



DIGITAL EVALUATION

Identify opportunities to improve your dealership's overall digital presence & performance and receive specific action plans for improving traffic, and conversion.

TRACK DIGITAL PRESENCE || ACTIONABLE INSIGHT || IMPROVE CONSUMER EXPERIENCE & DIGITAL EXPERTISE



The Digital Evaluation Program Can Include The Following Components:

DIGITAL EVALUATION

Scorecard and universal metrics for evaluating dealerships' overall digital presence & performance, including Next Steps, identifying areas for improvement, AND providing store-specific action plans for improving presence, traffic, and conversion.

3 BIRDS ACADEMY

Online knowledge center with digital training materials and best practice guides for improving dealer digital presence and process.

NEIGHBORHOOD WATCH

Interactive tool for monitoring your dealership's online reputation AND that of competitive dealerships within the same market.

ENTERPRISE-LEVEL ROLL-UP REPORTING

Roll-up reporting on Digital Evaluation performance of all dealerships broken down from the regional, district, and store levels is currently provided in Tableau based reporting. Utilization reporting is also available to determine user interaction with the portal both at delivery and between evaluation periods.

