# nVision Monthly Checklists
## *Marketing Director*

Autotrader Ⓐ | Kelley Blue Book

## Analyze Market:

☐ Check your **market share of activity** by Make, New, Used, CPO. Look for:
- % of Listings ≤ Search Impressions
- VDP Views ≥ Search Impressions
- Shopper Engagement ≥ VDP Views

☐ Check your **Market Share overview** for sudden changes:
- Market Share of Daily Listings ≤ 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.

## Analyze Leads:

☐ Look at the number of leads submitted, spot-check the email addresses and phone numbers in the CRM for proper sold attribution.

☐ Look at the **online Engagement metrics** for Clicks to Dealer Website and associated website traffic, activity, and lead submittals.

☐ Look at **trending graph** for **overview of lead counts based on marketing campaigns**. Be sure to note marketing changes or campaigns in the trend graph for easy change-tracking.

☐ Review your **phone calls** to ensure the best customer experience.

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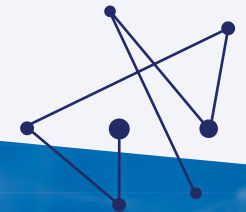
## Analyze Inventory:

☐ Verify there are no merchandising or outlying pricing issues.

☐ Check **historic trends** and **activity online** for cars to ensure there are no sudden drops in online activity and engagement.

☐ Look at the **Merchandising vs Probability to Sell** matrix to ensure a high number of cars are in the Stay the Course category.

## Analyze Promotion:

☐ Review **Exposure** to confirm there are no cars in Standard or Base Listings.

☐ Check **marketing programs** as necessary and trending over time.

☐ Check that the **spotlights** are being used properly and swapped as needed.

## Audience Explorer:

☐ Create campaigns, landing pages, or additional exposure for groups of aging cars based on interest and geography.