

**PRIZM™ is Dealer Inspire's proprietary reporting platform, providing dealers with insight into the performance of their digital marketing, solutions, and support. The dashboard also ties in multiple budgets that can be compared back to ROI. Support ticket management can be viewed at the Enterprise level or by storefront. Synced with the dealer's DI products and Google Analytics accounts via API, PRIZM™ aggregates a complete performance summary from a concise dashboard, with the ability to dive deep into each data source from an auto group, brand, or individual rooftop perspective. PRIZM™ also sends proactive alerts when key metrics are under or overperforming, empowering dealers to adapt and maximize their ROI strategies in the moment instead of after the month has ended. PRIZM™ is currently included as part of Dealer Inspire's website packages.**

#### **The Problem:**

Dealers are looking for ways to become more efficient with their time; that does not include having separate logins for every platform they use. The more difficult and time-intensive it is to track results, the less likely the dealer will stay engaged and monitor performance. This has been a particular problem for internet managers or others that oversee and analyze performance for dealer groups.

#### **How It Works:**

PRIZM™ is a proprietary reporting platform for Dealer Inspire's technology, marketing, and support with capabilities of viewing metrics at the Enterprise or single dealer level. This new platform displays Dealer Inspire metrics from Online Shopper, Conversations, Call Tracking, and data related to any Support tickets that have been initiated. Statistics and metrics are also reported from external platforms such as Facebook, Google Analytics, Google AdWords, and Microsoft Advertising (formerly Bing Ads).

## **US Websites**

# **PRIZM**

Top-level summaries, and deep data on website analytics, marketing performance, budgets, and support requests — all from one concise, easy-to-read dashboard.



## **NEW AT NADA 2020**



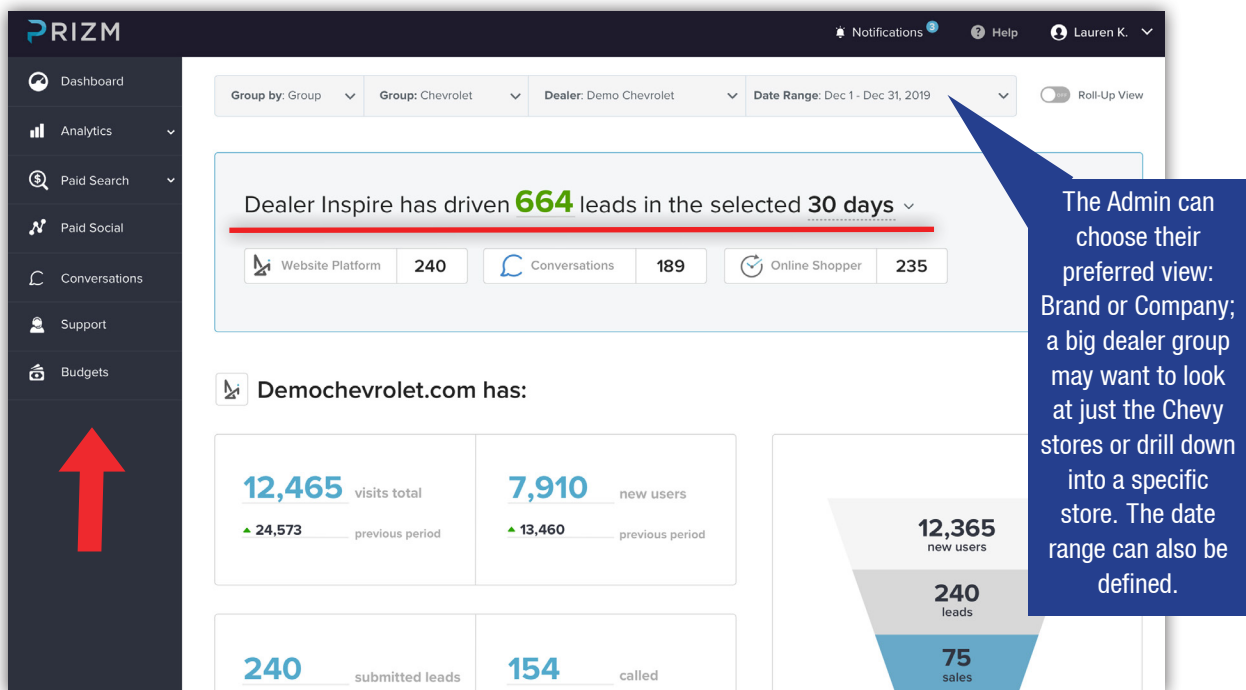
**[www.DealerInspire.com](http://www.DealerInspire.com)**

*"Everything we do is for dealer ROI, and that's still the motivation behind the innovations created by our team every year. PRIZM™ is the culmination of these efforts, bringing all of a dealership's reporting into one location."*

Joe Chura  
CEO  
Dealer Inspire

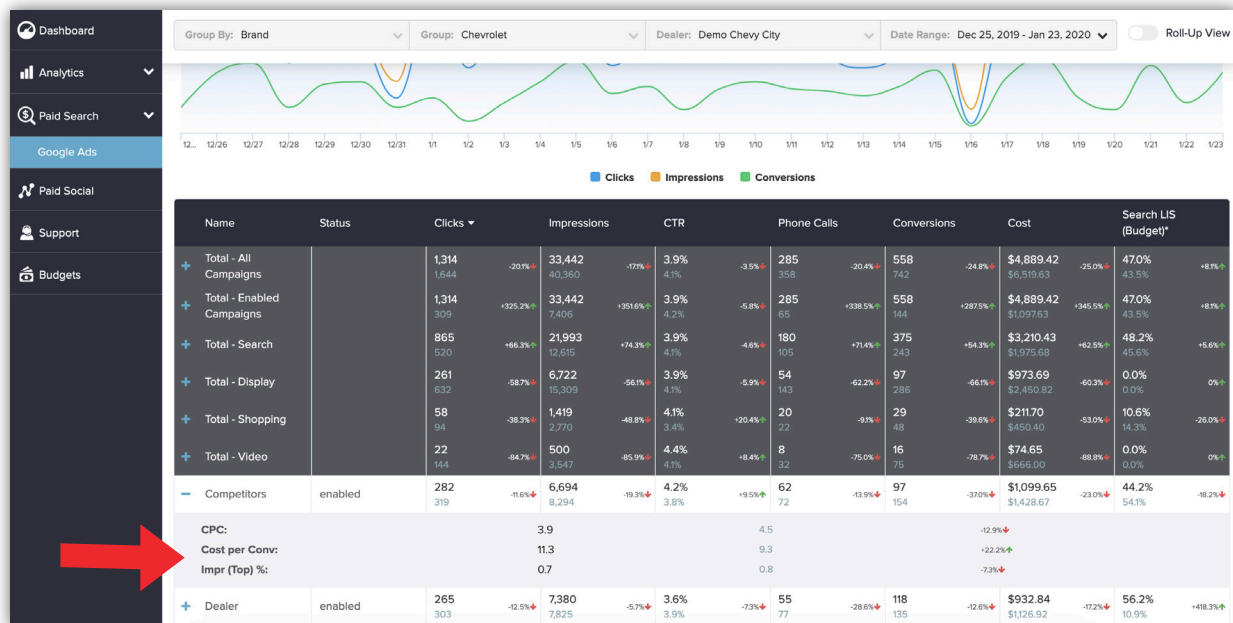
**Enterprise, Brand, and Rooftop Reporting.** PRIZM™ provides the ability to track and view metrics on one dashboard for an entire group of dealerships and to drill down into the statistics of a specific brand or single dealership. This has eliminated the problem of going back and forth between multiple single storefront views. Managers can also compare stores within the group. Many of the Dealer Inspire clients use an internet manager, have a corporate center, or they work with multiple stores. This new element gives them a birds-eye view and a one-stop shop to view performance metrics.

The performance tab on the left (see **red arrow**) will display: Google Analytics, Paid Search (Google AdWords and Microsoft Advertising), Paid Social/Facebook ads, Conversations, Support request information, and Budgets.



**Dealer Inspire's ROI.** How many leads have been driven by Dealer Inspire in the past 30 days and where were those leads generated? Metrics delivered on PRIZM™ have been collected from the Dealer Inspire Website, Conversations, and Online Shopper. Different reporting levels deconstruct the totals to view numbers specific to Google Analytics, to Paid Search, to Conversations, etc. If the dealer has their DMS linked, PRIZM™ can deliver statistics about how many sales came from a specific platform or from a product such as Online Shopper™.

**Paid Search Report.** In this report, the dealer can view all of their digital advertising campaigns that are active or paused. The monthly update will show if the campaign is performing better or worse than the previous month. Clicking into the metrics will further provide a Cost Per Click and Cost per Conversion (see red arrow).



**Proactive Notifications via Alerts.** Dealers can create proactive notifications based on data that is important to them. There are two types of alerts: Trigger and Comparison. With Trigger Alerts, PRIZM™ informs the dealer when metrics or a KPI meets a certain condition or threshold: *Tell me when I hit 5000 sessions*. The Comparison Alert will send a notification if specific metrics have changed by a certain amount. For example, a dealer may want to know when their bounce rate increases by 20%. Alerts have the option to be evaluated daily, weekly, or monthly. Users can select how they would like to be notified: via email, text message or only within the PRIZM™ application itself. Alerts can be assigned to one or multiple dealer-ships.

#### Demo Mazda - Lost Search Opportunity

Received on October 24, 2019 at 9:23 AM

**New Alert:** Lost impression share due to budget is greater than 50%.

**For Campaign:** Dynamic New Vehicles

**Recommendations:** You may be missing potential customers due to an insufficient budget. Below are recommendations to increase your Google Ads impression share reach on Google Search.

##### Good

Add \$2,900 to reach 207,142 additional impressions

[Get Started >](#)

##### Better

Add \$4,020 to reach 287,142 additional impressions

[Get Started >](#)

##### Best ★

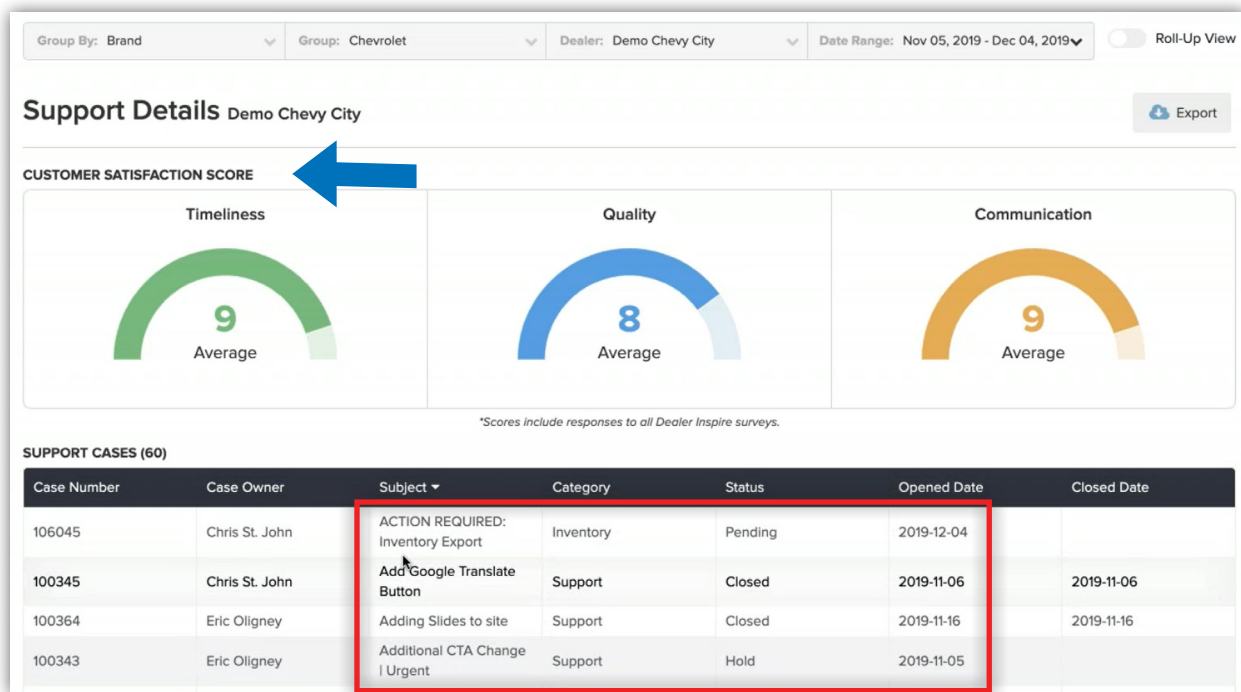
Add \$5,355 to reach 382,500 additional impressions

[Get Started >](#)

#### Recommendations for Improvement.

With an initiative to help dealers readily identify a path to marketing success, PRIZM™ will soon be offering a new form of Alerts which provides a recommended action for improvement. In the example here, the Alert prompts the dealer: “Lost impression share due to budget.” Google says you are not spending enough money and you are losing market share to competitors. PRIZM™ will now provide recommendations to say: if the budget is increased by \$X, the dealership will gain XX market share. This is provided in a ‘Good, Better, Best’ scenario.

**Dealer Inspire Support.** The dealer can see which tickets are closed and how many are open in a report on the individual dealership or on an Enterprise scale. As a part of the reporting, there is a support ticket score that includes an evaluation of how timely and accurate Dealer Inspire's support process occurred.



**Budgets.** Dealerships are spending money to reach consumers across multiple-online channels which makes reporting and inspection difficult. PRIZM™ helps dealers track each budget separately and keeps real time stats on how much has been spent month-to-date to let them know if their spending is on track or over budget (see blue arrow). Dealers now have their important metrics across multiple platforms located in one spot - including their budget and their ROI.

