



PROTECT YOUR DATA

A CHECKLIST FOR CONCERNED CAR DEALERS



We understand the dealer dilemma: **you have a dealership to maintain and grow**. You may be managing all of the incoming reporting yourself or perhaps you've delegated it to someone else. You **trust** your vendor partners to give you the information you need, so you can focus on using it to sell more vehicles. Getting more info than you need is often **confusing, irrelevant, and unnecessary**.

This checklist will help you take the necessary steps, before or after signing a contract, to ensure that you will have ownership of your data for as long as computers exist.



Double-check the contract. This goes for existing and new contracts. If your vendor insists on creating the properties that track & store data because "it's just our process", make sure there is a clause in the contract that gives you full ownership of that data, even if you decide to move to another provider.



Get full access. It's become standard practice to get analyst, view, or edit permissions on properties like Facebook Pixel or Google Analytics. At the end of the day, it's your data. You need admin permissions. If they won't give you admin permissions, ask more questions.

*"Information is the
oil of the 21st
century, and
analytics is the
combustion
engine."*



Our industry has a problem.

Service providers have gotten complacent because many dealers are so busy that they don't have time to dig deep on data.

Hold your partners accountable and keep your data as useful as possible.

- ☐ **Audit your data.** Get an understanding of how tracking tools work with a quick YouTube video or Google/Facebook course and *get in there*. If you don't want to or don't have the time, there's no harm in paying a non-biased third party to audit your data for you.
- ☐ **Refine in-store process.** When it comes to data management, attribution is a big piece of the pie. Ensure that your lead-handling and sales processes tie back to your data! Data-entry into the CRM needs to be uniform and exact. Ask customers where they found you/heard of you.
- ☐ **Talk to people!** Lean on people you can trust. Talk to other owners and sales managers, and bring your data exports and scrub names. Compare the data you're seeing and receiving. This keeps you and your vendors accountable by understanding which metrics move the ball forward and which don't account for anything.



- ☐ **Check custom goals.** With all the widgets and website tools, sometimes vendors will set up custom goals/conversions to track actions being taken. In some cases, they're only tracking the traffic that clicks on the tool and not shoppers who actually complete a goal (i.e. trade-in forms, finance calculators, etc.) You need to understand how these goals work and what they're tracking. If they're reporting clicks as leads, that's false attribution and something you should know about.
- ☐ **Don't settle for emails.** The reporting being sent to you is probably automated. Make sure you get on calls with your account manager and whoever else you need to in order to make sense of the reporting. Regularly scheduled meetings (we suggest monthly at a minimum) to go through the data will keep it clean.
- ☐ **Tie everything back to sales.** There are a million different performance indicators you can look at, but if you're not tying it back to how they impact sales, they aren't helpful. Boiling performance down to one key indicator (we suggest cost per vehicle sold) and keeping that as the primary focus will help you see what's working and what isn't. From there, you can look at other metrics to see how they influence your primary indicator, but keep it as your baseline!

**Curious about
your data
cleanliness?**

[Contact us for a FREE
audit and consultation](#)



It's Time to Get Your Data Back

Data cleanliness is a big task, but it is absolutely critical to your dealership's success in the short and long term. Take it one step at a time and make sure each piece is set in stone before moving on to the next.

If you need help understanding or managing your dealership's data, don't hesitate to contact the team here at FlexDealer.

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