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Logo

Aston Martin Dealer Marketing

User

Password

Login

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Aston Martin Dealer Marketing

Welcome, Robert Brown
Select Period: 2015 ▼

Dashboard

Activities

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My Account

Home > Dashboard

Quarterly Targeted Sales

Q1

Jan	Feb	Mar
12	12	20

Q2

Apr	May	Jun
9	11	10

Q3

Jul	Aug	Sep
12	12	20

Q4

OCt	Nov	Dec
12	12	20

Target

154

New Car Sales Revenue (Gross)

$ 901,124

Marketing Spend @ 1.5%

$ 22,233

Marketing Spend

$ 2,124

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Home > Activities

Activities Overview

New Activity

Activity	Audience	Frequency	Expense	Description	Edit
Events	Customer	Month	$ 2000.00		x
Print Advertising	Prospect	Week	$ 800.00		x
Digital Marketing	Customer	Week	$ 2500.00		x

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Home > Add Activity

New Activity

Save

Select Activity: Event ▼

Audience: ☐ Customer   ☐ Prospect

Model Focus: ☐ Option 1   ☐ Option 2   ☐ Option 3

Frequency   ☐ Quarter   ☐ Month   ☐ Week

Expense:

Description:

Add Metric:

Type: Event ▼   Metric: Outreach/impressions ▼   Quantity: 5   Add

Type	Metric	Quantity
Events	Leads + Impressions	10
Events	Test Drive	5
Print Media	Sales	3

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Home > Edit Activity

Edit Activity

Save

Select Activity: | Event ▼ |

Audience: ☐ Customer ☐ Prospect

Model Focus: ☐ Option 1 ☐ Option 2 ☐ Option 3

Frequency ☐ Quarter ☐ Month ☐ Week

Expense:

Description:

Add Metric:

Type: | Event ▼ | Metric: | Outreach/impressions ▼ | Quantity: | 5 | Add

Type	Metric	Quantity
Events	Leads + Impressions	10
Events	Test Drive	5
Print Media	Sales	3

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Change Account

Name:

Email:

Cellphone:

Save

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Home > Reports

Report 1

Save

Type: Event ▼   Metric: Impressions ▼   Generate   Export Excel

Type	Metric	Quantity
Events	Leads	10
Events	Test Drive	5
Print Media	Sales	3
Events	Leads	10
Events	Test Drive	5
Print Media	Sales	3
Events	Leads	10
Events	Test Drive	5
Print Media	Sales	3
Events	Leads	10
Events	Test Drive	5
Print Media	Sales	3
Events	Leads	10

Project description:

Web app development, using PHP 5.4 and MySQL 5.x hosted on an Apache 2.x server.

Details:

Framework PHP Codeigniter for backend

HTML5

CSS3