For years, figuring out how to track sales on dealership websites has been the "holy grail" for automotive marketers. E-Commerce websites, but not auto websites, have developed sophisticated analytics and tracking capabilities that allow businesses to understand exactly which marketing actions lead to online revenue. At least half of the features in Google Analytics are useful only if the business is tracking online sales. Dollars and $ense is designed to override that problem for the auto dealer.

Most dealers understand that there is a lot of waste in their digital advertising spend, but they are unsure of how to tackle that problem. Dollars and $ense implements a proprietary algorithm to produce Simulated Sales based on consumer activity on dealership websites and leverages existing Google Analytics capabilities to connect digital advertising spend to sales. Dollars and $ense converts the dealership's existing Google Analytics account into an automotive attribution platform, allowing dealers or agencies to easily measure Return on Ad Spend in terms of sales and revenue. Typical users of the tool identify $3,000 to $5,000 in marketing savings opportunity per rooftop, without impacting sales.

The Problem:

Dealers know that not all of their marketing spend contributes to generating a sale or even a conversion. But where does the waste lie? How can dealers identify where improvements can be made so they don't continue to pour money down the drain? Those dollars could be reallocated to work harder in areas that are shown to produce sales.

How It Works:

Through a combination of artificial intelligence, algorithm development, and observation of actual car shoppers on dealership websites, Dollars and $ense makes it possible to determine whether a specific visitor to a dealership website is going to buy a car based on their behavior and the digital signals they send – this is referred to as a Simulated Sale.

Once shoppers have been identified, it's possible to send a special set of 'eCommerce' events into Google Analytics, unlocking various types of valuable reporting including Assisted Sales, Attribution, Time to Sale, Visit Paths to Sale, Revenue Generated per Campaign...

Business Intelligence

Dollars and $ense

Enables Google Advanced eCommerce capabilities for dealership websites by producing Simulated Sales based on consumer browsing activity and connecting those sales to ad spend.

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"Used in concert with paid search campaign KPIs, Dollars and $ense matches campaign and sales activity providing actionable data. The data helps create spend efficiencies and improves ROI."

Kara Curtis
Marketing Manager
Hertrich Family of Dealerships

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"Dealers who start using Dollars and $ense to measure their digital advertising ROI are amazed at the level of savings the tool identifies, and how easy it is to understand."

James Grace
Founder
Wizely

the list goes on and on. Google Analytics becomes super actionable – reporting to dealers which marketing channels are selling cars and which aren't. Reporting provides clear data to indicate where a dealer should invest and where they should reduce their expenditures.

Dollars and $ense eliminates bots and filters out employee traffic. The algorithm has proven to be 80% accurate and is improving daily to focus reports on active, local shoppers.

See Which Products are Selling and Why. With the Dollars and $ense adaptor, the Google Analytics dashboard turns into something far more valuable than it was before. Digging into the details, the dealer can see where traffic is coming from and which pages on the site are generating the most value. This is not information available to the dealer without the adaptive tool.
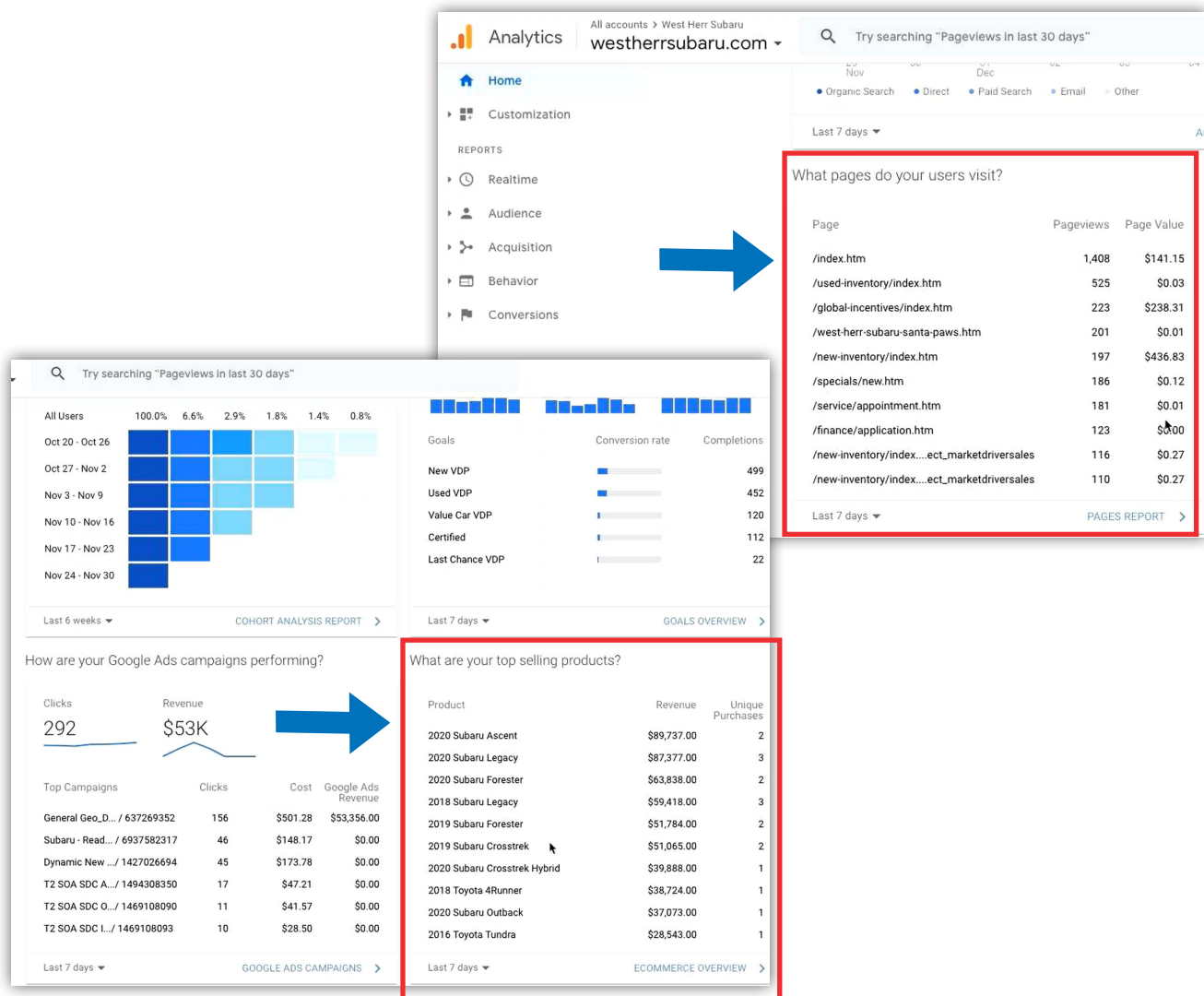
Assisted Conversions in Paid Traffic. The dealer can see the different sources of their traffic and how many sales have been assisted by each and the revenue that was generated (see red box). This view looks at 30 days prior to the sale. Dollars and $ense takes into account a complete 90-day journey where consumers have returned multiple times and had a variety of influences. The eCommerce capability is indicated by the blue box. Sorting by the eCommerce Conversion rate, the dealer can see what is delivering the most sales.
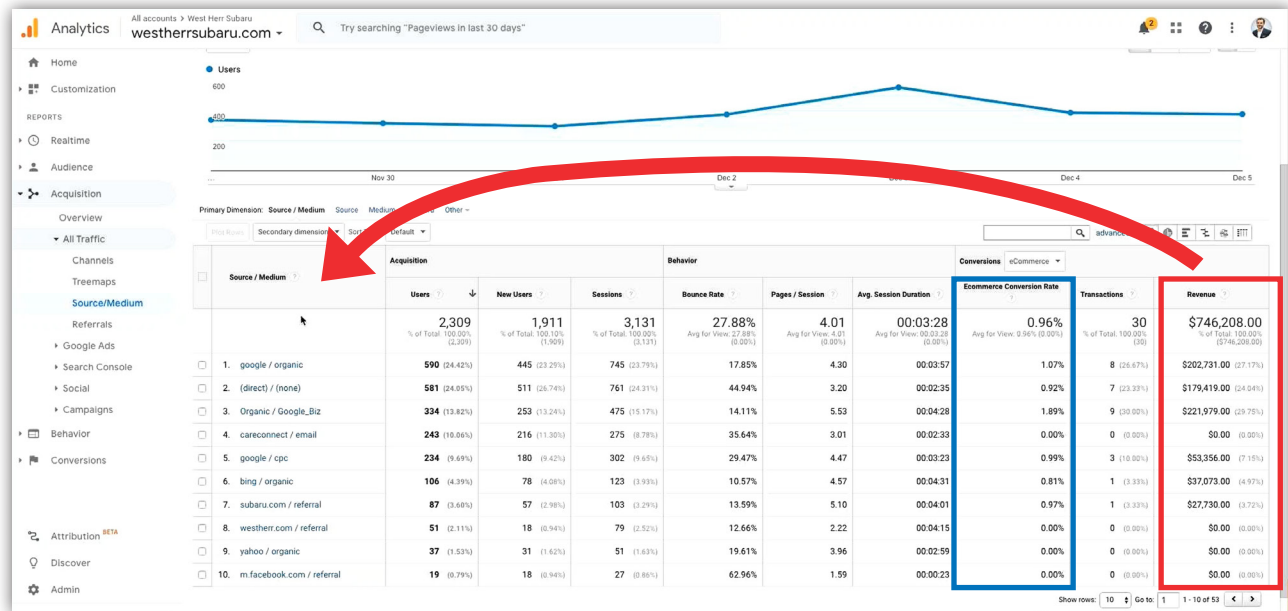

Attribution. Each dealer may want to view attribution differently. Here, the dealer can view the last action the customer took before they made their purchase. The direct visits are getting the most credit.
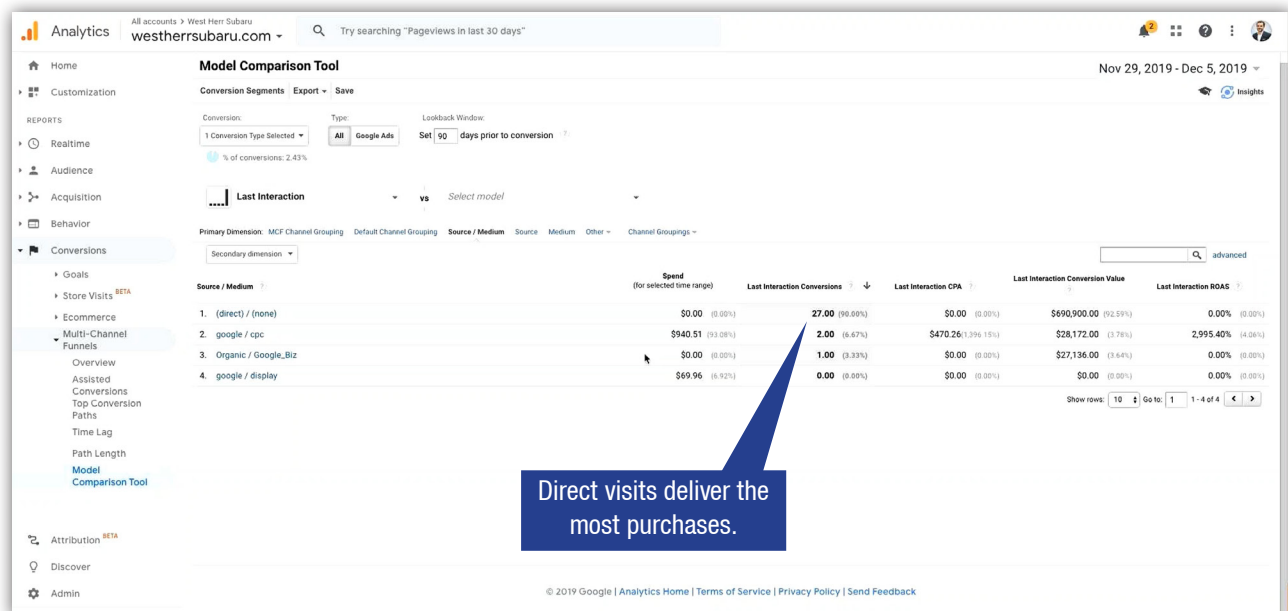
Using Dollars and $ense, the dealer has immediately unlocked the built-in Google capabilities for car dealers. No need for a new platform, new dashboard, or an additional log in; just a new level of information access within Google Analytics.

Variety of Roll-ups Available. Dealer groups have different reporting needs. Wizely builds Data Studio reports that summarize the data in any way that dealers or agencies need it. This report looks at the efficiency of SEM spend. In this 90-day view, this dealer group has spent $231,000 on Google advertising. In evaluating the effectiveness of the spend, two categories are designated: assisting spend and non-assisting spend. Non-assisting is spend that isn't related to any car sales over that period of time. Assisting spend indicates it generated one or more car sales.
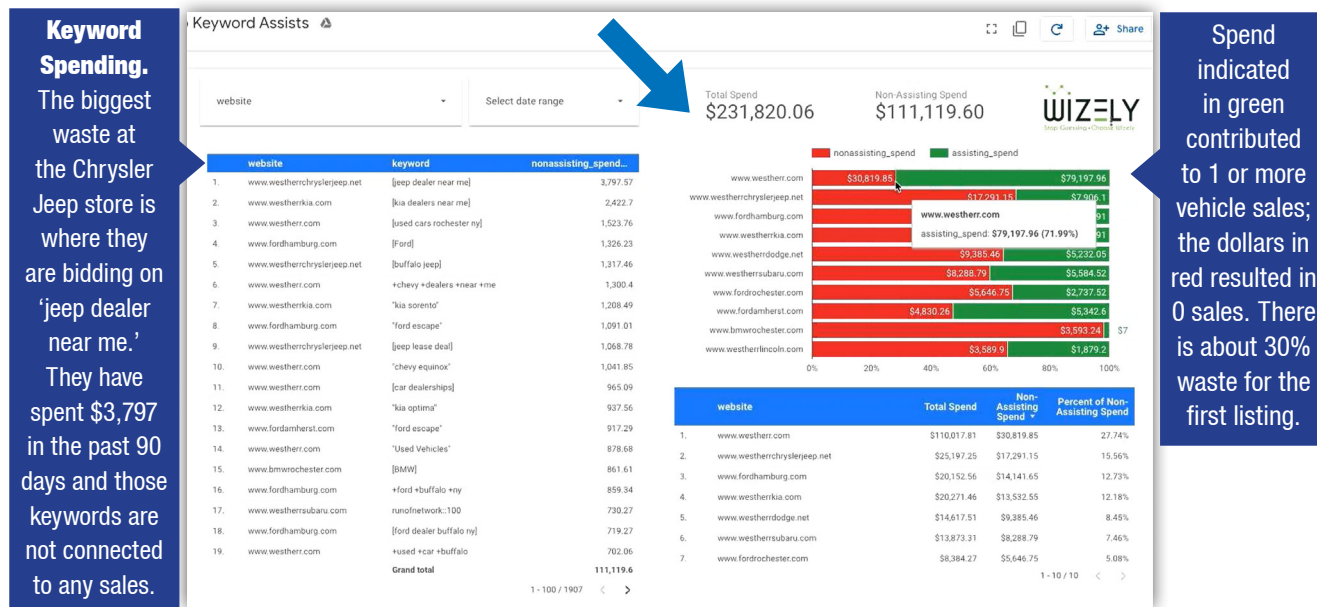
Improvements Based on Data. Which strategies are working and which are indicating wasted spend? At the top of the wasted spend is 'jeep dealers near me' and 'kia dealers near me.' The discussion should focus on shifting money away from these 'near me' searches. Also, the make and model keywords with no modifiers, no trim level, and no year ranked high for waste – indicating a high level of non-assisted spend. A good option would be to add modifiers that would attract more qualified buyers. Some clients want to keep track of Google micro-moments. Dollars and $ense adds codes that categorize the keywords to be tracked as micro-moments.

Onboarding. The Dollars and $ense attribution solution provides quick results; from install to getting the first report is only 48 hours. A Google tag manager is added to the site and once the Simulated Sales begin firing, the dealer immediately receives data. Installs take less than two days. Two weeks later, the team can have a conversation that revolves making sound financial decisions on their budget based on this specific reporting data now found within Google Analytics.

An Example of Dollars and $ense in Action. Campaign: Good/Better/Best

Dollars and $ense handles campaign level efficiency. One very useful chart the tool produces is this campaign level bubble chart which shows spend on the up/down axis and percent of spend going to selling cars on the left/right axis. The size of the bubbles is the number of simulated sales in that campaign.
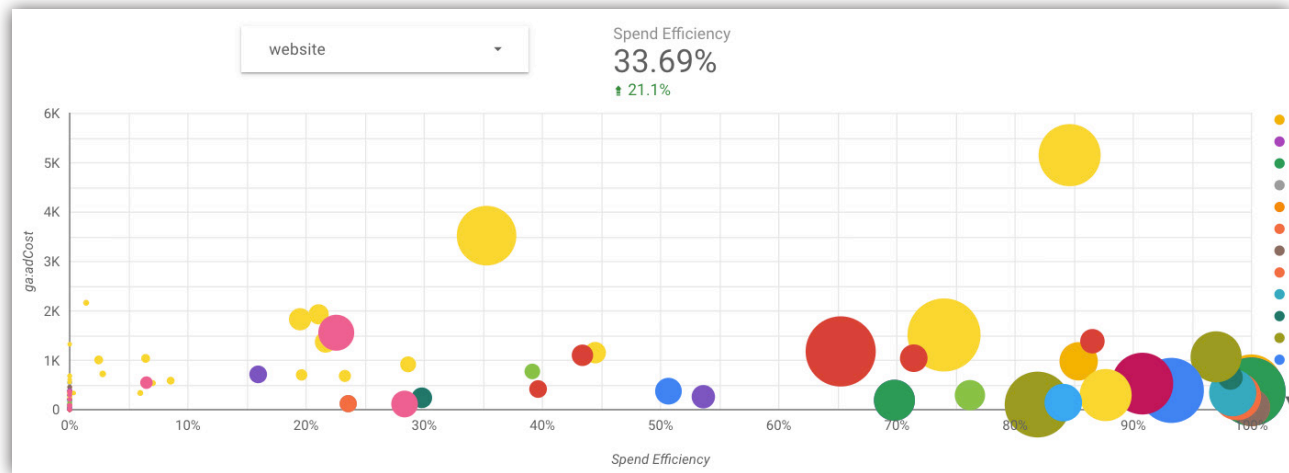
Using this chart, clients are able to identify problematic campaigns (upper left of the chart) and move spend from those campaigns into more effective campaigns (right of the chart.)

In one recent example, a client was able to eliminate >$1,000 per month on a poorly performing campaign, and re-allocate half of that to a better performing one (the yellow bubble in the top right) to achieve a combination of better performance and reduced cost.