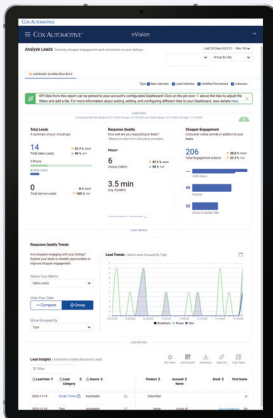




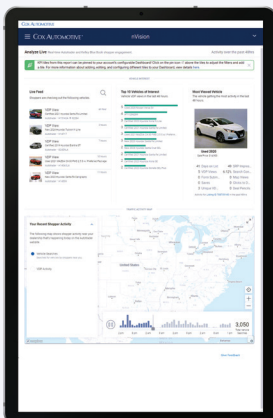
Analyze Inventory:

- Manage merchandising issues by checking **Merchandising Alerts**.
- Verify **Pricing Strategy** (within, above or below KBB Fair Market Range).
- Check **Merchandising vs Probability to Sell** for cars that need merchandising or advertising to sell.



Analyze Leads:

- Check **Saved Cars** for a list of active cars that consumers are watching for 1% or more price drop alerts.
- Look at **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 Live:

- Know the **Top 10 Vehicles of Interest**. Be ready for test drives and to answer questions about these cars.
- Sort through **top 10 cars** to look for "Saves". Consider price increases or 1% price drops depending on the car's age.
- Optional: Keep **Live Feed** open to watch for website engagement activity, lead submittal activity and save activity as it happens. This could help you close more deals.

nVision Weekly Checklists

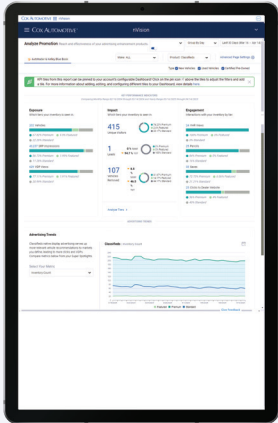
New and Used Car Managers



Kelley Blue Book

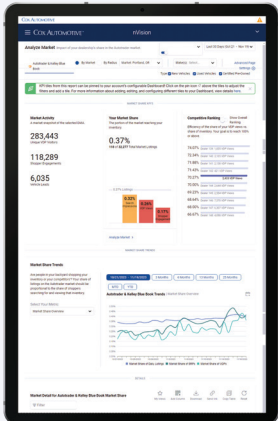
Current Page Settings Vehicle

KEY PERFORMANCE INDICATORS AS OF 01-13-2020



Analyze Promotion:

- Verify your **Exposure** to be sure you do not have 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.

