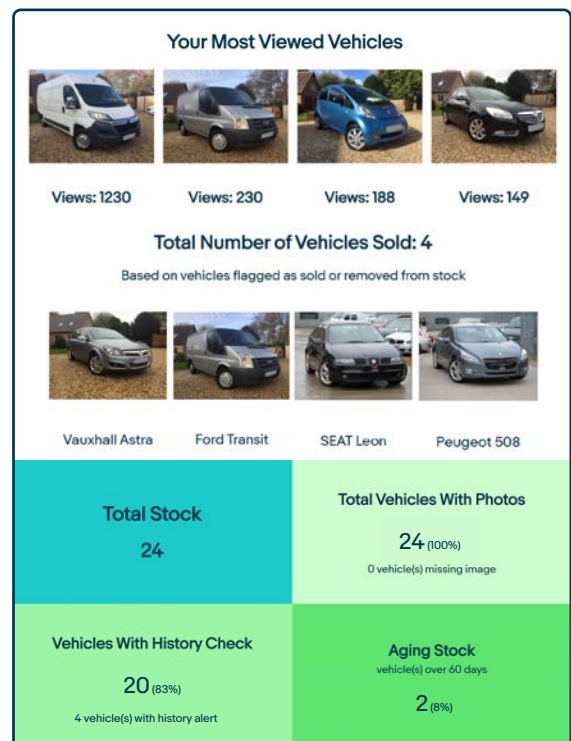


# Top Tips for getting the most out of your weekly dealer response report

Delivered into your inbox every Wednesday, your personalised weekly dealer response email is a useful summary of your advertising performance from the last 7 days and is designed to help you spot trends, evaluate listing performance and make tweaks to your advertising to help you sell more cars. Here's our top tips on how you can read the data:



## Top Tip #1: Drive performance of your advertising by focussing on your inbound call stats

- **Total Calls:** The total number of calls received against your tracking number (this will include missed calls).
- **Daily Average:** A good metric to watch. Drive up calls volumes by enhancing the quality of your listings' information and photography.
- **Total Calls Answered:** Monitoring the percentage of calls that you are answering each week (out of the Total Calls), is a good indicator of how well the systems you have in place to manage inbound leads are working.
- **Calls Longer than 20 Seconds:** This helps you to see how many buyer-ready enquires you are getting, those people who are further along in their journey and seeking more detailed information.
- **Missed Calls:** Avoiding lost leads is vital. Use this to monitor your week on week performance.



## Top Tip #2: Email is an increasingly important channel, so give it the attention it deserves

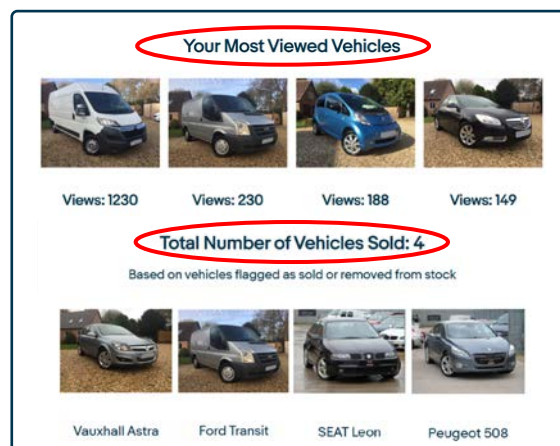
- Over the lockdowns there's been a shift from call enquiries to email as dealerships were closed or buyers were unsure about their operating status. Monitor your Daily Average to spot any trends and help you allocate resources.
- Remember the best way to reply to your email leads is directly from your email inbox – all email leads are sent to you in near real time.
- Your response report tells you when your calls are coming in, within business hours (9-5pm) or outside of business hours.
- As 50% of in-market buyers expect a response to an email or text message within 24 hours and a third (35%) expect to hear back within just one hour\*, it's important to cover your busiest times and respond promptly.

<b>Total Emails</b> 39	Emails Within Business Hours: 27 Emails Out of Business Hours : 12 Daily Average: 6
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## Top Tip #3: Your Most Viewed Vehicles gives you a quick indicator of what's hot with buyers

- View the top 4 vehicles that have received the greatest volume of page views.
- Lots of views but low enquiries on a vehicle? Consider how you could drive conversion by adding more photos, honing descriptions or reviewing the price.



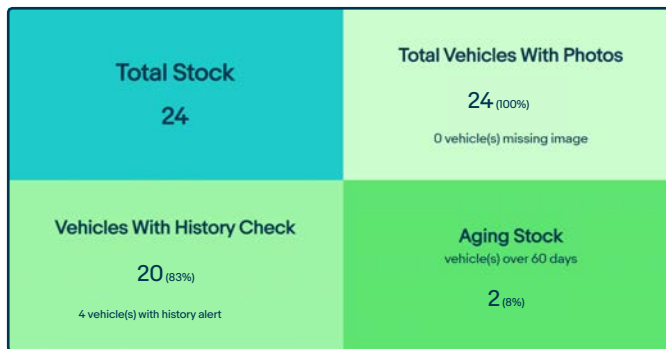
## Top Tip #4: Get a weekly record of vehicles sold through eMG

Based on you marking your stock as sold or removing it from our platform, we classify this vehicle as sold. Your weekly report summarises activity from the previous week (Monday – Sunday) to help you understand the impact of your advertising.



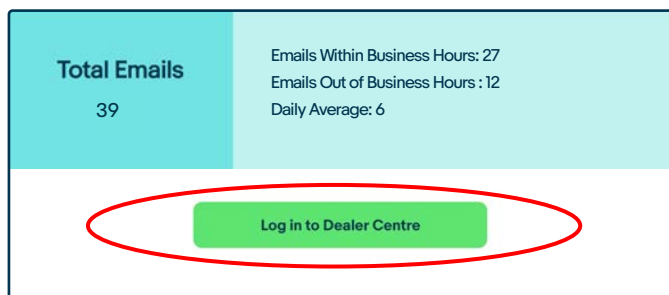
## Top Tip #5: Use the summary information as a checklist and to improve your chances of a sale

- **Total Stock:** how many vehicle ads you have live on our platforms currently.
- **Total Vehicles with Photos:** A useful feature to remind you if any of your listings from the past week have missing photos and need to be updated.
- **Vehicles with History Check:** Vehicles from the past week with history checks and alerts you need to look into, for example where no registration was provided.
- **Aging Stock:** This is the volume of vehicles that have been listed on our platform for more than 60 days. Keeping this figure below a threshold is vital to support your stock turn targets. You could consider using special features such as Featured Ads / Car or Vehicle Stand out. For more information on how to feature your vehicle, [read our guide](#).



## Top Tip #6: Finally, don't forget you can view all your advertising stats in the eMG Dealer Centre

Simply click on the Log in button from your report or [log in now](#) and choose a custom date range and view your dashboards to get a more detailed understanding of your advertising performance.



Data featured in this guide are for illustrative purposes only.

For more help and advice, please contact your account manager or email [support@ebaymotorsgroup.co.uk](mailto:support@ebaymotorsgroup.co.uk)