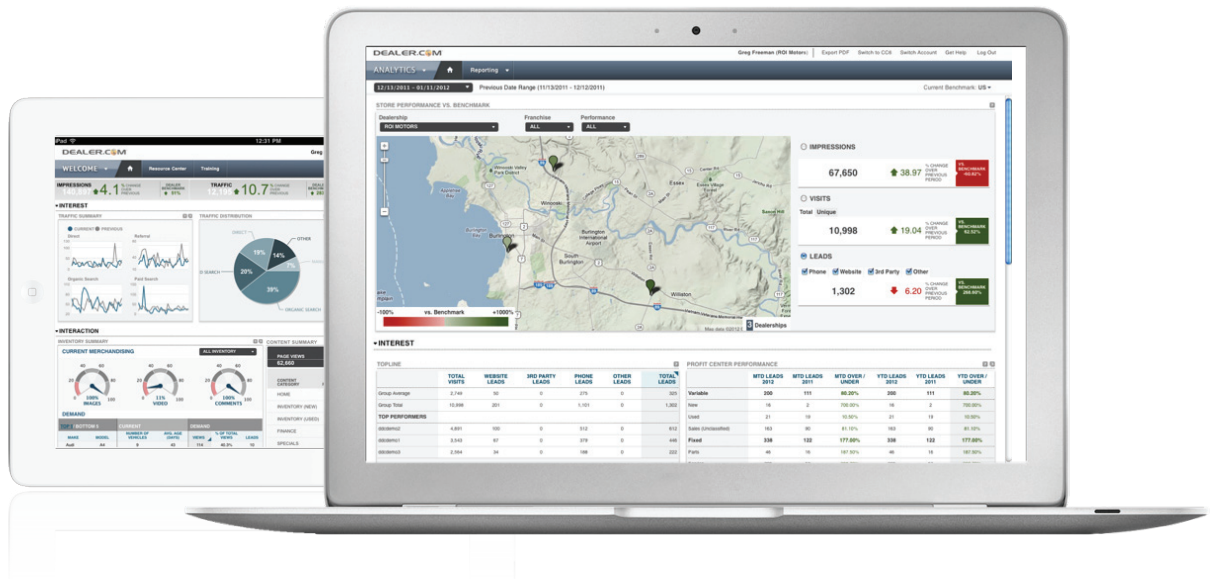




Actionable Business Intelligence for your entire digital marketing operation.

Analytics are more than just reports. Collecting and analyzing your data is the key to increasing sales and efficiency. Our Analytics have been redesigned to produce actionable business intelligence, so you can make more informed business decisions and spend more time selling cars.



The Dealer.com Analytics Suite was designed to help you understand consumer behavior at every stage of the buying process. The dashboard is broken down to measure Consumer Interest in your marketing efforts, Interaction with your marketing efforts, and the Impact your marketing efforts are having on consumers.

Key Benefits

Analytics Dashboard and Gadgets

Quickly assess and compare your online digital marketing performance from our all-new Analytics Dashboard with integrated gadgets, designed to provide engaging data visualization graphics. Gadgets expand for further drilldown reporting.

Conversion Tracking and Reporting

Track every originating lead source, entry and exit page, click-path, vehicles viewed and specials viewed during a user's session. Track leads by profit center and source, lead trends, lead conversion and more.

Industry-Specific Benchmarking

Our automotive-specific Analytics platform provides performance metrics for your primary website, mobile site, and roll-up reporting for group dealerships from one login.