

Data Needed for ROI Reports

Finalized Sales Report

- **File Name:** DealerName_Sales.csv or xls
- **Send to:** Your Team Distribution List
- **Historical Data:** Prior month, unless otherwise directed.

- | | |
|-------------|-----------------|
| •First Name | •Cell Phone |
| •Last Name | •Home Phone |
| •Address* | •Contract Date* |
| •City | •VIN |
| •State | •Vehicle Year |
| •Zip* | •Vehicle Make |
| •Email | •Vehicle Model |

Closed Ros Report

- **File Name:** DealerName_Service.csv or xls
- **Send to:** Your Team Distribution List
- **Historical Data:** Prior month, unless otherwise directed.

- | | |
|-------------|-----------------|
| •First Name | •Cell Phone |
| •Last Name | •Home Phone |
| •Address* | •Open Date* |
| •City | •Contract Date* |
| •State | •VIN |
| •Zip* | •Vehicle Year |
| •Email | •Vehicle Make |
| | •Vehicle Model |

*Indicates necessary item to complete the matchback process