

# TrafficReporter™

## Track your website performance.

Designed specifically for dealers, TrafficReporter's easy-to-generate, easy-to-read reports track your website's traffic so you get a clear picture of how your Internet program is performing. Powerful graphics help you see what is working to attract customers so you can make the most of your online marketing dollar.



6 Month Graph Report

### TrafficReporter benefits

TrafficReporter helps drive your online marketing decisions by telling you:

- how many people visit your site;
- which pages they visit;
- which vehicles they search for in your inventory;
- the number of leads received from your website;
- where your customers are coming from.

## TrafficReporter features

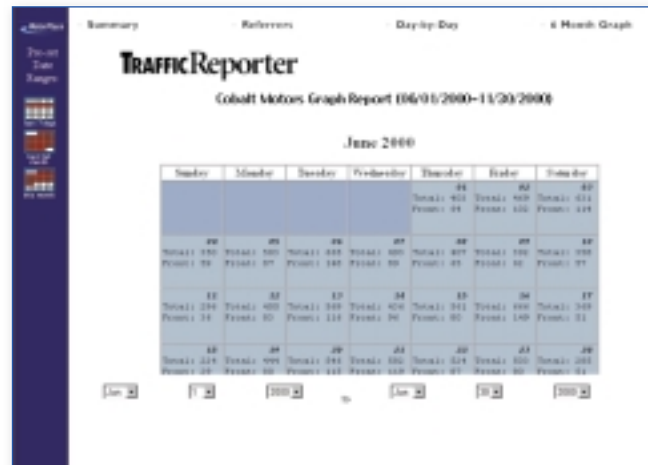
- Accessible from any personal computer 24x7.
- Tracks the timing of traffic increases, the most popular pages of your site, and the effectiveness of your promotions and Internet specials.
- Referral reports show where your Internet traffic is coming from.
- Summary reports summarize key data (overall visits, special pages, new and pre-owned inventory, email leads) over any period of time.
- Calendar reports show your dealership's peak online shopping days so you can compare your marketing campaigns to your website traffic.

## TrafficReporter is included in the following NADA®-endorsed e-business packages:

- NADA® Essentials Package™
- NADA® Premier Package™
- NADA® Premier CRM Package™
- NADA® Sales Accelerator Package™
- NADA® Ultimate eBusiness Package™

From The Cobalt Group, the automotive e-business experts.

To get more information about TrafficReporter, contact your Cobalt sales consultant at 800.909.8244 or email [sales@cobaltgroup.com](mailto:sales@cobaltgroup.com).



Calendar Report