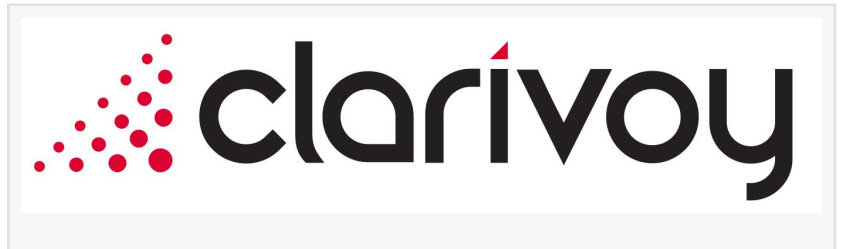


Clarivoy Launches Free Web Traffic Attribution for Auto Dealers

Auto dealers can now discover what's really working with unbiased, customized, multi-touch view of website traffic natively integrated into Google Analytics



COLUMBUS, OH, USA, September 14, 2017 /EINPresswire.com/ -- [Clarivoy](#), the

auto industry's most trusted source of truth for optimizing the performance of marketing campaigns, today announced the launch of [Web Traffic Attribution](#) in both a free and pro version.

According to Steve White, Clarivoy CEO, auto dealers can now discover what's really working (and what's not) with an unbiased, customized, multi-touch view of their website traffic natively integrated into Google Analytics. "We recently conducted some in-depth research with a number of dealerships who rely on Google Analytics for web traffic measurement and found that many have it set up incorrectly. When they used our web traffic solution to correctly organize the data in Google Analytics, ensuring that each traffic source was assigned to the appropriate channel, while also assigning referral sources that were falling through the cracks (such as third-party ads), the data provided information that was much more valid. These dealers could finally trust this data to make better informed decisions," said White.

Clarivoy's Web Traffic Attribution solution makes the data in Google Analytics more actionable for auto dealers who need to more logically and accurately evaluate the true cost per engagement and cost per lead of their marketing efforts. Dealers can easily track the performance of automotive marketing investments every day through on-demand Google Analytics reporting.

The new solution comes in both a free and pro version.

Clarivoy's FREE Web Traffic Attribution solution:

- Evaluates credit for website traffic using Clarivoy's proprietary Multi-Touch Attribution model integrated directly into Google Analytics. Marketers no longer need to rely on Google's last-click attribution since Clarivoy's model fractionalizes conversions across all touchpoints ensuring all traffic driving sources receive proper credit.
- Classifies data more logically and accurately using Clarivoy's Automotive Channels, specifically created so auto dealers can easily track the performance of their marketing investments

The upgraded PRO version also includes third party VDP and lead submission data, along with Clarivoy's Cost Uploader Tool, which allows dealers to add cost data from all digital marketing investments (Cars.com, AutoTrader, Display, Video, Facebook, etc.) into Google Analytics to evaluate the true performance with each publisher.

“Things are constantly changing with the state of marketing measurement. Our mission is to serve as a trusted, unbiased source of truth about the performance of marketing campaigns in the auto industry. Relying solely on Google Analytics out of the box setup has some pitfalls, including the fact that it does not allow you to see performance between brand and non-brand search along with conquest display and retargeting. If you cannot break this out, you can only view the performance of paid search and display as a group. In addition, you cannot break out Tier 1 and Tier 2 marketing campaigns, or your own email campaigns. The inability to see granular level results such as these (and more), can easily lead to poor marketing decisions,” White stated.

Clarivoy’s Multi-Touch Attribution solutions use proprietary attribution algorithms to help marketers discover what’s really driving traffic and sales. Their solutions are uniquely focused on user-level attribution, allowing Clarivoy to identify the purchase paths of even anonymous shoppers across all channels, all devices – online and offline -- to sort and rank the influence of each channel’s contribution – paid search, display ads, TV, email, third party websites, organic search, social, and brand website.

For more information, or to sign up for a product demonstration, visit: <http://www.clarivoy.com>, or drop by booth #731 at Digital Dealer 23, September 18-20, in Las Vegas, NV, or pre-schedule a meeting by clicking here: <http://bit.ly/2uTaZ2C>

[About Clarivoy:](#)

Clarivoy is the auto industry’s most trusted source of truth for optimizing the performance of marketing campaigns. Their Multi-Touch Attribution solutions reveal more about their clients’ customers, their advertising and their path to success so they can drive more sales. The company’s proprietary TV Analytics solution was named the winner of the 2016 DrivingSales Innovation Cup Award for the Most Innovative Dealership Solution of 2016. 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>.

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