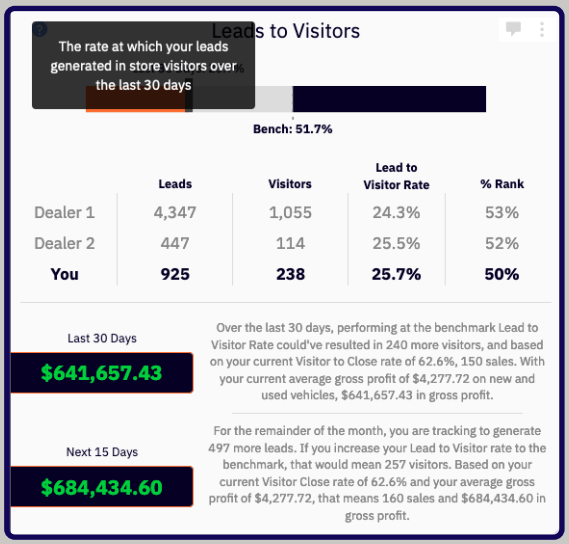
See how the Average Gross Profit Percentage on Used Vehicles compares to other dealerships on the Data Driven Platform.
Avg GP % = Avg Gross Profit / Avg Sale

PERFORMANCE PODS



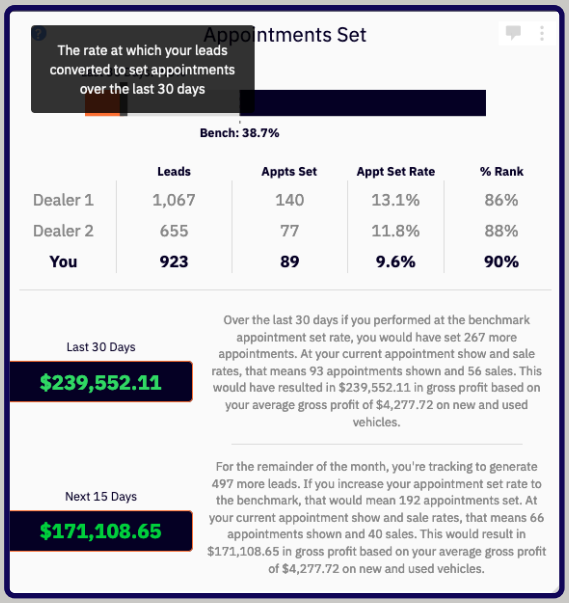
Service

Do you hit the mark on Average Gross Profit Percentage on Customer Paid ROs compare?
GP % = Labor Gross / Labor Sales



Leads to Visitors

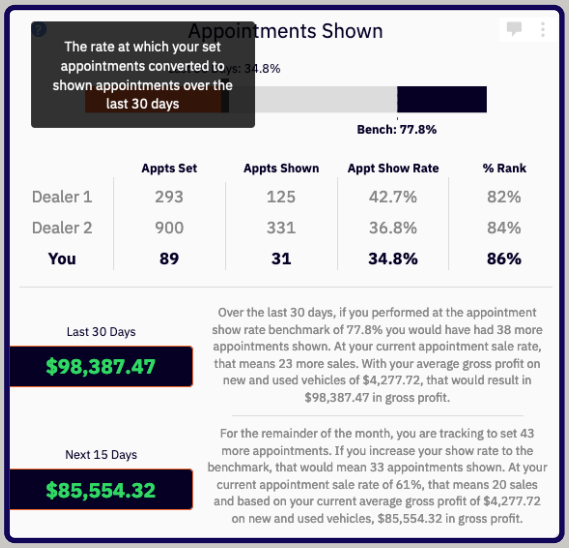
Are Leads being converted to Showroom Visits?
Visitor Rate = Visitors / Leads



Appointments Set

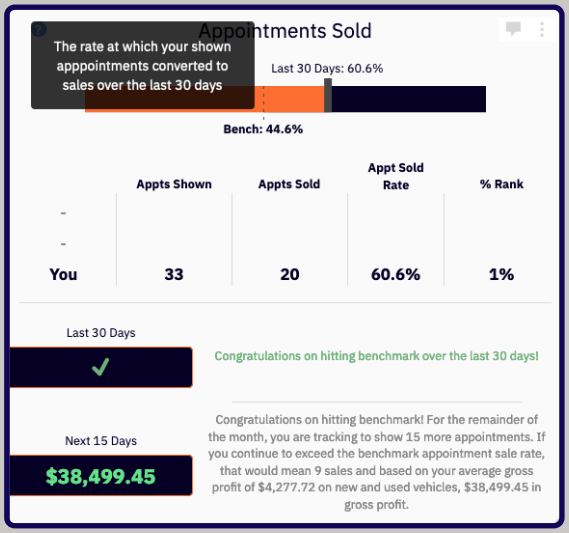
Are Leads being contacted to set an appointment?
Set Rate = Appts Set / Leads

PERFORMANCE PODS



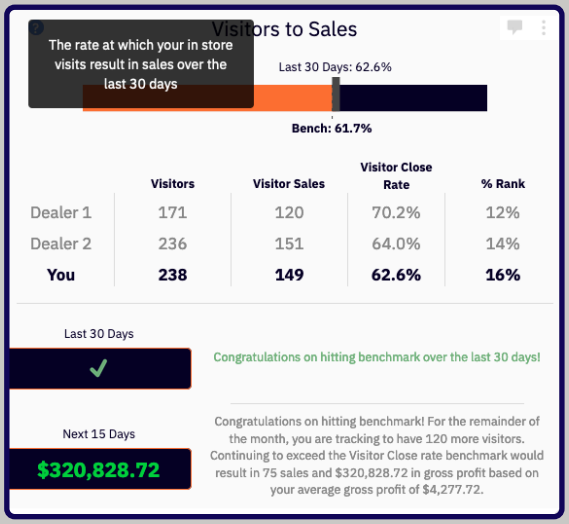
Appointments Shown

Are the Customers with Appointments Set coming into the dealership?
Show Rate = Appts Shown / Appts Set



Appointments Sold

Are Appointments Shown converting to Sales?
Sold Rate = Appts Sold / Appts Shown



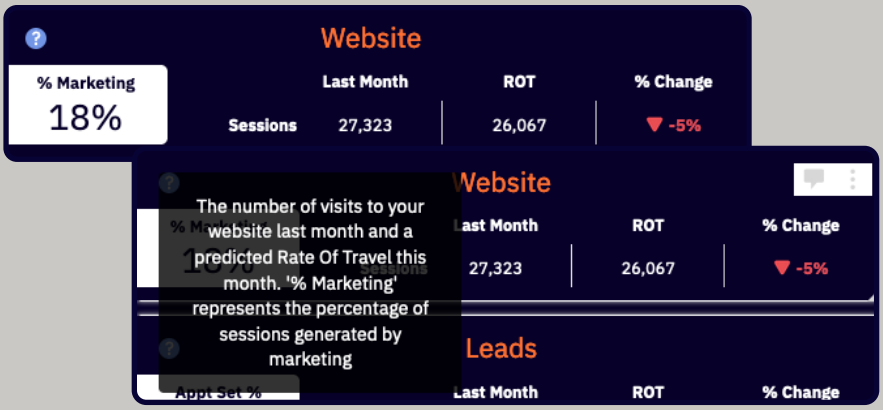
Visitors to Sales

Are Visitors being converted to Sold?
Close Rate = Visitor Sales / Visitors

PERFORMANCE PODS

Marketing

See the number of clicks from last month, a predicted Rate of Travel for this month, and if the dealership is pacing ahead or behind last month.



Website

See the number of sessions from last month, a predicted Rate of Travel for this month, and if the dealership is pacing ahead or behind last month.

Leads

See the number of Leads from last month, a predicted Rate of Travel for this month, and if the dealership is pacing ahead or behind last month.

Visitors

See the number of clicks from last month, a predicted Rate of Travel for this month, and if the dealership is pacing ahead or behind last month.

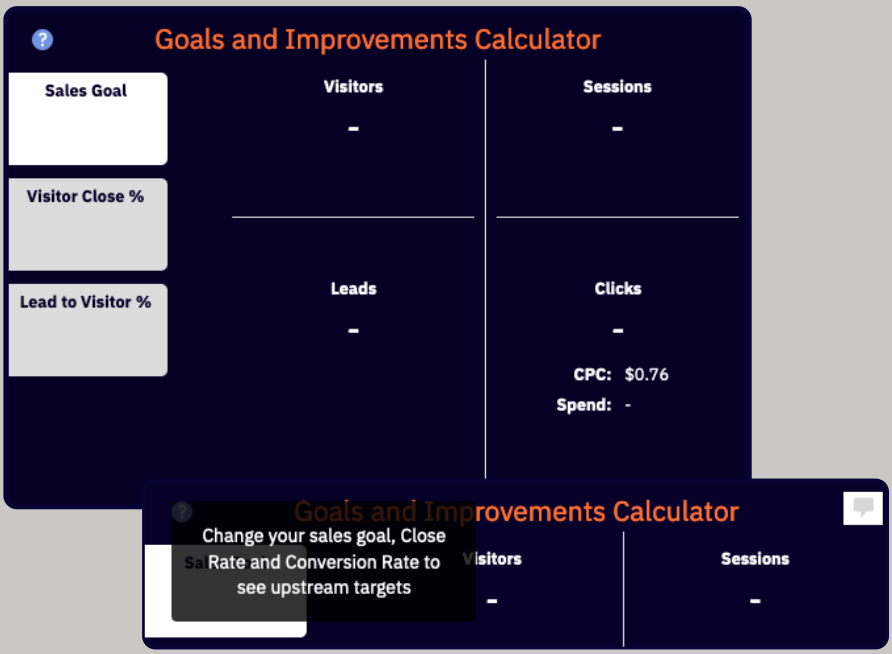
PERFORMANCE PODS

Sales

See the total Sales from last month, a predicted Rate of Travel for this month, and if the dealership is pacing ahead or behind last month.

Service

See the total number of Customer Paid Repair Orders from last month, a predicted Rate of Travel for this month, and if the dealership is pacing ahead or behind last month.



Goals & Improvement Calculator

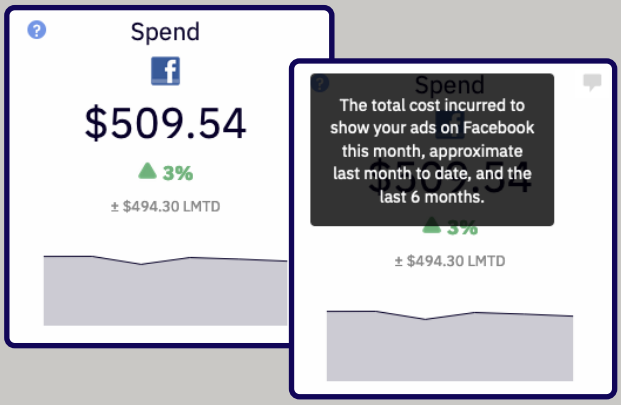
Enter a Sales Goal for the month into the “Sales Goal” field. The calculator will fill in the current “Visitor Close %” and “Lead to Visitor %”. It will then populate how many “Visitors”, “Sessions”, “Leads” and “Clicks” are needed to achieve this sales goal. Users can also tweak the “Visitor Close %” and “Lead to Visitor %”

FACEBOOK

How are your Facebook campaigns performing?

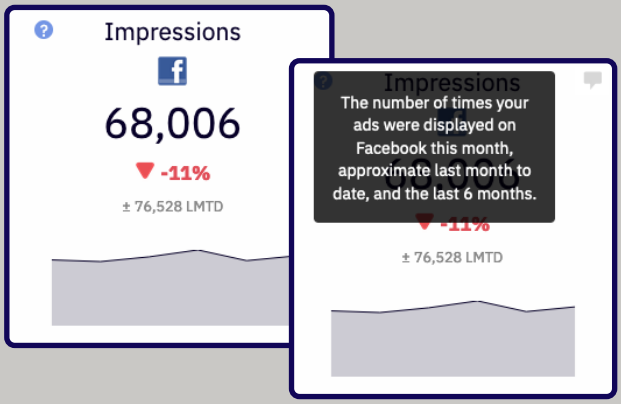
DRIVENDATA

FACEBOOK PODS



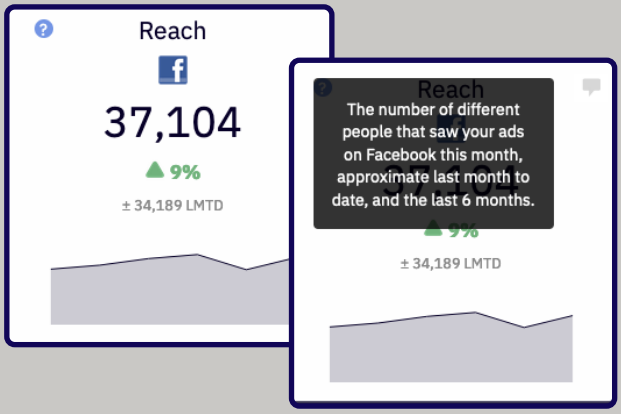
Spend

The total cost incurred to show the ads.



Impressions

The number of times the ads were displayed.



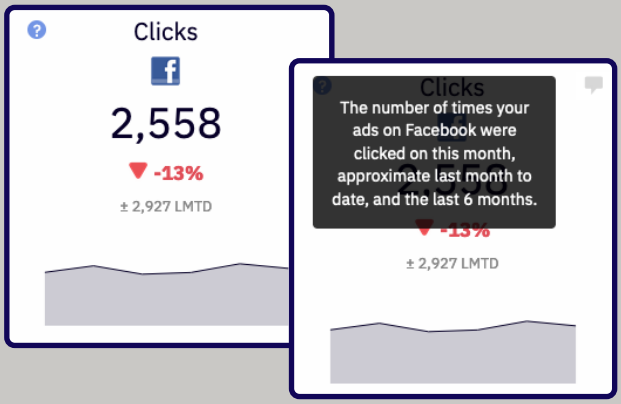
Reach

The number of unique people the ads were served to.

FACEBOOK PODS

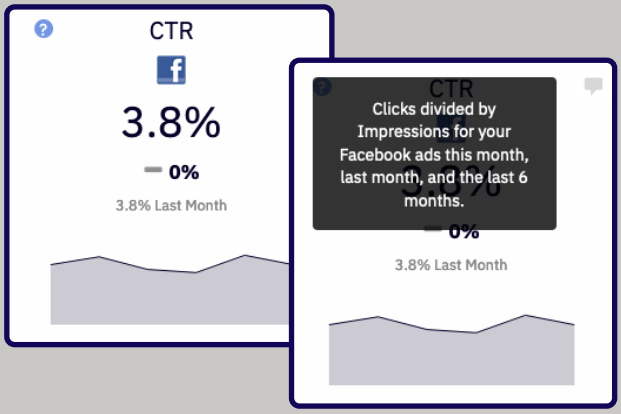
CPC (Cost per Click)

Calculated: Spend / Clicks



Clicks

The number of times the ads were clicked on.

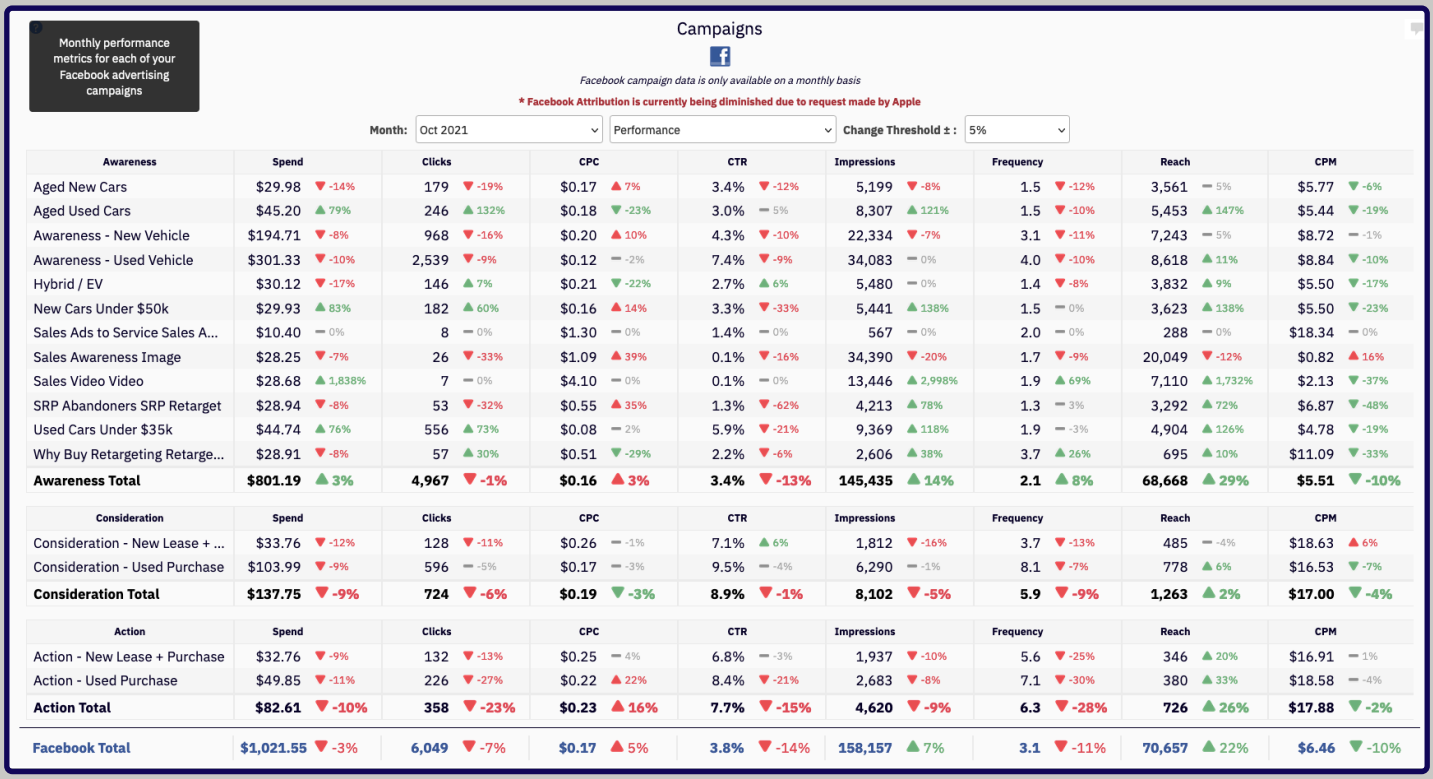


CTR (Click Through Rate)

Calculated: Clicks / Impressions

Campaigns

See a breakdown of how the Facebook campaigns are performing over time.



Monthly performance metrics for each of your Facebook advertising campaigns

Campaigns

Facebook campaign data is only available on a monthly basis

*** Facebook Attribution is currently being diminished due to request made by Apple**

Month: Oct 2021 | Performance | Change Threshold ± : 5%

Awareness	Spend	Clicks	CPC	CTR	Impressions	Frequency	Reach	CPM
Aged New Cars	$29.98 ▼ -14%	179 ▼ -19%	$0.17 ▲ 7%	3.4% ▼ -12%	5,199 ▼ -8%	1.5 ▼ -12%	3,561 – 5%	$5.77 ▼ -6%
Aged Used Cars	$45.20 ▲ 79%	246 ▲ 132%	$0.18 ▼ -23%	3.0% – 5%	8,307 ▲ 121%	1.5 ▼ -10%	5,453 ▲ 147%	$5.44 ▼ -19%
Awareness - New Vehicle	$194.71 ▼ -8%	968 ▼ -16%	$0.20 ▲ 10%	4.3% ▼ -10%	22,334 ▼ -7%	3.1 ▼ -11%	7,243 – 5%	$8.72 – -1%
Awareness - Used Vehicle	$301.33 ▼ -10%	2,539 ▼ -9%	$0.12 – -2%	7.4% ▼ -9%	34,083 – 0%	4.0 ▼ -10%	8,618 ▲ 11%	$8.84 ▼ -10%
Hybrid / EV	$30.12 ▼ -17%	146 ▲ 7%	$0.21 ▼ -22%	2.7% ▲ 6%	5,480 – 0%	1.4 ▼ -8%	3,832 ▲ 9%	$5.50 ▼ -17%
New Cars Under $50k	$29.93 ▲ 83%	182 ▲ 60%	$0.16 ▲ 14%	3.3% ▼ -33%	5,441 ▲ 138%	1.5 – 0%	3,623 ▲ 138%	$5.50 ▼ -23%
Sales Ads to Service Sales A...	$10.40 – 0%	8 – 0%	$1.30 – 0%	1.4% – 0%	567 – 0%	2.0 – 0%	288 – 0%	$18.34 – 0%
Sales Awareness Image	$28.25 ▼ -7%	26 ▼ -33%	$1.09 ▲ 39%	0.1% ▼ -16%	34,390 ▼ -20%	1.7 ▼ -9%	20,049 ▼ -12%	$0.82 ▲ 16%
Sales Video Video	$28.68 ▲ 1,838%	7 – 0%	$4.10 – 0%	0.1% – 0%	13,446 ▲ 2,998%	1.9 ▲ 69%	7,110 ▲ 1,732%	$2.13 ▼ -37%
SRP Abandoners SRP Retarget	$28.94 ▼ -8%	53 ▼ -32%	$0.55 ▲ 35%	1.3% ▼ -62%	4,213 ▲ 78%	1.3 – 3%	3,292 ▲ 72%	$6.87 ▼ -48%
Used Cars Under $35k	$44.74 ▲ 76%	556 ▲ 73%	$0.08 – 2%	5.9% ▼ -21%	9,369 ▲ 118%	1.9 – -3%	4,904 ▲ 126%	$4.78 ▼ -19%
Why Buy Retargeting Retarge...	$28.91 ▼ -8%	57 ▲ 30%	$0.51 ▼ -29%	2.2% ▼ -6%	2,606 ▲ 38%	3.7 ▲ 26%	695 ▲ 10%	$11.09 ▼ -33%
Awareness Total	**$801.19 ▲ 3%**	**4,967 ▼ -1%**	**$0.16 ▲ 3%**	**3.4% ▼ -13%**	**145,435 ▲ 14%**	**2.1 ▲ 8%**	**68,668 ▲ 29%**	**$5.51 ▼ -10%**

Consideration	Spend	Clicks	CPC	CTR	Impressions	Frequency	Reach	CPM
Consideration - New Lease + ...	$33.76 ▼ -12%	128 ▼ -11%	$0.26 – -1%	7.1% ▲ 6%	1,812 ▼ -16%	3.7 ▼ -13%	485 – -4%	$18.63 ▲ 6%
Consideration - Used Purchase	$103.99 ▼ -9%	596 – -5%	$0.17 – -3%	9.5% – -4%	6,290 – -1%	8.1 ▼ -7%	778 ▲ 6%	$16.53 ▼ -7%
Consideration Total	**$137.75 ▼ -9%**	**724 ▼ -6%**	**$0.19 ▼ -3%**	**8.9% ▼ -1%**	**8,102 ▼ -5%**	**5.9 ▼ -9%**	**1,263 ▲ 2%**	**$17.00 ▼ -4%**

Action	Spend	Clicks	CPC	CTR	Impressions	Frequency	Reach	CPM
Action - New Lease + Purchase	$32.76 ▼ -9%	132 ▼ -13%	$0.25 – 4%	6.8% – -3%	1,937 ▼ -10%	5.6 ▼ -25%	346 ▲ 20%	$16.91 – 1%
Action - Used Purchase	$49.85 ▼ -11%	226 ▼ -27%	$0.22 ▲ 22%	8.4% ▼ -21%	2,683 ▼ -8%	7.1 ▼ -30%	380 ▲ 33%	$18.58 – -4%
Action Total	**$82.61 ▼ -10%**	**358 ▼ -23%**	**$0.23 ▲ 16%**	**7.7% ▼ -15%**	**4,620 ▼ -9%**	**6.3 ▼ -28%**	**726 ▲ 26%**	**$17.88 ▼ -2%**
Facebook Total	**$1,021.55 ▼ -3%**	**6,049 ▼ -7%**	**$0.17 ▲ 5%**	**3.8% ▼ -14%**	**158,157 ▲ 7%**	**3.1 ▼ -11%**	**70,657 ▲ 22%**	**$6.46 ▼ -10%**

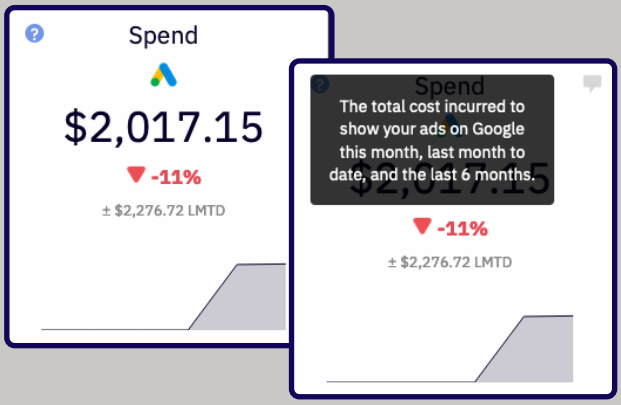
"If we have data,
let's look at data.
If all we have are opinions,
let's go with mine."

GOOGLE

How are your Google campaigns performing?

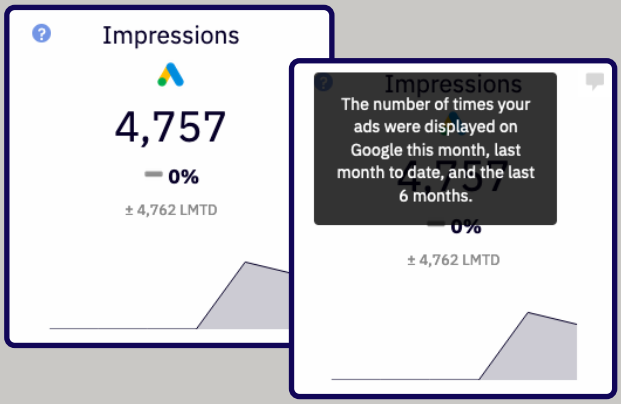
DRIVENDATA

GOOGLE PODS



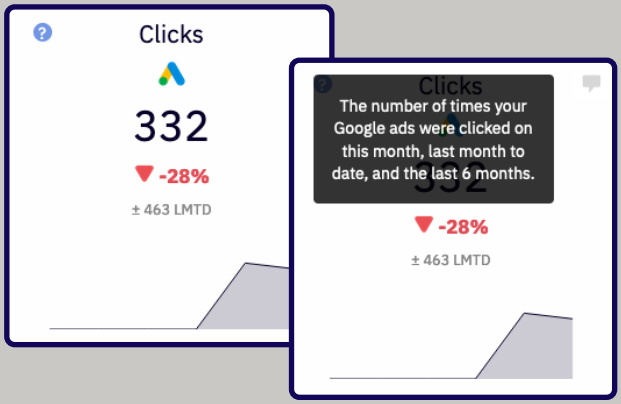
Spend

The total cost incurred to show the ads.



Impressions

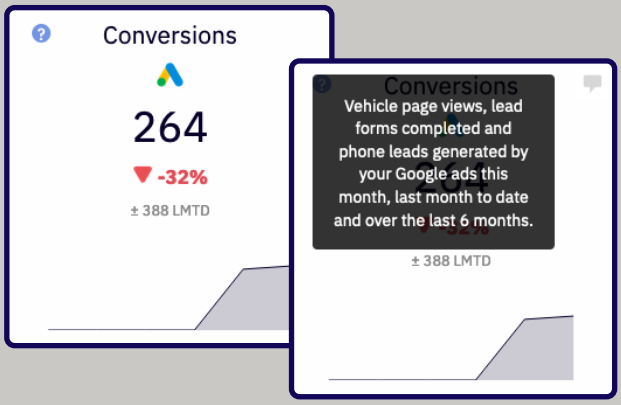
The number of times the ads were displayed.



Clicks

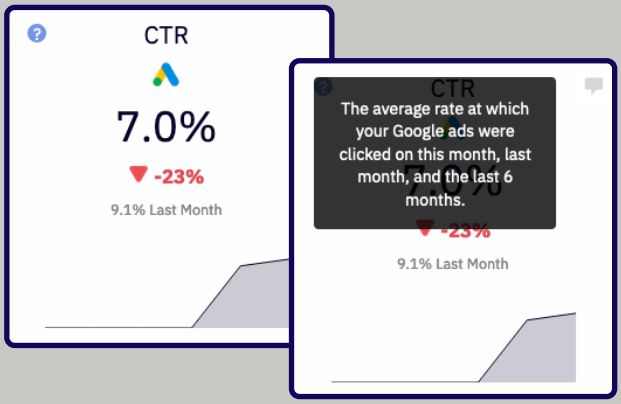
The number of times the ads were clicked on.

GOOGLE PODS



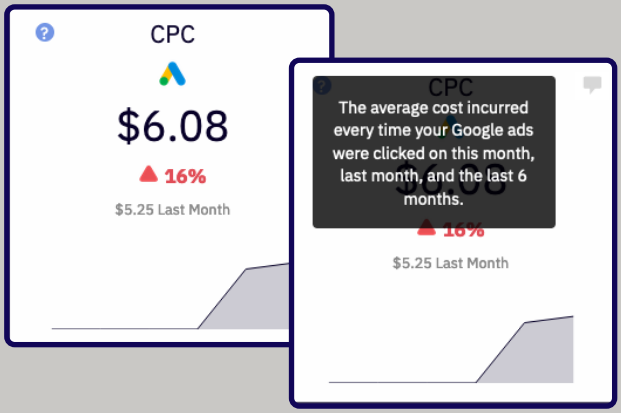
Conversions

The number of Vehicle Page Views, Lead Forms, and/or Phone Leads generated by the campaigns.



CTR (Click Through Rate)

Calculated: Clicks / Impressions



CPC (Cost per Click)

Calculated: Spend / Clicks

Campaigns

See a breakdown of how Google campaigns are performing over time. The ‘Metrics’ dropdown allows user to toggle between ‘Impression Share’ and ‘Traffic and Conversions’ metrics.

Campaigns

Month: Oct 2021 Metrics: Impression Share Change Threshold ± : 5%

General	Spend	Impressions	Clicks	CPC	Impression Share	IS Lost to Budget	IS Lost to Rank
Walk Around Videos	$473.10 ▼ -51%	20,283 ▼ -75%	78 ▼ -93%	$6.07 ▲ 560%	N/A -	N/A -	N/A -
Dealership General	$276.30 ▼ -20%	321 ▲ 8%	69 ▲ 8%	$4.00 ▼ -26%	81.0% ▲ 18%	11.6% ▼ -57%	7.3% ▼ -98%
Youtube Awareness YouTube	$100.40 N/A	9,010 N/A	140 N/A	$0.72 N/A	N/A -	N/A -	N/A -
General Total	**$849.80 ▼ -35%**	**29,614 ▼ -64%**	**287 ▼ -74%**	**$2.96 ▲ 152%**	**27.0% ▲ 18%**	**3.9% ▼ -57%**	**2.4% ▼ -98%**

New Search	Spend	Impressions	Clicks	CPC	Impression Share	IS Lost to Budget	IS Lost to Rank
New Honda Accord - Search...	$12.83 N/A	10 N/A	3 N/A	$4.28 N/A	43.5% N/A	- N/A	56.5% N/A
New Honda CR-V - SearchCa...	$30.65 N/A	51 N/A	13 N/A	$2.36 N/A	54.3% N/A	- N/A	45.7% N/A
New Honda HR-V - SearchC...	$73.97 ▼ -47%	138 ▼ -45%	15 ▼ -55%	$4.93 ▲ 17%	80.6% — 5%	- ▼ -100%	19.4% ▲ 87%
New Honda Passport - Searc...	$20.36 ▼ -24%	95 ▼ -50%	7 ▼ -30%	$2.91 ▲ 9%	77.2% ▲ 17%	- ▼ -100%	22.8% ▼ -8%
New Honda Pilot - SearchCa...	$154.50 ▼ -49%	269 ▼ -44%	32 ▼ -49%	$4.83 — 0%	76.0% ▲ 9%	- ▼ -100%	24.0% ▲ 46%
New Honda Ridgeline - Sear...	$9.92 N/A	10 N/A	3 N/A	$3.31 N/A	90.9% N/A	- N/A	9.1% N/A
New Search Total	**$302.23 ▼ -36%**	**573 ▼ -38%**	**73 ▼ -31%**	**$4.14 ▼ -7%**	**70.4% ▲ 99%**	**- ▼ -100%**	**29.6% ▲ 243%**

Used Search	Spend	Impressions	Clicks	CPC	Impression Share	IS Lost to Budget	IS Lost to Rank
Search - Used By Body Style	$1,769.51 ▲ 111%	4,729 ▲ 73%	502 ▲ 102%	$3.52 — 4%	31.0% ▲ 105%	62.2% ▼ -21%	6.8% ▲ 15%
Search - Used Ford Inventory	$3.74 ▼ -70%	4 ▼ -88%	1 ▼ -75%	$3.74 ▲ 21%	13.3% ▲ 33%	80.0% — 2%	6.7% ▼ -49%
Search - Used Honda Invent...	$110.85 ▲ 42%	141 ▲ 81%	19 ▲ 111%	$5.83 ▼ -33%	28.7% ▲ 163%	58.9% ▼ -26%	12.4% ▲ 38%
Search - Used Jeep Inventory	$2.30 ▼ -95%	4 ▼ -95%	1 ▼ -91%	$2.30 ▼ -49%	21.1% ▲ 45%	78.9% — 1%	- ▼ -100%
Used Search Total	**$1,886.40 ▲ 92%**	**4,878 ▲ 66%**	**523 ▲ 92%**	**$3.61 ▲ 1%**	**23.5% ▲ 86%**	**70.0% ▼ -11%**	**6.5% ▼ -26%**
Google Total	**$3,038.43 ▼ -15%**	**35,065 ▼ -60%**	**883 ▼ -47%**	**$3.44 ▲ 62%**	**46.0% ▲ 19%**	**22.4% ▼ -43%**	**16.2% ▲ 31%**

Month: Oct 2021 Metrics: Traffic & Conversions Change Threshold ± : 5%

General	Spend	Impressions	Clicks	CPC	CTR	Conversions	Conversion Rate
Walk Around Videos	$473.10 ▼ -51%	20,283 ▼ -75%	78 ▼ -93%	$6.07 ▲ 560%	0.4% ▼ -69%	61 ▼ -67%	78.2% ▲ 347%
Dealership General	$276.30 ▼ -20%	321 ▲ 8%	69 ▲ 8%	$4.00 ▼ -26%	21.5% — 0%	104 ▼ -21%	150.7% ▼ -27%
Youtube Awareness YouTube	$100.40 N/A	9,010 N/A	140 N/A	$0.72 N/A	1.6% N/A	133 N/A	95.0% N/A
General Total	**$849.80 ▼ -35%**	**29,614 ▼ -64%**	**287 ▼ -74%**	**$2.96 ▲ 152%**	**1.0% ▼ -27%**	**298 ▼ -6%**	**103.8% ▲ 267%**

New Search	Spend	Impressions	Clicks	CPC	CTR	Conversions	Conversion Rate
New Honda Accord - Search...	$12.83 N/A	10 N/A	3 N/A	$4.28 N/A	30.0% N/A	2 0%	66.7% N/A
New Honda CR-V - SearchCa...	$30.65 N/A	51 N/A	13 N/A	$2.36 N/A	25.5% N/A	6 0%	46.2% N/A
New Honda HR-V - SearchC...	$73.97 ▼ -47%	138 ▼ -45%	15 ▼ -55%	$4.93 ▲ 17%	10.9% ▼ -17%	19 ▼ -57%	126.7% — -5%
New Honda Passport - Searc...	$20.36 ▼ -24%	95 ▼ -50%	7 ▼ -30%	$2.91 ▲ 9%	7.4% ▲ 40%	14 ▼ -33%	200.0% — -5%
New Honda Pilot - SearchCa...	$154.50 ▼ -49%	269 ▼ -44%	32 ▼ -49%	$4.83 — 0%	11.9% ▼ -10%	44 ▼ -59%	137.5% ▼ -19%
New Honda Ridgeline - Sear...	$9.92 N/A	10 N/A	3 N/A	$3.31 N/A	30.0% N/A	2 0%	66.7% N/A
New Search Total	**$302.23 ▼ -36%**	**573 ▼ -38%**	**73 ▼ -31%**	**$4.14 ▼ -7%**	**12.7% ▲ 10%**	**87 ▼ -49%**	**119.2% ▼ -27%**

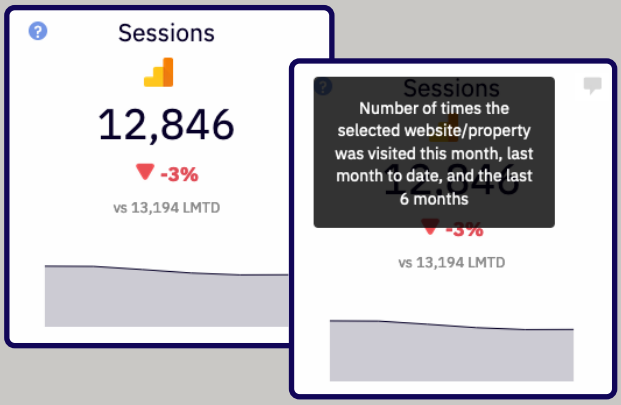
Used Search	Spend	Impressions	Clicks	CPC	CTR	Conversions	Conversion Rate
Search - Used By Body Style	$1,769.51 ▲ 111%	4,729 ▲ 73%	502 ▲ 102%	$3.52 — 4%	10.6% ▲ 16%	100 ▲ 25%	19.9% ▼ -38%
Search - Used Ford Inventory	$3.74 ▼ -70%	4 ▼ -88%	1 ▼ -75%	$3.74 ▲ 21%	25.0% ▲ 100%	- ▼ -100%	- ▼ -100%
Search - Used Honda Invent...	$110.85 ▲ 42%	141 ▲ 81%	19 ▲ 111%	$5.83 ▼ -33%	13.5% ▲ 17%	8 ▼ -47%	42.1% ▼ -75%
Search - Used Jeep Inventory	$2.30 ▼ -95%	4 ▼ -95%	1 ▼ -91%	$2.30 ▼ -49%	25.0% ▲ 91%	- ▼ -100%	- ▼ -100%
Used Search Total	**$1,886.40 ▲ 92%**	**4,878 ▲ 66%**	**523 ▲ 92%**	**$3.61 ▲ 1%**	**10.7% ▲ 15%**	**108 ▼ -8%**	**20.7% ▼ -52%**
Google Total	**$3,038.43 ▼ -15%**	**35,065 ▼ -60%**	**883 ▼ -47%**	**$3.44 ▲ 62%**	**2.5% ▲ 32%**	**493 ▼ -38%**	**55.8% ▲ 17%**

WEBSITE

How your site stacks up against our Universal Metrics.

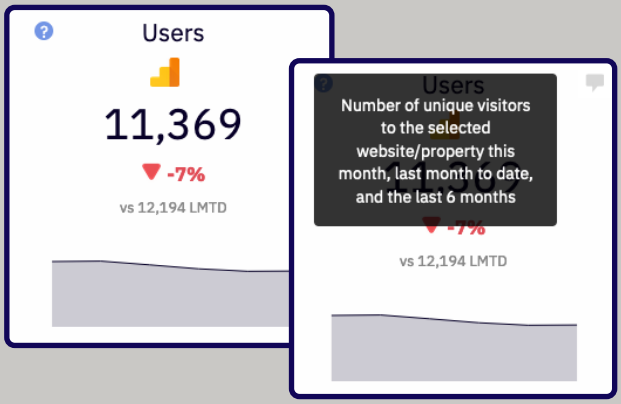
DRIVENDATA

WEBSITE PODS



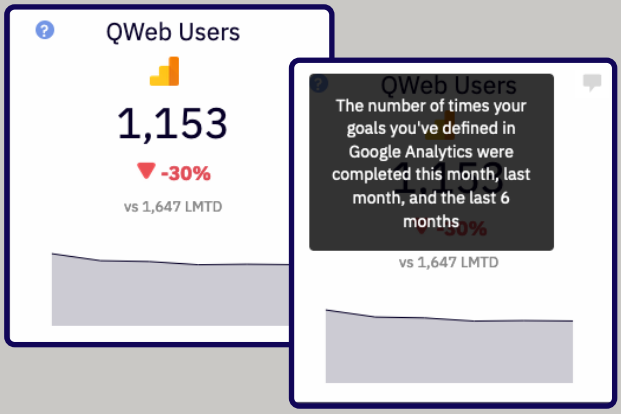
Sessions

The total number of website session this month.



Users

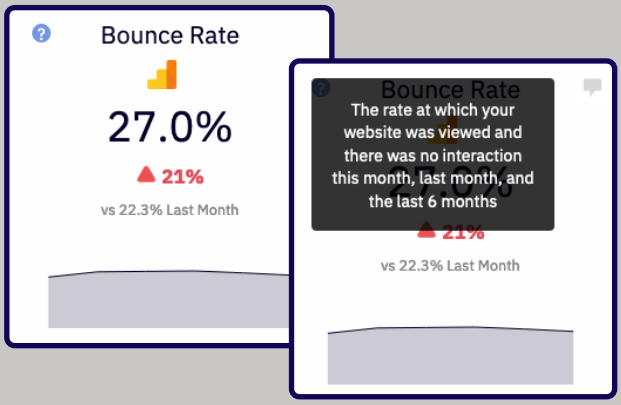
The total number of unique visitors to your site this month.



QWeb Users (Quality Web)

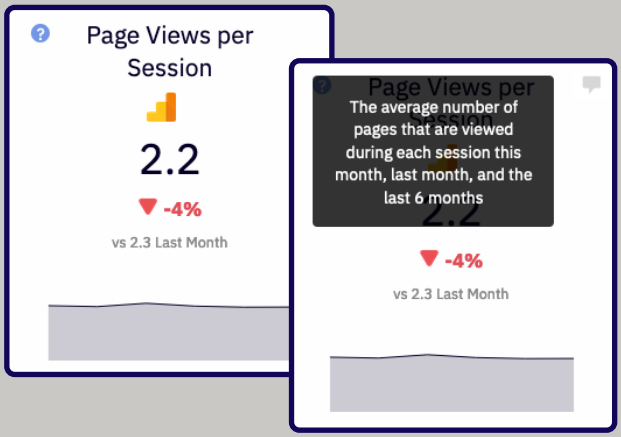
Users who perform **all of these engagement actions**... 4 sessions, 400 seconds on site, and 7+ pages visited during the last 30 days (regardless of source).

WEBSITE PODS



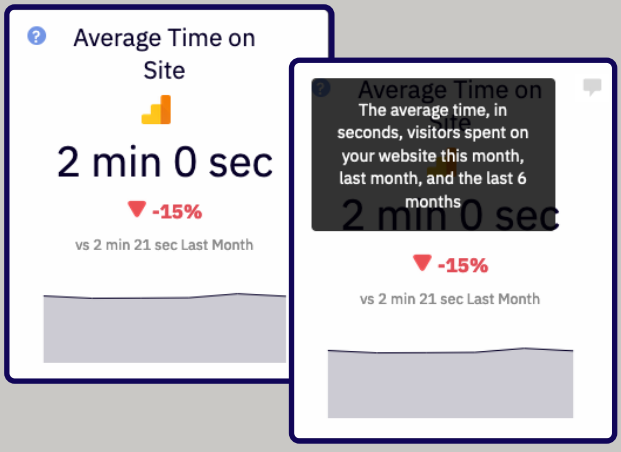
Bounce Rate

The percentage of time a user performs no interactions on your site. Usually a single-page session.



Page Views per Session

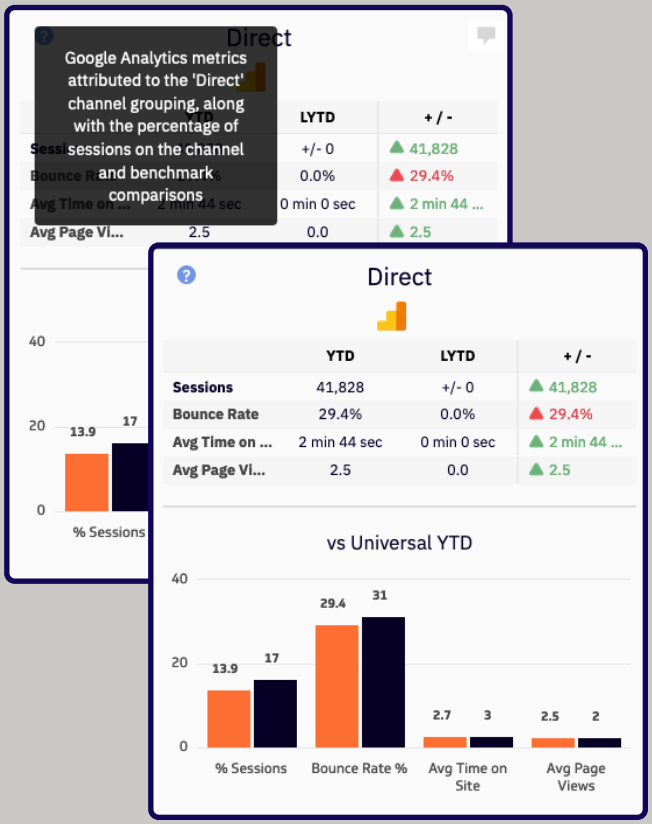
The average number of pages that are viewed during each session this month.



Average Time on Site

The average time, in seconds, visitors spent on your website this month.

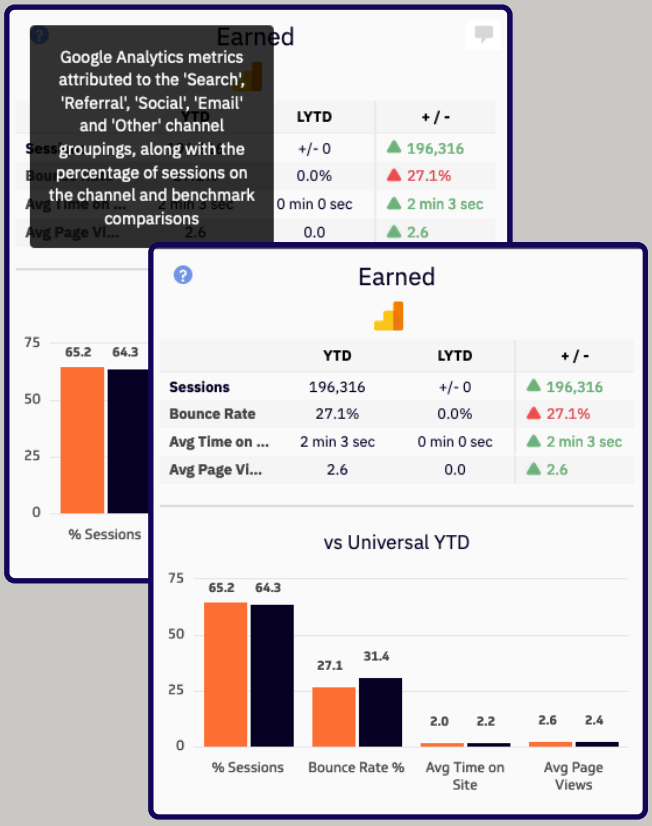
WEBSITE PODS



Direct

View the metrics for users who entered your site address in the browser search window or entered the saved tab.

Compare to Driven Data's Universal Benchmark, which is the average of all dealerships on the Driven Data platform.

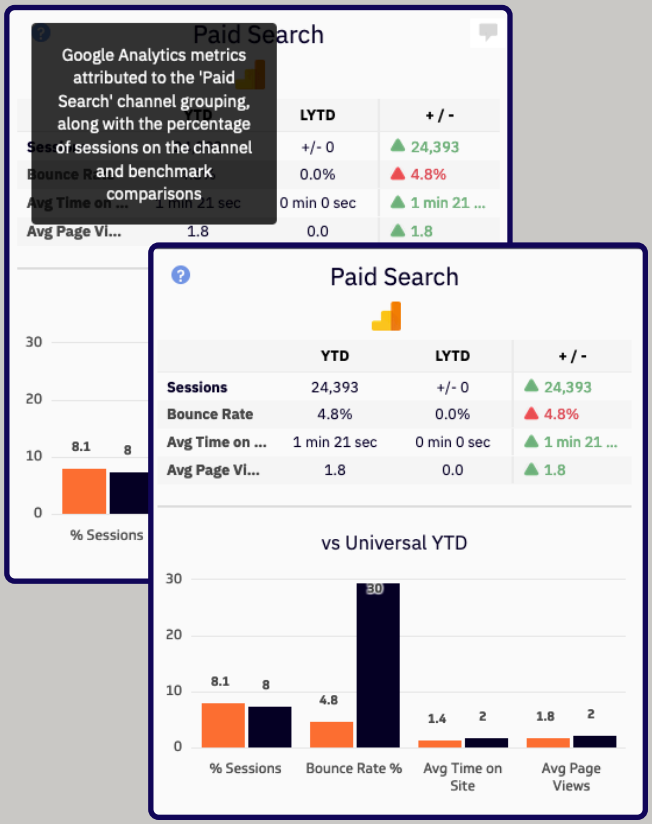


Earned

View the metrics for users that visited your site by clicking on a link that someone else had shared on a social platform.

Compare to Driven Data's Universal Benchmark, which is the average of all dealerships on the Driven Data platform.

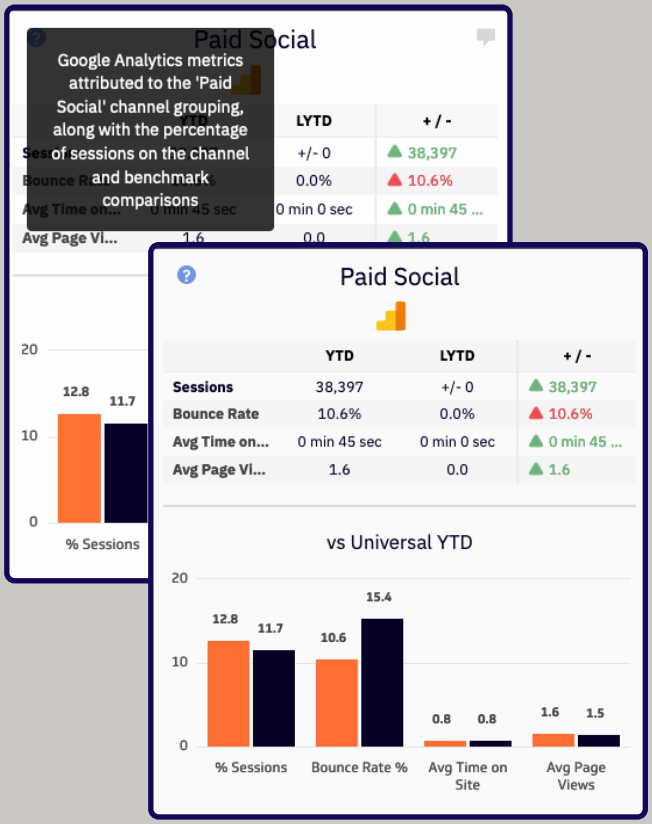
WEBSITE PODS



Paid Search

This traffic came to your site from your paid search ads which appear in the search results of engines like Google and Bing.

Compare to Driven Data's Universal Benchmark, which is the average of all dealerships on the Driven Data platform.



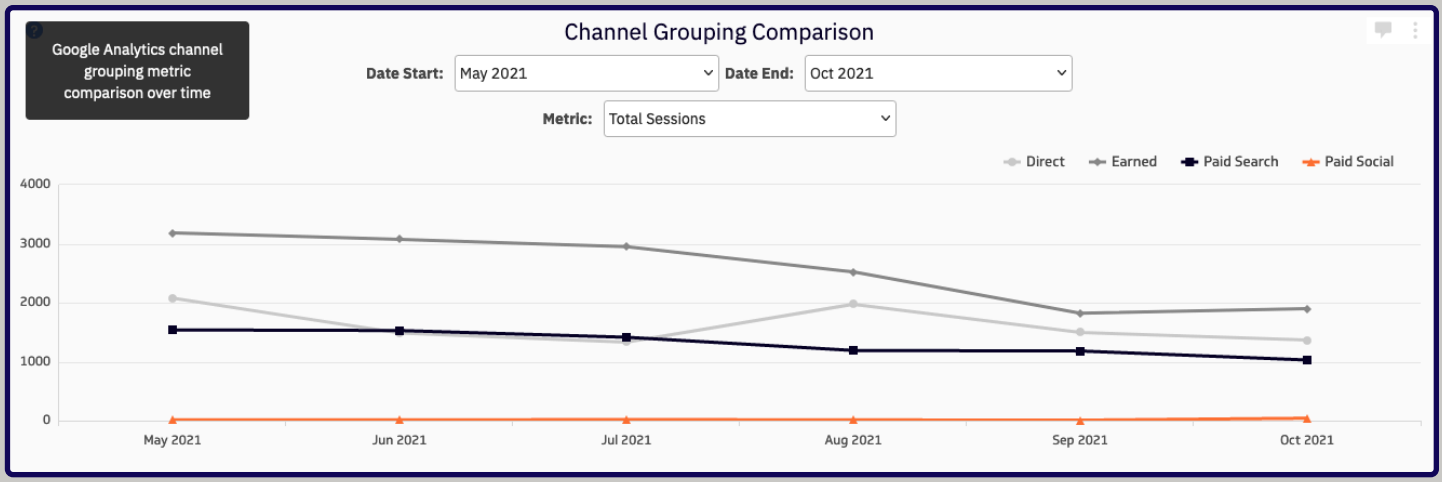
Paid Social

This traffic came to your site from your paid social ads which appear on platforms like Facebook.

Compare to Driven Data's Universal Benchmark, which is the average of all dealerships on the Driven Data platform.

Channel Grouping Comparison

See trend lines for any metric (Total Sessions, Bounce Rate %, Average Time on Site, Average Page Views) over the date range choosen, broken down by Direct, Earned, Paid Search, and Paid Social channels.



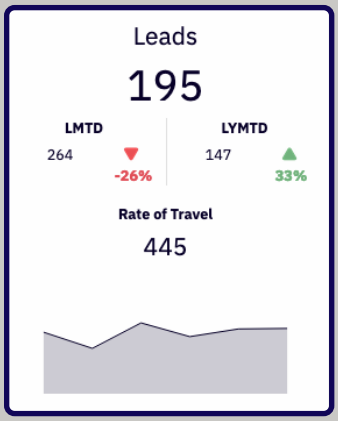
> “What gets measured... gets done.”

LEADS

Where are my Leads in the Leads Funnel?

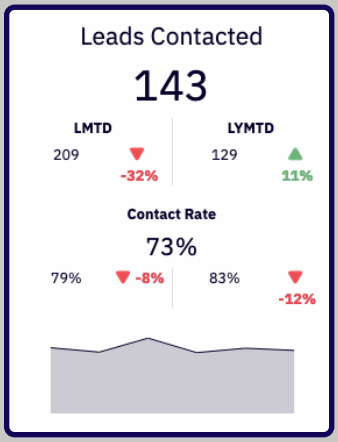
DRIVENDATA

LEADS PODS



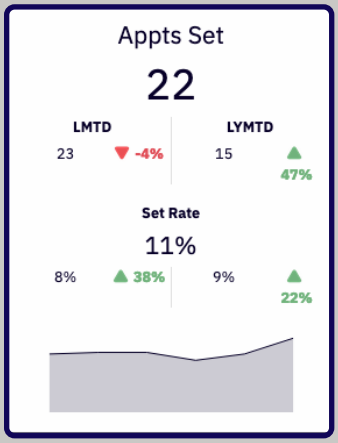
Leads

Month-to-date Lead count along with projected month-end estimate.



Leads Contacted

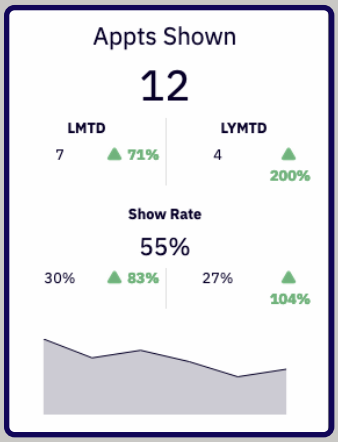
The number and percentage of Leads that have been contacted.
Contact Rate = Leads Contacted / Leads



Appointments Set

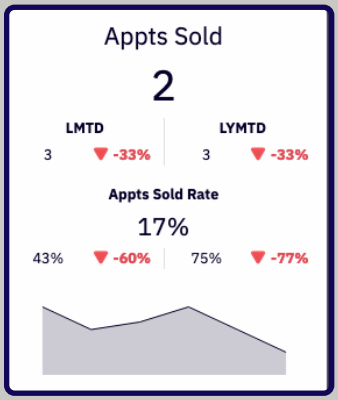
The number of Appointments Set month-to-date... not necessarily from the month-to-date Leads.
Set Rate = Appts Set / Leads

LEADS PODS



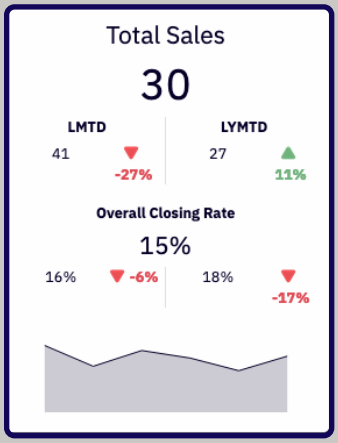
Appointments Shown

The number of Appointments Shown month-to-date... not necessarily from the month-to-date Leads.
Show Rate = Appts Shown / Appts Set



Appointments Sold

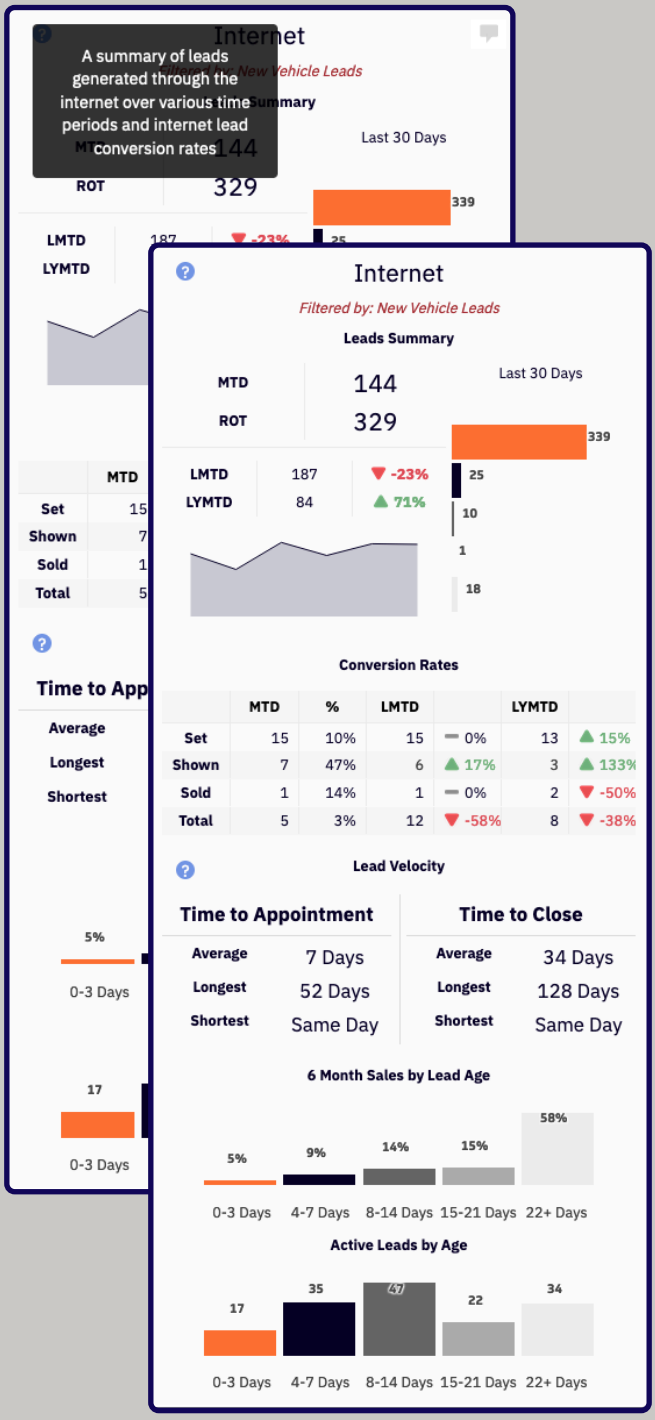
The number of Appointments Sold month-to-date... not necessarily from the month-to-date Leads.
Sold Rate = Appts Sold / Appts Shown



Total Sales

The number of Sold Vehicles month-to-date... not necessarily from the month-to-date Leads.
Closing Rate = Total Sales / Leads

LEADS PODS



Internet Leads

View the number of Month-to-Date leads filtered by New, Used, All, or Unknown. See projected Rate of Travel for the current month, as well as Last Month to Date and Last Year Month to Date.

See a Leads Funnel of Internet Leads over the Last 30 Days... Leads, Appointments Set, Appointments Shown, Appointments Sold, and Total Sales.

Conversion Rates

Month-to-Date Conversion Rates and how they are pacing from last month and last year.

Lead Velocity

The average speed of which the Internet Leads are being converted to Appointments and Sales.

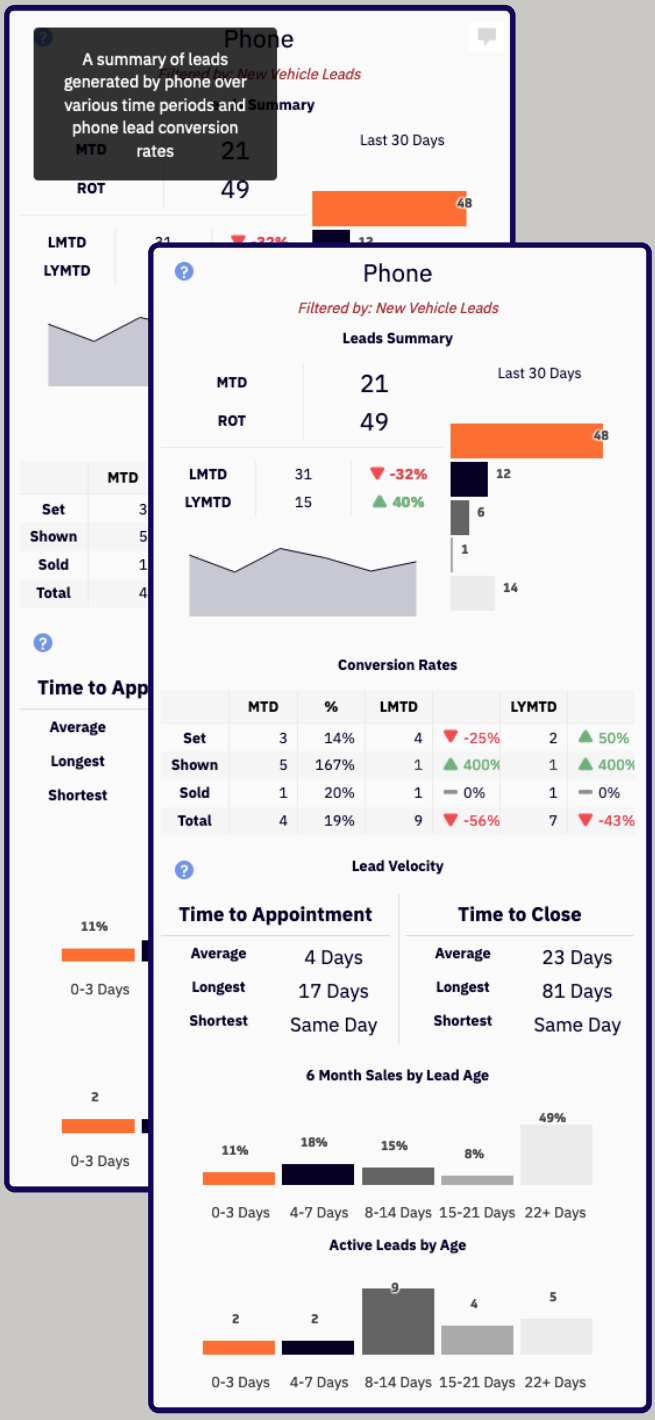
6 Month Sales by Lead Age

Of Internet Leads Sold over the last 6 months, view the percentage of Sales by Age Buckets.

Active Lead by Age

View the Internet Leads marked as “Active” grouped by Creation Date.

LEADS PODS



Phone Leads

View the number of Month-to-Date leads filtered by New, Used, All, or Unknown. See projected Rate of Travel for the current month, as well as Last Month to Date and Last Year Month to Date.

See a Leads Funnel of Phone Leads over the Last 30 Days... Leads, Appointments Set, Appointments Shown, Appointments Sold, and Total Sales.

Conversion Rates

Month-to-Date Conversion Rates and how they are pacing from last month and last year.

Lead Velocity

The average speed of which the Phone Leads are being converted to Appointments and Sales.

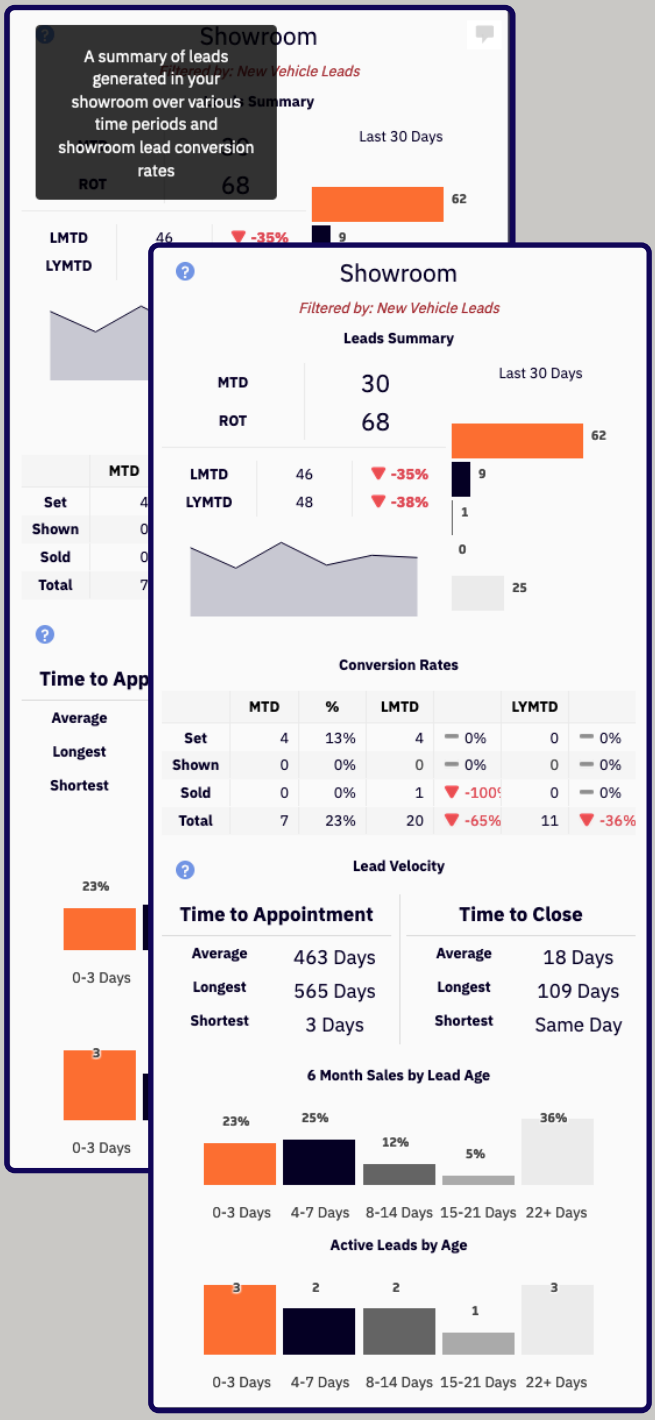
6 Month Sales by Lead Age

Of Phone Leads Sold over the last 6 months, view the percentage of Sales by Age Buckets.

Active Lead by Age

View the Phone Leads marked as “Active” grouped by Creation Date.

LEADS PODS



Showroom Leads

View the number of Month-to-Date leads filtered by New, Used, All, or Unknown. See projected Rate of Travel for the current month, as well as Last Month to Date and Last Year Month to Date.

See a Leads Funnel of Showroom Leads over the Last 30 Days... Leads, Appointments Set, Appointments Shown, Appointments Sold, and Total Sales.

Conversion Rates

Month-to-Date Conversion Rates and how they are pacing from last month and last year.

Lead Velocity

The average speed of which the Showroom Leads are being converted to Appointments and Sales.

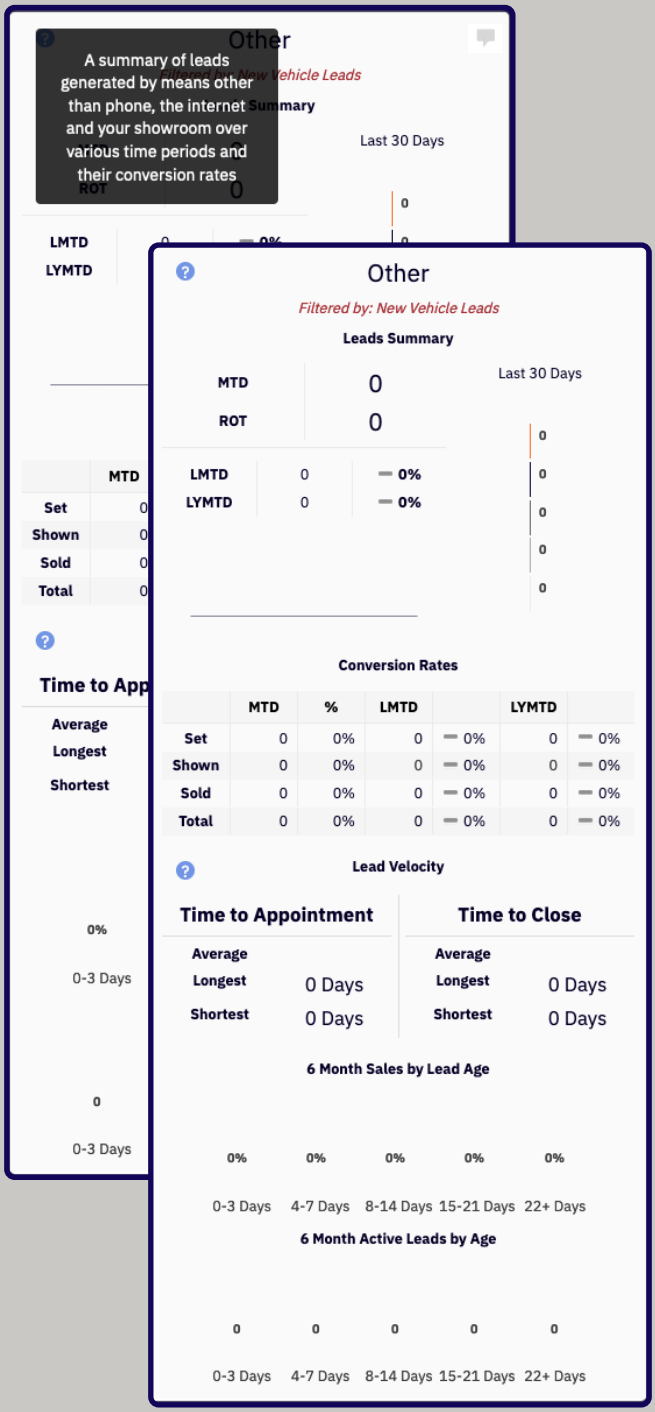
6 Month Sales by Lead Age

Of Showroom Leads Sold over the last 6 months, view the percentage of Sales by Age Buckets.

Active Lead by Age

View the Showroom Leads marked as “Active” grouped by Creation Date.

LEADS PODS



Other Leads

'Other' Leads are any leads in the CRM that are not Internet, Phone or Showrroom Leads.

View the number of Month-to-Date leads filtered by New, Used, All, or Unknown. See projected Rate of Travel for the current month, as well as Last Month to Date and Last Year Month to Date.

See a Leads Funnel of Other Leads over the Last 30 Days... Leads, Appointments Set, Appointments Shown, Appointments Sold, and Total Sales.

Conversion Rates

Month-to-Date Conversion Rates and how they are pacing from last month and last year.

Lead Velocity

The average speed of which the Other Leads are being converted to Appointments and Sales.

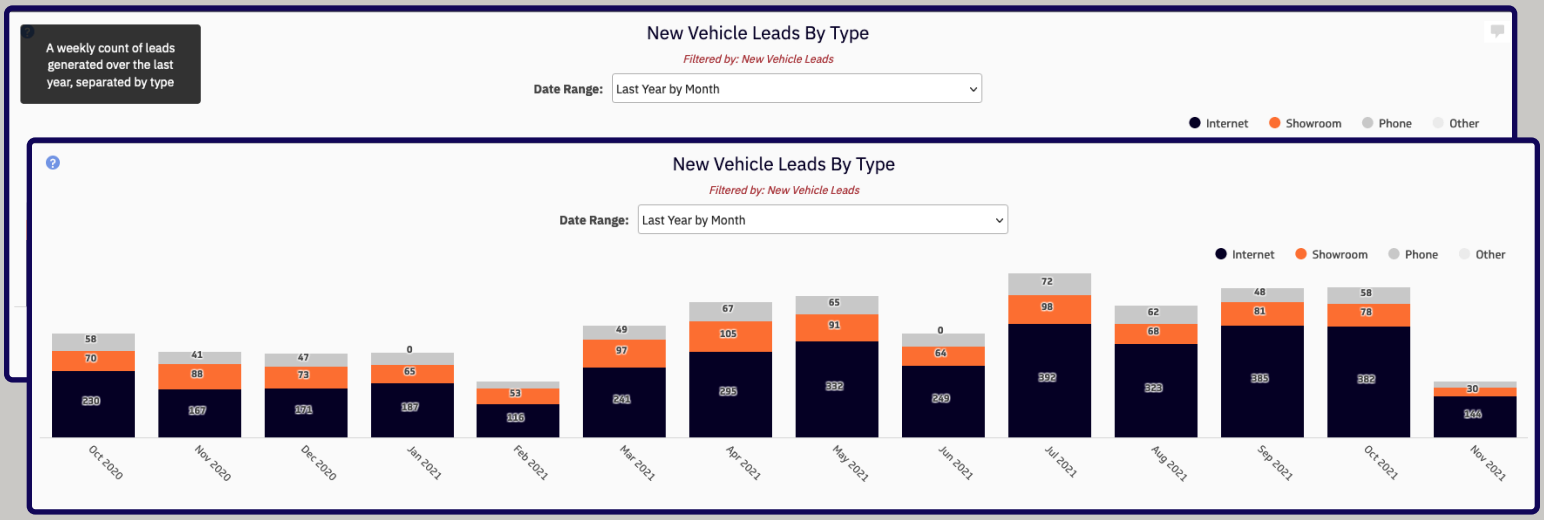
6 Month Sales by Lead Age

Of Other Leads Sold over the last 6 months, view the percentage of Sales by Age Buckets.

Active Lead by Age

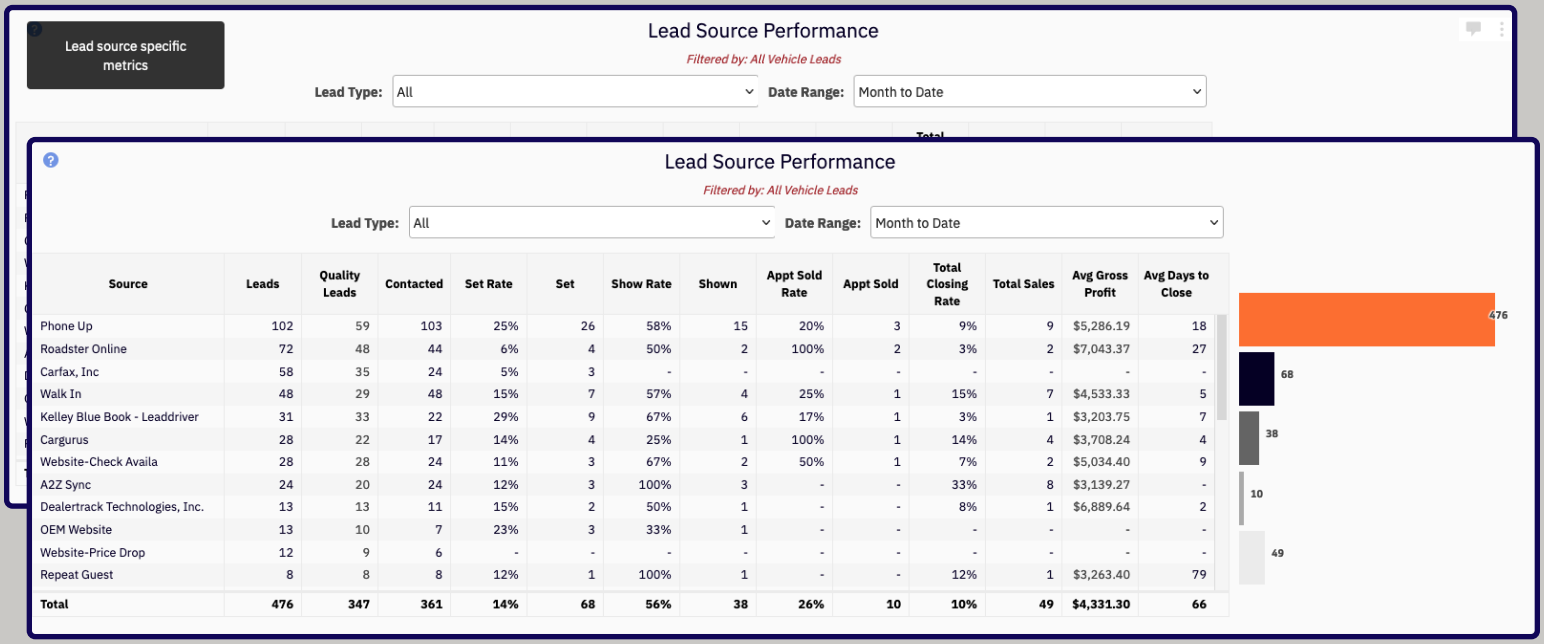
View the Other Leads marked as "Active" grouped by Creation Date.

LEADS PODS



New Vehicle Leads by Type

View the breakdown of Leads by Type by either Last Year by Month, Last Year by Week, or Last 30 Days

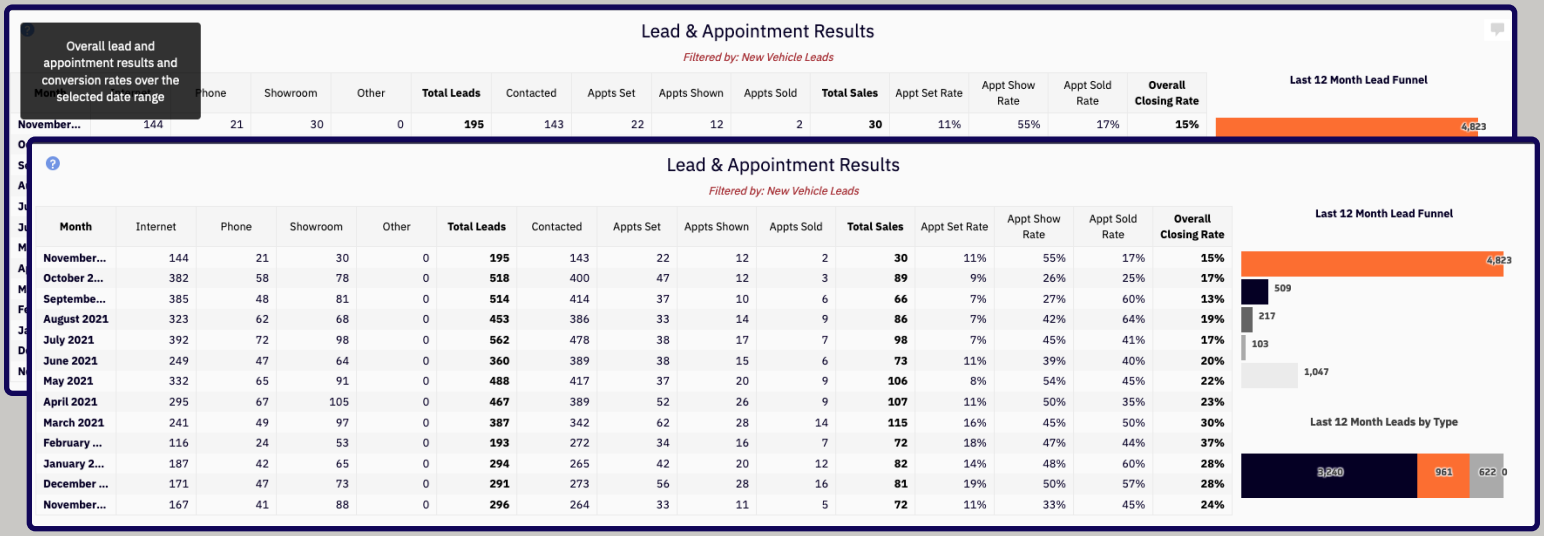


Source	Leads	Quality Leads	Contacted	Set Rate	Set	Show Rate	Shown	Appt Sold Rate	Appt Sold	Total Closing Rate	Total Sales	Avg Gross Profit	Avg Days to Close
Phone Up	102	59	103	25%	26	58%	15	20%	3	9%	9	$5,286.19	18
Roadster Online	72	48	44	6%	4	50%	2	100%	2	3%	2	$7,043.37	27
Carfax, Inc	58	35	24	5%	3	-	-	-	-	-	-	-	-
Walk In	48	29	48	15%	7	57%	4	25%	1	15%	7	$4,533.33	5
Kelley Blue Book - Leaddriver	31	33	22	29%	9	67%	6	17%	1	3%	1	$3,203.75	7
Cargurus	28	22	17	14%	4	25%	1	100%	1	14%	4	$3,708.24	4
Website-Check Availa	28	28	24	11%	3	67%	2	50%	1	7%	2	$5,034.40	9
A2Z Sync	24	20	24	12%	3	100%	3	-	-	33%	8	$3,139.27	-
Dealertrack Technologies, Inc.	13	13	11	15%	2	50%	1	-	-	8%	1	$6,889.64	2
OEM Website	13	10	7	23%	3	33%	1	-	-	-	-	-	-
Website-Price Drop	12	9	6	-	-	-	-	-	-	-	-	-	-
Repeat Guest	8	8	8	12%	1	100%	1	-	-	12%	1	$3,263.40	79
Total	**476**	**347**	**361**	**14%**	**68**	**56%**	**38**	**26%**	**10**	**10%**	**49**	**$4,331.30**	**66**

Lead Source Performance

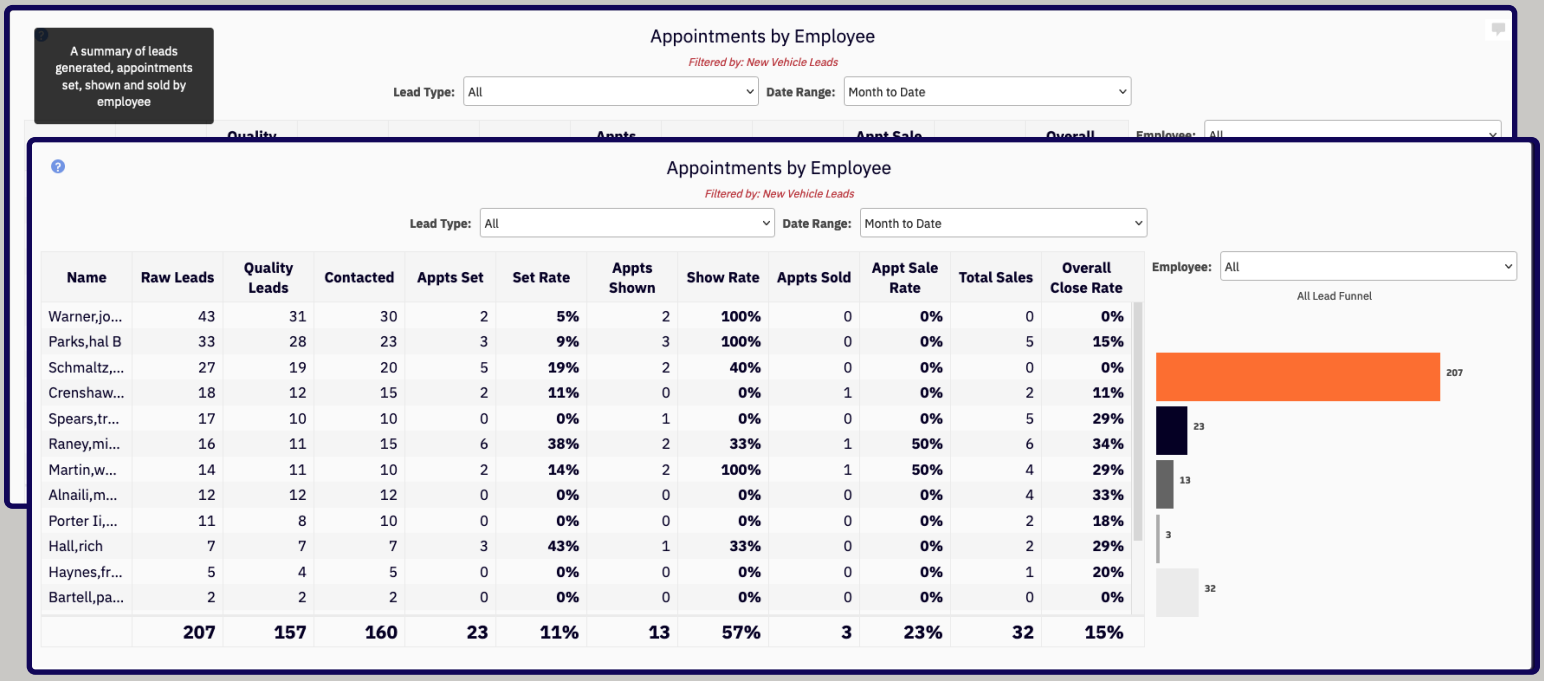
A breakdown of individual lead sources, and where they are in the Lead Funnel (Appointments Set, Appointments Shown, Appointments Sold, or Total Sales).

LEADS PODS



Leads & Appointment Results

Track Leads through the Leads Funnel historically over the last 12 months.



Appointments by Employee

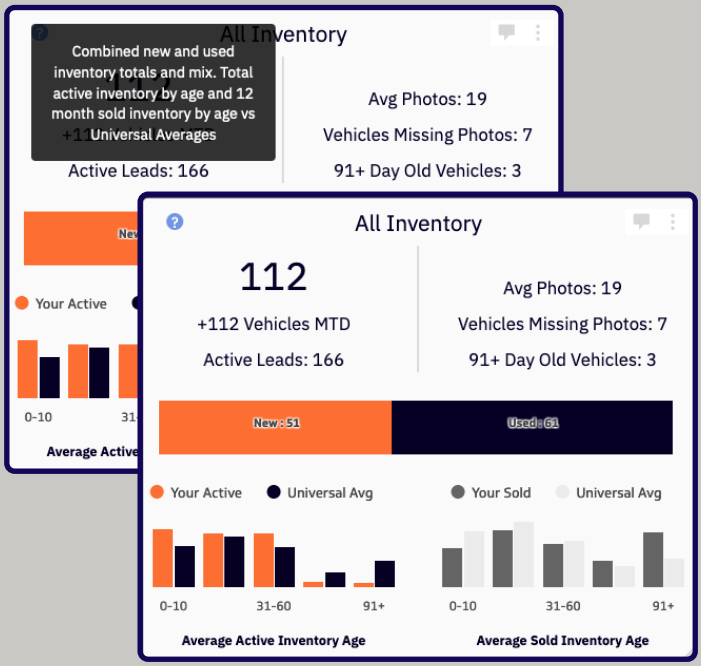
A look at the Leads Funnel by Employee... who are the top performing employees and where can some coaching be beneficial?

INVENTORY

Your current Inventory, historical data, and your most profitable vehicles.

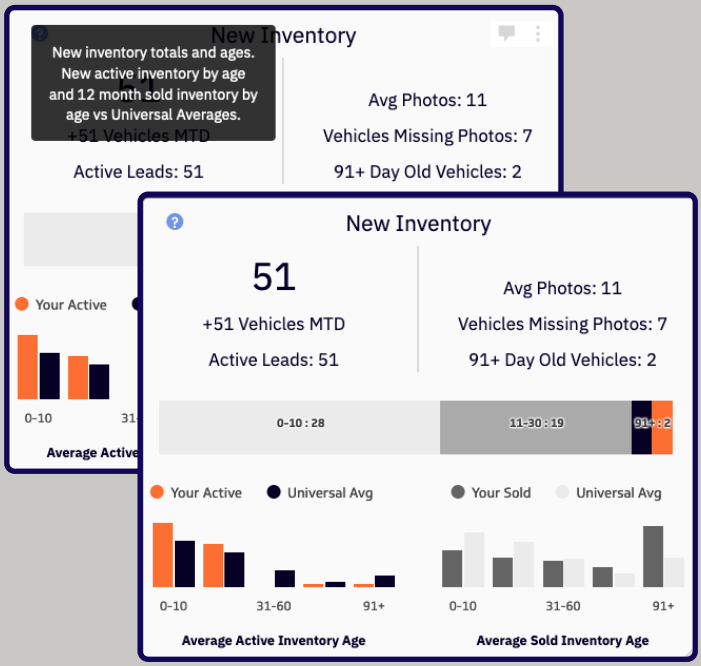
DRIVENDATA

INVENTORY PODS



All Inventory

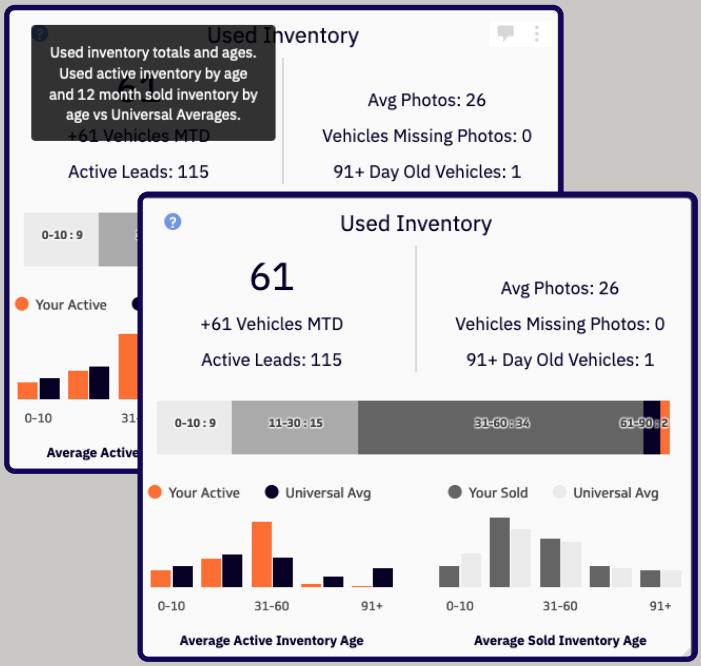
A look at the entire inventory. See how the current inventory and last 12-months of sales stack up to our Universal Averages.



New Inventory

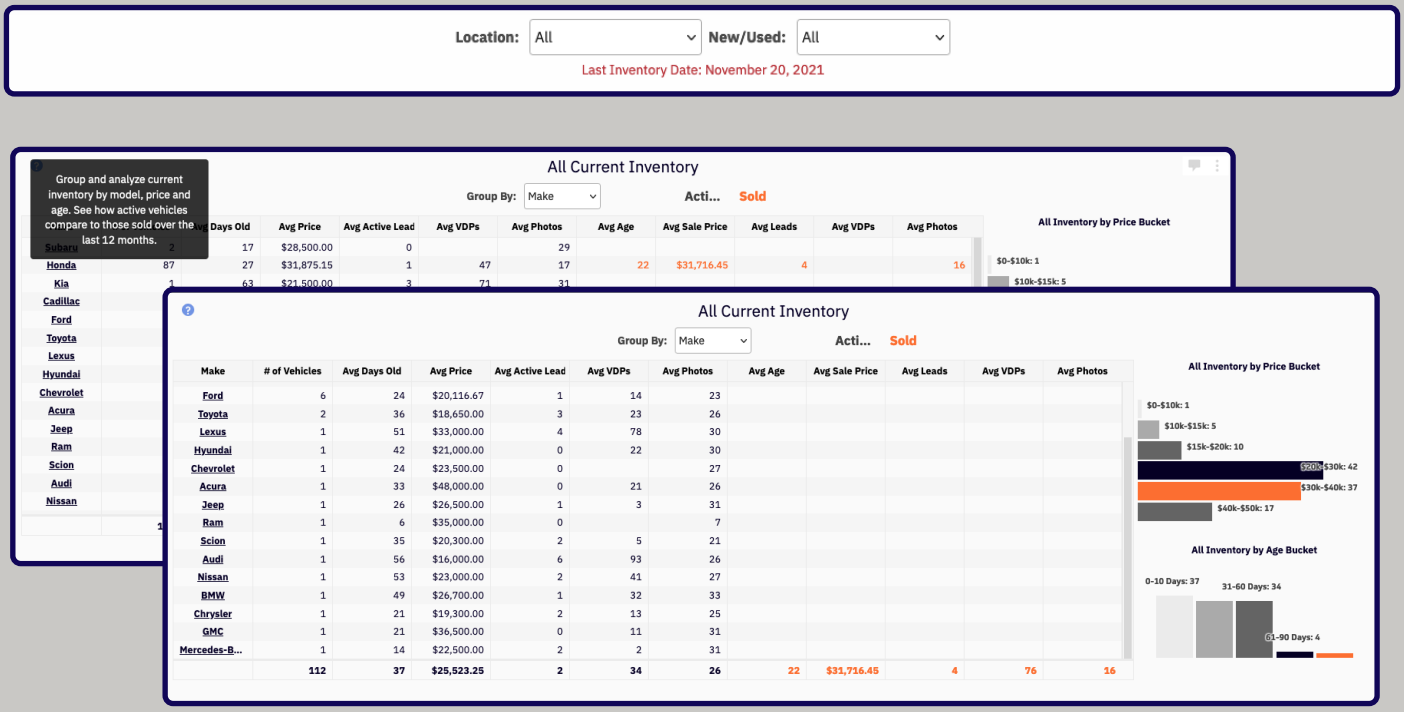
See how New Inventory and last 12-months of sales stack up to our Universal Averages.

INVENTORY PODS



Used Inventory

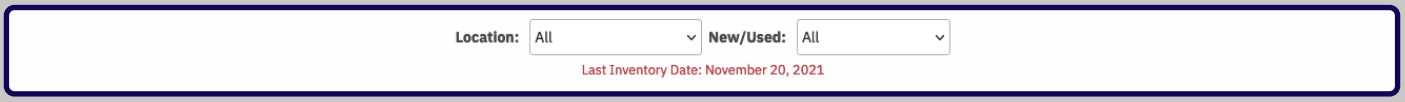
See how Used Inventory and last 12-months of sales stack up to our Universal Averages.

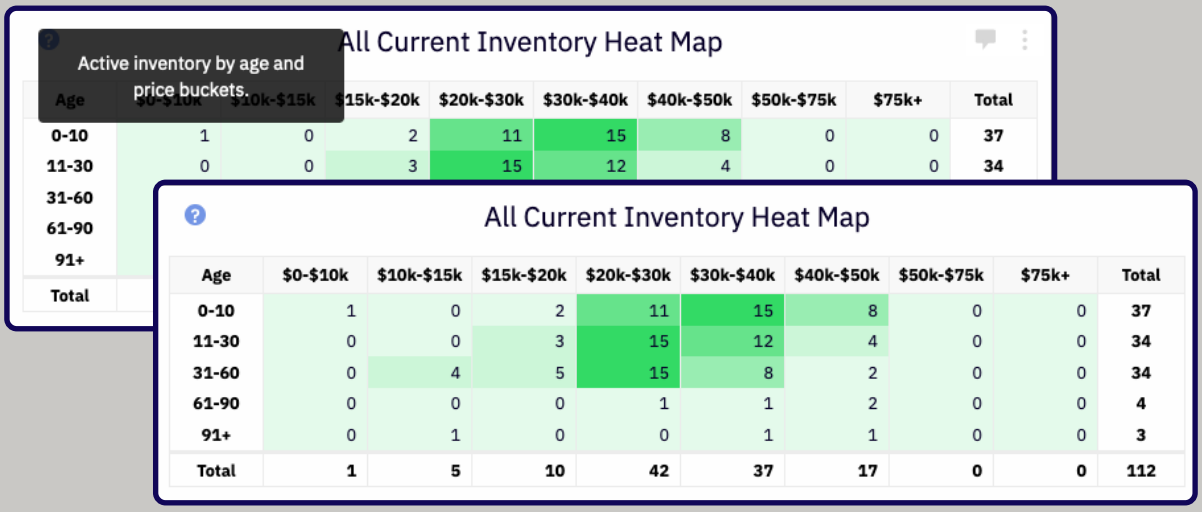


All Current Inventory

This Pod allows users to filter to New, Used, or All Inventory and group by Make, Price, or Age...allowing users to compare current inventory to recently sold units (last 12-months).

INVENTORY PODS

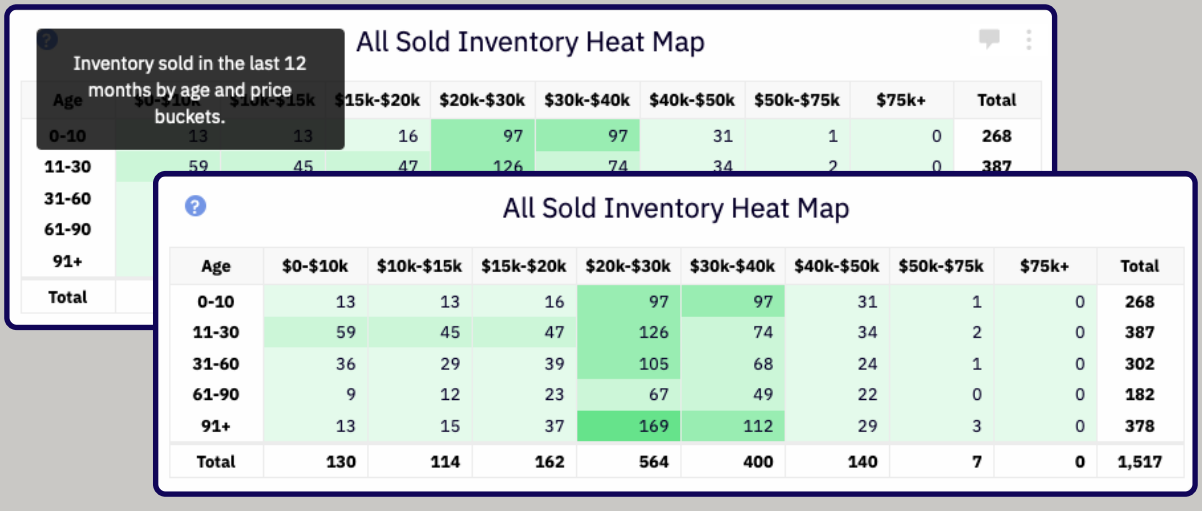




Age	$0-$10k	$10k-$15k	$15k-$20k	$20k-$30k	$30k-$40k	$40k-$50k	$50k-$75k	$75k+	Total
0-10	1	0	2	11	15	8	0	0	37
11-30	0	0	3	15	12	4	0	0	34
31-60	0	4	5	15	8	2	0	0	34
61-90	0	0	0	1	1	2	0	0	4
91+	0	1	0	0	1	1	0	0	3
Total	1	5	10	42	37	17	0	0	112

Current Inventory Heat Map

Another way to visualize New, Used, or entire Inventory grouped by Age and Price.

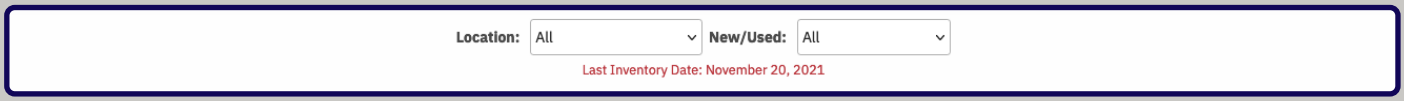


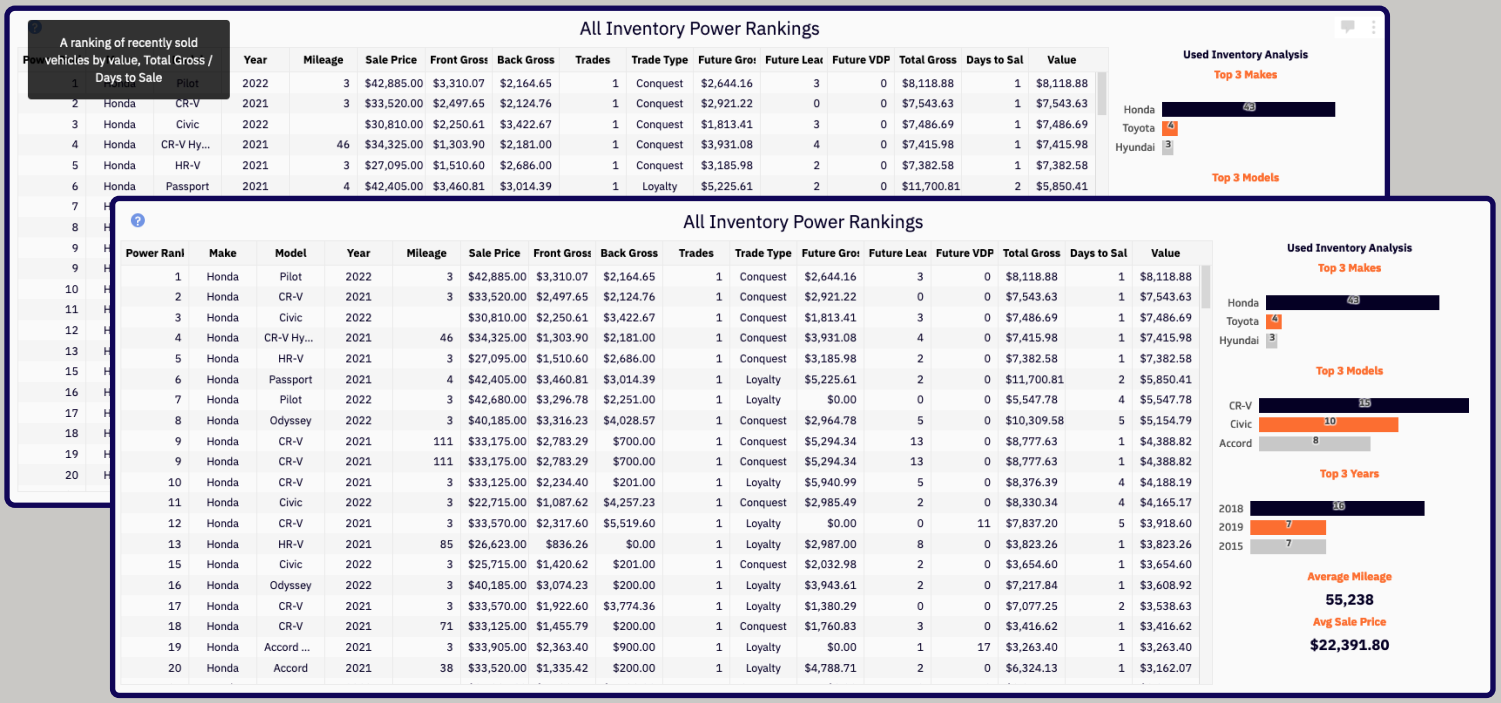
Age	$0-$10k	$10k-$15k	$15k-$20k	$20k-$30k	$30k-$40k	$40k-$50k	$50k-$75k	$75k+	Total
0-10	13	13	16	97	97	31	1	0	268
11-30	59	45	47	126	74	34	2	0	387
31-60	36	29	39	105	68	24	1	0	302
61-90	9	12	23	67	49	22	0	0	182
91+	13	15	37	169	112	29	3	0	378
Total	130	114	162	564	400	140	7	0	1,517

Sold Inventory Heat Map

Another way to visualize New, Used, or All Sold Vehicles grouped by Age and Price.

INVENTORY PODS





Power Rank	Make	Model	Year	Mileage	Sale Price	Front Gross	Back Gross	Trades	Trade Type	Future Gross	Future Lease	Future VDP	Total Gross	Days to Sale	Value
1	Honda	Pilot	2022	3	$42,885.00	$3,310.07	$2,164.65	1	Conquest	$2,644.16	3	0	$8,118.88	1	$8,118.88
2	Honda	CR-V	2021	3	$33,520.00	$2,497.65	$2,124.76	1	Conquest	$2,921.22	0	0	$7,543.63	1	$7,543.63
3	Honda	Civic	2022		$30,810.00	$2,250.61	$3,422.67	1	Conquest	$1,813.41	3	0	$7,486.69	1	$7,486.69
4	Honda	CR-V Hy...	2021	46	$34,325.00	$1,303.90	$2,181.00	1	Conquest	$3,931.08	4	0	$7,415.98	1	$7,415.98
5	Honda	HR-V	2021	3	$27,095.00	$1,510.60	$2,686.00	1	Conquest	$3,185.98	2	0	$7,382.58	1	$7,382.58
6	Honda	Passport	2021	4	$42,405.00	$3,460.81	$3,014.39	1	Loyalty	$5,225.61	2	0	$11,700.81	2	$5,850.41
7	Honda	Pilot	2022	3	$42,680.00	$3,296.78	$2,251.00	1	Loyalty	$0.00	0	0	$5,547.78	4	$5,547.78
8	Honda	Odyssey	2022	3	$40,185.00	$3,316.23	$4,028.57	1	Conquest	$2,964.78	5	0	$10,309.58	5	$5,154.79
9	Honda	CR-V	2021	111	$33,175.00	$2,783.29	$700.00	1	Conquest	$5,294.34	13	0	$8,777.63	1	$4,388.82
9	Honda	CR-V	2021	111	$33,175.00	$2,783.29	$700.00	1	Conquest	$5,294.34	13	0	$8,777.63	1	$4,388.82
10	Honda	CR-V	2021	3	$33,125.00	$2,234.40	$201.00	1	Loyalty	$5,940.99	5	0	$8,376.39	4	$4,188.19
11	Honda	Civic	2022	3	$22,715.00	$1,087.62	$4,257.23	1	Conquest	$2,985.49	2	0	$8,330.34	4	$4,165.17
12	Honda	CR-V	2021	3	$33,570.00	$2,317.60	$5,519.60	1	Loyalty	$0.00	0	11	$7,837.20	5	$3,918.60
13	Honda	HR-V	2021	85	$26,623.00	$836.26	$0.00	1	Loyalty	$2,987.00	8	0	$3,823.26	1	$3,823.26
15	Honda	Civic	2022	3	$25,715.00	$1,420.62	$201.00	1	Conquest	$2,032.98	2	0	$3,654.60	1	$3,654.60
16	Honda	Odyssey	2022	3	$40,185.00	$3,074.23	$200.00	1	Loyalty	$3,943.61	2	0	$7,217.84	1	$3,608.92
17	Honda	CR-V	2021	3	$33,570.00	$1,922.60	$3,774.36	1	Loyalty	$1,380.29	0	0	$7,077.25	2	$3,538.63
18	Honda	CR-V	2021	71	$33,125.00	$1,455.79	$200.00	1	Conquest	$1,760.83	3	0	$3,416.62	1	$3,416.62
19	Honda	Accord ...	2021	3	$33,905.00	$2,363.40	$900.00	1	Loyalty	$0.00	1	17	$3,263.40	1	$3,263.40
20	Honda	Accord	2021	38	$33,520.00	$1,335.42	$200.00	1	Loyalty	$4,788.71	2	0	$6,324.13	1	$3,162.07

Inventory Power Rankings

This Pod can be filtered to New, Used, or All Inventory, and allows users to see the Sold Vehicles that brought in the most value. A Power Ranking is determined by:
((front-end gross + back-end gross) + (est. future gross on trade-in)) / (the number of days to sale)

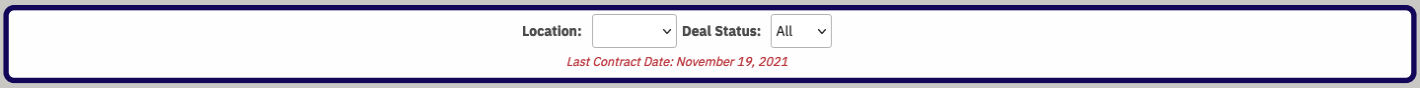
> “Errors using inadequate data are much less than those using no data at all.”

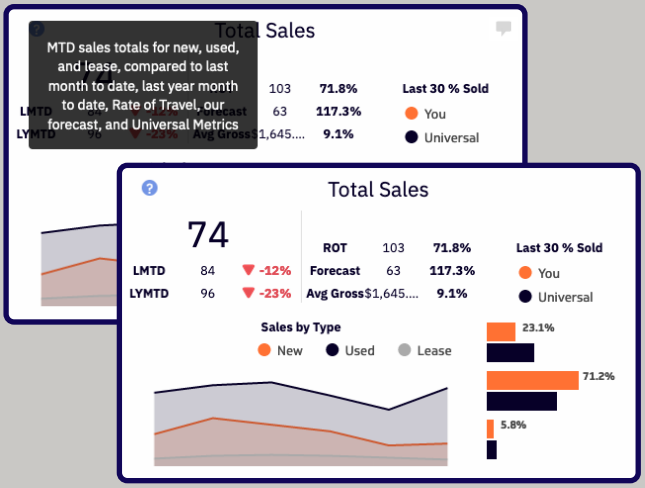
SALES

Month-to-Date Sales, Historical Data, Trends and more.

DRIVENDATA

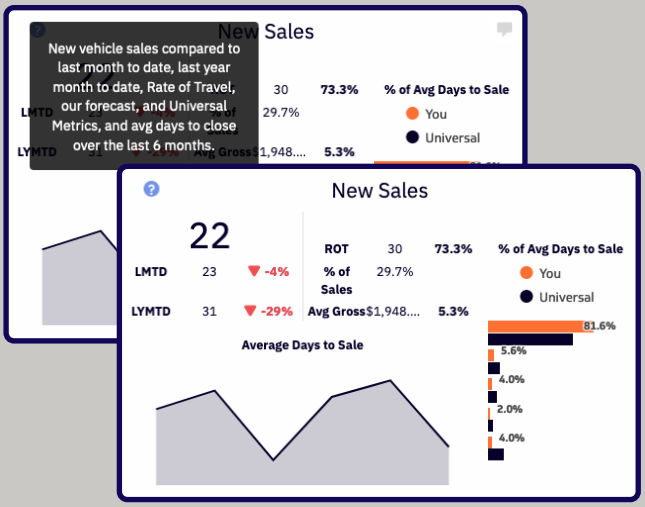
SALES PODS





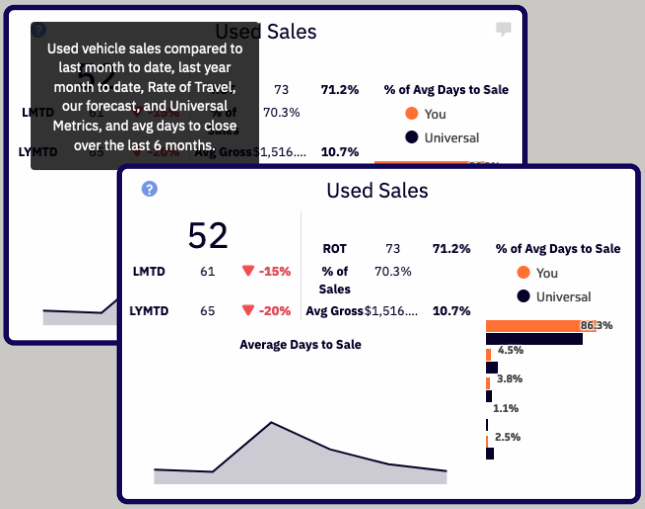
Total Sales

Month-to-Date Sales compared to Last Month-to-Date and Last Year Month-to-Date. As well as projected Rate of Travel, Forecast Sales and Average Gross. See a breakdown of New/Used/Lease and Percentage of Sales vs Universal Benchmarks.



New Sales

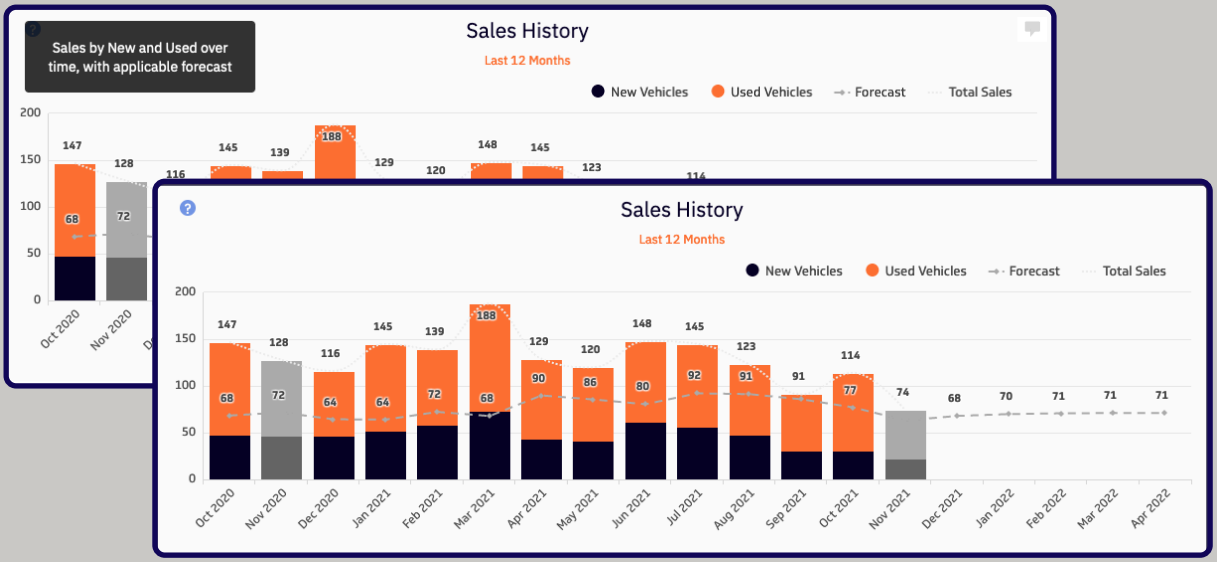
Month-to-Date Sales compared to Last Month-to-Date and Last Year Month-to-Date. As well as projected Rate of Travel, Average Gross, Average Days to Sale and Percentage of Sales vs Universal Benchmarks.



Used Sales

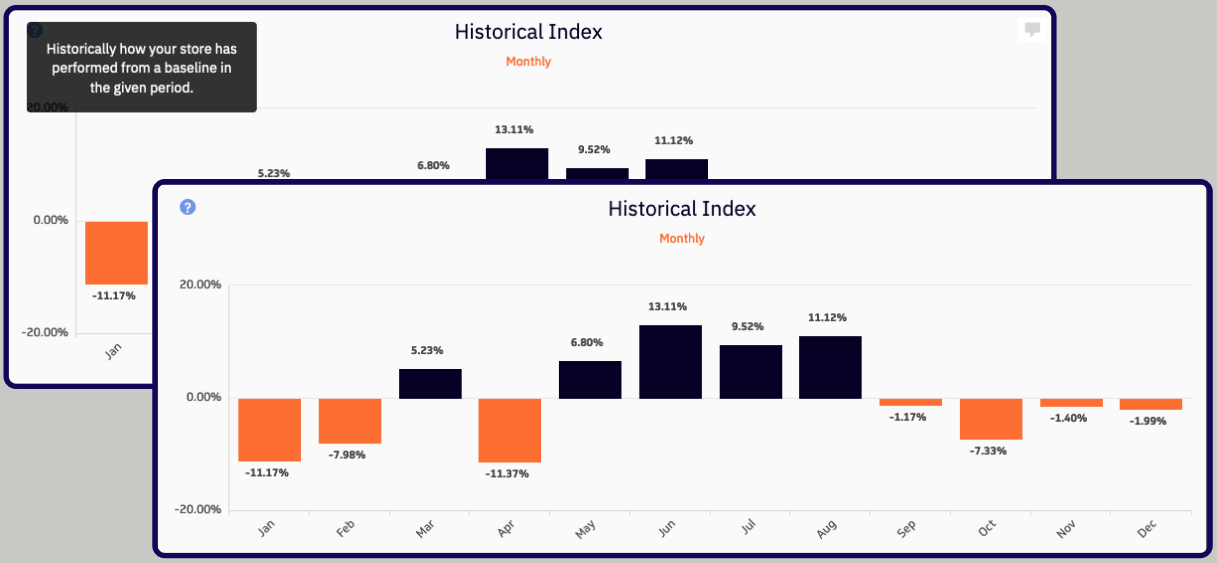
Month-to-Date Sales compared to Last Month-to-Date and Last Year Month-to-Date. As well as projected Rate of Travel, Average Gross, Average Days to Sale and Percentage of Sales vs Universal Benchmarks.

SALES PODS



Sales History

View Total Sales broken down by New and Used as well as a 6-month forecast.



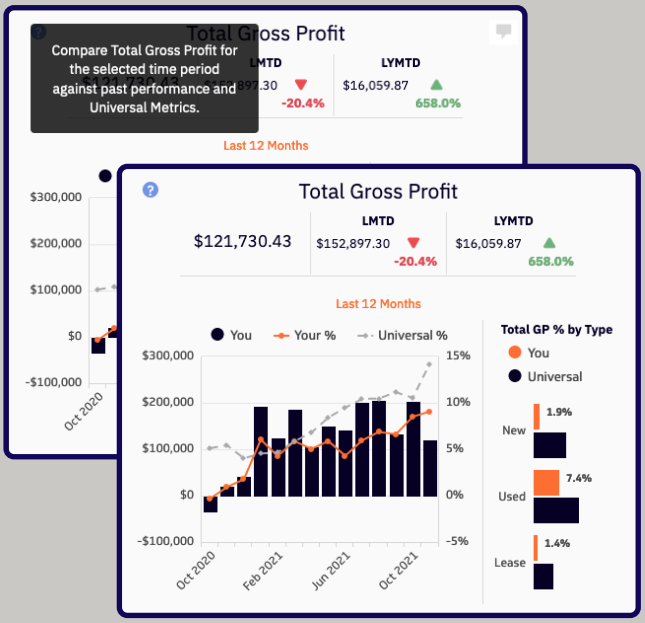
Historical Index

This shows if the dealership has historically performs better (+) or worse (-) than baseline.

SALES PODS

Year Over Year

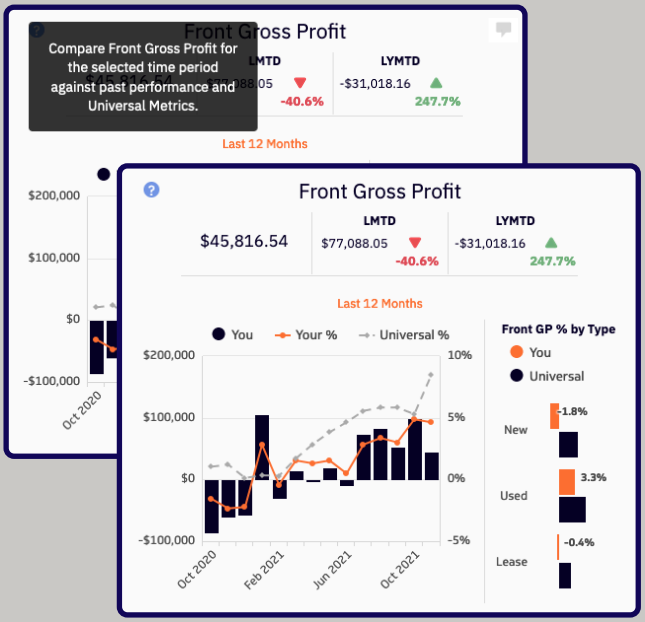
View Leads, Visitors, Sales and Percentage of Sales by Type data for this year and previous two years.



Total Gross Profit

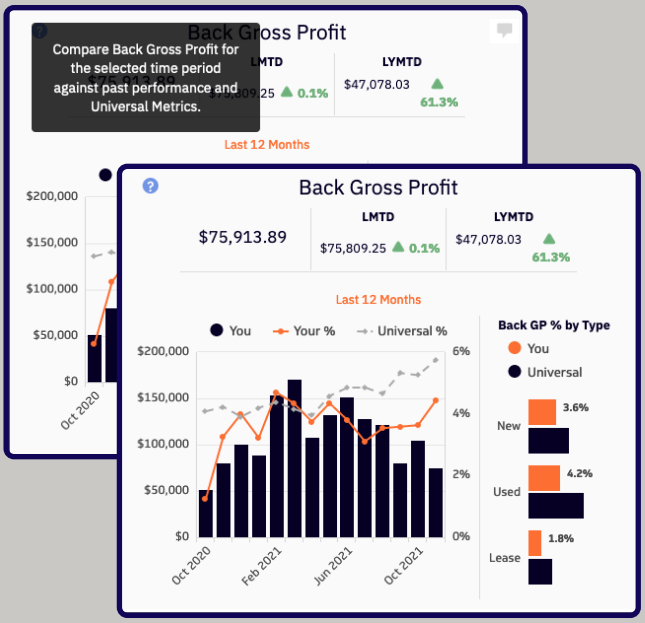
Month-to-Date Gross Profits compared to Last Month-to-Date and Last Year Month-to-Date. As well as dealership profits vs Universal Benchmarks.

SALES PODS



Front Gross Profit

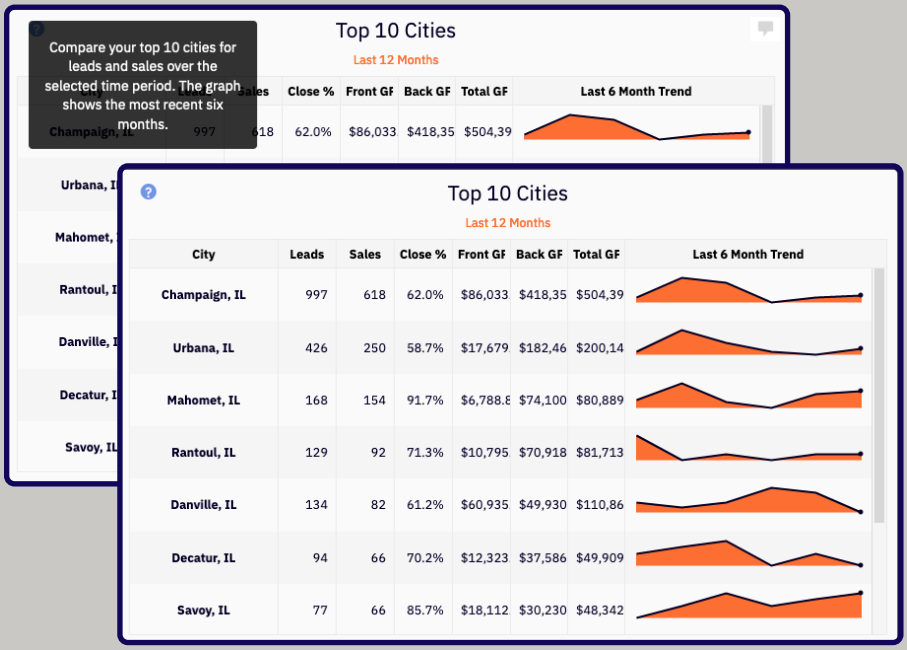
Month-to-Date Gross Profits compared to Last Month-to-Date and Last Year Month-to-Date. As well as dealership profits vs Universal Benchmarks.



Back Gross Profit

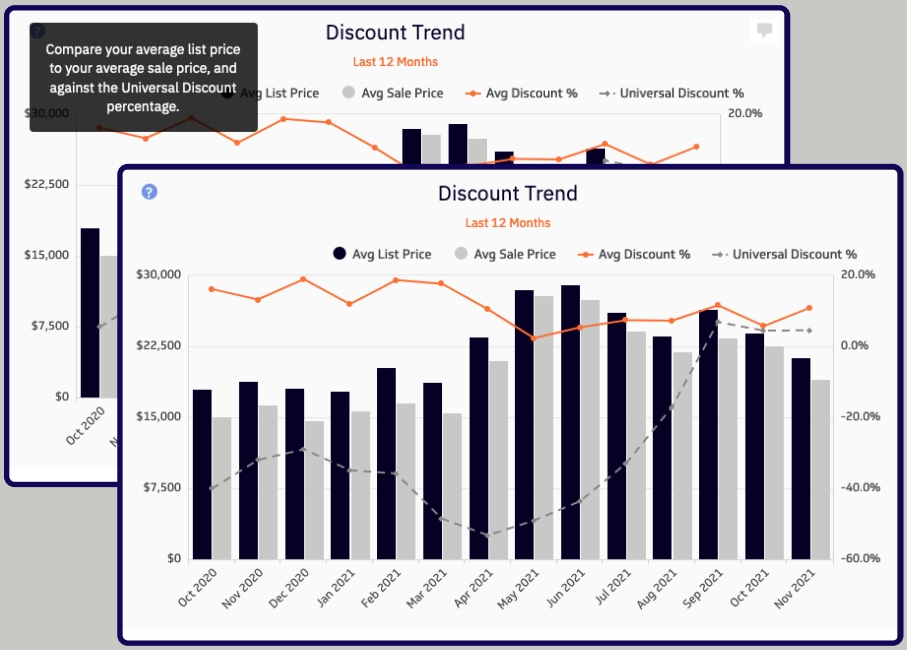
Month-to-Date Gross Profits compared to Last Month-to-Date and Last Year Month-to-Date. As well as dealership profits vs Universal Benchmarks.

SALES PODS



Top 10 Cities

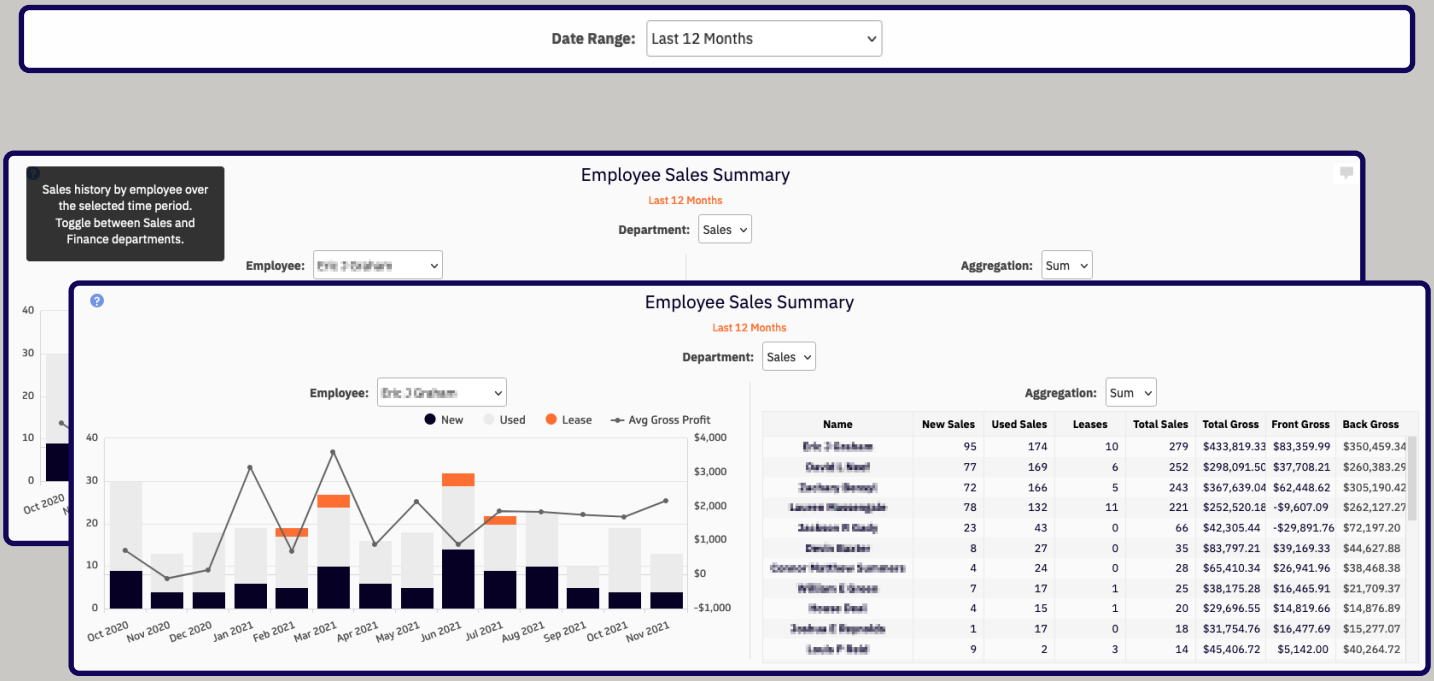
See where Sales and Leads are coming from.



Discount Trend

Visualize the variance between Average List Price and Average Sale Price, and how that compares to the Universal Benchmark.

SALES PODS



Employee Sales Summary

Use the Department dropdown to choose either Sales or Finance, then the Employee dropdown to select the desired employee to view past Sales Totals and Gross Profits.

> “99 percent of all statistics only tell 49 percent of the story.”

SERVICE

View Repair Order metrics by Job Type or Technician.

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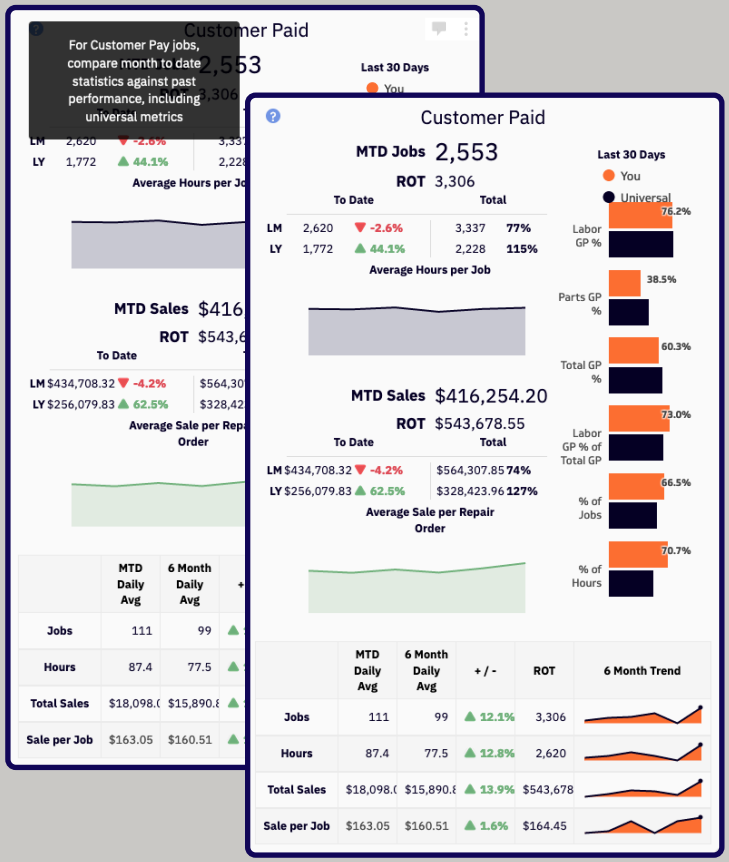
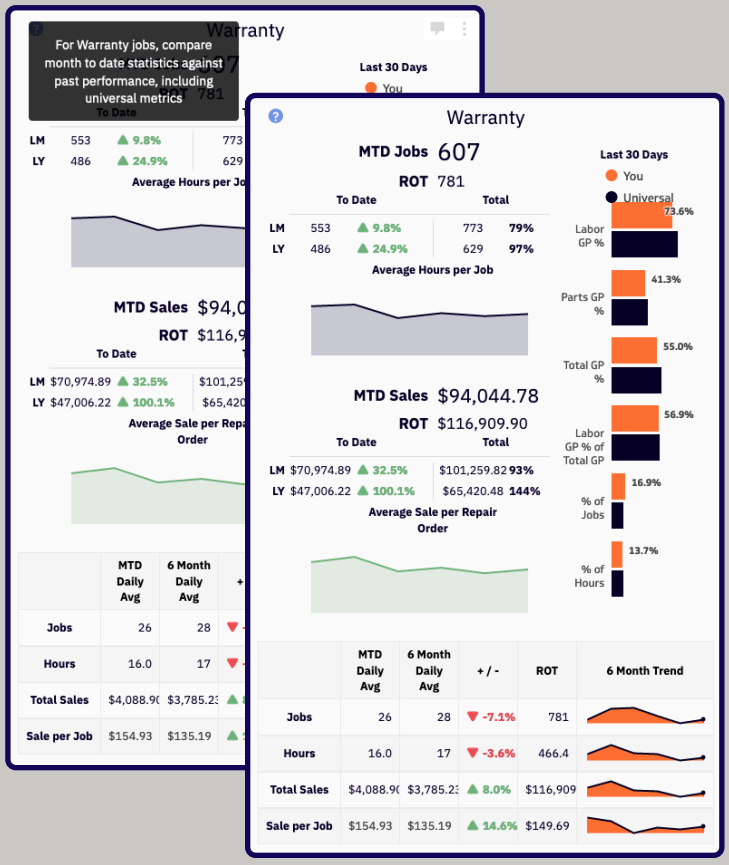
SERVICE PODS



Customer Paid

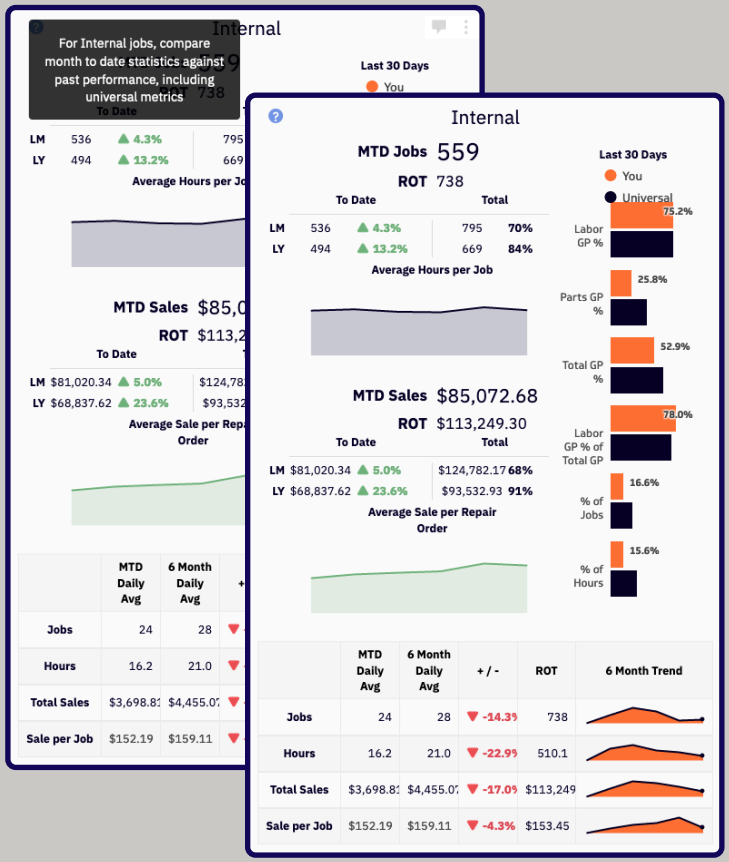
Month-to-Date statistics for Jobs, Hours, Total Sales and Sale per Job as well as Last 30 Days comparison to Universal Benchmarks.



Warranty

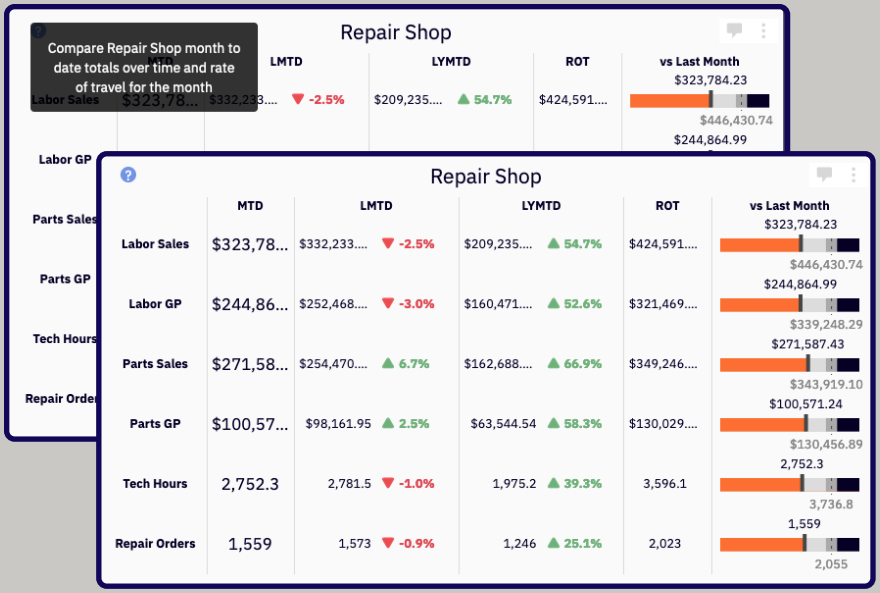
Month-to-Date statistics for Jobs, Hours, Total Sales and Sale per Job as well as Last 30 Days comparison to Universal Benchmarks.

SERVICE PODS



Internal

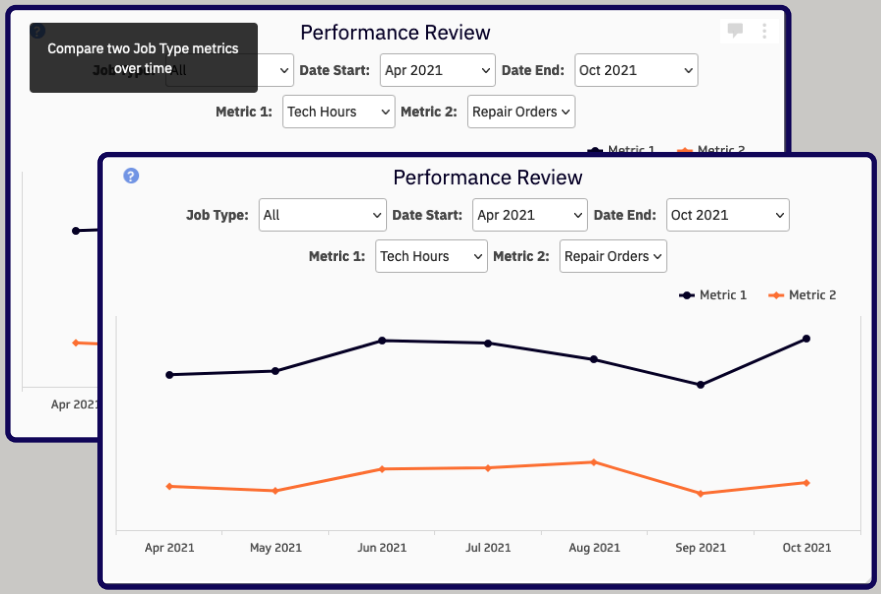
Month-to-Date statistics for Jobs, Hours, Total Sales and Sale per Job as well as Last 30 Days comparison to Universal Benchmarks.



Repair Shop

Month-to-Date totals for Labor, Sales, Parts, Tech Hours and ROs with historical comparison and projected ROT.

SERVICE PODS



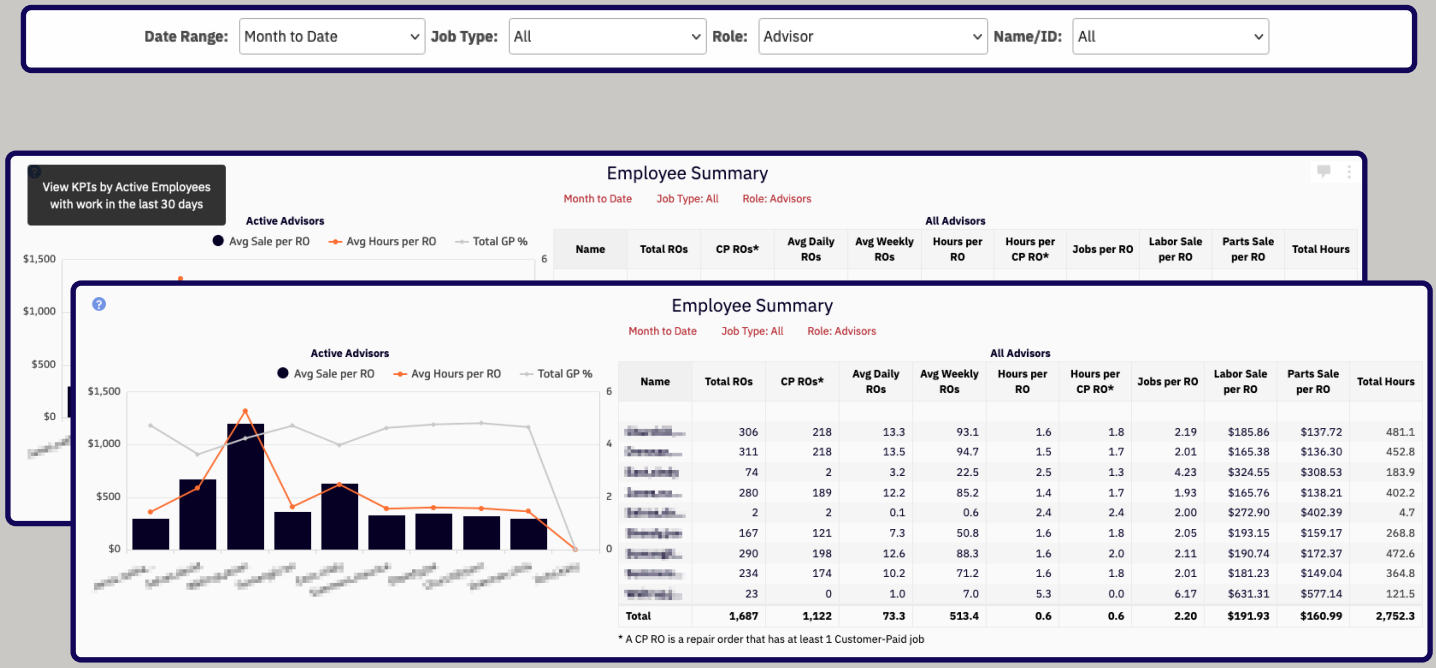
Performance Review

This pod allows users to select and compare two metrics over time.

Employee KPIs

Select a time frame, job type, a role, and/or an individual employee to see a breakdown of Service KPIs.

SERVICE PODS



Employee Summary

Select a time frame, job type, and/or a role to view ROs, Hours, Jobs, Labor and Parts totals.

> “The goal is to turn data into information and information into insights.”