

nVision Daily Checklists

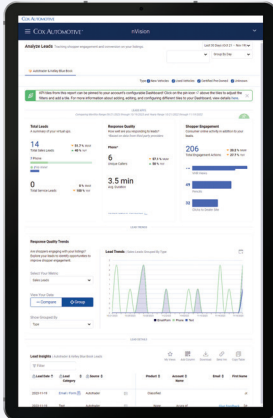
Internet Manager/BDC



Kelley Blue Book

Current Page Settings Vehicle

KEY PERFORMANCE INDICATORS AS OF 01-13-2020



Analyze Leads:

- Check **Saved Cars** for a list of active cars that consumers are watching for 1% or more price drop alerts.
- Look at the **most recent leads** for cars that are still active to ensure proper follow-up process is in place.
- Review your **phone calls** to ensure the best customer experience.



Analyze Inventory:

- Fix merchandising issues by checking **Merchandising Alerts**.
- Verify **Pricing Strategy** (within, above or below KBB Fair Market Range).
- Adjust pricing to trigger 1% price-drop notifications.
- Check the **Merchandising vs Probability to Sell** for cars that need merchandising or advertising to sell.



Analyze Live:

- Know the **Top 10 Vehicles of Interest**.
- Ensure team is ready to answer questions about these cars.
- Monitor the **live activity** for leads that might walk in, VDP location for the customer and pencils on cars.

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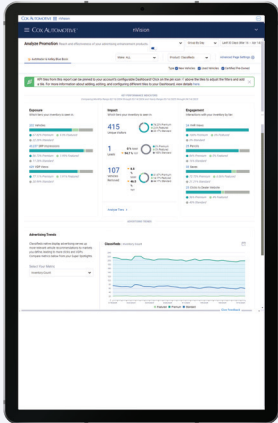
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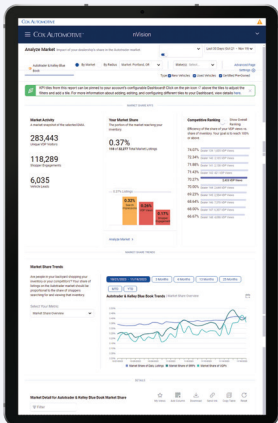
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Analyze Promotion:

- Review **Exposure** to confirm there are no cars in Standard or Base Listings.
- Check your **Spotlight Performance** and availability.
- Apply or swap spotlight ads as needed.



Analyze Market:

- Check your **market share of activity** by Make, New, Used, CPO. Look for:
 - % of Listings \leq Search Impressions
 - VDP Views \geq Search Impressions
 - Shopper Engagement \geq VDP Views
- Check your **Market Share overview** for sudden changes:
 - Market Share of Daily Listings \leq Market Share of SRPs and Market Share of VDPs
- Check **Competitive Ranking & Overall Ranking**:
 - 100% or higher efficiency means you're getting more than your market share of VDPs based on your inventory %
 - **Overall Ranking** shows your rank based on all stores in the market you selected based on VDP counts.

