

## ROI REPORTING



Match calls with F&I information from Reynolds DMS software.



It is important for dealerships and general managers to know which calls are winning deals to more efficiently and effectively market and sell the vehicles on their lots. The return on investment (ROI) reports created by connecting inbound lead calls to the deals they generate provide invaluable insight into the specific marketing efforts that are capturing new customers and producing revenue.

Our interface defines and separates the Reynolds and Reynolds DMS F&I deal information into two detailed reports: the ROI Detail report and the ROI with Caller View report, providing drilled-down detail.

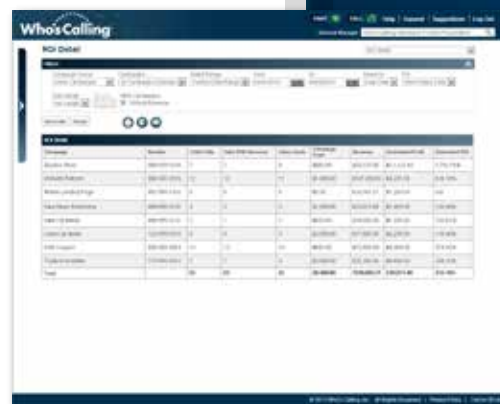
The **ROI DETAIL REPORT** shows you the:

- Cost of each campaign
- Number of sales deals that are associated with calls in our database
- Gross revenue and ROI percentage of these deals

The **ROI WITH CALLER VIEW REPORT** provides:

- Specifics pertaining to calls that were made and received
- Quick access to callers' names, numbers and addresses
- Information on delivery dates, deal numbers and revenue dollars, pulled straight from Reynolds DMS software

These easily accessible, easy-to-run reports provide you with greater control over and insight into where your campaign dollars are going and the true ROI campaigns are producing.



**Who's Calling** provides you with the tools you need to maximize your business's marketing potential and increase sales and revenue.

Call today to learn more — **866.595.3333**.