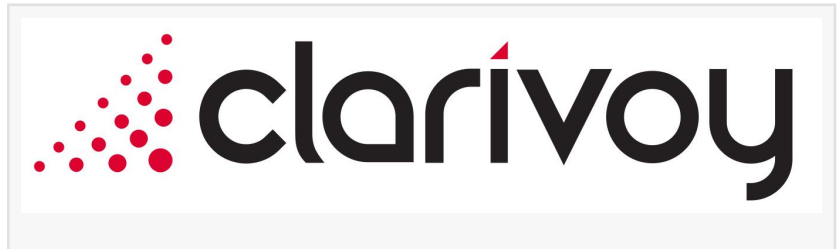


Clarivoy Announces Native Integration of Multi-Touch Attribution Solution into Google Analytics

Multi-Touch Attribution solution now integrates with both Google AdWords and Google Analytics

COLUMBUS, OH, USA, January 24, 2017 /EINPresswire.com/ -- [Clarivoy](#) today announced the native integration of its industry-leading Multi-Touch Attribution solution into Google Analytics.



The first to pilot this integration was Germain Automotive Group, comprised of 16 dealerships throughout Ohio, Florida, and Michigan, with Toyota, Lexus, Ford, Mercedes-Benz, smart, Honda, BMW, Infiniti, Volkswagen, Sprinter, Audi, Porsche, and Cadillac franchises. “The new Multi-Touch Attribution modeling has allowed us to escape the antiquated and incomplete last-touch attribution modeling that doesn’t fully justify the benefits of some of our digital partners. This new integration helps our GMs better understand and appreciate the dynamic and ever-changing customer journey that can’t always be accurately measured by looking strictly at last click,” said Shaun Kniffin, Marketing & Technology Director at Germain Automotive Group.

According to Clarivoy CEO Steve White, dealers struggle to get accurate information from Google Analytics due to the amount of unstructured data that is fed into it. “In order to make sense of it dealers or their agencies must classify campaigns. Over time, human error and inconsistencies can lead to incorrect classifications,” White stated. “The native integration of our Multi-Touch Attribution solution into Google Analytics organizes the mess of referral traffic coming into Google Analytics by classifying data into the many ways dealers spend money. This allows them to isolate and track the true performance of their marketing investments every day through on-demand Google Analytics reporting,” White added.

Clarivoy’s custom Attribution Channels allow dealers to upgrade Google Analytics to an auto-specific lens so they can easily and accurately see how Tier 1, Tier 2, and Third Party websites influenced traffic to their site.

The proper classification of traffic is just the start. Clarivoy’s native integration also embeds its proprietary custom multi-touch attribution model and applies cost data from all digital marketing investments, (Cars.com, AutoTrader, display, video, Facebook, etc.), within Google Analytics, enabling dealers to evaluate performance as it relates to how much they invest with a particular publisher.

Now dealers can evaluate the true cost per engagement and cost per lead using Clarivoy’s Multi-Touch Attribution model, versus last click attribution. This is in addition to its recent integration into Google AdWords and includes proprietary [Anonymous Attribution](#) technology, which identifies the online and offline purchase paths of buyers who choose to remain anonymous. This ensures that a large percentage of all sales are properly attributed to specific keywords, YouTube and display campaigns.

Clarivoy's Multi-Touch Attribution platform uses proprietary attribution algorithms that help marketers discover what's really driving sales. It is uniquely focused on user-level attribution, allowing clients to transparently view a consumer's full purchase path, sorting and ranking the influence of each channel's contribution – paid search, display ads, TV, email, third party websites, organic search, social, and brand website.

The new integration into Google Analytics collects and pairs all clicks and calls to the appropriate vehicle shopper while fractionalizing the credit within Google Analytics, ensuring no over-attribution to any one keyword, campaign or ad group.

“Typically what we see is a lot of third party websites do not get the credit they deserve because in most cases the last engagement that occurs with the dealer's website is either branded search, organic, or direct traffic. As a result, sites such as Cars.com and AutoTrader become invisible to Google Analytics when trying to evaluate performance,” White explained.

For more information, or to sign up for a product demonstration, visit: <http://www.clarivoy.com>, or drop by booth # 3475, at NADA100, January 27-29 in New Orleans, LA. Dealers who visit Clarivoy's booth during NADA100 can start using Clarivoy's Attribution Channels with one Google Analytics account for free if they register by February 28th.

[About Clarivoy:](#)

Clarivoy is the auto industry's leading provider of multi-touch sales attribution and advanced digital targeting tools. Their solutions reveal more about their clients' customers, their advertising and their path to success so they can drive more sales. Clarivoy's proprietary technology grants marketers incomparable visibility into their customers and campaigns – across all channels, all devices – online and offline. Armed with this new information, marketers can stop guessing and start knowing what is working and what is not. <http://www.clarivoy.com>

SARA CALLAHAN
Carter West Public Relations
7272882159
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

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