

AutoReview

News Reviews Racing Photos Videos Search

2016 Audi A5



The Audi A5 coupe and convertible are sleek and supple, but make the most sense in their S and RS guises. The Audi A5 lineup consists of Coupe and Cabriolet versions, as well as high-performance S5 variants, and it uses many components shared with the Audi A4 sedans. The A5 includes some of the best looking and

Related Stories

Mercedes-Benz S63 AMG Coupe review notes
396-hp Golf GTE Sport hybrid concept is a carbon-fiber tease
Next Jeep Wrangler won't go all-aluminum, all-terrain

Stop the Bull Sh*t - A GM's Guide to VDP Analytics:

What you should ask and what you should expect.

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SPEED
SHIFT
MEDIA®

A bit about me...



Ian Cruickshank

Vice President of Sales & Marketing,
Speed Shift Media

- Over 10 years in Marketing and Digital Advertising.
- Working with dealers, leading sales teams, consulting on digital disruption, and as the head of sales and marketing for a social media marketing firm in Vancouver, BC.
- Masters in Business and IT Management
- Regular speaker and Adjunct Professor at the University of British Columbia Sauder School of Business.
- Most of all I love to be outside with my wife and boys in Port Moody, BC.



HOLY SH*T DUDE



BLAME CANADA!

CANADIAN VANDALISM



HAVE
A NICE
DAY







Crack Shack

Dream Home



Crack Shack

Dream Home

Correct!

A 1.1 Million dollar mansion that you can flip and sell for 2 Million dollars.





The best looking political leader...
in the world

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**An automotive
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10+

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6/10

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4M+

Vehicles
processed
per day

14K+

dealers
served
per day

3

continents—we deliver
automotive display
solutions across North
America, UK & Australia

**SPEED
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AD FUEL
TO YOUR
SALES



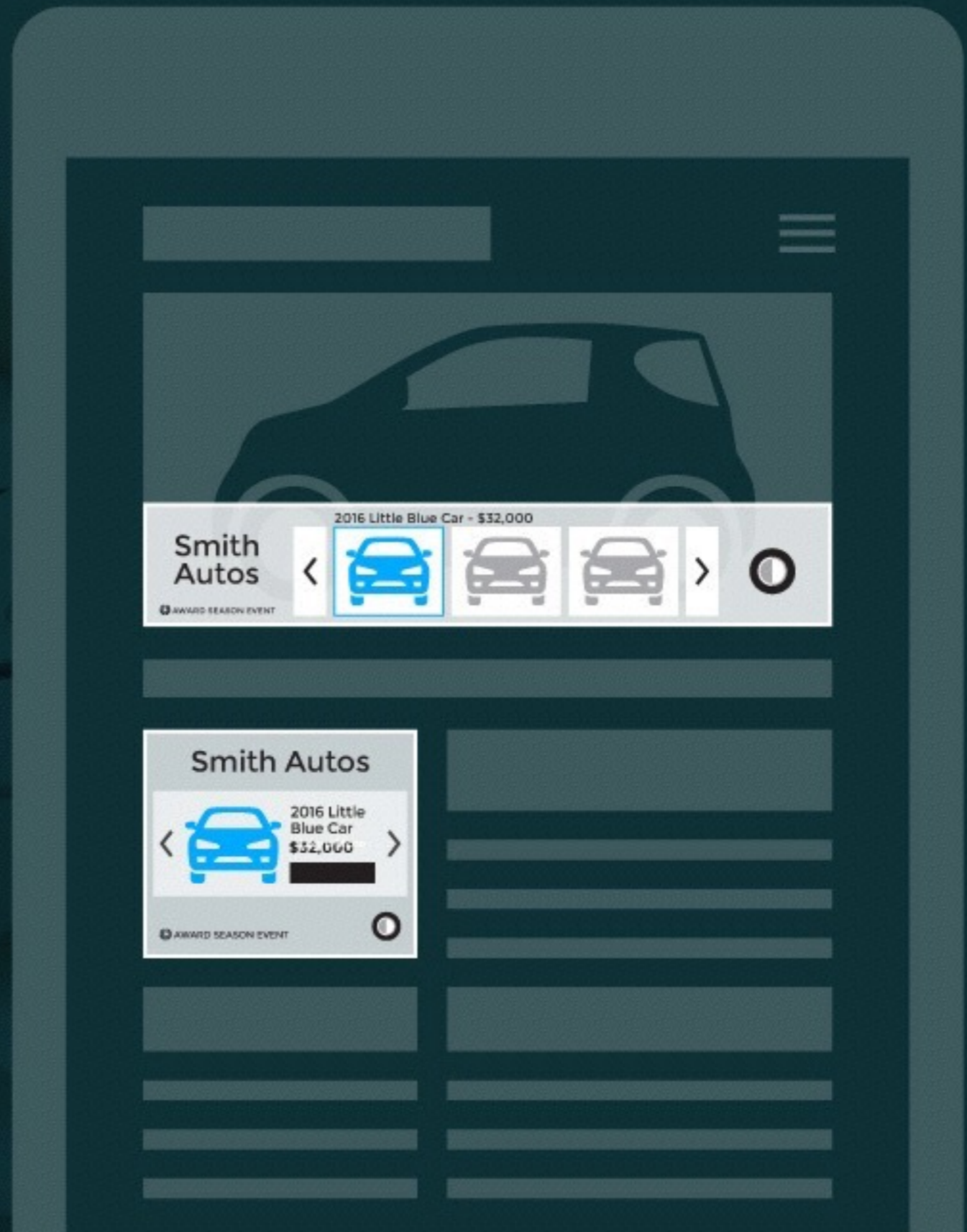
Show your Inventory
to targeted in market
buyers in your area



Drive traffic directly
to your Vehicle
Details Pages



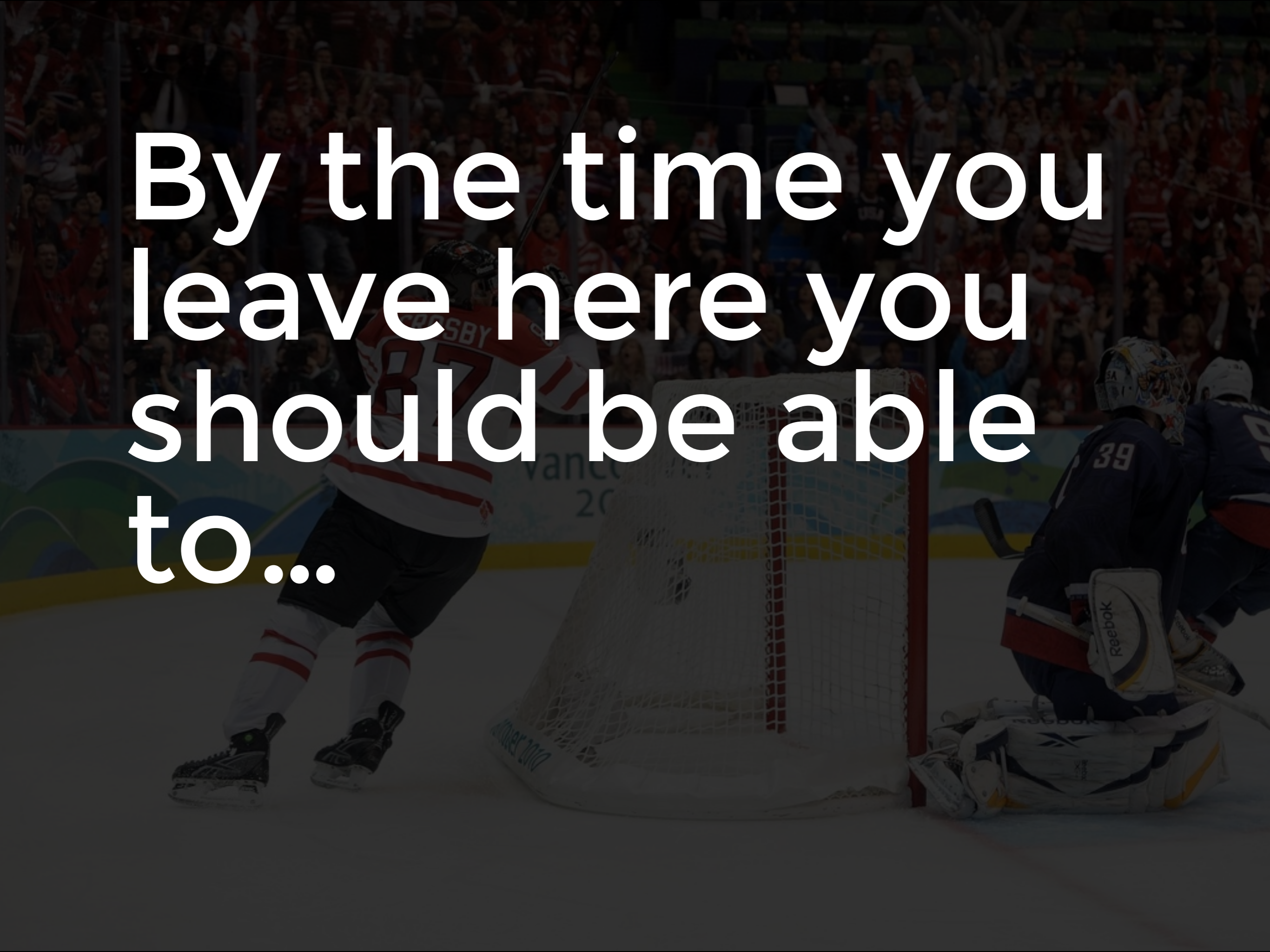
High quality traffic
generates more
conversions for you



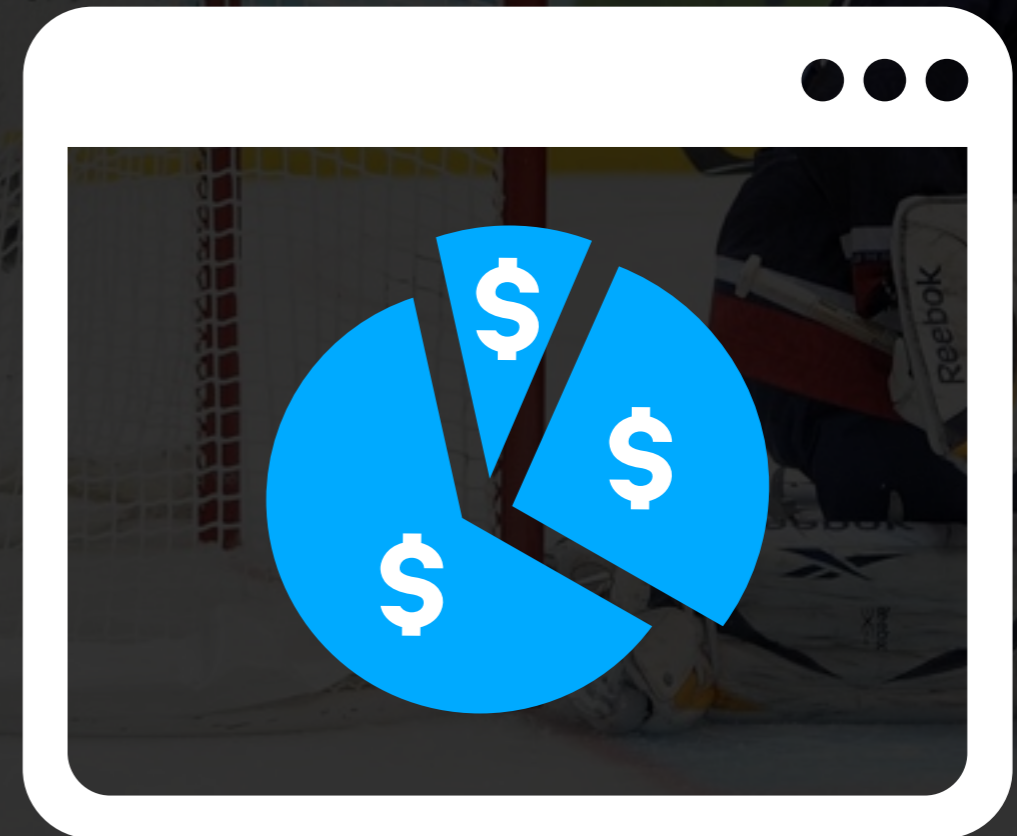


Goals

By the time you
leave here you
should be able
to...



Understand how to evaluate digital marketing spend for vehicle sales



Recognize what
digital metrics are
important & how to
segment to see



Cut through the BS





How many GM's
are in
attendance?

A person's hand holding a blue pen is visible in the upper left. The background is a blurred image of a meeting with several hands raised, suggesting an interactive session or a Q&A period.

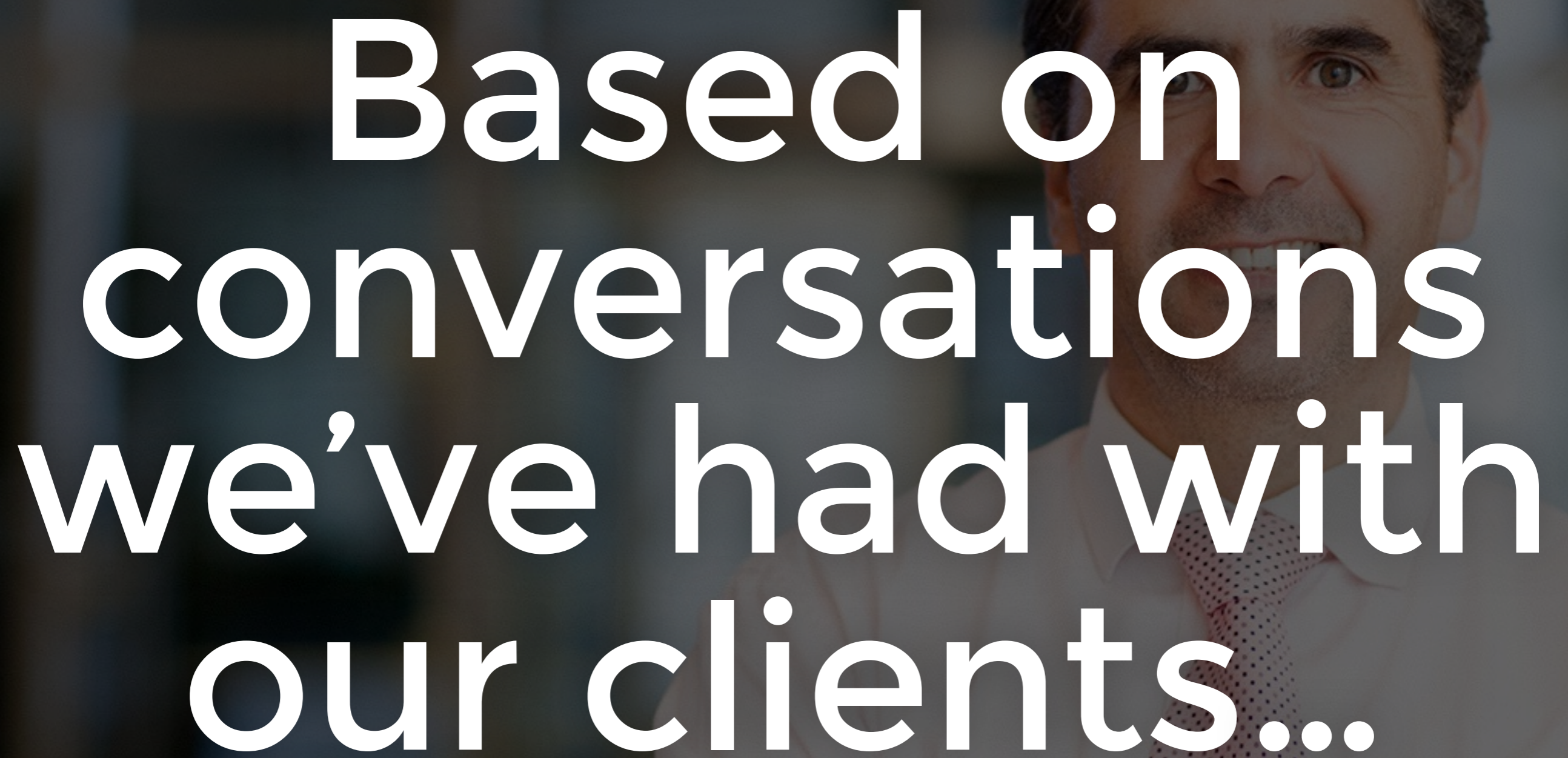
What frequency do
you attend your
digital marketing
reviews?



How well do you understand the definitions of digital marketing metrics?

A person's hand holding a blue marker is visible in the upper left corner, positioned as if about to write on a whiteboard. The background is a blurred office setting with other people's hands raised, suggesting a collaborative meeting or workshop. The overall image has a dark, semi-transparent overlay.

How well do you understand the impact of your digital marketing metrics?



Based on
conversations
we've had with
our clients...

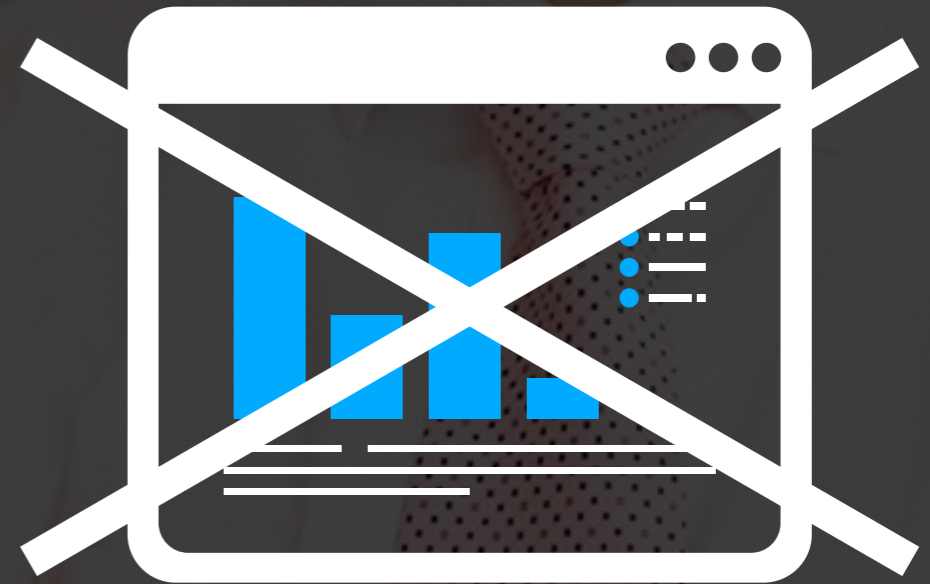
GMs realize that website
and digital marketing
performance is important
to their bottom line,

however...



The majority do not actively participate in website or marketing performance reviews.

WHY!?



No Time



Technical
Jargon



Don't know
Significance



Why do
GMs need
to know?

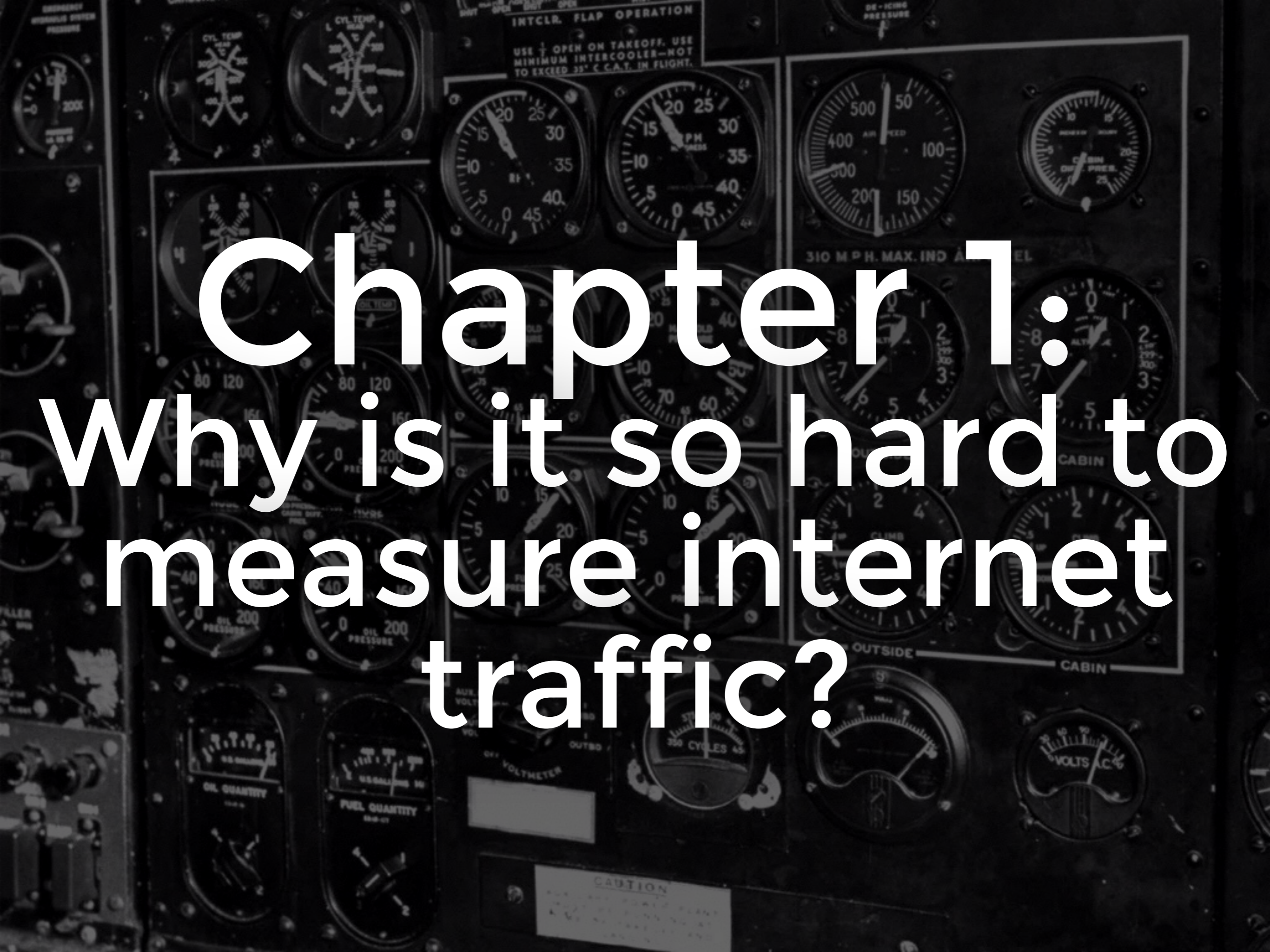


Known
ROI

Inefficient
Spend

Taken
advantage





Chapter 1: Why is it so hard to measure internet traffic?

Most things are easy to measure



The background is a detailed, dark-toned image of an aircraft instrument panel. It features a variety of circular gauges and dials, including airspeed indicators, altimeters, fuel gauges, oil pressure gauges, and tachometers. The text is overlaid in a large, white, sans-serif font, centered on the upper half of the image. The overall aesthetic is technical and industrial.

Quality of traffic is
a bit harder to
measure

Quality of traffic is

Sauber F1 Team

Click to visit us online!

Buttons, switches, levers, LEDs and display on a 2014 Formula One® steering wheel

www.sauberf1team.com | www.facebook.com/sauberf1team | www.google.com/+sauberf1team | www.youtube.com/sauberf1team | www.pinterest.com/sauberf1pins | www.twitter.com/officialsf1team

RSW = Rotary Switch

N: Select Neutral from 1st and 2nd gear.

BRKBAL (RSW): Sets the brake balance.

S2/S1: Special buttons. These buttons are programmed for special needs e.g. quick overwrite of various settings.

10-/1+: MFRS selection. Used to skip to different maps in the MFRS. When in DIAG position, the buttons are used to set the the default system.

Entry (RSW): Differential, correction for corner entry setting.

BRK-/BRK+: Toggle button to switch brake balance between programmed position and the current BRKBAL rotary position.

IGN (RSW): Controls the spark advance.

BBal-/BBal+: Used to adjust the brake balance offset in small steps.

Ack: To acknowledge changes in the driver default system.

Prel (RSW): Basic differential offset torque (preload).

Multi Function Rotary Switch (MFRS):

DIAG: Controls the default system. **TURBO:** Controls the turbo-compressor. **DASH:** Controls dashboard options.

PERF: Controls the engine modes. **VISCO:** Differential corner exit setting. **CC:** Cruise control; deactivated for quali and race.

ENG: Controls the limiter. **BRK:** Controls MGU-K recovery limits. **SHIFT:** Controls shift type.

MIX: Controls the lambda. **BOOST:** Controls MGU-K boost limits. **CLU:** Controls clutch bite point offset.

DRS: Drag Reduction System. To move the rear wing flap to the low drag position.

Box: Confirm the intention to come to the pits at the end of this lap.

PL: Activates the pit limiter. "Pit Limiter" is shown in the display and the pit limiter is activated, starting to control the engine to the target speed.

R: Switches driver radio transmission on/off. The white LED in the middle of the steering wheel indicates that the driver channel is transmitting. The communication is bi-directional both on track and in the garage, but the driver channel has priority.

SOC (RSW): Controls the ERS energy storage state of charge (generate or consume energy during the lap).

Diff-/Diff+: Switch differential preload between programmed position and the current PREL rotary position.

Shift Up/Down: Left lever -1, right lever +1.

Pedal (RSW): Changes the pedal map.

Fuel (RSW): Controls the fuel consumption.

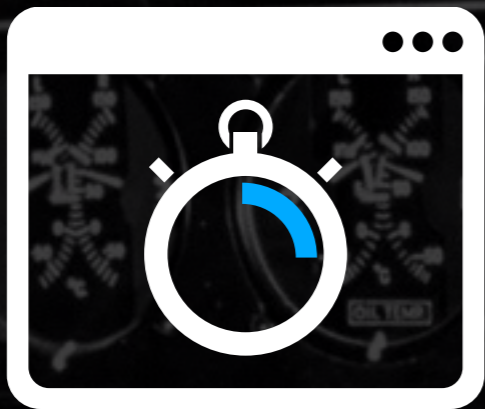
OT: Activates configurable performance maps. This can help the driver to overtake or defend.

Clutch lever: There are two clutch levers, left and right.

Tyre (RSW): Selects the circumference of the tyre; colours indicate degradation state. "RL" positions also activate the rain light (for night races).

Acoustic beeps for the following events:

- Shift beeps
- DRS allowed
- Various other events



Time on Site



Page Views



Sessions

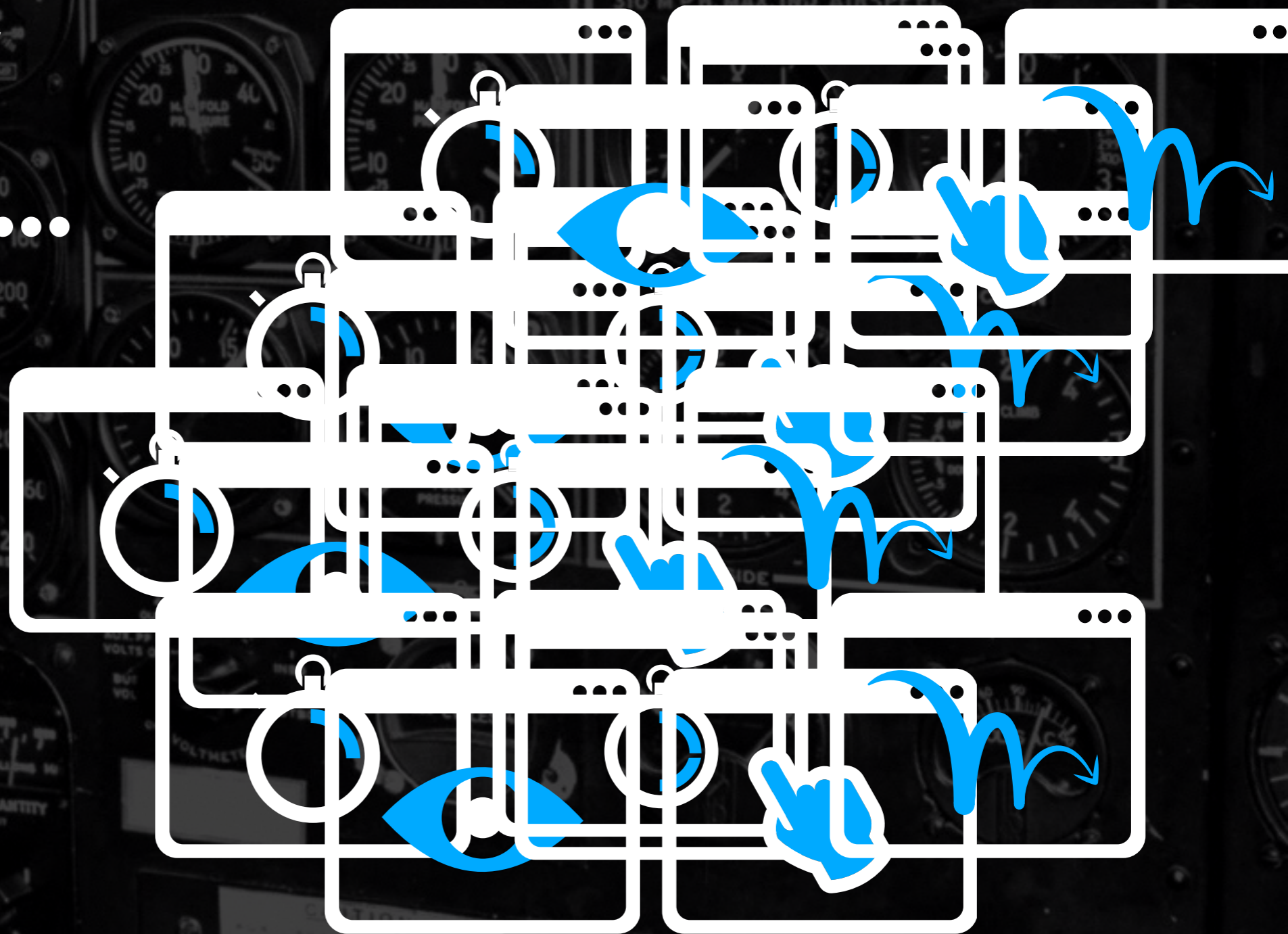


Bounce

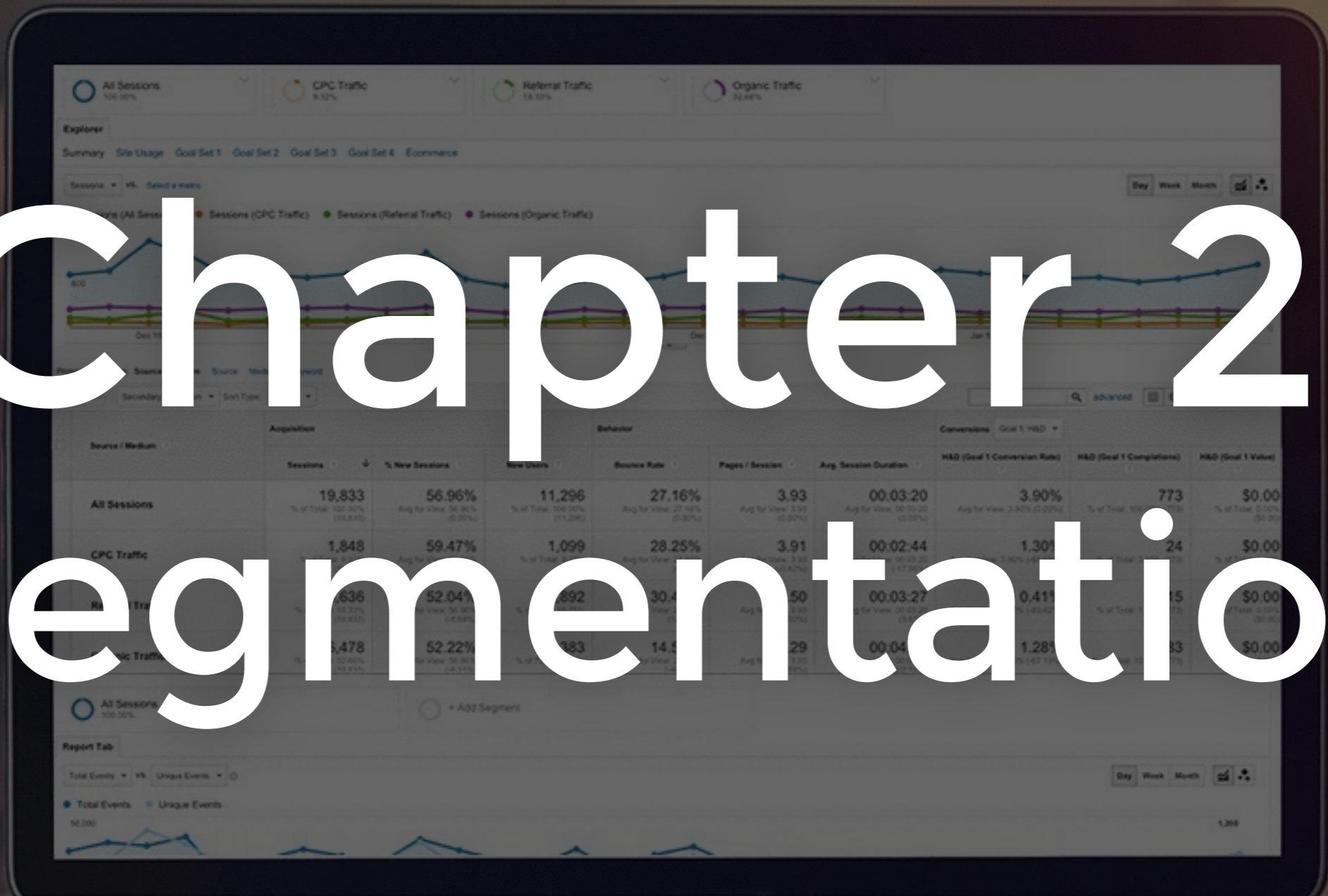


Clicks

And
many
more...

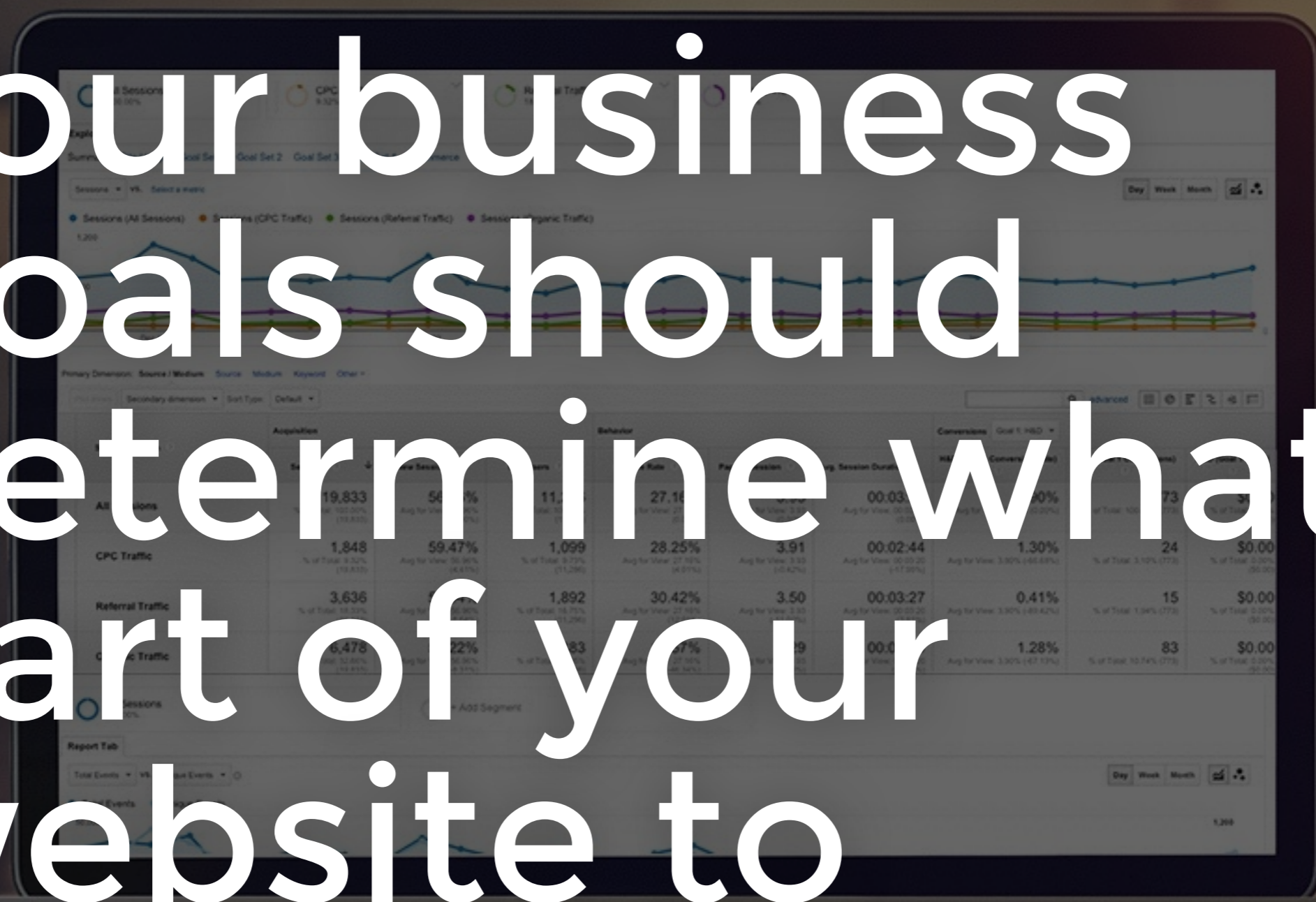


Chapter 2: Segmentation



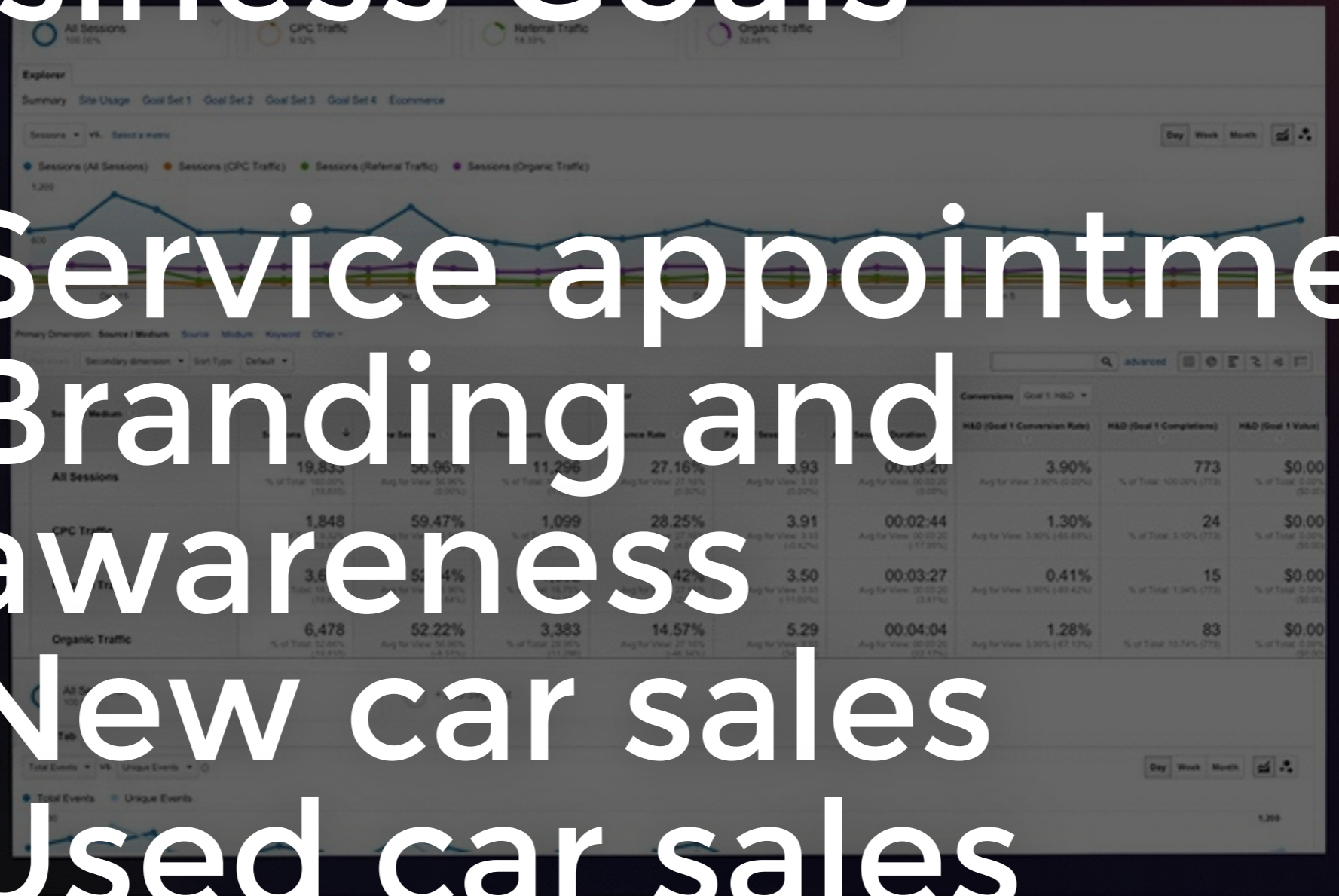
Key Point:

Your business goals should determine what part of your website to measure.



Business Goals

- Service appointments
- Branding and awareness
- New car sales
- Used car sales





NEW & USED CARS ▾

OFFERS ▾

SERVICE ▾

CONTACT ▾

Your website IS your car dealership

[See all new Audi Models](#)

SEARCH >

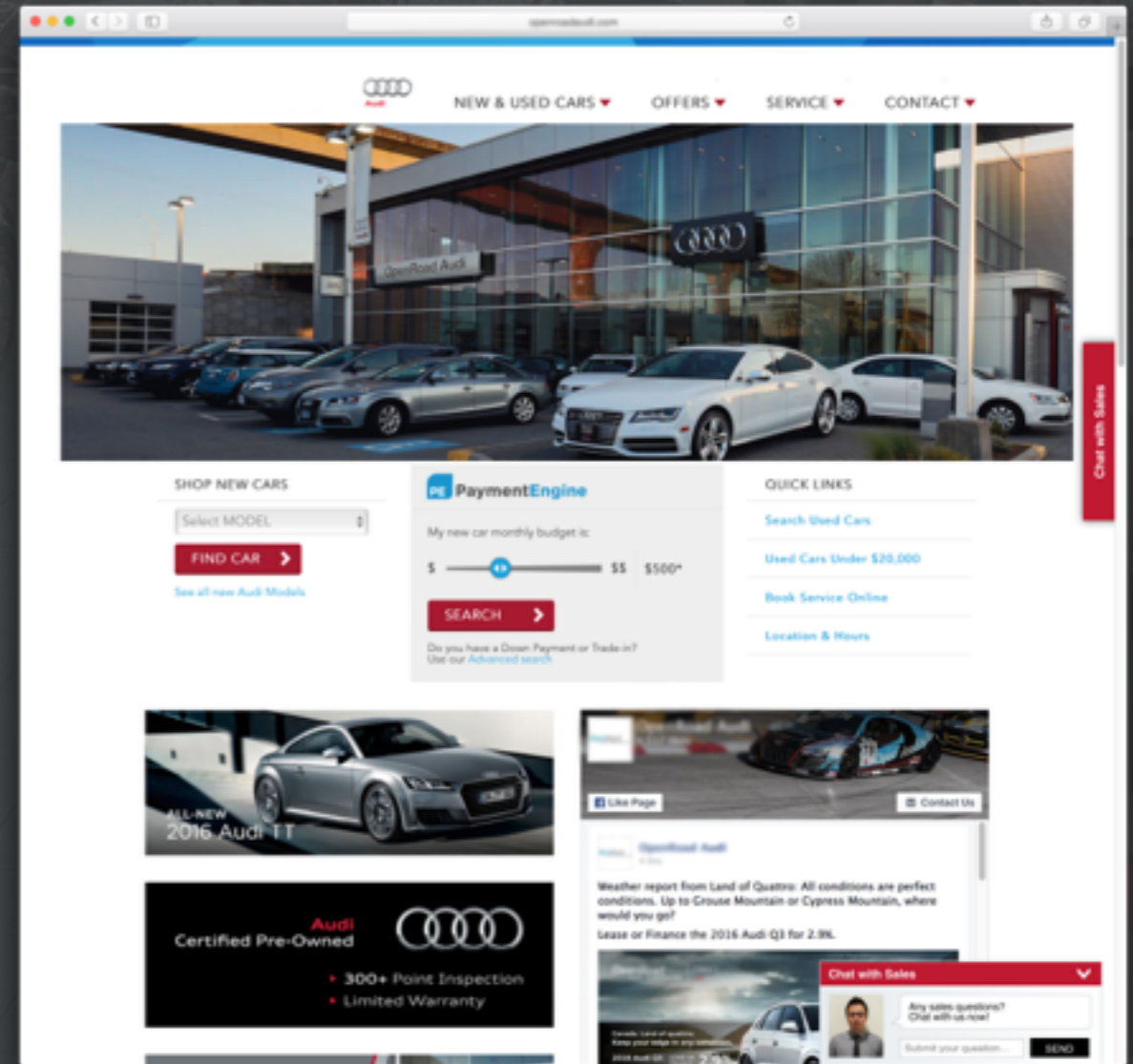
Do you have a Down Payment or Trade-in?
Use our Advanced search

[Book Service Online](#)

[Location & Hours](#)



Store = Index



Reception = Chat



canada.digital-interview.com

Audi DEALER SALES CHAT

OpenRoads Audit

1:58:16 PM Connecting you to the chat, please wait...

1:58:21 PM Customer has entered the chat.

1:58:21 PM Welcome to Dealer Sales Chat. Someone will be with you shortly.

1:58:25 PM Receptionist - Edmond has entered the chat.

1:58:26 PM Receptionist - Edmond

Welcome to **OpenRoads Audit!**

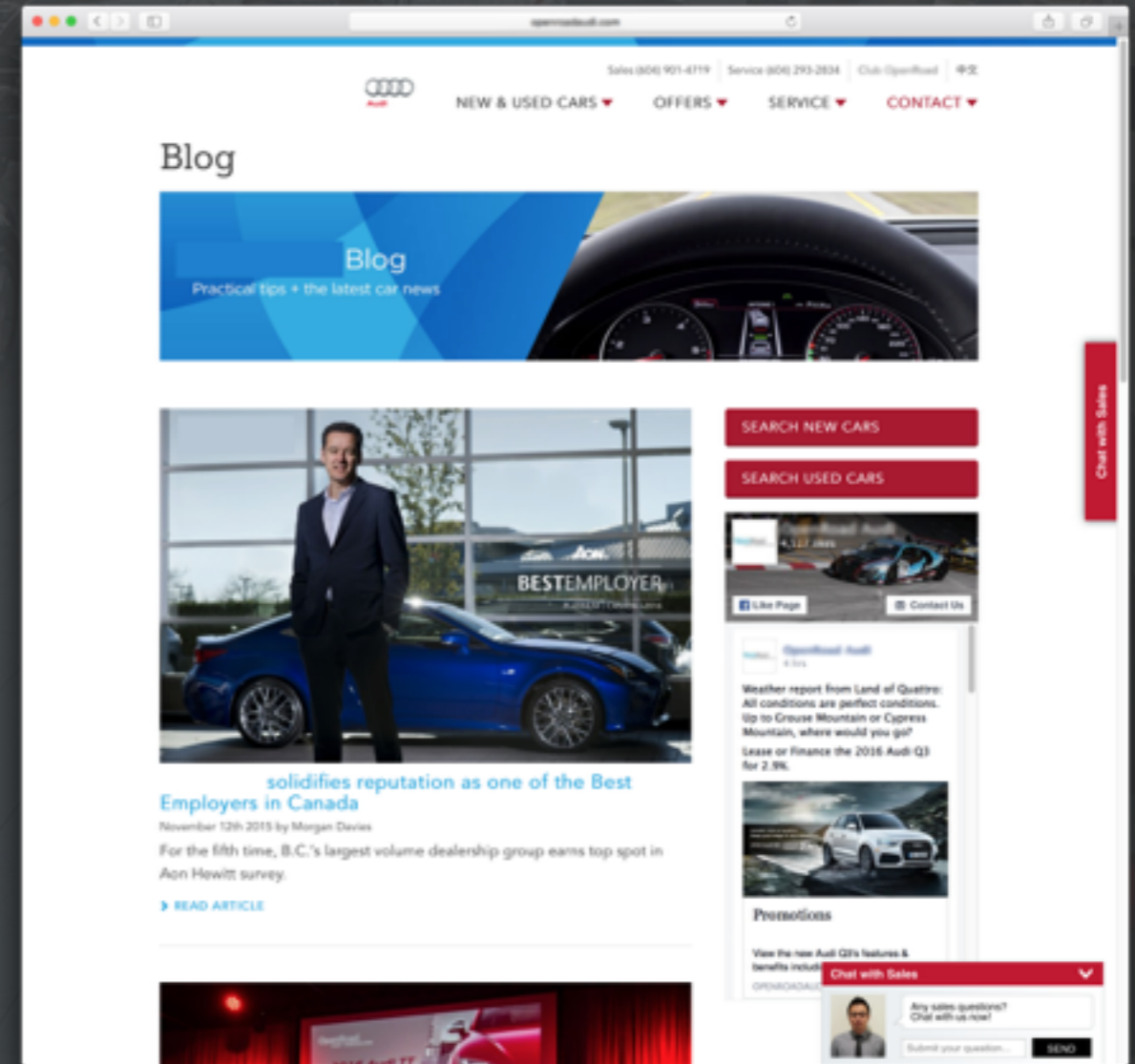
1:58:26 PM Receptionist - Edmond

My name is Edmond. I'm the online receptionist and can connect you to a member of the sales team. How can they be of assistance?

Type your message here

End Chat [Privacy Policy](#) Send

Lounge = Blog



Service Bay = Service

A screenshot of the Audi OpenRoad website's "Service & Parts" page. The page features a navigation bar with the Audi logo and links for "NEW & USED CARS", "OFFERS", "SERVICE", and "CONTACT". A large hero image shows a car on a lift in a service bay. Below the image are three buttons: "CLUB OPENROAD", "MEET THE TEAM", and "CALL OR VISIT US". A red "ONLINE BOOKING" button is also present. The main text describes the service team and lists various services offered. A "Guest Experience" section lists benefits like multilingual service, complimentary loaner vehicles, car wash, Wi-Fi, and online booking. A "Chat with Sales" widget is visible in the bottom right corner.

Sales 800 901-4719 | Service 800 293-2834 | Club OpenRoad | 9-5

NEW & USED CARS | OFFERS | SERVICE | CONTACT

CLUB OPENROAD | MEET THE TEAM | CALL OR VISIT US

ONLINE BOOKING

Service & Parts

Our Service Advisors and Technicians are knowledgeable, friendly, and have been trained to maintain and repair your Audi. As a leader in the market you can expect to be looked after and our service to be excellent value for money.

At OpenRoad Audi we perform all manufacturer maintenance, out of warranty repairs, plus offer competitive prices on tires, batteries, parts and car accessories.

Guest Experience

- Service in multiple languages
- Complimentary loaner vehicles (Pre-booking required and subject to availability)
- Car wash with every service visit
- In-store Internet Wi-Fi, coffee, tea, magazines, and newspapers.
- Online booking & service status updates
- Seasonal tire storage
- Full vehicle service history & access to updates / recalls.
- Complimentary Club OpenRoad rewards membership

Book Appointment Online

Chat with Sales

Any sales questions? Chat with us now!

Submit your question. SEND

The lot = All results in SRP



A screenshot of the Audi website's search results page. The page features a navigation bar with the Audi logo and links for 'NEW & USED CARS', 'OFFERS', 'SERVICE', and 'CONTACT'. Below the navigation is a search filter section with dropdown menus for 'All Makes - select' and 'All Models - select', a price range slider from '\$4,500' to '\$100,000+', and a search year range from '1990' to '2016'. There are also buttons for 'Sedan', 'Coupe', 'Van', 'SUV', 'Truck', 'Automatic', 'Manual', 'Hybrid', 'Certified', and 'Demo'. A banner below the filters reads 'Browse online and test drive at home to the 3 day money back guarantee'. The main content area displays a list of car listings, including a 2015 Audi A7 for \$69,500, a 2015 Mazda Mazda6 for \$25,888, and a 2015 Audi Q7 for \$65,850. Each listing includes a small image of the car, its model name, key features, and a 'View Details' button. A 'Chat with Sales' button is visible on the right side of the page.

Car = VDP



Sales 800-901-4719 | Service 800-293-2834 | Club Audi |

NEW & USED CARS | OFFERS | SERVICE | CONTACT

Return to used car listings > [Email a Friend](#) | [Print](#)

2015 Audi Q7
Stock # P1429
44 people have viewed this car

\$65,850*

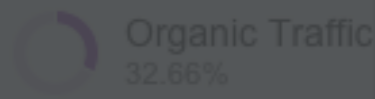
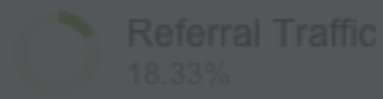
Call 604-901-4719
[Check Availability](#) | [Credit Approval](#)

[Chat with Sales](#)

Overview	Specifications	Payment Guide	Finance Inquiry	Value your Trade-in
Specifications	Odometer 17,000 kms	Just Arrived!		
	Transmission Automatic	Call 604-901-4719 to test drive this vehicle.		
	Engine V8 Cylinder Engine			
	Exterior Colour Black			
	Drive All Wheel Drive			
	<ul style="list-style-type: none">✓ 300+ Point Inspection✓ 2 year / 80,000km Limited Warranty✓ 24/7 Roadside Assistance✓ The balance of the original 12-year Corrosion Perforation Limited Warranty✓ The balance of no-charge scheduled maintenance✓ 24-hour customer service support✓ CarProof vehicle history report			

604-901-4719 | [VISIT US](#) | [BOOK A TEST DRIVE](#) | [CHECK](#)

Chat with Sales
Any sales questions? Chat with us now!
Submit your question. [SEND](#)



Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Goal Set 4 Ecommerce

Sessions vs. Select a metric

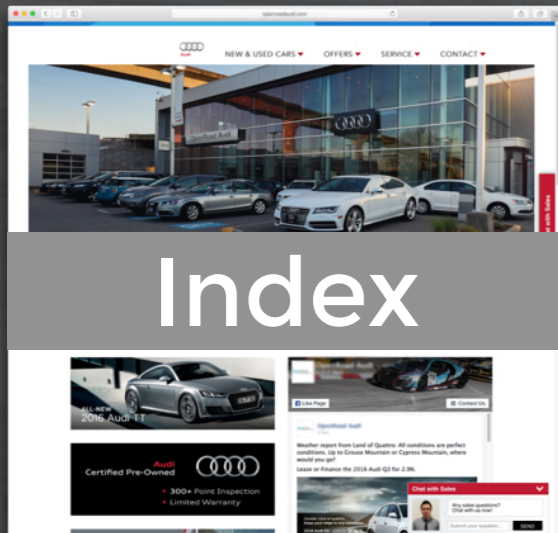


Which Segment should you measure for vehicle sales?

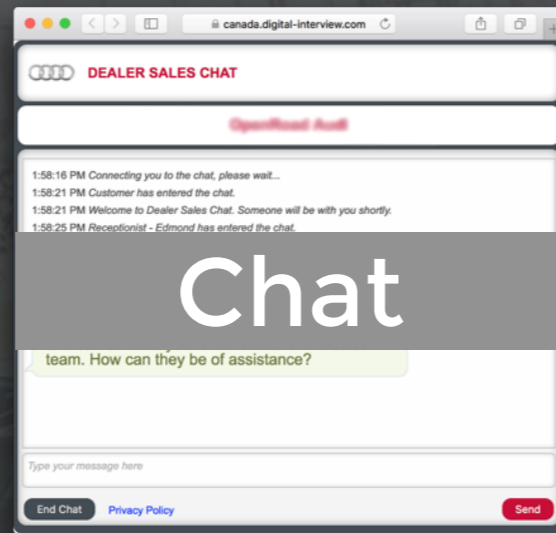
Primary Dimension: Source / Medium

Plot Rows Secondary dimension

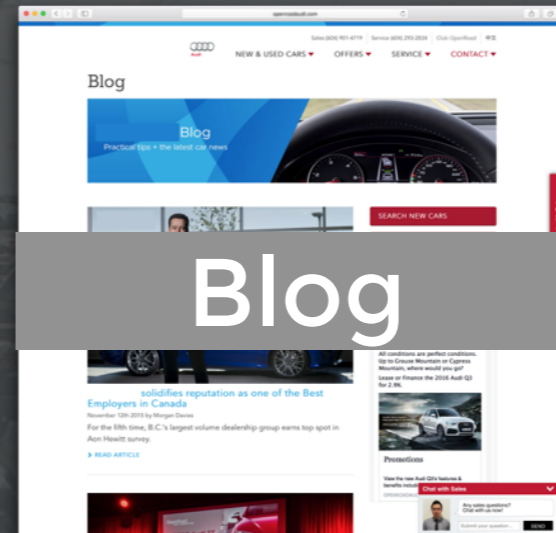
	Acquisition	Behavior		
Source / Medium	Sessions	% New Sessions	Source Rate	Pages / Session
All Sessions	19,833 % of Total: 100.00% (19,833)	56.96% Avg for View: 56.96% (0.00%)	11,296 % of Total: 100.00% (11,296)	27.16% Avg for View: 27.16% (0.00%)
CPC Traffic	1,848 % of Total: 9.32% (19,833)	59.47% Avg for View: 56.96% (4.41%)	1,099 % of Total: 9.73% (11,296)	28.25% Avg for View: 27.16% (4.01%)
Referral Traffic	3,636 % of Total: 18.33% (19,833)	52.04% Avg for View: 56.96% (-8.64%)	1,892 % of Total: 16.75% (11,296)	30.42% Avg for View: 27.16% (12.01%)



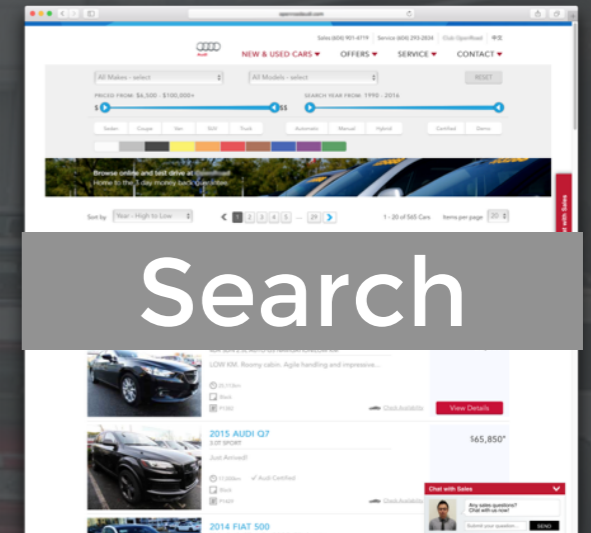
Index



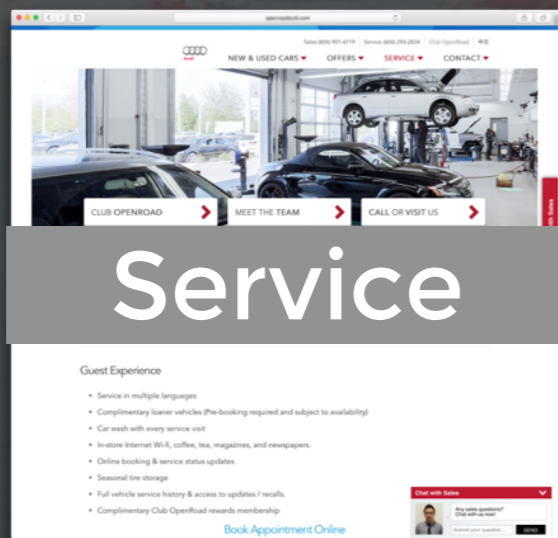
Chat



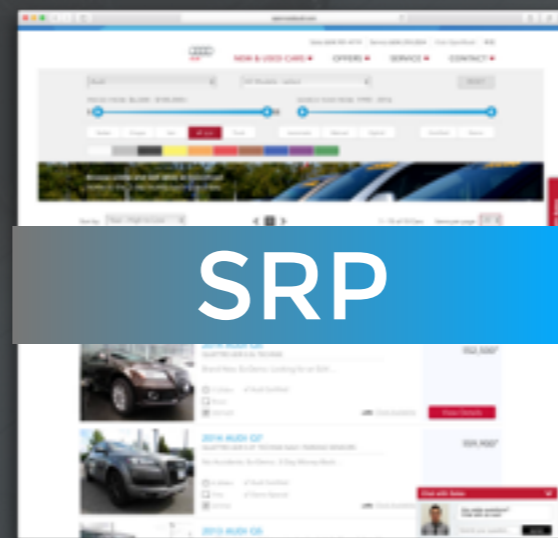
Blog



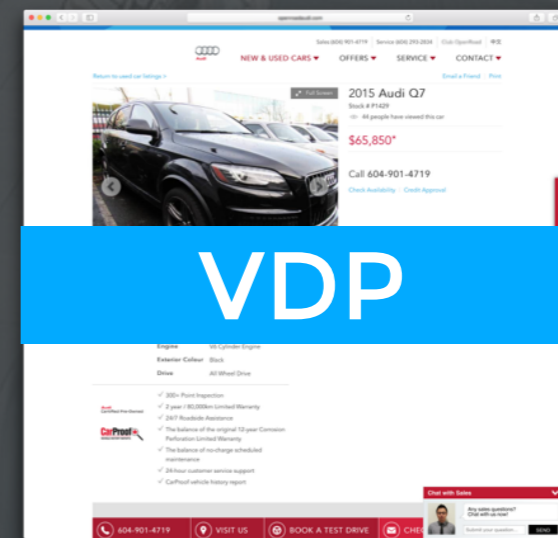
Search



Service



SRP

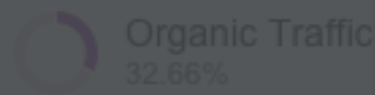
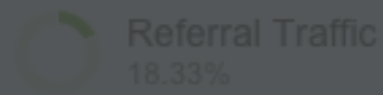


VDP

Key Point:

If you want to know how well your cars are being marketed, look at metrics from VDPs.





Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Goal Set 4 Ecommerce

Sessions vs. Select a metric



What's the harm in looking at non-segmented metrics?

Primary Dimension: Source / Medium Secondary Dimension: Keyword / Other

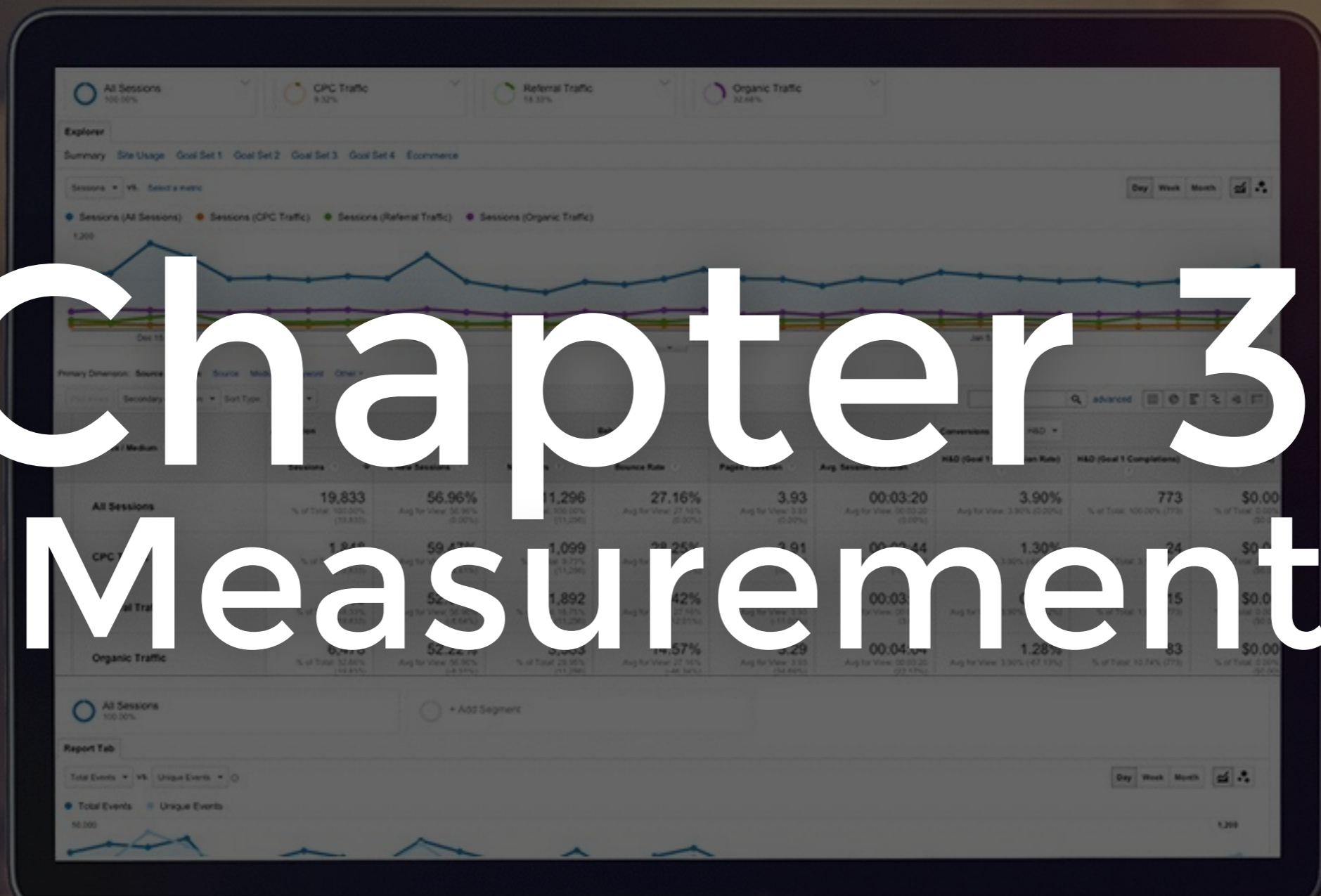
Source / Medium	Acquisition			Behavior	
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session
All Sessions	19,833 % of Total: 100.00% (19,833)	56.96% Avg for View: 56.96% (0.00%)	11,296 % of Total: 100.00% (11,296)	27.16% Avg for View: 27.16% (0.00%)	3.91 Avg for View: 3.91 (0.00%)
CPC Traffic	1,848 % of Total: 9.32% (19,833)	59.47% Avg for View: 56.96% (4.41%)	1,099 % of Total: 9.73% (11,296)	28.25% Avg for View: 27.16% (4.01%)	3.91 Avg for View: 3.91 (-0.42%)
Referral Traffic	3,636 % of Total: 18.33% (19,833)	52.04% Avg for View: 56.96% (-8.64%)	1,892 % of Total: 16.75% (11,296)	30.42% Avg for View: 27.16% (12.01%)	3.50 Avg for View: 3.91 (-11.00%)

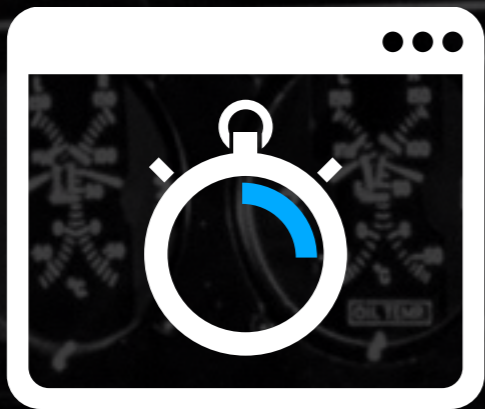
Sample MB Dealership

Nov 2015-Jan 2016

	Unique Page Views	Time on page (sec)	Bounce Rate	Proportion
About	5,148	128.66	41.80%	2.68%
Blog	182	67.92	48.18%	0.10%
Home	19,705	63.91	13.86%	10.67%
Service	2,427	184.92	44.62%	1.25%
SRP	124,600	54.04	39.98%	64.37%
VDP	42,031	152.72	32.21%	19.06%
Other	3,638	75.70	36.71%	1.88%
Grand Total	197,731	86.50	39.16%	100.00%

Chapter 3: Measurement





Time on Site



Page Views



Sessions



Bounce



Clicks

Session:

A visit from a User to your dealership's website



*Provided it is captured by Google Analytics

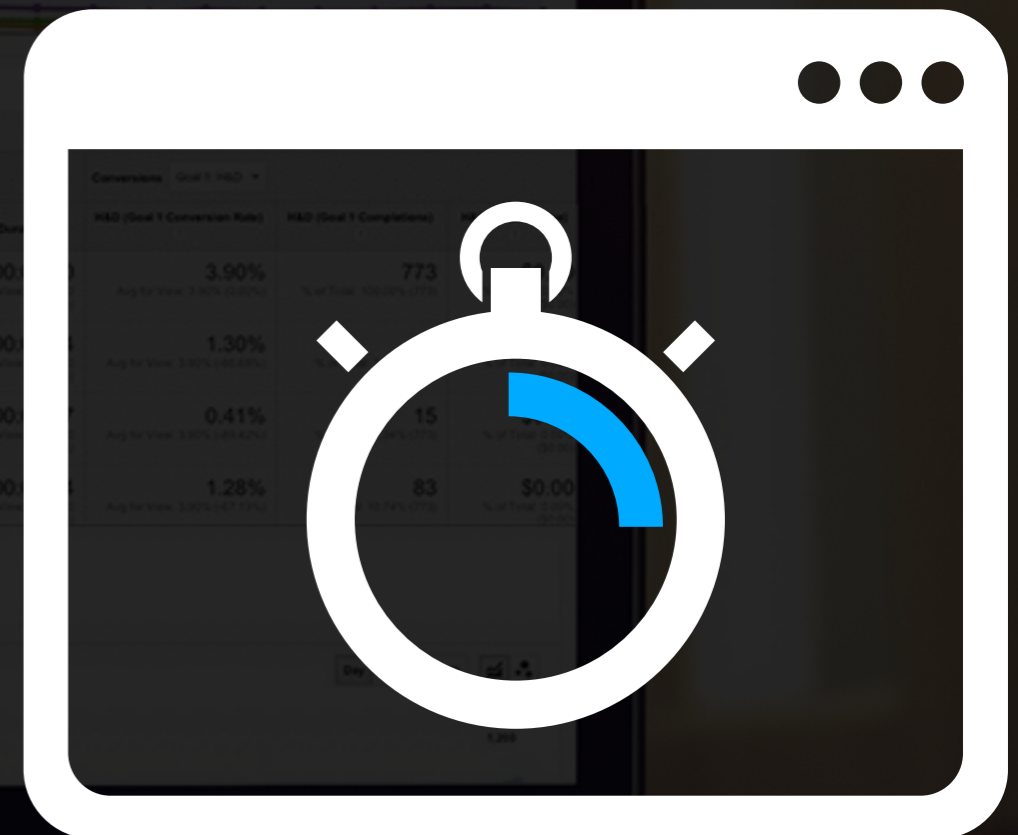
Page Views:

of times a page(s) have been viewed in total



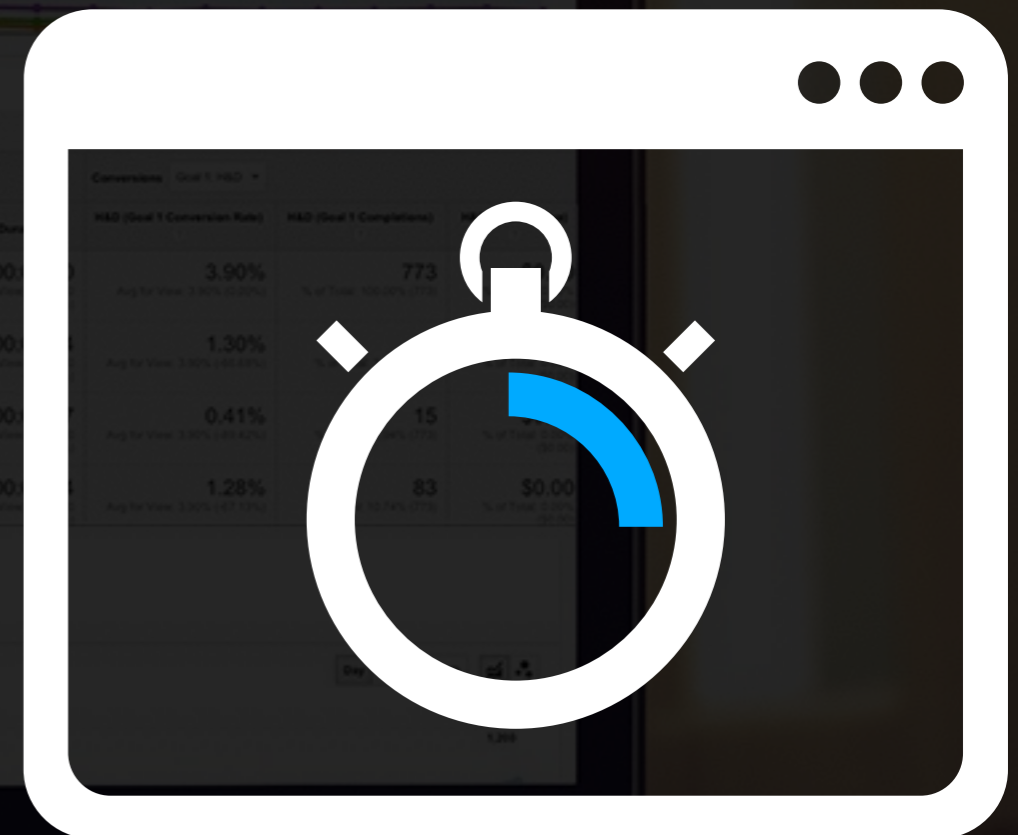
Time on Page:

The amount of time a User spent on a page on your site



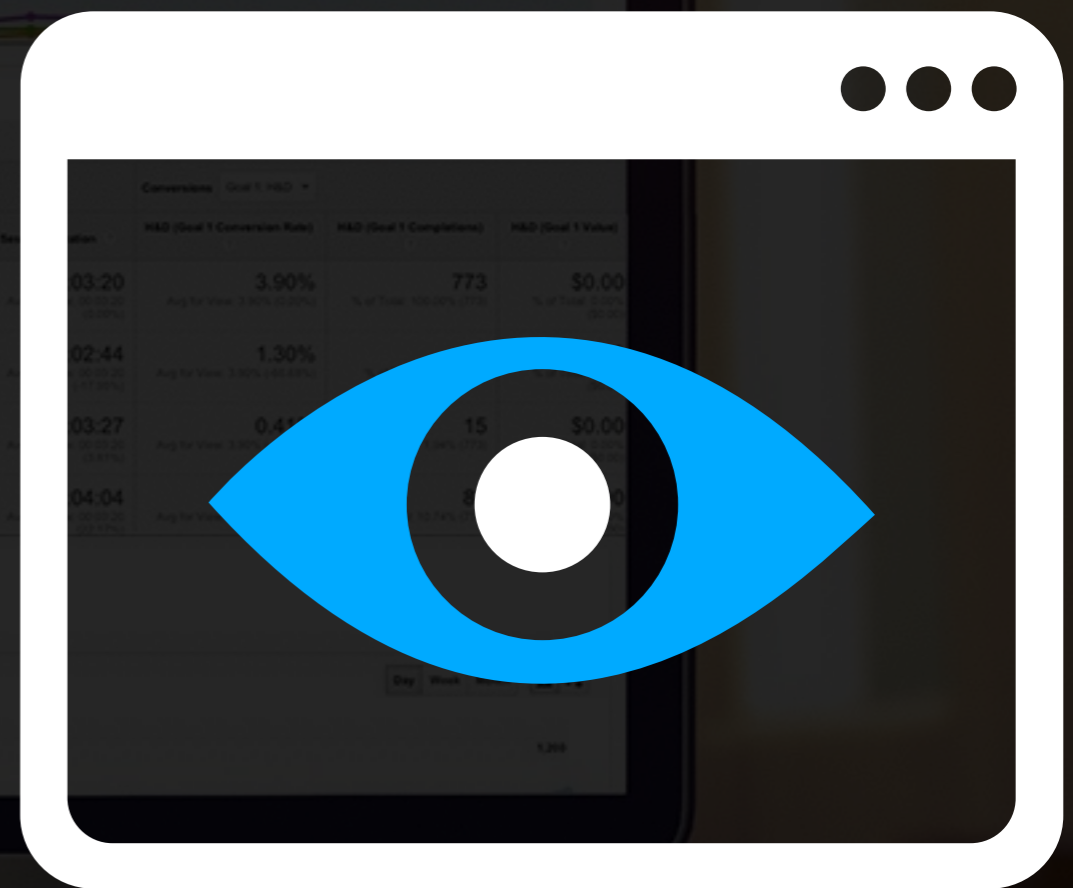
Time on Site:

The amount of time a User spent on on your site



Pages per session:

pages a user viewed each visit.





~~Generic Metrics~~
VDP Specific Metrics

Replace “Page” with *VDP*

- Page Views
- Time on Page
- Pages Per Session

Replace “Page” with *VDP*

- ~~Page~~ *VDP* Views
- Time on ~~Page~~ *VDP*
- ~~Pages~~ *VDPs* Per Session

Replace “Page” with *VDP*

- ~~Page~~ *VDP* Views
- Time on ~~Page~~ *VDP*
- ~~Pages~~ *VDPs* Per Session
- % Session on *VDP*
- % Session with *VDP*

VDP Views

The amount of cars people looked at.



The background of the slide is a grayscale image of an aircraft instrument panel. It features numerous circular gauges and dials, including airspeed indicators, altimeters, fuel gauges, and oil pressure gauges. The text is overlaid on this background.

VDP Views

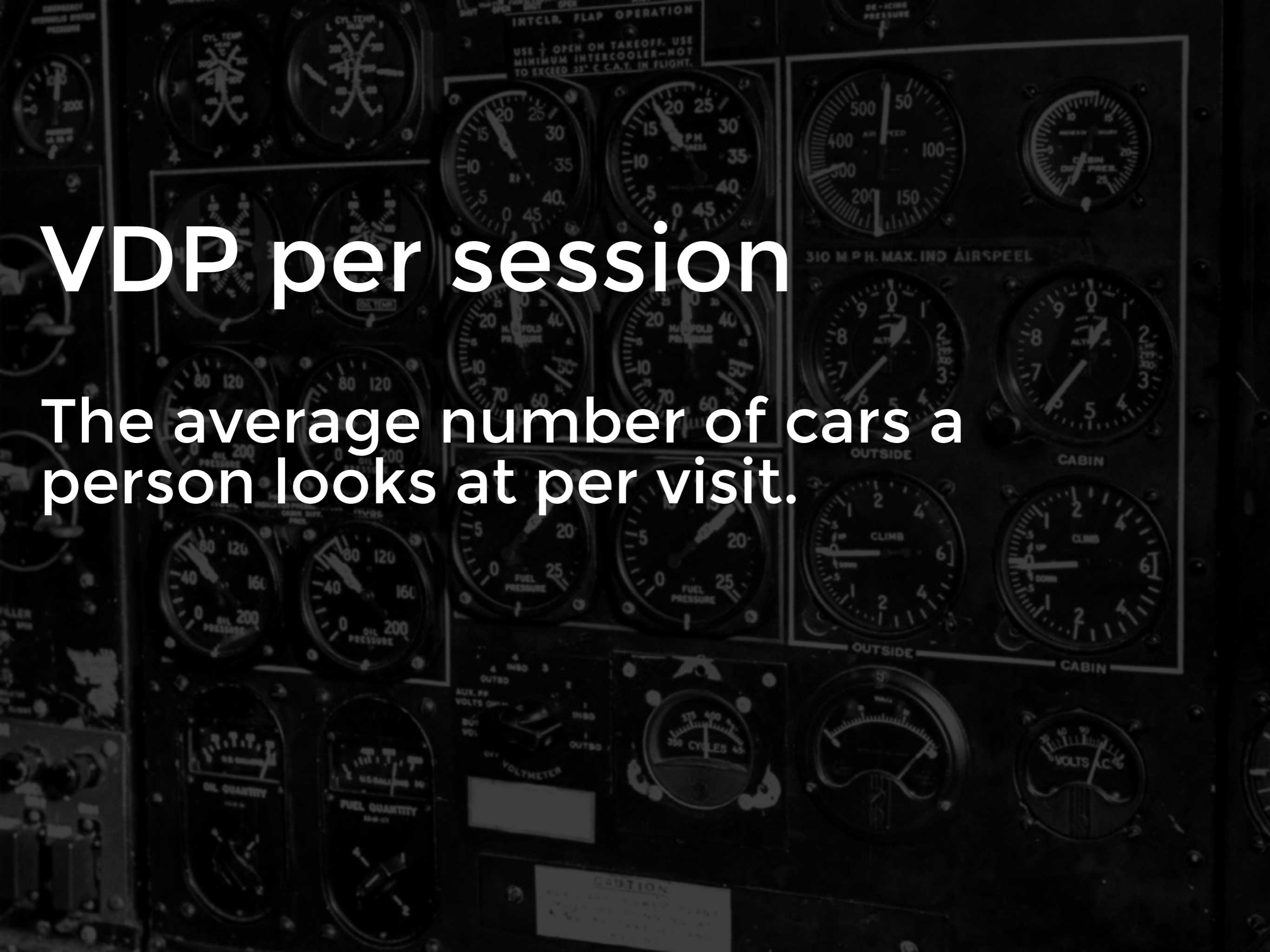
The amount of cars people looked at.

Translation example

“People looked at our cars 467 times today”

VDP per session

The average number of cars a person looks at per visit.



VDP per session

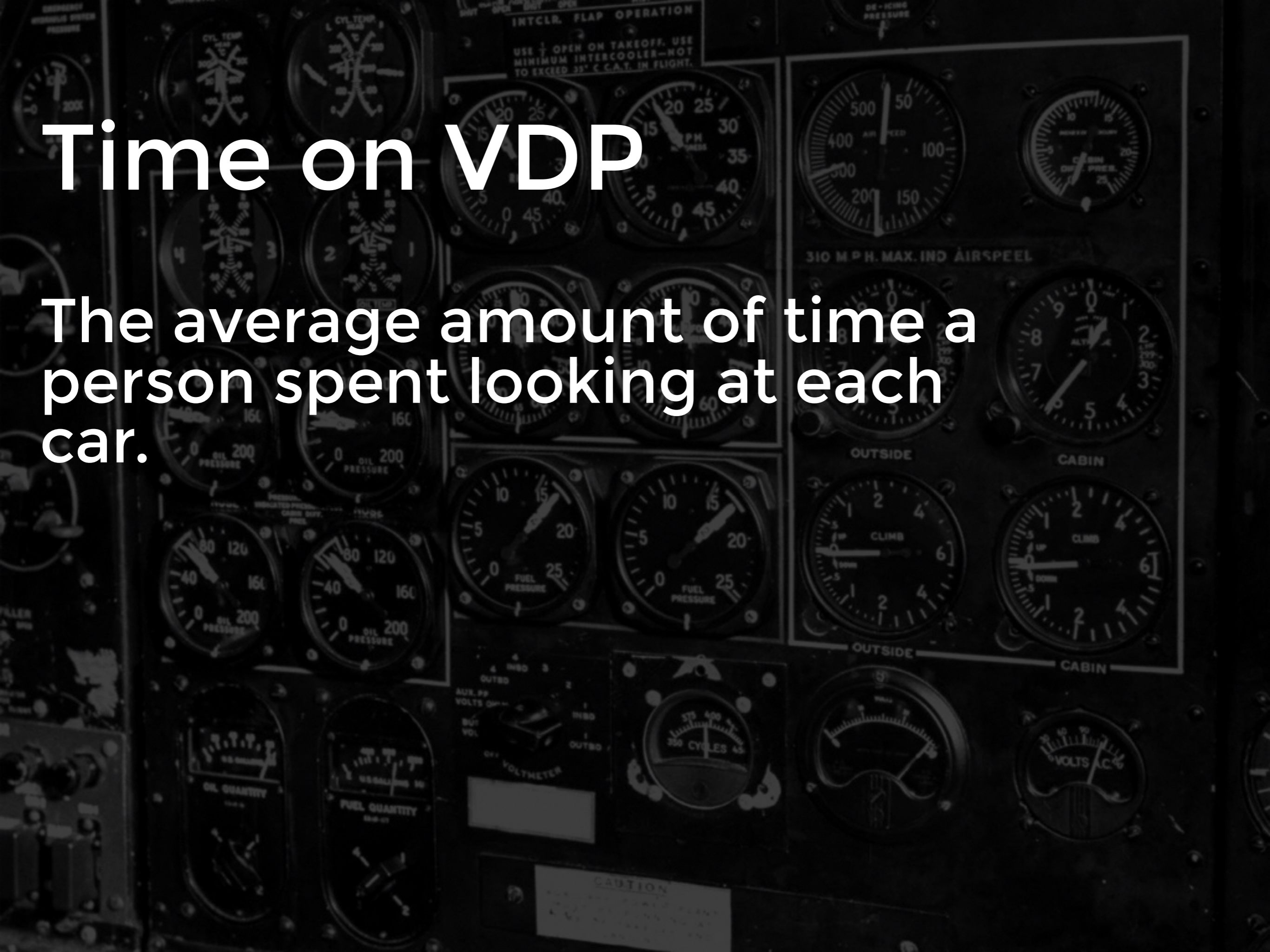
The average number of cars a person looks at per visit.

Translation example

“On average, each person viewed 2.2 cars during their visit.”

Time on VDP

The average amount of time a person spent looking at each car.



Time on VDP

The average amount of time a person spent looking at each car.

Translation example

“On average, each person spent 2 minutes on each car they looked at.”

% Session on VDP

The percentage of time a person was looking at cars during their visit.

% Session on VDP

The percentage of time a person was looking at cars during their visit.

Translation example

“On average, people looked at cars 30% of the time per visit.”

% Session with VDP

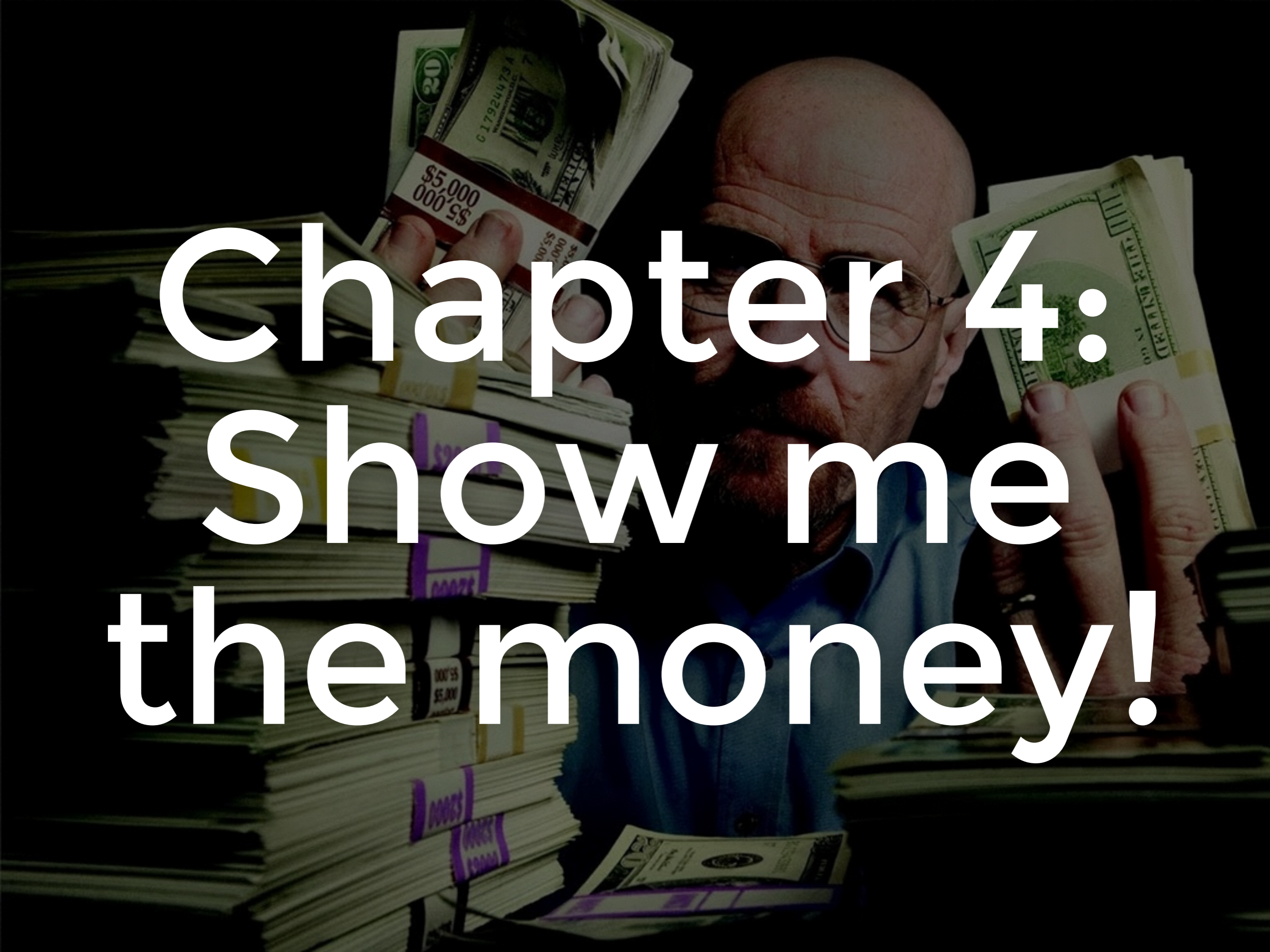
The percentage of people that view at least 1 car during their visit.

% Session with VDP


The percentage of people that view at least 1 car during their visit.

Translation example

“40% of the people that came into the dealership were looking at cars.”



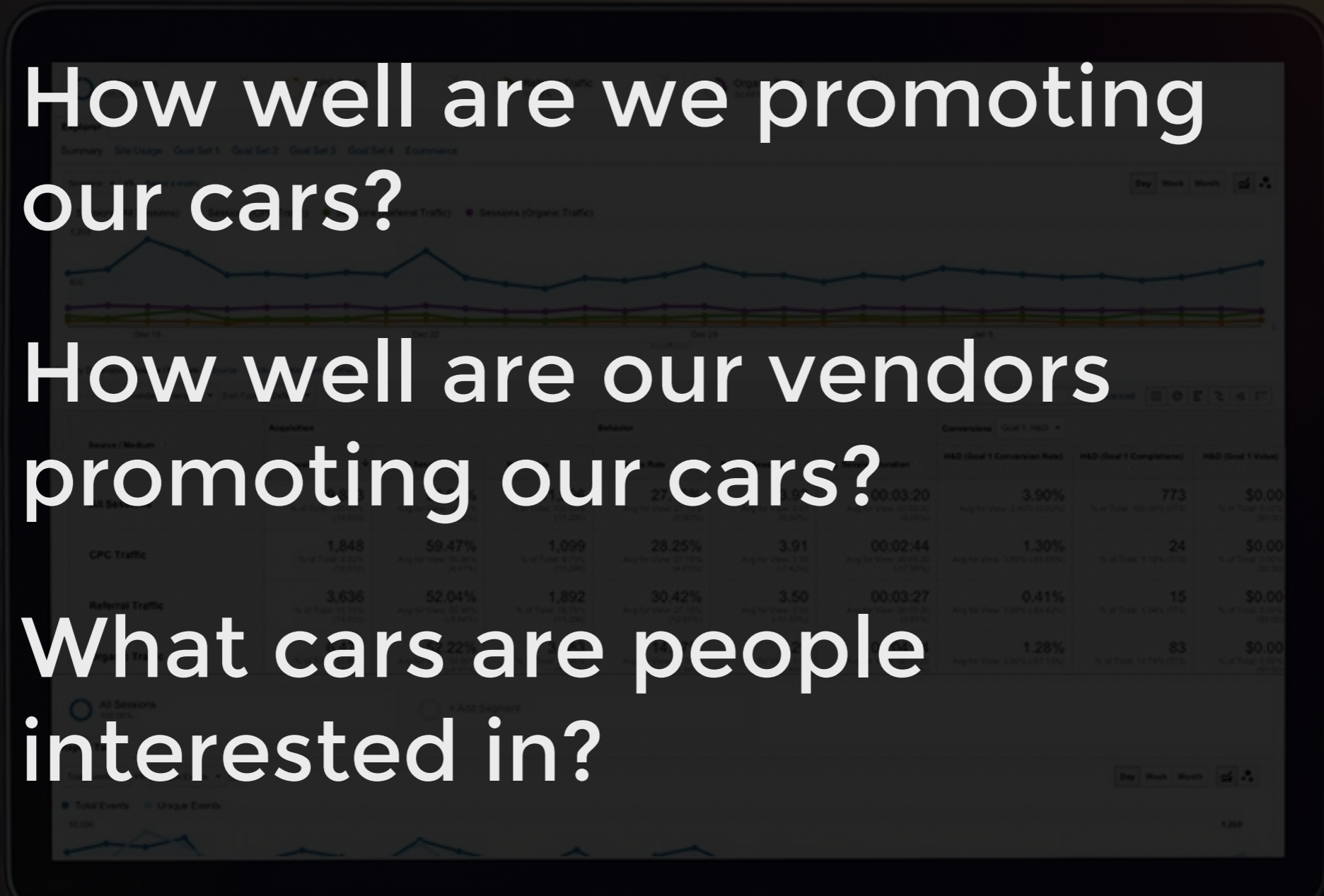
Chapter 4: Show me the money!



What you
should ask
& what you
should expect

What you should ask:

- How well are we promoting our cars?
- How well are our vendors promoting our cars?
- What cars are people interested in?



Which metric speak to these questions?

- VDP Views
- Time on VDP
- VDP Per Session
- % Session on VDP
- % Session with VDP

Key Point:

Individual metrics are never enough to tell the whole story.



Sample Audi Dealership

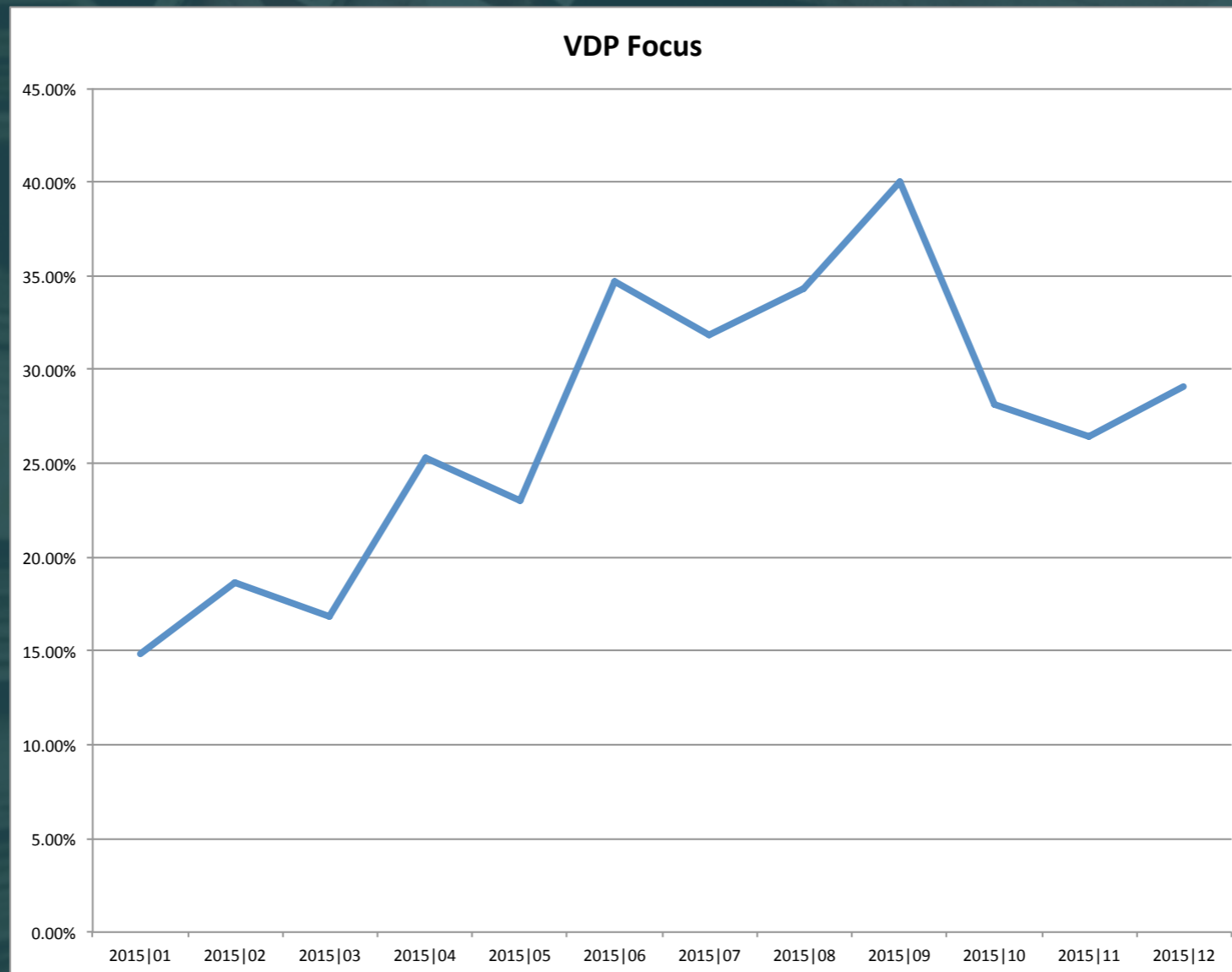
Oct 2015-Dec 2015

	Organic Traffic	Vendor 1	Vendor 2
VDP Views	15,115	1,191	3,084
VDP per Session	0.86	1.08	0.60
Time on VDP	176.33	198.00	173.67
% Sessions with VDP	39.43%	75.13%	20.80%
% Sessions on VDP	17.00%	41.67%	21.00%



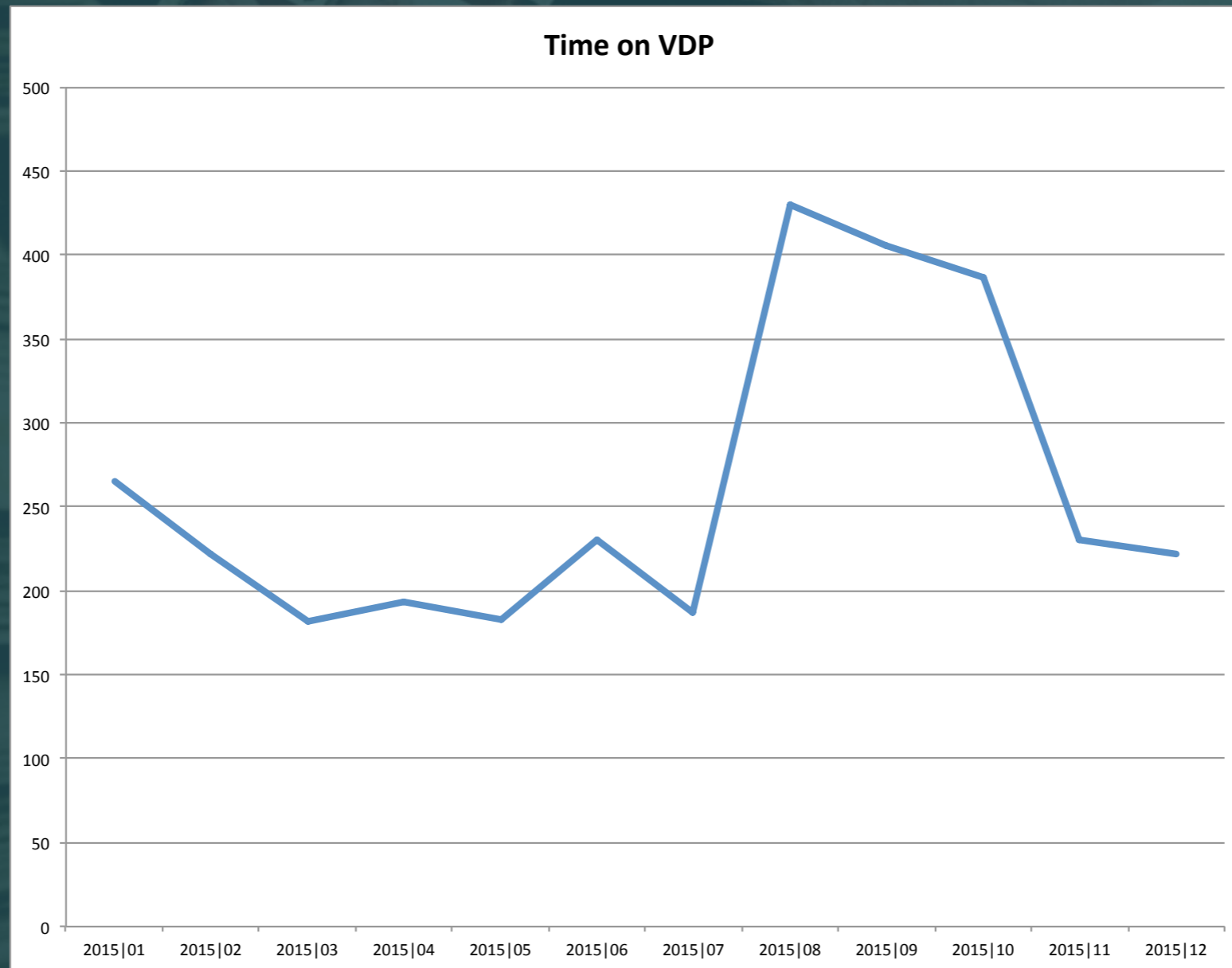
**“Show me how well
we are promoting
our cars”**

How well we are promoting our cars?



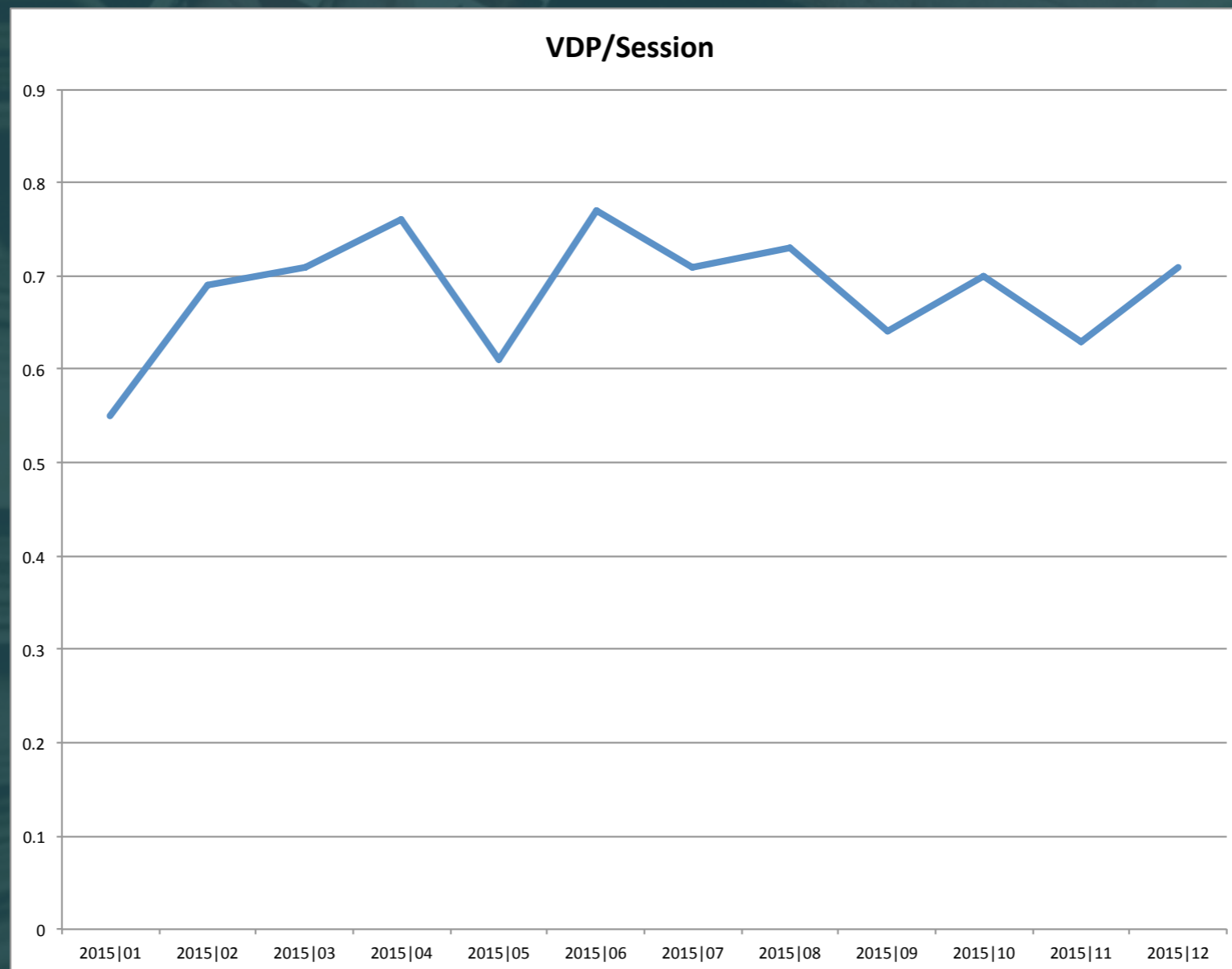
“People are spending more time shopping for cars compared to November, but not as much as September.”

How well we are promoting our cars?



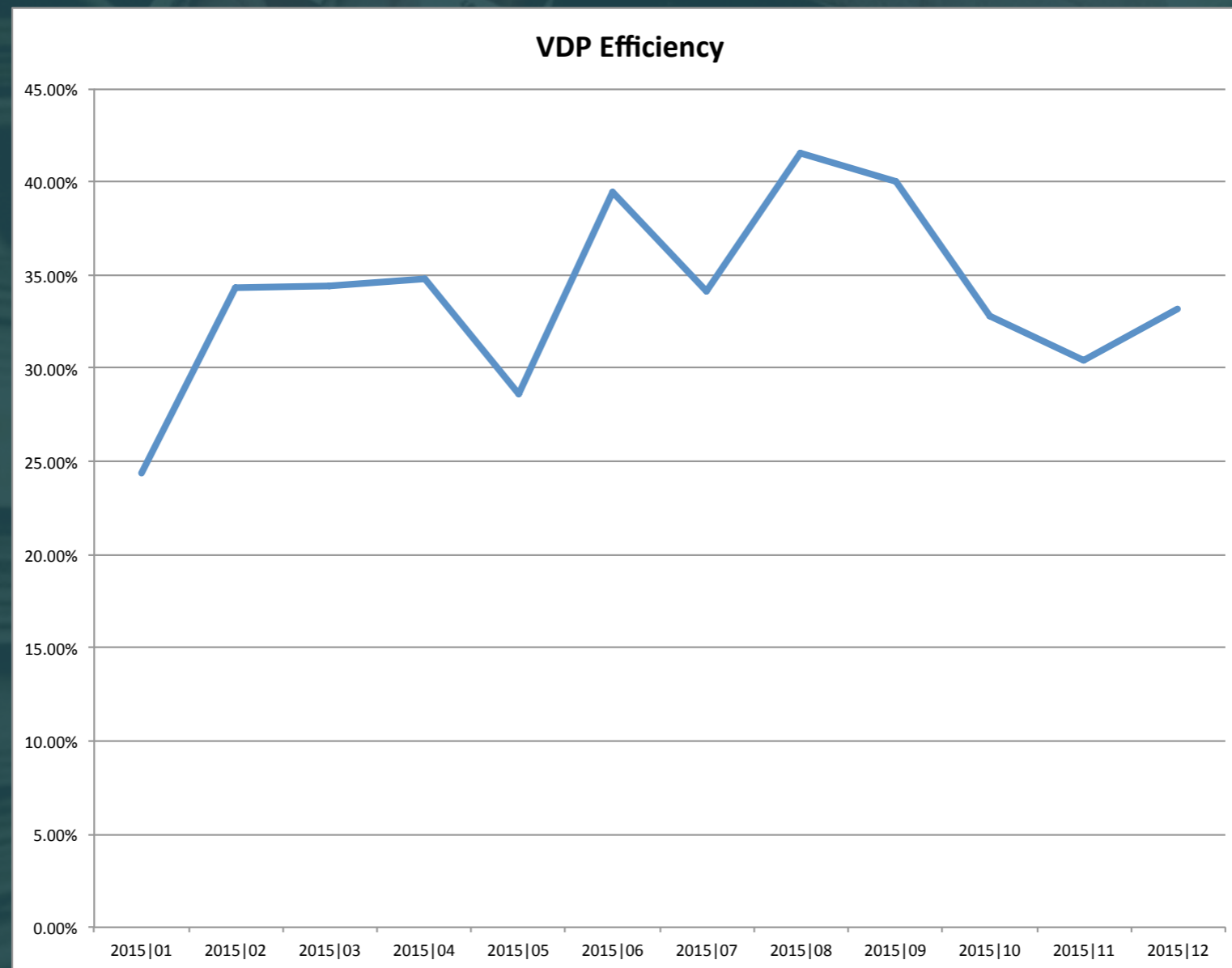
“People seem to be spending less time looking at our cars than they did during the fall.”

How well we are promoting our cars?



“People are looking at roughly the same amount of cars per visit throughout the year”

How well we are promoting our cars?



“More people are interested in looking at cars than last month but not as much as the rest of the year.”

Question:


How well we are promoting our cars?

Answer:

Not as well as the Fall, however it seems to be picking up for the holiday season.

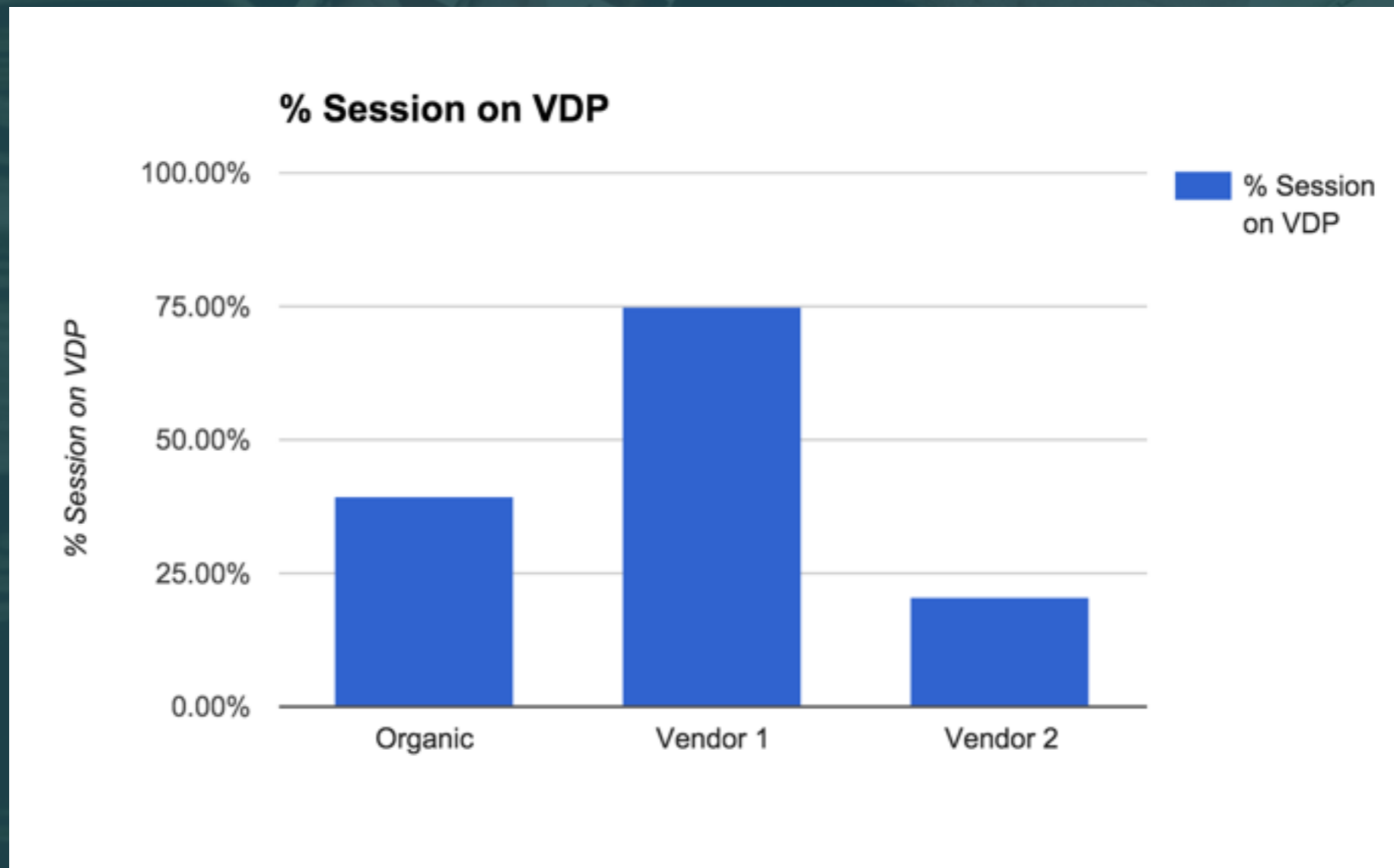
Key Point:

You should be able to ask simple business questions and expect answers in plain english.



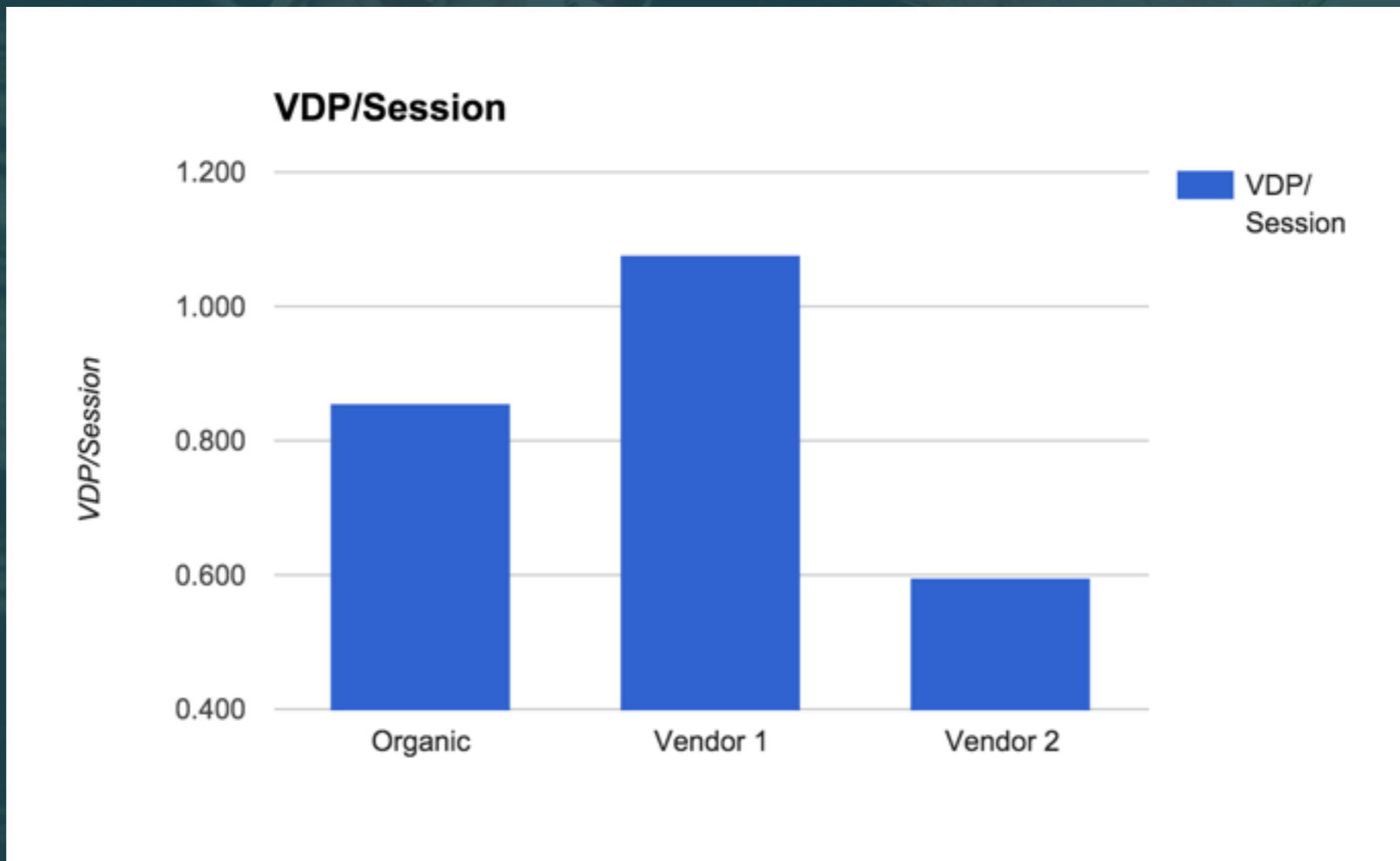
**“Show me how well
our vendors are
promoting our cars**

How well our vendors are promoting our cars?



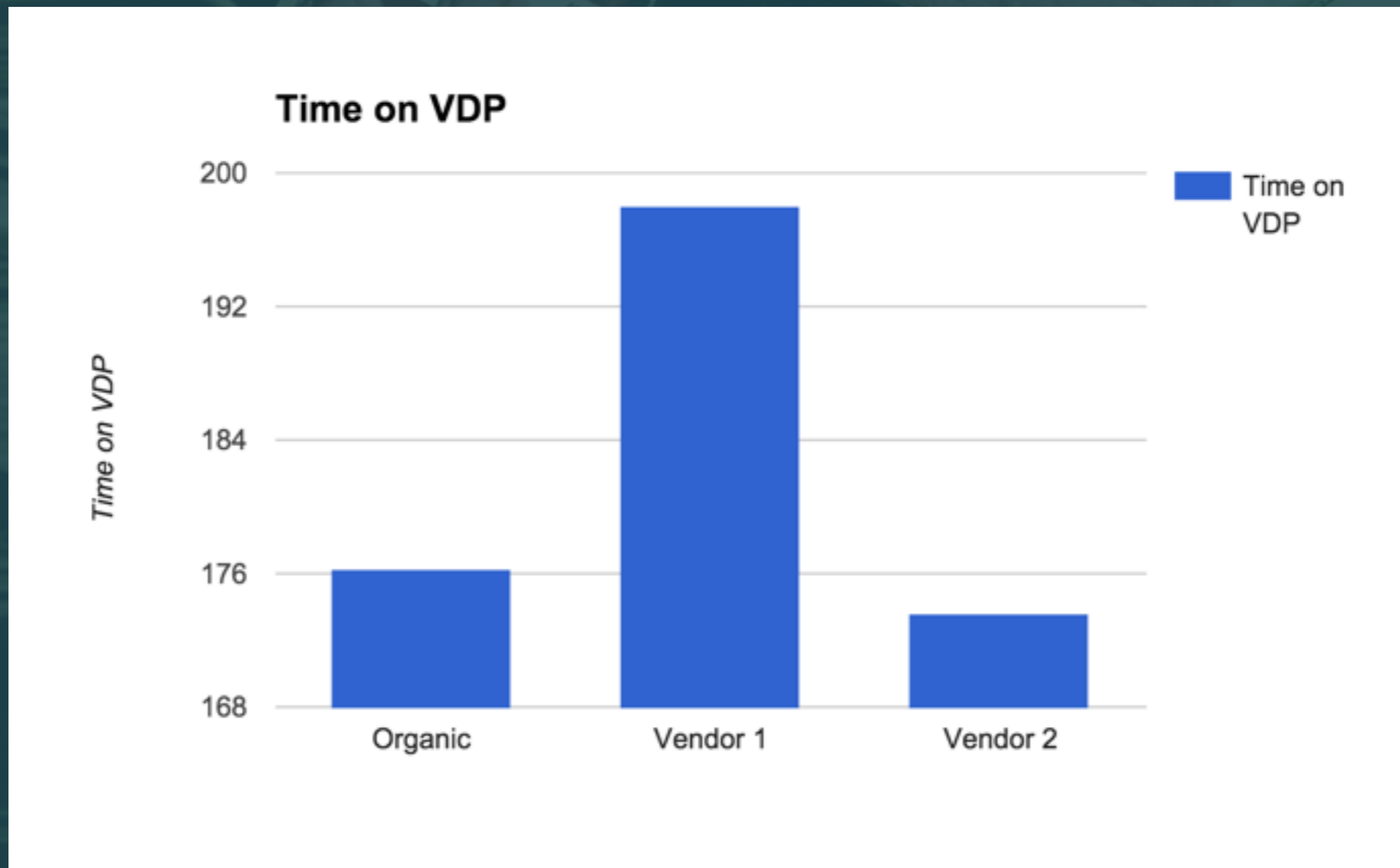
The shoppers that Vendor 1 brought in were more focused on shopping for cars than Vendor 2 or Organic

How well our vendors are promoting our cars?



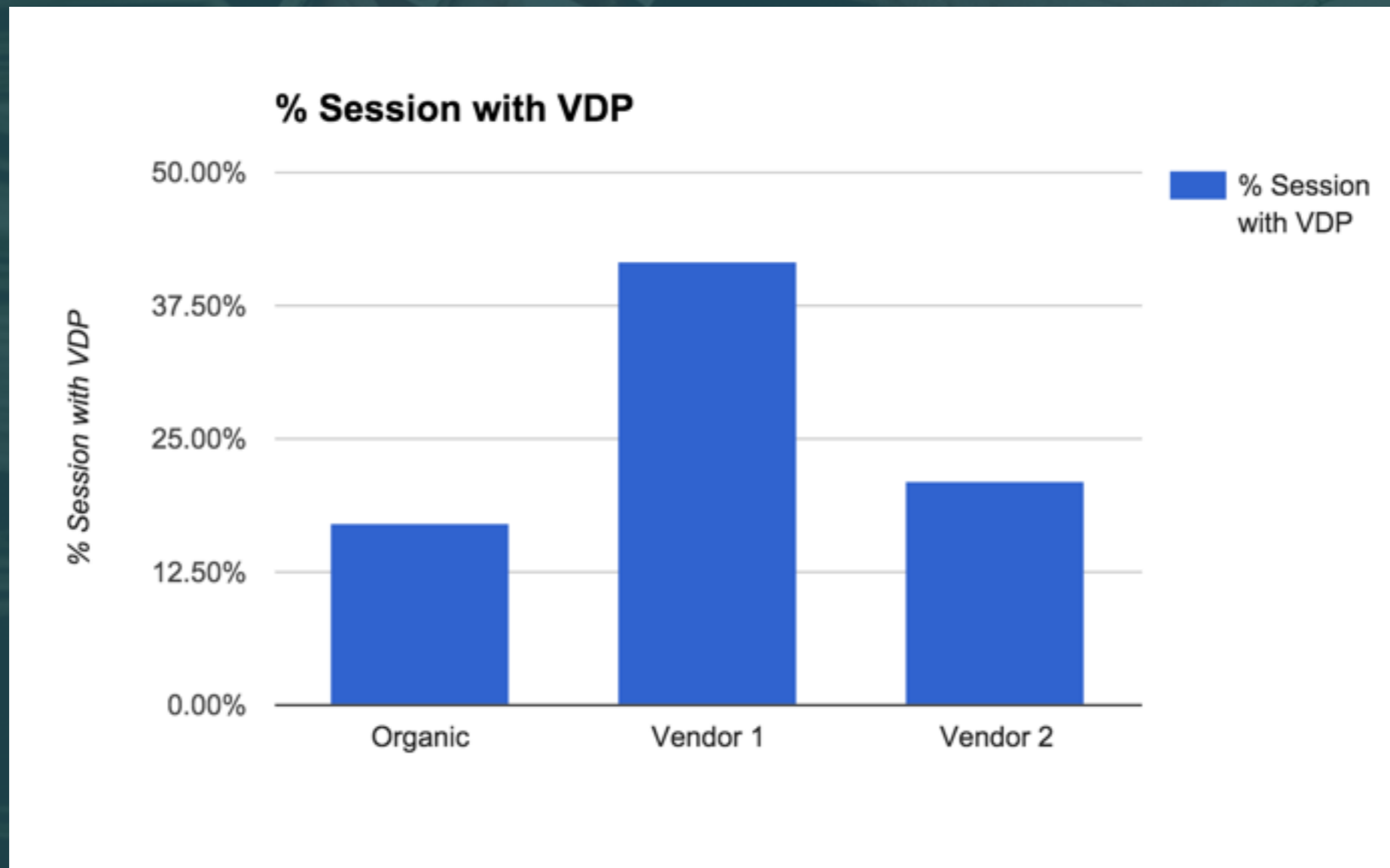
The shoppers that Vendor 1 brought in looked at more cars per visit than Vendor 2 or Organic.

How well our vendors are promoting our cars?



The shoppers that Vendor 1 brought in spent more time looking at cars than Vendor 2 or Organic.

How well our vendors are promoting our cars?



The shoppers that Vendor 1 brought in were more interested in looking at cars than Vendor 2 or Organic

Question:

How well our vendors are promoting our cars?

Answer:

The quality of traffic that vendor 1 brought is higher than Vendor 2 or Organic traffic

Key Point:

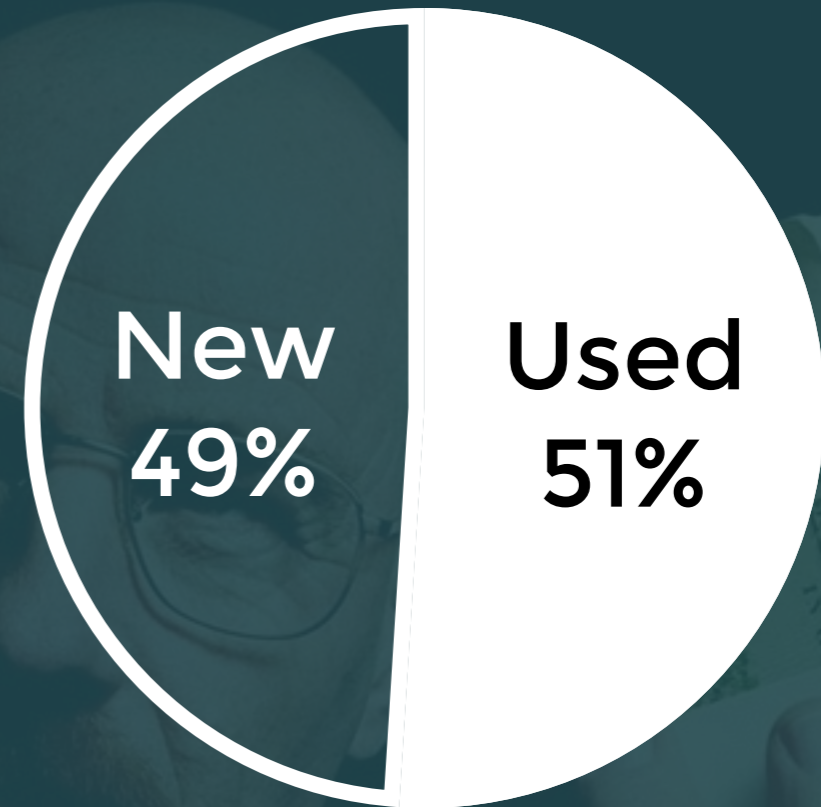
Segmenting sources allows you to compare the quality of traffic from your vendors





“Show me what cars people are interested in”

Compare by Vehicle Segment



New Vehicles	% of Clicks
15 Toyota Camry	8%
16 Toyota Camry	8%
15 Toyota Rav 4	8%
15 Toyota Corolla	6%
15 Toyota Venza	3%
16 Toyota Corolla	3%
16 Scion	2%

Used Vehicles	% of Clicks
14 Toyota Camry	16%
15 Toyota Camry	5%
13 BMW 535i	2.5%
12 Toyota Camry	2%
13 Toyota Corolla	2%
14 Toyota Sienna	2%
11 Honda Accord	2%

“show me how many serious buyers we’re talking to”

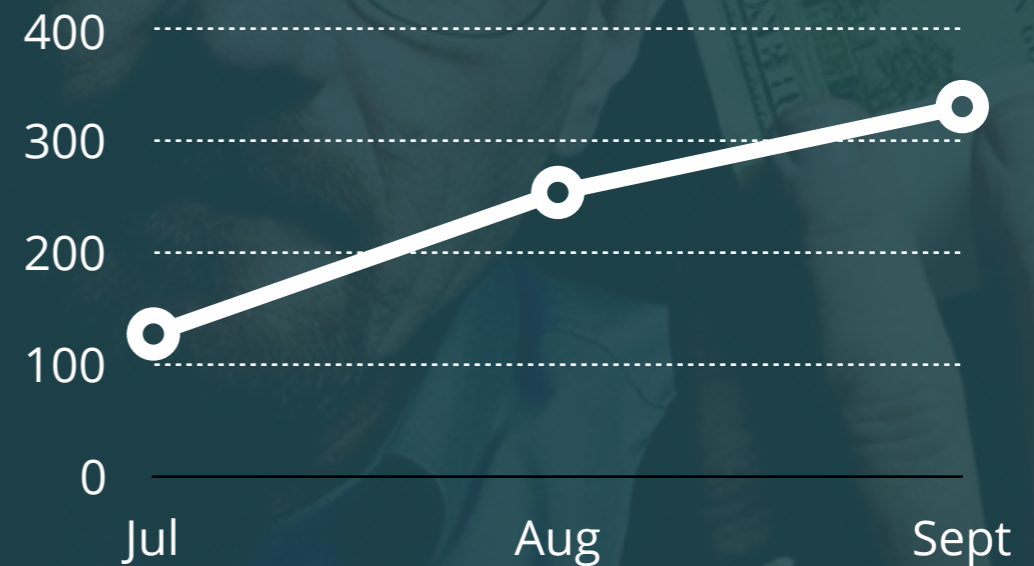
Goals/Events:






Compare by Goals

Each month, we see incrementally more visitors completing forms and triggering the goals and events we agreed to track

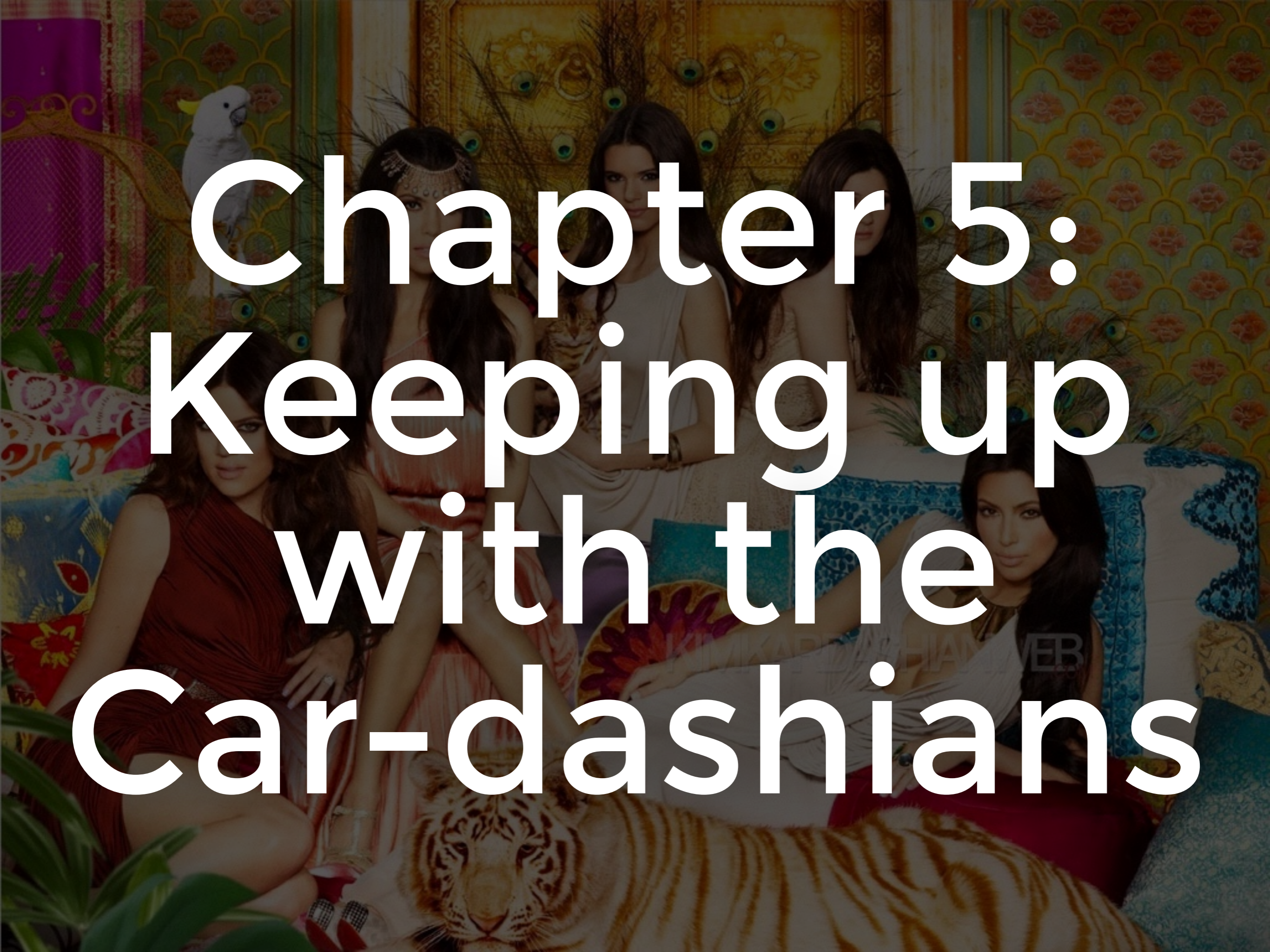
Significant Actions
(3 month trend)



Events Month to Date		
Form Interactions	Finance Interactions	Page Interactions
 285	 11	 35

IMPORTANT:
You can
achieve this
with no
technical
jargon.





Chapter 5: Keeping up with the Car-dashians

A group of five women are posed in a room with ornate, patterned wallpaper. The room is decorated with peacock feathers, a white cockatoo perched on a branch, and a large tiger rug in the foreground. The women are dressed in elegant, light-colored dresses. The text 'Chapter 5: Benchmarks' is overlaid in large white font across the center of the image.

Chapter 5: Benchmarks

VDP Views

0.75

VDP Views
per Session

Adwords

1.01

VDP Views
per Session

Organic

1.05

VDP Views
per Session

SSM's Auto
Audience
Network

How many cars typically get looked at by source?

% of Sessions with VDP

33%

of all traffic visit at least 1 VDP

Adwords

34%

of all traffic visit at least 1 VDP

Organic

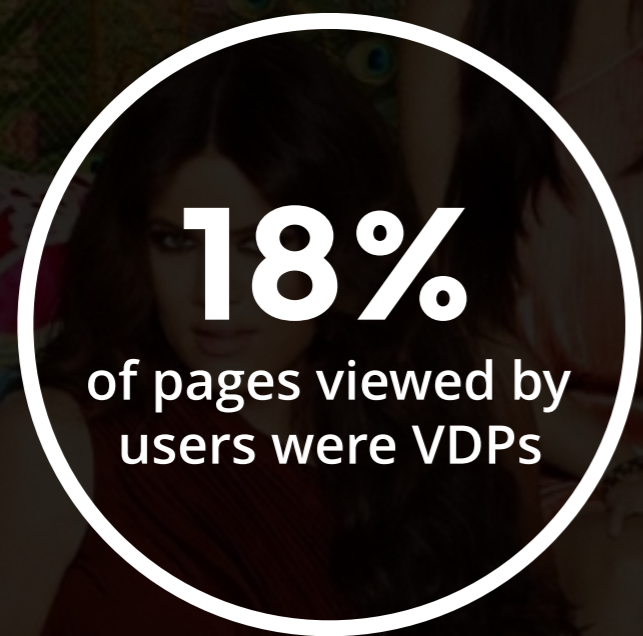
81%

of all traffic visit at least 1 VDP

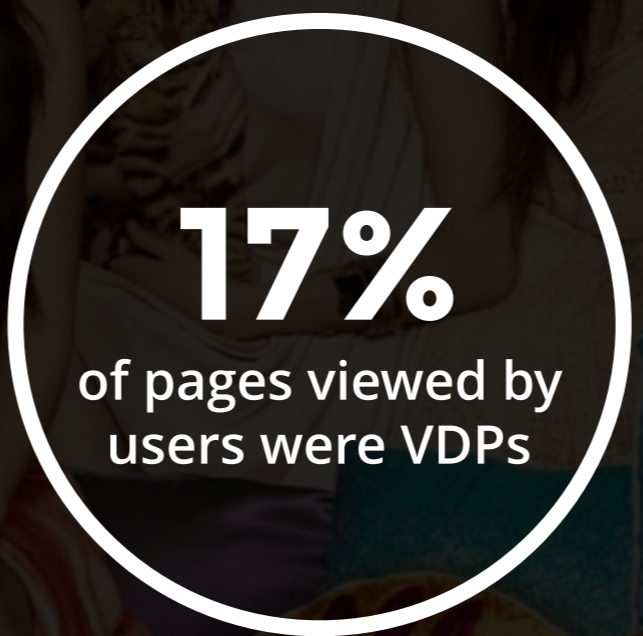
SSM's Auto Audience Network

What percentage of people visiting looked at our cars?

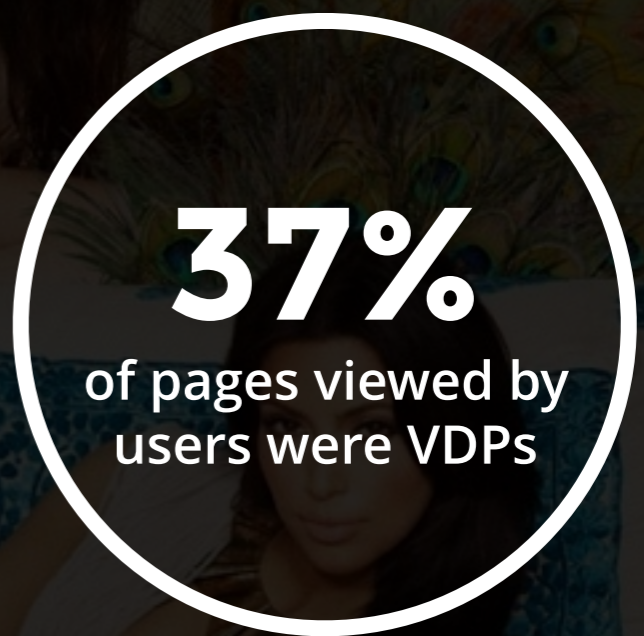
% of Sessions on VDP



Adwords



Organic



SSM's Auto Audience Network

What percentage of visitors time was focused on cars?

Adwords spend

\$99K

Avg Yearly Spend

\$8.5K

Avg Monthly Spend

\$2.65

Average CPC



Conclusion

Key Point:

Your business goals should determine what part of your website to measure.

Action:

Segment your dealership's webpages to accurately measure your goals

The screenshot shows a Google Analytics dashboard with a line chart at the top and a table below. The table is titled 'Acquisition' and 'Behavior' and contains the following data:

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	M&D (Goal 1 Conversion Rate)	M&D (Goal 1 Completions)	M&D (Goal 1 Value)
All Sessions	19,833	56.96%	11,296	27.16%	3.93	00:03:20	3.90%	773	\$0.00
CPC Traffic	1,848	59.47%	1,099	28.25%	3.91	00:02:44	1.30%	24	\$0.00
Referral Traffic	3,636	52.04%	1,892	30.42%	3.50	00:03:27	0.41%	15	\$0.00
Organic Traffic	6,478	52.22%	3,383	14.57%	5.29	00:04:04	1.28%	83	\$0.00

Key Point:

If you want to know how well your cars are being marketed, look at metrics from VDPs.

Action:

Set up metrics that only relate to VDPs

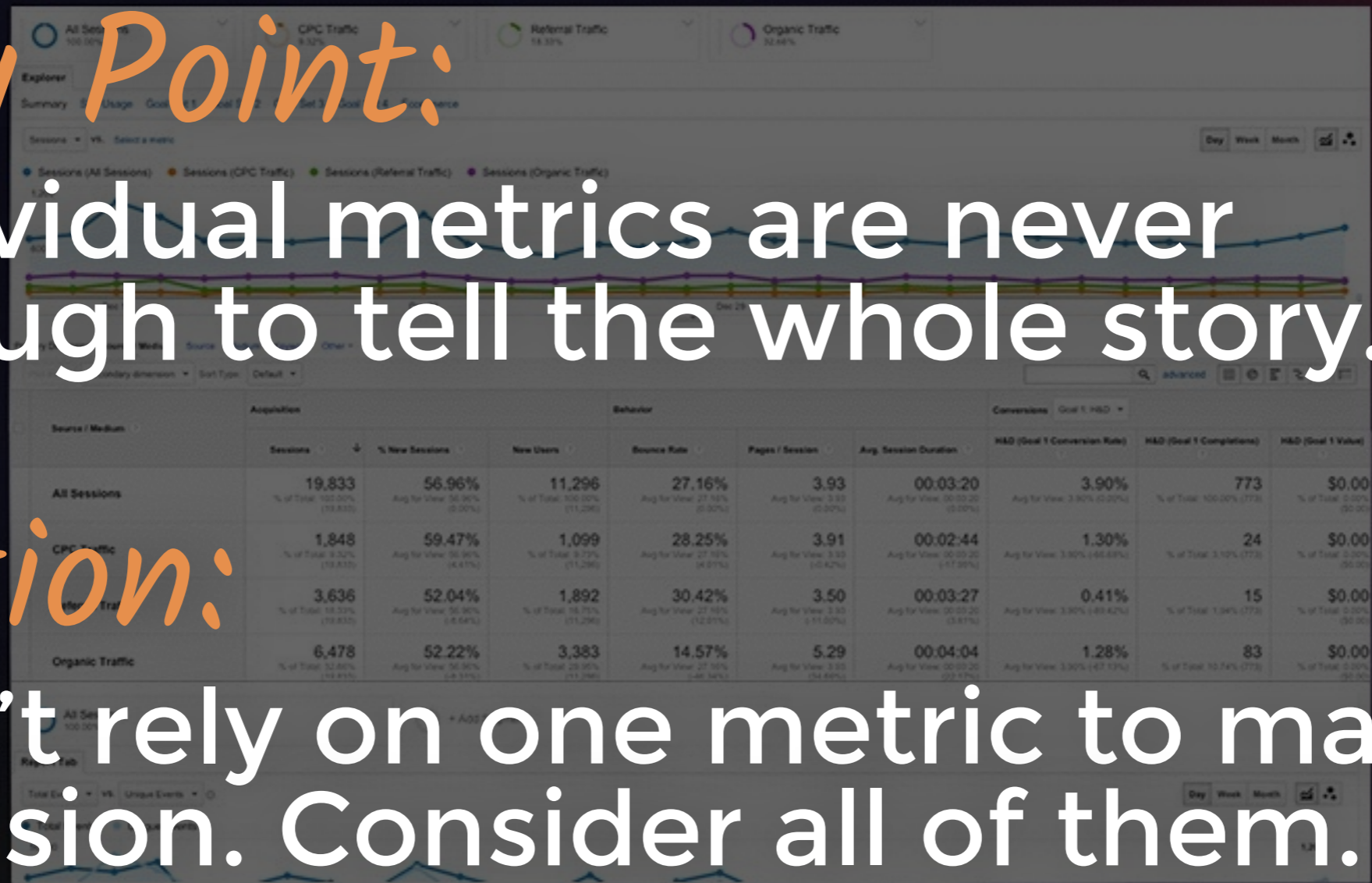
*See the VDP Setup Guide

Key Point:

Individual metrics are never enough to tell the whole story.

Action:

Don't rely on one metric to make a decision. Consider all of them.

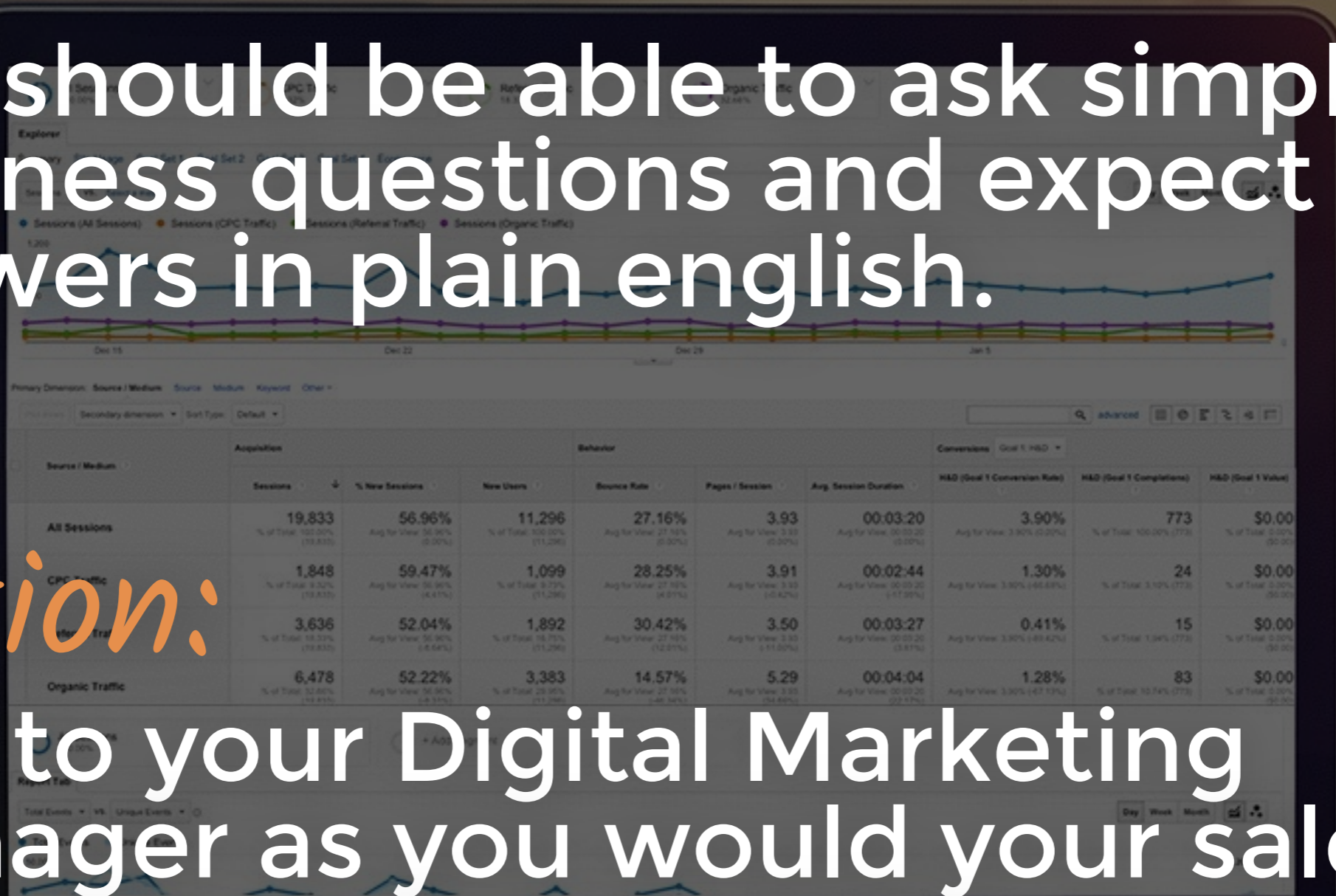


Key Point:

You should be able to ask simple business questions and expect answers in plain english.

Action:

Talk to your Digital Marketing Manager as you would your sales manager and expect the same type of answers.



Key Point:

Segmenting sources allows you to compare the quality of traffic from your vendor.

Action:

Evaluate traffic by source and metrics allow you to see what's hot and what's not.



Sign up to
receive the free
eBook: Setting
up GA to
measure VDPs



Visit the Resources section of our site:

[SpeedShiftMedia.com/Resources](https://www.SpeedShiftMedia.com/Resources)


The Auto Audience Network™

Driving the highest quality VDP traffic available



PRESENTED BY SPEED SHIFT MEDIA





Please feel free to follow up with any questions you may have at any time.

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in

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TO YOUR
SALES

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SHIFT
MEDIA**[®]