

Digital Spend Optimization (DSO)

Many dealers and OEMs are lacking the data to answer Digital Advertising efficacy questions such as:

- Was the ad effective? How many sales did it generate for me?
- Are there certain providers and/or channels that are more effective than others?
- If I didn't get a sale, did a competitor?
- What make and model was purchased? Did inventory play a role?
- What was the campaign ROI?
- How can I better spend advertising dollars to sell more cars.

Digital advertising measurement done today is limited in scope, with a primary focus on metrics like clicks, impressions, traffic and spend – and lacks insights on the full journey.

DSO (Digital Spend Optimization) eliminates these blinds spots by securely identifying anonymous digital shoppers and matching them to sales to create a digital advertising attribution model, providing complete visibility into the online shopper journey.



Measurement of campaign, channel and vendor efficacy



More efficient campaign spending
Ability to rank providers



New insights into lead and non-lead based digital activity and path to purchase

Industry Campaign Sales Insights



Supplemental data for dealer consultation support

DID YOU KNOW?:

In a pilot study conducted in 2022, among customers who saw a campaign and purchased a vehicle, 82% did not submit a lead. You simply cannot afford to miss out on these insights any longer.

J.D. POWER

DSO is meant to be used by Dealers and/or OEMs.

Feature	OEM	Dealer	Trad'l DigAd
Dashboard Access	✓	✓	✓
Clicks, Impressions, CTR, CPC			✓
Field Consultants	✓	✓	✓
<i>Based on Industry Sales:</i>			
Campaign Results	✓	✓	
Vendor Rankings	✓	✓	
Tactic Results	✓	✓	
Return on Investment	✓	✓	
Lost Sales	✓	✓	
Conquest	✓	✓	
Most / Least Effective Campaigns & Tactics	✓	✓	
Top / Bottom Dealer Campaigns	✓	✓	
Top / Bottom Brand Campaigns	✓		
Top / Bottom Lost Sales Campaigns	✓	✓	
Regional Views	✓		
National Views	✓		

