with dlr as

(select distinct

last\_day(a.ingest\_date-1) as report\_date

,a.owner\_id

,c.customer\_name

,case when e.participation = 'Subscribed' then 'Subscribed' else 'Non-Subscribed' end as participation

from "DP"."AT\_PROD\_LISTINGS"."LISTING" a

left join (select distinct

last\_day(a.effective\_date) as report\_date

,c.owner\_id

,'Subscribed' as Participation

from "DP"."EPCA\_CFDB"."NBA\_MTD" a

left join "USERS"."CA\_CLIENT\_SUCCESS"."PRODUCT\_MAPPING" b

on a.product\_code = b.product\_sku or a.product\_code = b.previous\_sku

left join "DP"."AT\_PROD\_LISTINGS"."LISTING" c

on a.customer\_id = c.owner\_id

where a.effective\_date >= date(last\_day(add\_months(date(current\_date), -1))) --= '2022-08-31'

and a.production\_status in ('DELIVERED','PENDING\_CANCEL','PENDING\_CANCEL\_RESTRICTION')

and upper(b.prod\_cat\_1) = 'CLASSIFIEDS'

and upper(c.nameplate) like '%FORD%'

order by owner\_id desc) e

on a.owner\_id = e.owner\_id

left join "USERS"."CA\_DEALER\_SALES\_ANALYTICS"."Customer\_Rep" c

on a.owner\_id = customer\_id

where ingest\_date-1 >= date(last\_day(add\_months(date(current\_date), -2))) --= '2022-08-31'

and upper(nameplate) like '%FORD%')

,VE as

(select

last\_day(b.eventdate\_est) as Report\_Date

,c.owner\_id

,case when c.new = 'Y' then 'New' when c.certified = 'Y' then 'Certified' else 'Used' end as Type

,case when c.listing\_priority = '30' then 'Premium' when c.listing\_priority = '20' then 'Featured' when c.listing\_priority = '15' then 'Pay\_Standard'

when c.listing\_priority = '10' then 'Free\_Standard'else 'Base' end as Tier

,case when b.urlparams:clickType like'spotl' then 'spotlight' when b.urlparams:clickType like '%alpha%' then 'alpha' when b.urlparams:clickType like '%elot%' then 'elot'

when b.urlparams:clickType like '%supp%' then 'mee' else 'Other' end as product

,sum(case when b.pagetype = 'vdp' and b.derivedhittype = 'page-view' then 1 else 0 end) as VDPs

,sum(case when b.pixalleventtype = 'submit' and b.leadtype = 'form' then 1 else 0 end) as Email\_clicks

,sum(case when b.pixalleventtype = 'click' and b.leadtype = 'chat' then 1 else 0 end) as Chat\_clicks

,sum(case when b.pixalleventtype = 'click' and b.leadtype = 'text' then 1 else 0 end) as Text\_clicks

,sum(case when b.pixalleventtype = 'click' and b.leadtype = 'call' then 1 else 0 end) as Phone\_clicks

,sum(case when b.pixalleventtype = 'click' and b.contenttype = 'dealership' then 1 else 0 end) as Sitelink\_clicks

,sum(case when b.pixalleventtype = 'print' and b.contenttype = 'vehicle' then 1 else 0 end) as Print\_clicks

,sum(case when b.pixalleventtype = 'click' and b.contenttype = 'directions' then 1 else 0 end) as Map\_clicks

,sum(case when b.pixalleventtype = 'save' and b.contenttype = 'vehicle' then 1 else 0 end) as Save\_clicks

,sum(case when b.contenttype = 'vehicle-history-report' and b.pixalleventtype like '%open%' then 1 else 0 end) as VHR\_clicks

,sum(case when b.pixalleventtype = 'share' and b.contenttype = 'vehicle' then 1 else 0 end) as Share\_clicks

,sum(case when b.pixalleventtype = 'submit' and b.contenttype = 'calculator' then 1 else 0 end) as MyWallet\_clicks

,sum(case when b.contenttype = 'lead' and b.pixalleventtype = 'submit' and b.feature='dr3' and b.formtype = 'digital-retailing-deal' then 1 else 0 end) as Accelerate\_Send

,sum(case when b.contenttype = 'lead' and b.pixalleventtype = 'submit' and b.feature = 'Drive the 5' and b.goal = 'Sent My Wallet Offer' then 1 else 0 end) as MyWallet\_Sends

from "WEBACTIVITY"."PIXALL"."FILTERED\_HITS" b

left join "VEHICLE"."INVENTORY"."LISTING" c

on to\_char(b.vehicleid) = to\_char(c.car\_id) and b.eventdate\_est = c.effective\_date

where eventdate >= date\_trunc('month',date(add\_months(date(current\_date), -1))) --= '2022-08-31'

and b.accountid in ('autotradercox', 'kbbcox')

and (b.domain in ('autotrader.com', 'android.autotrader.com', 'kbb.com') or b.domain like 'iOS.autotrader.com%')

and (c.new is null or c.certified = 'Y')

and upper(c.nameplate) like '%FORD%'

and isbot = false

group by 1,2,3,4,5)

,SRP as

(select last\_day(eventdate\_est) as Report\_Date

,inventory\_svoc\_id as owner\_id

,case when b.new = 'Y' then 'New' when b.certified = 'Y' then 'Certified' else 'Used' end as Type

,case when b.listing\_priority = '30' then 'Premium' when b.listing\_priority = '20' then 'Featured' when b.listing\_priority = '15' then 'Pay\_Standard'

when b.listing\_priority = '10' then 'Free\_Standard'else 'Base' end as Tier

,case when a.vehicle\_listingtype = 'spv' then 'spotlight' when a.vehicle\_listingtype = 'alp' then 'alpha' when a.vehicle\_listingtype = 'elot' then 'elot'

when a.vehicle\_listingtype = 'sup' then 'mee' else 'Other' end as product

,count(hituuid) as SRPIs

from "WEBACTIVITY"."PIXALL"."VEHICLE\_IMPRESSION\_SET" a

left join "VEHICLE"."INVENTORY"."LISTING" b

on to\_char(a.vehicle\_id) = to\_char(b.car\_id) and a.eventdate\_est = b.effective\_date

where eventdate >= date\_trunc('month',date(add\_months(date(current\_date), -1))) --= '2022-08-31'

and (b.new is null or b.certified = 'Y')

and a.accountid in ('autotradercox', 'kbbcox')

and (a.domain in ('autotrader.com', 'android.autotrader.com', 'kbb.com') or a.domain like 'iOS.autotrader.com%')

and isbot = false

and upper(b.nameplate) like '%FORD%'

group by 1,2,3,4,5)

,Inv as

(select

last\_day(z.Report\_Date) as Report\_Date

,z.owner\_id

,z.Type

,z.tier

,sum(z.VIN\_Days)/sum(zz.Day\_Ct) as Avg\_Daily\_Listings

from (select effective\_date as Report\_Date, owner\_id, case when new = 'Y' then 'New' when certified = 'Y' then 'Certified' else 'Used' end as Type

,case when listing\_priority = '30' then 'Premium' when listing\_priority = '20' then 'Featured' when listing\_priority = '15' then 'Pay\_Standard'

when listing\_priority = '10' then 'Free\_Standard'else 'Base' end as Tier

,count(distinct (car\_id||owner\_id||VIN) || cast(effective\_date as varchar(10))) VIN\_days

,count(distinct (car\_id||owner\_id||VIN)) as VINs

from vehicle.INVENTORY.LISTING

where EFFECTIVE\_DATE >= date\_trunc('month',date(add\_months(date(current\_date), -1))) --= '2022-08-31'

and channel like '%ATC%'

and upper(nameplate) like '%FORD%'

and (new is null or certified = 'Y')

group by 1,2,3,4) z

left outer join

(select

effective\_date as Report\_Date,

count(distinct effective\_date) Day\_ct

from vehicle.INVENTORY.LISTING

where EFFECTIVE\_DATE >= date\_trunc('month',date(add\_months(date(current\_date), -2))) --= '2022-08-31'

group by 1) zz

on z.Report\_Date = zz.Report\_Date

group by 1,2,3,4)

,Lds as

(select last\_day(a.date\_created) as Report\_date

,b.owner\_id

,case when b.new = 'Y' then 'New' when b.certified = 'Y' then 'Certified' else 'Used' end as Type

,case when a.clicktype = 'alpha' then 'alpha' when a.clicktype = 'spotlight' then 'spotlight' when a.clicktype = 'elot' then 'elot'

when a.clicktype = 'supplemental' then 'mee' else 'Other' end as Product

,case when b.listing\_priority = '30' then 'Premium' when b.listing\_priority = '20' then 'Featured' when b.listing\_priority = '15' then 'Pay\_Standard'

when b.listing\_priority = '10' then 'Free\_Standard'else 'Base' end as Tier

,count(distinct case when a.lead\_type = 'TELMETRICS' then a.lead\_id else 0 end) as Phone\_Leads

,count(distinct case when a.lead\_type = 'TELMETRICS\_SMS' then a.lead\_id else 0 end) as Text\_Leads

,count(distinct case when a.lead\_type in ('FSBOemail','dealeremail') then a.lead\_id end) as Email\_Leads

,count(distinct case when a.lead\_type = 'dealerchat' then a.lead\_id end) as Chat\_Leads

,count(distinct case when a.lead\_type = 'dealeremailwallet' then a.lead\_id end) as My\_Wallet\_Leads

from "DP"."AT\_PROD\_LEADS\_FILTERED"."LEADS" a

left join "VEHICLE"."INVENTORY"."LISTING" b

on to\_char(a.owner\_id) = to\_char(b.owner\_id) and a.car\_id = b.car\_id

where a.date\_created >= date\_trunc('month',date(add\_months(date(current\_date), -2))) --between '2022-08-31' and '2022-09-01'--

and (b.new is null or b.certified = 'Y')

and a.partner\_name in ('ConsumerSite', 'atcAndroidApp', 'atcAndroidTabletApp', 'KBB', 'kbb', 'atcPhoneApp', 'atciPadApp')

group by 1,2,3,4,5)

select

dlr.Report\_Date

,dlr.owner\_id

,dlr.participation

,dlr.customer\_name

,ve.product

,ve.tier

,ve.type

,Inv.Avg\_daily\_listings

,srp.srpis

,VE.VDPs

,VE.Email\_clicks

,VE.Chat\_clicks

,VE.Text\_clicks

,VE.Phone\_clicks

,VE.Sitelink\_clicks

,VE.Print\_clicks

,VE.Map\_clicks

,VE.Save\_clicks

,VE.VHR\_clicks

,VE.Share\_clicks

,ve.mywallet\_clicks

,ve.Accelerate\_send

,lds.email\_leads

,lds.phone\_leads

,lds.text\_leads

,lds.chat\_leads

,lds.my\_wallet\_leads

from dlr

left join ve

on dlr.owner\_id = ve.owner\_id

left join SRP

on srp.report\_date = ve.report\_date and to\_char(srp.owner\_id) = to\_char(ve.owner\_id) and srp.type = ve.type and srp.tier = ve.tier and srp.product = ve.product

left join Inv

on Inv.Report\_Date = VE.Report\_Date and to\_char(Inv.owner\_id) = to\_char(VE.Owner\_id) and Inv.type = ve.type and inv.tier = ve.tier

left join Lds

on ve.report\_date = lds.report\_date and to\_char(ve.owner\_id) = to\_char(lds.owner\_id) and lds.type = ve.type and lds.tier = ve.tier and lds.product = ve.product