nVision Resource Center

FREQUENTLY ASKED QUESTIONS

Quick answers to help dealerships get more from the nVision analytics platform and the dealer academy sessions.

01 What is Autotrader nVision and what does it do?

Autotrader nVision is a comprehensive analytics platform and support hub designed exclusively for automotive dealerships to optimize their digital marketing performance. It serves as a tool to interpret data, giving dealers a precise look into the effectiveness of their advertising strategies.

In practice, the platform helps dealerships bridge the gap between their marketing spend and actual vehicle sales. Through the nVision Resource Center, users can access an array of tutorials, live training sessions via the Dealer Academy, and tools like the Vehicle Sales Map.

For example, if a dealership is struggling to pinpoint which advertising sources move units faster, nVision breaks down those metrics so teams can make data-driven decisions rather than relying on guesswork.

02 How do I track my digital marketing ROI with nVision?

You can track your marketing return on investment by utilizing nVision's automated attribution reports and inventory analysis tools to see exactly which campaigns drive actions. The platform takes the guesswork out of your Autotrader investments by connecting marketing spend directly to customer engagement.

To do this effectively, the nVision Resource Center offers specific on-demand video tutorials, including "Focus on the Metrics That Matter Most" and "Measuring the ROI of Your Autotrader Investment." These training materials walk you step-by-step through the process of reading performance details.

By monitoring the "Sold Inventory Trend Chart" alongside your marketing inputs, sales managers can adjust their budgets to ensure they are spending efficiently and maximizing sales success.

03 What does the nVision Anomaly Detection feature do?

The Anomaly Detection feature monitors your dealership's data in real-time to instantly pinpoint the root causes of unexpected spikes or sudden drops in vehicle and listing activity. This automated capability spots irregular patterns that a human eye might miss while manually browsing spreadsheets.

In practice, if your Vehicle Details Page (VDP) views suddenly drop on a specific used inventory segment, Anomaly Detection sends an alert and isolates the variables associated with the dip. Instead of spending hours investigating broken links or misaligned ad spend, your team can react instantly to optimize your market strategy.

The Resource Center provides a specific "beyond the basics" tutorial entirely dedicated to mastering this feature, ensuring you maintain consistent listing engagement.

04 How can sales managers use the nVision Vehicle Sales Map?

Sales managers can use the nVision Vehicle Sales Map to visualize complex sales data and track how Vehicle Details Page (VDP) views directly translate into actual vehicle sales. This tool perfectly integrates with third-party systems like Dealertrack and VinSolutions to paint a complete picture of the customer journey.

For example, a manager can pull up the map to see geographical hotspots where their inventory is receiving the most engagement. This information can then be used to geo-target specific digital marketing campaigns toward those high-converting areas.

It allows dealership leaders to stop guessing about customer origin and start leveraging localized data to move units off the lot faster.

05 Who do I contact for help accessing my nVision account?

If you are having trouble logging in or need administrative assistance managing users within your nVision account, you should reach out directly to the Cox Automotive dealer support team. They handle all access issues and platform troubleshooting.

You can contact support through two primary methods:

- **Email:** Send a detailed message to cai.dealersupportemails@coxautoinc.com
- **Phone:** Call the support line directly at 800-353-9350

In addition to reaching out to support, the Resource Center offers a dedicated tutorial section on "Managing Users Within nVision" to help admins add or remove team member access independently.

06 How does nVision help with co-op reporting?

nVision drastically simplifies co-op reporting by offering built-in management tools and automated instructional guides that ensure you accurately compile proof of performance for Original Equipment Manufacturer (OEM) reimbursement.

Submitting co-op reports can normally be a tedious, error-prone administrative task. nVision solves this by organizing your applicable Autotrader advertising metrics into exportable formats that align with strict OEM compliance standards.

The Resource Center specifically features a "Co-op Report Management" section under its advanced tutorials. This means marketing managers can spend less time manually compiling spreadsheets and more time strategically adjusting their current campaigns.

07 What topics are covered in the nVision Dealer Academy?

The nVision Dealer Academy provides interactive, expert-led training sessions focused on interpreting attribution reports, improving audience targeting, and optimizing your overall marketing investments. It acts as the premier live educational track for dealership staff.

For example, attendees can dive into advanced topics like how to correctly leverage inventory analytics to identify why a certain vehicle segment isn't selling. The Academy is designed to move teams beyond the platform basics and teach them the strategic "why" behind the data.

If you miss a live class, you can always visit the nVision Resource Center to watch recent training sessions on-demand, such as "How to Leverage nVision Analytics to Maximize Sales Success."

08 Are there specific nVision checklists available for dealership roles?

Yes, the nVision Resource Center provides a variety of easily downloadable, role-specific checklists designed to help different dealership departments focus exclusively on the metrics that matter most to their daily operations.

Because an owner monitors different data than a sales associate, these sheets streamline platform usage. Available checklists include:

- GM/Owner Checklist
- Sales Manager Checklist
- New/Used Car Manager Checklist
- Internet/BDC Manager Checklist
- Marketing Manager Checklist

In practice, an Internet/BDC Manager can use their tailored checklist to quickly navigate to the Anomaly Detection features each morning, bypassing high-level ROI reports meant for the GM.