

RESOURCE

How Many Vendors Are Accessing Your 1st Party Data?

You Might Find The Truth Frightening

Introduction

The research which led to the publication of this report has been eye-opening to say the least. My work is also well-timed for dealership leaders who are looking for strategies to increase the conversions (leads) from their website and marketing investments. This report will also provide guidance for dealers who are concerned about how their first-party data is being handled by their vendor partners.

My 20-year career in automotive retail has been focused on online marketing, data management, and technology solutions, so the content of this report and its recommendations come from a unique perspective. This research is a new area of focus for me and likely for most automotive dealers. I'm naturally curious and love to solve problems, but this research missed my radar. Thankfully, I have many friends who share their insights, which have always helped to direct my path.

My inquiries and research on website conversion optimization started with a conversation which I had at NADA 2025 with Alex Vetter, former CEO of Cars Commerce. He asked me if I had ever analyzed the (many) third-party scripts which are installed on dealership websites to see what they are doing with website data and the PII data contained in web forms.

I replied that it was not an area that I studied in the past. After he shared some of his concerns, I agreed to do an initial look into just how many scripts were loaded on dealership websites. I wanted to explore what these scripts were doing with the dealer's website shopper data. What I found was shocking:

How can so many hands be in the dealer's first-party data?

I asked industry peers for their feedback. It appears that a small group of tech leaders knew that dealer data was being mishandled and underreported. The more I looked, the more confused I became because I couldn't find any automotive leaders who had peeled back this onion. So I decided to document what I found in an effort to stimulate more conversations between dealers and their technology and marketing partners.

There is a dark side to my recent research. When dealers cancel vendor or software tools, rarely are the scripts and tags removed from their websites. There is a big disconnect among the dealer, their third-party vendors, and their website company. The good news is that more automotive website companies are installing software tools which make it easier to add and remove scripts when tools are changed on the website.

If you have the mindset to learn a new skill, then let's look into a framework to inspect, document, and optimize dealer websites from the perspective of software tools and their impact on website performance.

Why Does My Marketing Suck?

For the Dealer Principals and General Managers reading this research, we have a question for you: Have you seen your digital marketing campaign performance decrease year after year? Maybe you have noticed a higher cost per conversion, a lower percentage of engaged shoppers in monthly website visits or another metric which you track.

Performance optimization is a common discussion at marketing meetings and 20-Group conversations. Yet, few solutions have come forward to help dealers **improve** conversion rates. Later in this research report, we will share a tactical checklist to help dealers improve conversion rates and the consumer shopping experience, but what if there is a bigger problem at hand?

When dealers see how many advertising, analytics, identity resolution, and web development tools are packed on their websites, they get very interested. I've seen the "ah-ha" moment many times, which leads to the question "What should I do about this?"

It's also hard to track the reasons why website conversion rates are falling. Thankfully, software like KPEYE, a new website inspection tool, makes it fast and easy to spot conversion bottlenecks and identify problems caused by bloated vendor code.

One Troubling Factor To Consider

The term "retargeting," in a marketing context, refers to the ability to show an ad to a consumer who visits a dealer's website. The term "identity graph" refers to building an online profile for each consumer based on their cookies, device identifiers, IP addresses, or data they enter into website forms or SMS tools.

What if there is software installed on a dealer's website which is building retargeting lists and identity graphs for companies which you **do not use** for marketing purposes? What if your website traffic is being monetized by third-party companies without your knowledge?

If this is happening, then you should understand that by giving away the identity of your consumers or by allowing retargeting lists to be built, competing dealers or advertising platforms could be sending your website visitors competing ads.

Tags Dealers May Know

Google	Amazon
Meta	OEM
AudioEye	Microsoft
Chat Vendor	Google Maps

But What About These Tags?

Index Exchange	Roq.ad	Nexxen
iSpot TV	Telaria	Sonobi
Lotame	The Trade Desk	Beachfront
Pixall	Pubmatic	Survicate
Bluekai	Barometric	Xandr
IQVIA	LiveRamp	OpenX
Adobe	Pubmine	PulsePoint

Figure 1

The software we used to uncover the tags and scripts on this dealer website broke out all the scripts into four categories, as shown in Figure 3. The term “wiretapping platforms” refers to software programs which track the keystrokes of consumers to produce heatmaps or navigational recordings. The term “wiretapping” has recently been added to the dealer’s vocabulary since lawyers are claiming that these diagnostic tools violate antiquated laws which pertain to wiretapping.

You may find that your website has a much lower number of scripts, but keep in mind that any software which is not directly helping the dealership’s business should be carefully reviewed and potentially removed. Some scripts may be part of an OEM program or tools used by your website platform or advertising agency.

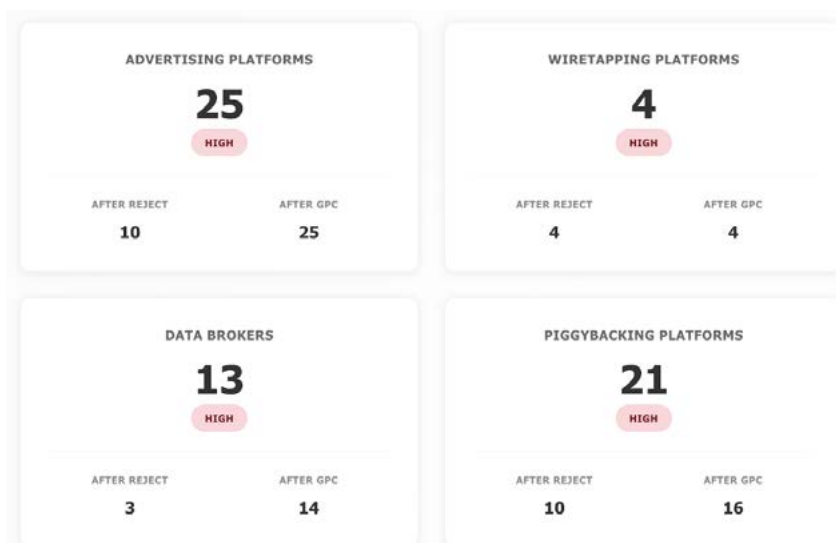


Figure 3

In any case, your vendors should put in writing the functionality of data usage of all scripts which could be misunderstood by compliance leaders or data security managers. In my research regarding this one Stellantis dealer, we called the team at Shift Digital for any insights they had regarding all these scripts.

Consent Management Tie-In

Dealers not only need to know ALL the scripts on their website, but they need to test them to see if they STOP tracking consumer data when the consumer opts out using a compliance tool like ComplyAuto. For this dealer, many of the scripts DID NOT stop tracking consumers. The dealer is liable for how their website performs so you can see that this is a critical issue.

In the example above (Fig. 3), 10 of the 25 advertising platform scripts did not turn off when the consumer requested it. All software tools should comply with the Global Privacy Control (GPC) flag which can be set at the browser level. Many dealers are unaware of this requirement, and their Consent Management Platforms (CMP) are not stopping all the tracking scripts which are commonly found on dealer sites.

My research reveals that dealers need more advanced data analysis tools which show who is on the website and how each script/tag behaves when consumer privacy controls are turned on. The software we used to test dozens of dealer websites is from InfoTrust.

How Many GTM Containers Are On Your Website?

While the average dealership manager has never inspected the number of GTM containers on their website, it is a good starting place to see the scale of the problem. Dealers can have 4 - 30 GTM containers, so there is a wide range of what we have discovered. Dealers should have under 5 GTM containers on their websites, but when the count goes over 10, there is cleanup work to be done.

Also keep in mind that the script loading graphic (Fig 2) shows that scripts can be loaded directly into the website outside of a GTM container. Inspecting the GTMs is a great first step, but dealers will also need to get a full inventory of scripts loaded natively on the websites.

GTAG Inspector

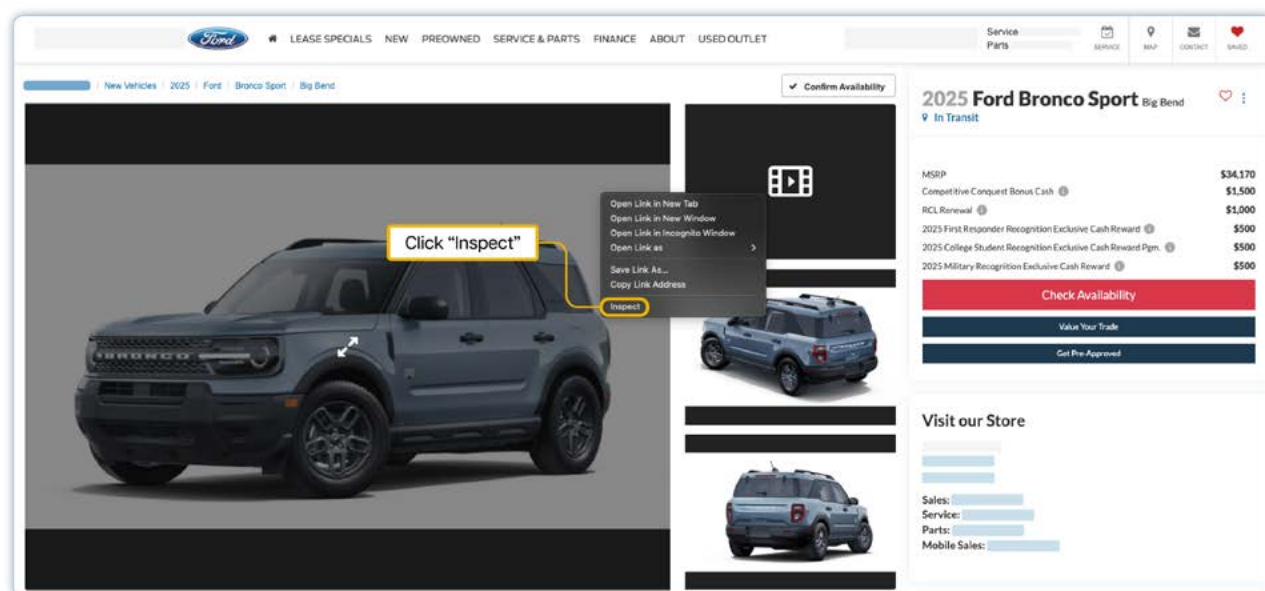
There is a free Google Chrome extension called [GTAG Inspector](#) that makes it easy to inspect the GTM containers installed on a website manually.

This tool is great for a single point store, but larger dealer groups who want to track scripts, load times, and conversion rates should consider utilizing [KPEYE](#). It is an automotive-specific inspection tool, created by Brian Pasch, that can help dealers control website code bloat.

Once you've installed GTAG Inspector on Chrome, follow these steps:

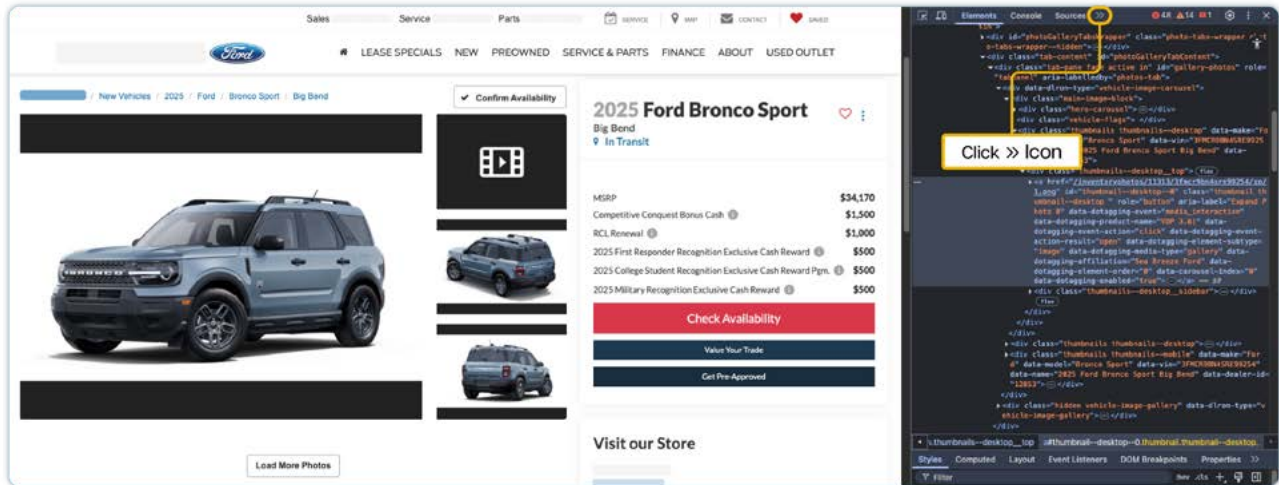
1. Navigate to any VDP on your website. In many cases, there are additional GTM containers loaded on VDPs which **are not** on the home page.
2. Right-click on any whitespace on the VDP and you will see a pop-up menu, as shown below.
3. Click on the last option in the menu labeled "Inspect."

Figure 4.1



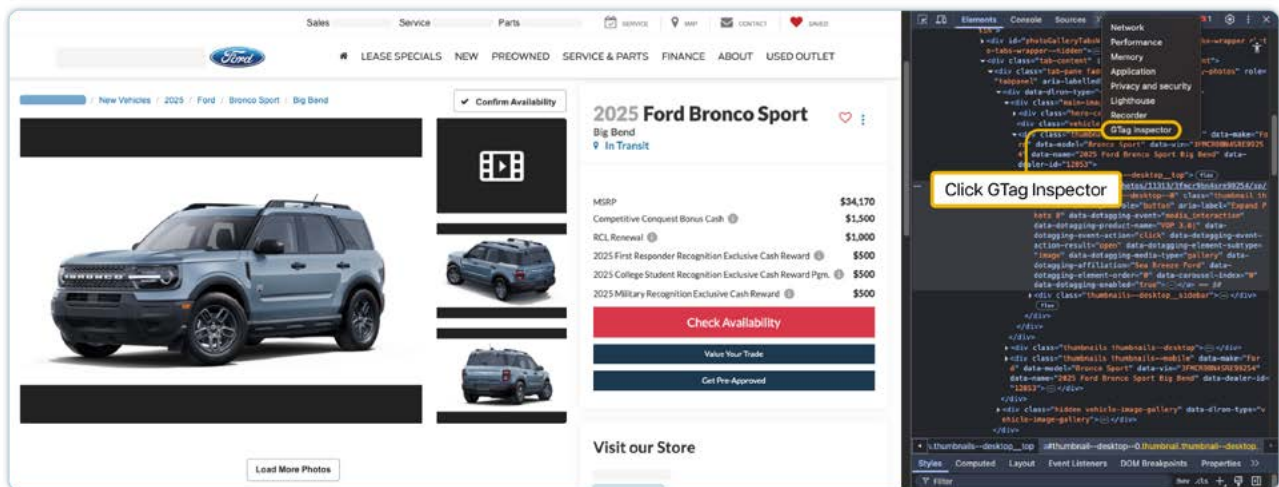
4. Click on the double arrows at the top of the toolbar:

Figure 4.2



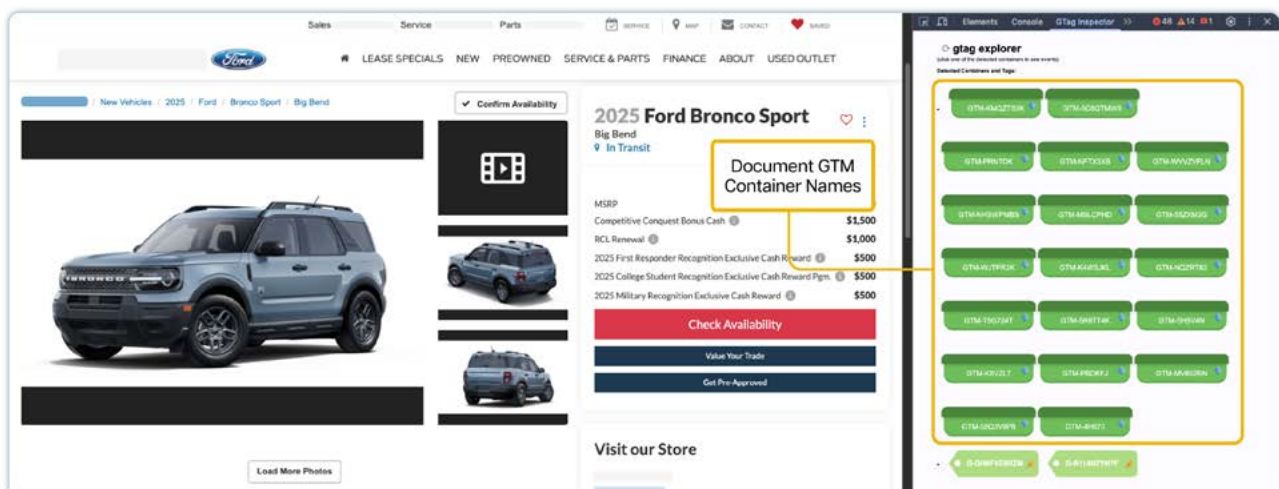
5. Click on GTAG Inspector as shown below:

Figure 4.3



6. Refresh the page and count up all the GTM containers:

Figure 4.4



This site (Fig 4.4) has 19 GTM containers, shown in dark green. Use the free [Google sheet](#) to document these containers and who owns them. The spreadsheet is designed to place the GTM container number under the owner.

For now, you won't know who owns each container until you look inside and inspect the code. For now, you can just copy down all the numbers and place them in the columns at the far right labeled UNKNOWN. When you find out who owns each container, you can move them into the correct column.

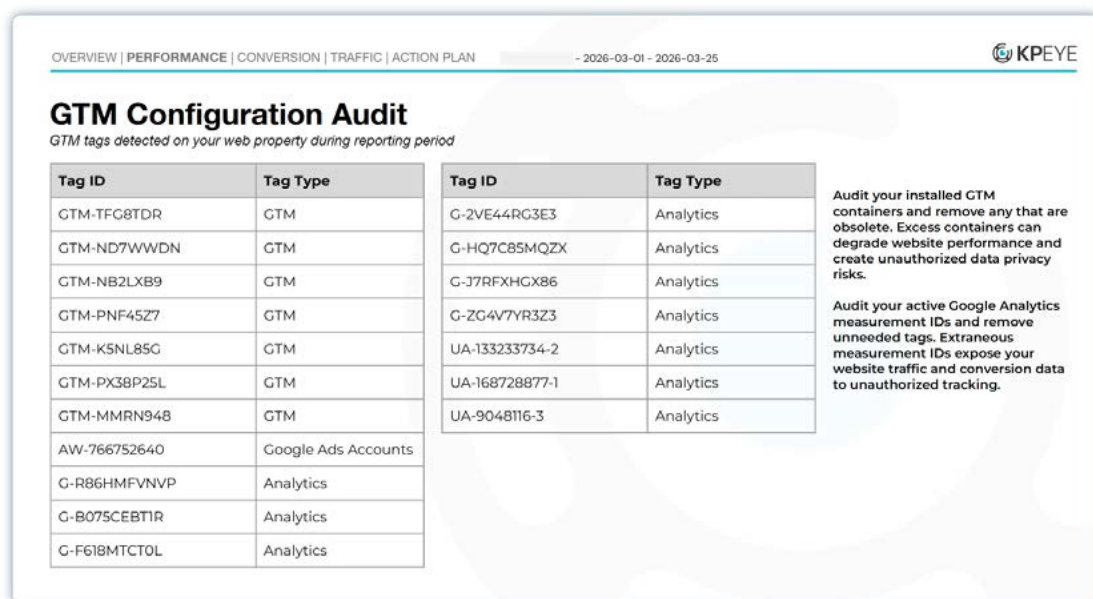
If you click on any of the GTM containers, you can scroll down and look at the code which is installed inside the container. You will need some help to decode what is inside, but you will likely identify a few vendors because their code has their business name or website name.

For example, the first GTM container numbered WLSLCZG refers to Edmunds event tracking, so we would assume this was placed on the site by Edmunds. The dealer could contact Edmunds to confirm that this is the case. Some vendors use the same container number for each website platform, so don't be surprised if you see the same container name on multiple websites, from the same web provider.

KPEYE

Dealers who subscribe to KPEYE have a much easier time tracking code bloat with a number of easy-to-read reports. This report (Fig. 5) shows dealers how many GTM, Google Analytics, and Google Ads scripts are on their websites. It clearly shows that this dealer doesn't need 10 Google Analytics accounts on their website, which begs the question: How long have 10 different companies had access to my website's data?

Figure 5



GHOSTERY

Ghostery is another free tool that you can install in your Chrome browser to decode scripts and GTM containers on your website. Once installed, go to any VDP on your website and click on the icon.

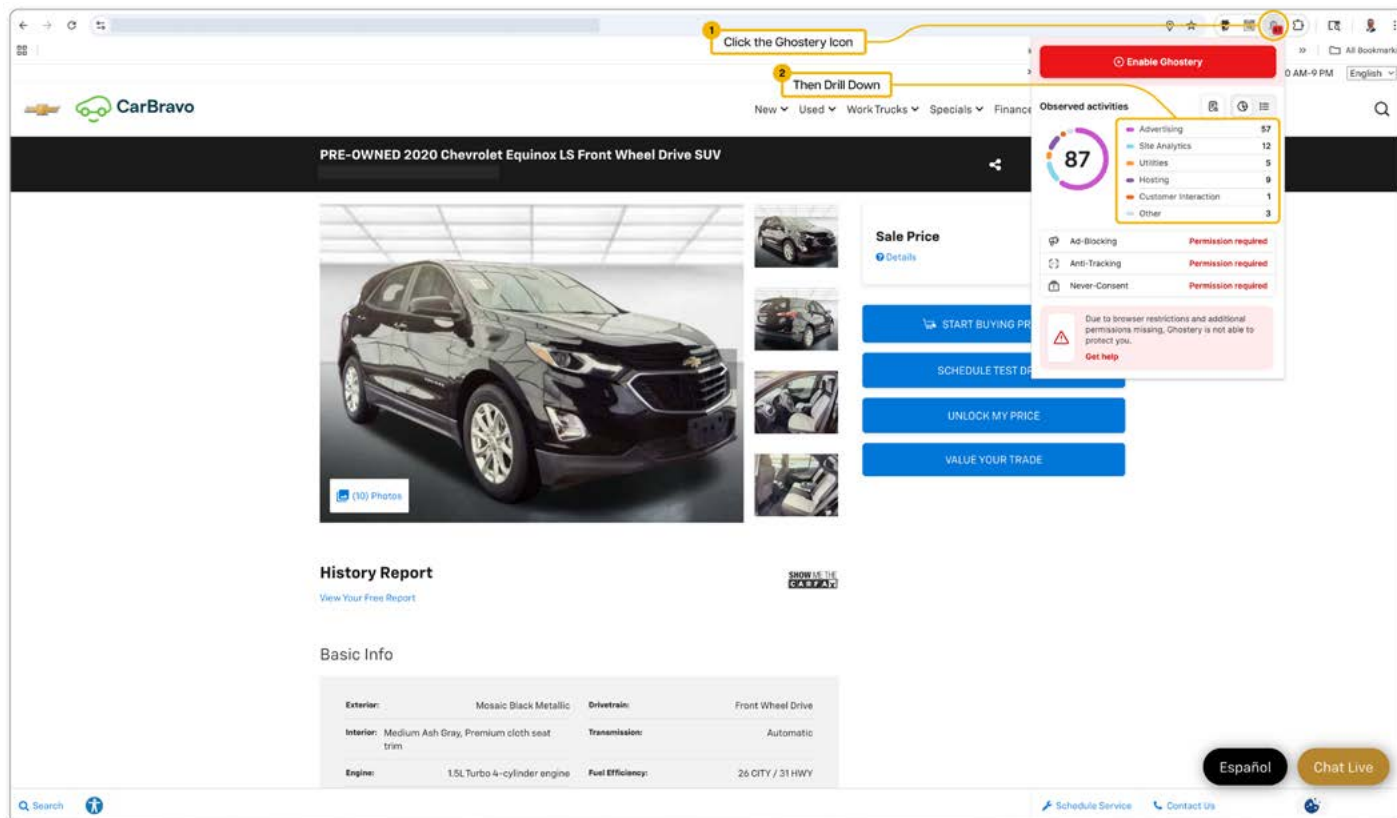


Figure 6

This example (Fig. 6.1) shows the 87 known vendor tags that are being loaded. Clicking into each category allows you to see all the scripts and tags loaded on the website.

By clicking on the Advertising category, you would see the 57 vendor advertising tags installed on the site. Notice that some vendors have multiple instances of each tag totaling over 300 tags! This website is a mess with many old Google tags and 15 GTM containers and 14 Google Analytics tags.

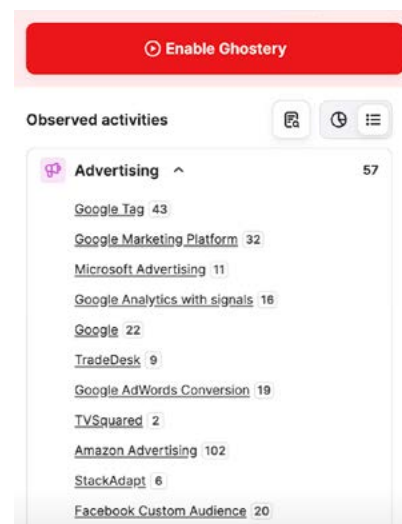
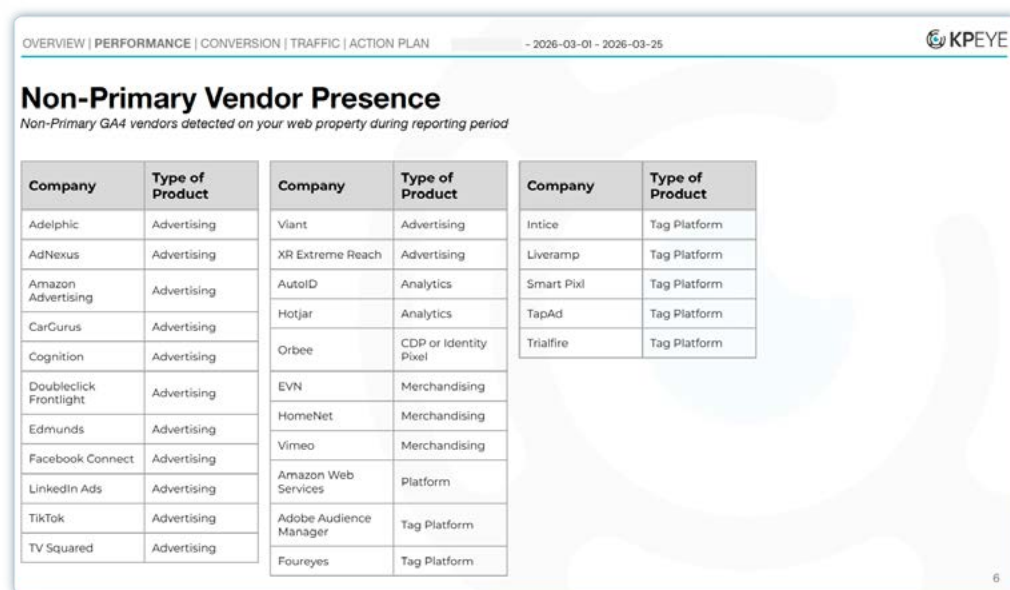


Figure 6.1

Dealers can automate the inspection of tags and scripts installed on their websites using KPEYE. In the example below (Fig. 7), the detailed website report shows all tags in one table. They can then review the tags and inquire about or remove those they don't recognize or that belong to vendors that have been terminated.

Dealers should not be surprised if the website company does not know what some of these companies do, as they may be installed by the OEM as a requirement of the certified website program. They should, however, know if these tags are collecting cookie data or building identity graphs. If they don't shut off when consumers ask not to be tracked, the dealer is still liable. For additional clarity, tools like ComplyAuto may not block all the tools that they should be blocking.

Figure 7



OVERVIEW | PERFORMANCE | CONVERSION | TRAFFIC | ACTION PLAN - 2026-03-01 - 2026-03-25 KPEYE

Non-Primary Vendor Presence

Non-Primary GA4 vendors detected on your web property during reporting period

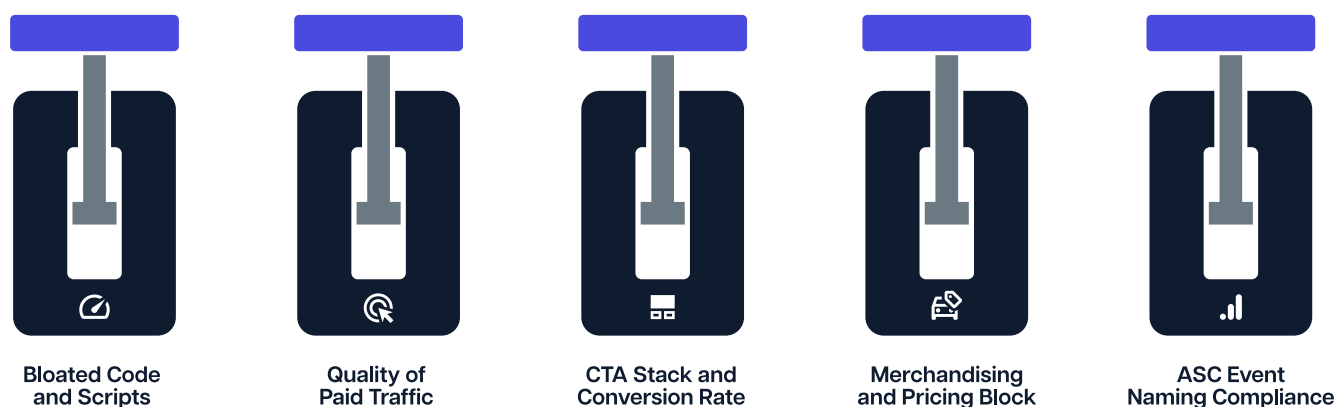
Company	Type of Product	Company	Type of Product	Company	Type of Product
Adelphic	Advertising	Viant	Advertising	Intice	Tag Platform
AdNexus	Advertising	XR Extreme Reach	Advertising	Liveramp	Tag Platform
Amazon Advertising	Advertising	AutolD	Analytics	Smart Pixel	Tag Platform
CarCurus	Advertising	Hotjar	Analytics	TapAd	Tag Platform
Cognition	Advertising	Orbee	CDP or Identity Pixel	Trialfire	Tag Platform
DoubleClick Frontlight	Advertising	EVN	Merchandising		
Edmunds	Advertising	HomeNet	Merchandising		
Facebook Connect	Advertising	Vimeo	Merchandising		
LinkedIn Ads	Advertising	Amazon Web Services	Platform		
TikTok	Advertising	Adobe Audience Manager	Tag Platform		
TV Squared	Advertising	Foureyes	Tag Platform		

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When looking at a list of 15-30 tags, where should dealers start? We recommend starting with the advertising tags since these tags are often involved in creating audiences from dealer website traffic. If the dealer is no longer advertising on these media channels, the tags should be removed.

In a future update of KPEYE, dealers will be able to see which vendors installed the tags and scripts, since more website companies are keeping logs of these types of website configurations. When log files are shared, KPEYE can show ownership of GTM containers, Analytics Accounts, and who requested tags to be installed.

Figure 8



The Five Levers for Conversion Optimization

This research report triggered several investigations on why conversion rates can vary greatly on dealer websites. Discrepancies are even occurring between the same OEM brand stores within a dealer group. I have created a framework which proposes there are five, controllable levers which impact overall conversion rates, and the first lever is the focus of this research report.

Our previous research report entitled “Unlocking the Truth Behind Your Website’s CTA Strategy” addresses the third and fourth levers shown in Figure 8. The vendors which dealers choose to implement on their websites for conversion tools on CTA buttons has a big impact on conversion rates (third lever). However, in that research, it was also discovered that the merchandising and pricing math block on SRPs and VDPs also has a big impact on CTA Conversion Rates (CCR), the fourth lever.

What can we say about the other two levers?

Dealers have been talking about the quality of paid media traffic for the 20+ years I have been involved with automotive marketing. One of the reasons why I created Vistadash 15+ years ago was to help dealers inspect their marketing campaigns and increase conversion rates.

More recently, I have been studying how the ASC specification can help provide consistent insights on traffic quality across all website platforms and agency providers. Except for identifying bot traffic, measuring website engagement and the percentage of key events per session has become very helpful in improving the quality of traffic generated by paid media strategies.

The last lever may seem odd to include in website optimization strategies, but it really is core to the Pasch framework. If dealers are utilizing conversion tools on their websites (i.e., trade, payments, pre-qual, or service scheduling forms) and they don’t adhere to the ASC specification, it becomes practically impossible at scale to improve the overall Form Conversion Rate (FCR) of a website. This

is why we do not recommend dealers use trade or digital retailing software that take the consumer off the dealer's website. This type of design hurts conversions optimization project, yet some OEMs appear to ignore common sense.

Thankfully, more dealers are voting with their wallets. When they review their website conversion data in GA4 or using KPEYE, they will quickly see which vendors are not providing the transparency that is needed to measure, compare, and optimize conversion rates. Since ASC compliance is easy and free to do, there is no logical reason why vendors would not adhere to the ASC specification.

Creating a Sustainable Framework for Conversion Optimization

Dealers who take website conversion optimization seriously will focus on gathering the data they need to adjust the five levers which have been introduced in this research report. One of the easiest steps is to remove all unnecessary containers, scripts, and tags which were implemented by past vendors or partnerships, which is the primary focus of this report.

Using free tools or paid tools, the data can be obtained. The only difference is the time it takes to collect and prepare the data so dealership leaders can make decisions to improve Form Completion Rate (FCR) and meaningful engagement.

For example, let's look deeper at the third lever. To see which CTA buttons are converting clicks into leads, dealers can use Google Analytics (GA4) to inspect how many clicks each CTA button received (asc_cta_interaction event) and how many leads were generated from each CTA button (asc_form_submission_sales event).

Tip: Do not make decisions on CCR based on the average of page types.

If you are confused by this tip, let me give you an example. CCR should not be calculated for a "Calculate Your Payment" CTA button by taking the gross number of payments leads divided by all CTA clicks on the "Calculate Your Payment" button. That average is misleading.

We recommend that payments CCR should be calculated for new and used car pages separately. This is because conversion rates will vary on the vehicle condition and how the pricing math block is displayed. New cars with MSRP pricing only perform poorly with certain CTA buttons which work great with used car pages.

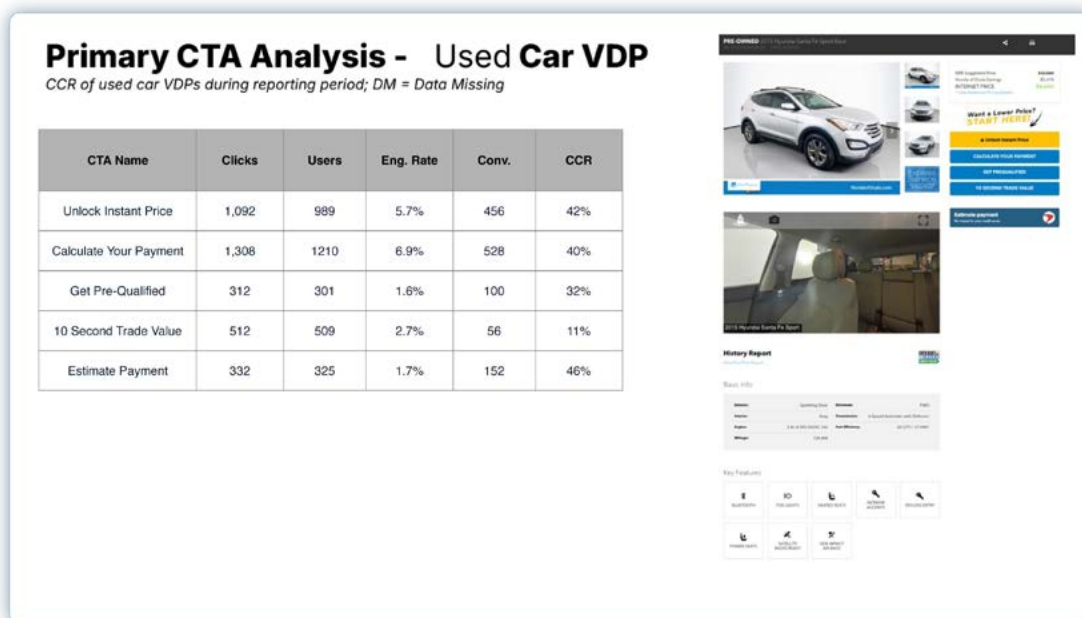
It may take a person 5 minutes to calculate the CCR for a new car VDP page, which is not a problem for one website. Maybe 20-30 minutes to calculate CCR for all buttons on all VDPs and SRPs. However, when dealers have multiple websites in their group, the time to collect the correct data for 10+, 20+, or 50+ websites becomes a barrier to monthly inspection and measurement.

In our work with dealers, data automation and insights are needed to properly optimize websites. The time considerations are amplified by the number of tools which dealers need to collect the different elements of their website performance. Dealers will need 8+ tools for a meaningful audit, which could include: GTM Inspector, Ghostery, Google Analytics, Google Search Console, Google PageSpeed Insights Tool, Google Ads, Google Business Profile, Tag Inspector, CrazyEgg, etc.

In contrast, KPEYE automates all calculations and delivers an impactful report. For example, the calculations for CCR for new and used car pages (VDP), as well as new and used search results pages (SRP) are totally automated.

This example (Fig. 9) shows the current design of the VDP and the performance of each button. If the CCR is under 25%, dealers should be testing new design strategies to increase performance.

Figure 9



Dealers can build their own automation tools as well, since there are many resources powered by AI on the market. However, there are few proven solutions which are giving accurate data and actionable next steps. Since vendors are still struggling with supporting the ASC specification, the entire industry needs to encourage the remaining vendors to join this national movement for online data transparency.

Automating Dealer Group Reports

For dealers who do not have the time to create these Google sheets and collect the data from 10+ to 50+ stores, there are group level reports available in KPEYE. With a summary report for each of the five levers and some additional performance reports, dealer groups can quickly identify scores that fall out of normal ranges and take immediate action.

The individual store reports should be reviewed with each General Manager and their marketing agency partners. Both types of reports are needed to move the needle for increasing website conversion rates.

The benefit of KPEYE is that dealer groups can run reports for all of their stores each month and get enterprise reports showing which stores have a problem which needs to be addressed. Instead of accessing 10 different tools to complete a full website optimization audit, KPEYE does the work for the dealer and delivers actionable insights in one report.

Executive Reports

In the research report, we have identified the problems which we have discovered with code bloat impacting website conversion rates. We have also provided examples of free tools which can provide dealers with the data they need to inspect the five areas of impact for a conversion optimization project.

Once dealers understand the importance of having a website conversion optimization process in place, which include audits, testing, and measurement each month, they will seek to automate these insights. We have included a few examples of the data output which KPEYE can send to dealer groups as a Google Sheet or to their data lake, via a secured connection. These examples show when data is visualized and accurately summarized, management of FCR goals is much easier.

Vendor Presence Report

The example below (Fig. 10) shows a KPEYE executive report which lists each store in the dealer group and which tools are installed on the websites. There are many applications where this data is needed, especially when new vendor tools pop up on a website without going through the proper approvals. In general, no software tools should be added to a dealer's website which do not fully support the ASC specification for GA4.

Figure 10

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Store Name	Sales FCR	Total Vendors	AutoFi	CarWays	Capital One	CarFax	CarNow	Dealer sProcess	Guhagoo	Jazel	Matador	Podium	Roadster	RunMyLease	TradePending
Store A	0.15%	14		✓			✓	✓					✓		✓
Store B	0.20%	17		✓		✓	✓	✓							
Store C	0.25%	22		✓			✓	✓		✓					✓
Store D	0.33%	17		✓				✓	✓					✓	
Store E	0.34%	26			✓		✓	✓					✓		
Store F	0.35%	22		✓		✓		✓	✓					✓	
Store G	0.38%	23		✓				✓	✓	✓			✓	✓	
Store H	0.39%	19			✓		✓	✓					✓	✓	
Store I	0.40%	26		✓	✓		✓	✓							
Store J	0.43%	20		✓			✓	✓							
Store K	0.47%	25		✓			✓	✓	✓					✓	✓
Store L	0.48%	20				✓		✓							
Store M	0.48%	25	✓	✓			✓	✓	✓	✓				✓	✓
Store N	0.54%	25		✓	✓			✓						✓	✓
Store O	0.61%	25			✓			✓	✓					✓	✓
Store P	0.64%	18		✓	✓			✓	✓					✓	✓
Store Q	0.65%	25		✓	✓			✓	✓	✓			✓	✓	
Store R	0.68%	27				✓		✓	✓					✓	✓
Store S	0.72%	32		✓	✓		✓	✓	✓				✓		✓
Store T	0.73%	22		✓				✓	✓	✓				✓	✓
Store U	0.80%	22		✓				✓	✓					✓	✓
Store V	0.85%	27	✓				✓	✓						✓	✓
Store W	0.97%	28		✓	✓				✓	✓				✓	✓
Store X	1.17%	19	✓				✓	✓							✓
Store Y	1.52%	29		✓	✓			✓			✓	✓	✓	✓	
Store Z	1.56%	27		✓	✓		✓	✓			✓			✓	

Code Bloat Report

Figure 11 shows a KPEYE executive report which lists each store in the dealer group and how many GTM, Analytics, and Google Ads accounts are connected to the website.

There is no reason for a dealer to have more than 4 Google Analytics accounts connected to their website, and the same goes for Google Ads. GTM containers are common, but when a store has over 7 GTMs, a deeper inspection is needed.

By identifying the stores with abnormally high installations, dealers can cut off data access to former agency partners, technology companies, or employees who may have created direct access accounts. When code bloat is reduced, page load times can increase. Speed impacts conversion rates, so these reports are crucial for improving FCR.

ASC Compliant Report

The example below (Fig. 12) shows a KPEYE executive report which lists each store in the dealer group and how stores have compliant configurations from proper measurement of Google Ads campaigns and other marketing channel ROI reporting. In the example, this dealer group did not have agency partners who understood the importance of creating proper key events.

Figure 11

A	B	C	D	E
Store Name	Sales FCR	# GTMs	# Analytics	# Adwords
Store A	0.43%	2	1	4
Store B	0.48%	3	2	2
Store C	0.11%	3	2	6
Store D	0.73%	7	4	3
Store F	0.13%	5	1	3
Store G	0.25%	4	10	2
Store H	0.54%	6	3	3
Store I	1.52%	4	5	2
Store J	1.56%	5	3	2
Store K	0.33%	7	2	1
Store L	0.72%	4	8	5
Store M	0.15%	3	2	2
Store N	0.20%	7	4	2
Store O	0.85%	5	3	2
Store P	1.56%	4	2	2
Store Q	0.35%	6	6	3
Store R	0.80%	10	1	2
Store S	0.48%	4	11	2
Store T	0.97%	4	6	2
Store U	0.64%	7	3	1
Store V	1.17%	7	6	2
Store X	0.38%	2	3	7
Store Y	0.61%	5	2	4
Store Z	0.47%	6	3	2

Thankfully this report is run each month so progress can be tracked. If any store falls out of compliance, it will be clearly seen on this executive report. Dealers should understand that a “one-time” cleanup is important, but compliance must be inspected each month. We have seen too many dealers move from compliance to non-compliance in a short period of time which impacts website conversion rates and FCR.

Figure 12

A	B	C	D	E
Store Name	Sales FCR	ASC Events	Custom Dimensions	Bad Key Events
Store A	0.43%	False	Partial	9
Store B	0.48%	False	True	8
Store C	0.11%	False	True	10
Store D	0.73%	False	True	10
Store G	0.13%	False	True	8
Store H	0.25%	False	Partial	5
Store I	0.54%	False	True	12
Store J	1.52%	False	True	11
Store K	1.56%	False	True	8
Store L	0.33%	False	True	9
Store M	0.72%	False	True	10
Store N	0.15%	False	Partial	9
Store O	0.20%	False	True	16
Store P	0.85%	False	True	8
Store Q	1.56%	False	True	8
Store R	0.35%	False	True	14
Store S	0.80%	False	True	10
Store T	0.48%	False	Partial	8
Store U	0.97%	False	Partial	10
Store V	0.64%	False	Partial	5
Store X	1.17%	False	Partial	8
Store Z	0.38%	False	True	13

Website Performance Inspection Checklist

Dealers who want to create a sustainable framework for inspection processes with the tools we've covered can use this checklist to manage online presence and website tools. We have linked some online templates which can be used to document your store or group's technology stack.

I have recorded videos to explain each step in the checklist so that you can easily build the skills to conduct these inspection processes on a regular basis. These videos also simplify the process of training new staff members who are assigned to website optimization.

1. Document all retail tools on the dealership's website which collect customer information or perform merchandising functions and list them on this [spreadsheet](#) on the second tab.
2. List all the GTM containers on the website using the [GTAG Inspector](#) (Chrome Plugin) in this [spreadsheet](#) on the first tab.
3. Build a master conversion spreadsheet to track monthly changes in conversions per tool on your website using this [spreadsheet](#).
4. Review CTA designs on SRPs and VDPs (mobile and desktop). Take snapshots of the SRPs and VDPs on a mobile phone and insert them on this Google Slides [template](#).
5. Reduce CTA conflicts to create higher conversion rates on SRPs and VDPs.
6. Compare conversion rates for each online tool: compare winners and losers.
7. Confirm web conversions from vendor tools are being sent to Google Analytics.
8. Practice basic skills to use GA4 to inspect website activity and conversion.
9. Configure key events to properly optimize Google Ads campaigns. Use this [free PDF](#) as a guide to configuring key events.
10. Inspect all paid media traffic and identify channels with low engagement.
11. Identify traffic with high percentages of bot traffic and seek ad credits. You can use [FouAnalytics](#) to help reduce bot traffic sources.
12. Identify scripts running on dealer websites which are not in GTM containers. Speak to your website company regarding directly loaded scripts. You can also leverage tools like InfoTrust and Ghostery.
13. Identify scripts and GTM containers which are slowing down website load times using the [Google PageSpeed Insights](#) tool.

Since some of these inspection steps will be new for dealers, we have created a video for each inspection point which will allow you to repeat the steps with your own data.

Dealers need to understand that the scripts and GTM containers which they allow to be installed on their websites can be sending valuable first-party data to companies which no longer have a business relationship with the dealer.

Example - Dealer Group Form Conversion Rate Inspection

In step 3 of the Website Performance Inspection Checklist, we provided a template to track form conversion rates (FCR) each month. By tracking conversion rates, dealers can see how their FCR percentages change as they reduce GTMs and scripts and test the best vendor tools for engagement and conversion rates.

This resource gives dealers the ability to see how each website is performing based on form conversions. In the completed spreadsheet (Fig. 14), you can see that the range can be quite large.

This data is eye-opening, and when proper measurement is put in place, improvements can be made to help dealers sell more cars in a digital age.

Primary Website Sales Forms	Dealer.com Accelerate Deal Leads	Dealer.com Accelerate Standalone Credit Leads	Dealer.com Accelerate Trade Leads	CarMigo Trade Leads	TradePending Trade	TradePending Payments	SelectFi Credit Leads	SelectFi Screening Leads	Impel Chat Sales Leads	Podium Chat Leads	Conversations Chat Leads	CarNow Chat Leads	Star Performance Marketing Coupon Leads	Total Form Leads	Monthly Sessions	Sales Form Conversion Rate (FCR)
29	73	54		41						58				255	32,776	0.78%
9	33	24	18	39					8					131	33,835	0.39%
21	37	6		29					7					100	32,339	0.31%
515	711	594	50	79					N/A	N/A	N/A			1,949	34,029	5.73%
27	118	18		128			165	87	33					576	66,257	1.02%
3	144			83			78	114	28					447	28,411	1.57%
15	65		32	73			31	82	9					307	35,170	0.87%
8	30	57		42			0	25								
49							6	37		35			71	268	24,357	1.10%
79	64	226		50						53		66		158	26,596	0.59%
39							40	79					191	663	21,863	3.03%
81	103	66		96										233	26,423	0.88%
43	28			32			49	22		83			135	564	36,651	1.54%
56		80		98					7					181	40,331	0.45%
55							22	41		60				294	20,092	1.46%
13	16	63			43							85		203	31,190	0.65%
145										57				192	22,525	0.85%
1,184	1,422	1,188	100	790	58	225	2	39				24	93	586	19,754	2.97%
					101	225	393	526	92	346	141	109	490	7,107	522,599	1.36%

Figure 14

Once again, this process was undertaken prior to the advent of automated performance reporting, and was completed manually.

Final Thoughts

If you take the time to complete the website performance inspection checklist, you will gain valuable insights into how your website is performing. You will also protect your first-party data from being used without your permission, knowledge, or direct consent. If you discover a pattern or bigger problem than what we have just started to uncover, please contact me to discuss your findings.

As dealers grow to understand the value of their first-party data, we believe they will institute regular monitoring and clean-up processes to keep outdated or cancelled vendor scripts off their websites. That is how KPEYE evolved. To implement a serious website conversion optimization project, dealers need accurate data at scale to review and act upon.

In our KPEYE reports, we include the detailed results from the Google PageSpeed Insights Report. This is because dealers are realizing that page speed impacts conversion rates on dealership websites, which is another reason why a minimalistic approach to GTMs and third-party scripts needs to be embraced.

Is the dealership's first-party data being siphoned off dealership websites without their direct knowledge? Yes. The extent of the breach-of-trust can be measured with advanced tools which automate the data collection. Dealers who want a full compliance tool should look at the offerings from InfoTrust. Dealers who are looking to increase their Form Completion Rate (FCR) and overall conversion rates of their websites should consider investing in KPEYE.

In any case, the free tools are available for anyone who wants to dig into their website configurations, and I am confident it will be time well spent.