

product / solution: web track



Benefits of Web Track:

Increase the Effectiveness of Web Advertising

Determine which keywords and search engines are driving the most phone calls and live chat sessions. Save \$\$ by adjusting your tactics accordingly.

Increase the Speed of the Sales Cycle

Learn what your customers are looking for and engage them early.

Improve the Customer's Experience

Address and respond to consumers' questions quickly to improve their experience with your dealership.

Real-Time Reporting

You'll have access to detailed real-time call logs and web sessions.

“Before Web Track, we really had no understanding of how people were getting to our site or what was motivating them to take action – whether they were calling the store or initiating a chat session. The insight we’ve gained has helped us to put our budget behind the search terms driving the most action!”

Tom Buis
Showcase Honda
Phoenix, Arizona

OneCommand's **Web Track** is an innovative solution that gives you the power to know with precision what's really working in your online advertising and what isn't. You know from OneCommand's CallCapture solution that phone calls from your web site are the very best of all your leads. But do you know which keywords you're paying for actually turn into phone calls? By placing a dynamic toll-free number on each page of your site, you'll know which keywords are resulting in not only clicks, but phone calls and interactive chat sessions, and which keywords are driving web site traffic but don't result in action and are therefore costing you money.

Web Track will also increase the effectiveness and productivity of your staff. When a call is placed into the dealership, the salesperson can see in real time which pages the visitor was browsing before they called. Knowing what search terms were used, and the pages and inventory that were viewed, your sales staff will be ahead of the curve in helping the shopper buy the vehicle they really want from you.

Maximize Traction From Your Web Leads

