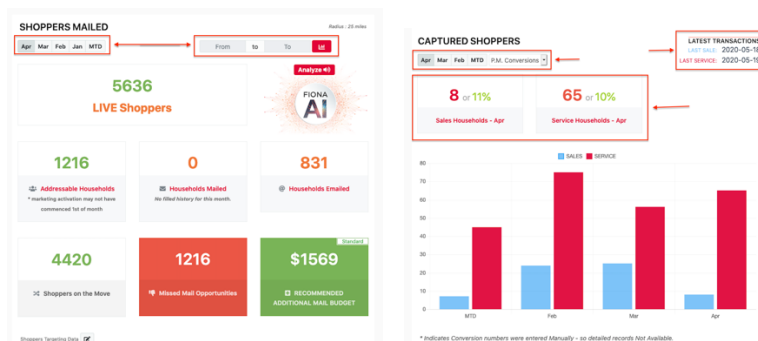


1. A few things need to happen for a report to be generated;
  - a. Shopper Suite needs to have run for a full month
  - b. The dealership has closed out their Sales/Service for the month
  - c. FullThrottle has a data connection
    - i. Is there an active DMS connection in place?
    - ii. Is the dealer sending a Sales/Service file (.CSV)
    - iii. Is the data being accessed by a file sharing source
    - iv. Is CRM data being used (ABSOLUTE LAST RESORT)
  - d. The data is loaded into the Shopper Suite dashboard
2. Reviewing the dashboard for Shopper Suite reporting data
  - a. Login to: <https://iheart.shoppersuite.app>
  - b. Locate the client in question

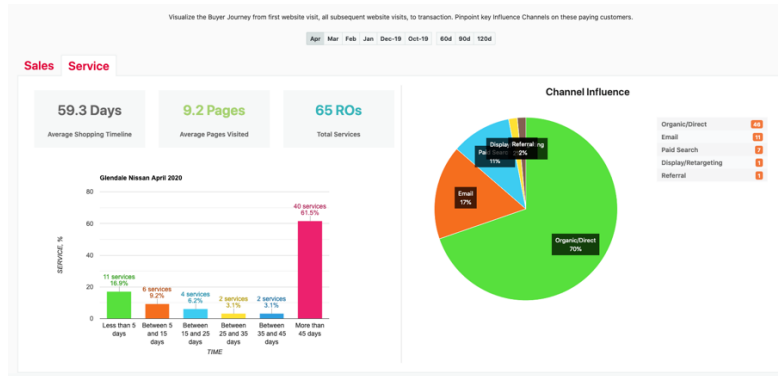
ID	NAME	DATE ADDED	QUOTA	USED QUOTA	EST FILL DATE	JS CODE
789	Glendale Nissan	2019-05-29	0	0		ec
900	South Dade Toyota   iHeart Only	2019-08-19	0	0		ec
1940	USAuto Sales   iHeart Only	2020-04-21	0	0		ec
1040	AI Henderson Toyota   iHeart Only	2019-10-03	0	0		ec

- c. Marketing - Shoppers Mailed (left half of the screen)
  - i. Choose the month that you want to view
  - ii. View the following
    1. Live shoppers
    2. Addressable households
    3. Houses mailed
    4. Houses emailed
    5. Shoppers on the move
    6. Missed mail opportunities
    7. Recommended budget based on mail opportunities
- d. Marketing - Captured Shoppers (right half of the screen)
  - i. Choose the month that you want to view
  - ii. View the following
    1. Latest transaction date on files being used to calculate conversions
    2. The number of sales/service conversions
      - a. The percentage sales/service to total dealership sales/service
    3. Line chart to show ratio of sales to service customers





## h. Buyer Journey – Service



## i. Return on Ad Spend

Correct digital measurement of all your marketing (vendor agnostic) with what happens in-store down to transaction level. See what sources of advertising are actually influencing the anonymous visitors that end up transacting with your business. Eliminate wasted Ad Spend.

Apr Mar Feb Jan Dec-19 Oct-19 90d 90d 120d

TRAFFIC CHANNELS	INFLUENCE		
	ADDRESSABLE SHOPPERS	SOLD CUSTOMERS	SERVICE CUSTOMERS
Organic/Direct	3221	90	203
Paid Search	988	24	59
Display/Retargeting	239	6	13
Social	18	0	1
Email	192	2	35
Referral	749	2	7
Affiliates	0	0	0
Other/Advertising	0	0	0
Organic Local	21	0	2