

GET THE MOST OUT OF YOUR MARKETING STRATEGY

BY PROPERLY MEASURING WEBSITE TRAFFIC QUALITY

Measuring the quality of website traffic generated by digital marketing strategies is an essential step in evaluating return on investment (ROI). While most marketers associate “valuable traffic” to low bounce rates, new efficiencies in the targeting of modern campaigns require us to take a deeper look at the actions taken on our website landing pages - beyond page view count.

When traffic is directed to a page that hosts enough relevant information for your consumer, campaigns can generate extreme value from just one page view. For car dealers, meaningful sales-related visits take place on the Vehicle Details Page (VDP). VDPs with multiple engagements can be invaluable to a sale when net new visitors are delivered to the site within days of purchase.

Without tracking events at the landing page level, meaningful engagement can be mistaken for a bounce. To help with properly assessing traffic, refer to the following guide:



While bounce rate is an industry-trusted metric, it is only one of many factors to consider when determining a campaign's success. Other quality metrics to track include:

- NET NEW TRAFFIC VS. RETURN
- VDP ACTIVITY LEADING UP TO A SALE
- TOP SOURCES OF TRAFFIC



LotLinX is the automotive industry leader in inventory marketing technology dedicated to improving auto retail profitability through inventory intelligence.

To have one of our experts analyze your current inventory marketing efforts and recommend custom strategies tailored to your sales goals, request a free digital consultation today:

WWW.LOTLINX.COM/INFO

“As a quality measurement solution in the space, we see first-hand how much confusion and misrepresentation exists in current automotive marketing. Properly assessing traffic using page engagements as goal conversions is an absolute necessity in this day and age.

When we work with dealers that are using LotLinX to promote inventory, the engagement levels are consistently 2-3x higher than other paid traffic sources.”

- James Grace
Wizely Founder & CEO
www.wizely.us



SELL CARS SMARTER™