

# Clarivoy's New Software Ensures Correct Marketing Source is Credited for Vehicle Sale

*New software uses "Any-Touch" attribution to ensure correct marketing source receives credit in the customer's purchase journey*

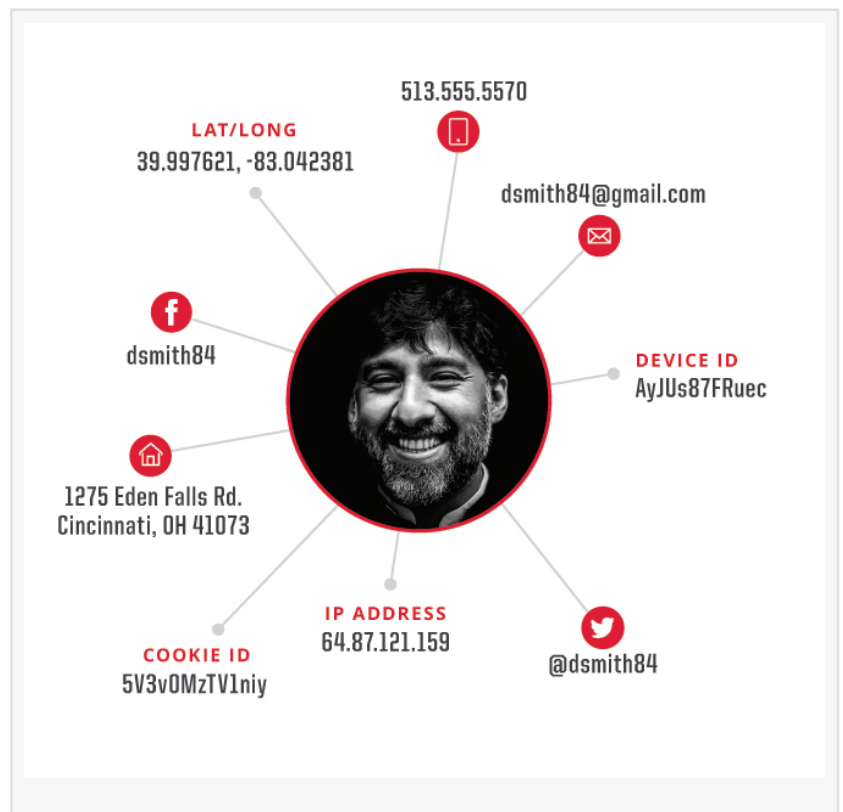
COLUMBUS, OHIO, USA, March 13, 2018 /EINPresswire.com/ -- [Clarivoy](http://Clarivoy.com), the auto industry's most trusted source for truth in optimizing the performance of marketing campaigns, today announced the launch of its new software which uses "Any-Touch" attribution to ensure the correct marketing source(s) receive credit during the customer's purchase journey. Whether first, last, or somewhere in the middle, Any-Touch attribution makes sure proper credit is attributed to those marketing sources which influenced the customer's vehicle purchase.

According to Steve White, Clarivoy CEO, dealers and third-party auto vendors receive millions of unique web visitors per month and yet less than five percent identify themselves. "Who are the other 95 percent, and did they purchase a vehicle?" said White. "In the eyes of a dealer, the value of a third-party auto vendor, marketing agency or website provider is reduced to one thing: Leads. Since most visitors to a dealer's website or third-party site are unidentifiable, 95 percent of the value of that vendor or marketing partner is lost."

Clarivoy's software gives dealers, vendors and marketing agencies visibility into the total number of vehicles each vendor and marketing source are responsible for influencing monthly. It provides continuous confidence in the value of the vendor's offering to the dealer through an independent, trusted voice.

"Unless you are the first or last touch in the CRM, you probably aren't getting credit from the dealer. Even if you do get credit, it's only for leads you delivered and NOT for anonymous shoppers that result in sales. What if you could show performance according to the amount of sold vehicles that had, say, Cars.com or Autotrader in the buyer's purchase journey, instead of just being reliant on leads? Now you can with our new product: Attribution API. It encourages the optimal product mix while simultaneously mitigating churn. This allows vendors to consult with their dealers and continually prove their value," said White.

Clarivoy's identity graph fuels the new API technology and is created using proprietary technology



that can match a person to multiple devices across multiple channels.

The new software delivers monthly attributable sales to dealers' dashboards and is very simple to set up. All that is required is the installation of Clarivoy's tracking code on all relevant website properties. Clarivoy then works with dealers to obtain sales data and deterministically matches the sales file with leads and vendor website traffic to show the vendors' true impact on vehicle sales.

For more information, or to sign up for a product demonstration, visit: <http://www.clarivoy.com>, or drop by booth #763N at the 2018 NADA Show in Las Vegas, NV, March 23-25. Or pre-schedule a meeting by clicking [here](#):

#### [About Clarivoy:](#)

Clarivoy is the auto industry's most trusted source of truth for optimizing the performance of marketing campaigns. Their measurement and identity 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>.

SARA CALLAHAN  
Carter West Public Relations  
7272882159  
email us here

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