



DataSherpa

smedia

DATA NEEDS A FILTER & A PURPOSE

“WITHOUT DATA, YOU’RE JUST ANOTHER PERSON WITH AN OPINION”

- W. Edwards Deming

“WITHOUT AN OPINION , YOU’RE JUST ANOTHER PERSON WITH DATA”

- Unknown

Data does not have any intrinsic value on it’s own.

It is useful only when it is interpreted correctly and is used to create positive changes within your company.

DATA NEEDS A FILTER & A PURPOSE

The big questions every business needs to ask about data:

Is my data clean?

What data is important?

How will I interpret the data?

How will I use the insights gained?



WHAT IS DATASHERPA?

*DataSherpa is an attribution tool that empowers people to **digitally transform their business***

What outcomes can you expect?

- Better understand your customers journey
- Improved website experience
- Increased goal conversions
- More efficiency and profitability
- Validated ROI on marketing channels
- Agnostic vendor performance metrics

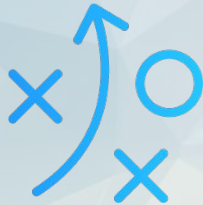


WHY IS DATASHERPA **DIFFERENT?**

We find and fix all your tracking issues

We audit your website and analytics to determine where the information gaps and inconsistencies exist.

We fix these gaps, and build on a strong foundation.



Every setup is specific

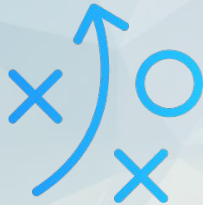
Every trackable goal we setup is done in consultation with your team to ensure your business objectives can be achieved using this technology.

WHY IS DATASHERPA **DIFFERENT?**

Collaboration

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WHY IS DATASHERPA **DIFFERENT?**

Collaboration

When you embark on your journey with DataSherpa, you gain a partner in sMedia that is focused on helping your company **digitally transform**.



Our tool evolves with you

Attribution is not a static process. Insights are leveraged into action which result in adding or changing strategies over time.

We include monthly goal implementation so DataSherpa evolves with your business needs.

Attribution drives digital transformation

The following decisions can be made based on DataSherpa insights:

- What campaigns should I be focusing more or less advertising dollars on?
- Which vendors/campaigns should be cut, or expanded?
- What vehicles require more marketing, which require less?
- Which used units should I focus on acquiring?
- What changes to our website should I make to create a better consumer shopping journey?
- Is my cost per sale too high? What else might be impacting my success aside from marketing?

STEP 1 AUDIT

Is my data clean?

Most websites have foundational website tagging and configuration issues that can cause data reporting to be inaccurate.

Why does that matter?

**The world's most powerful jet engine is rendered useless with dirty fuel.
Likewise, an attribution tool is rendered useless with dirty data.**

STEP 1

AUDIT

The audit will focus on these key metrics

TAGGING & CONFIGURATION

Implementation best practices and basic feature adoption opportunities

DATA INTEGRITY & CUSTOMIZATION

Moving beyond standard metrics to shape a more complete customer picture

INSIGHT ACTIVATION & INTEGRATION



Putting data to work for effective marketing and business decision making

STEP 1

AUDIT

An audit will give you a detailed list of action items and link to documentation on how to fix these issues

Example

Status	Check	Description
	Site Search Tracking	Site search tracking is disabled
	Site Search Report	Site search report has 0 sessions with search

ACTION ITEMS

- ❑ Set up site search tracking properly to know what your customers are looking for on your site.

STEP 2

IMPLEMENTATION

What data is important?

We fix all tracking issues to ensure we start from a **place of truth**.

We set up trackable goals (clicks, conversions, etc.) that align with your business objectives to help you achieve the end results you desire.

We include monthly implementation so the tool evolves with your goals.

STEP 3

ATTRIBUTION REPORTING

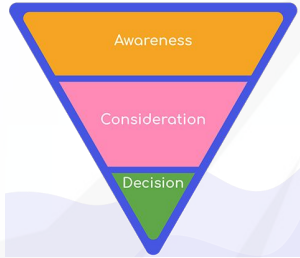
Live Reporting Suite

We use multipoint attribution modeling, and a combination of our scraping technology with CRM data to help you understand:

- **Your website and marketing performance**
- **Vin level performance & conversions**
- **Cost per sale and marketing cost on each vehicle**
- **Conversions by platform, source, call to action, and by assists**

The “Messy Middle”

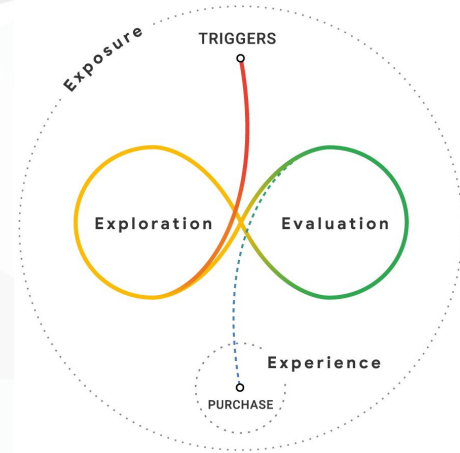
DO YOU USE FIRST CLICK OR LAST CLICK ATTRIBUTION? WHY NOT THE MIDDLE?



Most people don't follow a direct path from ad to conversion.

If we only focus on 2 touchpoints of the shopping journey, we miss out on understanding what kept a prospect engaged in that messy middle stage.

Many prospects spend an indefinite amount of time in a state of indecision, between exploring and evaluating their options.



Multi-Model Attribution

Understand how customers move through your funnel with 6 models

Attribution Model Comparison per Channel



Attribution Models

ATTRIBUTION MODEL COMPARISON PER SOURCE/MEDIUM

Channel	First click	Last click	Last click non direct	Linear	Position based	Time decay
autoTRADER / referral	276	194	308	178	181	170
facebook_smedia / social	13,752	11,224	14,266	11,985	12,211	11,591
gmb / organic	3,186	2,317	3,441	2,383	2,526	2,291
google / cpc	7,897	6,803	8,330	6,971	7,107	6,840
google / organic	2,602	1,964	2,902	1,987	2,072	1,897
l.facebook.com / referral	53	100	103	43	43	44
m.facebook.com / referral	56	41	51	27	27	31
bing / organic	261	185	333	157	158	154
(direct) / (none)	7,666	13,055	5,903	11,044	10,465	11,826
kijiji / referral	116	97	130	90	92	92

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Conversion Overview

CONVERSION PATH SNAPSHOT SORTABLE BY SPECIFIC GOALS

Conversions

27,913

Assisted Conversions

13,896

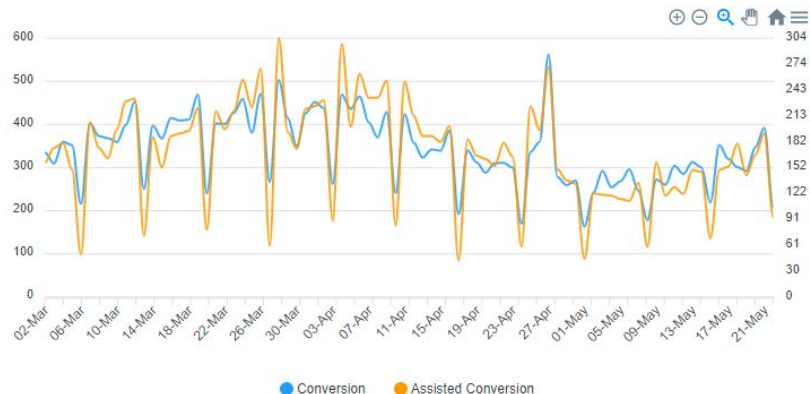
Assisted / Conversions

49.78%

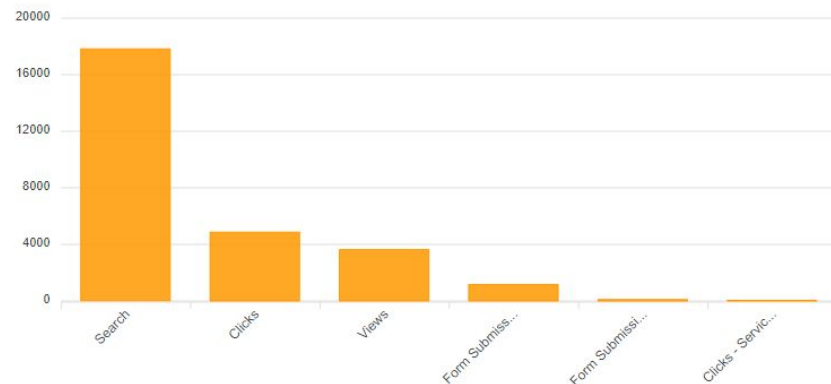
Conversion Path Length

17.18

Conversions vs Assisted Conversions DoD



Conversions per Goal Name



Conversion Performance

TRACK GOAL CONVERSIONS BY SOURCE

Conversions Performance per Source/Medium

Source / Medium	New VDP View	Used VDP View	Clicks	Get Pre-Approved	Service	CPO VDP View	Hours & Directions	For
(direct) / (none)	28178	7582	2158	504	446	444	142	1
google / cpc	24784	12650	1524	157	67	441	86	-
google / organic	10392	2865	1683	115	152	164	80	1
dealersdirect / email	7514	836	234	198	360	312	397	-
vinamp / social	4535	50	28	6	-	18	-	-
Foureyes / email	2454	45	162	5	-	2	8	-
vinurl.com / referral	1524	123	95	85	80	12	6	-
edmunds / referral	802	231	55	6	-	-	6	-
cars.com / referral	577	152	58	6	2	14	12	-
autotrader.com / referral	244	564	57	5	-	6	8	-

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Assisted Conversions

UNDERSTAND THE ASSISTS IN
YOUR CONVERSION FUNNEL

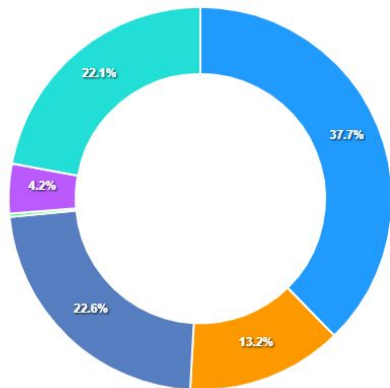
Channel	Conversions	Percentage
Social Network	6,003	16.408%
Referral	5,993	16.381%
Organic Search	3,978	10.873%
Direct	2,240	6.123%
Paid Search	1,079	2.949%

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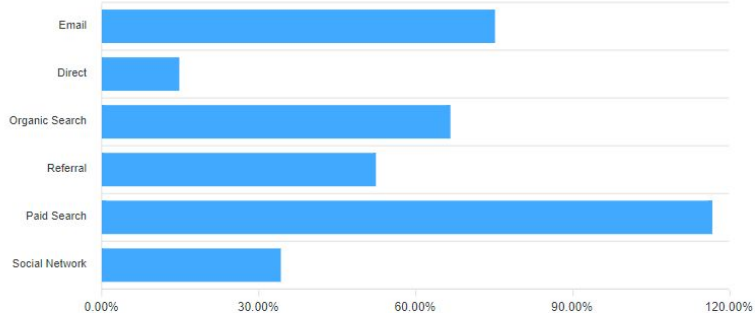


Top Assisted Channels



- Direct
- Organic Search
- Referral
- Email
- Paid Search
- Social Network

Assisted / Last Click Conversions per Channel



Source/Medium Performance

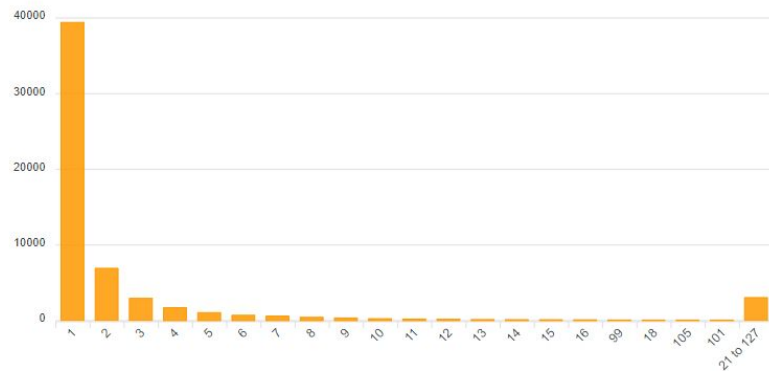
CONVERSION PATH SNAPSHOT

Source / Medium Conversions Path

Export to Excel

Source / Medium	Conversion
google / cpc	15,175
(direct) / (none)	8,872
google / organic	5,721
dealersdirect / email	4,190
google / cpc>google / cpc	1,440

Conversions Path Length



Source / Medium	Total Conversions	New VDP View	Used VDP View	Clicks	Get Pre-Approved	CPO VDP View	Service
(direct) / (none)	21,946	15,950	3,929	1,210	342	212	183
google / cpc	19,027	11,163	6,754	740	61	220	44
google / organic	6,601	4,509	1,046	784	54	68	99
dealersdirect / email	4,345	3,600	260	82	55	89	121
vinamp / social	1,681	1,623	32	13	3	10	-
Foureyes / email	836	754	25	47	8	-	-
edmunds / referral	748	607	113	20	1	3	-
vinurl.com / referral	739	558	55	47	38	5	34
cars.com / referral	467	363	51	32	6	6	-

Campaign Performance

CONVERSIONS & ATTRIBUTION PERFORMANCE PER CAMPAIGN

Campaign Conversions Path

Export to Excel

Campaign	Conversions
Performance_Max_Used_Invent ntory	12,049
(not _Max_Used_ Inventory	110
_Used_Inve e_Max_Use	1,763
d_Inventor	
_Used_Inve o_Performance_Max_Use d_Inventor>kijiji_vdp	4
(not _Max_Used_	

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Attribution models performance per Campaign

Export to Excel

Campaign	Source / Medium	First click	Last click	Last click non direct	Linea
(not set)	-	101	7,605	69	81.79
Performance_Max _Used_Inventor	google / cpc	18,171	16,265	16,265	16,875
kijiji_vdp	kijiji / referral	311	259	259	272.9
o_Vehicle_ALL_Car ousel :	facebook_smedia / social	4,337	3,513	3,513	3,797.0
...ia Dynamic L ookalike-	facebook_smedia /				

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Campaign Performance

ATTRIBUTION PERFORMANCE BY GOAL

Campaign	Source / Medium	Grand total	Chat Events	Value Trade In - TradePending	Check Availability – Used	Schedule Service	Schedule Test Drive - Used
	google / cpc	16,265	74	59	15	5	1
	kijiji / referral	259	10	5	2	-	-
	facebook_smedia / socia l	3,513	2	5	5	-	-
	facebook_smedia / socia l	2,630	3	-	-	-	-
Grand Total		38951	100	77	29	5	1

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Acquisition Overview

GET QUICK INSIGHTS WITH INTEGRATED SALES DATA

Total Cars on Website

318

📈 100%

New Cars on Website

57

📈 100%

Used Cars on Website

261

📈 100%

Sale Cycle Length - Days

26

📈 100%

Avg VDP views per vehicle

81

📈 100%

Cost per VDP view

\$ 0.29

📈 100%

Avg Time on Page

00:01:45

📈 100%

Exit Rate

56.89%

📈 100%

Total VDP Views

25,872

Total Spent

\$7,502.61

📈 +100%

Total Conversions

34,349

Cost Per
Conversions

\$4.58

📈 +100%

Total Sales

168

Cost Per Sale

\$44.66

📈 +100%

Acquisition Overview

TRACK SALES INFLUENCE, SPEND, SALES CYCLE, AND VDP VIEWS
BY ADVERTISING PLATFORM

facebook		Export to Excel
Attribute	Values	
Total Sales Influence	132	
Total Spend	\$8065.59	
Sale Cycle	24 days	
VDP Views	8527	
Items per page: 10 1 – 4 of 4 < >		

Google		Export to Excel
Attribute	Values	
Total Sales Influence	131	
Total Spend	\$0.00	
Sale Cycle	25 days	
VDP Views	1648	
Items per page: 10 1 – 4 of 4 < >		

Bing		Export to Excel
Attribute	Values	
Total Sales Influence	-	
Total Spend	\$0.00	
Sale Cycle	-	
VDP Views	-	
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Vendor Performance

BREAKDOWN PERFORMANCE METRICS BY SOURCE

Source Medium	# of Viewed Vehicles	# of Sold Vehicles	Cost per Sale	Spend	VDP Views	CVDP	Average Time on Page
(direct) / (none)	440	293	\$ 0.0	\$ 0.0	5718	\$ 0.0	00:01:41
google / cpc	421	271	\$ 9.01	\$ 2,441.7	15718	\$ 0.16	00:01:07
google / organic	394	250	\$ 0.0	\$ 0.0	6487	\$ 0.0	00:02:09
facebook_ / social	355	239	\$ 16.91	\$ 4,040.68	5825	\$ 0.69	00:00:25
cars.com / referral	338	218	\$ 0.0	\$ 0.0	7706	\$ 0.0	00:00:37
dealers. / referral	192	118	\$ 0.0	\$ 0.0	366	\$ 0.0	00:03:08
vinurl.com / referral	166	113	\$ 0.0	\$ 0.0	660	\$ 0.0	00:01:25
bing / organic	133	92	\$ 0.0	\$ 0.0	234	\$ 0.0	00:01:35
cargurus.com / referral	117	88	\$ 0.0	\$ 0.0	356	\$ 0.0	00:01:14
v1.trueframe.com / referral	168	82	\$ 0.0	\$ 0.0	404	\$ 0.0	00:00:08

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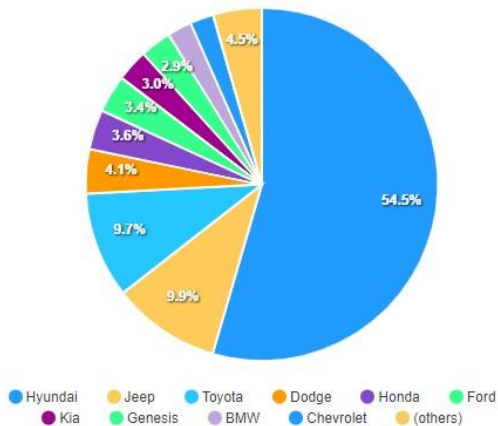
VDP Analysis

YOUR VDP MAKEUP AT A GLANCE

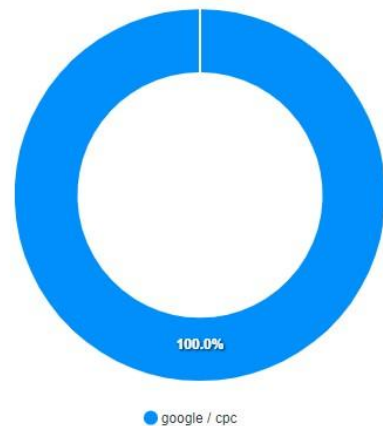
VDP per Car Type



VDP per Car Make








VDP per Channel



Vin Performance

SEE WHAT YOU SPEND ON EACH VEHICLE
STOP WASTING \$ ON UNICORNS

Vehicle Image	Vehicle URL	Listed Price	Is Sold?(CRM)	Website Listing Date	Sale Date(CRM)	Sale Cycle Length- Days	Spend	VDP Views	Conversions	CVDP	Exit Rate	Average Time on Page
		\$ 39,998.0	No	Apr 16, 2022	-	0	\$ 459.38	845	0	\$ 0.54	0.79%	00:03:12
		\$ 36,565.0	Yes	Feb 26, 2022	May 19, 2022	82	\$ 378.95	799	0	\$ 0.47	0.59%	00:01:32
		\$ 41,065.0	Yes	Jan 12, 2022	May 22, 2022	130	\$ 365.26	753	0	\$ 0.49	0.58%	00:01:26
		\$ 27,000.0	No	Feb 4, 2022	-	0	\$ 307.01	677	0	\$ 0.45	0.65%	00:01:12
		\$ 22,990.0	No	Jan 5, 2022	-	0	\$ 243.55	495	0	\$ 0.49	0.68%	00:01:12

THE DATASHERPA **DIFFERENCE**

- *We start with Clean Data & Keep it Current*
- *Goal Tracking - Customized to your business needs*
- *Monthly implementation keeps your tracking current*
- *Multi-level Attribution Reporting:
How they got there, what kept them coming back, and where they converted*

SAVE TIME & MONEY

Get empowered to evolve your customer journey,
be more efficient, and more profitable



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