



# Insight Analytics Dashboard

April 2026

## Agenda

- What is the Insight Analytics Dashboard?
- General Functionality Review
- Website Report Overview
- Digital Retail Report Overview
- Custom Report Builder Overview
- Live Demo
- Questions

## Insight Analytics Dashboard - Introduction

What is the Insight Analytics Dashboard?

Comprehensive analytics report that houses all T3 Nissan Dealer Digital Program tools

How do I access it?

NNAnet > Dealer Operations > ELMS - Leads and Digital Program Marketplace Dashboard

Why is this important?

One stop access to visibility into all T3 tools performance for informed digital marketing decisions

## Key Data Components



Data is refreshed  
daily at 9am ET



Data displayed is  
available through the  
prior full day



Data shown is based  
on user designated  
territory, assigned  
from Nissan



Data is sourced from Shift  
Digital tagging and the  
**Enterprise Lead  
Management System  
(ELMS)**

Note - data displayed is tied to date of dealer enrollment with preferred vendor(s)



# Dealer Website Overview

This Month: 4/1/2026 - 4/8/2026 National + Filter

<b>Total Visits</b> <b>2.96M</b> <span>▲</span> <i>Prev. Period: 2.71M</i> POP: 8.95% <span>▲</span> YOY: N/A	<b>Qualified Visits</b> <b>1,161,235</b> <span>▲</span> <i>Prev. Period: 1,120,827</i> POP: 3.61% <span>▲</span> YOY: N/A	<b>KBA</b> <b>1,149,983</b> <span>▲</span> <i>Prev. Period: 1,017,136</i> POP: 13.06% <span>▲</span> YOY: N/A	<b>Form Submissions</b> <b>14.33K</b> <span>▼</span> <i>Prev. Period: 14.77K</i> POP: -2.99% <span>▼</span> YOY: N/A
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Referrer Types

Trend

Dealer Hierarchy

	Total Visits	Unique Visits	Qualified Visits	Return Visits	Return Unique Visits	Page Views	Sales Page Views	Service Page Views	Total Page Views Per Visit	Average Time On Site
▼ National	2,957,757	2,781,368	1,161,235	954,223	831,205	7,715,929	5,914,679	169,857	3	2m 50s
▶ Central	611,404	572,054	247,963	209,014	181,409	1,673,381	1,288,176	25,084	3	3m 1s
▶ Midwest	613,784	579,299	247,141	199,883	176,108	1,637,086	1,262,401	31,038	3	2m 47s
▶ Northeast	513,417	483,945	195,292	156,467	135,598	1,272,018	951,677	35,774	2	2m 46s
▶ Southeast	721,902	678,629	272,958	229,046	199,097	1,860,898	1,453,001	45,184	3	2m 47s
▶ West	497,250	467,441	197,881	159,813	138,993	1,272,546	959,424	32,777	3	2m 52s

**Sticky Filters**

View the National-level account or lock-in a specific Dealers across reports.

**Date:**

Adjust the reporting date by month.

**Billboards:**

Top 4 KPIs for the report being reviewed

**KPI Visual:**

Graphic chart for the KPI being reviewed

**Benchmark:**

Performance overview for the dealership and its parent entities (District, Area, Region and National)

**Help & PDF Export:**

Select to view KPI definitions or export this report as a PDF.

**KPI Trend:**

13-month trend graph that measures total lead volume, total leads responded to within 60 minutes & close rate by month.

**Timeframe:**

Select Period over Period (POP) or Year over Year (YOY) to produce accurate data in the Benchmark report. Click the overflow menu (three dot) to export this report to Excel.



# Date Range Functionality

## Date Filter Options

This Month/Last Month/Last 3mo etc

- POP is defined as the exact date range from prior time frame
- Example: *This Month* is applied 4/1 – 4/8, the previous period compared is 3/1 – 3/8

Custom Date Range

- POP is defined as the immediate date range preceding the dates selected
- Example: *Custom* is applied 4/1 – 4/18, the previous period compared is 3/24 – 3/31

The screenshot displays the 'Dealer Website Overview' interface. At the top, a navigation bar shows 'This Month: 4/1/2026 - 4/8/2026'. Below this, a large card displays 'Total Visits' as 2.96M, with a green upward arrow and 'Prev. Period: 2.71M'. A smaller card below shows 'POP: 8.95%' with a green upward arrow. A 'Referrer Types' dropdown menu is visible. A 'Filter' modal is open, showing a search bar and a list of filter categories: Date Range, Dealers, Channel, Provider, and Device Type. The 'Date Range' category is expanded, showing options: Months, Quarters, and Custom. Under 'Months', there are checkboxes for 'This Month' (checked), 'Last Month', 'Last 3 Months', 'Last 6 Months', and 'Last 12 Months'. At the bottom of the filter modal, there is a 'Date Range > This Month' breadcrumb and 'Cancel' and 'Apply' buttons.

# Menu Functions

 Leads

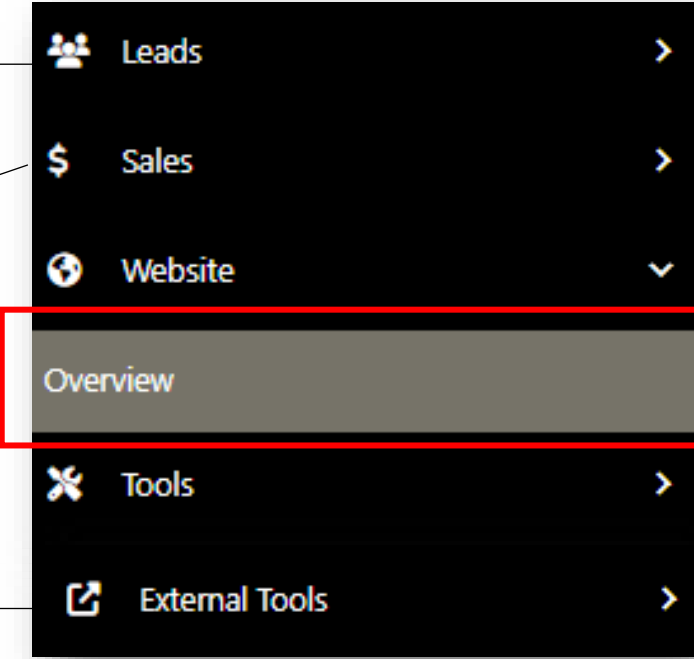
Overview  
KPI performance overview for vehicle leads  
Transactions

 Sales

Overview  
KPI performance overview for vehicle sales

 External Tools

- Dealer Information
- CRM Settings
- Lead Settings
- Request Lead Credit



 Website

Overview  
KPI performance overview for website activity

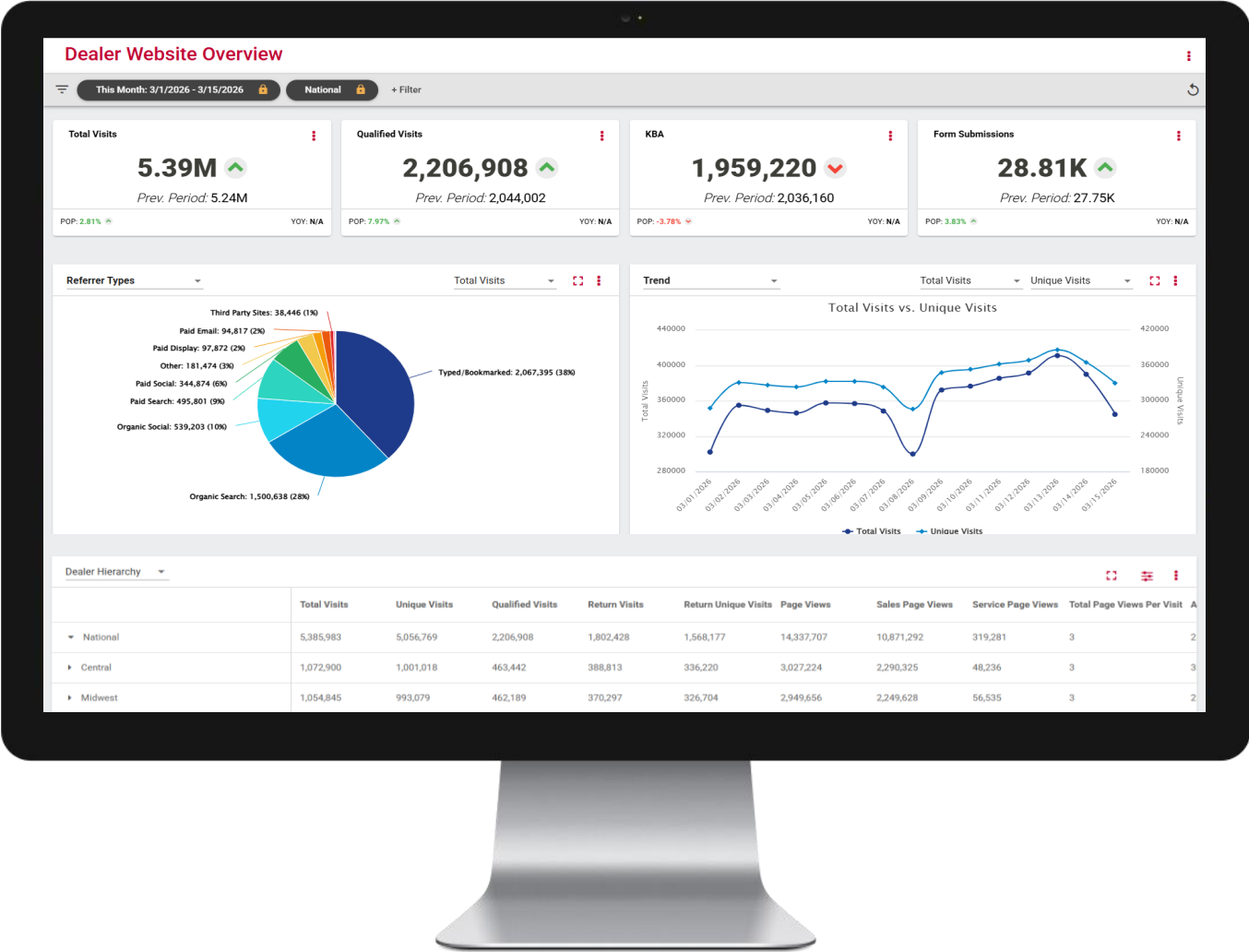
 Tools

- Digital Retailing

# Website Overview Report

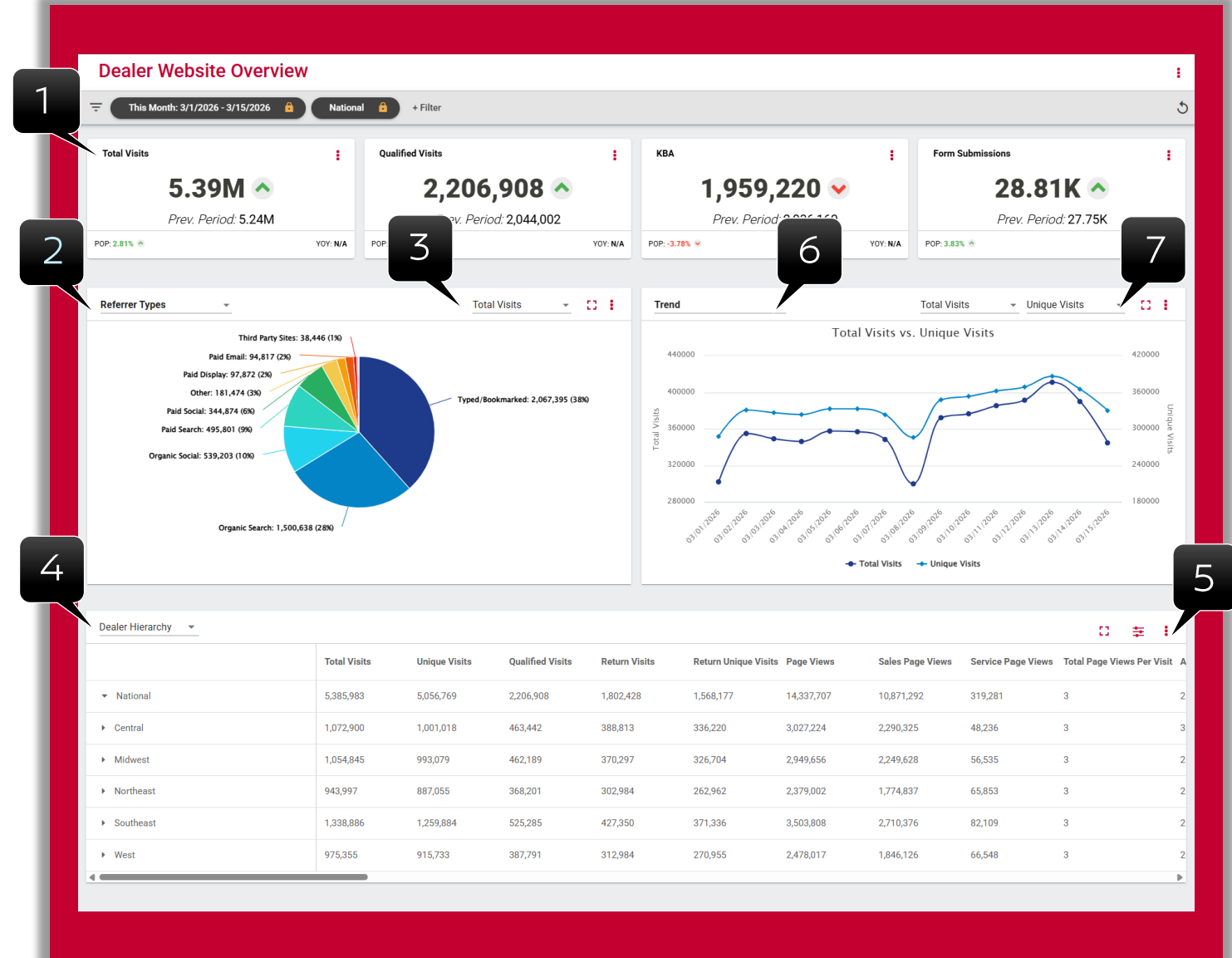
# Website Overview

- All encompassing view of Website performance for all Preferred Nissan Dealer Digital Websites
- Normalized, unbiased measurement across all vendors for benchmarking
- Views from National down to Dealer level based on user designation



# Website Overview - Defined

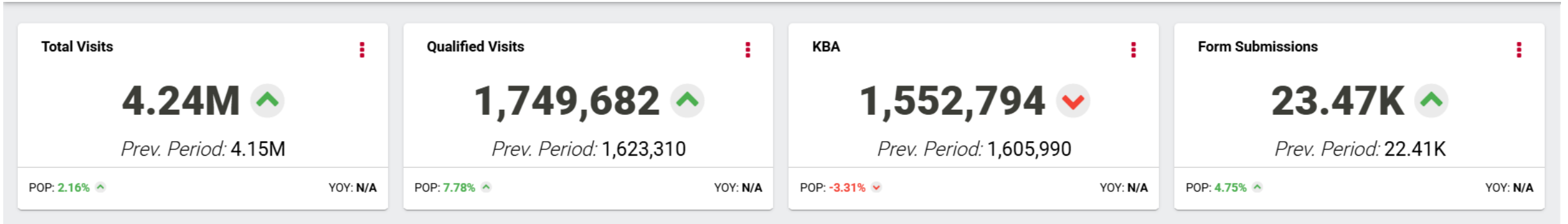
- 1 **Billboards** – Top 4 KPIs for the Website Program.
- 2 **Referrer Source** – Breaks down referral source by Types or Provider, based on selection.
- 3 **KPI Selection** – User can select a KPI for review at the referral source level by Types or Provider.
- 4 **Benchmark** – Compare performance to that of Retailers in your Area, District, Region, or Nationally. Select Month over Month (MOM) or Year over Year (YOY) to produce accurate data. Click the overflow menu (three dots) to export this report to Excel.
- 5 **Help & PDF Export** – Select to view KPI definitions or export this report as a PDF.
- 6 **Trend** – Allows the user to examine KPIs over the designated period of time. Option to choose Trend by Channel, Provider and Comparison (Retailer Avg).
- 7 **KPI Selections** – User can toggle between KPIs to compare over the designated period of time.



# Website Billboards

Green Up Arrow - Key metric is trending higher at this point of time versus previous period.

Red Down Arrow - Key metric is trending lower at this point of time versus previous period.



Total Visits	Qualified Visits	KBA (Key Buying Action)	Form Submissions
Total number of visits to a site within the selected time period.	Total number of visits to the site that did not result in a bounce.	Total number of KBAs taken on the website as defined by Nissan which includes metrics such as VDPs, Form Submissions, etc.	Total number of forms submitted via the dealer website.

POP – period over period data comparison based on timeframe selected

YOY – year over year data comparison based on timeframe selected



# Digital Retailing Overview

# Menu Functions

 Leads

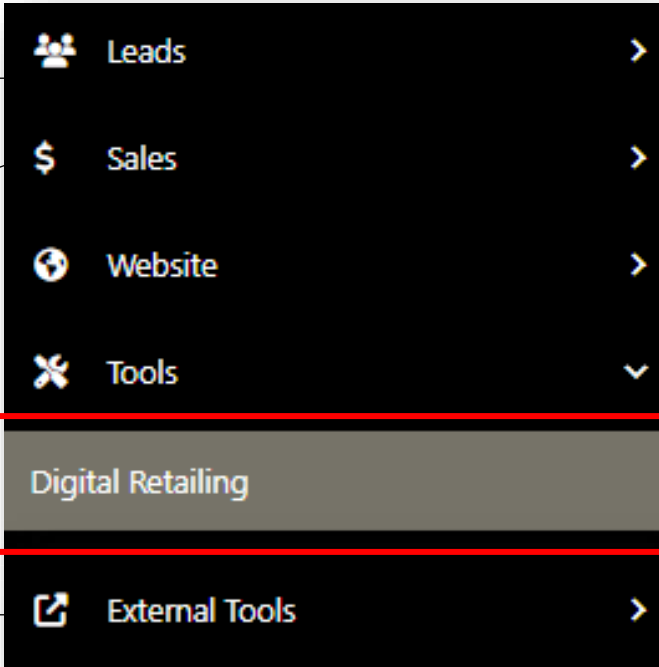
Overview  
KPI performance overview for vehicle leads  
Transactions






 Sales

Overview  
KPI performance overview for vehicle sales

 External Tools

- Dealer Information
- CRM Settings
- Lead Settings
- Request Lead Credit



-  Leads >
-  Sales >
-  Website >
-  Tools v
- Digital Retailing**
-  External Tools >

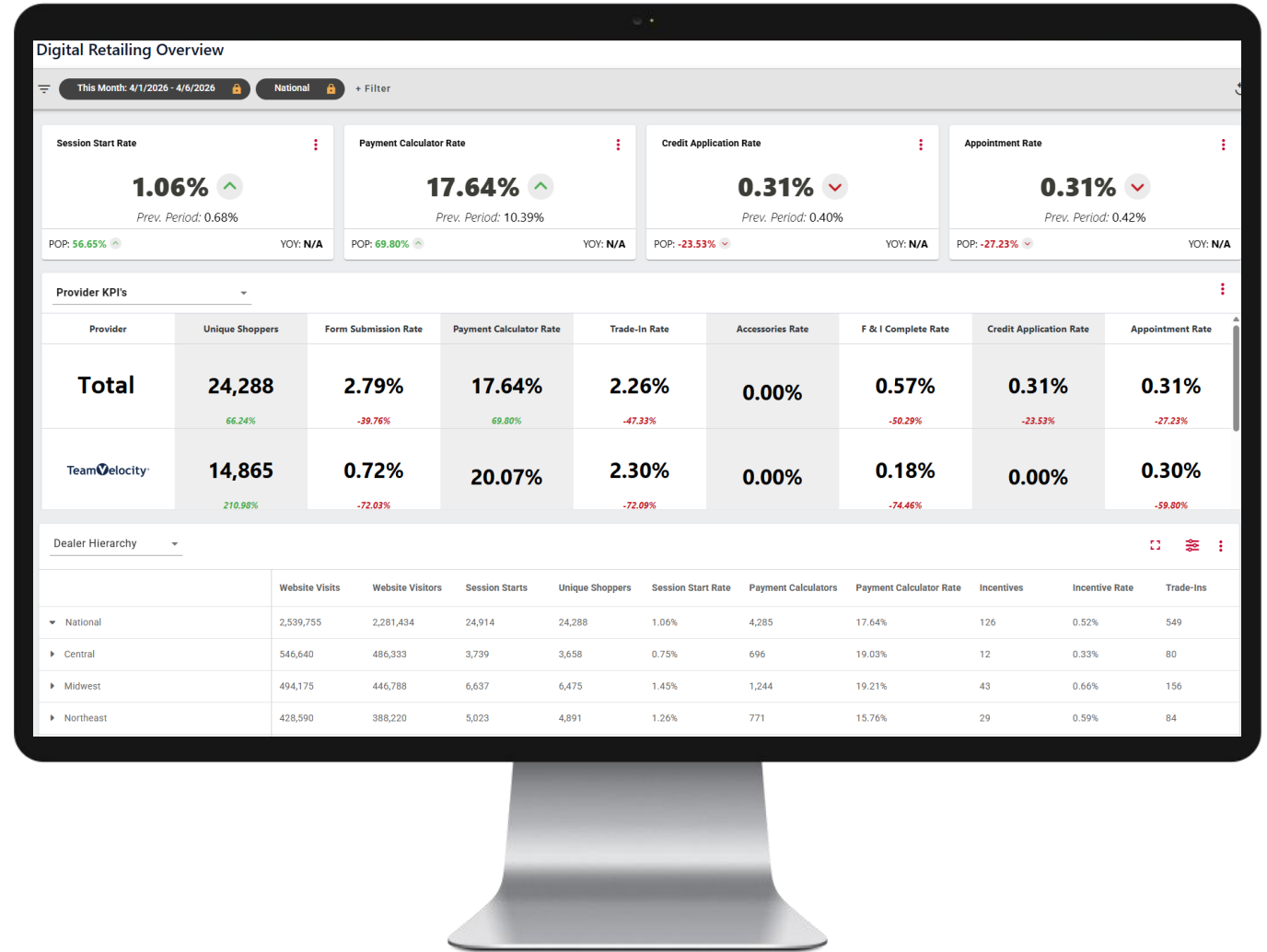
 Website

Overview  
KPI performance overview for website activity

 Digital Retailing

# Digital Retail Overview

- Similar to the Website Report, the Digital Retail Report provides full suite of metrics from the Preferred Digital Retail Providers
- Uniform data sets across all metrics for benchmarking
- Views from National down to Dealer level based on user designation



# Digital Retail Overview - Defined

**1 Billboards** - Top 4 KPIs for the Digital Retail Program.

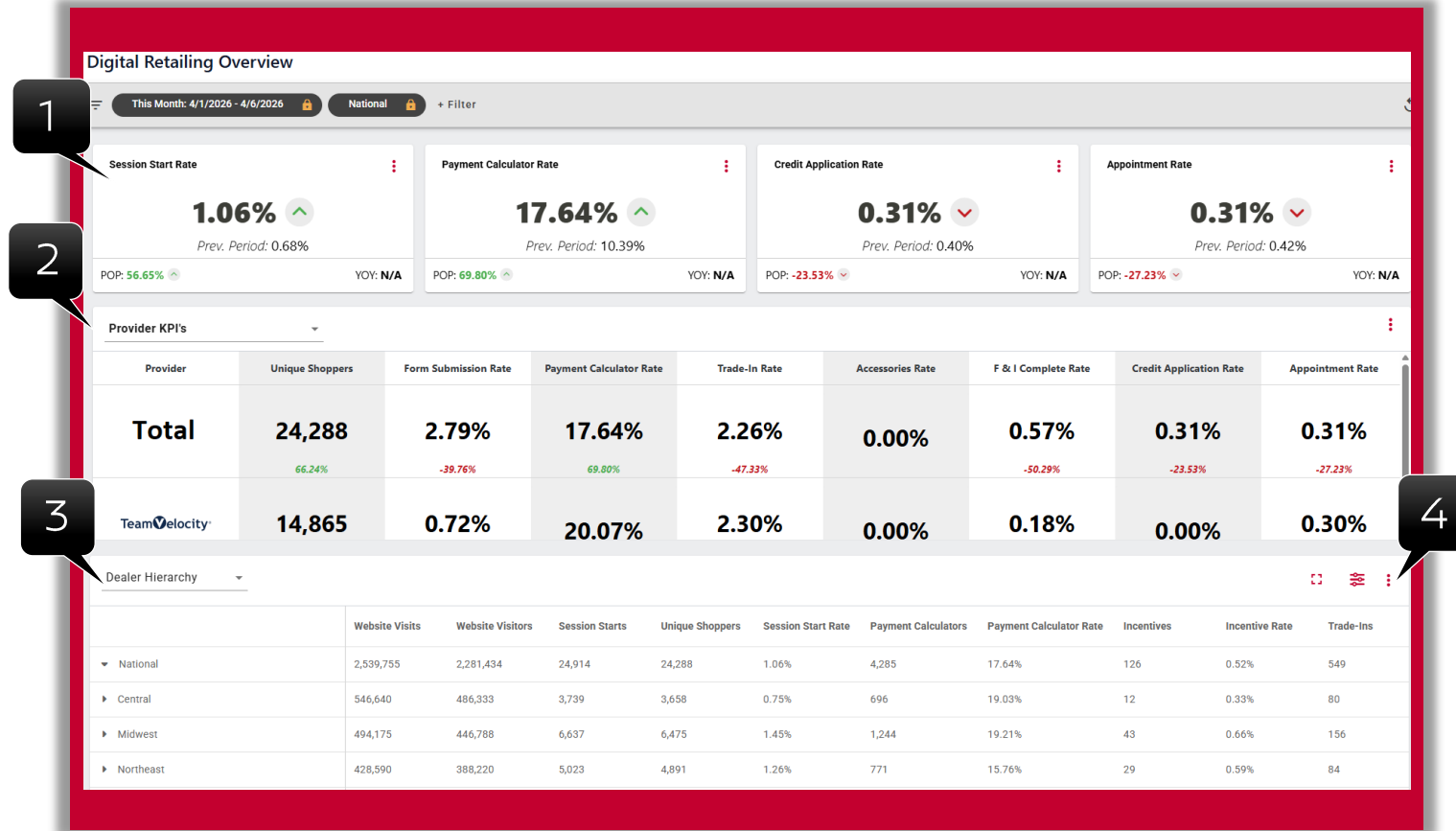
**2 Provider KPI & Trend Report**

User can toggle between:

- Provider KPIs report to show KPIs relevant to the steps within the Digital Retail tool
- Digital Retail Trend Chart that displays the trend of two metrics compared to one another for the select time frame

**3 Benchmark** - Compare performance to that of Retailers in your Area, District, Region, or Nationally.

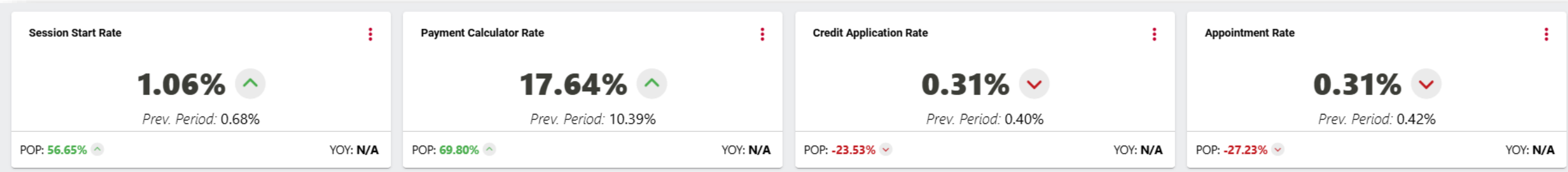
**4 Help & Data Export** - Select to view KPI definitions or export this report. Select Month over Month (MOM) or Year over Year (YOY) to produce accurate data. Click the overflow menu (three dots) to export this report to Excel.



# Digital Retail Billboards

Green Up Arrow - Key metric is trending higher at this point of time versus previous period.

Red Down Arrow - Key metric is trending lower at this point of time versus previous period.



Session Start Rate	Payment Calculator Rate	Credit Application Rate	Appointment Rate
The percentage of unique shoppers who are clicking into the Digital Retailing Tool.	The percentage of unique shoppers who are completing the Payment Calculator Form.	The percentage of unique shoppers that have submitted a Pre-Qualification Form and/or Credit Application.	The percentage of unique shoppers that have set an Appointment within the Digital Retailing Tool.

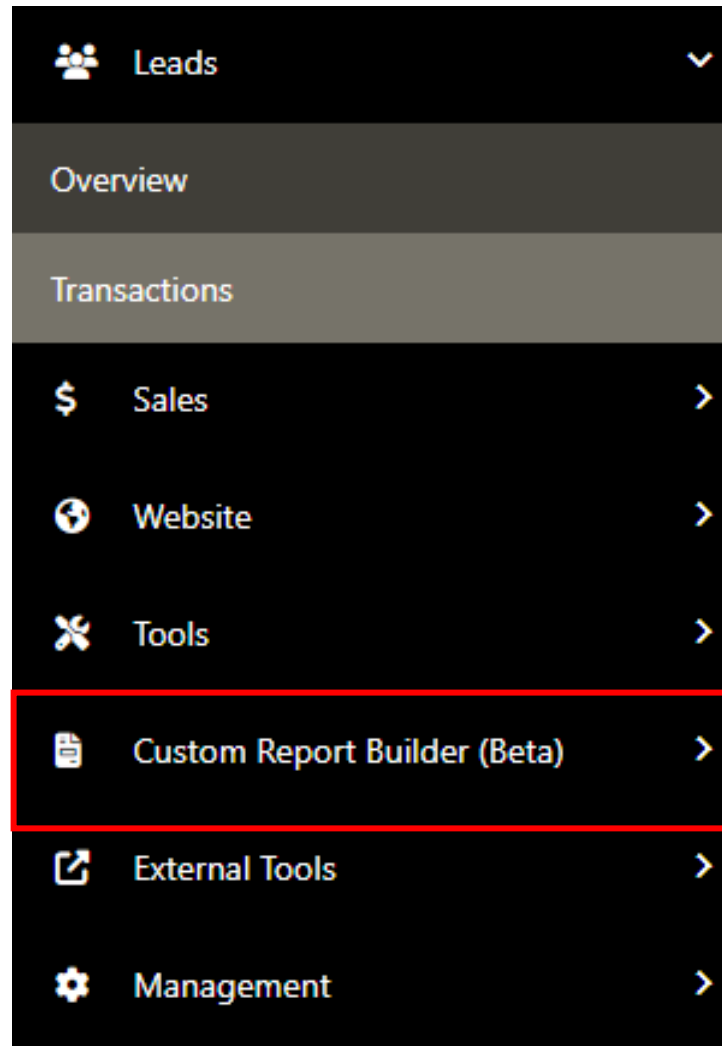
POP – period over period data comparison based on timeframe selected

YOY – year over year data comparison based on timeframe selected



# Custom Report Builder

# Menu Functions

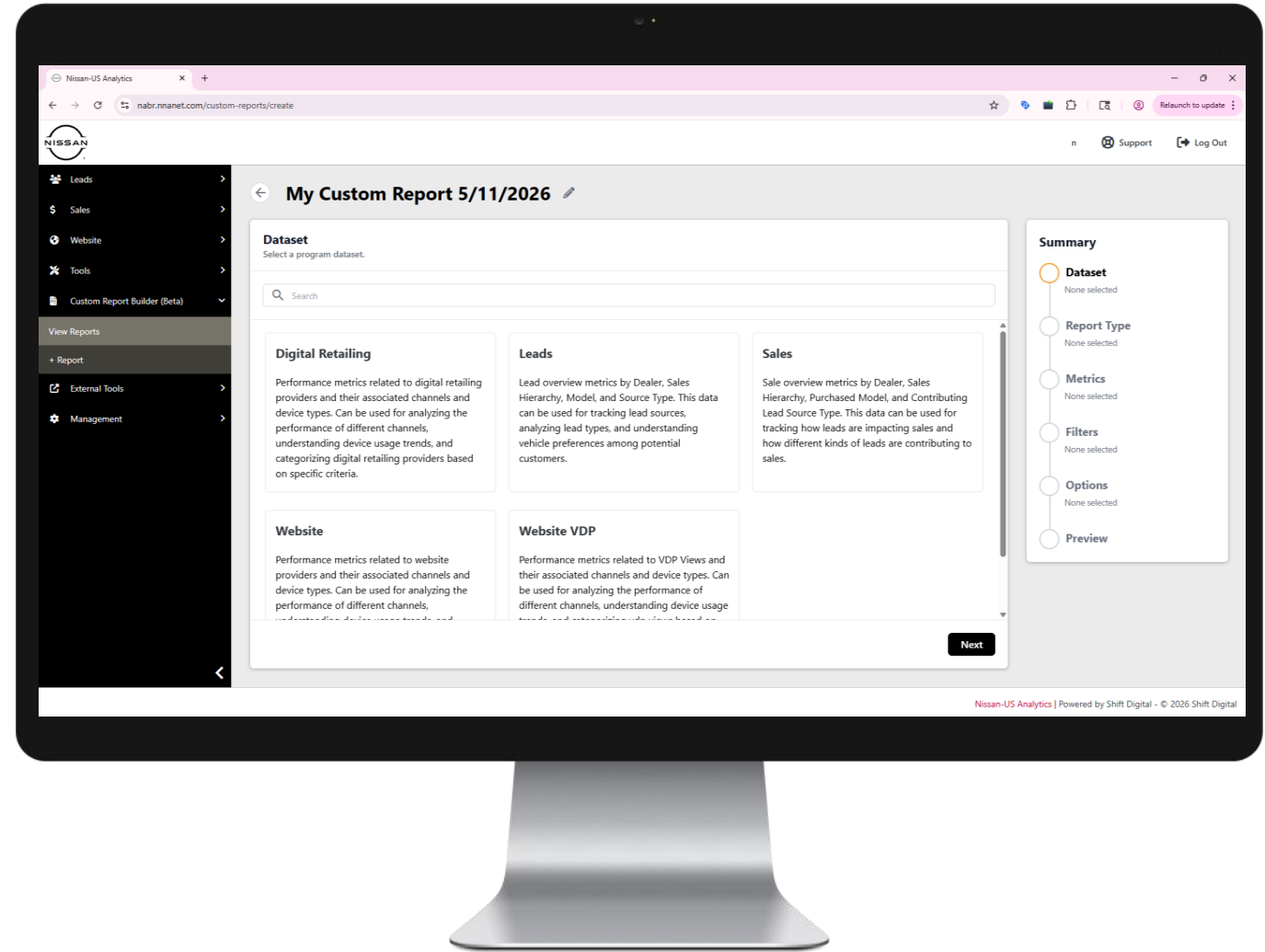


 Custom Report Builder

**Overview**  
Easily pull, save, export, and track data over time, making it simpler to analyze information without rebuilding the same reports again and again.

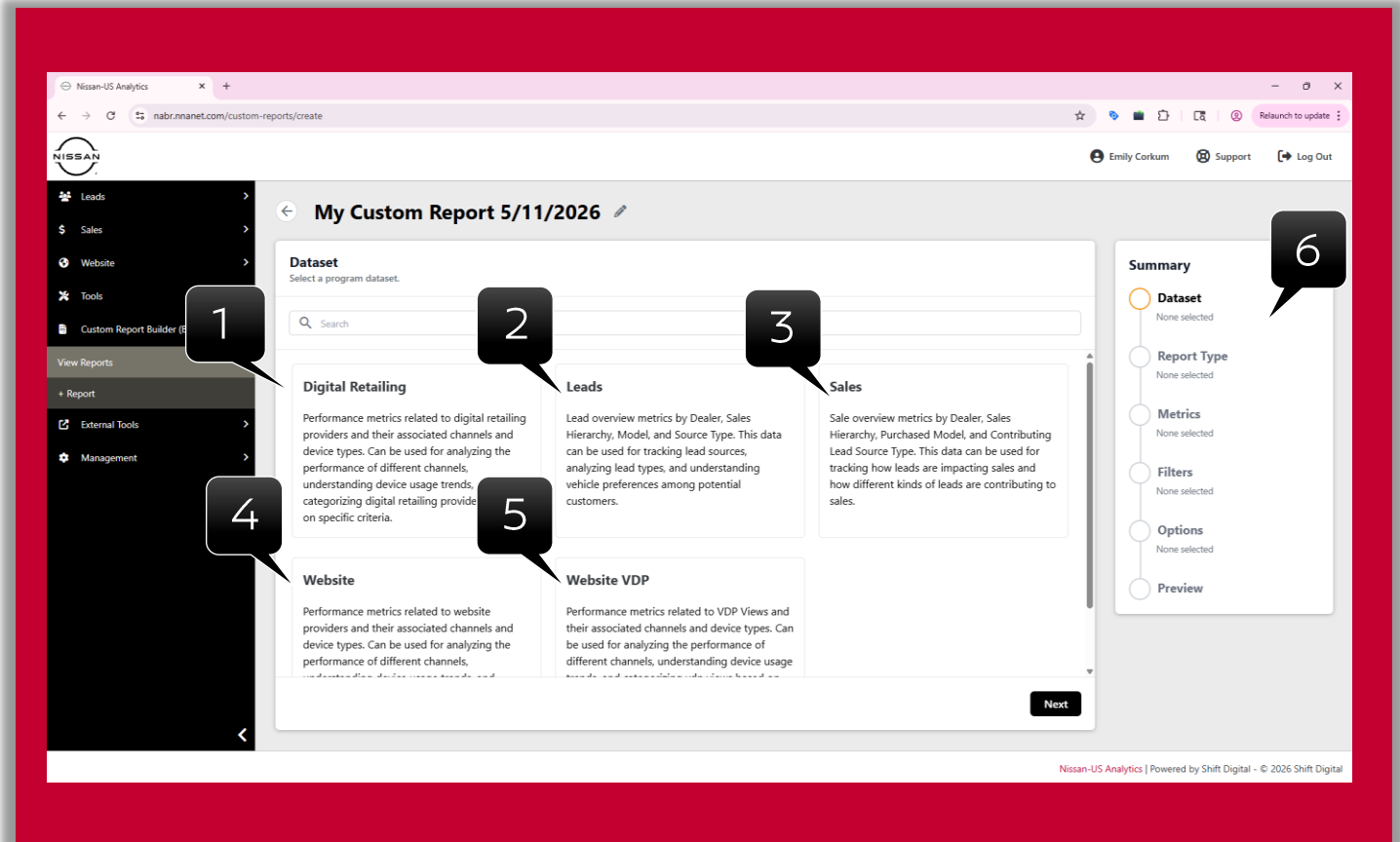
# Custom Report Builder Overview

- Pull data from datasets that support the existing pre-built reports.
- Quickly export data to CSV/EXCEL for further self-analysis.
- Save report set up for future use without creating new reports every time.
- Trend metrics out over time.
- Coming Soon: support scheduled delivery and sharing created reports.



# Custom Report Builder Defined

- 1 Digital Retailing** - Performance metrics related to digital retailing providers and their associated channels and device types. Use to analyze performance of different channels and understand device usage trends.
- 2 Leads** - Lead overview metrics by Dealer, Sales Hierarchy, Model, and Source Type. Use to track lead sources, analyze lead types and understand vehicle performance among potential customers.
- 3 Sales** - Sale overview metrics by Dealer, Sales Hierarchy, Purchased Model, and Contributing Lead Source Type. Use to track how leads impact sales and determine how different leads contribute to sales.
- 4 Website** - Performance metrics related to digital retailing providers and their associated channels and device types. Use to analyze performance of different channels and understand device usage trends.
- 5 Website VDP** - Performance metrics related to VDP Views and their associated channels and device types. Use to analyze performance of different channels, understand device usage trends, and categorize VDP views.
- 6 Summary** - Use the summary on the right of the screen to follow along with each step of building a custom report from the report type to the final preview of the report created.



# Custom Report Builder Report Building Process

1 Choose a dataset – Digital Retailing, Leads, Sales, Website, or Website VDP.

2 Choose the report type – Summary or Trend.

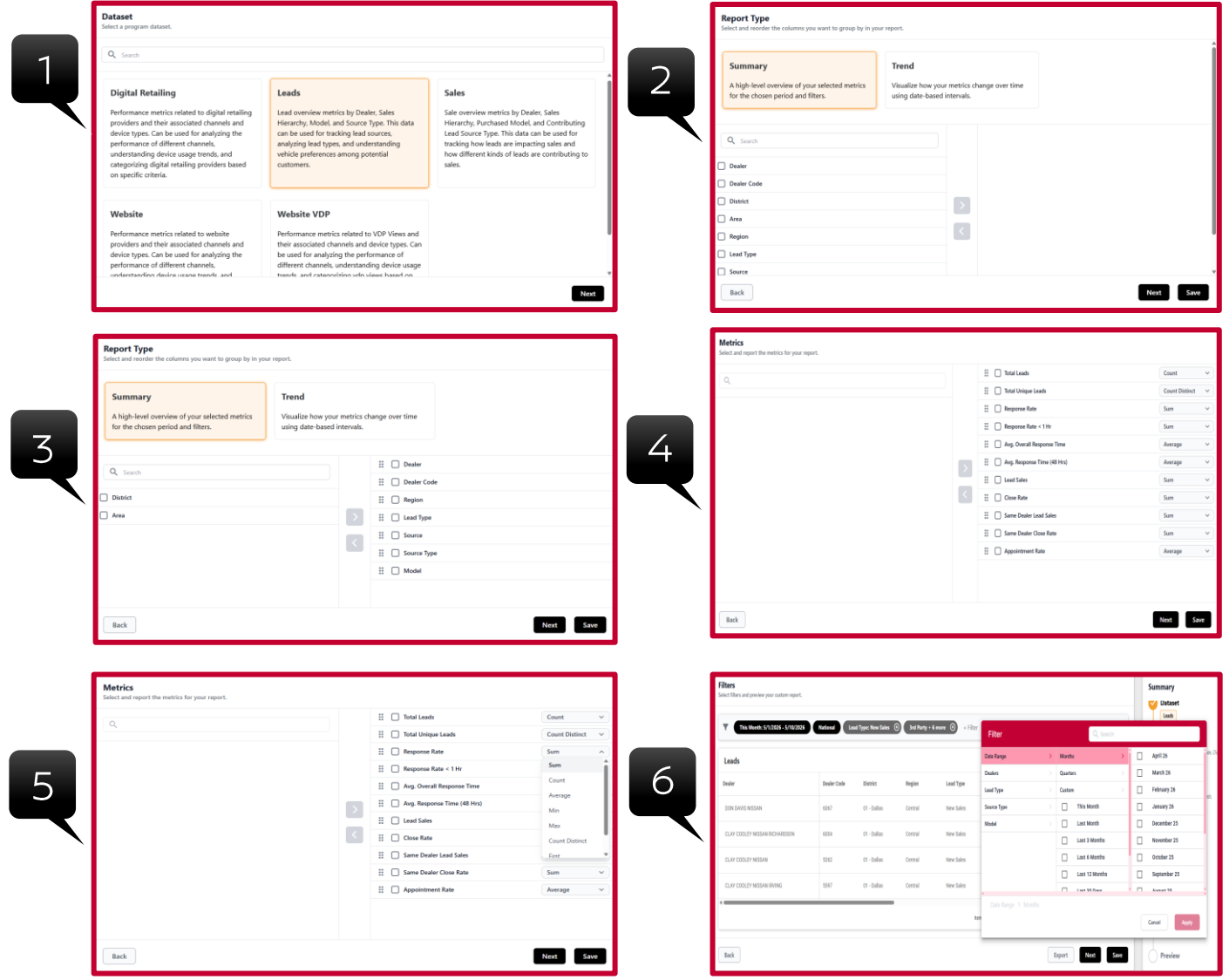
- Summary: A high-level overview of your selected metrics for the chosen period and filters.
- Trend: Visualize how your metrics change over time using data-based intervals.

3 Choose report filters & use the center arrows to add or subtract from the report – Dealer, Dealer Code, District, Area, Region, Lead Type, Source, Source Type, Model etc.

4 Choose metrics & use center arrows to add or subtract from the report– Select all, Total Leads, Close Rate, Same Dealer Lead Sales, Appointment Rate etc.

5 Use additional dropdowns to define metrics further – Sum, Count, Avg, Min, Max etc.

6 Hit next & use additional filters to further customize the report– Date Range, Dealers, Lead Type, Source Type or Model.



# Custom Report Builder Report Building Process

7 Configure available options for the report & add a description – Period over Period, Year over Year, Sort by, Sort direction and Description

**Options**  
Configure available options for your report.

Period over Period (PoP)

Year over Year (YoY)

Sort by: Total Leads

Sort direction: ↓ Descending

Description

Back Next Save

8 Preview, Export and/or Save the report – preview the report to ensure all data needed is visible, export the report to excel for further data analysis and/or save the report to be used time and time again.

**Preview**  
Review your custom report, then Export or Save.

This Month: 5/1/2026 - 5/10/2026 National Lead Type: New Sales 3rd Party + 6 more + Filter

Dealer	Dealer Code	District	Region	Lead Type	Source	Source Type	Model	Total Leads
DON DAVIS NISSAN	6067	01 - Dallas	Central	New Sales	Team Velocity - Finance Application	Dealer Website	FULL LINE	182
CLAY COOLEY NISSAN RICHARDSON	6004	01 - Dallas	Central	New Sales	Team Velocity - Finance Application	Dealer Website	FULL LINE	153
CLAY COOLEY NISSAN	5262	01 - Dallas	Central	New Sales	Team Velocity - Finance Application	Dealer Website	FULL LINE	129
CLAY COOLEY NISSAN IRVING	5597	01 - Dallas	Central	New Sales	Team Velocity - Finance Application	Dealer Website	FULL LINE	99

Items per page: 25 1 - 25 of 3000

Back Export Save

**Summary**

- Leads
- Report Type: Summary: Dealer, Dealer Code, District +5 more
- Metrics: Total Leads, Total Unique Leads, Response Rate +8 more
- Filters: Date Range, Dealers, Lead Type, Source Type
- Options: Sorting by: Leads, POP enabled
- Preview

# Live Demo

# Appendix



# Functionality

# Menu Functions



## Leads

Overview  
KPI performance overview for vehicle leads  
Transactions

Leads

Overview

Transactions

## Sales

Overview  
KPI performance overview for vehicle sales

Sales

Website

External Tools

Resources

## Website

Overview  
KPI performance overview for website activity

## External Tools

- Dealer Information
- CRM Settings
- Lead Settings
- Request Lead Credit

## Resources

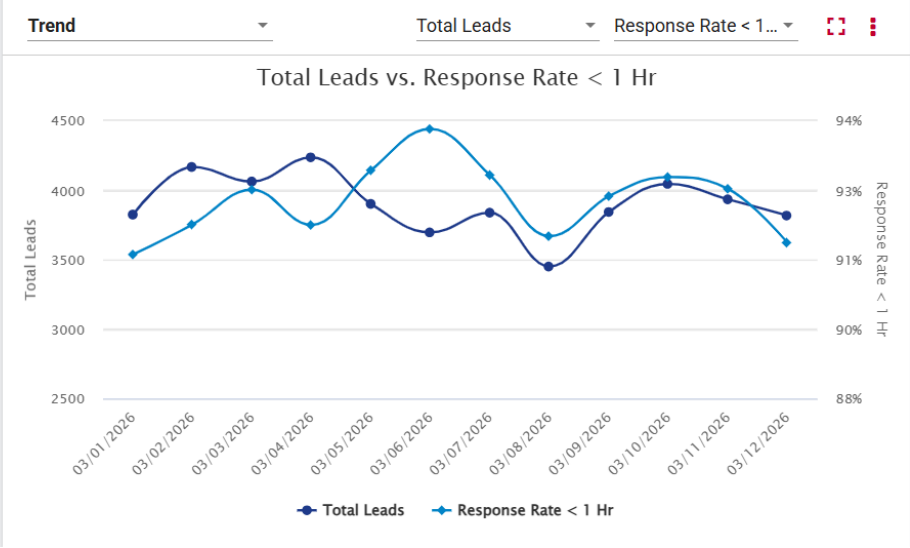
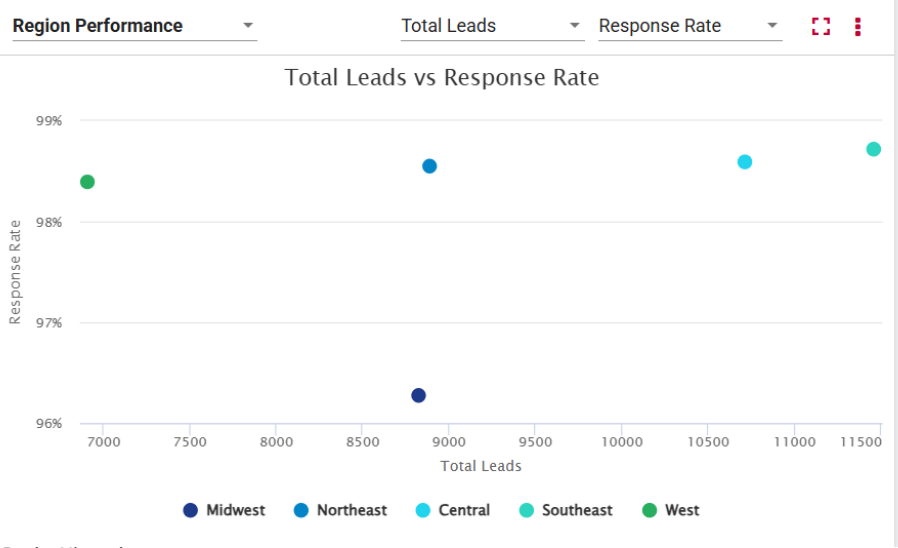
Various program resources such as best practice guides, program overviews etc.



# Lead Overview

This Month: 3/1/2026 - 3/12/2026 National Lead Type: New Sales 3rd Party + 6 more + Filter

<b>Total Lead</b> <h2>46,813</h2> <p>Prev. Period: 42,075</p> <p>POP: 11.26% ↑ YOY: -24.30% ↓</p>	<b>Response Rate &lt; 1 Hr</b> <h2>92.56%</h2> <p>Prev. Period: 92.84%</p> <p>POP: -0.30% ↓ YOY: 0.68% ↑</p>	<b>Appointment Rate</b> <h2>13.01%</h2> <p>Prev. Period: 17.15%</p> <p>POP: -24.11% ↓ YOY: -20.58% ↓</p>	<b>Close Rate</b> <h2>3.05%</h2> <p>Prev. Period: 9.00%</p> <p>POP: -66.10% ↓ YOY: -61.40% ↓</p>
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Dealer Hierarchy	Total Leads	Total Unique Leads	Lead Sales	Close Rate	Same Dealer Lead Sales	Same Dealer Close Rate	Response Rate	Response Rate < 1 Hr
▼ National	46,813	34,508	1,053	3.05%	841	2.44%	98.15%	92.56%
▶ Central	10,718	8,319	269	3.23%	221	2.66%	98.59%	93.67%
▶ Midwest	8,830	6,758	202	2.99%	162	2.40%	96.27%	89.32%
▶ Northeast	8,894	6,331	209	3.30%	170	2.69%	98.55%	92.10%
▶ Southeast	11,462	8,559	233	2.72%	183	2.14%	98.72%	94.45%
▶ West	6,909	4,892	140	2.86%	105	2.15%	98.39%	92.40%

**Sticky Filters:** View the National-level account or lock-in a specific Dealers across reports

**Date:** Adjust the reporting date by month.

**Billboards:** Top 4 KPIs for the Lead Management Program.

**Benchmark:** Performance overview for the dealership and its parent entities (District, Area, Region and National)

**Help & PDF Export:** Select to view KPI definitions or export this report as a PDF.

**KPI Trend:** 13-month trend graph that measures total lead volume, total leads responded to within 60 minutes & close rate by month.

**Timeframe:** Select Month over Month (MOM) or Year over Year (YOY) to produce accurate data in the Benchmark report. Click the overflow menu (three dot) to export this report to Excel.



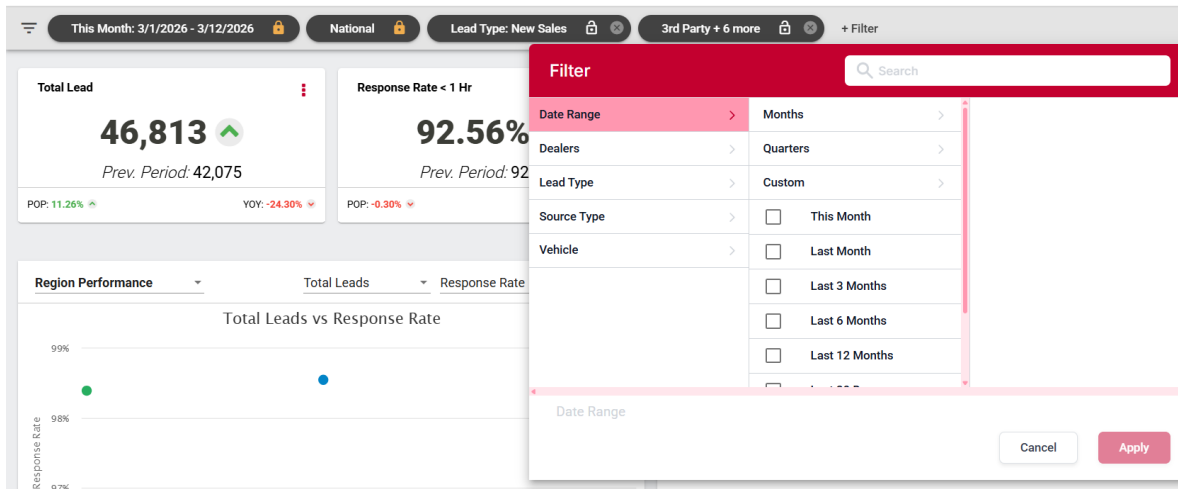
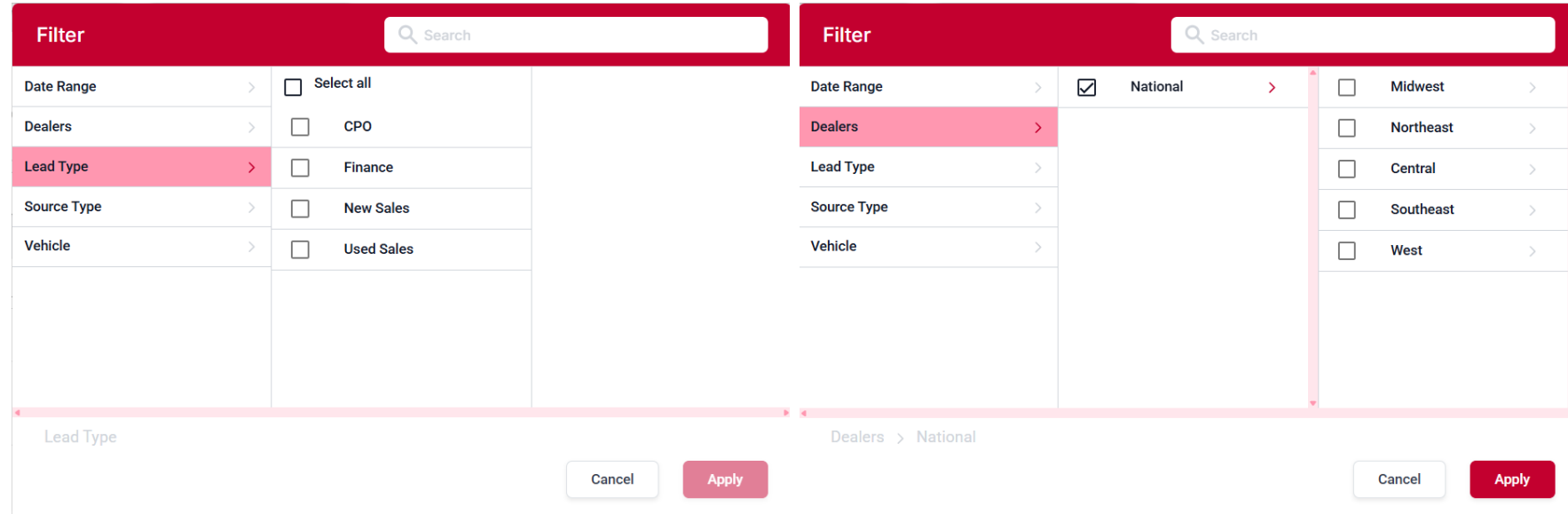
# One Panel for ALL Filters

## Sticky Filters

Click to change the level of reporting data. This can be sorted from:

**National > Region (Midwest, Northeast, Central, Southeast, West) > Area (ATL, CHA, FLA) > District (5,6) > Dealer.**

Searched by name or dealer code.



## Date Filter

Click to change the date range for the displayed data and metrics. Different reports have different ranges.

Options are; This Month, Last Month, Last 3 Months, Last 6 Months, Last 12 Months, Last 30, 60 or 90 Days.

# Reporting Filters

Ability to sort columns within the data tables.

Indexes: Consolidated Reports - V5 eliminates the need for multiple reports with **Data Table Indexes**, wherein the table's data set can be dynamically updated within the same report.

Region Summary ▾

Region	Total Leads	Total Unique Leads	Lead Sales	Close Rate	Same Dealer Lead Sales
All Regions	46,813	34,508	1,053	3.05%	841
Southeast	11,462	8,559	233	2.72%	183
Central	10,718	8,319	269	3.23%	221
Northeast	8,894	6,331	209	3.30%	170
Midwest	8,830	6,758	202	2.99%	162
West	6,909	4,892	140	2.86%	105

Dealer Hierarchy

- Region Summary
- Area Summary
- District Summary
- Dealer Summary
- Source Hierarchy
  - Northeast
  - Southeast
  - West

	Total Leads	Total Unique Leads	Lead Sales	Close Rate	Same Dealer Lead Sales	Same Dealer Close Rate	Response Rate	Response Rate <
	46,813	34,508	1,053	3.05%	841	2.44%	98.15%	92.56%
	10,718	8,319	269	3.23%	221	2.66%	98.59%	93.67%
	8,830	6,758	202	2.99%	162	2.40%	96.27%	89.32%
▸ Northeast	8,894	6,331	209	3.30%	170	2.69%	98.55%	92.10%
▸ Southeast	11,462	8,559	233	2.72%	183	2.14%	98.72%	94.45%
▸ West	6,909	4,892	140	2.86%	105	2.15%	98.39%	92.40%



# External Tools

# Dealer Tools - Select Dealer

The screenshot displays the Nissan Dealer Tools interface. On the left is a dark sidebar with the Nissan logo at the top and a list of menu items: Dealer Information, Crm Settings, Lead Settings, Request Lead Credit, and Select Dealer. The main content area is a light gray background. A white modal window titled "Select Dealer" is centered on the screen, outlined in red. The modal has a close button (X) in the top right corner. Below the title is a search instruction: "Search for a dealer by name, code, region, area, or district". Underneath is a search input field with the placeholder text "Search". At the bottom right of the modal are two buttons: "Cancel" in red text and "Select" in a gray button.

# Dealer Information

Dealer Information		Hours of Operation		Holiday	
<b>BILL COLE NISSAN MODIFIED HOURS: 0 - MODIFIED HOLIDAYS: 0</b>					
Dealer Code:	5257	Zip Code:	41101		
Region:	Midwest	Dealership Phone:	6063292288		
Area:	PIT	Service Phone:	8889390989		
District:	16 - W. VA/C.PA	Internet Sales Phone:	8669807005		
Address:	2701 WINCHESTER AVENUE	Fax:	6063292288		
City:	ASHLAND	Email:	rvines@coleautomotivegroup.com		
State:	KY	Dealer Website:	www.billcolenissan.com		
<input type="button" value="Submit"/>					

Dealers can edit their phone numbers and email. Once changes are made and they hit Submit, they will receive an email confirmation.

A member of the Leads Support team will follow up to confirm the changes (this applies to any changes made to all sections within Dealer Tools).



# Lead Settings

## Lead Settings

By participating in the NABR program, you will receive Nissan Brand Website Leads (NISSANUSA.com and ChooseNissan.com), Nissan Event leads, and several types of other Nissan generated leads. Off-Lease Loyalty and Third-Party Leads are also available by accepting the corresponding Off-Lease Loyalty and TPL agreements. TPL lead pricing is based on quarterly reviews of dealer certification criteria.

To change your participation status in the Nissan lead programs, please select from the list below.

Current Program(s):

Dealer Contact *	Title of Dealer Contact *	Dealer Phone Number *	Dealer Email Address *
------------------	---------------------------	-----------------------	------------------------

Lead Program (Can Select Multiple)

NABR Lead Agreement - Brand Leads <sup>1</sup>

MOR/LCN Loyalty Leads <sup>2</sup>

Dealer Generated Leads <sup>1</sup>

Dealer Website Leads <sup>1</sup>

Third Party Leads <sup>3 4 5</sup> (\$18/lead)

Non-PMA Max Monthly Lead Volume

50

Non-PMA Max Distance

35 Miles

Dealers can request Lead Settings changes anytime. Here they can opt in or out of programs and adjust their max monthly lead volume and max distance for the Third-Party Lead Program (outside their Primary Marketing Area [PMA]). Once submitted, a follow up email will be sent by a member of the Leads Support team to confirm the changes, and the changes should reflect in Insight within 48 hours.

# Glossary

# Data Table Index

**Dealer Hierarchy** – Performance overview for the dealership and its parent entities (District, Area, Region and National).

**Channel** – Refers to a grouping of traffic sources based on their medium (e.g., organic search, social media, display ads). These channels help categorize how users arrive at a website, allowing for better analysis of traffic sources.

**Provider Summary** – The Provider Summary Index displays how many Retailers are associated with each provider (Dealer Count metric) and how much each Provider contributed to each of the provided metrics.

**Provider Dealer Avg.** – The Provider Dealer Average Index displays the average Dealer performance per provider. The metrics in this index will depend on which org filter is applied, since the provider Dealer average will only include Dealers that the report is currently filtered for.

**Referrers** – The Referrers Index displays how much each specific referrer (e.g., [Amazon.com](https://www.amazon.com), Bing, Google, Carfax, Autotrader, etc.)

**VDP Summary** – The VDP Summary Index displays how much each Model contributed.

**Device Type** – The Device Type Summary index displays how many Dealers are associated with each device type (Dealer Count metric) and how much each device type contributed to each of the provided metrics.

**Trend** – Plots multiple KPI trends over time on a single chart. Effective for displaying historical trends and comparing different metrics concurrently.

**Region Summary** – The Region Summary provides flat metrics for and about all Dealers (not available for Dealer role users).

**Area Summary** – The Zone Summary provides flat metrics for and about all Zones (not available for Dealer role users).

**District Summary** – The District Summary provides flat metrics for and about all Districts (not available for Dealer role users).

**Dealer Summary** – The Dealer Summary provides flat metrics for and about all Dealers (not available for Dealer role users).

Dealer Hierarchy	✓
Dealer Hierarchy (Dealer Avg.)	
Channel	
Providers	▶
Referrers	
VDP Summary	

Device Type
Trend
Region Summary
Area Summary
District Summary
Dealer Summary



# Key Performance Indicators & Definitions

Term	Definitions
Total Visits	The total number of visits to a site within the selected time period.
Unique Visits	Refers to the total number of distinct individuals, or Unique Visitors, requesting the site for the first time each day for the specified time period.
Qualified Visits	Refers to the total number of visits to the site that did not result in a bounce (visitor who enters the site and then leaves without viewing other pages). Metric is calculated by subtracting Total Bounces from Total Visits.
Return Visits	The total number of non-unique visits that returned to the site after having one visit within 30 days of the selected filter.
Return Unique Visitors	The total number of unique visitors that returned to the site after having one visit within 30 days of the selected filter.
Page Views	A Page View is counted for each server call that is sent. This metric represents total instances of Page Views.
Sales Page Views	A Page View is counted for each server call that is sent. This metric represents total instances of Page Views.
Service Page Views	A Page View is counted for each server call that is sent. This metric represents total instances of Service Page Views.
Average Time on Site	Represents the average time spent on site within a visit.
VDP Views	Refers to total number of vehicle detail page (VDP) views for vehicle type (new/used/cpo) noted
VLP New Views	Refers to the total number of vehicle landing results (VLP) page views for vehicle type (new/used/cpo) noted
Form Submissions	Generated when a customer interacts with the site to send a request for more information.
Click to Call	Refers to users using the 'click to call' functionality on a Retailer's site, typically from a mobile device.
Bounces	Refers to the total number of visitors who visited website without taking an action.
Bounce Rate	Percentage of search related visitors who enter the site and then leave ("bounce") without viewing other pages on your site.

# Key Performance Indicators & Definitions

Term	Definitions
Chat Actions	The unique count of chat messages sent by a customer (excluding agent messages) during a session.
DR Actions	The total number of unique lead form submissions through the digital retailing tool within a user session.
Trade-In Actions	The total number of unique form submissions through a trade-in tool within a user session.
Actions	<p>Actions now includes user interactions outside of the native website application. Like Legacy Actions, this metric represents the total number of actions taken on the websites but also includes:</p> <ul style="list-style-type: none"> <li>• Total number of chat user messages</li> <li>• Total digital retailing form submissions</li> <li>• Total trade-in form submissions</li> </ul>
Action Rate	The action rate is calculated based on the number of visits with actions taken by the user divided by the total number of visits to the site.
Visits With Actions	The total number of visits that included an action on a certified tool (website, chat, digital retailing, trade-in) during the filtered time frame. A visit with multiple actions counts as one Visit with Actions.
Engagements	<p>Engagements now includes user interactions outside of the native website application. Like Legacy Engagements, this metric represents the total number of engagements taken on the websites but also includes:</p> <ul style="list-style-type: none"> <li>• Chat user messages</li> <li>• Digital Retailing page views</li> <li>• Total trade-in starts</li> </ul>
Engagement Rate	The engagement rate is calculated based on the number of engaged visits divided by the total number of visits to the site.
Visits With Engagements	Refers to the total number of visits to the site that did not result in a bounce (visitor who enters the site and then leaves without viewing other pages). Metric is calculated by subtracting Total Bounces from Total Visits.
Form Conversion Rate	Refers to the number of form leads submitted divided by total visits for the specified time period.
Phone Conversion Rate	Refers to the number of inbound phone calls determined by call tracking data divided by total visits for the specified time period.



# Key Performance Indicators & Definitions

Term	Definitions
Phone Calls	Refers to inbound phone calls to Retailers as determined by call tracking data. Phone Call data will only be present for Retailers using their website provider call tracking.
Total Contacts	Based on the number of Form Submissions and calls received on a call tracking number.
Total Contact Rate	The Total Contact Rate is calculated based on the amount of Contacts compared to the total amount of visits to the site.
Sales Sessions	The total number of unique browsing sessions for the specified time period that include a visit to a sales-related page (e.g. VDP, Finance, etc.).
Sales Sessions Conversion Rate	Refers to the number of Sales Sessions divided by total visits for the specified time period.
Service Sessions	The total number of unique browsing sessions for the specified time period that include a visit to a service-related page (e.g. Schedule Service).
Service Sessions Conversion Rate	Refers to the number of Service Sessions divided by total visits for the specified time period.
Other Sessions	The total number of unique browsing sessions that do not include sales or service-related visits.

Thank You!