



Track Sales On Your Dealership Website Without Digital Retailing Or A Connection To Your DMS.

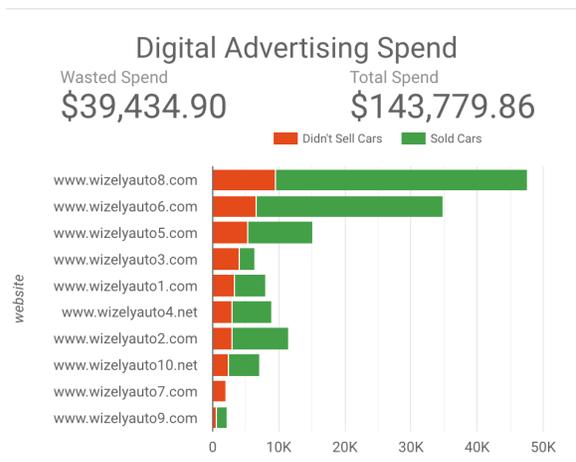
For years, figuring out how to track sales on dealership website has been the “holy grail” for automotive marketers. E-Commerce websites have developed sophisticated analytics and tracking capabilities that allow businesses to understand exactly what leads to online revenue. At least half of the features in Google Analytics are only useful if you’re tracking sales.

Conventional wisdom says that this capability is out of reach for car dealerships without broad adoption of Digital Retailing, or complex connections to the DMS. But, conventional wisdom is wrong.

Through a combination of artificial intelligence, algorithm development, and observation of actual car shoppers on dealership websites, it’s 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.

Once shoppers have been identified, it’s possible to send a special set of “E-Commerce” events into Google Analytics, unlocking all kinds of valuable reporting including Assisted Sales, Attribution, Time to Sale, Visit Paths to Sale, Revenue Generated per Campaign...the list goes on and on.



Suddenly, Google Analytics becomes super actionable - telling you what is selling cars and what isn't and making it clear where you should invest and where you should cut.

Wizely's "Dollars and \$ense" algorithm unlocks this capability for car dealers. It is heavily influenced by shoppers identifying themselves as a real person (i.e. not a bot) via their behavior, and also repeatedly demonstrating interest in the same car. It also includes a mechanism for filtering out employee traffic based on behavior rather than IP addresses.

WDN\$ has been implemented across a significant number of dealerships, including a large dealer group of more than 20 stores. The algorithm is currently about 80% accurate, and is improving all the time.

Keyword	Ad Cost	Assisted Car Sales	Assisted Revenue
+escape	\$589.48	0	\$0
kia sportage	\$528.48	0	\$0
cheap cars	\$454.85	0	\$0
kia forte	\$423.08	0	\$0
+cheap +car	\$419.34	0	\$0
ford f150	\$398.15	0	\$0
+escape	\$397.54	0	\$0
ford dealer	\$394.77	0	\$0
Undetermined	\$389.73	0	\$0
Journey	\$383.68	0	\$0
+ford +narnia	\$322.43	0	\$0
+cheap +cars	\$322.07	0	\$0
2019 ford escape	\$279.31	0	\$0
+wizely +auto +Subaru	\$265.03	0	\$0
+wizely +auto +lincoln	\$253.73	0	\$0
kia dealership	\$227.24	0	\$0
2019 ford f150	\$216.2	0	\$0
ford dealer	\$214.62	0	\$0
ford narnia	\$210.79	0	\$0

website	Wasted Spend	Percent of Spend
1. www.wizelyauto8.com	\$9,546	20%
2. www.wizelyauto6.com	\$6,639	19%
3. www.wizelyauto5.com	\$5,267	35%
4. www.wizelyauto3.com	\$3,959	63%
5. www.wizelyauto1.com	\$3,198	40%
6. www.wizelyauto4.net	\$2,963	33%
7. www.wizelyauto2.com	\$2,905	25%
8. www.wizelyauto10.net	\$2,345	33%
9. www.wizelyauto7.com	\$2,019	100%
10. www.wizelyauto9.com	\$593	28%

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Get a free Analytics assessment to determine if your digital storefront is ready to start producing actionable insight and information. (www.wizely.us/analytics-assessment)  [Click here](#)