

Your enhanced Customer Monthly Report with Cobalt Analytics.



Best-Practice Website Performance Measurement

Cobalt has redesigned your monthly reports to give you an unprecedented tool to gauge all of your digital marketing efforts online. The new report illustrates how well you are feeding the funnels that lead to your website's performance and overall marketing and branding effectiveness. Now you have even more visibility into:



- Data that clearly shows the level of brand or dealership exposure or impressions to consumers.
- Website traffic you are generating and the type of consumers coming to your website.
- Web visitor engagement showing you the buying stage and behaviors of consumers you are reaching.
- Prospects and leads you are receiving as a result of your online media spend.

Optimize Your Online Media Spend at a Glance

Easy-to-read charts and trends help you better understand your funnel to identify strategies to help you balance your online media spend. Your pipeline remains full and your showroom and departments are actively selling and servicing customers.

Engage

Increase prospects, leads and showroom traffic by more than 100%. Our experience shows that Dealers who work with their Cobalt account Advocate to stay close to their metrics and proactively manage and refine their website activities will increase their lead-to-conversion ratios dramatically.

Contact Cobalt to begin proactively managing your website and receiving this detailed monthly view of your digital marketing effectiveness. For more information on the CMR, visit <http://www.cobalt.com/cmr>.

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