

TRAFFICVIEW™

UNDERSTAND THE FULL STORY OF YOUR SALES AND DEFECTIONS



See where you're losing sales¹ by matching CRM data to near real-time industry-wide sales data from Urban Science.



Make data-driven decisions by breaking down these findings by *lead source*, *model*, *salesperson*, and *geography* to help you pinpoint what is driving defections to your competitors.

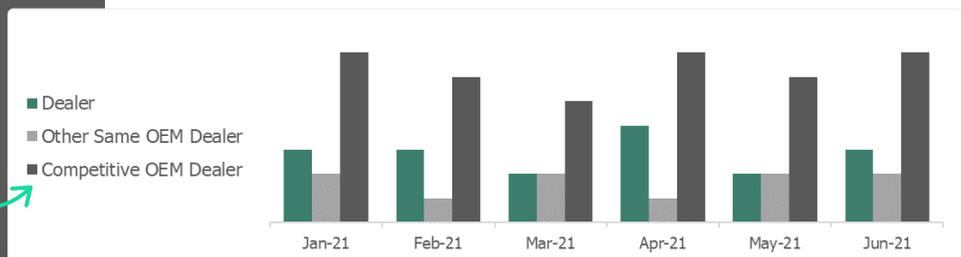


TrafficView reporting is accessible from your Car Wars Dashboard.

This salesperson is losing more deals than she's winning.

| Salesperson | Total Traffic | Sold By | | | Total Sales | % Bought from Dealer | % Bought Elsewhere |
|----------------|---------------|-----------|-----------------|-----------------|-------------|----------------------|--------------------|
| | | Dealer | Same OEM Dealer | Comp OEM Dealer | | | |
| John D. | 242 | 20 | 10 | 38 | 68 | 29% | 71% |
| Mary K. | 207 | 14 | 18 | 21 | 53 | 26% | 74% |
| Peter R. | 131 | 18 | 11 | 10 | 39 | 46% | 54% |
| Davey C. | 96 | 41 | 4 | 7 | 52 | 79% | 21% |
| Alice C. | 95 | 45 | 1 | 6 | 52 | 87% | 13% |

Losing to a competitive OEM dealer implies a need for product training!



¹ Sales refers to vehicle unit sales and does not represent vehicle price or revenue.