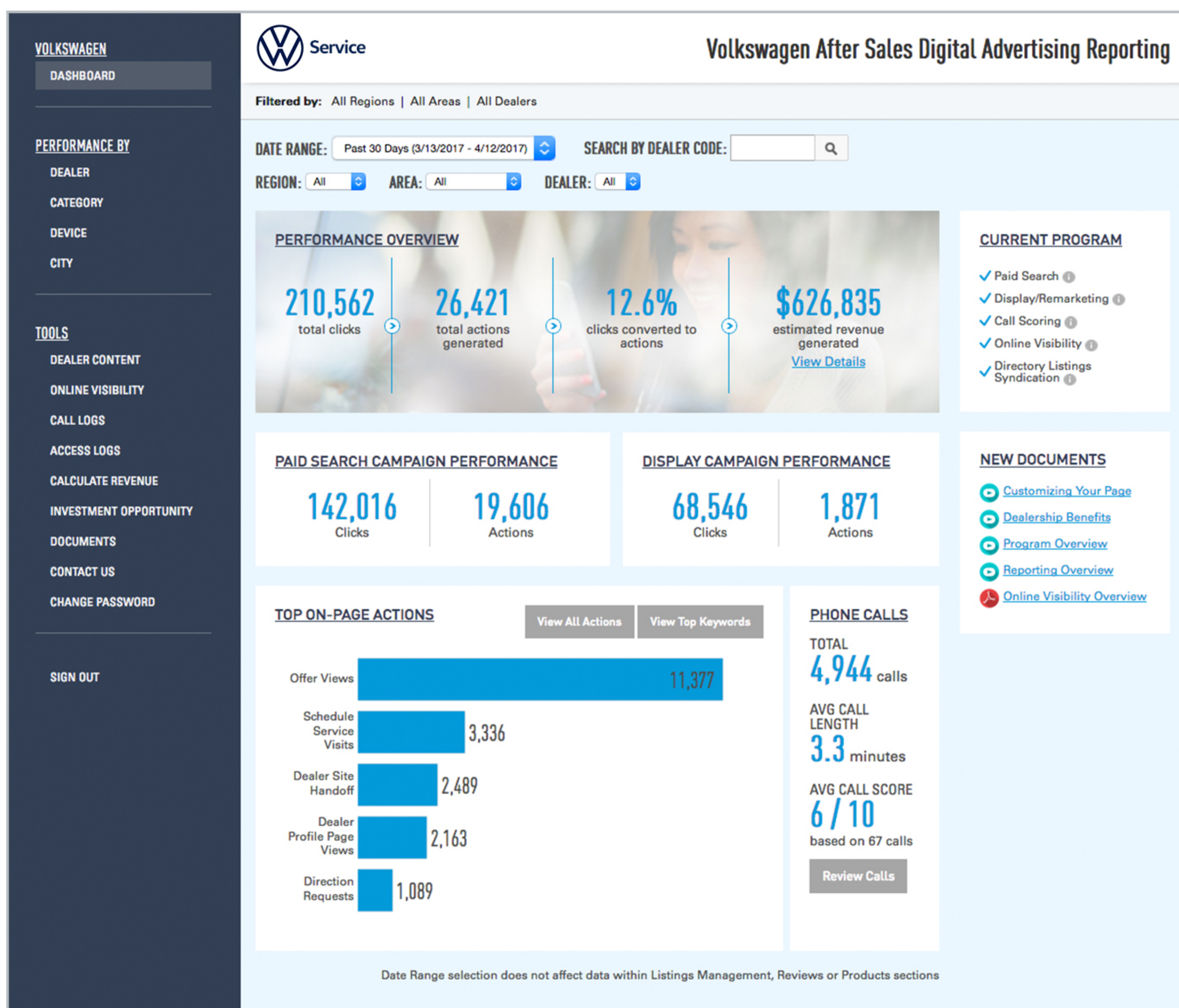# REPORTING.VWSERVICEDEALS.COM

Track and report program performance for your dealership in one 24/7 reporting console. The reporting suite allows for high-level overview results to a detailed look by category, city, device, and more.

When you first login, you can change your password in the upper right hand side of the page.

Dashboard
- Total Clicks
- Total Actions
- Conversion rate (clicks divided by actions)
- Detailed outcome information
  - Offer Views   – X Time visits
  - Phone Calls   – Direction requests
  - Site transfers – Dealer profile page views

Dealer
Summary page information, but in Excel-friendly formats. The data is exportable from the site.

Category
Details of performance and actions by targeted category. These include: Oil Change Service, Service & Maintenance, Battery Sales & Service, and Brake Service.

City
Detailed information of traffic broken down by targeted city. This helps to see which cities are bringing in the most traffic to your dealership.

Device
Allows you to see how consumers are using the site in terms of desktop, tablet and mobile. Mobile and tablets are also featured by brand, such as iPhone, Blackberry, Android, and more.

Dealer Content
The makeup of your dealership's campaign. View target cities, keywords, converting ads, and more in this overview

Online Visibility
The landscape of your dealership's internet presence. Within this tab, there are detailed pages including:

Listings pulls your listing from Search Engines, Review Sites, Directories, and Social pages to show you how each listing looks in terms of name address, phone number, and website.

Reviews compiles all of the reviews listed about your dealership and puts them into one place.

Social allows you to manage multiple social media accounts and post to as many as you'd like, whenever you'd like.

Reports allows you set up automated e-mails of reporting results in many ways.

Call Logs
Contains all incoming calls from the unique tracking number provided to you. Here you are able to listen to and download and save all calls.

For more information, please contact your VDC at **(844) 492-5545** or go to **vwservicedeals.com/info**