

Who Sold It? A Discussion on Marketing Attribution



Brian Pasch

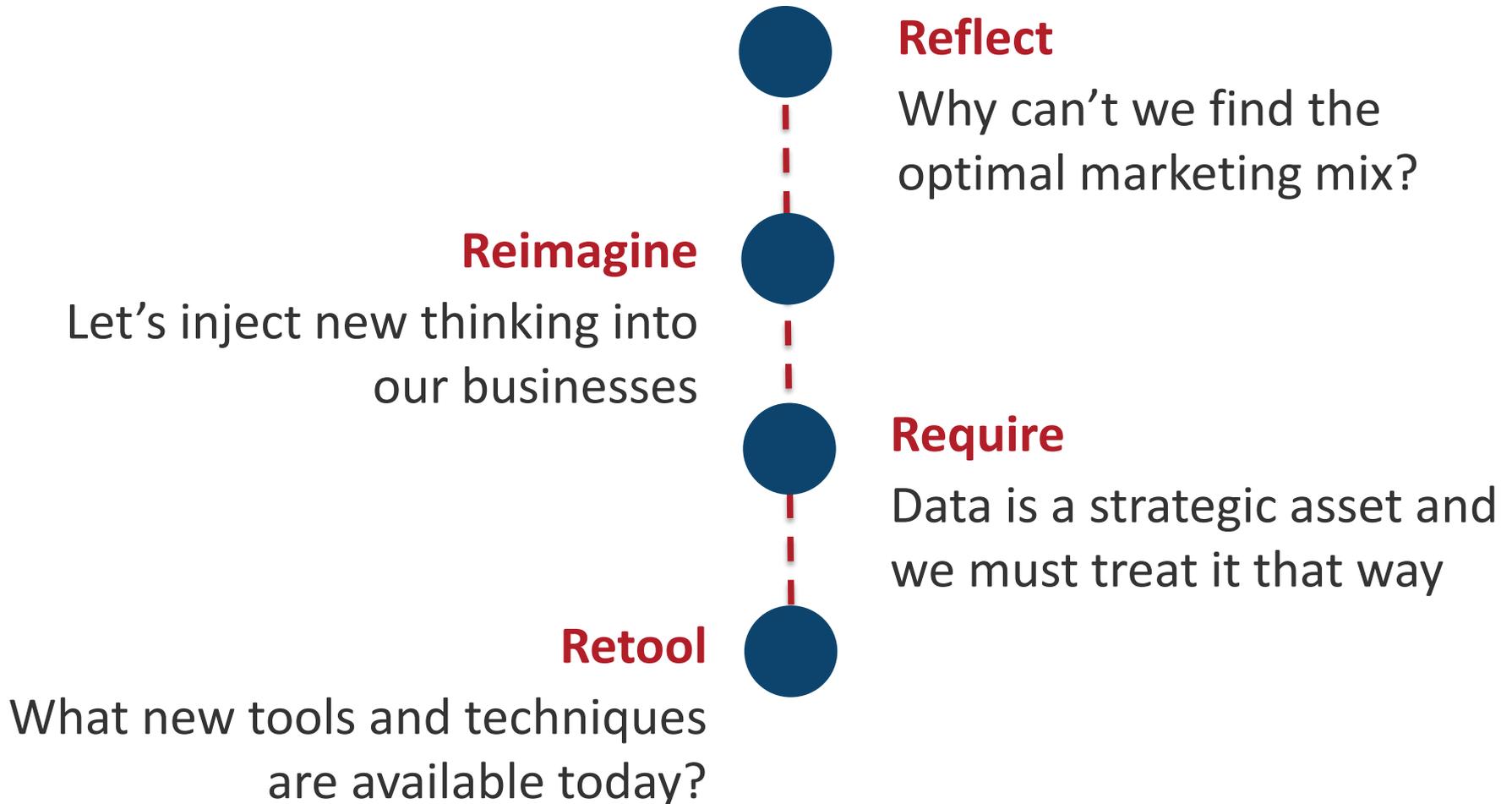
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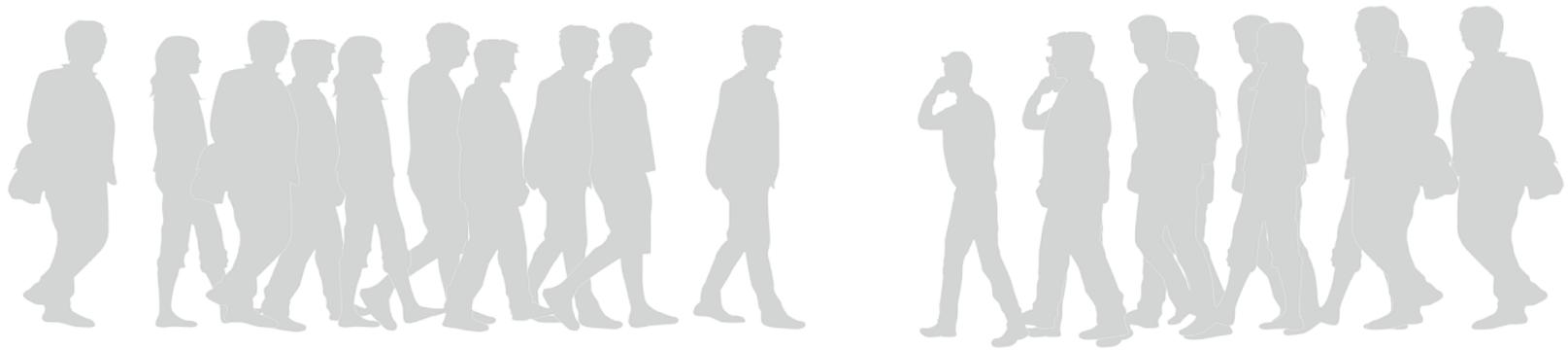
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The Attribution Journey



Let's Take One Step Closer



Vendors

**Data Transparency
& Collaboration**

Dealers

**Data-Centric Culture
& Education**

Reflect

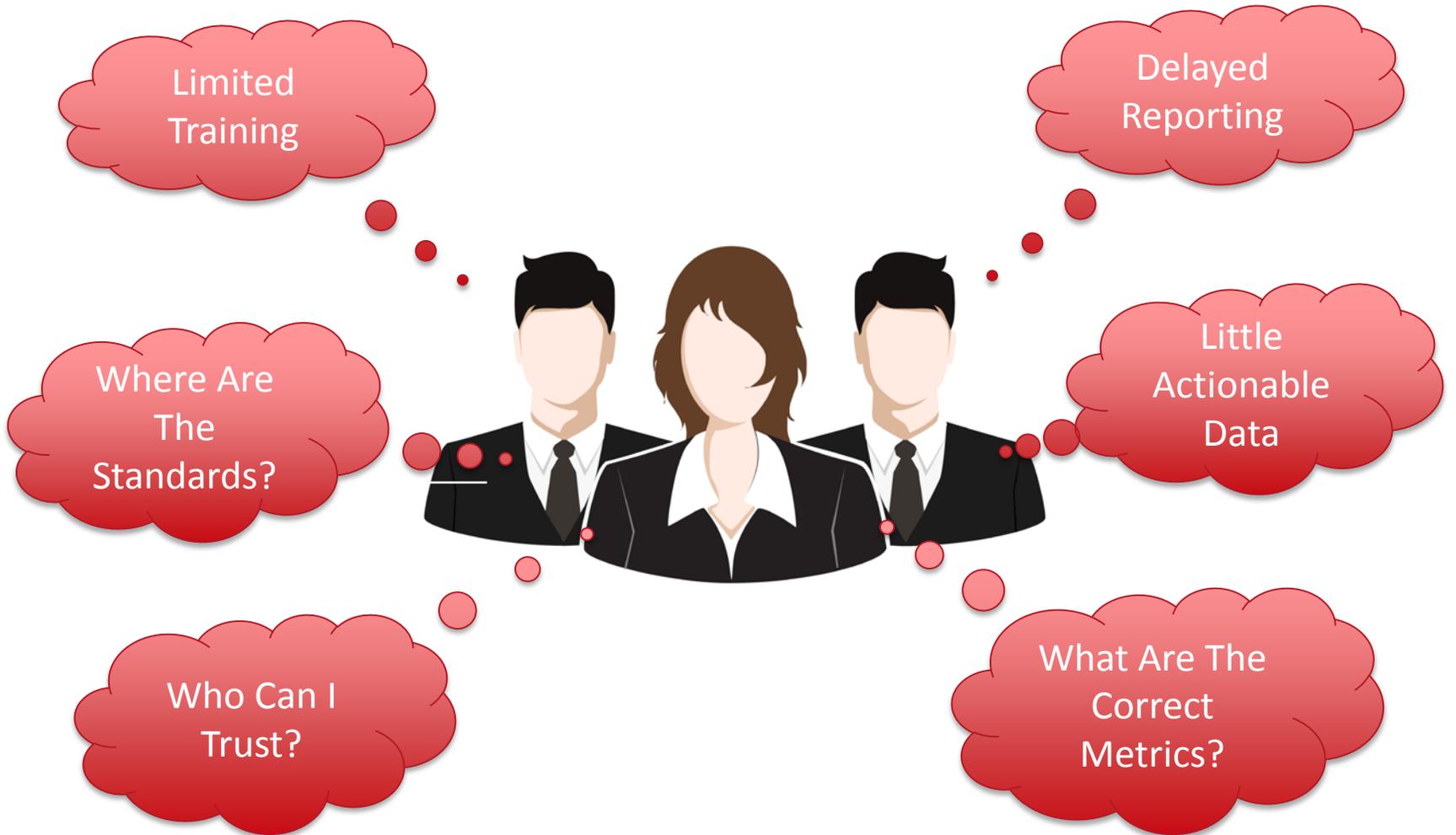
Why can't we find the optimal marketing mix?

Who Should Dealer Believe?

More than 60% of automotive managers do not trust their automotive marketing and website analytics reports.

PCG Research – 2017 AAAS Conference Survey

Managers: Are You Frustrated?



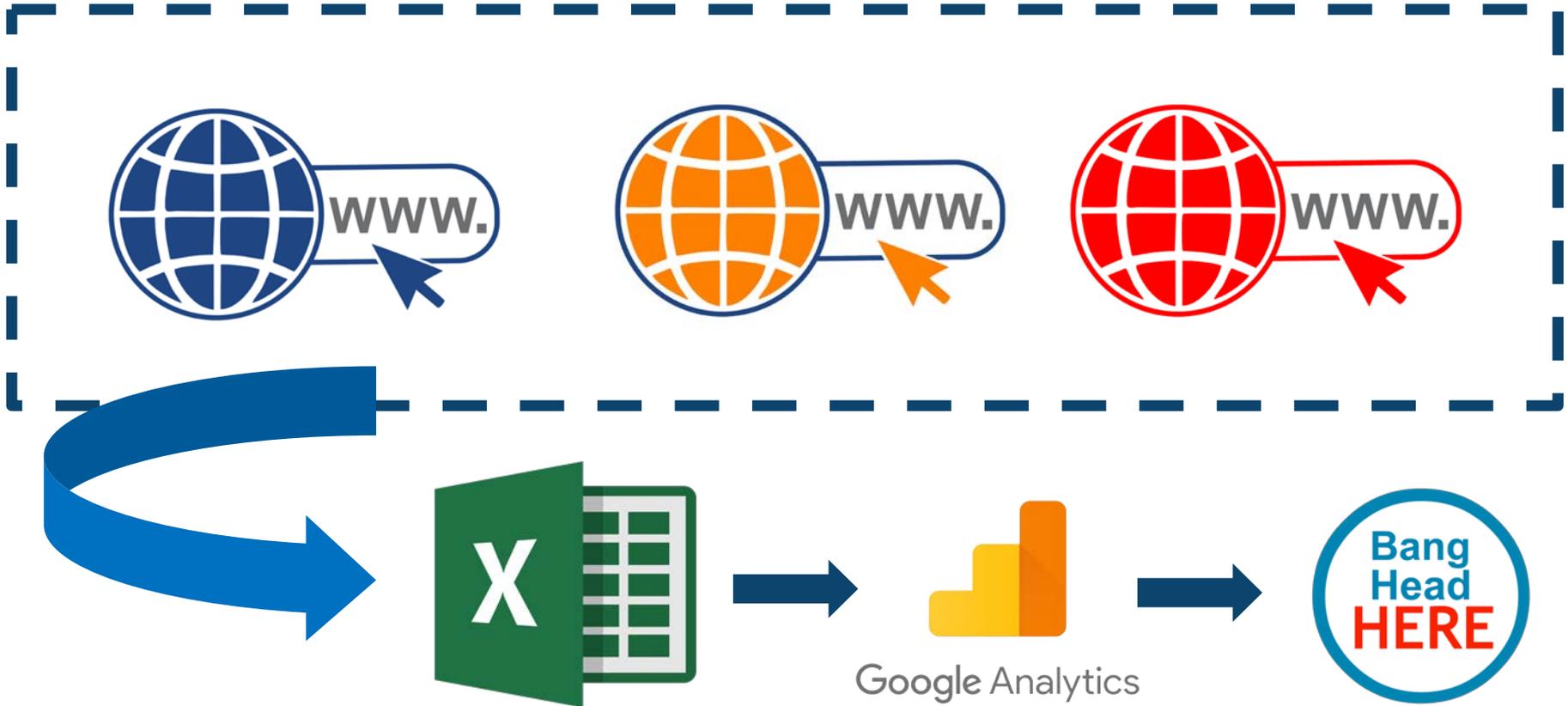
Do You Have Faith In Vendor Marketing Reports?

How can you validate your marketing data?



Can I Trust The Data

Website Data Shuffle at Dealer Groups



Increasing Spend – Increasing Uncertainty

> 65%

Flat



> 90%

> 50%

Exactly How Much More?

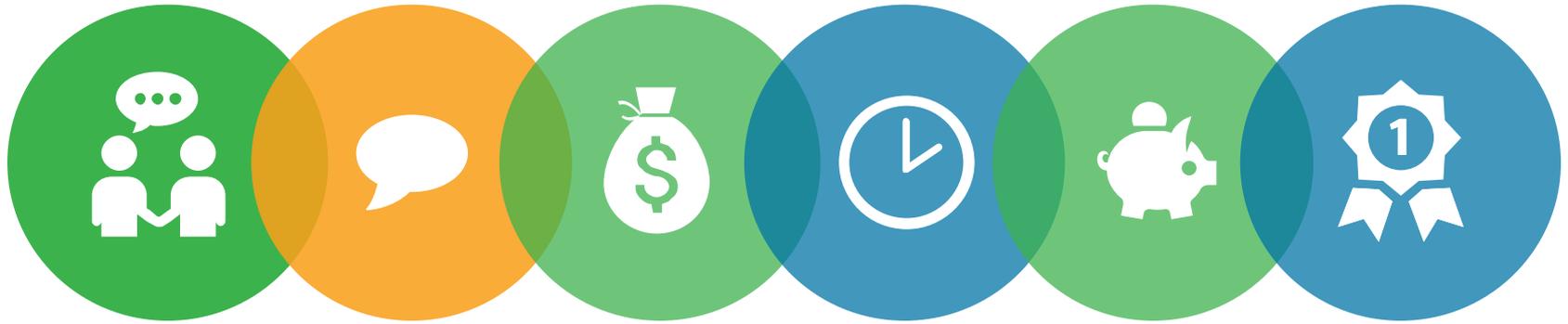
The amount dealers will be adding to digital spending this year (**\$1.4 billion**) is nearly as much as the total they are forecasting to spend on broadcast TV advertising.“

2017 Outlook from Borrell Associates Inc.

Do You Know What Is Working?



The Road To The Sale – Millions of Variations



01 Word of Mouth

02 Ask Questions

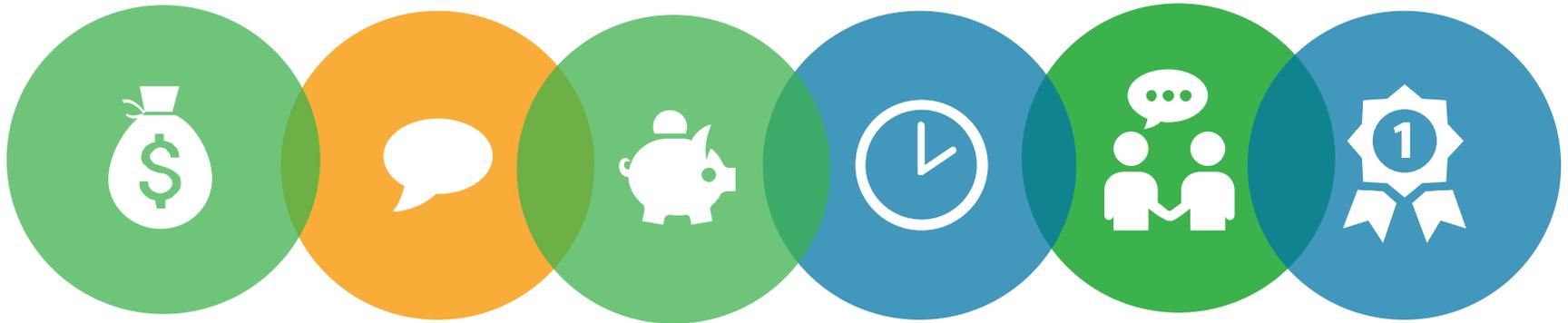
03 Research Incentives

04 Compare Vehicles

05 Financing & Trade

06 Purchase Decision

AI Is Needed To Optimize Ad Targeting



01 Research Incentives

02 Ask Questions

03 Financing & Trade

04 Compare Vehicles

05 Talk With Local Dealer

06 Purchase Decision

Reflect on How You Change Your Platforms

Major changes occur every 18 months!



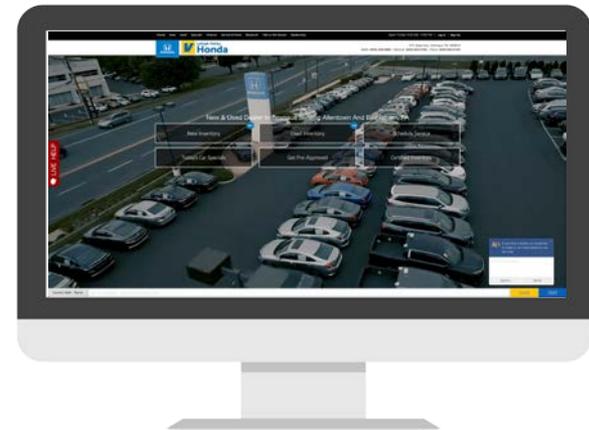
Reflect on The Digital Blind Spot

A small percentage will directly click to the dealers website as a “referral”



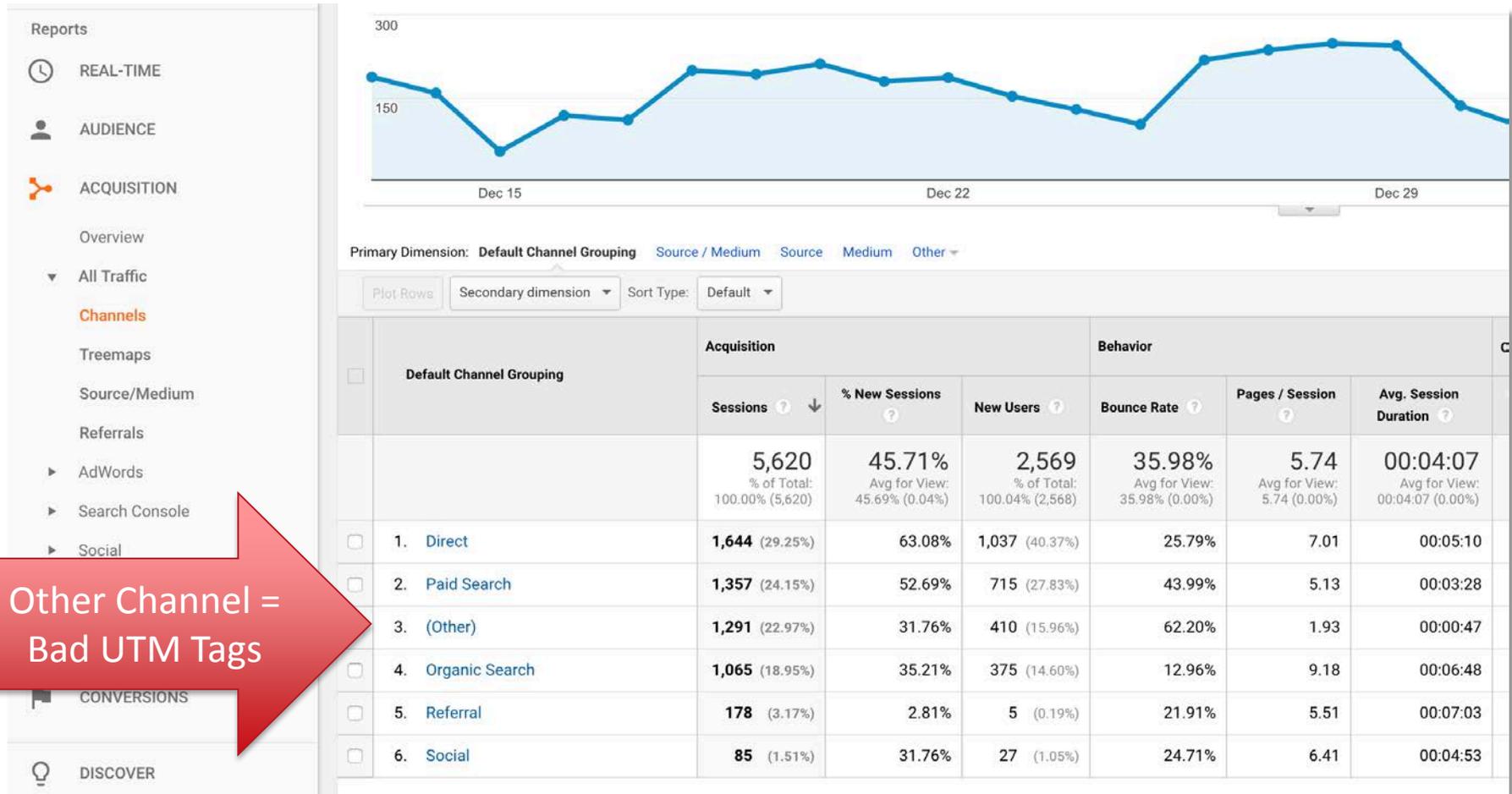
Advertising Traffic Isn't Tagged Properly

Throwing off Google Analytics channel reports



Google Analytics

Look at the (Other) Channel in GA



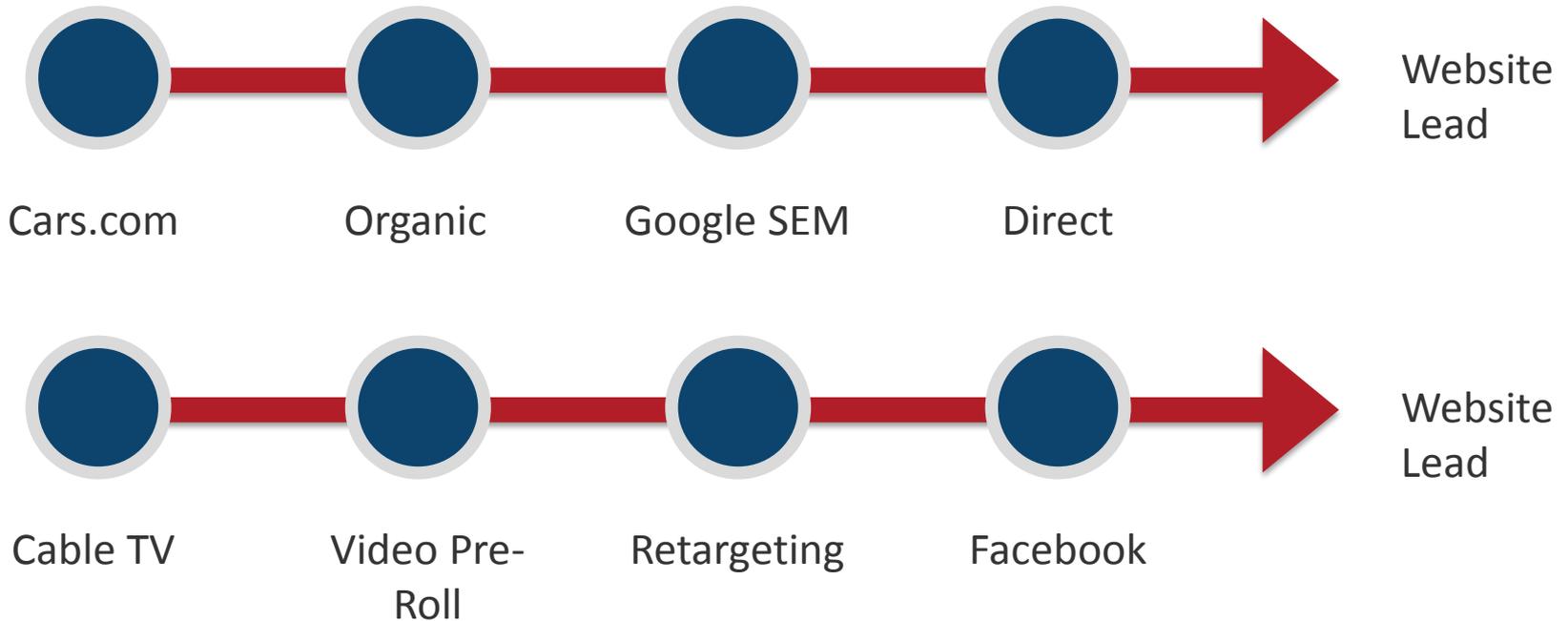
We Need People Marketing Campaigns

Device Graphs Connect Devices to People and Create Stronger Online Identities



Last Click Attribution Is Blinding Dealers

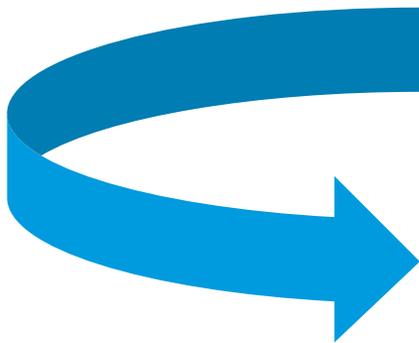
Your CRM is not a marketing accountability tool



Reflect: CRM Lead Performance Reports

Marketing partners are fired based on incorrect data and poor processes!

| Lead Source | Counts | Contacted | Appt. | Show | Sold | Closing % |
|---------------|--------|-----------|-------|------|------|-----------|
| Website Leads | 450 | 270 | 162 | 97 | 58 | 13% |
| Walk-Ins | 300 | | | | 105 | 35% |



Let's Walk Through This Together



An Uphill Battle

// A multi-touch, cross-device attribution model is the foundation for future marketing optimization but, to date, business owners do **not have great confidence** in multi-touch attribution models. //

Brian Pasch – Who Sold It?

Reimagine

Let's inject new thinking into our businesses

Have You Thought About Data Transparency?

Competition for online shoppers has skyrocketed!



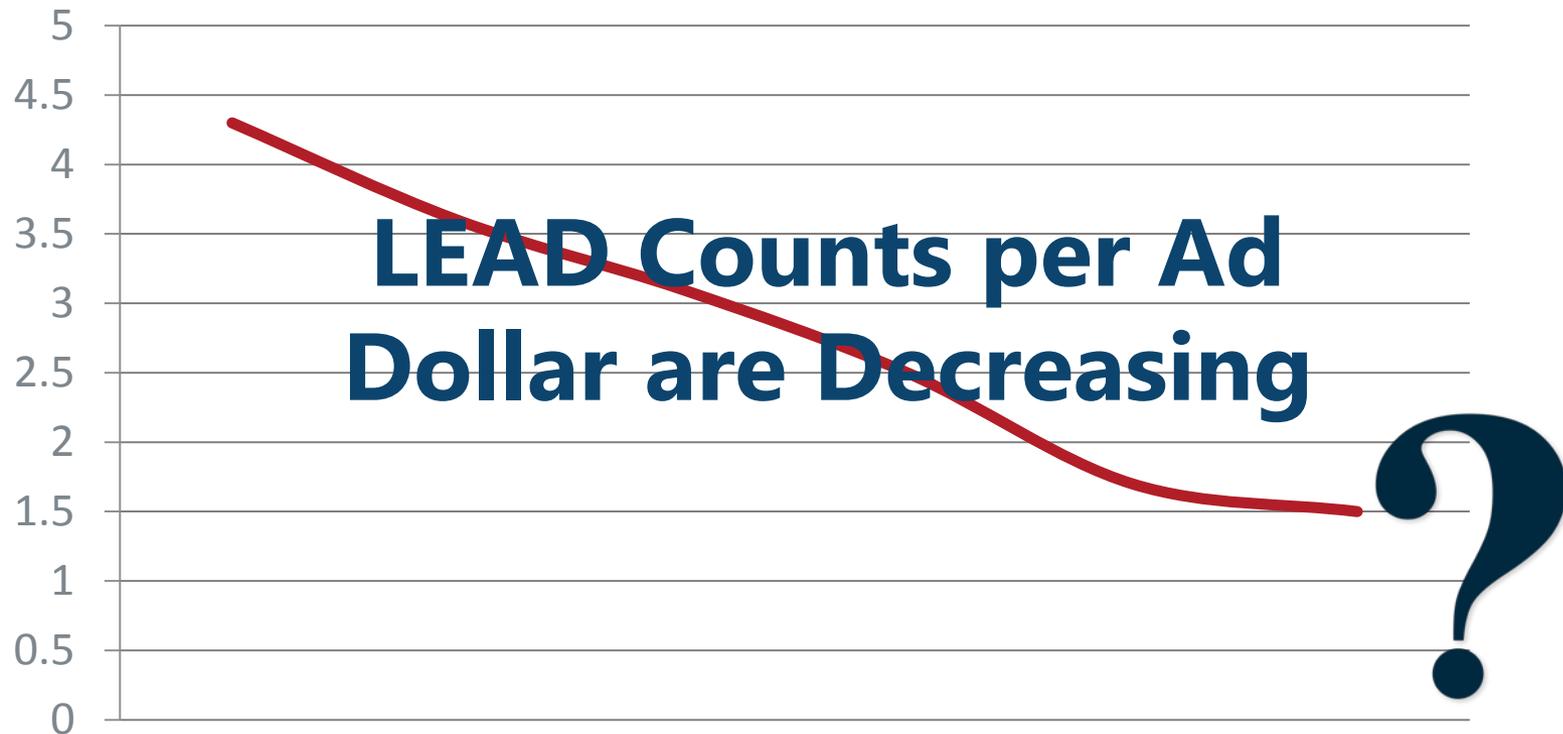
1995-1999

- Single Photo
- Short Description
- Call for Price

Leads Decrease When Relevant Information Is Provided

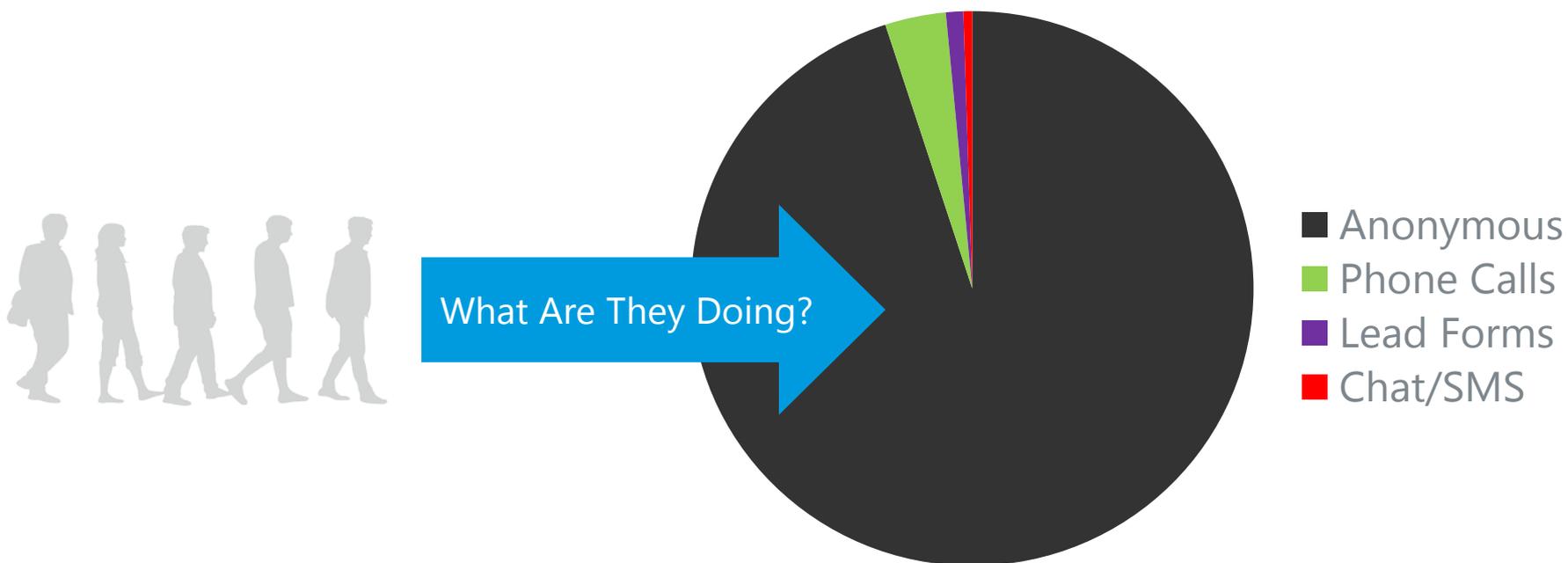
A Deer Caught In The Headlights

Marketing conversations must evolve past leads to sales



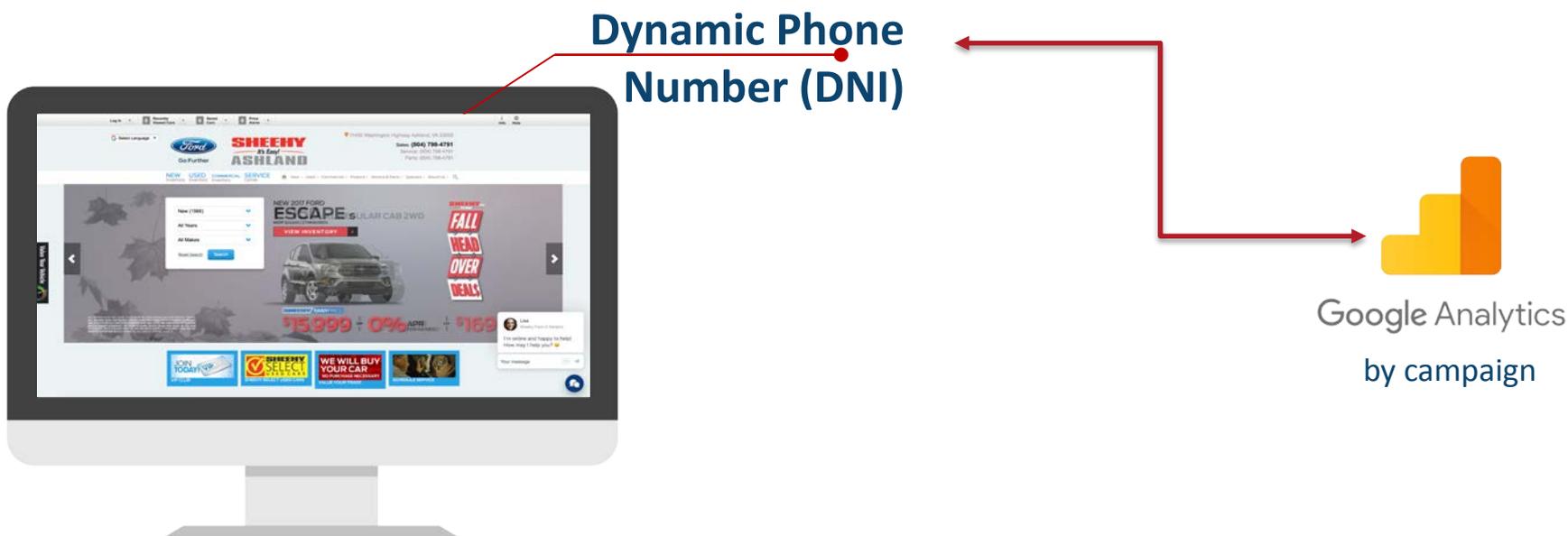
Conversions Are The Minority Action

Yet all our marketing reports are based on conversions!



Phone Calls Are The #1 Conversion Channel

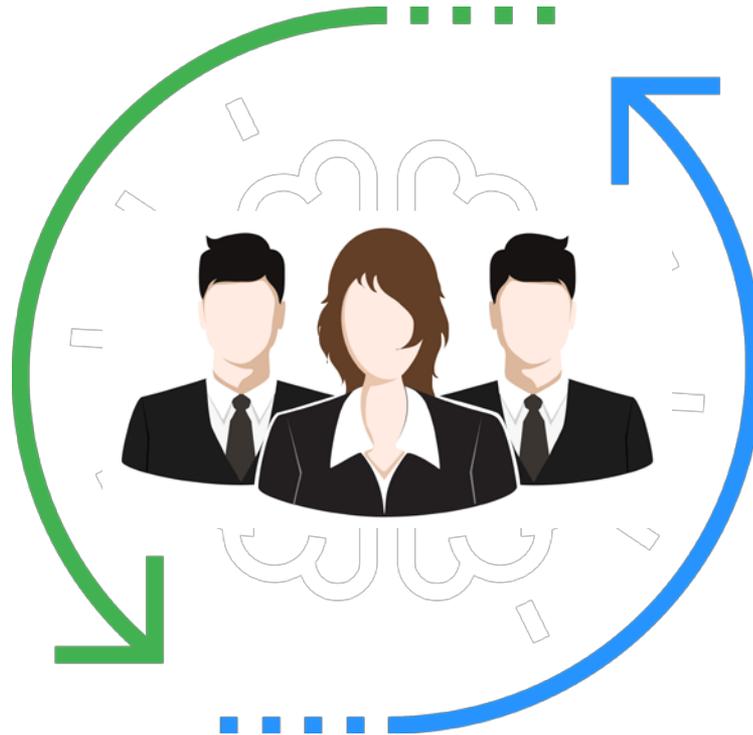
Yet we invest so little in inspecting outcomes & improving skills



Was the call for sales, service, parts, or general inquiries?

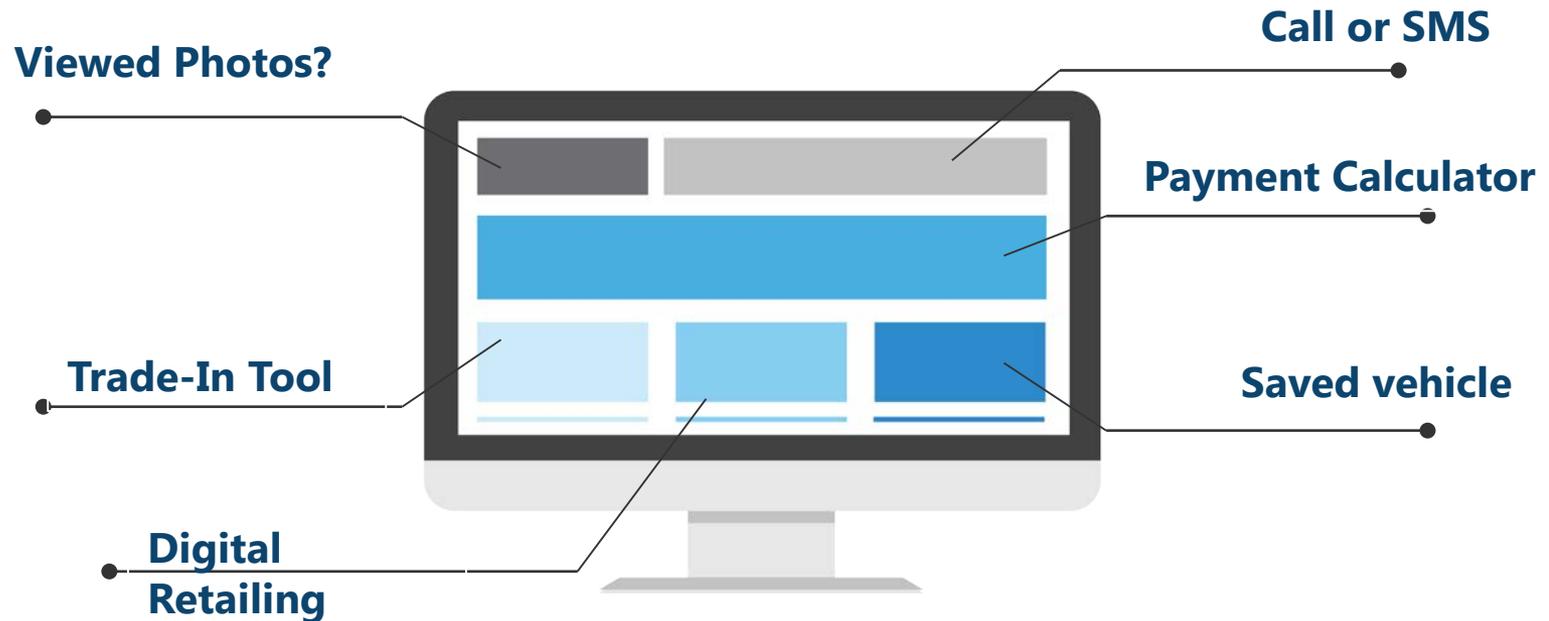
Are You Willing to Reimagine Your Future?

Get ready to be challenged this week



Let's Document All Web Interactions

Quality is the balance of quantity



Let's Remove Friction

Online shopping cart solutions must be native and seamless with the showroom experience



01 Native

Consumer is given a brand consistent process on the dealer's website.

02 Intuitive

Form Completion Rates (FCR) must be inspected.

03 Seamless

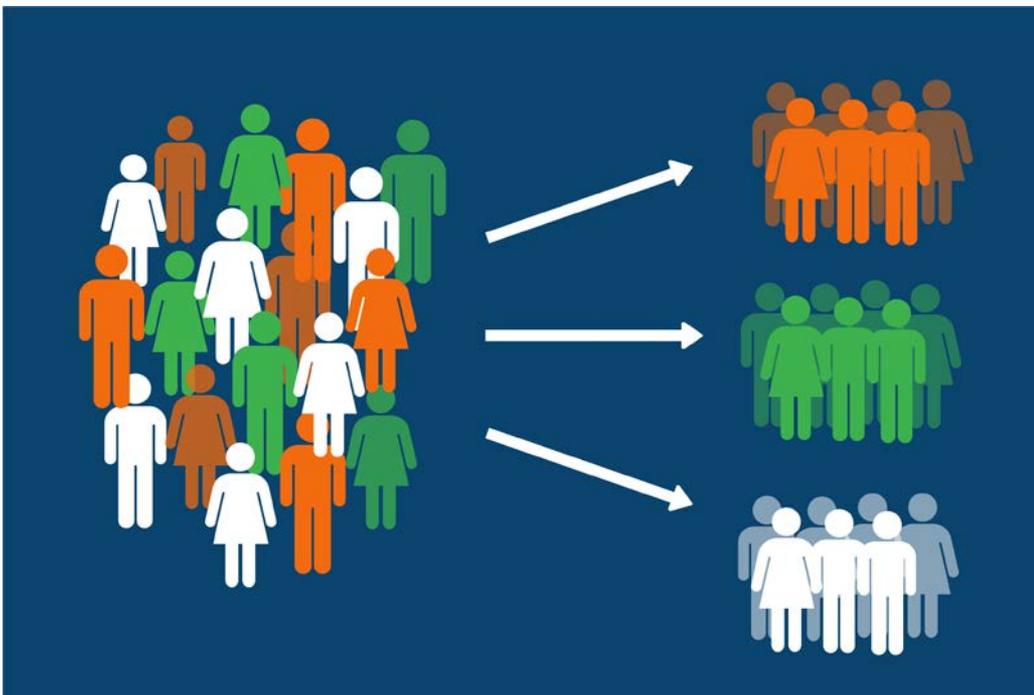
Software must support blended sales processes & minimize disruption.

04 Measureable

Customer experience easily measured & optimized to increase sales output.

Let's Create Audiences For Relevant Messaging

The ability to create People Marketing campaigns is within our reach



**Identify shoppers
based on their
interest, target
them with
specific messages**

“63% of marketers indicate that they see increased conversion rates from their personalization efforts”

Source: Researchscape International, *2017 Trends in Personalization

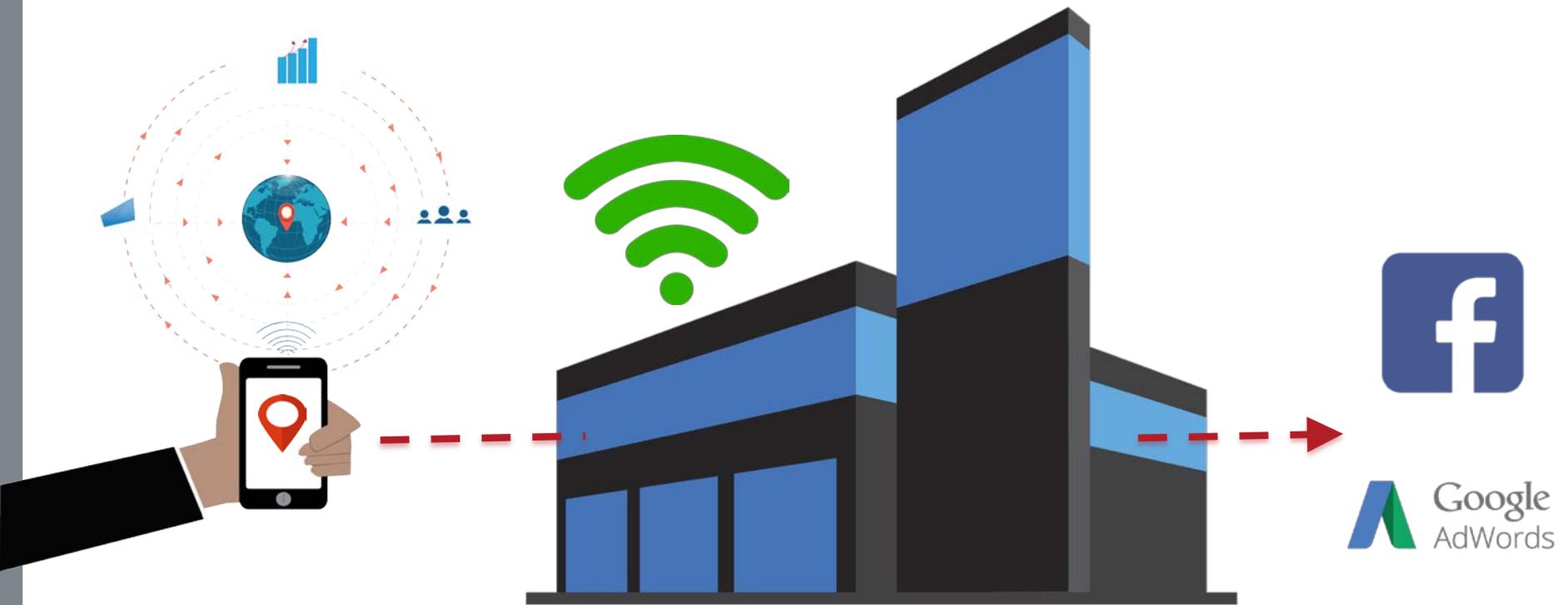
Let's Test Lookalike Audiences

The ability to find more consumers like our existing customers is possible!



Let's Explore Location Based Marketing

Advances in device detection and device graphs can fuel innovation & attribution



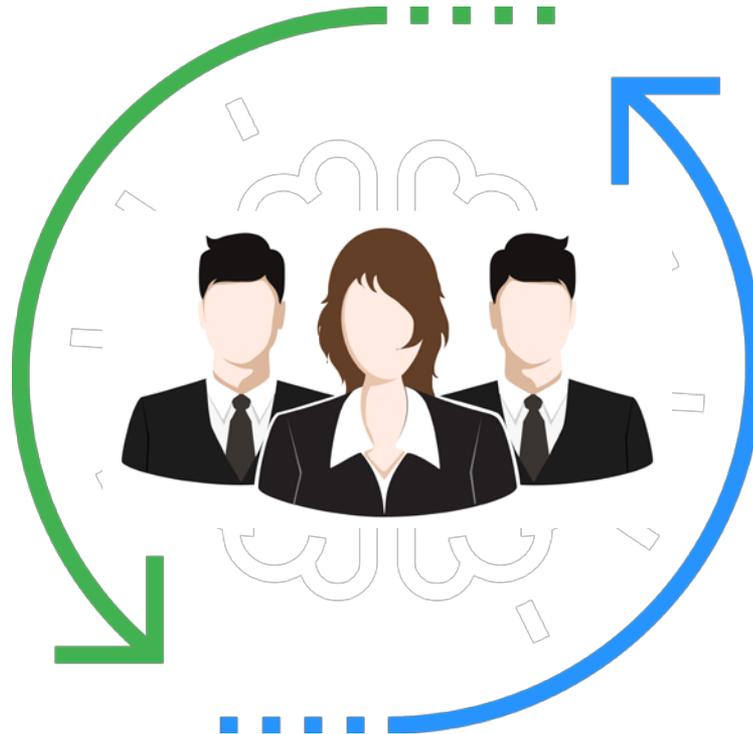
The Addition of Beacons in the Dealership

Google and Facebook can use beacon data for in-store attribution and targeting



It's Exciting To Be In Our Industry Today?

We will be solving the mysteries of the marketing “black hole” soon!



Require

Data is a strategic asset and we must treat it that way

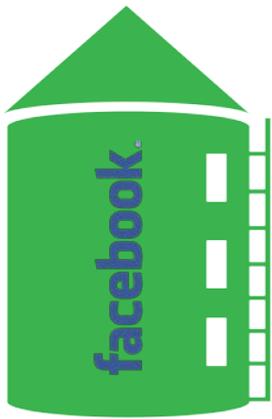
We Need To Protect our GA Data

Only trained and trusted people should be changing. data

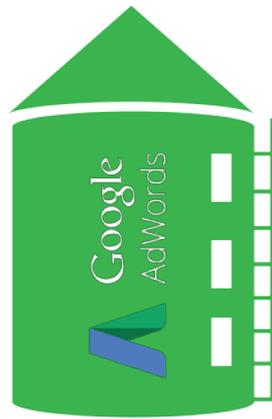


We Need To Break Down Data Silos

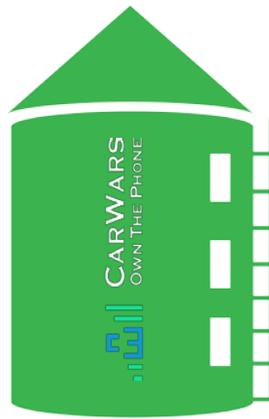
How many marketing reports do you receive a month?



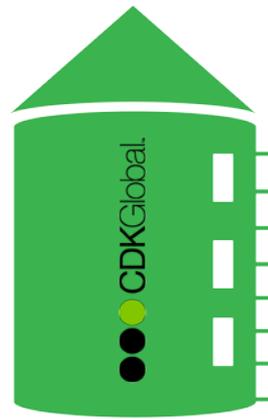
Social



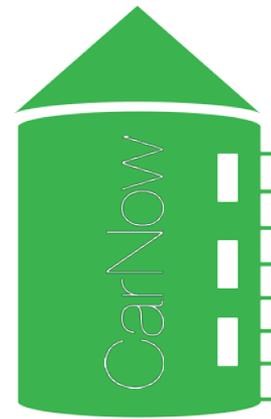
SEM



Phone



Website



Chat



Portal

Managers Were Never Trained For MarTech Inspection

That may be true, but the cheese has moved and managers need to pivot



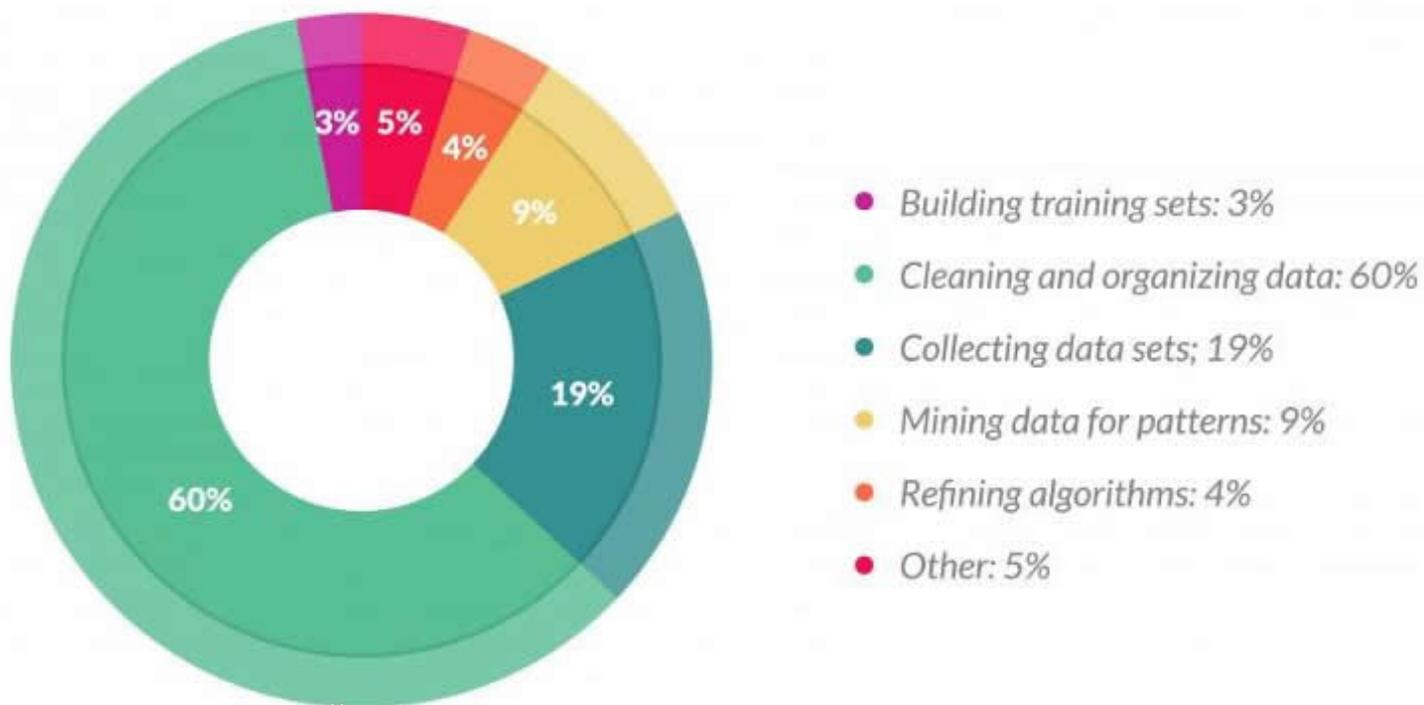
We Need To Unlock DMS Information

There is a goldmine that is not fully utilized



We Need To Invest in Data Hygiene

Dirty deeds that are **not** done dirt cheap!



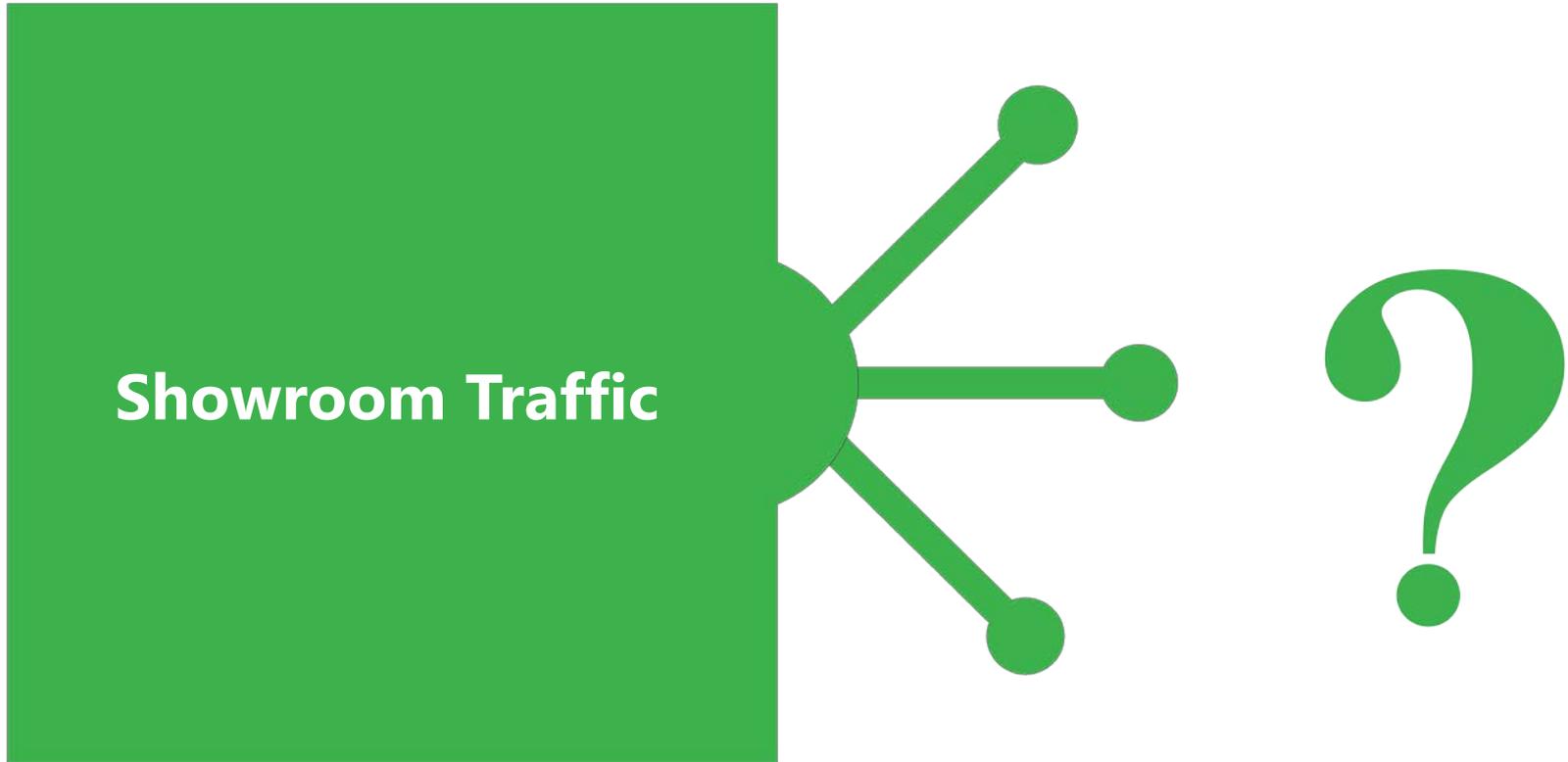
We Are Closer To Finding Levers

// There are levers that increase sales outcomes. Each business must determine what those levers are to remain competitive and increase market share.

//

Brian Pasch – Who Sold It?

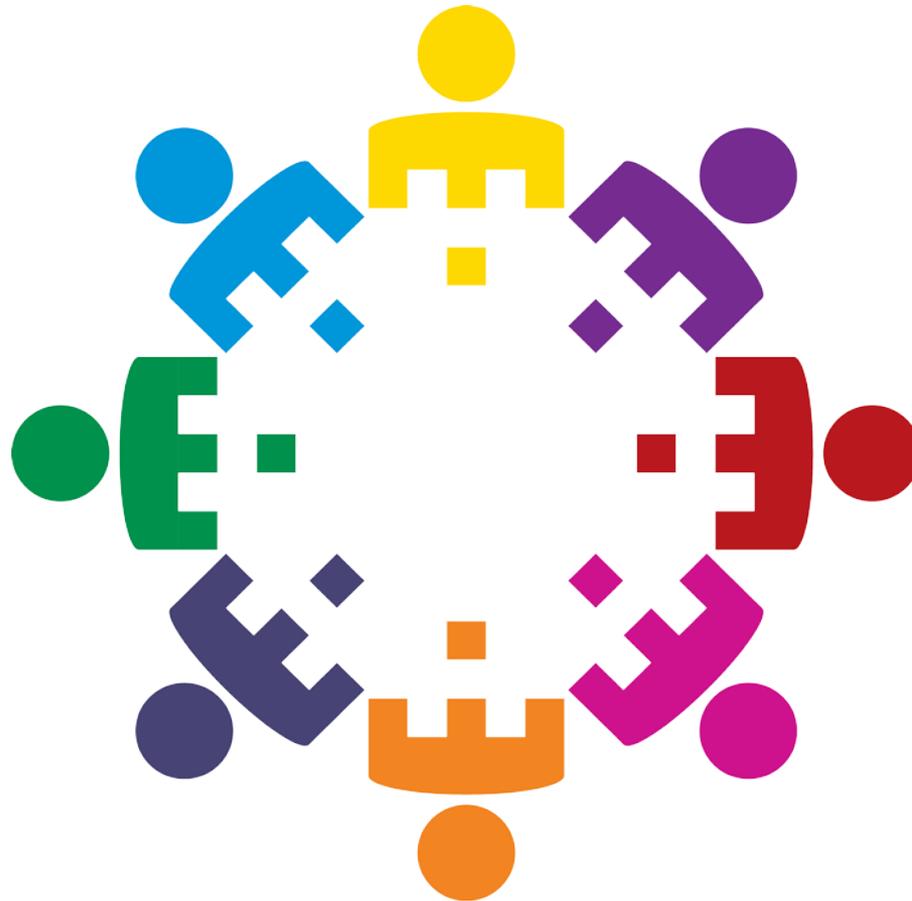
The Magic Showroom Traffic Switch



Retool

What new tools and techniques are available today?

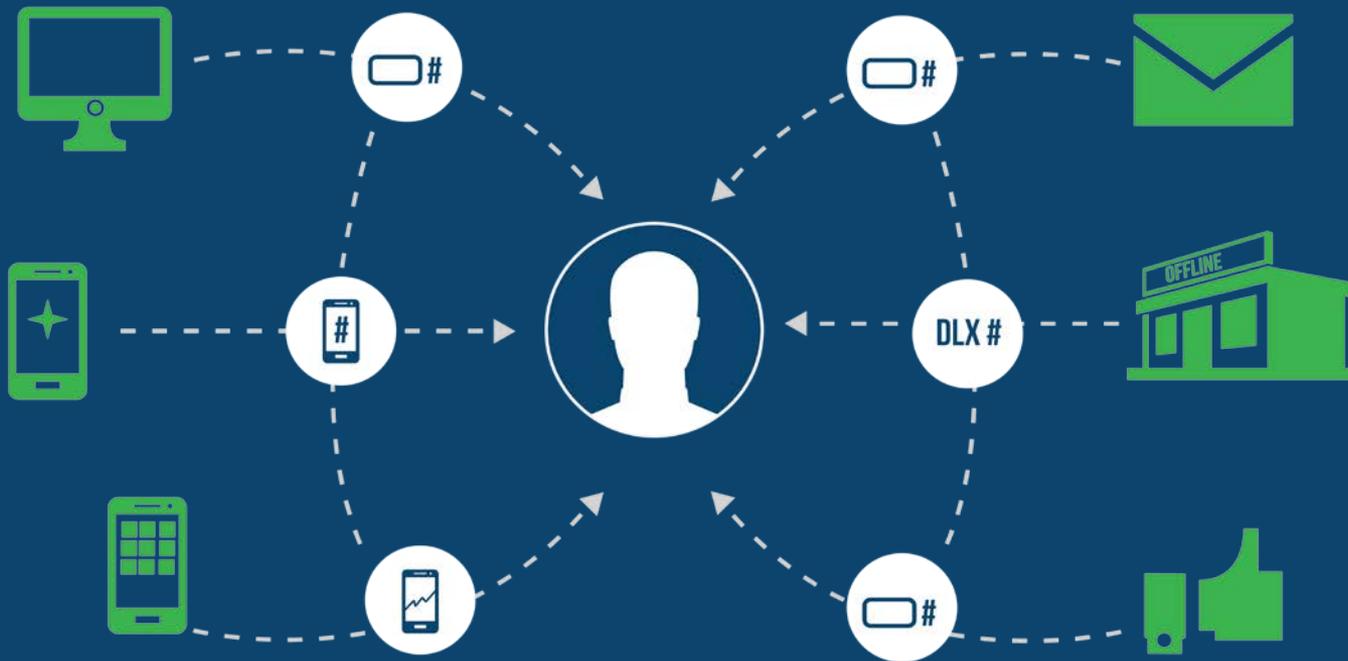
Alliances Will Shift ROAS



Accurate Device Graphs & Online IDs

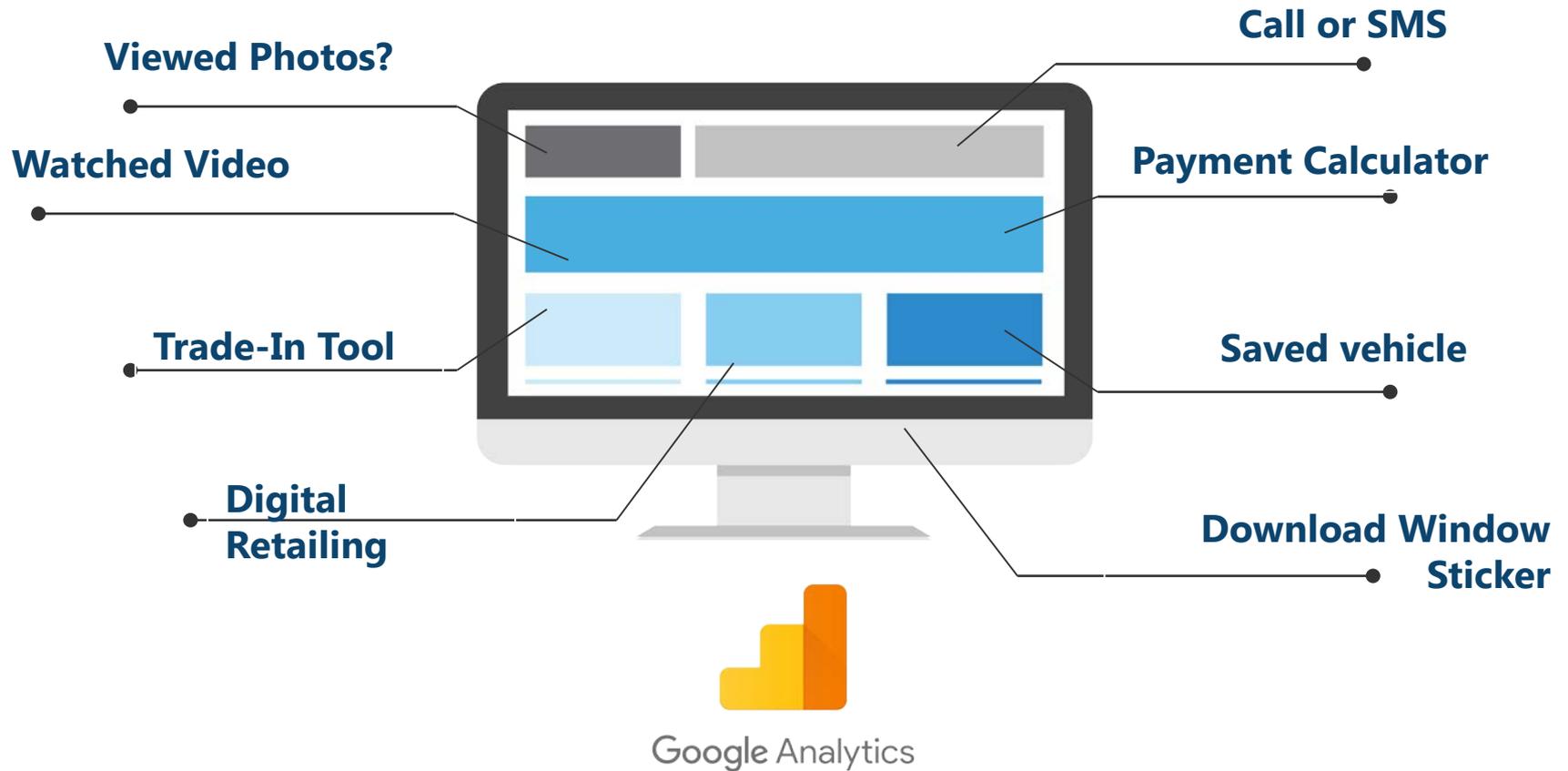
People Marketing must be our focus

47

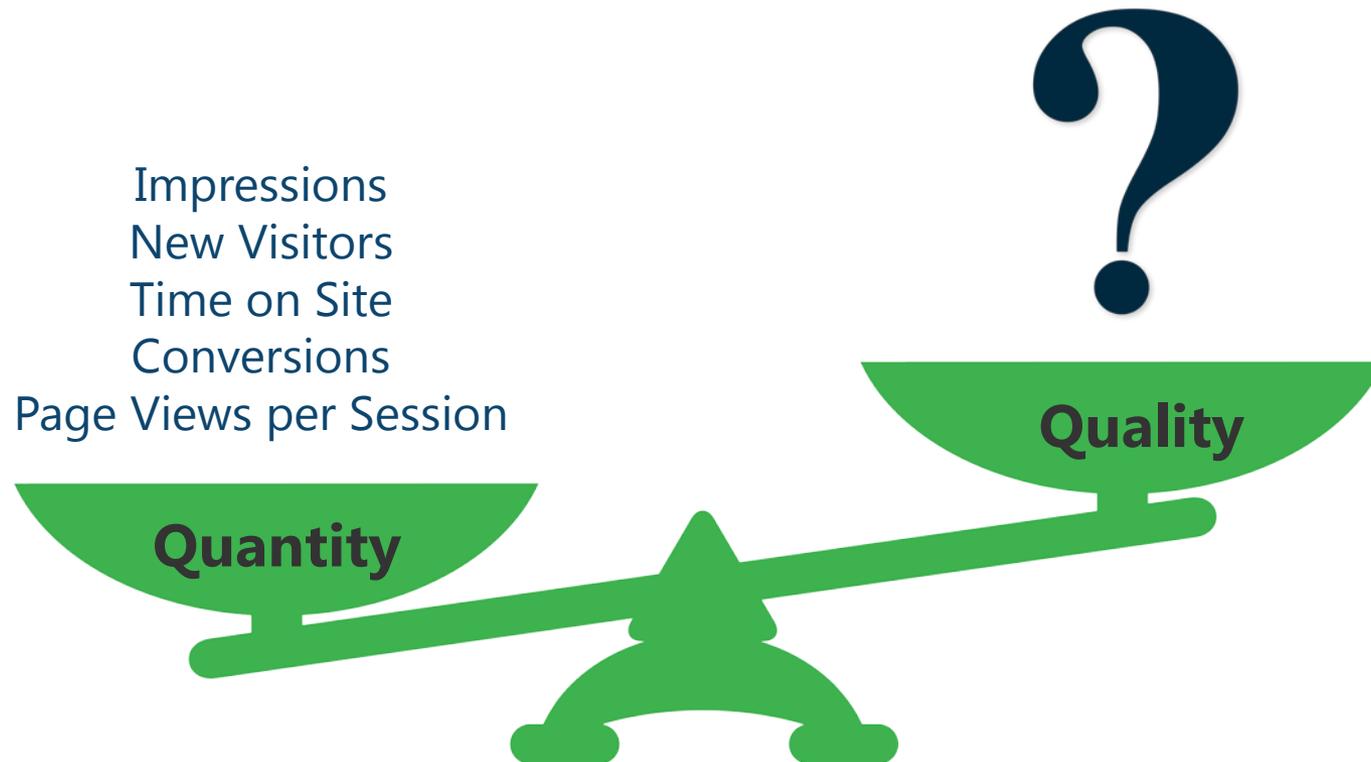


Leverage the 100+ GA Events in Spec

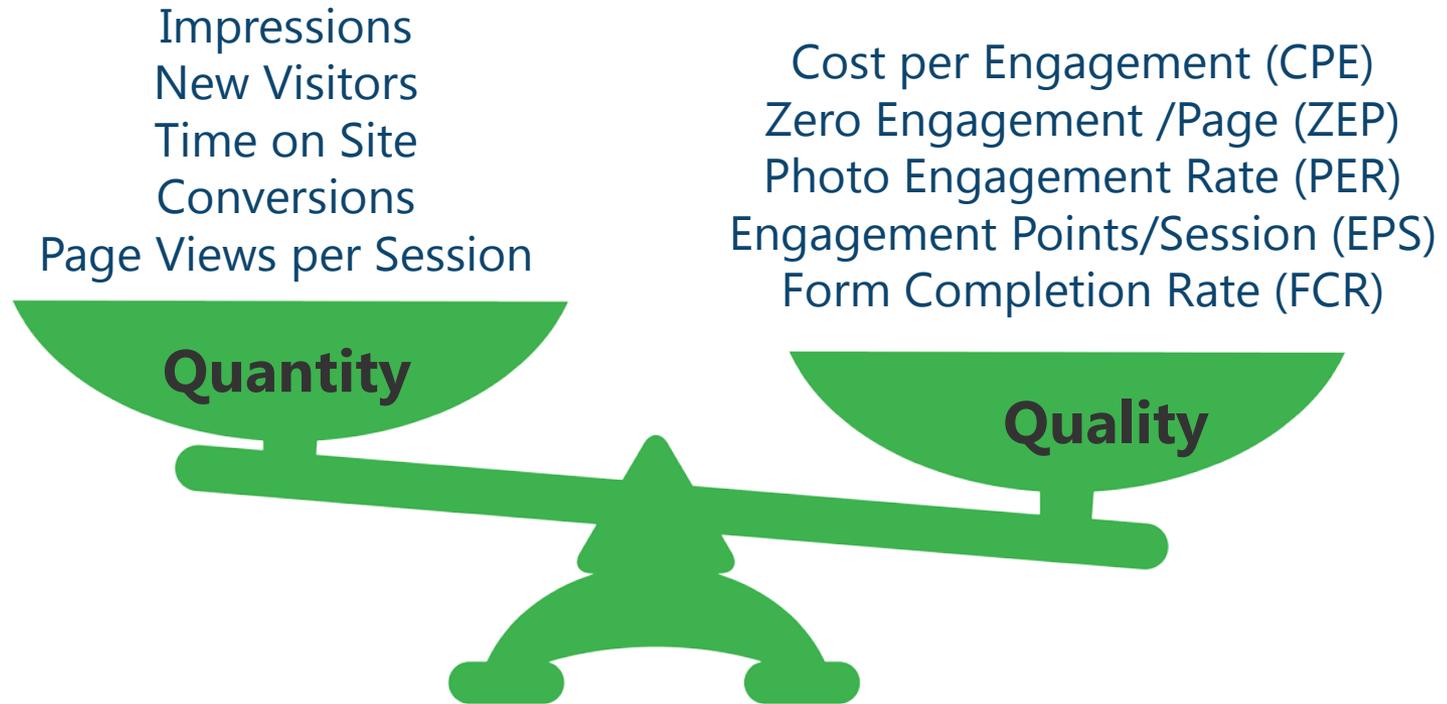
Start tracking consumer engagement



We Are Overloaded With Quantity Metrics

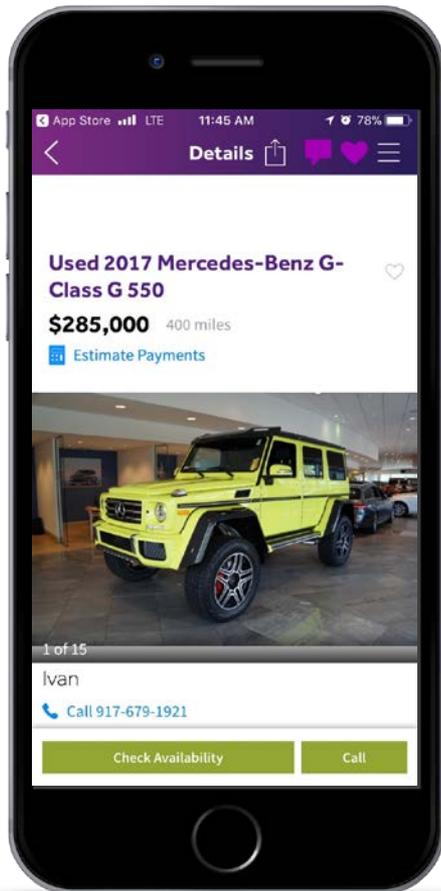


Now Quality Metrics Are Available



Location Based Data Visibility

To measure marketing influence on showroom visits



- ✓ How many people impacted by our advertising visited the lot?
- ✓ What did they do on their mobile devices while visiting?
- ✓ What percentage could be matched to an online ID? (LiveRamp)
- ✓ How many people purchased a vehicle?



Measure impact of advertising channels on showroom traffic



Let the data speak to you about who your customers are and how they shop



Measure the effectiveness of conquest campaigns

We need to connect mobile activity to all visible shopping interactions and back to a sale.

Lot Insights Reporting – What Can We Learn?

How Close Are Cars.com Lot Visitors?

■ On the Lot
 ■ Near the Lot



Walk In Leads

125



50

75

based on 125 visitors during September 2017

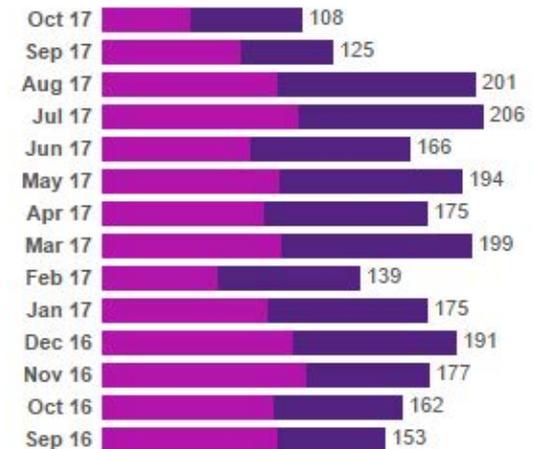
Avg. Prcnt Mobile Searches

68%

Prcnt With Loc Srvc On

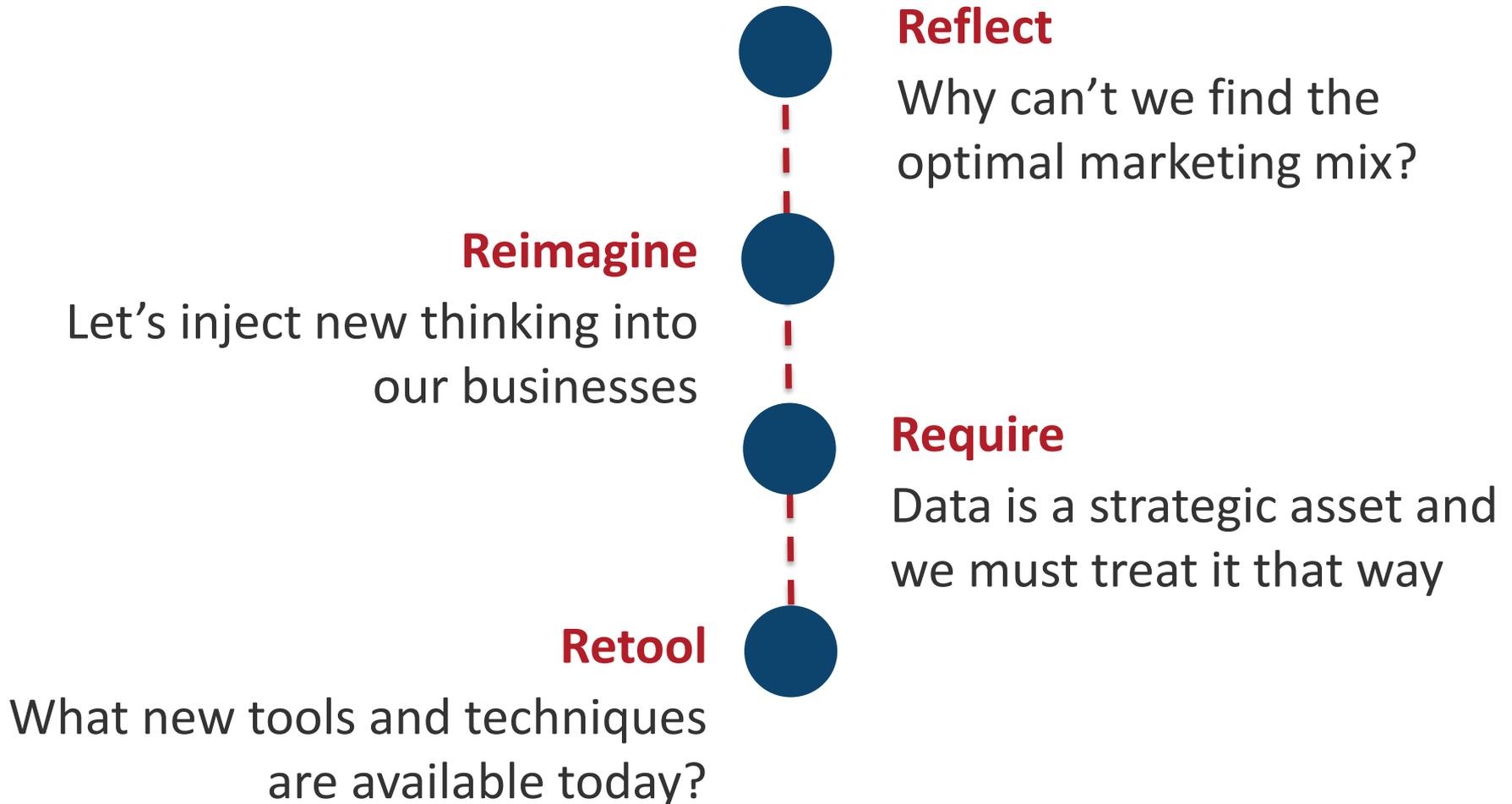
50%

Your Visitors By Month



This map illustrates Cars.com visitors on, and near, your physical lot using the latitude and longitude of the consumer's device. Utilizing cutting-edge mobile technologies, this report plots the borders of your lot and measures Cars.com activity within 0.1 miles (528 feet) of your lot's central location.

The Attribution Journey



Let's Build a Reasonable Attribution Model

We cannot wait any longer – keep in mind that it will never be perfect!



Autotrader



The Crooked Yardstick

// If everyone in the organization uses the same crooked yardstick (KPI) to measure marketing effectiveness, then all marketing channels will be fairly compared and decisions can be made consistently. **//**

Max Steckler, CDK Global

Let's Allow Dealers to Inspect Their Investments

Bringing the automotive ecosystem and sales attribution reporting to life



Google Analytics

Imagine A World With Clearer Sales Attribution



How Do I Get Started?



Crawl Toward Attribution



Confirm Google Analytics Installation

Can you see your data? Is it consistent?



Standardize Goals & Events

Follow the PCG Specification to clean up data



Record All Conversion Channels

Lead forms, calls, chats, and SMS



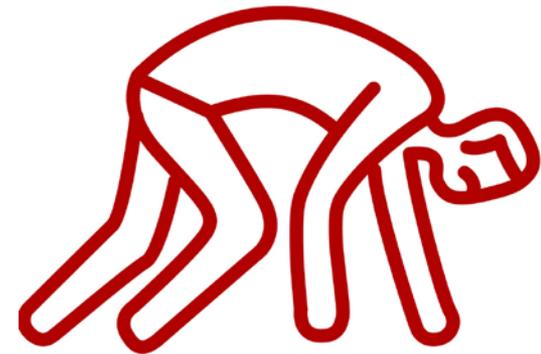
Add / Fix Campaign URLs

Follow the PCG UTM Guide



Create Custom Channel Grouping

Ask for free PCG template



Walk Towards Attribution



Create GTM Container and Scripts
Record consumer interactions in GA



Audit Configuration of GA Events
Follow the PCG Specification



Use Assisted Conversions Report
Kill all Last-Click Attribution Reports



Inspect Traffic Quality
Leverage new metrics: ZEP and PER



Inspect Website CTA Friction
Leverage new metrics: BCR and FCR



Run Towards Attribution



Model Your DMS Data

Create lookalikes to expand reach



Embrace Location Based Data

Investigate influencers generating showroc



Integrate Offsite Conversions & Interactions

Consult with your agency partners



Create or Leverage an Attribution Model

Consult with your agency partners



Embrace Change and Be Flexible

Regularly inspect your model, assumptions, and outcomes





Now Let's Get To Work
and start a marketing revolution!

Questions



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