



Accelerate Your Listing Success

How to understand reporting on Dealer Central

Knowledge is Selling Power.

Dealer Central supports your business with a set of reporting tools to help you optimise your listings on Autotrader Group. This easy reference guide will illustrate all the online reports available to support your business and offers you tips on how to make your listings and your dealership more effective.



Let's get started.

From your Dealer Central main page, select the Analytics tab.

You'll see your summary view with an overview of your total ad performance and total customer connections.

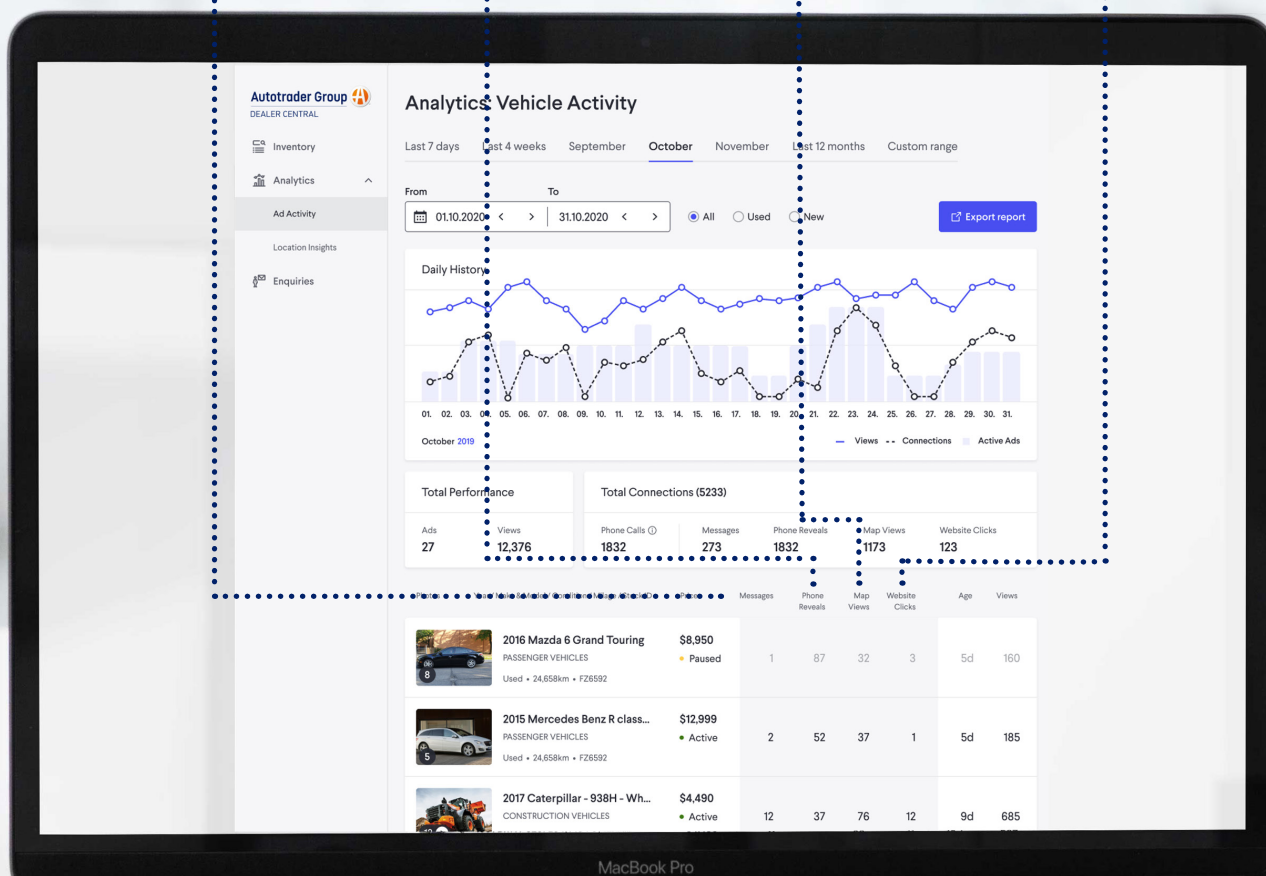
You can also view all performance data at an individual vehicle level:

Emails

Phone Reveals

Map Views

Website Clicks



Timespan report.

The timespan option gives you a complete view of your current activity at a glance, including weekly, monthly, yearly or custom range options. Drill down to vehicle level data to monitor your listing's performance.

How it works



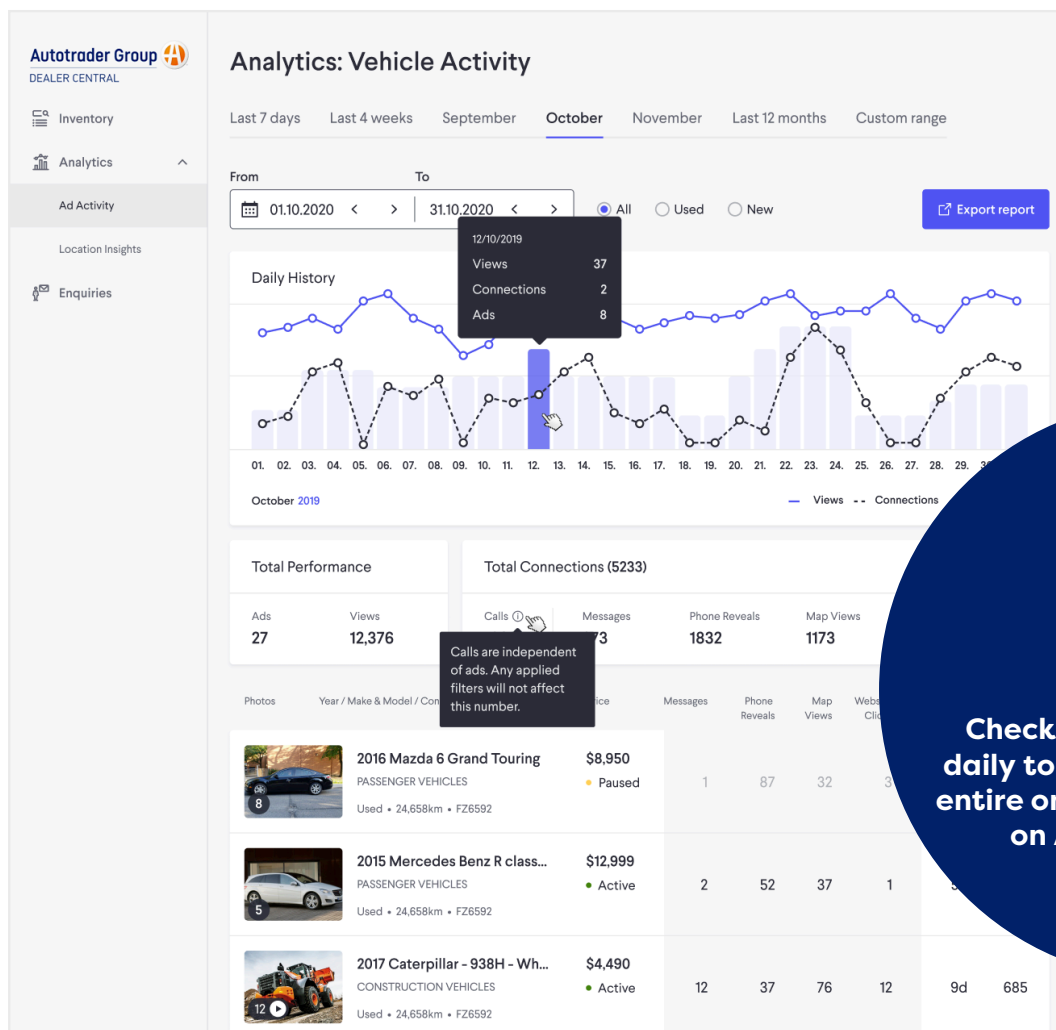
Check how many page views you've had.



See how many connections your listing has received.



Export your full listing report by vehicle type and date range.



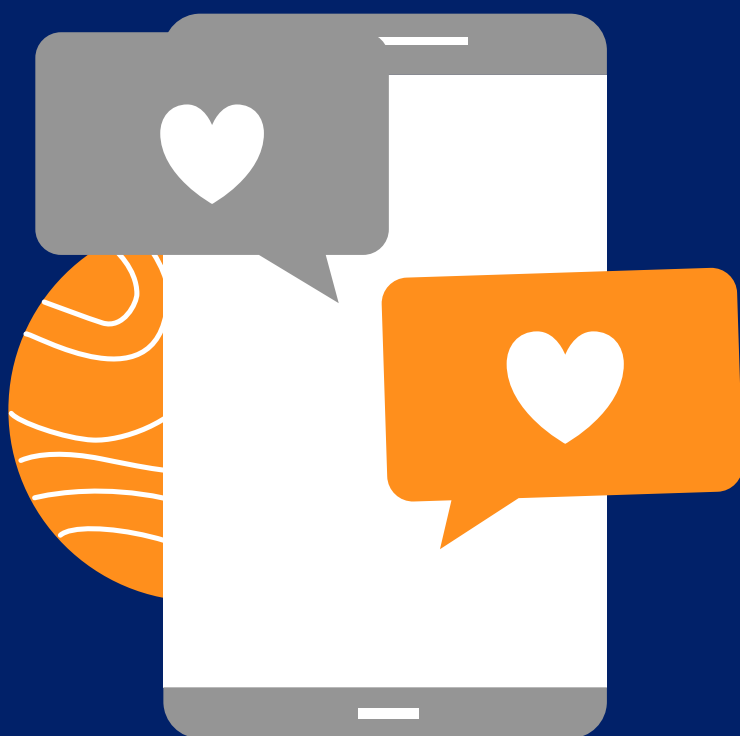
USER TIP

Check your summary report daily to get a snapshot of your entire online sales performance on Autotrader Group.

More reporting features coming soon!

Want to stay in the know on all things Dealer Central?

Get in touch with your Account Manager to set up a 1-on-1 or dealership group webinar training session today!



“ Dealer Central is easy to use with all your car inventory information right there at the click of a button. ”

WA Car Dealer

Have questions? We have answers.

For more info visit www.autotradergroup.com.au/dealer-central