



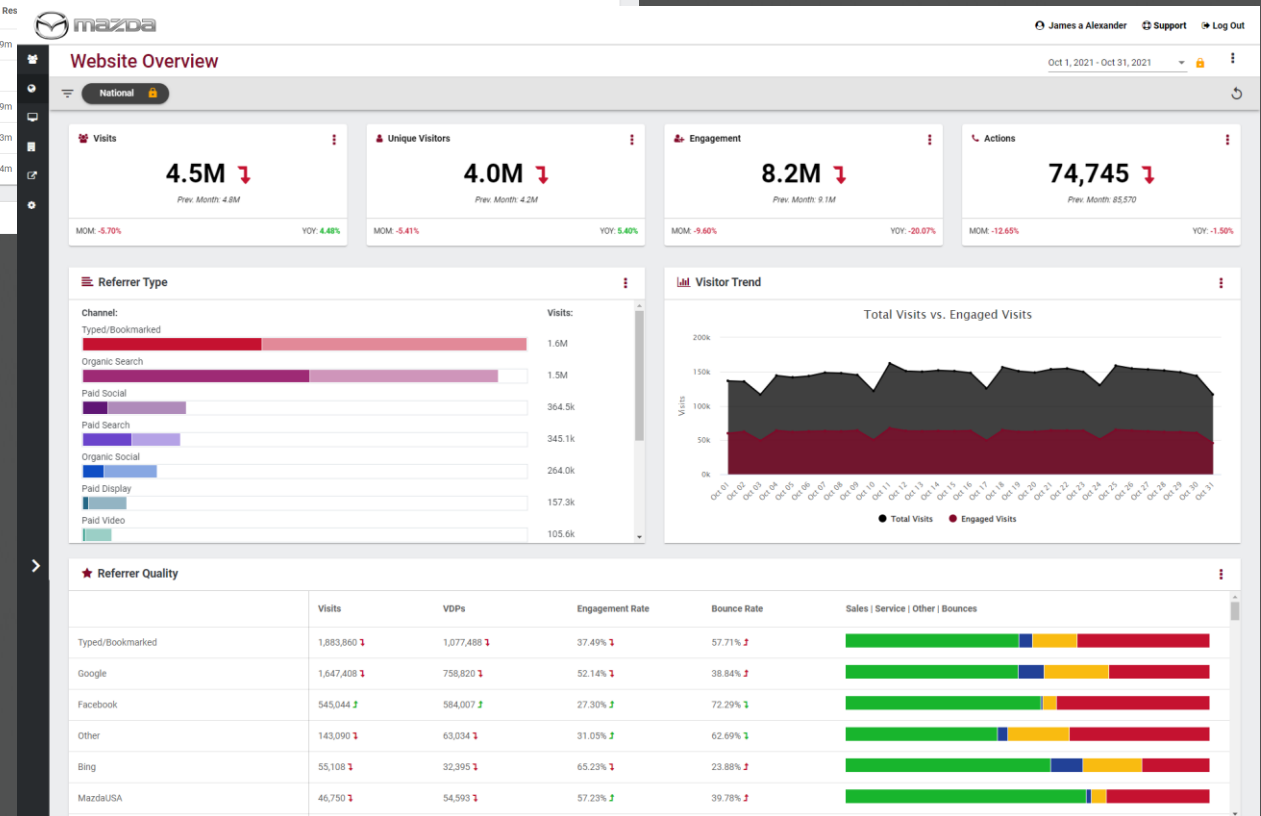
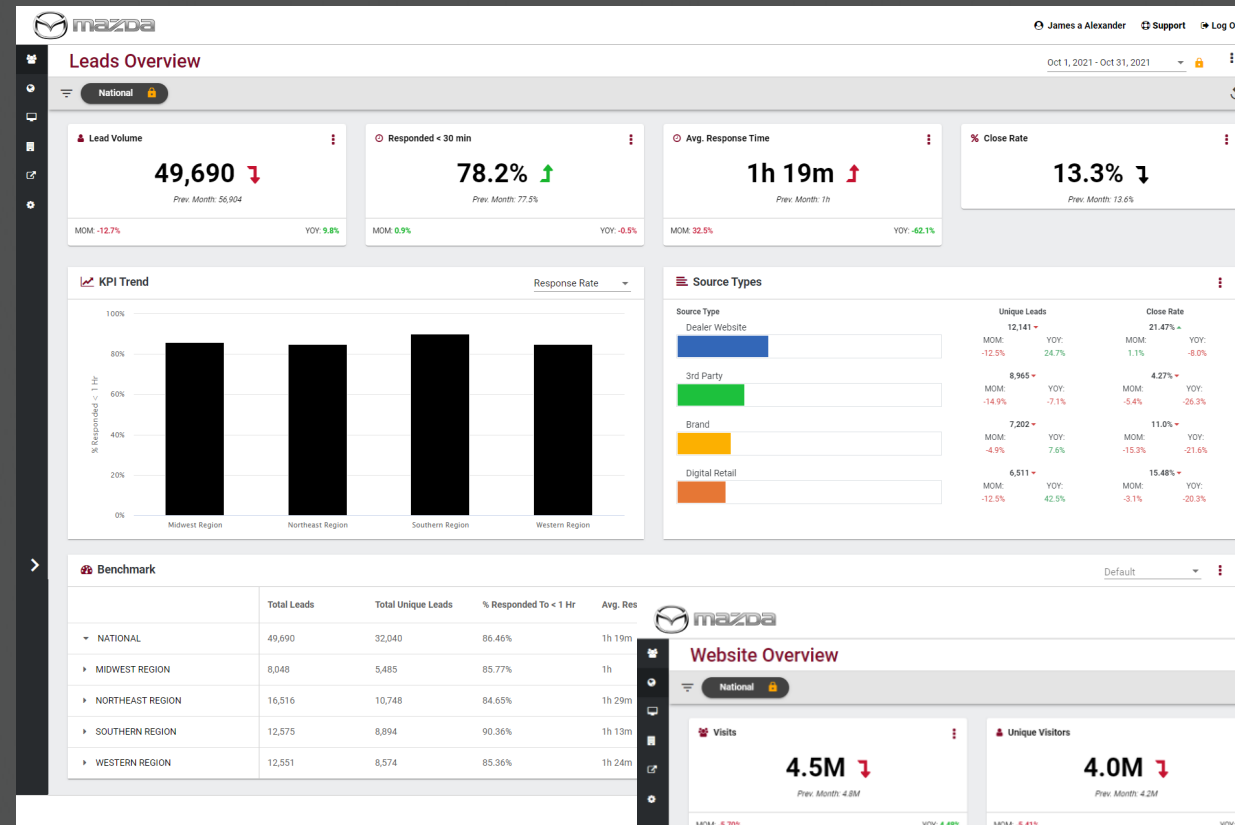
# Mazda Digital Certified Program Analytics Dashboard – Dealer Overview

# Mazda Analytics Dashboard Overview & Benefits

- The Mazda Analytics Dashboard is a comprehensive reporting suite, including Lead, Website, Digital Advertising and Digital Retailing performance metrics. The Mazda Analytics Dashboard is also commonly known as “ELMS.” The Mazda Analytics Dashboard is required to be accessed through the Mazda Intranet.
- Benefits:
  - Holistic view of Tier 3 website behavior
  - National, Regional, District and Dealer benchmarking
  - Provider benchmarking
  - Website and digital advertising best practice data
  - Software flexibility for dealers and regions
  - Dealer marketing analysis
  - In-dealership training

# Dashboard & Reports

- Lead Dashboard
  - Overview
  - Summary
  - Vehicle
  - Transaction
  
- Website Dashboard
  - Overview
  - Scorecard
  - Summary
  - Referrer
  - Vehicle
  
- RGTM+ Dashboard
  - Media Performance
  - Attributed Website Performance
  - Dealer Benchmark
  
- Digital Retailing Dashboard
  
- Lead Settings



# 2023 Enhancements

## WHAT'S NEW?

- RGTM+ Reporting Dashboard
  - Enhanced report inclusive of Demand Generation & Demand Capture performance
    - Media Performance – core media metrics
    - Attributed Website Performance – website activity driven by in-program media
    - Visual graphic widgets – pie chart & trend
    - Dealer Benchmark – core metrics across various dimension sets expandable by region & district
  - Enhanced Filter Options
    - Date – Single Month, Sales Month, Custom Date
    - Hierarchies – National>Region>District>Dealer or Market>Dealer
    - Program – Demand Generation, Demand Capture
    - Profit Center – New Sales, Used Sales, CPO Sales, Mixed Sales, Service, Parts, Accessories, Fleet, Other
    - Channel – Search, Display, Video, Social, Email, Discovery, Local, Shopping, Pmax, Vehicle Listing, Streaming Audio, OLV, CTV, OTT, Other
    - Advertising Model
  - Export Overview to PDF

# Lead Dashboard

# Leads Overview

Support button accessible across all reports

Filter by date

Billboard KPIs give high level performance for monthly targets

View trended lead volume, response rate and close rate

View unique leads and close rate by source type

Ellipsis (three dots) across all reports will show KPI definitions

View benchmark performance by Nation, Region, District

The dashboard displays the following components:

- Header:** Mazda logo, user name (James a Alexander), Support button, and Log Out button.
- Filter:** Date range (Oct 1, 2021 - Oct 31, 2021) and a lock icon.
- Billboard KPIs:**
  - Lead Volume:** 49,690 (down arrow), Prev. Month: 56,904, MOM: -12.7%, YOY: 9.8%
  - Responded < 30 min:** 78.2% (up arrow), Prev. Month: 77.5%, MOM: 0.9%, YOY: -0.5%
  - Avg. Response Time:** 1h 19m (up arrow), Prev. Month: 1h, MOM: 32.5%, YOY: -62.1%
  - % Close Rate:** 13.3% (down arrow), Prev. Month: 13.6%, MOM: -12.5%, YOY: 24.7%
- KPI Trend:** Bar chart showing % Responded < 1 Hr for Midwest, Northeast, Southern, and Western Regions.
- Source Types:**

Source Type	Unique Leads	Close Rate
Dealer Website	12,141 (MOM: -12.5%, YOY: 24.7%)	21.47% (MOM: 1.1%, YOY: -8.0%)
3rd Party	8,965 (MOM: -14.9%, YOY: -7.1%)	4.27% (MOM: -5.4%, YOY: -26.3%)
Brand	7,202 (MOM: -4.9%, YOY: 7.6%)	11.0% (MOM: -15.3%, YOY: -21.6%)
Digital Retail	6,511 (MOM: -12.5%, YOY: 42.5%)	15.48% (MOM: -3.1%, YOY: -20.3%)
- Benchmark Table:**

	Total Leads	Total Unique Leads	% Responded To < 1 Hr	Avg. Response Time	Appointment Rate	Close Rate	30-Day Close Rate	60-Day Close Rate	90-Day Close Rate
NATIONAL	49,690	32,040	86.46%	1h 19m	21.38%	14.95%	13.31%	14.30%	14.70%
MIDWEST REGION	8,048	5,485	85.77%	1h	19.05%	12.98%	11.70%	12.58%	12.78%
NORTHEAST REGION	16,516	10,748	84.65%	1h 29m	18.11%	15.04%	13.27%	14.51%	14.81%
SOUTHERN REGION	12,575	8,894	90.36%	1h 13m	23.59%	15.08%	13.56%	14.39%	14.80%
WESTERN REGION	12,551	8,574	85.36%	1h 24m	20.52%	13.06%	11.53%	12.27%	12.83%

# Leads Summary

**Leads Summary**

James a Alexander | Support | Log Out

Oct 1, 2021 - Oct 31, 2021

National | Lead Type: New Vehicle | Source Type: Brand +3 more | + Filter

Trended performance based on KPIs and Date Range chosen

**Trend**

Total Leads | Close Rate

10/23  
● Total Leads: 1,549  
● Close Rate: 15.93%

**Summary Data**

	Total Leads	Unique Leads	Brand Leads	Dealer Website Leads	Digital Retailing Leads	Third Party Leads	Response Rate	Response Rate < 15 Min	Response Rate < 30 Min	Response Rate < 1 Hr	Response Rate < 2 Hr	A	T
▼ NATIONAL	49,690	32,040	11,135	16,728	8,627	13,200	98.07%	67.39%	78.15%	86.46%	92.34%	3	
▶ MIDWEST REGION	8,048	5,485	1,481	2,836	845	2,886	97.89%	66.71%	76.83%	85.77%	91.60%	3	
▶ NORTHEAST REGION	16,516	10,748	3,527	5,636	3,755	3,598	97.84%	64.40%	75.80%	84.65%	90.88%	4	
▶ SOUTHERN REGION	12,575	8,894	2,766	4,397	2,200	3,212	98.80%	73.35%	84.06%	90.36%	94.50%	2	
▶ WESTERN REGION	12,551	8,574	3,361	3,859	1,827	3,504	97.74%	65.77%	76.17%	85.36%	92.57%	3	

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Filter by Lead Type, Source Type

Filter by date

Toggle to show different KPIs on graph

Toggle to show MOM, YOY or Trended data and view definitions

View benchmark performance by Nation, Region, District

# Leads Vehicle Performance

The dashboard displays performance metrics for Mazda vehicles from October 1, 2021, to October 31, 2021. The main chart shows 'All Models - Lead Volume' (black line) and 'All Models - Lead Sales' (red line) over time. Below the chart is a 'Summary Data' table with columns for Vehicle Model, Lead Volume, Unique Leads, Lead Sales, Gained Sales, Lost Sales, % of Leads, % of Sales, Avg. Daily Volume, and Close Rate.

Vehicle Model	Lead Volume	Unique Leads	Lead Sales	Gained Sales	Lost Sales	% of Leads	% of Sales	Avg. Daily Volume	Close Rate
<b>TOTAL</b>	<b>64,905</b>	<b>42,742</b>	<b>5,028</b>	<b>0</b>	<b>1,419</b>	<b>76%</b>	<b>97%</b>	<b>2,163.5</b>	<b>11.76%</b>
CX-3	1,080	814	30	0	6	1%	1%	36	3.69%
CX-30	8,354	5,510	770	0	234	10%	15%	278.467	13.97%
CX-5	21,529	14,175	2,299	0	684	25%	44%	717.633	16.22%
CX-9	5,350	3,710	407	0	127	6%	8%	178.333	10.97%

Filter by Lead Type, Source Type

Filter by date

Trended performance based on KPIs and Date Range chosen

Toggle to show different KPIs on graph

Expand to show performance by model year

Toggle to show MOM, YOY data and view definitions



# Leads Transactions

Filter by Lead Type, Source Type, Model

Filter by date

Click on column header to sort

Click on customer name to see lead details

The screenshot shows the Mazda Leads Transactions interface. At the top left is the Mazda logo. The top right shows the user name 'James a Alexander', 'Support', and 'Log Out'. Below the logo is the title 'Lead Transactions' and a date range filter set to 'Oct 1, 2021 - Oct 31, 2021'. A filter bar contains buttons for 'National', 'Lead Type: New Vehicle', 'Source Type: Brand +3 more', and 'Model: All'. A table with 12 columns is displayed: Lead Date, Dealer Code, Lead Source, Customer Name, City, State, Model, Live Date, Responded, Time to Respond, Sale Dealer, and Sale Model. The table contains 10 rows of lead data. At the bottom right of the table, there is a pagination control showing 'Items per page: 25' and '1 - 25 of 5000'. A footer note states 'Dates and times shown are currently in Eastern Standard Time'. The bottom right corner of the page has the copyright notice '© 2022 Mazda Analytics | Powered by Shift Digital'.

Lead Date	Dealer Code	Lead Source	Customer Name	City	State	Model	Live Date	Responded	Time to Respond	Sale Dealer	Sale Model	Sent
10/04/2021, 10:58:16 am	23894	MAZDA AUTOWEB	<a href="#">PRANITH ABBARAJU</a>	<a href="#">GREENVILLE</a>	<a href="#">SC</a>	MAZDA6	10/04/2021, 10:58:44 am	10/04/2021, 11:14:00 am	15m			
10/04/2021, 10:58:05 am	23820	MAZDA LS SERIES 4	<a href="#">PRANITH ABBARAJU</a>	<a href="#">GREENVILLE</a>	<a href="#">SC</a>	MAZDA6	10/04/2021, 10:58:44 am	10/04/2021, 12:16:00 pm	1h 17m			
10/04/2021, 10:57:41 am	41147	MAZDA KBB LEAD DRIVER - ...	<a href="#">BOBBY THAO</a>	<a href="#">MARYSVILLE</a>	<a href="#">CA</a>	CX-5	10/04/2021, 11:00:00 am	10/04/2021, 12:03:45 pm	1h 3m			
10/04/2021, 10:56:11 am	41320	MAZDA CONFIG	<a href="#">CODY VAUGHN</a>			CX-30	10/04/2021, 11:00:00 am	10/04/2021, 11:04:06 am	4m			
10/04/2021, 10:56:07 am	23456	MAZDA CONFIG	<a href="#">JAYAKUMAR MANDAPATI</a>			CX-5	10/04/2021, 10:56:13 am	10/04/2021, 12:18:07 pm	1h 21m			
10/04/2021, 10:55:53 am	23879	MAZDA CONFIG	<a href="#">JAYAKUMAR MANDAPATI</a>			CX-5	10/04/2021, 10:56:15 am	10/04/2021, 11:14:46 am	18m			
10/04/2021, 10:55:43 am	24013	MAZDA CONFIG	<a href="#">NATALIE LANGR</a>			CX-5	10/04/2021, 11:00:00 am	10/04/2021, 11:17:02 am	17m			
10/04/2021, 10:55:35 am	42132	MAZDA CONFIG	<a href="#">NATALIE LANGR</a>			CX-5	10/04/2021, 11:00:00 am	10/04/2021, 12:00:22 pm	1h 0m			
10/04/2021, 10:55:25 am	51661	ROADSTER TRADE - EXPRES...	<a href="#">JADON MCGILL</a>	<a href="#">HOLLIDAYSBURG</a>	<a href="#">PA</a>	FULL LINE	10/04/2021, 10:55:44 am	10/04/2021, 10:55:45 am	0m			
10/04/2021, 10:55:24 am	51685	MAZDA INVENTORY	<a href="#">CLAUDIA RHODES</a>			CX-5	10/04/2021, 10:55:45 am	10/04/2021, 11:09:48 am	14m			

# Leads Transactions > Lead Details

Lead Details & Information Delivered to CRM

Lead Details			
Lead Id	5C4A0B20-1C1C-465D-B4DE-CA01C658248A	First Name	Debi
Lead Received	9/8/2020 11:25 AM	Last Name	Graveratta
Source	Mazda LS Series 3	Email Address	graveratta1120@gmail.com
Dealer Code	61521	Address 1	2655 E. N. Boutell Rd.
Dealer name	SUBURBAN MAZDA OF TROY	Address 2	
Model	CX-9	City	Linwood
LIVE Date	9/8/2020 11:25 AM	State	MI
Response Date	9/8/2020 11:27 AM	Zip Code	48634
Response Time	1m	Work Phone	9893248466
Sale?	N	Home Phone	
Same Dealer?		Mobile Phone	

Lead Activities Recorded via CRM

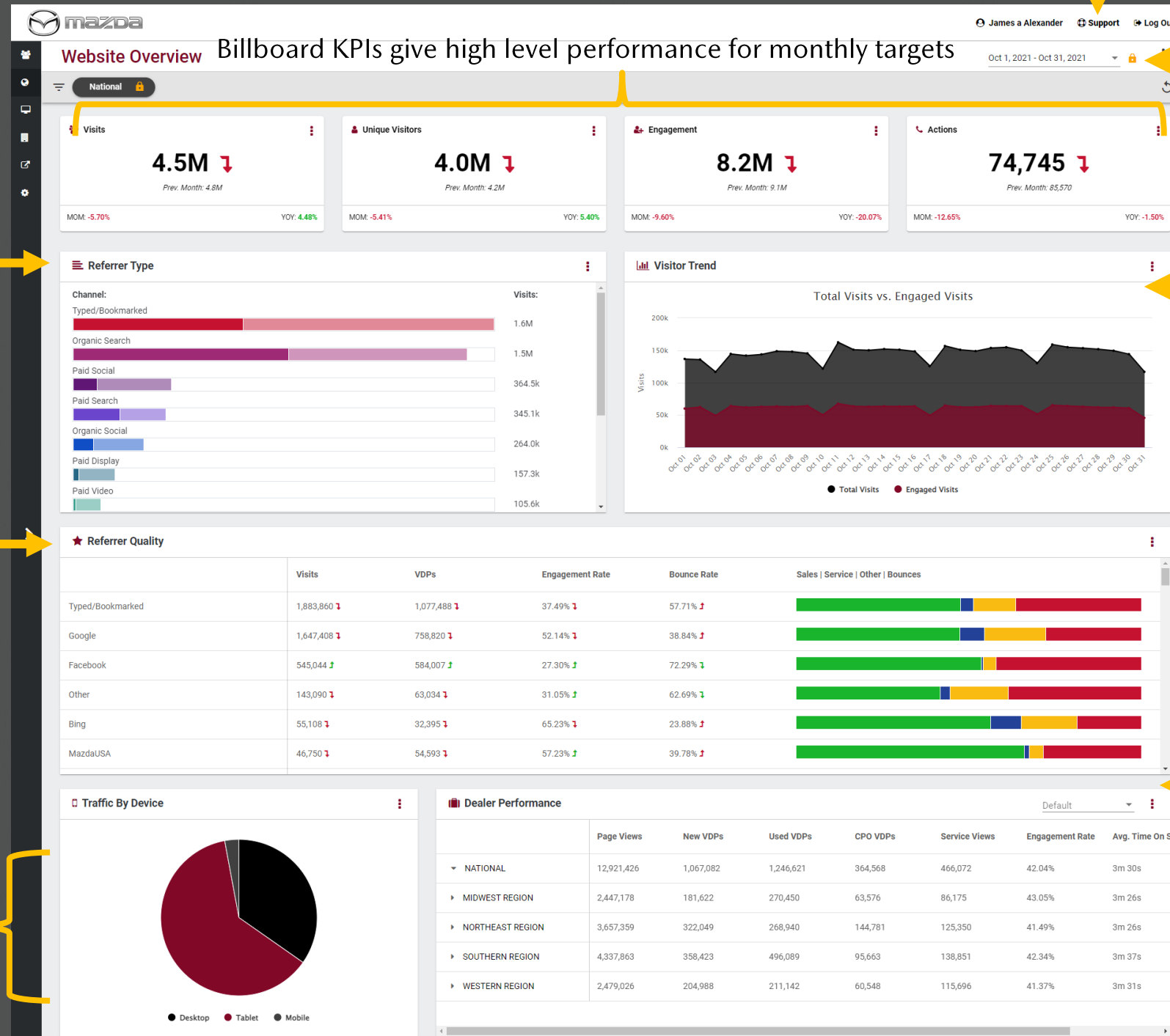
Lead Activity			
Activity	CRM	Date	Details
Lead Received	Oplogic	9/8/2020 11:25 AM	Lead Received
Lead opened	Oplogic	9/8/2020 11:27 AM	Lead Opened
Salesperson responded by email	Oplogic	9/8/2020 11:27 AM	Salesperson Responded By Email
Salesperson responded by phone	Oplogic	9/8/2020 11:30 AM	Salesperson Responded By Phone
Customer phoned (Inbound phone)	Oplogic	9/8/2020 11:34 AM	Customer Phoned (Inbound Phone)
Lead opened	Oplogic	9/10/2020 7:57 AM	Lead Opened
Salesperson responded by phone	Oplogic	9/10/2020 7:58 AM	Salesperson Responded By Phone
Broadcast Email	Oplogic	9/13/2020 5:22 AM	Broadcast Email
Broadcast Email	Oplogic	9/14/2020 5:35 AM	Broadcast Email

Close

# Website Dashboard

# Website Overview

Support button accessible across all reports



Billboard KPIs give high level performance for monthly targets

James a Alexander Support Log Out

Oct 1, 2021 - Oct 31, 2021

Filter by date

Referrer Type indicates the category of where your website visits come from

Trended Traffic

Referrer Quality Performance – shows which sites customers are coming from before they land on the dealer website & high-level performance

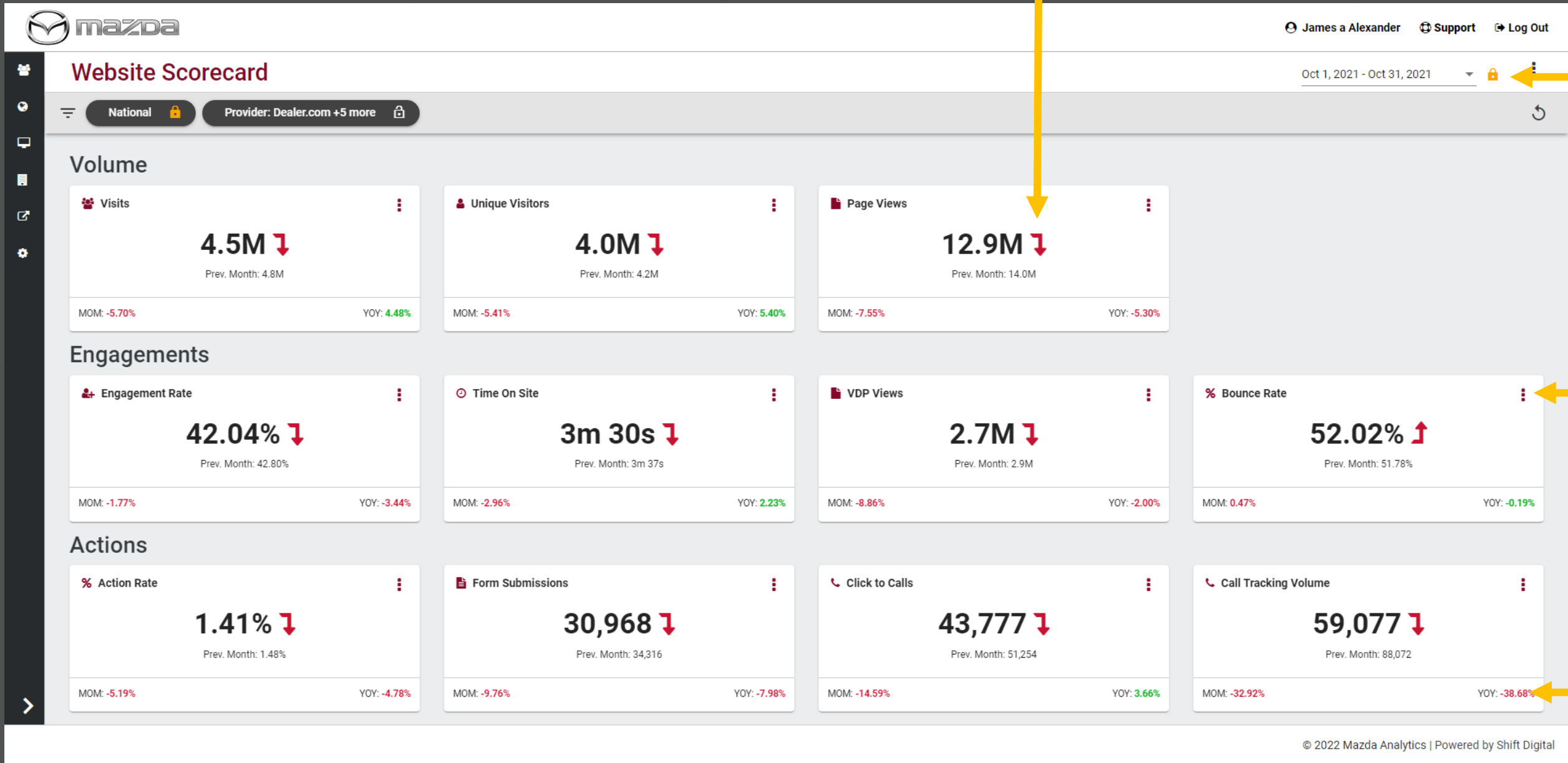
Filter to MOM or YOY and view definitions

View traffic by device type – desktop, mobile, tablet

View benchmark performance by Nation, Region, District

# Website Scorecard

Red arrows will indicate negative MOM performance, green arrows will indicate positive MOM performance

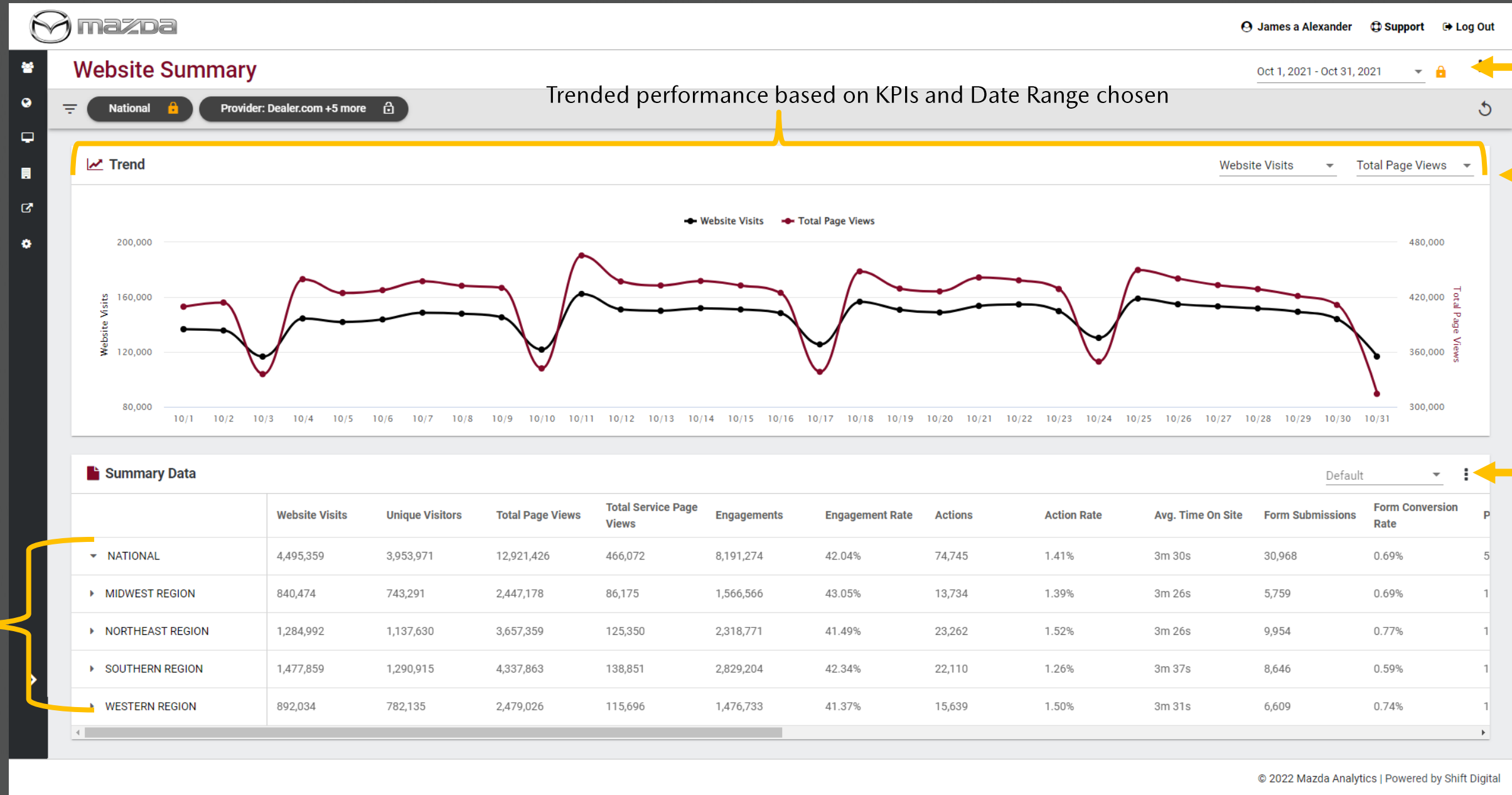


Filter by date

Ellipses (three dots) will show KPI definitions

MOM and YOY performance reported

# Website Summary



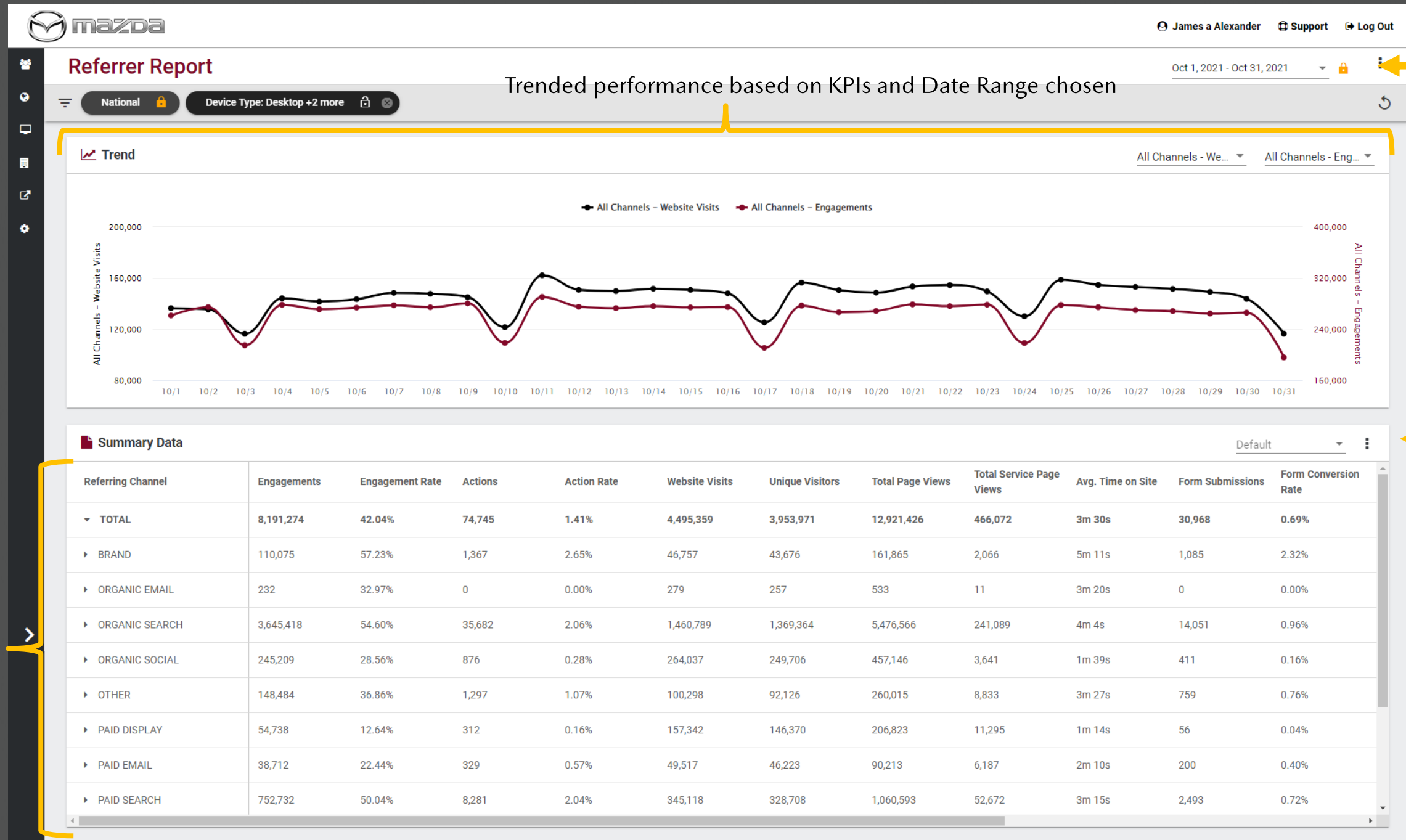
Filter by date

Toggle to show different KPIs on graph

Toggle to show MOM, YOY or Trended data and view definitions

View benchmark performance by Nation, Region, District

# Website Referrer Report



Trended performance based on KPIs and Date Range chosen

Filter by date

Toggle to show different KPIs on graph

Toggle to show MOM, YOY or Trended data and view definitions

View performance by referring category  
Expand category to see performance by channel

# Website Vehicle Report

**Vehicle Summary** James a Alexander Support Log Out

Custom Sep 1, 2021 - Sep 12, 2021

National Provider: Dealer.com +5 more

Trended performance based on KPIs and Date Range chosen

Trend All Models - New ... All Models - Used ...

All Models - New VDP Views All Models - Used VDP Views

Summary Data Default

Vehicle Model	New VDP Views	CPO VDP Views	Used VDP Views	Total VDP Views	New VLP Views	CPO VLP Views	Used VLP Views	Other VLP Views	Mixed VLP Views	Total VLP Views
TOTAL	488,711	135,352	50,495	674,558	132,910	2,895	2,662	5,350	11,443	155,260
CX-3	3,702	11,130	3,755	18,587	3,127	69	117	114	215	3,642
CX-30	85,838	6,612	2,343	94,793	19,357	80	37	1,022	887	21,383
CX-5	236,295	79,067	28,756	344,118	78,502	2,261	1,845	2,891	8,208	93,707
CX-9	67,740	17,564	6,259	91,563	15,193	285	281	636	1,130	17,525
MAZDA3 HATCHBACK	19,677	2,939	1,541	24,157	1,870	23	56	187	103	2,239
MAZDA3 SEDAN	11,715	4,176	1,578	17,469	1,579	48	108	193	80	2,008
MAZDA6	32,733	9,507	4,368	46,608	6,914	102	174	161	499	7,850
MX-5 MIATA	14,025	1,815	879	16,719	3,230	14	17	95	167	3,523

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Filter by date

Toggle to show different KPIs on graph

Toggle to show MOM, YOY or Trended data and view definitions

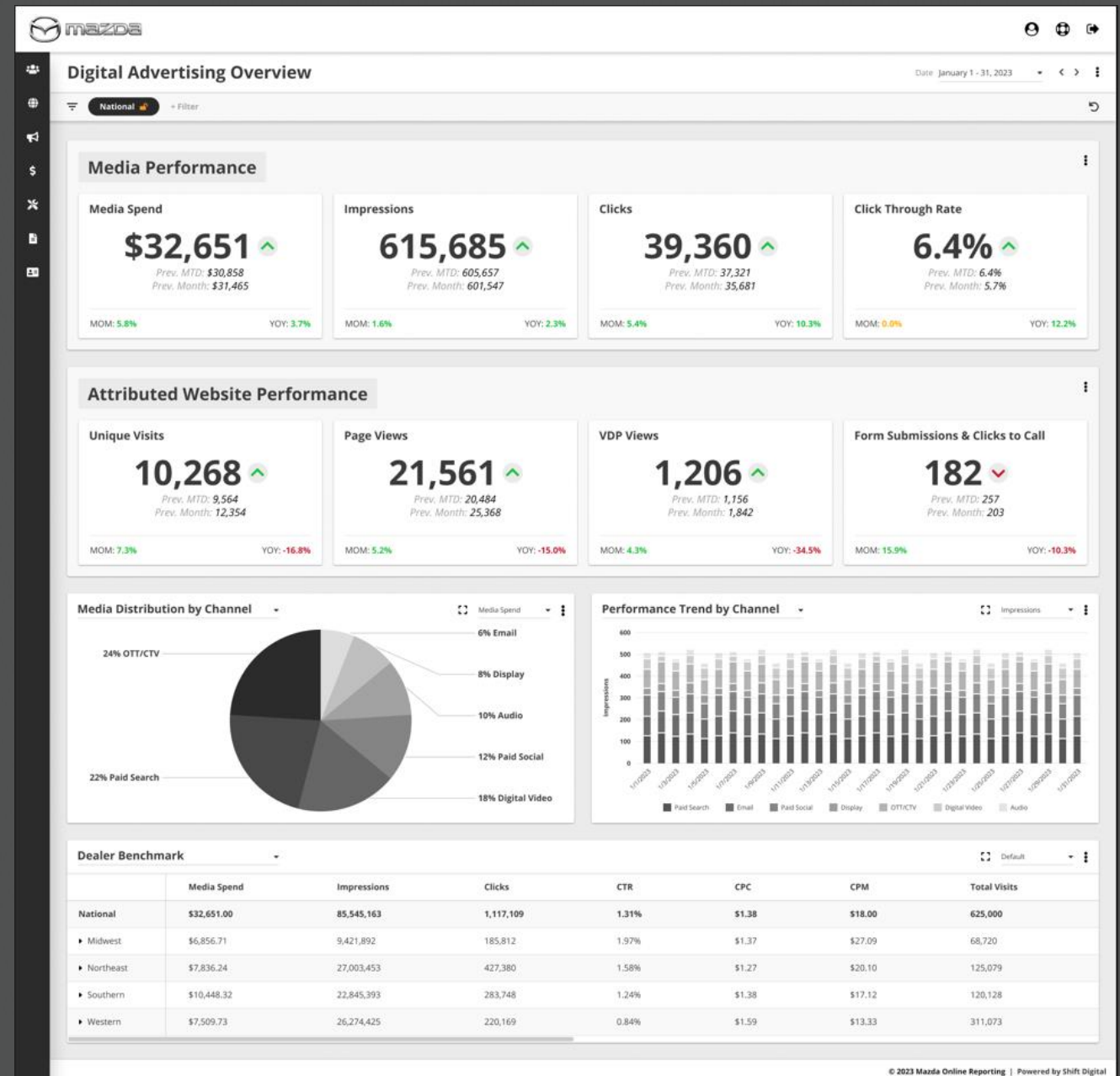
View performance by model  
Expand to see model performance by year



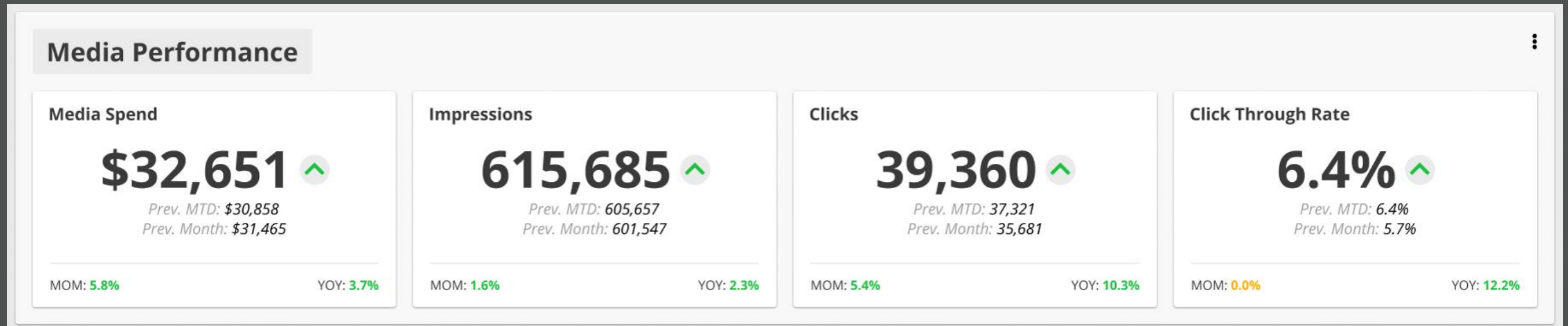
# RGTM+ (Advertising) Dashboard

# RGTM+ REPORTING VIA MAZDA DIGITAL ANALYTICS DASHBOARD

- Enhanced report inclusive of Demand Generation & Demand Capture performance
  - Media Performance – core media metrics
  - Attributed Website Performance – website activity driven by in-program media
  - Visual graphic widgets – pie chart & trend
  - Dealer Benchmark – core metrics across various dimension sets expandable by region & district
- Enhanced Filter Options
  - Date – Single Month, Sales Month, Custom Date
  - Hierarchies – National>Region>District>Dealer or Market>Dealer
  - Program – Demand Generation, Demand Capture
  - Profit Center – New Sales, Used Sales, CPO Sales, Mixed Sales, Service, Parts, Accessories, Fleet, Other
  - Channel – Search, Display, Video, Social, Email, Discovery, Local, Shopping, Pmax, Vehicle Listing, Streaming Audio, OLV, CTV, OTT, Other
  - Advertising Model
- Export Overview to PDF

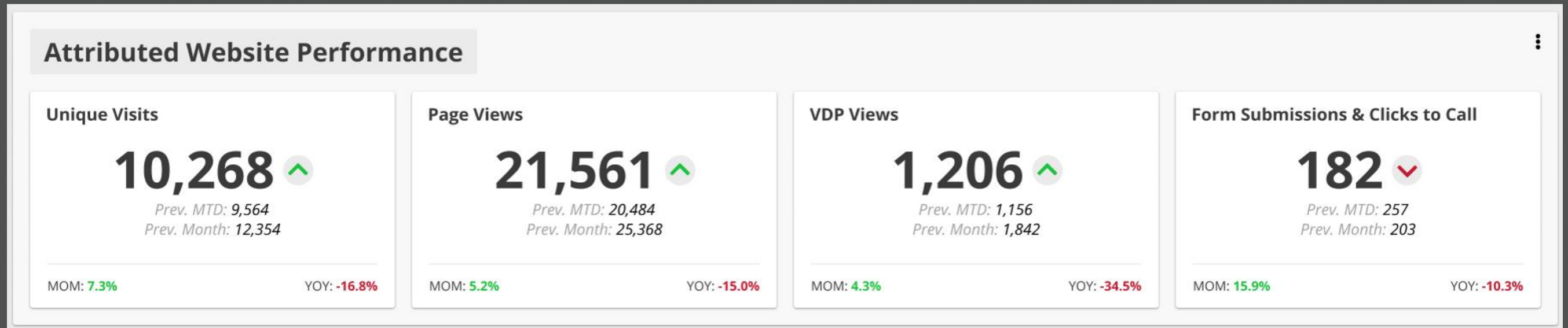


# RGTM+ PERFORMANCE REPORTING – MEDIA PERFORMANCE



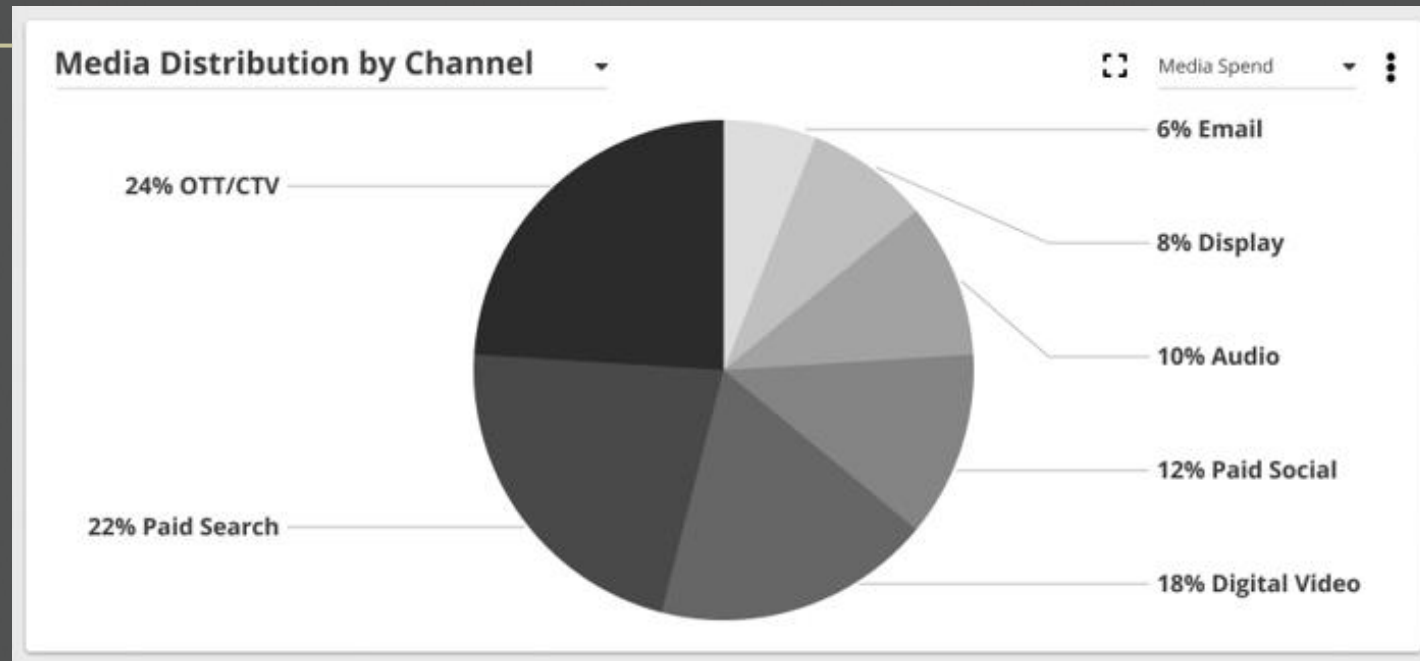
- Key Media Performance Indicators include Media Spend, Impressions, Clicks, Click Through Rate
- Previous MTD Value & Previous Month Value
- MOM and YOY Performance
- Media KPIs include Demand Generation & Demand Capture media tactics at default
- Media spend excludes management fees

# RGTM+ PERFORMANCE REPORTING – ATTRIBUTED WEBSITE PERFORMANCE



- Key Attributed Website Performance Indicators include Unique Visits, Page Views, VDP Views, Form Submissions & Clicks to Call
- Previous MTD Value & Previous Month Value
- MOM and YOY Performance
- Performance metrics are exclusive to website performance driven by the in-program media
- Inclusive of Demand Generation & Demand Capture at default

# RGTM+ PERFORMANCE REPORTING – DISTRIBUTION CHART



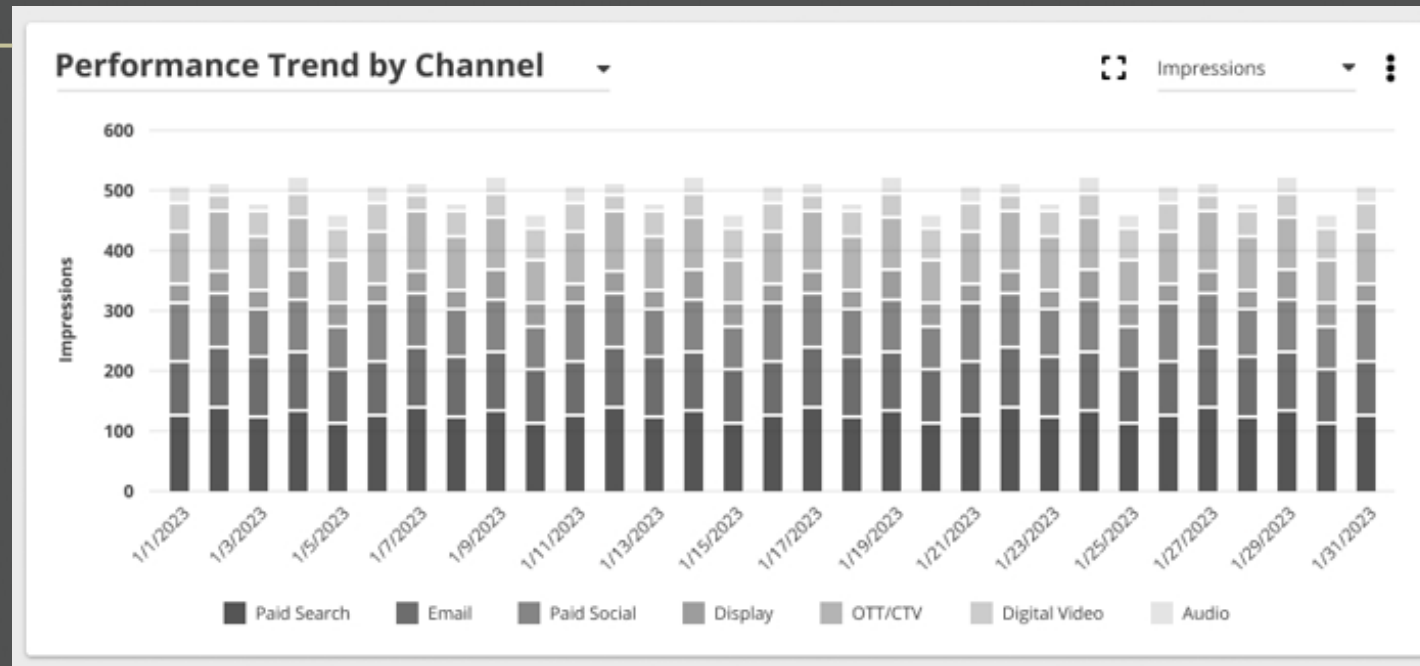
## Metric Drop Downs:

- Media Spend
- Impressions
- Clicks
- CTR
- Unique Visitors
- Page Views
- VDP Views
- Form Submissions
- Clicks to Call

## Data Indexes Include:

- Media Distribution by Channel
- Media Performance by Advertising Model
- Media Performance by Provider
- Media Distribution by Program
- Media Distribution by Profit Center

# RGTM+ PERFORMANCE REPORTING – TREND GRAPH



Metric Drop Downs:

- Media Spend
- Impressions
- Clicks
- CTR
- Unique Visitors
- Page Views
- VDP Views
- Form Submissions
- Clicks to Call

Data Indexes Include:

- Performance Trend by Channel
- Performance Trend by Advertising Model
- Performance Trend by Provider
- Performance Trend by Program
- Performance Trend by Profit Center

# RGTM+ PERFORMANCE REPORTING – DATA TABLE

Dealer Benchmark								Default
	Media Spend	Impressions	Clicks	CTR	CPC	CPM	Total Visits	
<b>National</b>	\$32,651.00	85,545,163	1,117,109	1.31%	\$1.38	\$18.00	625,000	
▶ Midwest	\$6,856.71	9,421,892	185,812	1.97%	\$1.37	\$27.09	68,720	
▶ Northeast	\$7,836.24	27,003,453	427,380	1.58%	\$1.27	\$20.10	125,079	
▶ Southern	\$10,448.32	22,845,393	283,748	1.24%	\$1.38	\$17.12	120,128	
▶ Western	\$7,509.73	26,274,425	220,169	0.84%	\$1.59	\$13.33	311,073	

## Data Indexes Include:

- Dealer Benchmark
- Channel Performance
- Advertising Model Performance
- Provider Performance
- Program Performance
- Profit Center Performance

## Metrics:

- Media Spend
- Impressions
- Clicks
- CTR

- Unique Visitors
- Page Views
- VDP Views
- Form Submissions
- Clicks to Call

## Views:

- Default (ALL)
- CTV/Video

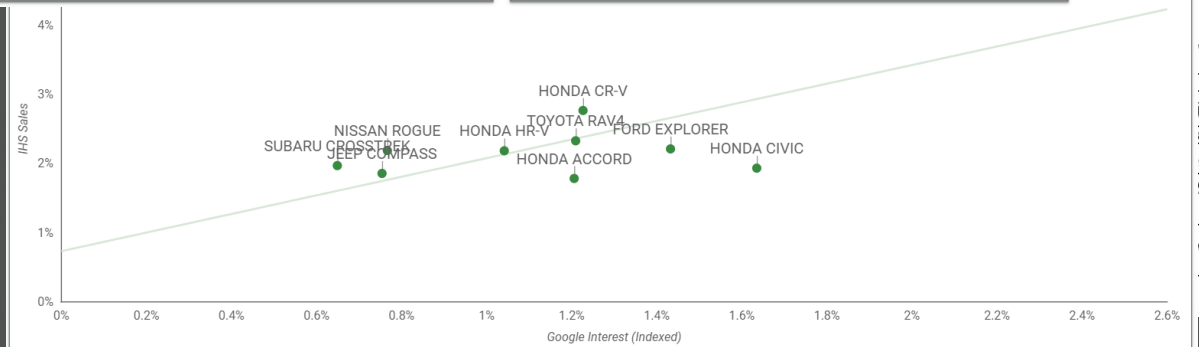
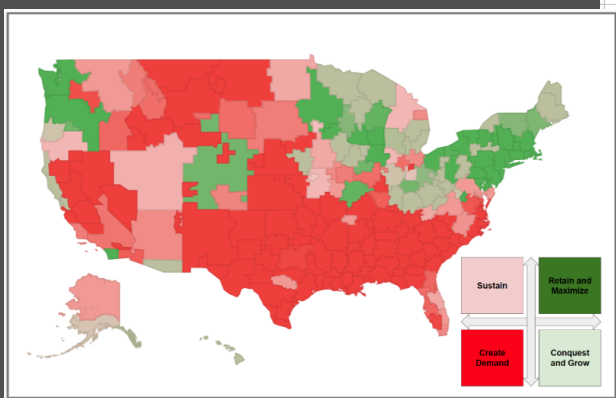
# ADDITIONAL FIELD REPORTING

MDCP Team will continue to support additional reporting:

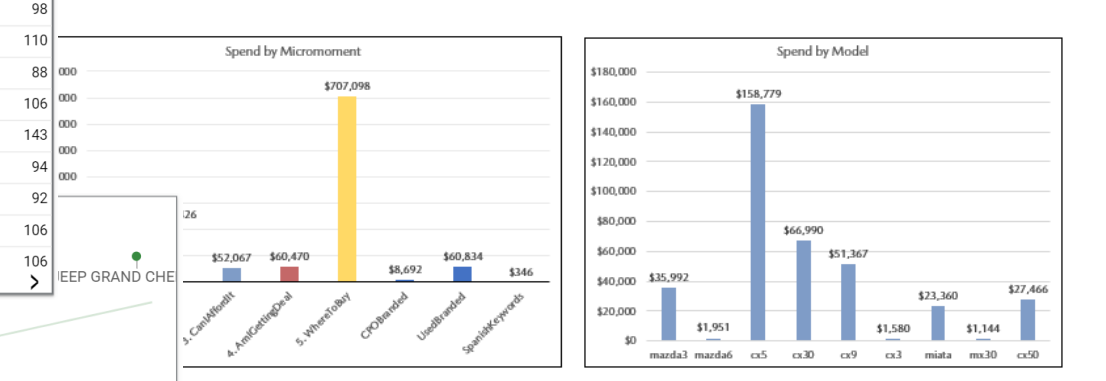
- Keyword Analysis
- Monthly National & Regional Reports
- Google Click Capture
- Google Search Volume & Trends
- BDI / CDI
- Reggie Data

DMA	T3 Target			95%			75%			75%			75%					
	T1 Click Capture	T3 Click Capture	Others	T1 Click Capture	T3 Click Capture	Others	T1 Click Capture	T3 Click Capture	Others	T1 Click Capture	T3 Click Capture	Others	T1 Click Capture	T3 Click Capture	Others			
Atlanta, GA	0.1%	96.4%	3.5%	0.0%	1.5%	-1.6%	-1.4%	17.8%	48.2%	34.0%	1.4%	-0.4%	-1.0%	26.8%	39.2%	33.2%	7.6%	2.5%
Boston, MA-Manchester, NH	0.0%	85.3%	14.7%	0.0%	0.8%	-0.8%	9.7%	17.6%	57.5%	25.0%	0.6%	-0.2%	-0.4%	17.5%	54.9%	32.1%	13.0%	6.0%
Charlotte, NC	0.0%	79.3%	20.7%	0.0%	-1.7%	1.7%	15.7%	21.0%	17.3%	61.7%	-2.2%	1.6%	0.6%	57.7%	56.2%	27.0%	16.8%	3.0%
Chicago, IL	0.1%	82.3%	17.7%	0.0%	-6.5%	6.5%	12.7%	19.4%	47.7%	32.9%	-0.3%	0.9%	-0.6%	27.3%	47.7%	38.2%	14.1%	1.1%
Cleveland-Akron (Canton), OH	0.0%	96.4%	3.6%	0.0%	1.7%	-1.7%	-1.4%	24.3%	54.6%	21.2%	-0.5%	0.3%	0.1%	20.4%	56.9%	35.1%	8.1%	5.2%
Dallas-Ft. Worth, TX	0.1%	95.7%	4.2%	-0.1%	-0.1%	0.2%	-0.7%	25.5%	34.1%	40.5%	-2.8%	-4.4%	7.2%	40.9%	67.0%	18.6%	14.4%	0.7%
Denver, CO	0.1%	92.8%	7.1%	0.0%	1.2%	-1.2%	2.2%	28.6%	33.3%	38.1%	-1.6%	-0.7%	2.3%	41.7%	60.6%	31.7%	7.6%	0.4%
Houston, TX	0.1%	98.2%	1.7%	0.1%	0.1%	-0.2%	-3.2%	18.7%	56.3%	25.0%	-1.7%	6.3%	-4.7%	18.7%	54.0%	34.3%	11.6%	0.4%
Los Angeles, CA	0.1%	81.4%	18.5%	0.0%	-1.1%	1.1%	13.6%	26.5%	40.3%	33.1%	-0.5%	-0.6%	1.1%	34.7%	62.4%	23.9%	13.6%	9.5%
Miami-Ft. Lauderdale, FL	0.1%	95.0%	4.9%	0.0%	-0.8%	0.7%	0.0%	32.0%	40.8%	27.2%	-1.2%	3.1%	-1.0%	34.2%	48.6%	39.2%	12.2%	3.7%
Minneapolis-St. Paul, MN	0.0%	99.0%	1.0%	0.0%	0.4%	-0.4%	-4.0%	19.7%	58.5%	21.8%	0.1%	-0.4%	0.3%	16.5%	50.1%	40.7%	9.1%	0.7%
New York, NY	0.1%	97.0%	2.9%	0.0%	-0.1%	0.1%	-2.0%	30.5%	48.8%	20.7%	2.7%	-2.3%	-0.4%	26.2%	49.2%	40.2%	10.6%	5.2%
Orlando-Daytona Beach, FL	0.1%	95.6%	4.3%	0.0%	-1.3%	1.4%	-0.6%	24.4%	41.0%	34.6%	-3.6%	4.3%	-0.7%	34.0%	52.4%	38.2%	9.4%	2.2%
Philadelphia, PA	0.0%	92.4%	7.5%	0.0%	-0.2%	0.1%	2.6%	23.4%	52.0%	24.6%	1.2%	-0.8%	-0.4%	23.0%	39.0%	53.1%	7.9%	4.1%
Phoenix, AZ	0.1%	70.6%	29.4%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Raleigh-Durham (Fayetteville), NC	0.1%	97.6%	2.4%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
San Diego, CA	1.1%	96.4%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
San Francisco-Oakland-San Jose, CA	0.2%	53.8%	41.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Seattle-Tacoma, WA	0.1%	96.7%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tampa, FL	0.0%	72.8%	27.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Washington, DC (Hagerstown, MD)	0.1%	69.1%	30.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hartford & New Haven, CT	0.0%	75.2%	24.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pittsburgh, PA	0.1%	80.6%	19.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portland, OR	0.0%	37.5%	62.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sacramento-Stockton-Modesto, CA	0.1%	75.3%	24.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Salt Lake City, UT	0.0%	70.0%	30.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
St. Louis, MO	0.2%	92.7%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

DMA Name	MakeMo...	Strategy	Search Ind...	BDI Calc	CDI Calc
Lubbock, TX	mazda cx-5	Create De...	0.08	81	73
Rochester, MN...	mazda cx-5	Retain and ...	0.08	119	109
Salisbury, MD	mazda cx-5	Create De...	0.08	83	98
Anchorage, AK	mazda cx-5	Conquest ...	0.08	83	110
Gainesville, FL	mazda cx-5	Create De...	0.08	95	88
Davenport, IA-R...	mazda cx-5	Conquest ...	0.08	61	106
Erie, PA	mazda cx-5	Retain and ...	0.08	112	143
Evansville, IN	mazda cx-5	Create De...	0.08	59	94
Gainesville, FL	mazda cx-5	Sustain	0.08	105	92
Rockford, IL	mazda cx-5	Conquest ...	0.07	84	106
Medford-Klam...	mazda cx-5	Conquest ...	0.07	80	106



Row Labels	Total Spend	% Spend	Total Impressions	Total Clicks	Avg Search Imp. Share	Impr. (Abs. Top) %	Impr. (Top) %	Click Thru Rate	Cost Per Click
1. WhatCarIsBest	\$46,436	4.0%	180,793	10,966	57%	30%	94%	6%	\$4.23
2. IsItRightForMe	\$218,426	18.9%	939,527	47,786	61%	25%	91%	5%	\$4.57
3. CanIAffordIt	\$52,067	4.5%	147,878	10,934	64%	22%	92%	7%	\$4.76
4. AmIGettingDeal	\$60,470	5.2%	147,183	12,531	60%	26%	86%	9%	\$4.83
5. WhereToBuy	\$707,098	61.3%	1,184,364	207,672	60%	46%	91%	18%	\$3.40
CPOBranded	\$8,692	0.8%	17,046	1,964	68%	39%	92%	12%	\$4.43
SpanishKeywords	\$346	0.0%	1,170	126	73%	33%	94%	11%	\$2.74
UsedBranded	\$60,834	5.3%	197,947	20,244	57%	49%	91%	10%	\$3.01
<b>Grand Total</b>	<b>\$1,154,368</b>	<b>100.0%</b>	<b>2,815,908</b>	<b>312,223</b>	<b>60%</b>	<b>35%</b>	<b>91%</b>	<b>11%</b>	<b>\$3.70</b>



majority of spend being allocated to the lower funnel micromoments?	YES
SSION SHARE (SIS) UF/LF COMPARISON: Are the lower funnel (LF) micromoments performing better than the UF?	YES
SSION SHARE (SIS) - LF ACHIEVE >80% Is the Search Impression Share greater than 80% in the lower funnel?	NO
PRESSION RATE: Is your ad appearing above the organic search results?	YES
UTE TOP IMPRESSION RATE: Is your ad appearing in the very first ad above the organic search results?	NO



# Digital Retailing Dashboard

# Digital Retailing Overview

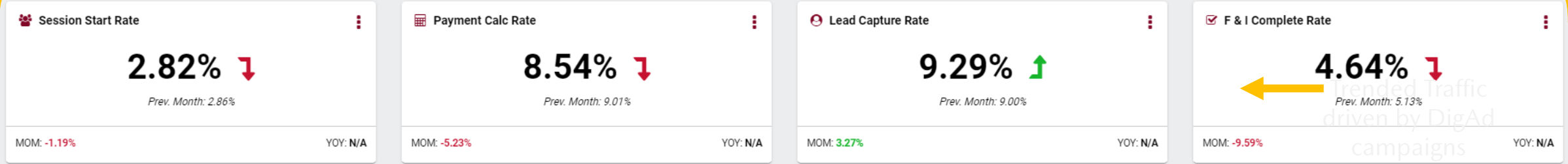
Support button accessible across all reports



Filter by date



Billboard KPIs give high level performance for monthly targets



Trended traffic driven by DigAd campaigns

Toggle between Aggregate Performance, Trended Performance and Engagement



Provider	Unique Shoppers	Lead Capture Rate	Payment Calc Rate	Trade-In Rate	All Credit App Rate	F & I Complete Rate
<b>ROADSTER</b>	<b>36,248</b> -6.72% ↓	<b>9.56%</b> 1.33% ↑	<b>5.14%</b> -10.69% ↓	<b>1.85%</b> -11.28% ↓	<b>2.14%</b> 13.49% ↑	<b>5.12%</b> -10.93% ↓

View benchmark performance by Nation, Region, District



	Website Visits	Website Visitors	Session Starts	Unique Shoppers	Session Start Rate	Payment Calculators	Payment Calculator Rate	Trade-Ins	Trade-In Rate	F & I Completes	F & I Complete Rate
▼ NATIONAL	1,809,862	1,593,850	50,579	44,981	2.82%	3,840	8.54%	1,106	2.46%	2,087	4.64%
▶ MIDWEST REGION	316,890	280,728	5,985	5,608	2.00%	636	11.34%	206	3.67%	216	3.85%
▶ NORTHEAST REGION	557,829	494,929	24,530	21,392	4.32%	2,041	9.54%	526	2.46%	1,022	4.78%
▶ SOUTHERN REGION	530,360	463,328	9,905	8,944	1.93%	531	5.94%	189	2.11%	438	4.90%
▶ WESTERN REGION	404,783	354,865	10,159	9,037	2.55%	632	6.99%	185	2.05%	411	4.55%

Filter to MOM or YOY and view definitions



Question? Please contact the MDCP Dealer Support Team:

Phone: 1-844-683-3151

Email: [info@mazdadigitalcertified.com](mailto:info@mazdadigitalcertified.com)