

# Clearwater Toyota

Performance Review | June 2017

Market Share	Jun-17	YoY	MoM
Units Sold	198	228	244
Goal	Jun-17	Goal	Met?
Sonic Objective	11.61%	14.50%	No
Used Cars	121	144	No

## Marketing Message

Clearwater Toyota, The Clear choice.

Priority Model	Inv.	Offer
1 2017 Camry	78	0.0% x 72 months plus \$500 bonus cash
2 2017 Rav4	73	0.0% x 72 months plus \$750 bonus cash
3 2017 Corolla	65	0.0% x 72 months

## Performance Overview

Jun-17  
All Channels

Visitors	Total All Leads	Total Sales Leads	CVR
18,023	2,791	1,652	10.2%
YoY Change -19%	YoY Change 10%	YoY Change 36%	YoY Change 31%

## Business Insights

### PROFIT CENTER PRIORITY

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Profit Center	Topic	Dealer Response	Y/N	Due Date
1 New	Market Share	below goal in June, this month is going well (approved for more ad spend)	Y	7/20/2017
	Competitors (MEC)	Sun Toyota (\$450 per unit on ads vs. \$235/unit)	Y	7/20/2017
	Model Performance	Corolla and Camry (Sun selling more) RAV4 is equal	Y	7/20/2017
	Offline Mrkting Efforts	Billboard, Baynews 9, Fox Sports, Pre-role, native video (new last month)	Y	7/20/2017
2 Used	State of Business	spacing 130 budget 146 – looking to hit 140 (good inventory)	Y	7/20/2017
	Competitors	All over due to internet auto trader, cars.com, etc.	Y	7/20/2017
	Model Performance	40+ CPO vehicles to choose from / CPO 45-53 every month.	Y	7/20/2017
	Offline Mrkting Efforts	mostly digital	Y	7/20/2017
3 Service	State of Business	steady all year, June is slow - budget was hit, doing great his month	Y	7/20/2017
	What's the Focus?	retention and customer pay	Y	7/20/2017
	Performance Drivers	changes based on parts inventory and where drivers are in mileage train.	Y	7/20/2017
	Offline Mrkting Efforts	email blasts / \$4k mailer (no service in last 12mos)	Y	7/20/2017
4 Parts	State of Business	up 15% YoY	Y	7/20/2017
	Performance Drivers	inline with service campaigns	Y	7/20/2017
	Offline Mrkting Efforts	same as service	Y	7/20/2017

# Marketing Plan

## PREVIOUS PERIOD

Area of Opportunity	Action/Notes	KPI	Due Date	Status	Action Owner
2017 Brand Calendar (Tier 1 alignment?)	0.0% x 72 months (South East Toyota)	NA	NA	NA	NA
Specials Views / VDP views	Design team to create VLP topper - showcase warranty	page views	6/7/2017	Done	Dealership
Direct traffic down 18% YoY - 3333 less visits	Cut out channels with poor quality leads - connectivity running display/and retargeting	direct traffic	6/13/2017	Done	Dealership / Connectivity Group
Referral traffic down 19% YoY	1648 less Facebook visits - discuss social efforts with Tombras - was there budget cut?	referral traffic	6/13/2017	Done	Tombras
increase trade leads	moved CTA up above fold on all VDPs	trade leads	6/13/2017	Done	DA
increase finance leads	moved CTA up above fold on all VDPs	finance leads	6/13/2017	Done	DA
increase ePricer leads	DDC implementing Instant ePrice tool	ePricer leads	6/30/2017	Pending	DDC / Dealership
VDP Views - priority models	Father's day social post Camry, RAV4, Corolla	VDP Views	6/17/2017	Done	Tombras

## CURRENT PERIOD

Area of Opportunity	Action	KPI	Due Date	Status	Action Owner
increase direct traffic (down 20% YoY)	connectivity running display/and retargeting - suggest dynamic retargeting	direct traffic	7/20/2017	Pending	Dealership
increase service phone leads and engagement.	Move contact phone number up on relevant pages.	service leads - phones	7/20/2017	Done	DA
increase parts phone leads and engagement.	Move contact phone number up on relevant pages.	parts leads - phones	7/20/2017	Done	DA
increase ePricer leads	DDC implementing Instant ePrice tool	ePricer leads	6/30/2017	Pending	DDC / Dealership
increase referral traffic	Display / video / native advertising through connectivity group	referral traffic	7/30/2017	In Progress	Connectivity
increase referral traffic	"social listening" being set up soon by connectivity	referral traffic	6/14/2017	In Progress	Connectivity

# Traffic

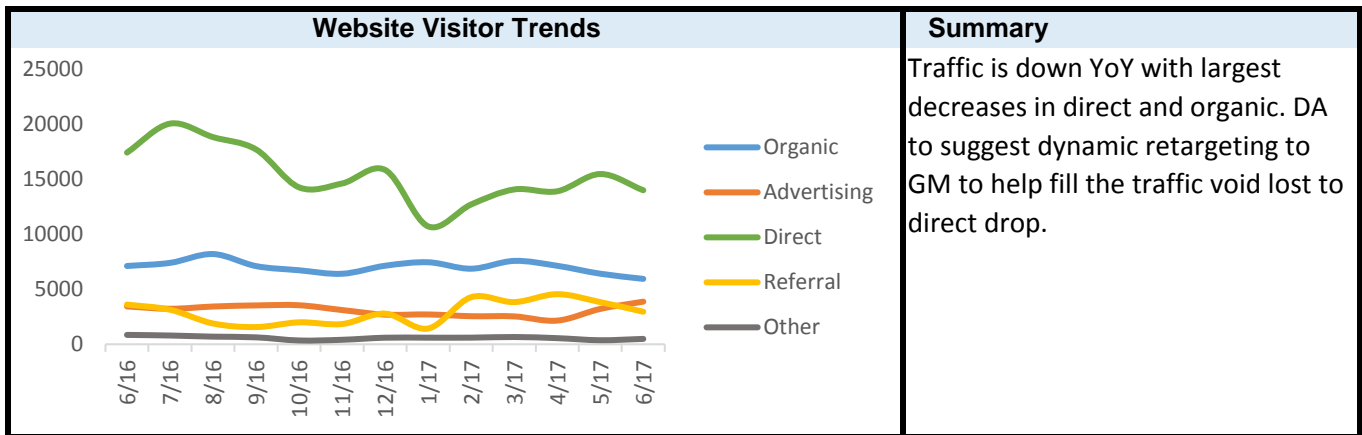
Date Range Comparison

Last Year

Quality Visits Comparison

Quality Visits

Source	Jun-17	Jun-16	Change	Δ	Jun-17	Jun-16	Change	Δ
Organic	5,946	7,116	(1,170)	-16%	5,047	5,762	(715)	-12%
Advertising	3,875	3,440	435	13%	3,004	2,321	683	29%
Direct	14,004	17,430	(3,426)	-20%	7,153	9,955	(2,802)	-28%
Referral	2,955	3,609	(654)	-18%	966	1,455	(489)	-34%
Other	486	852	(366)	-43%	256	469	(213)	-45%
<b>Total Visits</b>	<b>27,266</b>	<b>32,447</b>	<b>(5,181)</b>	<b>-16%</b>	<b>16,170</b>	<b>19,493</b>	<b>(3,323)</b>	<b>-17%</b>



# Leads Overview

Date Range Comparison

Last Year

Calls	Jun-17	Jun-16	Δ
Parts	90	120	-25%
Service	642	891	-28%
Sales	1,203	829	45%
Unclassified	6	0	--
<b>Total</b>	<b>1,941</b>	<b>1,840</b>	<b>5.5%</b>

Forms	Jun-17	Jun-16	Δ
Xtime Service Lea	398	287	39%
ePricer	243	134	81%
Activator eTrade	126	0	--
Finance Applicatio	36	72	-50%
Other Forms	47	193	-76%
<b>Total</b>	<b>850</b>	<b>686</b>	<b>23.9%</b>

### Summary

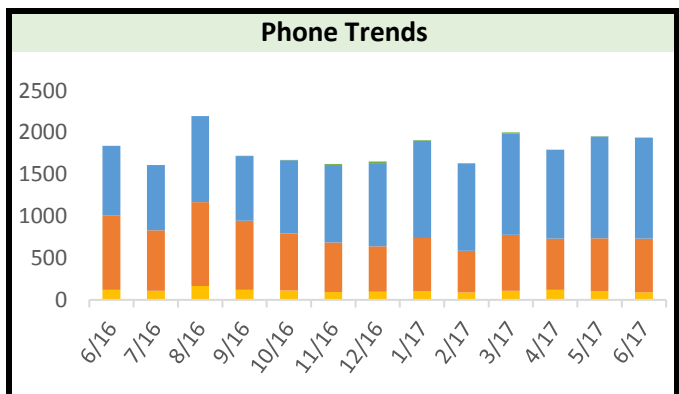
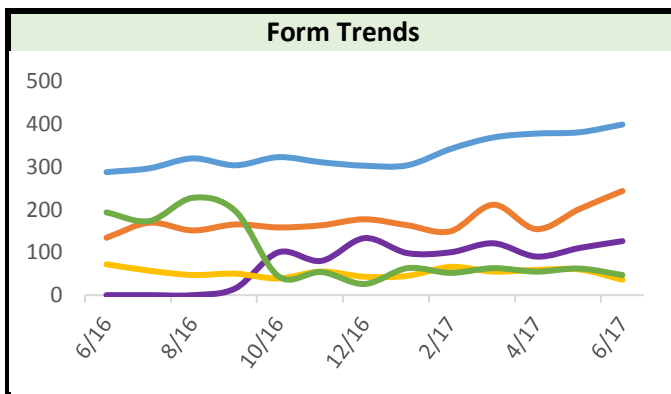
Despite drop in traffic, total leads are up 10% from last year with an impressive 31% increase in conversion rate. Both sales calls and ePricer leads have seen great increases and should be bringing in high quality leads to store.

### Total Leads

# 2,791

YoY Change **10%**

Conversion Rate	Jun-17	Jun-16	Δ
Phone CVR	7.1%	5.7%	26%
Form CVR	3.1%	2.1%	47%
<b>Overall CVR</b>	<b>10.2%</b>	<b>7.8%</b>	<b>31%</b>



# Advertising

Date Range Comparison

Last Year

OEM & Geo Comparison

Brand

Engagement	Jun-17	Jun-16	Change	Δ
Spend	\$21,859	\$13,433	\$8,426	63%
Clicks	4,873	3,826	1,047	27%
Impressions	39,503	70,355	(30,852)	(44%)
CTR	12.3%	5.4%	6.9%	127%
Cost Per Click	\$4.49	\$3.51	\$0.97	28%

Jun-17	Jun-16	Change	Δ
\$12,430	\$14,589	(\$2,159)	(15%)
2,722	3,592	(870)	(24%)
30,051	72,362	(42,311)	(58%)
9.1%	5.0%	4.1%	82%
\$4.57	\$4.06	\$0.50	12%

Lead Metrics	Jun-17	Jun-16	Change	Δ
Leads	1,128	774	354	46%
Phone	1,065	717	348	49%
Forms	63	57	6	11%
Conversion Rate	23.1%	20.2%	2.9%	14%
Cost Per Lead	\$19.38	\$17.36	\$2.02	12%

Jun-17	Jun-16	Change	Δ
815	789	26	3%
736	723	13	2%
79	66	13	19%
29.9%	22.0%	8.0%	36%
\$15.25	\$18.49	(\$3.24)	(18%)

## Summary

Advertising traffic has increased due to significant boost in SEM Spend. In turn we are seeing a 127% increase in click through rate, 46% increase in leads and 14% increase in conversion rate. We are gaining more high quality leads than this time last year.

SEM Forms	Jun-17	Jun-16	Δ
Sales (New)	27	15	80%
Sales (Used)	26	17	53%
Parts/Service/Other	10	25	(60%)
<b>Total</b>	<b>63</b>	<b>57</b>	<b>11%</b>

SEM Calls	Jun-17	Jun-16	Δ
Sales	724	390	86%
Parts	32	45	(29%)
Service	309	282	10%
<b>Total</b>	<b>1,065</b>	<b>717</b>	<b>49%</b>

# Photo & Site Audit

Photo Criteria		
Consistent staging area? (Photo Booth/Dedicated Location)	Yes	10
Adequate & appropriate lighting? (No glares or dark areas)	No	0
Vehicles point left-to-right with hood towards ad copy?	Yes	5
Car is star' - prominent with minimal 'clutter'?	Yes	5
Dealership branded/identified? (No phone number)	Yes	5
Minimal weather elements visible? (Rain, snow, pollen, etc)	Yes	5
No shadows or associate/customers in vehicle photos?	Yes	5
<b>Total Score</b>		<b>35</b>

**Desktop & Mobile Site Updates**  
 Vehicle photos look great and are taken in a consistent staging area. The only negative is with the lighting and glares on some photos. This is understandable given the nature of outdoor photography and shooting metallic surfaces. May want to consult with Photographer on time of day for photos.

Missing Vehicle Elements	
Custom Photos (New)	27
Custom Comments (New)	3
Custom Photos (Used)	14
Custom Comments (Used)	0

**Notes**  
 Specials look good, are consistent with branding, show solid offers and CTAs.

Slides	
	5

Specials	
New: 5	Used: 3
Service: 7	Parts: 11