

Key Performance Indicators - Website Analysis Worksheet

This Excel® spreadsheet is designed to assist the Automotive Dealer in tracking the effectiveness of a their Dealership Website, Micro-Sites, and Third-Party Lead sources. It is a simple worksheet which will cumulatively total Month-to--Date leads generated, appointments scheduled and sales totals.

It is not intended to meet all the dealership online reporting requirements to manage a cost-effective, successful online marketing campaign. It is intended to provide an auto dealer with a reporting system that will **track the minimal amount** of information **all** dealerships should be aware of when creating, reviewing and managing an online marketing campaign.

With the data generated by this report a dealership be able to determine the cost-effectiveness of a online campaign and upon expanding on these raw internet sales numbers will than be able to effectively manage any current online marketing efforts in a business like manner, by knowing its return-on-investment.

This Useful Spreadsheet can also be used for;

- Tracking an Individuals Online Sales Effectiveness
- Projecting Potential Sales within the following 30 Days
- Pinpointing Weaknesses in Online Sales Marketing Procedures

This workbook could also be utilized for tracking long-term trends, simply by constructing a summary worksheet which combines the monthly values provided within this spreadsheet.

General Spreadsheet Usage Instructions

Color Coding is utilized to simplify usage of this spreadsheet. The only field that a user may input data is **YELLOW** in color. There are **Help-Comment** boxes on this spreadsheet, look for the **RED** triangle and place your arrow over them for instructions.

- 1) Take one minute and read all the available Help-Comment boxes.
- 2) Enter a description that best describes your worksheet such as; Domain Address, Website Name or a Third-Party Lead source description within the worksheet lead source analysis title.
- 3) Enter the Current Month & Year, format (mm/yyyy) within the Date Cell/Box.
You will see that the Activity Dates will self-populate.
- 4) **Enjoy and obtain a real return on your marketing investments.**

Last but not least, as time progresses you'll establish **dealership benchmarks** by monitoring and collecting the data made available with these analysis reports. Remember, the keys to establishing benchmarks is **Data Accumulation Consistency**.

Last and most importantly, if you have any questions as to how to use this spreadsheet;

E-mail or Call, [IntactAuto Support: ExcelHelp@IntactAuto.com](mailto:IntactAutoSupport@IntactAuto.com) or visit the Website: www.IntactAuto.com

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Dealership Web Site	December-08
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Activity Date	Internet Sales Lead Generated					Appointment Analysis - Showroom Demonstrations					Unit Sales
	E-mail Leads Generated	E-mail / Phone Conversions	Phone Call Conversions	Showroom Walk-In's	Total Sales Leads	Appointments Scheduled	Appointments Shows	Appointments No-Shows	30 Day Dead "Hot Lead"	Showroom Walk-In's	Total Number of Sales
1-Dec					0					0	
2-Dec					0					0	
3-Dec					0					0	
4-Dec					0					0	
5-Dec					0					0	
6-Dec					0					0	
7-Dec					0					0	
8-Dec					0					0	
9-Dec					0					0	
10-Dec					0					0	
11-Dec					0					0	
12-Dec					0					0	
13-Dec					0					0	
14-Dec					0					0	
15-Dec					0					0	
16-Dec					0					0	
17-Dec					0					0	
18-Dec					0					0	
19-Dec					0					0	
20-Dec					0					0	
21-Dec					0					0	
22-Dec					0					0	
23-Dec					0					0	
24-Dec					0					0	
25-Dec					0					0	
26-Dec					0					0	
27-Dec					0					0	
28-Dec					0					0	
29-Dec					0					0	
30-Dec					0					0	
31-Dec					0					0	
Totals	0	0	0	0	0	0	0	0	0	0	0
	0.00%	0.00%	0.00%	0.00%	% of Leads						

Internet Lead Analysis

Monthly Total - Visitors or Leads	Web Statistics	Sales Leads	0.000%
Monthly Total - Unquiet Leads			0.000%
% of Showroom Walk-In's / Website Visitors			0.000%

Appointment Scheduling Analysis

% of Appointment Scheduled / Website Visitors	Scheduling	0.000%
% of Appointments Scheduled / Shows		0.000%
% of Appointments Shows / Website Visitors		0.000%
% of Appointment Scheduled / No-Shows		0.000%

Internet Lead Activity Summary

Hot e-Prospects < 30 Days Purchase Opportunity	0
% e-Prospects < 30 Days Purchase Opportunity	0.000%
% 30 Day Dead Hot e-Prospects / Website Visitors	0.000%

The Above Calculations Removes Showroom Walk-In's

% of Sales / Website Visitors - Leads 0.000%