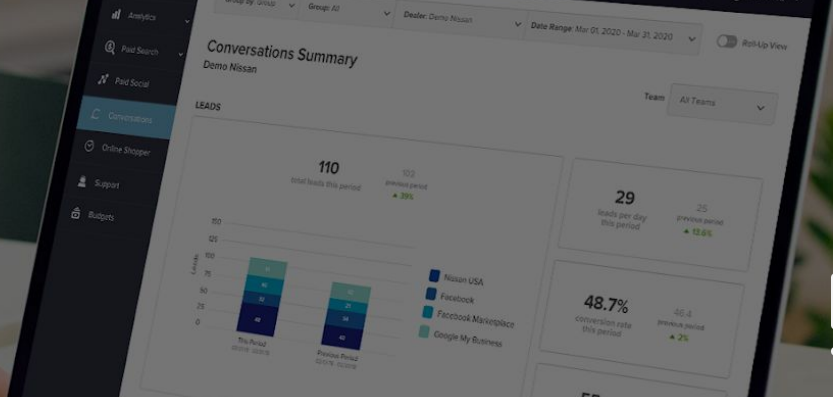




PRIZM Training Guide



WELCOME TO PRIZM!

Prizm is Dealer Inspire's proprietary reporting platform that gives you the power to track all of your most important metrics all within one beautiful, easy-to-use platform.

We wanted to make our Guide as interactive as possible! The following icons will appear throughout this Guide, so we wanted to introduce you to them here!



Home

Click the home button to navigate back to the Table of Contents (located on the next page). From the Table of Contents, you will be able to quickly view new sections.



Definitions

We will provide definitions for more technical terms or terms specific to DI's products.



Play a Video!

When you see this icon, follow the link to watch a video!



Best Practices

How to is important, but we didn't want to leave out the strategy!



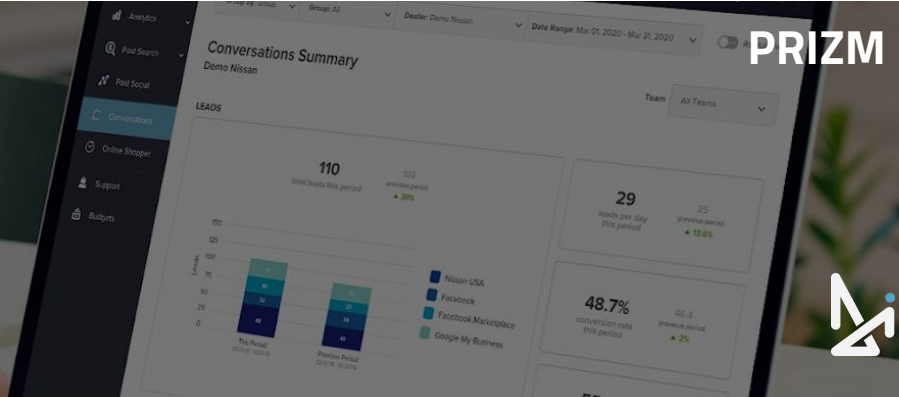
Check Your Knowledge

We've set up knowledge checks along the way for you to test your know-how!



HOME

Table of Contents



CLICK THE TITLES BELOW TO NAVIGATE TO THAT SECTION 

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Source

Inventory Engagement

Advertising

Microsoft Ads

Premium Display

Paid Social


Google Ads

SEO Summary

Modern Retailing

Conversations

Online Shopper

Click each section above to dive directly into a topic,
or start scrolling  to explore all that Prizm has to offer!

Logging In

Logging In

To log into Prizm, go to: www.prizm.dealerinspire.com

Prizm does offer Single Sign On, which means you will be able to use the same username and passwords for all logins so that you only need to login once.

If you need to reset your password:

1. Click “Forgot your password?”
2. You will receive an email to reset it
 - Please check your Spam folder if you do not see this email come through

If you need to add new team members please email Support at: support@dealerinspire.com



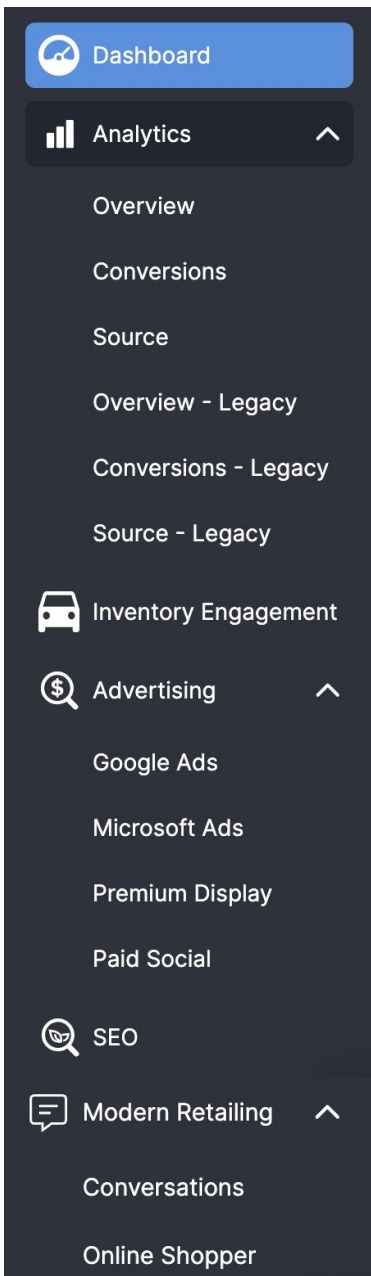
Best Practice

Prizm allows you one spot to view all of your data!

No more logging into 10 different accounts and dashboards. Access it all at from one dashboard!



Tab Overview



Tab Overview

On the left side of the screen, you'll see dedicated tabs for each of your connected accounts. This will allow you to get more detailed insight into performance.

You will see the following tabs:

1. Dashboard
2. Analytics ▾
 - a. Overview - Legacy
 - b. Conversions - Legacy
 - c. Source - Legacy
 - d. Overview
 - e. Conversions
 - f. Source
3. Inventory Engagement
4. Advertising ▾
 - a. Google Ads
 - b. Microsoft Ads
 - c. Premium Display
 - d. Paid Social
5. SEO
6. Modern Retailing
 - a. Conversations
 - b. Online Shopper

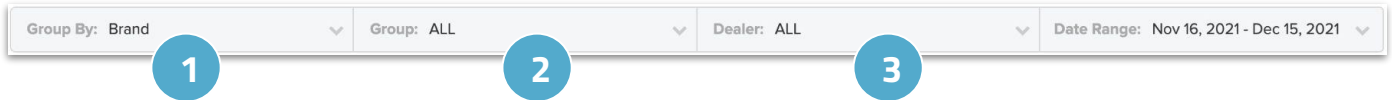
Note: In the tab section of Prizm, you'll see Legacy variations.

These are previous iterations and, though are still visible, will not be covered in this guide.

Clicking the dropdown arrow next to Analytics and Advertising will allow you to expand to see sections nested below those tabs.



Basic Navigation



You will see common functionality and navigation while in each tab.

1. If you want to sort the information you are seeing in a different way, click **Group By** to sort by:
 - a. Brand
 - b. Company
 - c. Region
2. Depending on which you choose, it will change the selections for the selections you will see for **Group** (see table below)
3. Once you have filtered by your appropriate group, you will see all dealerships that fit that group under **Dealer** (see table below)

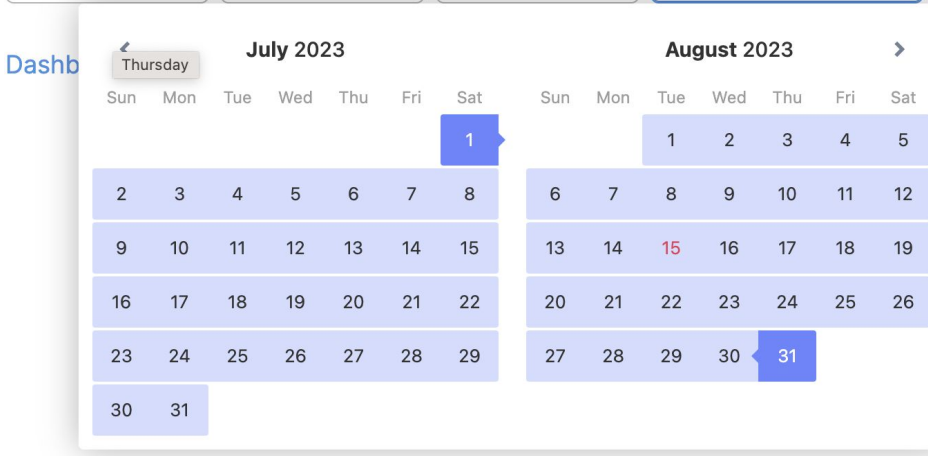
GROUP BY	GROUP	DEALER
Brand	OEMs will be listed <i>ie: Toyota, Ford, GM, etc...</i>	Dealerships will show here, filtered down by the selected Group
Company	Auto Groups will be listed here <i>ie: DI Auto Group or Demo Auto Group</i>	
Region	Regions will be listed here <i>ie: Midwest, Northeast, Southwest</i>	



Basic Navigation

Group By: Brand | Group: ALL | Dealer: ALL | Date Range: Nov 16, 2021 - Dec 15, 2021

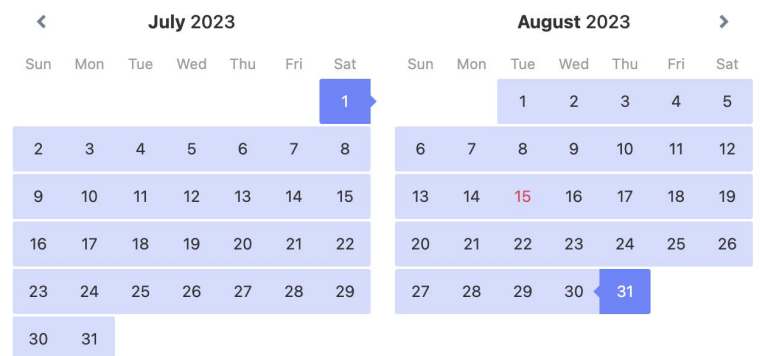
Group by Dealer Groups | Group All | Dealer All | Date Range Jul 01, 2023 - Aug 31,



4. You can also choose the date range to customize how you are viewing your data

You can select a Custom **Date Range** by clicking the **Date Range** field and select your Start and End date for the report

This can be compared to the “Prior Date Range” as well



Best Practice

Did you run an incentive one week in March and then run a similar incentive in November and want to see how the two compare?

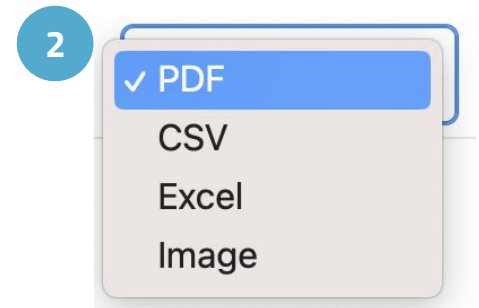
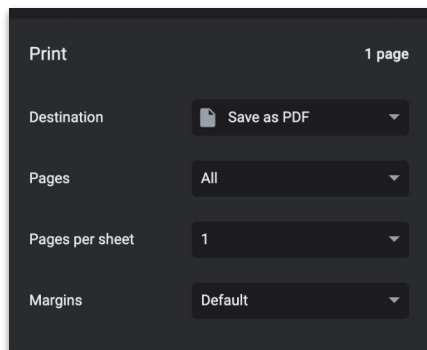
Use the custom date range picker to select those weeks on the calendar!



Basic Navigation

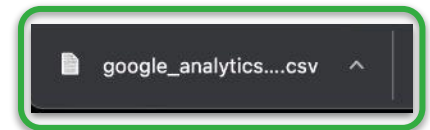
You will also see the following options throughout Prizm:

1. Certain Tabs also allow you to export data as a PDF, CSV, Excel, Image, click the dropdown menu to locate “Export CSV” (*where applicable*)



2. Certain Tabs also allow you to export data as a CSV, click the dropdown menu to locate “Export CSV” (*where applicable*)

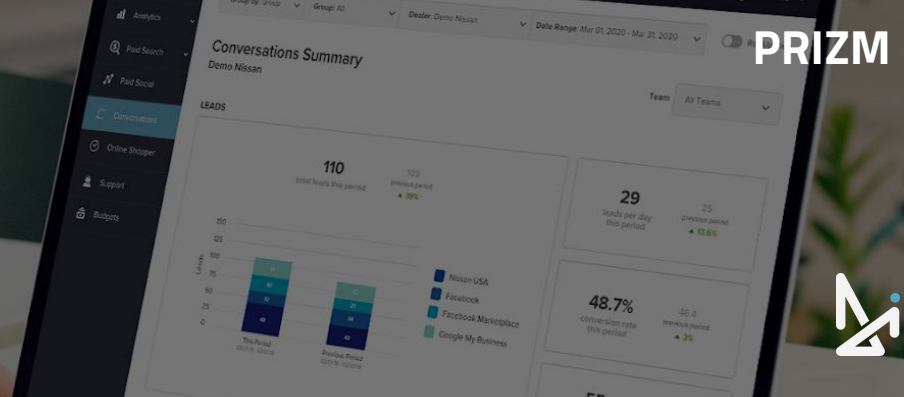
Exporting will prompt a download to your computer (*shown right*)



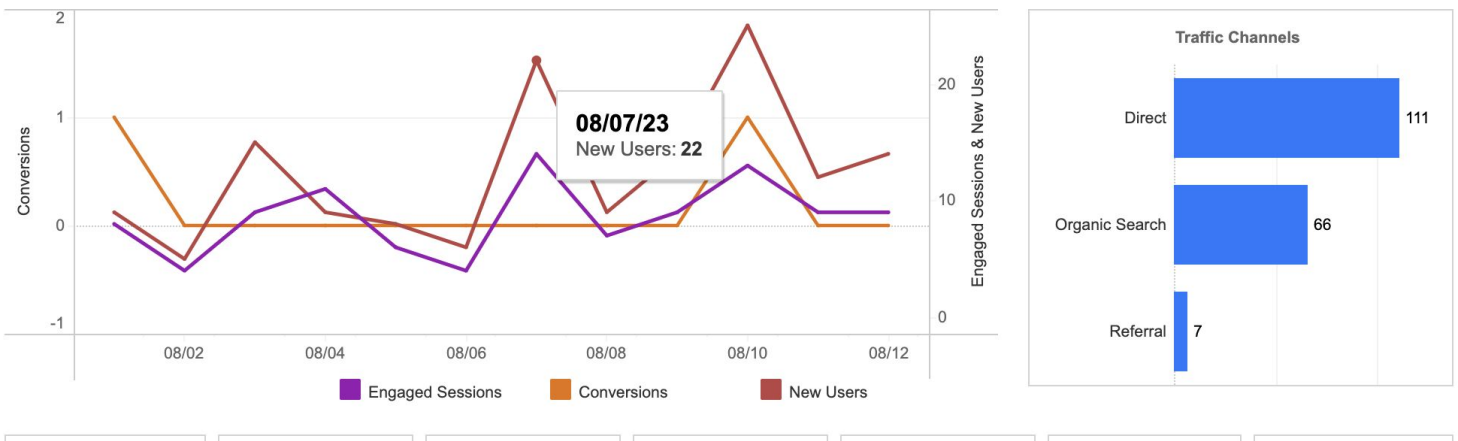
Tabs That Allow You to Export CSV: Analytics: Overview

- Analytics: Source
- Advertising: Premium Display
- Analytics: Conversions
- Advertising: Paid Social
- Advertising: Google Ads
- Conversations
- Advertising: Microsoft Ads
- Online Shopper
- SEO

Functionality

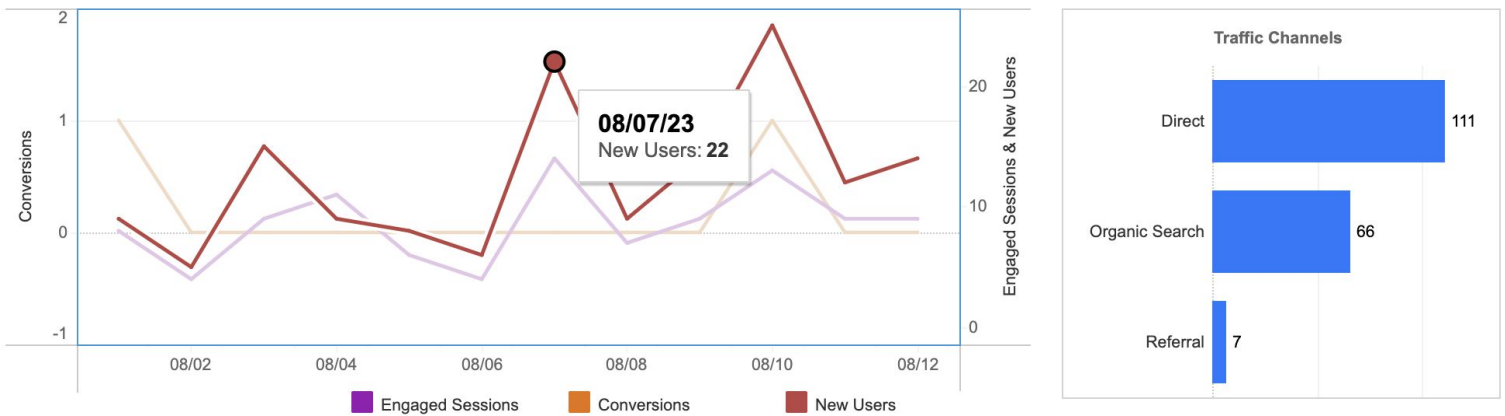


3. Hovering Your Cursor over Charts/Tables - Prizm's graphs are interactive, meaning that if you hover your cursor over the graph, you can get more information for a specific date



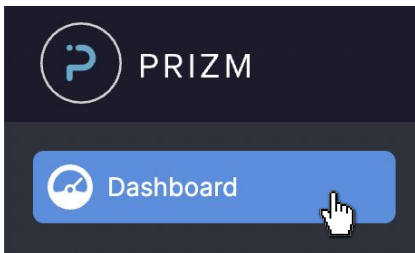
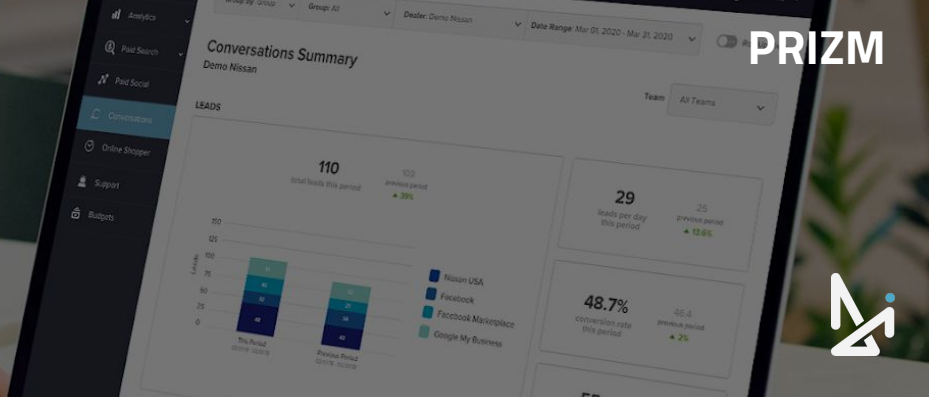
4. Isolating Metrics on Graphs - By clicking one of the metrics below the chart, you can display the data from that specific metric. This allows you to isolate metrics to view trends over time.

Example: Here we selected New Users by clicking the corresponding graph data





Dashboard: Overview



Dashboard

The main dashboard of Prizm was developed to give you quick and easy access to all of your most important data points.

But of course, there'll be times when you want to dive deeper into these summaries. Prizm makes it easy to understand the main headlines and then dive as deep as you want from there.

The dashboard will provide you with a summary of the following tabs:

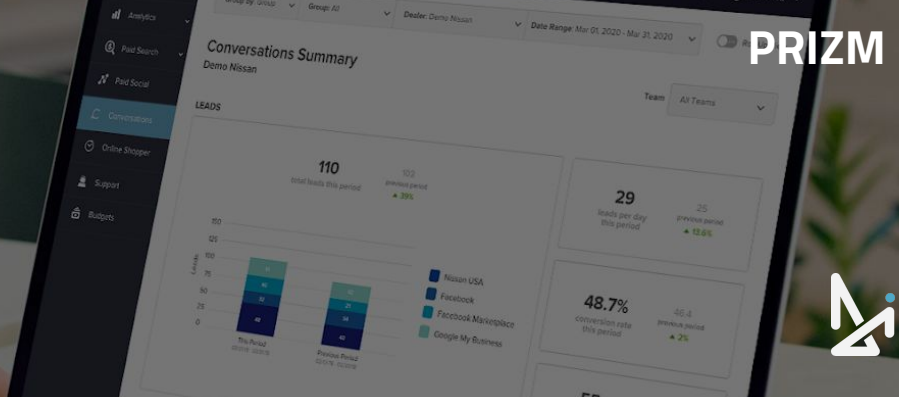
1. Analytics > Overview
2. Inventory Engagement
3. Advertising > Google Ads
4. SEO
5. Modern Retailing

Don't be confused if you feel like you're seeing double! This Training Guide will first talk about each section in the dashboard, and then go through each tab, in the order in which they appear on the left (in tabs).

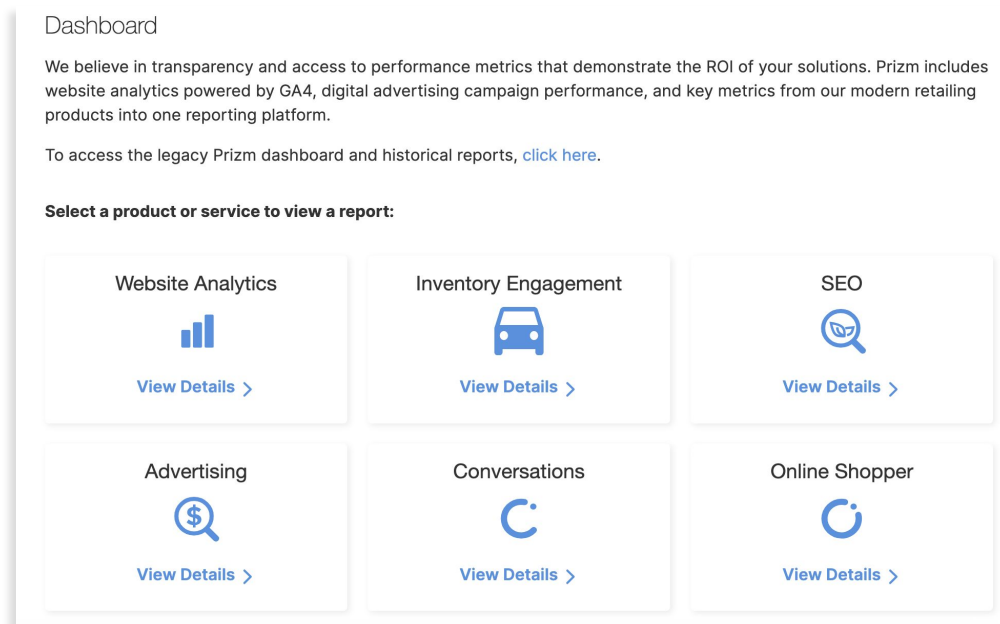




Dashboard: Overview



When you log into Prizm, the first thing you'll see is the overall Dashboard view.



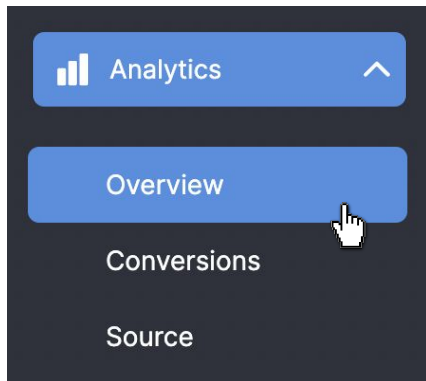
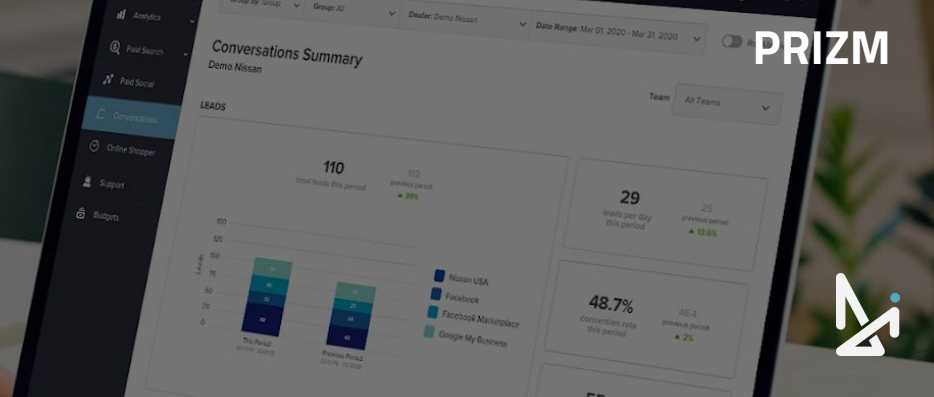
Prizm breaks the dashboard out by:

1. Website Analytics (Website Platform)
2. Inventory Engagement
3. SEO
4. Advertising
5. Conversations
6. Online Shopper





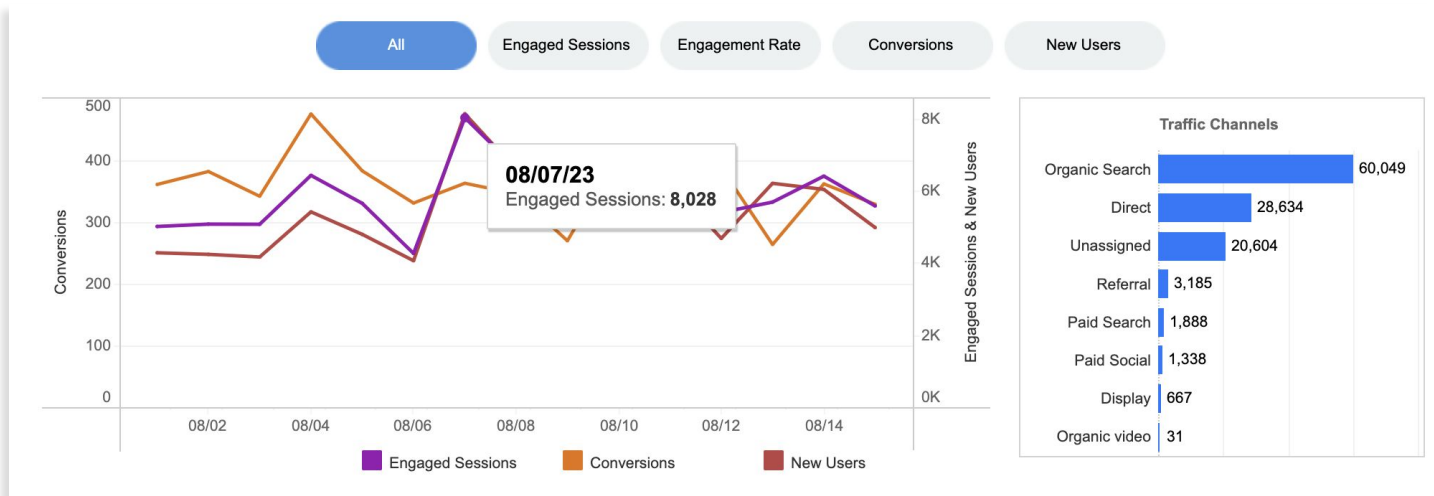
Analytics: Summary



Clicking on the Analytics Tab will open the dropdown menu displaying the following sections:

- Overview
- Conversions
- Source

To see an Overview of the data from your Google Analytics account, brought into Prizm by Google API, click into the Overview section.



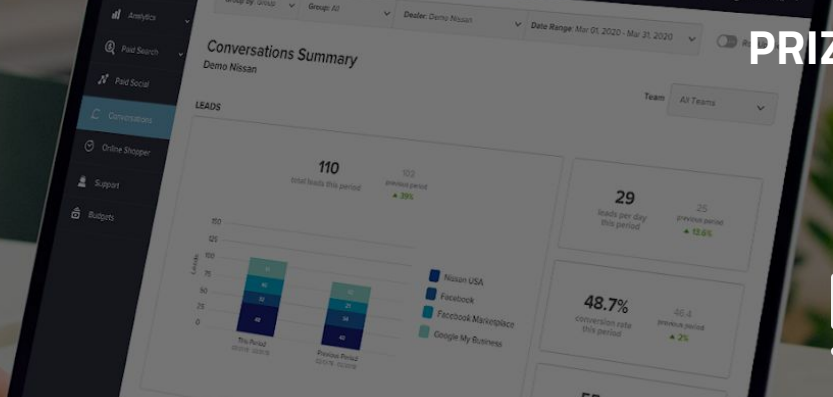
Here, you will see the number and percentage of:

- **Engaged Sessions** - A session lasting longer than 10 seconds, has a conversion event, or has at least 2 page/screen views.
- **Engagement Rate** - The measurement of how much your audience actively engages with your website.
- **Conversions** - The key actions website users take which convert them into customers, leads, or subscribers.
- **New Users**





Analytics: Overview



Below that, you will see a graph, displaying your

- Engaged Sessions
- New Users
- Engagement Rate
- Conversions
- Conversion rate
- Pages/Session
- Avg. Engagement Time Per Session

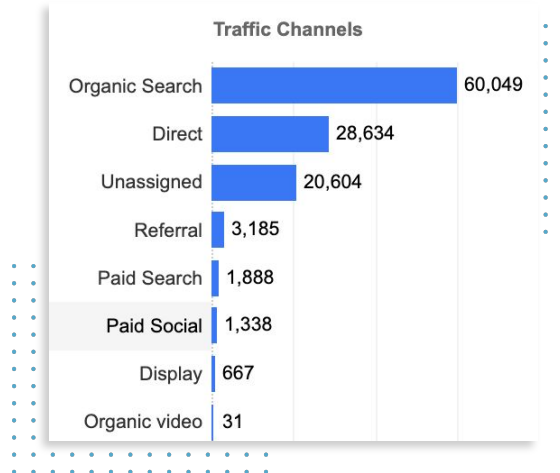
Engaged Sessions 88,683 149,318 ▼ -40.6%	New Users 82,434 143,416 ▼ -43%	Engagement Rate 76.2% 70.7% ▲ 7.8%	Conversions 5,332 8,165 ▼ -35%	Conversion Rate 4.58% 3.86% ▲ 19%	Pages / Session 3.54 3.67 ▼ -3%	Avg. Engagement Time per Session 01:37 01:33 ▲ 3.7%
---	--	---	---	--	--	--

Name	Engaged Sessions	New Users	Engagement Rate	Conversions	Conversion Rate	Pages / Session	Avg. Engagement Time per Session
Organic Search	50,804 92,217 ▼ -44.9%	47,928 89,989 ▼ -46.7%	84.6% 81.3% ▲ 4.1%	3,720 5,711 ▼ -34.9%	6.19% 5.03% ▲ 23.1%	3.90 4.04 ▼ -3.4%	01:42 01:43 ▼ -0.6%
Direct	17,164 32,158 ▼ -46.6%	8,898 18,785 ▼ -52.6%	59.9% 55.2% ▲ 8.7%	835 1,418 ▼ -41.1%	2.92% 2.43% ▲ 19.9%	3.09 3.19 ▼ -3.0%	01:14 01:11 ▲ 4.6%
Unassigned	15,895 16,456 ▼ -3.4%	20,327 23,492 ▼ -13.5%	77.1% 66.4% ▲ 16.2%	355 427 ▼ -16.9%	1.72% 1.72% ▲ 0.0%	3.19 3.36 ▼ -5.0%	01:56 01:50 ▲ 5.2%
Referral	2,512 4,141 ▼ -39.3%	2,025 3,575 ▼ -43.4%	78.9% 71.7% ▲ 10.1%	289 448 ▼ -35.5%	9.07% 7.75% ▲ 17.0%	4.20 4.37 ▼ -3.8%	01:41 01:40 ▲ 0.2%
Paid Search	1,482 2,739 ▼ -45.9%	1,549 3,099 ▼ -50.0%	78.5% 72.3% ▲ 8.6%	110 108 ▲ 1.9%	5.83% 2.85% ▲ 104.4%	3.85 4.09 ▼ -5.7%	01:52 01:55 ▼ -2.6%

You will also either see an upward-facing green arrow ▲ or a downward-facing red arrow ▼ and a percent change of how your dealership is doing as compared to the previous period.

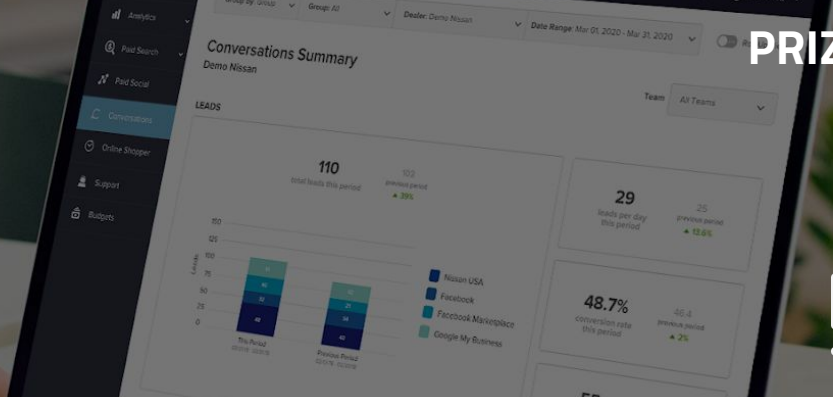
Traffic Channels

To the right of that graph will be a bar chart of your traffic channels, and how they make up the whole of your total visits.





Analytics: Overview



At the very bottom of the Analytics Overview page, you will see a table listing out the following:

- Channel:
 - Organic Search
 - Direct
 - Unassigned
 - Referral
 - Paid Search
 - Paid Social
 - Display
 - Organic Video
- Name
- Engaged Sessions
- New Users
- Engagement Rate
- Conversions
- Conversion Rate
- Pages/Session
- Avg. Engagement Time per Session

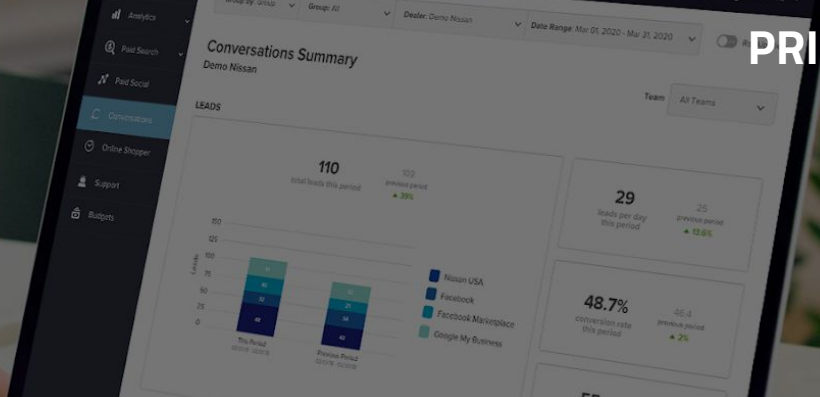
Name	Engaged Sessions		New Users		Engagement Rate		Conversions		Conversion Rate		Pages / Session		Avg. Engagement Time per Session	
Organic Search	50,804	▼ -44.9%	47,928	▼ -46.7%	84.6%	▲ 4.1%	3,720	▼ -34.9%	6.19%	▲ 23.1%	3.90	▼ -3.4%	01:42	▼ -0.6%
	92,217		89,989		81.3%		5,711		5.03%		4.04		01:43	
Direct	17,164	▼ -46.6%	8,898	▼ -52.6%	59.9%	▲ 8.7%	835	▼ -41.1%	2.92%	▲ 19.9%	3.09	▼ -3.0%	01:14	▲ 4.6%
	32,158		18,785		55.2%		1,418		2.43%		3.19		01:11	
Unassigned	15,895	▼ -3.4%	20,327	▼ -13.5%	77.1%	▲ 16.2%	355	▼ -16.9%	1.72%	▲ 0.0%	3.19	▼ -5.0%	01:56	▲ 5.2%
	16,456		23,492		66.4%		427		1.72%		3.36		01:50	
Referral	2,512	▼ -39.3%	2,025	▼ -43.4%	78.9%	▲ 10.1%	289	▼ -35.5%	9.07%	▲ 17.0%	4.20	▼ -3.8%	01:41	▲ 0.2%
	4,141		3,575		71.7%		448		7.75%		4.37		01:40	
Paid Search	1,482	▼ -45.9%	1,549	▼ -50.0%	78.5%	▲ 8.6%	110	▲ 1.9%	5.83%	▲ 104.4%	3.85	▼ -5.7%	01:52	▼ -2.6%
	2,739		3,099		72.3%		108		2.85%		4.09		01:55	
Paid Social	623	▼ -46.5%	1,060	▼ -58.7%	46.6%	▲ 26.6%	22	▼ -56.9%	1.64%	▲ 2.1%	1.82	▲ 6.8%	00:33	▲ 28.7%
	1,164		2,566		36.8%		51		1.61%		1.70		00:26	
Display	190	▼ -56.7%	618	▼ -67.5%	28.5%	▲ 26.9%	1	▼ -50.0%	0.15%	▲ 46.6%	1.40	▲ 2.7%	00:13	▲ 16.9%
	439		1,904		22.5%		2		0.10%		1.36		00:11	
Organic video	13	▲ 225.0%	29	▲ 383.3%	41.9%	▼ -16.1%	0	0.0%	0.00%	0.0%	1.52	▲ 51.6%	00:09	▲ 318.2%
	4		6		50.0%		0		0.00%		1.00		00:02	

You will also either see an upward-facing green arrow ▲ or a downward-facing red arrow ▼ and a percent change of how your dealership is doing as compared to the previous period.





Analytics: Overview

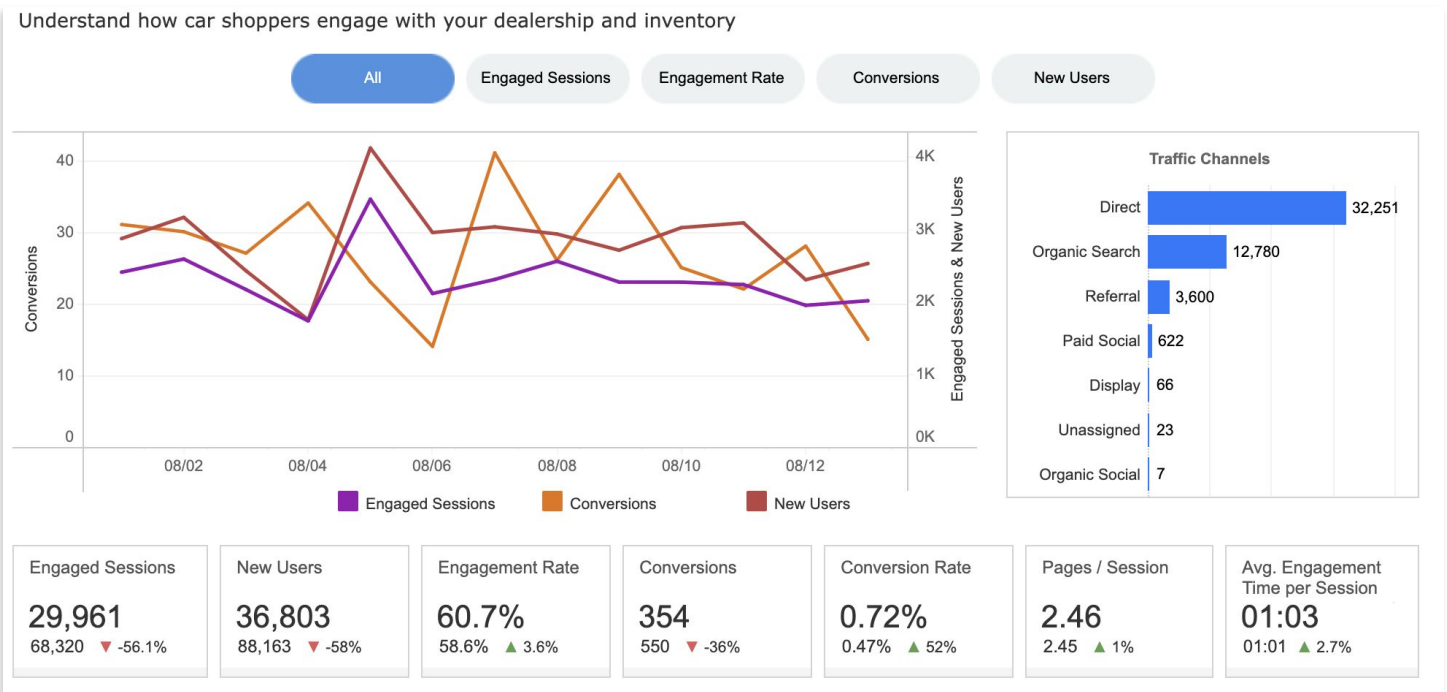


Next, you'll see a high level overview of your KPIs that are pulled directly from your Google Analytics account.

This section will highlight the following metrics:

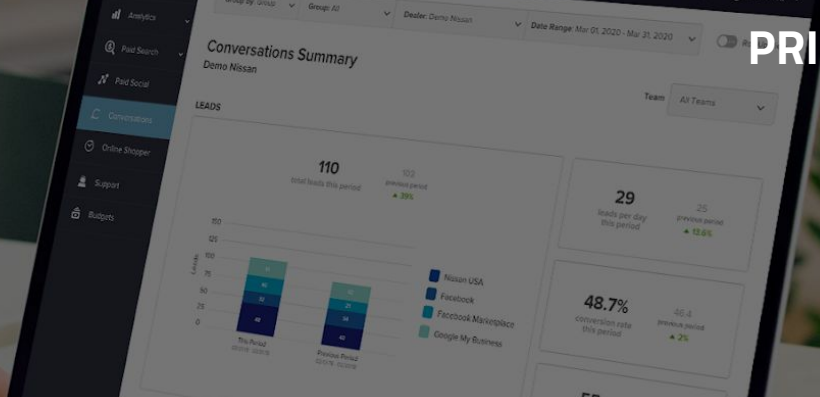
- 1. Engaged Sessions
- 2. Conversions
- 3. New Users
- 4. Engagement Rate

Each metric listed shows how it compares to the previous selected period (selected by the date range above). The green arrow ▲ signifies an improvement from the previous period, and the red ▼ indicates a decline.





Analytics: Overview



Below the graph will be a table, which will display the following:

- Dealership Name
- Engaged Sessions
- New Users
- Engagement Rate
- Conversions
- Conversions Rate
- Pages/Session
- Avg. Engagement Time per Session

Engaged Sessions 29,961 68,320 ▼ -56.1%	New Users 36,803 88,163 ▼ -58%	Engagement Rate 60.7% 58.6% ▲ 3.6%	Conversions 354 550 ▼ -36%	Conversion Rate 0.72% 0.47% ▲ 52%	Pages / Session 2.46 2.45 ▲ 1%	Avg. Engagement Time per Session 01:03 01:01 ▲ 2.7%
--	---	---	---	--	---	--

Name	Engaged Sessions		New Users		Engagement Rate		Conversions		Conversion Rate		Pages / Session		Avg. Engagement Time per Session	
Direct	17,278	▼ -56.4%	22,901	▼ -59.1%	53.6%	▲ 4.2%	198	▼ -42.4%	0.61%	▲ 37.5%	1.82	▼ -4.0%	00:39	▼ -3.3%
Organic Search	10,041	▼ -57.2%	10,394	▼ -57.6%	78.6%	▲ 1.3%	95	▼ -27.5%	0.74%	▲ 71.7%	3.95	▲ 1.3%	01:59	▲ 2.0%
Referral	2,274	▼ -50.5%	2,869	▼ -52.4%	63.2%	▲ 4.8%	60	▼ -20.0%	1.67%	▲ 69.5%	2.58	▲ 1.6%	01:06	▲ 6.6%
Paid Social	319	▲ 209.7%	556	▼ -10.6%	51.3%	▲ 205.7%	1	0.0%	0.16%	0.0%	4.66	▲ 335.4%	02:02	▲ 2817.2%
Display	28	▼ -65.0%	58	▼ -60.0%	42.4%	▼ -4.0%	0	0.0%	0.00%	0.0%	1.53	▲ 3.7%	00:26	▲ 64.2%
Unassigned	14	▼ -96.9%	18	▼ -97.9%	60.9%	▲ 11.1%	0	0.0%	0.00%	0.0%	2.17	▲ 62.1%	00:24	▲ 64.9%
Organic Social	7	▼ -12.5%	7	▼ -22.2%	100.0%	▲ 12.5%	0	0.0%	0.00%	0.0%	20.00	▲ 1900.0%	08:49	▲ 23534.8%

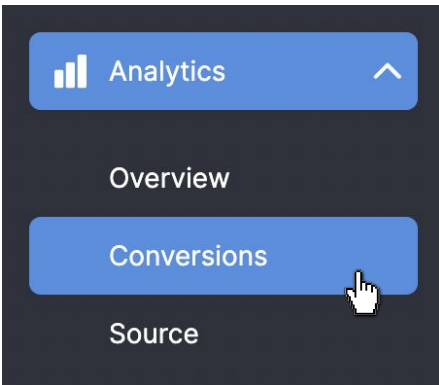
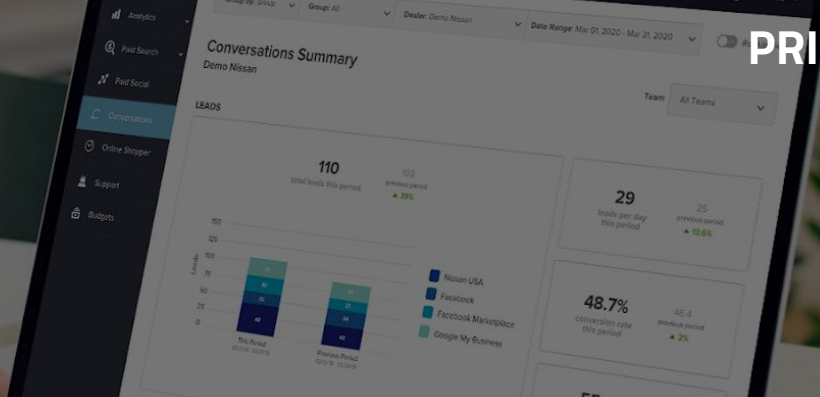
You will also either see an upward-facing green arrow ▲ or a downward-facing red arrow ▼ and a percent change of how your dealership is doing as compared to the previous period.

New Users		Engagement Rate	
22,901	▼ -59.1%	53.6%	▲ 4.2%
55,956		51.4%	
10,394	▼ -57.6%	78.6%	▲ 1.3%
24,526		77.6%	
2,869	▼ -52.4%	63.2%	▲ 4.8%
6,029		60.2%	



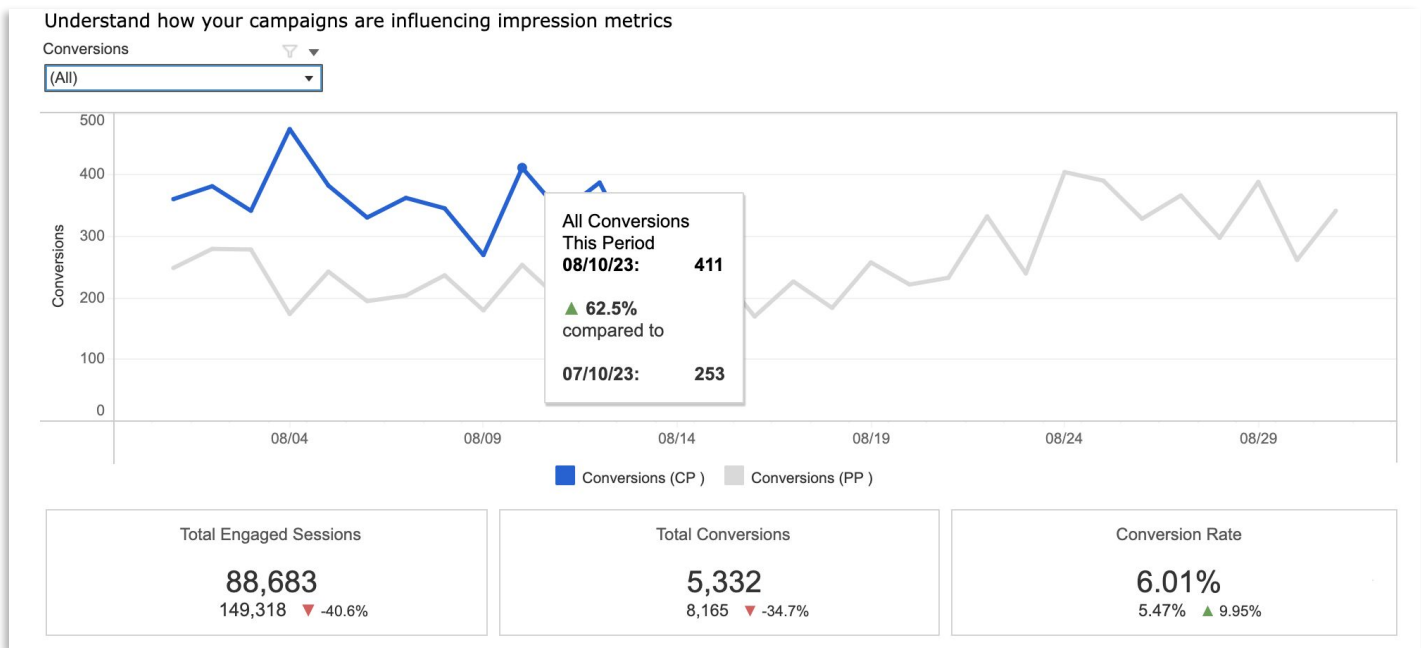


Analytics: Conversions



Below your Conversions Overview, you can look at Conversion Trends over time. Hover your cursor over the graph to get more information about a given date.

You can sort by Conversion Trend by clicking the dropdown arrow next to All Conversions.

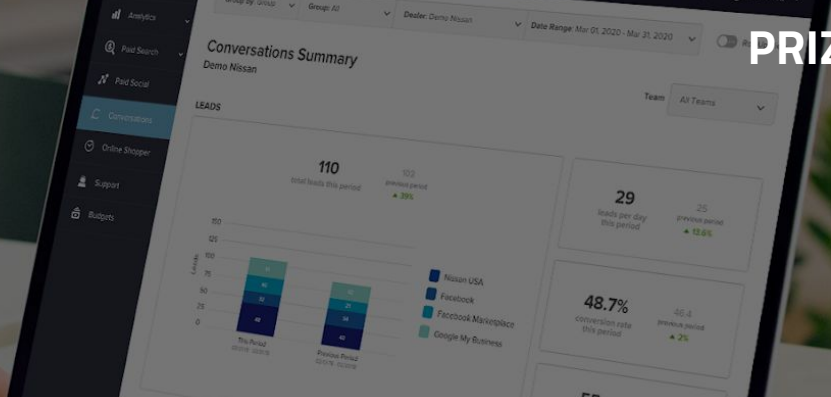


At the bottom of the page is a summary of all conversions, including the number of the current period, the number of the previous period, and the percent change for each of your Conversion types (these will vary by dealership).





Analytics: Conversions



In this conversion section, you'll see a breakdown of how the goals that have been set up in Google Analytics are performing during the selected time period summarized in the table.

- Name
- Current Period Value
- Percent Change
- Previous Period Value

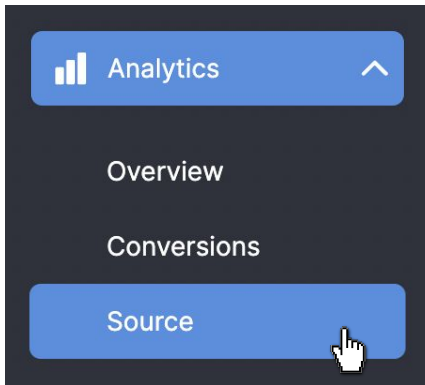
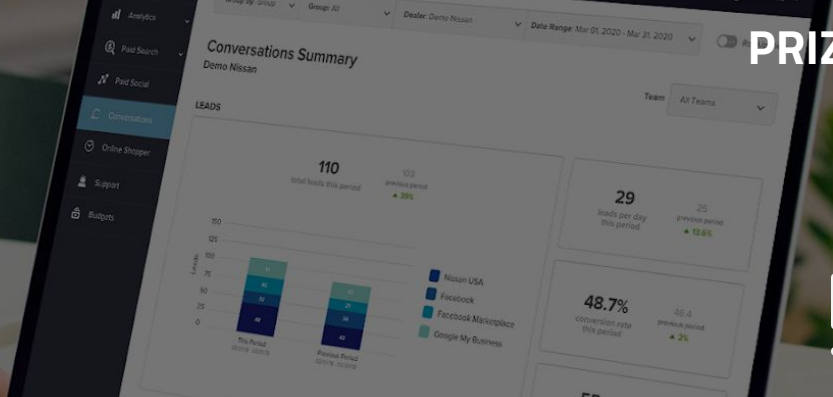
Name	Current Period Value ▼	Previous Period Value	Percentage Change
online_shopper	2,445	3,905	▼ -37.4%
form_comm_type	1,985	3,204	▼ -38.0%
Click to Call	727	633	▲ 14.8%
get our price	134	109	▲ 22.9%
contact us	28	32	▼ -12.5%
contact service	8	6	▲ 33.3%
vehicle finder service	3	1	▲ 200.0%
city limits insurance online applications	1	1	0.0%
other	1	0	▲ 100.0%

You will also either see an upward-facing green arrow ▲ or a downward-facing red arrow ▼ and a percent change of how your dealership is doing as compared to the previous period.





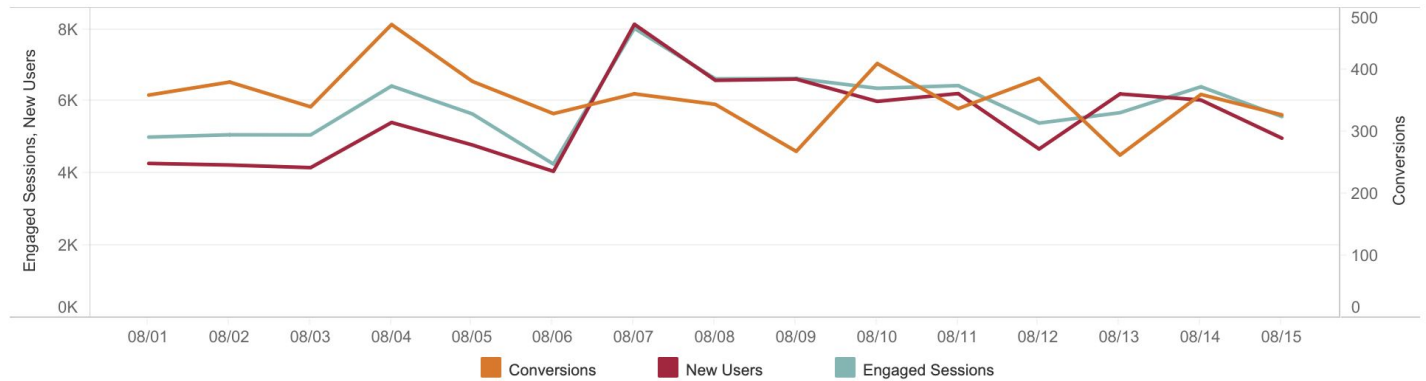
Analytics Source



In the source section you'll see channels and referral sources that are driving traffic to your website, including:

- Engaged Sessions
- New Users
- Engagement Rate
- Pages/Sessions
- Avg. Engagement Time per Session
- Conversions

Click Organic Search **Direct, Unassigned, Referral, Paid Search, Paid Social, Display Organic Video** to view the chart for that metric only.



Channel/Source Selection

(All) [Dropdown Arrow]

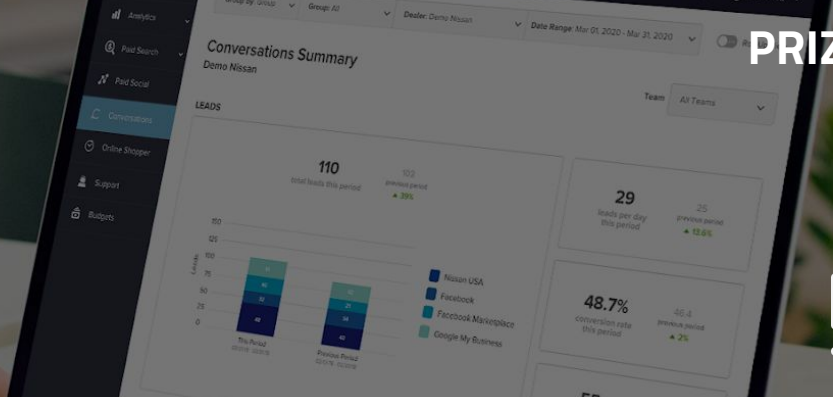
<p>Engaged Sessions</p> <p>88,683</p> <p>149,318 ▼ -40.6%</p>	<p>New Users</p> <p>82,434</p> <p>143,416 ▼ -43%</p>	<p>Engagement Rate</p> <p>76.2%</p> <p>70.7% ▲ 8%</p>	<p>Pages/Session</p> <p>3.5</p> <p>3.7 ▼ -3%</p>	<p>Avg. Engagement Time per Session</p> <p>01:37</p> <p>01:33 ▲ 4%</p>	<p>Conversions</p> <p>5,332</p> <p>8,165 ▼ -35%</p>
--	---	--	---	---	--

You will also either see an upward-facing green arrow ▲ or a downward-facing red arrow ▼ and a percent change of how your dealership is doing as compared to the previous period.





Analytics: Source



Below the chart will be a table listing the following:

- Name
- Engaged Sessions
- New Users
- Engagement Rate
- Pages/Session
- Avg. Engagement Time Per Session
- Conversions

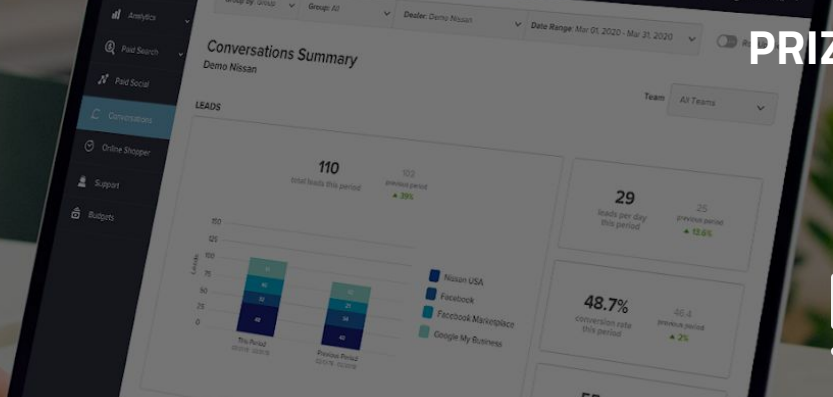
Name	Engaged Sessions ▼	New Users	Engagement Rate	Pages/Session	Avg. Engagement Time per Session	Conversions
Organic Search / google	49,852 90,351 -44.8%	47,355 88,750 -46.6%	84.3% 81.0% 4.2%	3.8 4.0 -3.0%	01:40 01:40 0.0%	3,641 5,546 -34.3%
Direct / (direct)	17,164 32,158 -46.6%	8,898 18,785 -52.6%	59.9% 55.2% 8.7%	3.1 3.2 -3.0%	01:14 01:11 4.6%	835 1,418 -41.1%
Unassigned / conquest	12,587 6,315 99.3%	16,895 9,304 81.6%	79.9% 73.4% 8.8%	2.6 2.7 -4.9%	01:51 01:36 15.2%	29 16 81.3%
Paid Search / bing	1,482 2,739 -45.9%	1,549 3,099 -50.0%	78.5% 72.3% 8.6%	3.9 4.1 -5.7%	01:52 01:55 -2.6%	110 108 1.9%
Unassigned / site	1,466 2,796 -47.6%	830 1,565 -47.0%	86.5% 83.3% 3.8%	8.5 8.1 5.3%	03:54 03:43 4.7%	164 293 -44.0%
Unassigned / crm	1,339 556 140.8%	1,237 525 135.6%	77.8% 74.7% 4.1%	5.2 4.6 12.3%	02:08 02:03 4.2%	153 50 206.0%
Referral / cars.com	840 1,428 -41.2%	667 1,284 -48.1%	76.4% 64.4% 18.5%	2.3 2.4 -4.0%	00:56 00:48 17.8%	34 75 -54.7%
Organic Search / bing	627 1,158 -45.9%	355 701 -49.4%	101.6% 100.1% 1.5%	7.6 8.5 -10.4%	03:59 04:34 -12.9%	59 118 -50.0%
Paid Social / facebook	623 1,164 -46.5%	1,060 2,566 -58.7%	46.6% 36.8% 26.6%	1.8 1.7 6.8%	00:33 00:26 28.7%	22 51 -56.9%

You will either see an upward-facing green arrow ▲ or a downward-facing red arrow ▼ and a percent change of how your dealership is doing as compared to the previous period.





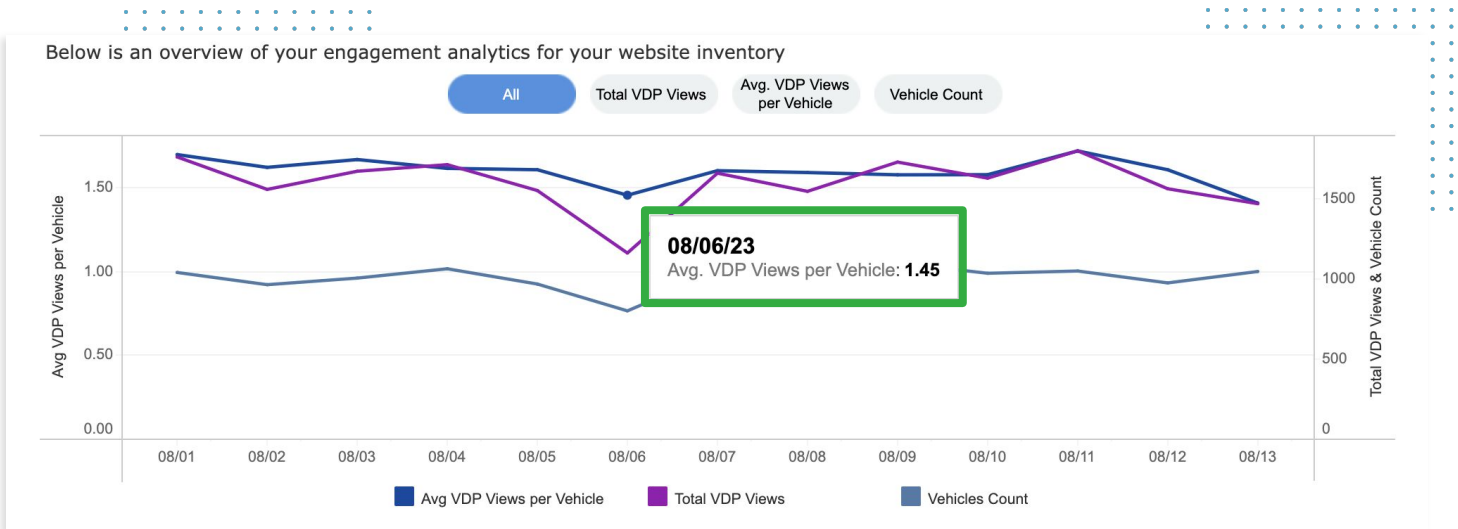
Inventory Engagement



Within the Inventory Engagement display, see a comprehensive overview of your dealerships:

- Average VDP Views per Vehicle
- Total VDP Views
- VDP Vehicle Counts

Simply hover over any point of the graph to get detailed data of the views for the specific vehicle.



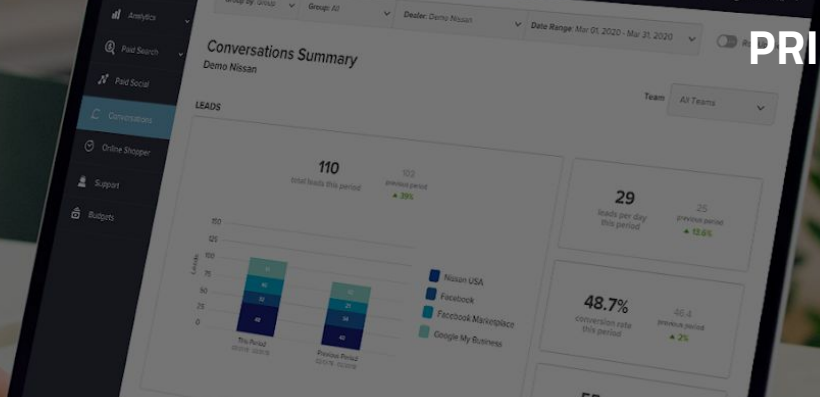
Get summarized data of the **Total VDP Views** and **Average VDP Views per Vehicle per Day** trends:

<p>Total VDP Views</p> <p>20,713</p> <p>37,486 ▼ -45%</p>	<p>Avg. VDP Views per Vehicle per day</p> <p>1.6</p> <p>1.6 ▲ 2%</p>
--	---





Inventory Engagement



See reports for **Most Popular** or **Least Popular Vehicles**

Most Popular Vehicles

Least Popular Vehicles

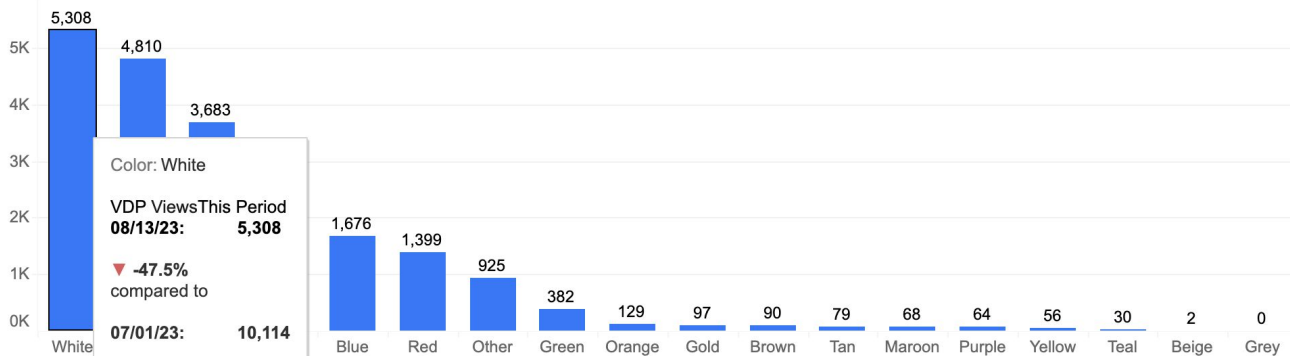
Vehicles	Stock Number	MSRP	Days in Stock	Color	Trim	VDP Views
2023 jeep wrangler	PW691633	94165	76	Black	rubicon 20th anniversary	32
2008 honda accord cpe	NR1130A	4800	56	Gray	ex-l	68
2010 subaru forester	A26243A	2700	71	White	2.5x premium	98
2018 mitsubishi outlander sport	3Y13634A	13468	98	Silver	se 2.4	43
2020 jeep wrangler unlimited	2YU4516	51500	4	Teal	rubicon	29

Evaluate data by **Color**, **Make**, or **Price**

Color

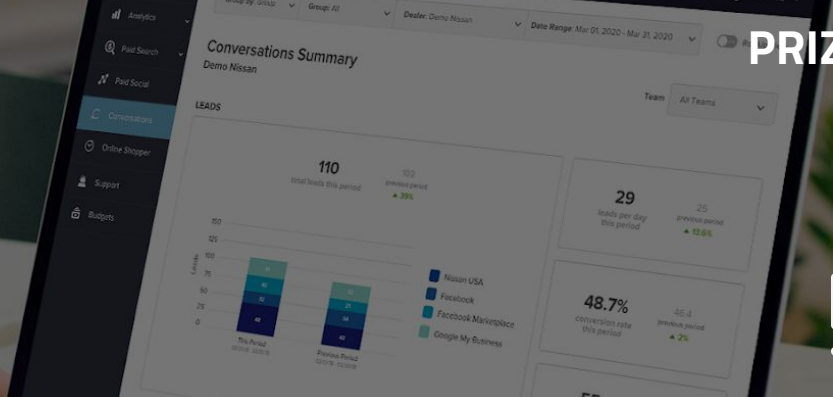
Make

Price





Advertising: Microsoft Ads



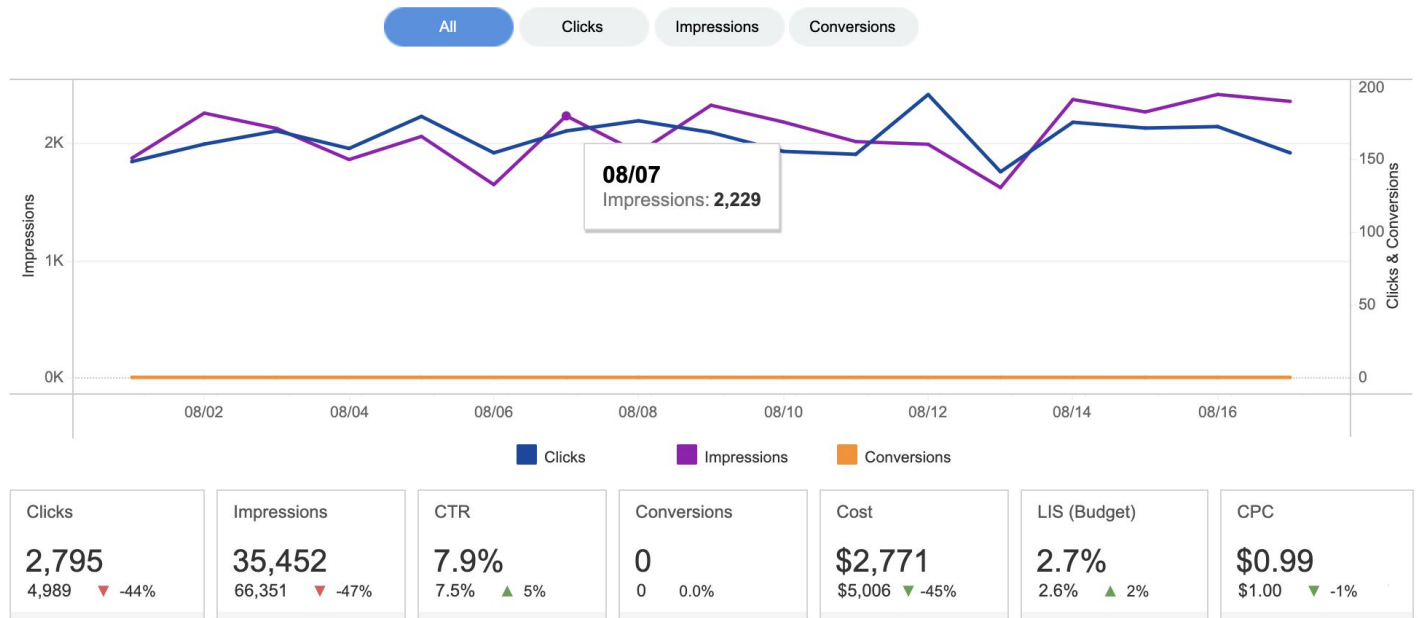
In this view, there will be a graph showing the Clicks and Impressions for your Microsoft Ad campaigns.

Below there will be a table summarizing the following for your Microsoft Ad campaigns:

- Clicks
- Impressions
- CTR
- Conversions
- Cost
- LIS (Budget)
- CPC

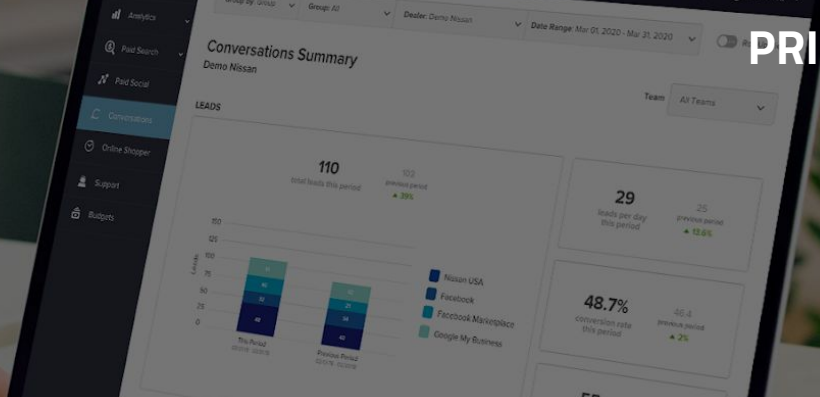
You will also either see an upward-facing green arrow ▲ or a downward-facing red arrow ▼ and a percent change of how your dealership is doing as compared to the previous period.

Understand how car shoppers engage with your dealership and inventory





Advertising: Microsoft Ads



Within the Microsoft Ads tab, you'll see a table summarizing the following for your Microsoft Ad campaigns:

- Name
- Clicks
- Impressions
- CTR
- CPC
- Phone Calls
- Cost
- LIS (Budget)

You will also either see an upward-facing green arrow ▲ or a downward-facing red arrow ▼ and a percent change of how your dealership is doing as compared to the previous period.

Clicks 2,795 4,989 ▼ -44%	Impressions 35,452 66,351 ▼ -47%	CTR 7.9% 7.5% ▲ 5%	Conversions 0 0 0.0%	Cost \$2,771 \$5,006 ▼ -45%	LIS (Budget) 2.7% 2.6% ▲ 2%	CPC \$0.99 \$1.00 ▼ -1%
---	--	--	--	---	---	---

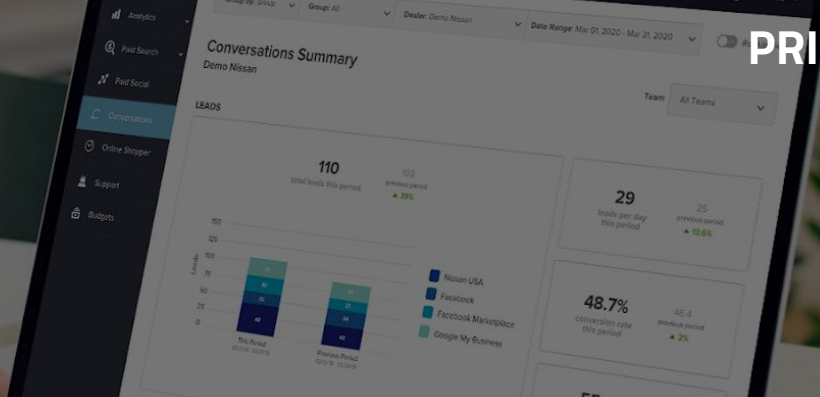
Name	Clicks ▼	Impressions	CTR	Conversions	Cost	LIS(Budget)	CPC
Dynamic Used Intent	735 1,323 ▼ -44.4%	11,322 18,484 ▼ -38.7%	6.5% 7.2% ▼ -9.3%	0 0.0%	\$619 \$1,131 ▼ -45.2%	1.9% 2.2% ▼ -14.6%	\$0.84 \$0.85 ▼ -1.4%
Dynamic New / Lease Toyota	608 1,141 ▼ -46.7%	8,097 14,956 ▼ -45.9%	7.5% 7.6% ▼ -1.6%	0 0.0%	\$546 \$1,002 ▼ -45.6%	3.5% 2.2% ▲ 54.4%	\$0.90 \$0.88 ▲ 2.1%
Dynamic New Intent Toyota	398 745 ▼ -46.6%	3,692 7,859 ▼ -53.0%	10.8% 9.5% ▲ 13.7%	0 0.0%	\$253 \$458 ▼ -44.7%	1.7% 0.9% ▲ 79.9%	\$0.64 \$0.61 ▲ 3.5%
Brand - Toyota of Cedar Park	367 639 ▼ -42.6%	1,297 2,071 ▼ -37.4%	28.3% 30.9% ▼ -8.3%	0 0.0%	\$105 \$198 ▼ -47.1%	0.6% 1.1% ▼ -48.7%	\$0.29 \$0.31 ▼ -7.9%
Locations	262 483 ▼ -45.8%	1,511 2,293 ▼ -34.1%	17.3% 21.1% ▼ -17.7%	0 0.0%	\$250 \$464 ▼ -46.2%	1.0% 3.3% ▼ -70.6%	\$0.95 \$0.96 ▼ -0.8%
Toyota Dealership	187 233 ▼ -19.7%	3,399 3,580 ▼ -5.1%	5.5% 6.5% ▼ -15.5%	0 0.0%	\$254 \$457 ▼ -44.5%	7.2% 8.3% ▼ -13.1%	\$1.36 \$1.96 ▼ -30.8%
Conquest	87 179 ▼ -51.4%	3,587 11,917 ▼ -69.9%	2.4% 1.5% ▲ 61.5%	0 0.0%	\$305 \$568 ▼ -46.2%	0.6% 0.3% ▲ 100.6%	\$3.51 \$3.17 ▲ 10.6%
Competitors	67 132 ▼ -49.2%	737 1,766 ▼ -58.3%	9.1% 7.5% ▲ 21.6%	0 0.0%	\$239 \$437 ▼ -45.2%	0.1% 0.4% ▼ -79.9%	\$3.57 \$3.31 ▲ 8.0%

Data available through: 8/17/2023





Advertising: Premium Display

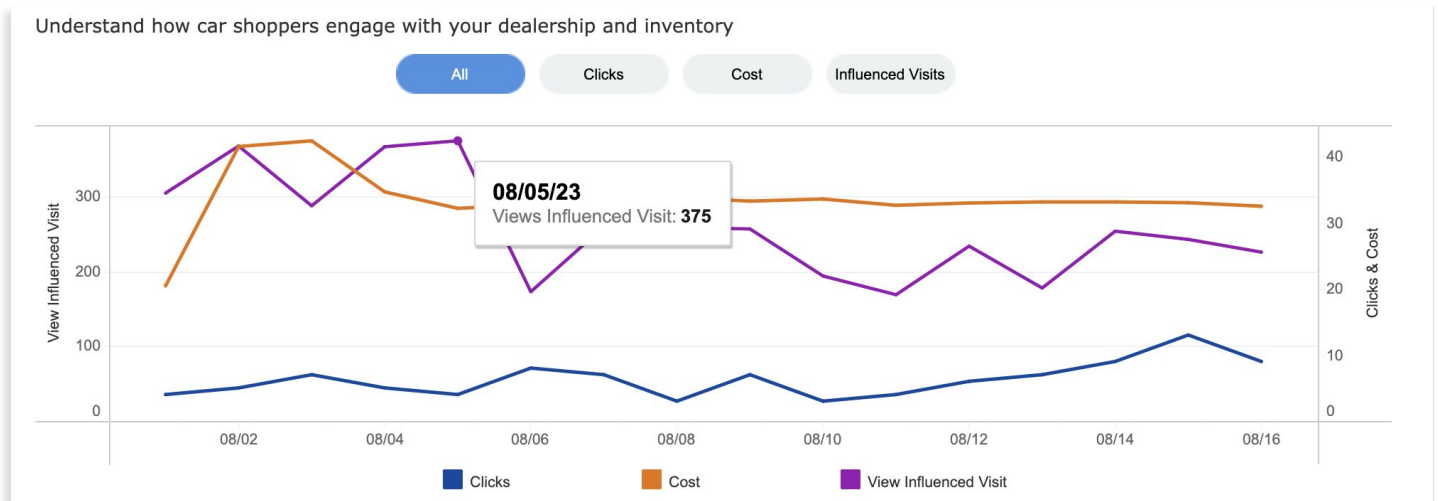


This section will provide you with overviews for your Premium display performance, displaying your Clicks, Cost, Influenced Visits you're driving from those campaigns.

The chart below which details the total cost of your budget, and breaks it down by category:

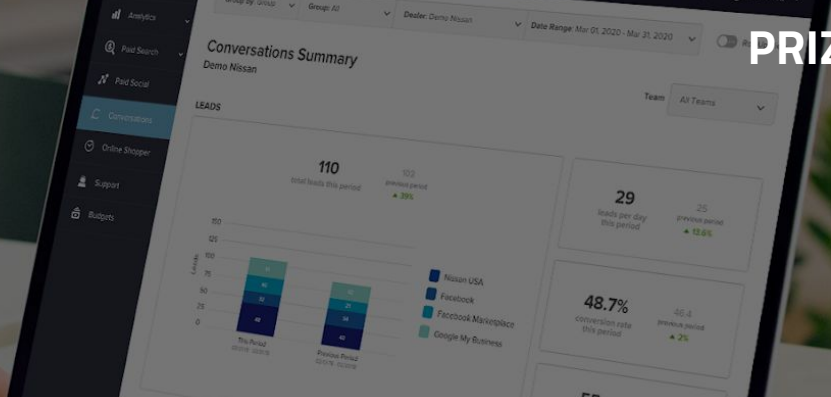
- Clicks
- Cost
- Influenced Visits

Hover your mouse over any point within the graph to get a detailed breakdown for a specific date.





Advertising: Premium Display



In the Premium Display Summary, you will see a table summary of the following:

- Name
- In-Market Impressions
- Clicks
- Cost Per Influenced Visit
- Influenced Visits
- Influenced Visit Rate
- Cost

Name	In-Market Impressions	Clicks	Cost Per Influenced Visit	View Influenced Visits	Influenced Visit Rate	Cost
Static Creative	53,482 100,132 ▼ -47%	101 191 ▼ -47%	\$0.13 \$0.11 ▲ 20%	4,150 9,332 ▼ -56%	7.76% 9.32% ▼ -17%	\$535 \$1,001 ▼ -47%

You will also either see an upward-facing green arrow ▲ or a downward-facing red arrow ▼ and a percent change of how your dealership is doing as compared to the previous period.



Definitions

In-Market Impression

The number of times a user sees an ad within the defined campaign.

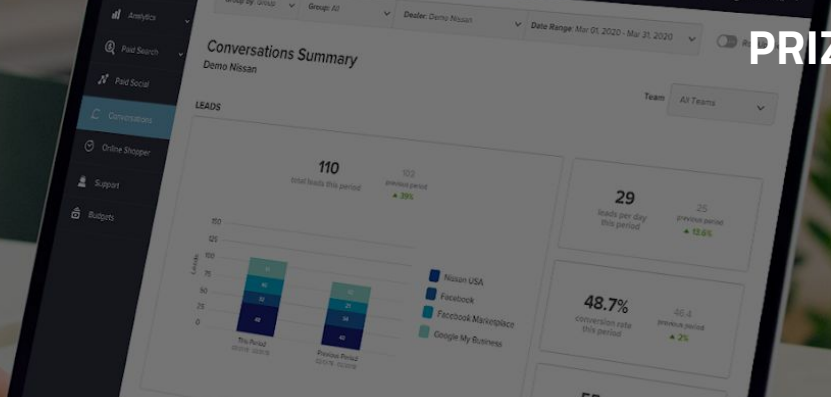
Cost Per Influenced Visit

The amount of money paid for a single user visit to your webpage





Advertising: Premium Display



The Premium Display tab will display metrics related to your digital advertising with in-market shoppers on Cars.com.

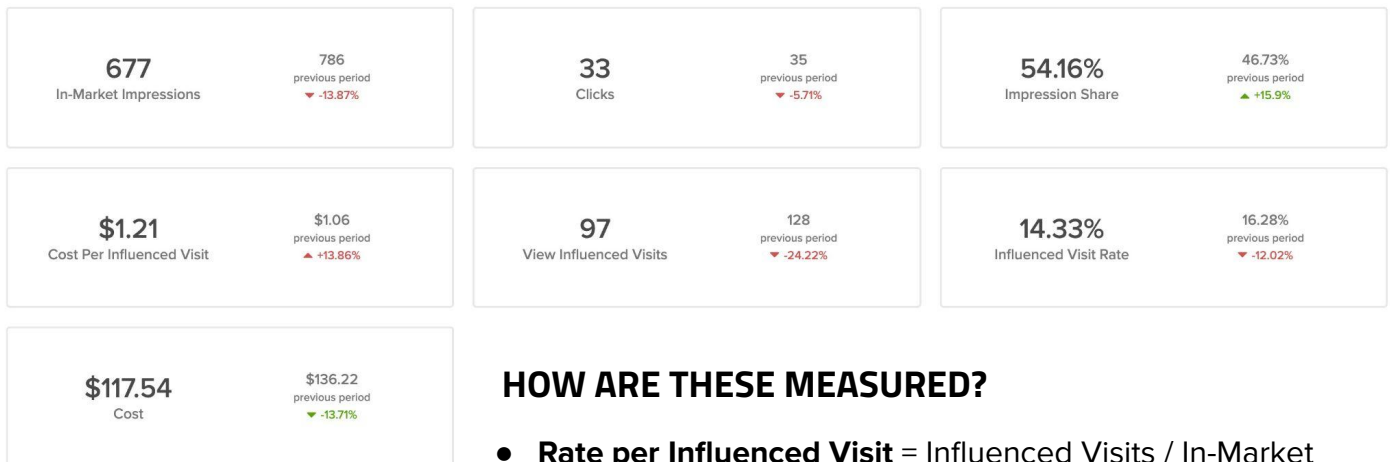
The first thing you will see is a breakdown of the following, along with a comparison to the previous period for each metric:

- In-Market Impressions
- Cost Per Influenced Click
- Cost
- Clicks
- View Influenced Visits
- Impression Share
- Influenced Visit Rate

Premium Display

BMW of Demonstratington

Print



HOW ARE THESE MEASURED?

- **Rate per Influenced Visit** = Influenced Visits / In-Market Impressions
- **Cost per Influenced Visit** = Cost / Influenced Visit
- **Impression Share** = Impressions Served for Your Dealership / Total Served Impressions on Cars.com



DEFINITIONS

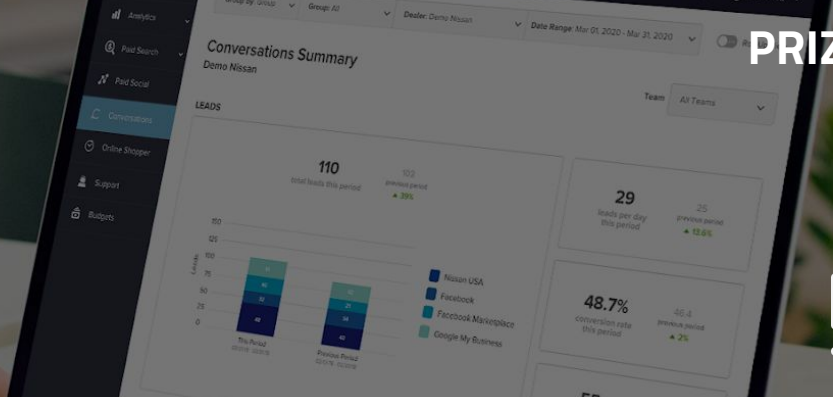
View Influenced Visits

The number of times someone saw your Premium Display Ad and eventually went to your website within a 30 day window





Advertising: Paid Social

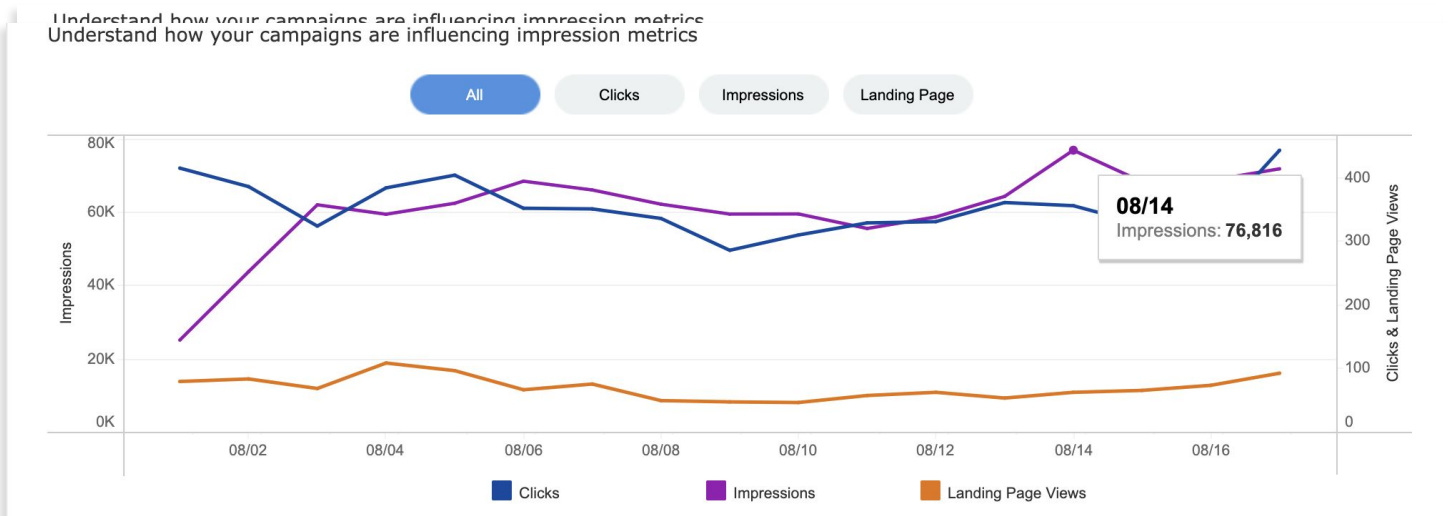


This section will provide you with overviews for your Paid Social, displaying the Clicks, Cost, and Influenced Visits you are driving from those campaigns.

The chart below which details the total cost of your budget, and breaks it down by category:

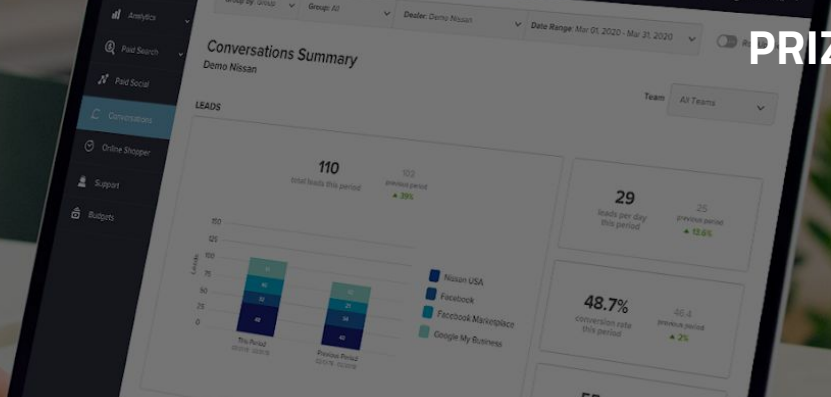
- Clicks
- Impressions
- Landing Page

Hover your mouse over any point within the graph to get a detailed breakdown for a specific date.





Advertising: Paid Social



In the Paid Social Summary, you will see a table summary of the following:

- Name
- Clicks
- Impressions
- CTR (Click through Rate)
- Landing Page Views
- CPC (Cost per Click)
- Cost

Name	Clicks	Impressions	CTR	Landing Page Views	CPC	Cost
2023 Ongoing - Lead Gen - New Vehicles (\$2,500/mo)	2,358 3,902 ▼ -39.6%	87,017 134,502 ▼ -35.3%	2.7% 2.9% ▼ -6.6%	100 144 ▼ -30.6%	\$0.62 \$0.64 ▼ -1.8%	\$1,472 \$2,481 ▼ -40.7%
2023 Ongoing - AIA - New Tundra (\$2,500/mo)	2,165 4,053 ▼ -46.6%	254,181 491,129 ▼ -48.2%	0.9% 0.8% ▲ 3.2%	833 1,471 ▼ -43.4%	\$0.63 \$0.61 ▲ 3.9%	\$1,374 \$2,476 ▼ -44.5%
2023 Ongoing - Lead Gen - Used Vehicles (\$1,000/mo)	608 2,127 ▼ -71.4%	19,580 81,748 ▼ -76.0%	3.1% 2.6% ▲ 19.3%	61 101 ▼ -39.6%	\$0.51 \$0.52 ▼ -1.7%	\$312 \$1,110 ▼ -71.9%

You will also either see an upward-facing green arrow ▲ or a downward-facing red arrow ▼ and a percent change of how your dealership is doing as compared to the previous period.



Definitions

CTR (Click Through Rate)

The percentage of people visiting a web page who access a hypertext link to a particular advertisement.

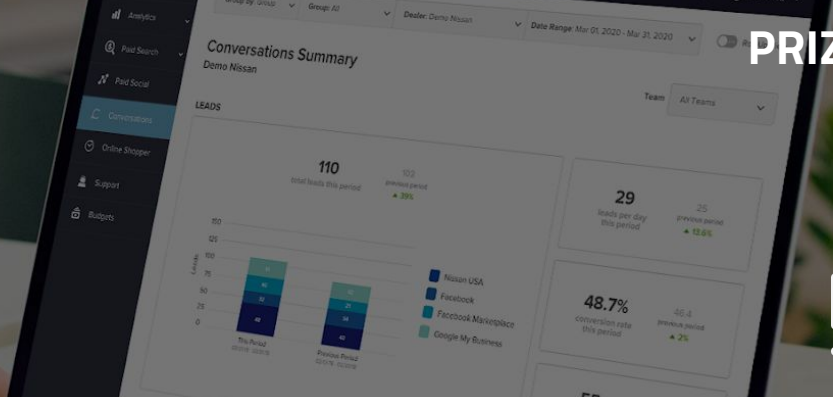
Impressions

An impression is a metric used to quantify the number of digital views or engagements of a piece of content, usually an advertisement, digital post, or a web page. Impressions are also referred to as an "ad view."





Advertising: Google Ads

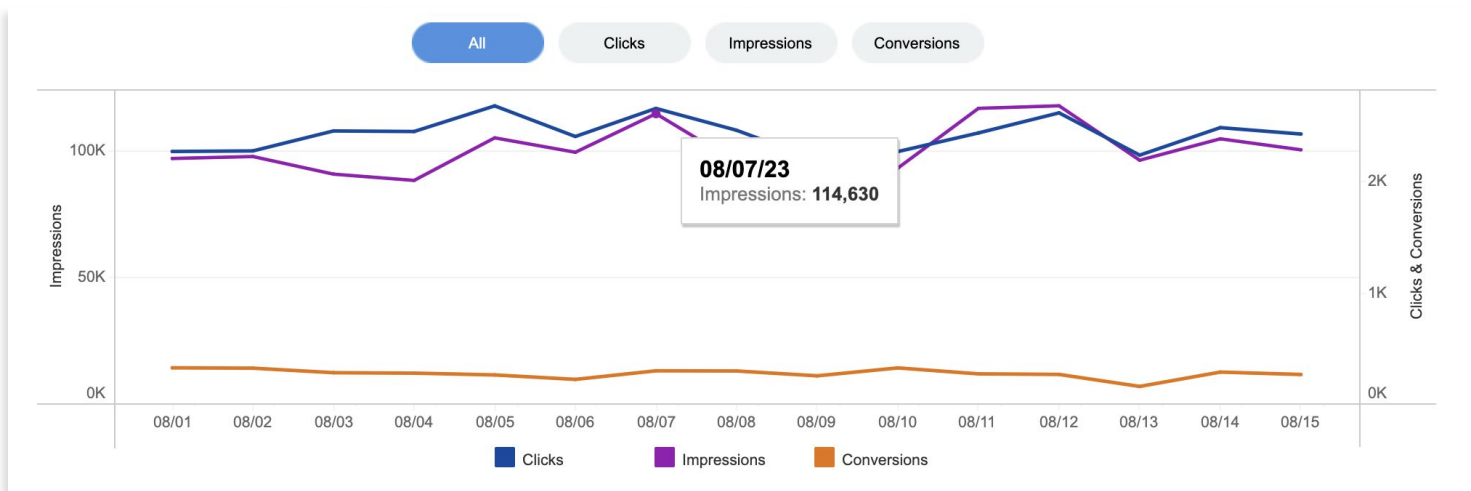


This section will provide you with overviews for your Google Ad performance, displaying your budget spent, and the conversions you're driving from those campaigns.

See the chart below which details the total cost of your budget, and breaks it down by category:

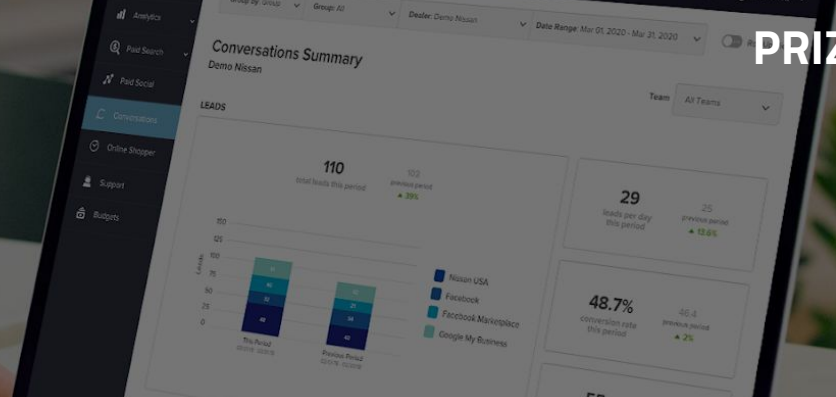
- Clicks
- Impressions
- Conversions

Hover your mouse over any point within the graph to get a detailed breakdown for a specific date.



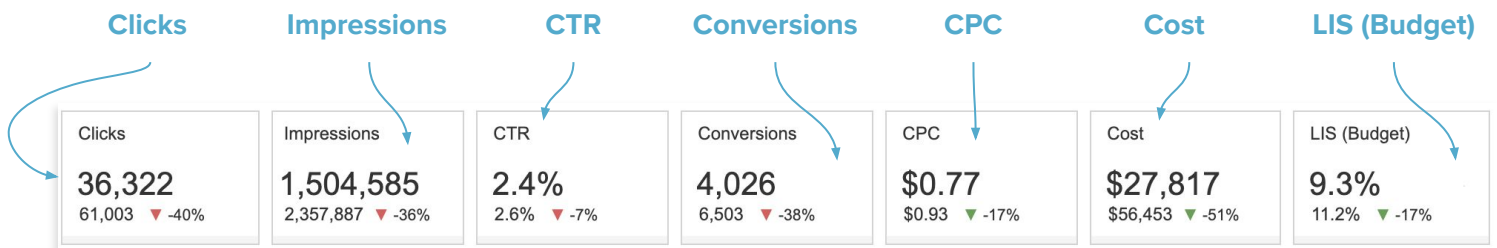


Advertising: Google Ads



A summary of metrics will show the comparison to the previous period, whether it is an improvement ▲ or a decline ▼, as well as the percent change.

You will also see a summary of your data for:



Definitions

CTR (Click Through Rate)

The % of people visiting a web page who access a hypertext link to a particular ad.

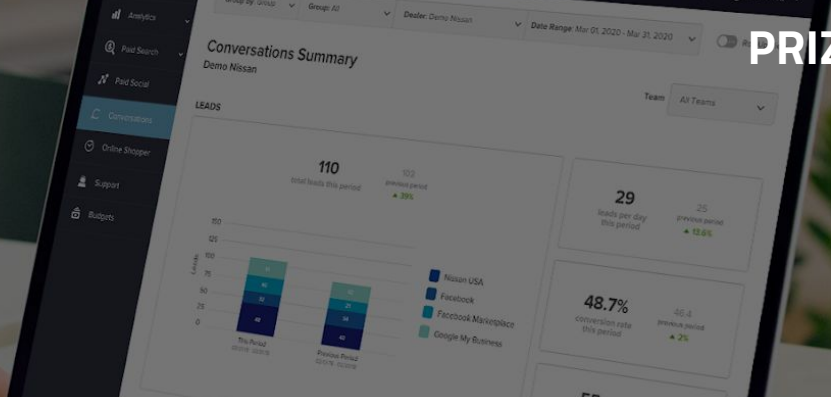
Impressions

An impression is a metric used to quantify the number of digital views or engagements of a piece of content, usually an advertisement, digital post, or a web page. Impressions are also referred to as an "ad view."





Advertising: Google Ads



In the Google Ads Summary, you will see a table summary of the following:

- Name
- Clicks
- Impressions
- CTR (Click Through Rate)
- Conversions
- CPC (Cost Per Click)
- Cost
- LIS (Budget)

Name	Clicks ▼	Impressions	CTR	Conversions (i)	CPC	Cost	LIS(Budget)
	9,069 16,580 -45.3%	17,280 32,519 -46.9%	52.5% 51.0% 2.9%	1,805 3,075 -41.3%	\$0.24 \$0.28 -14.6%	\$2,174 \$4,651 -53.3%	12.2% 17.9% -31.5%
VLA - New	5,922 8,188 -27.7%	625,042 860,436 -27.4%	0.9% 1.0% -0.4%	310 322 -3.7%	\$0.39 \$0.47 -17.1%	\$2,325 \$3,877 -40.0%	0.0% 0.0% 0.0%
VLA - Used	4,737 7,838 -39.6%	492,891 836,603 -41.1%	1.0% 0.9% 2.6%	229 389 -41.3%	\$0.36 \$0.51 -30.3%	\$1,698 \$4,029 -57.9%	0.0% 0.0% 0.0%
Dynamic New	4,007 6,234 -35.7%	47,001 77,038 -39.0%	8.5% 8.1% 5.4%	213 352 -39.4%	\$0.79 \$0.93 -14.8%	\$3,166 \$5,781 -45.2%	8.2% 13.7% -40.0%
Dynamic Used Intent	3,921 7,794 -49.7%	39,672 81,758 -51.5%	9.9% 9.5% 3.7%	129 229 -43.7%	\$0.91 \$1.05 -13.6%	\$3,558 \$8,190 -56.6%	5.4% 5.9% -7.7%
Dynamic New Intent	2,506 4,202 -40.4%	28,589 42,319 -32.4%	8.8% 9.9% -11.7%	156 243 -35.6%	\$1.10 \$1.18 -7.0%	\$2,751 \$4,959 -44.5%	4.0% 8.8% -54.2%
Dealer Research	2,388 3,250 -26.5%	19,382 27,213 -28.8%	12.3% 11.9% 3.2%	462 605 -23.7%	\$2.39 \$3.36 -28.9%	\$5,697 \$10,904 -47.8%	23.4% 26.7% -12.5%
Dynamic Used	950 1,927 -50.7%	13,371 25,181 -46.9%	7.1% 7.7% -7.2%	41 92 -55.4%	\$0.79 \$0.94 -16.5%	\$746 \$1,812 -58.8%	4.5% 3.6% 23.4%

You will also either see an upward-facing green arrow ▲ or a downward-facing red arrow ▼ and a percent change of how your dealership is doing as compared to the previous period.



Definitions

CPR (Cost Per Click)

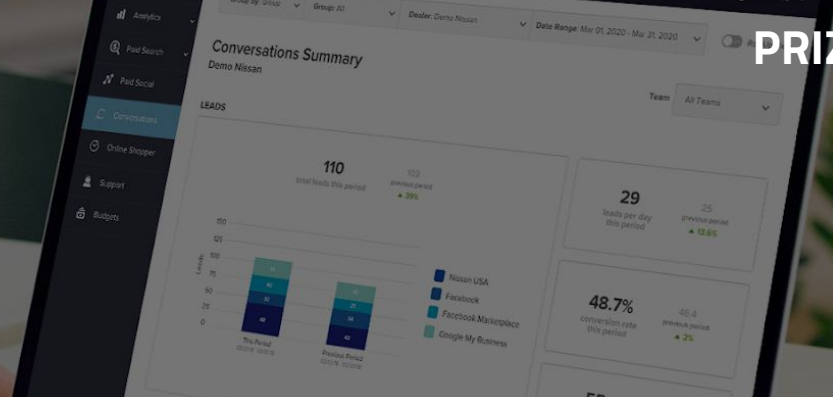
Measures the average cost every time a user clicks on an advertisement.

CTR (Click Through Rate)

Number of clicks your ad receives divided by the number of times the ad is shown.



SEO Summary



1 The SEO Tab is a high-level snapshot of your organic (free) traffic being driven from various search engines.

On the Graph will be a display of:

- Impressions
- Sessions
- Conversions

Definitions

Impressions

How many users performed a search, then saw your URL in-search engine results page.

Sessions

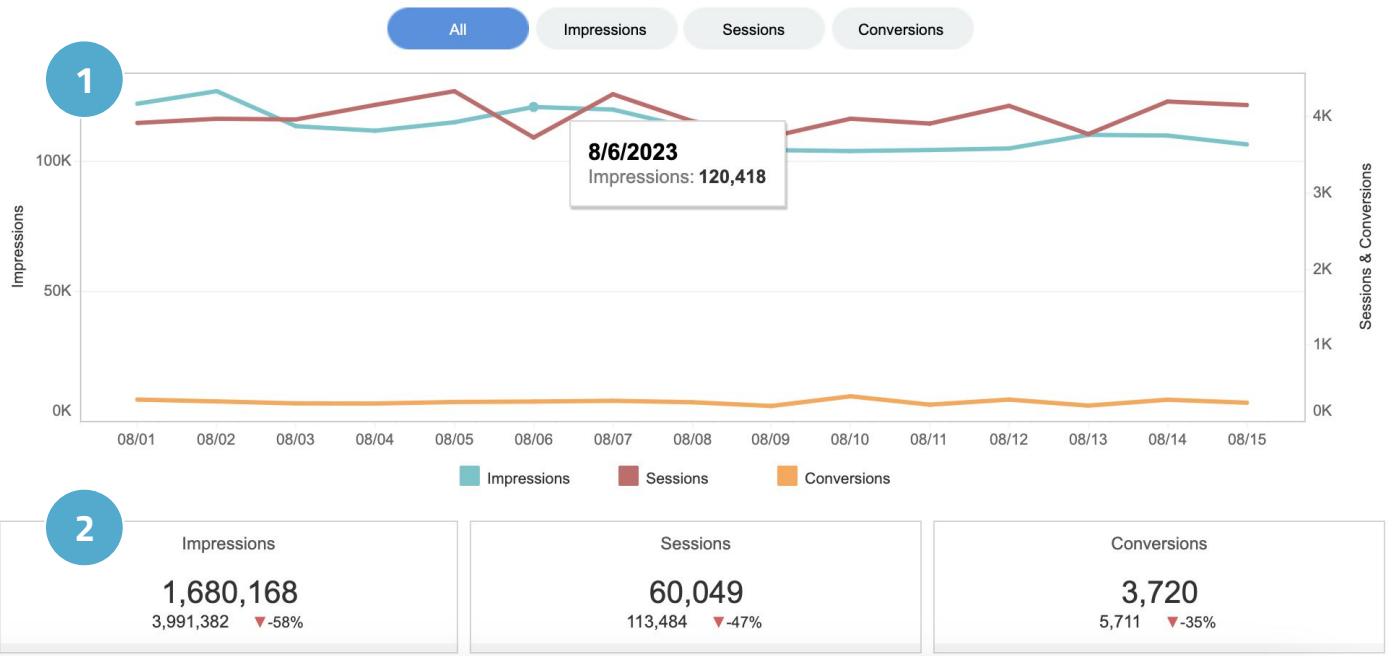
After searching and seeing your URLs, how many users came to your site.

Conversions

How many times were tracked actions then taken on your site from users that came to your site through a search engine.

2 Below the graph you will have the totals for each metric for the given time frame.

Here is a brief overview of your organic traffic overlooking primary KPIs. Organic traffic is typically driven from search engines and comes from non-paid sources.



SEO Summary

Top 100 Keywords

Prizm will display your local keywords and display the information in a table for you to view. In the table you will see:

- Top 100 keywords
- URL associated with that keyword
- Position change
- Difference (increase ↑ or decrease ↓)
- Volume

Keywords Performance

Total Keywords 77,015 77,015 ▼ 0%	Total Traffic 92,149 92,149 ▼ 0%	Total Traffic Cost \$101,744 \$101,744 ▼ 0%
--	---	--

Top 100 Keywords

Top 100

Locally Tracked

Keywords	Url	Position	Diff	Volume ▼
toyota	https://www.toyotaofcedarpark.com/	5 → 16	↓ 11	3,350,000
toyota highlander	https://www.toyotaofcedarpark.com/new-vehicles/high..	36 → 23	↑ 13	450,000
toyota rav4	https://www.toyotaofcedarpark.com/manufacturer-info..	0 → 19	New	368,000
toyota sequoia	https://www.toyotaofcedarpark.com/manufacturer-info..	0 → 18	New	301,000
toyota tundra	https://www.toyotaofcedarpark.com/new-vehicles/tun..	16 → 20	↓ 4	246,000
4runner	https://www.toyotaofcedarpark.com/new-vehicles/4ru..	64 → 30	↑ 34	201,000
toyota tundra for sale	https://www.toyotaofcedarpark.com/new-vehicles/tun..	80 → 14	↑ 66	135,000
toyota hybrid	https://www.toyotaofcedarpark.com/manufacturer-info..	15 → 11	↑ 4	110,000

Note: Keyword performance metrics displayed will show for the previous month and are not controlled by the date range selector. Monthly data is updated on the 7th. Comparison data shows the previous month and the month preceding it.



Definitions

Locally Tracked Keywords

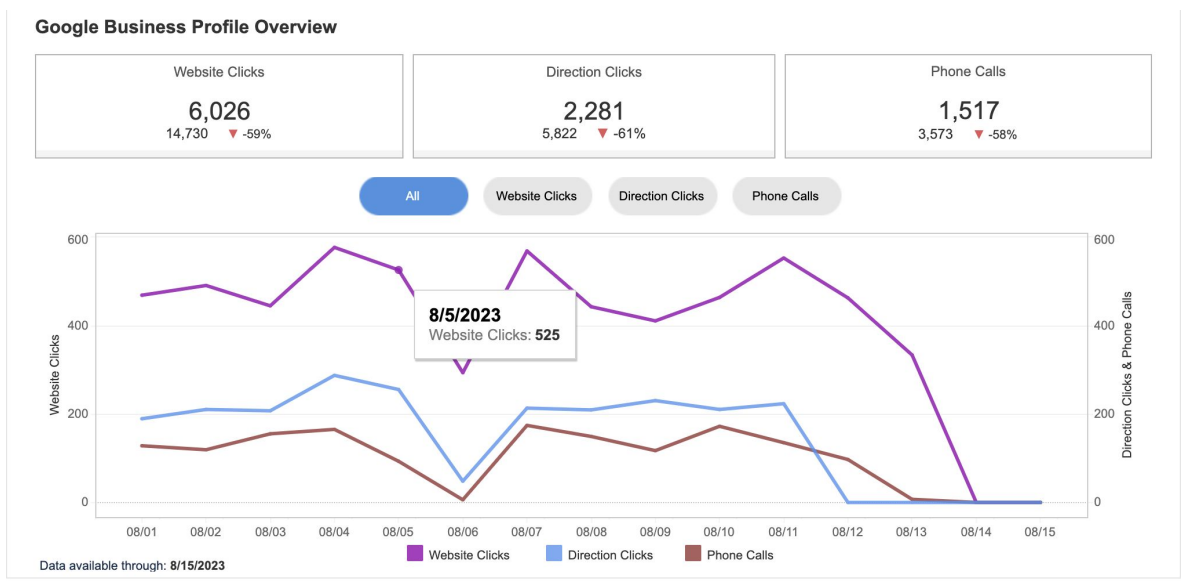
Keywords that contain location-specific phrases and generate results related to the same geographic location. These keywords help drive people in your area to your business and play an integral role in optimizing your local SEO strategy.



SEO Summary

In this section you will see a detailed overview of the Google Business Profile

- Website Clicks
- Direction Clicks
- Organic Sessions



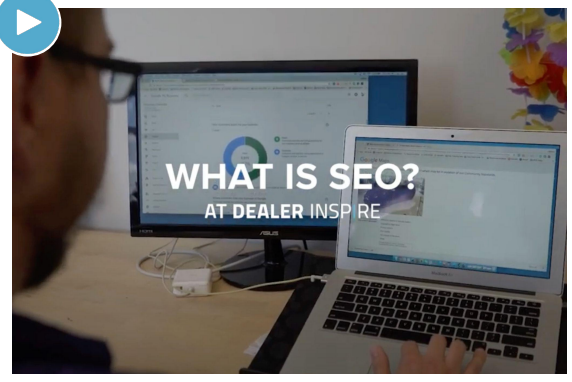
You will also either see an upward-facing green arrow ▲ or a downward-facing red arrow ▼ and a percent change of how your dealership is doing as compared to the previous period. Hover your mouse over any specific point to get detailed information for the specific point in time.



SEO Best Practices

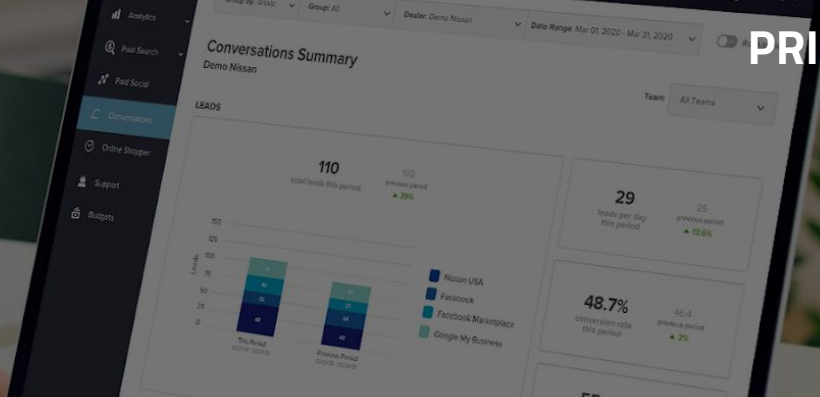
1. Create Quality Content, Regularly
2. Create a Healthy Internal Linking Structure
3. Correct Technical Issues
4. Update Meta Descriptions on Valuable Pages
5. Google My Business Optimizations

Interested in learning more? [Click here!](#)





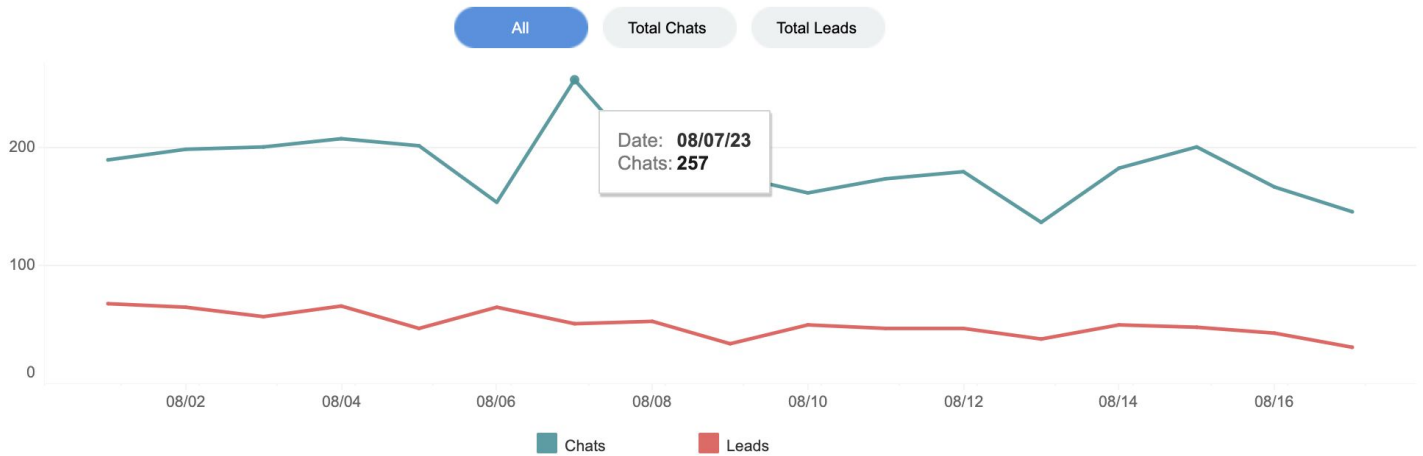
Modern Retailing: Conversations



The next section will display our Conversations reporting to allow you to understand how Conversations is working for you and your dealership!

In the graph below you will see your total number of chats and the total leads for the specified timeframe. Hover your mouse over any point on the graph to get a more detailed breakdown.

Below is an overview of leads generated from Conversations data for each perspective team



There will also be a detailed table summary below the graph covering the following data points:

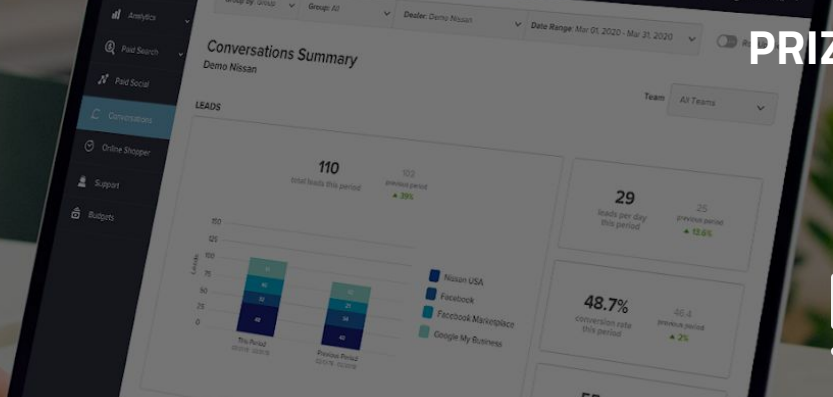
- Total Leads
- Total Chats
- Lead Conversion Rate
- Total Sales
- Total Profit
- Profit per Sale

<p>Total Leads</p> <p>843</p> <p>1,317 ▼ -36%</p>	<p>Total Chats</p> <p>3,105</p> <p>4,822 ▼ -36%</p>	<p>Lead Conversion Rate</p> <p>76.1%</p> <p>75.9% ▲ 0%</p>	<p>Total Sales</p> <p>0</p> <p>0 0%</p>	<p>Total Profit</p> <p>\$0</p> <p>\$0 0%</p>	<p>Profit Per Sale</p> <p>\$0</p> <p>\$0 0%</p>
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Modern Retailing: Conversations



There will also be a detailed table summary of all chat details below covering the following data points:

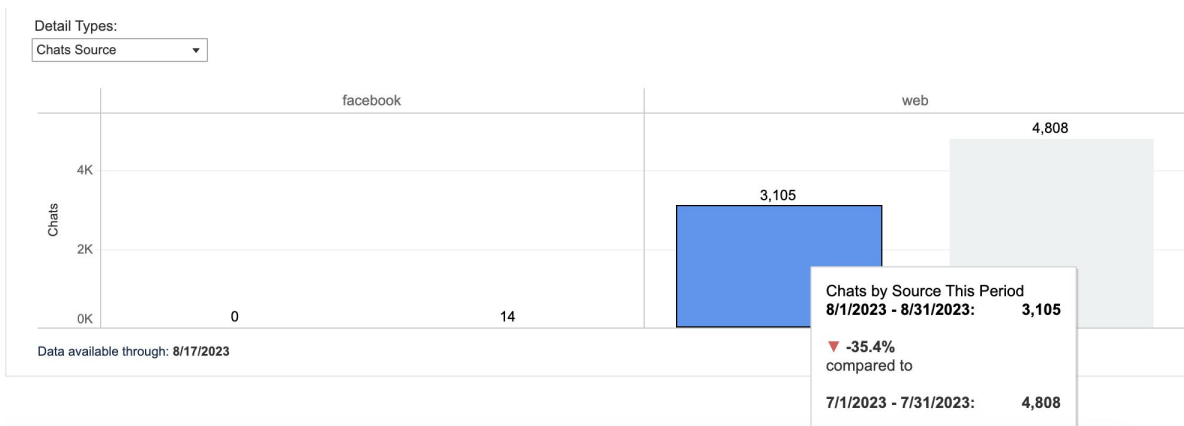
- Answered Chats
- % of Chats Answered
- Visitor Wait Time
- Handle Time
- Survey Score
- Chats Missed
- Chats Abandoned

Chat Details

Answered Chats	% of Chats Answered	Visitor Wait Time	Handle Time	Survey Score	Chats Missed	Chats Abandoned
2,950 4,596 ▼ -35.8%	95.0% 95.3% ▼ 0%	00:02 00:02 ▲ 20%	16:20 34:51 ▼ -20%	8 8 ▲ 3%	53 102 ▼ -48%	108 133 ▼ -19%

You will also either see an upward-facing green arrow ▲ or a downward-facing red arrow ▼ and a percent change of how your dealership is doing as compared to the previous period.

In this section, you will see a summary of the Chats by source compared to the previous date Range.

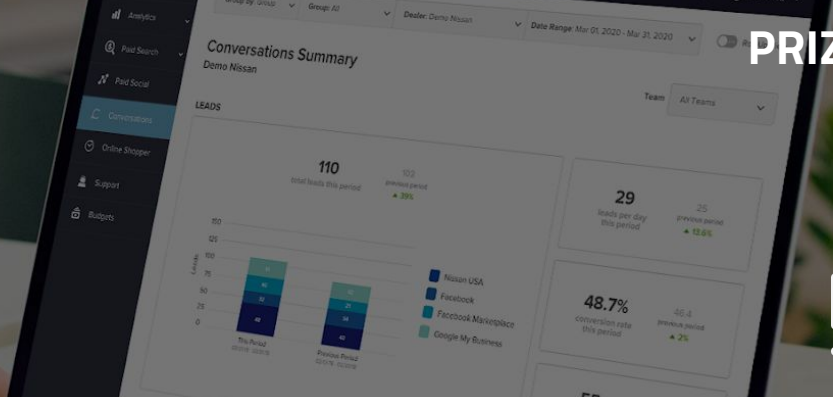


Hover your mouse over any data point on the graph to see detailed information for Chat statistics.





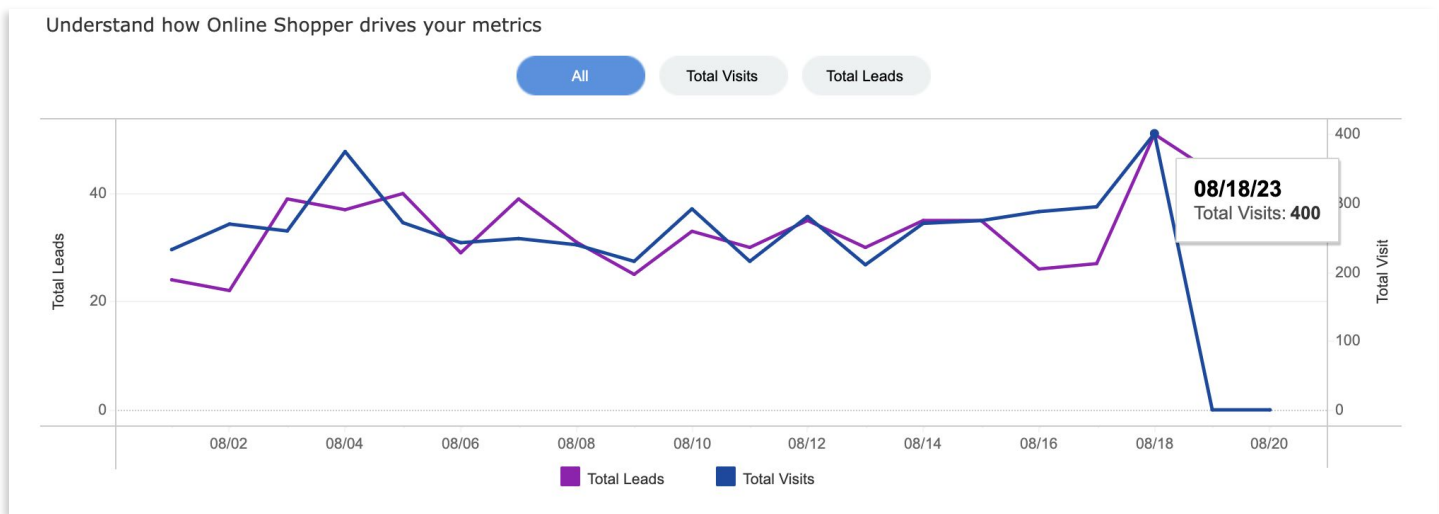
Modern Retailing: Online Shopper



If you have Online Shopper, DI's digital retailing solution, you can easily gain insight into reporting and data for Online Shopper. Within the Online Shopper reporting tab, you will be able to view metrics within the graph on:

- Total Visits
- Total Leads

Hovering your mouse over any specific point within the graph will display more detailed information for that specific point in time.



You can also see totals for the following metrics in the table below the graph:

- Total Visits
- Total Leads
- Lead Conv. Rate
- Total Profit
- Profit Per Sale
- Total Sales

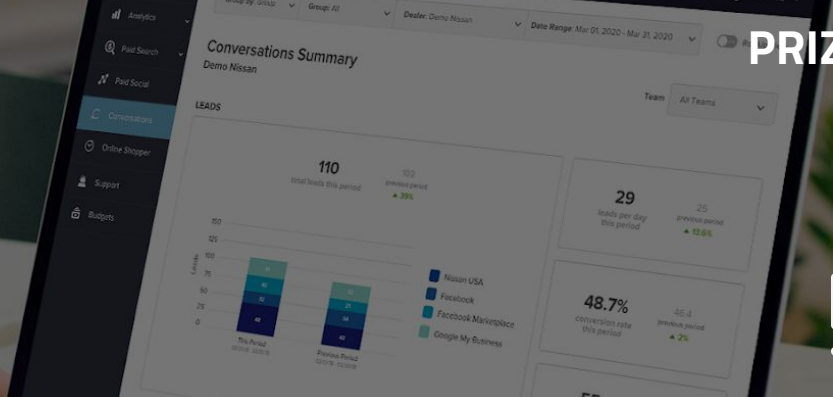
Total Visits 4,870 7,161 ▼ -32%	Total Leads 665 799 ▼ -17%	Lead Conv. Rate 13.7% 11.2% ▲ 22%	Total Profit \$0 \$0 0%	Profit Per Sale \$0 \$0 0%	Total Sales 0 0 0%
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You will either see an upward-facing green arrow ▲ or a downward-facing red arrow ▼ and a percent change of how your dealership is doing as compared to the previous period.





Modern Retailing: Online Shopper



Within this view will be a table summary of the following metrics:

- Month/Year
- Total Sales
- Total Visits
- Total Profit
- Total Leads
- Profit Per Sale
- Lead Conversion Rate

You will also either see an upward-facing green arrow ▲ or a downward-facing red arrow ▼ and a percent change of how your dealership is doing as compared to the previous period.

Month/Year ▼	Total Visits		Total Leads		Lead Conv. Rate		Total Sales		Total Profit		Profit Per Sale	
August 2023	4,870	▼ -32.0%	665	▼ -32.0%	13.7%	▲ 22.4%	0	0.0%	0	0.0%	\$0	0.0%
July 2023	7,161	10.0%	799	▲ 10.0%	11.2%	▼ -11.1%	0	0.0%	0	0.0%	\$0	0.0%
June 2023	6,508	245.4%	817	▲ 245.4%	12.6%	▼ -73.3%	0	0.0%	0	0.0%	\$0	0.0%
May 2023	1,884	0.0%	886	0.0%	47.0%	0.0%	0	0.0%	0	0.0%	\$0	0.0%





CONGRATULATIONS!



You are now ready to tackle all of the data coming in for his connected platform, including website analytics, Conversations, Online Shopper, advertising, SEO, and so much more!

LEARN MORE!

Learn about Workshops

Are you interested in taking a deep dive into Website Platform, Online Shopper, or Conversations?

We offer live, interactive workshops aimed at getting you ready to make the most of your DI products!

See Prizm in Action

Want to see Prizm in action?

Check out our product videos and guides in [Training Camp](#) today!

Reach a Coach

Have a question or looking for additional resources or training?

Reach out to a Coach!

Email us at trainers@dealerinspire.com and someone will reach out!

