Enterprise Marketing Attribution & Performance Framework

Trust Auto Group & Affiliated Used-Vehicle Locations

SECTION I — EXECUTIVE OVERVIEW

AIV Holdings will implement a **standardized, enterprise-grade marketing attribution and performance framework** across all Trust Auto Group rooftops and affiliated used-vehicle locations.

The objective is to ensure that **every marketing dollar is traceable** from impression to call, appointment, and sold vehicle—while enabling **OEM co-op compliance**, eliminating unmeasured spend, and restoring **executive-level control** over vendor performance.

SECTION II — COVERED ROOFTOPS

Franchise / New-Vehicle Rooftops

- Trust Honda – Lancaster
- Trust Honda – Palmdale
- Trust Subaru
- Trust Kia
- Trust Acura – Irvine
- Trust Lotus of Orange County
- Euro Car Orange County

Used-Vehicle Locations

- Trust Used – Fontana
- Trust Used – Montclair
- Trust Used – Santa Ana
- Trust Used – Norco

Each rooftop is configured as a **stand-alone attribution environment**, regardless of shared ownership, centralized advertising, or agency overlap.

SECTION III — NON-NEGOTIABLE CORE REQUIREMENTS (ALL STORES)

1. Call Tracking & Phone Attribution

Mandatory for all locations and all channels

- Unique phone numbers assigned by:
    - Rooftop
    - Media channel
    - Campaign / creative flight

- Call recording and transcription enabled
- AI-based call classification:
    - Sales
    - Service
    - Vendor / non-revenue
- CRM integration capturing:
    - Source
    - Campaign ID
    - Outcome
- Exportable call logs and recordings for OEM co-op documentation

Executive Outcome:
No shared phone numbers. No “unknown source” sales.

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2. QR Code Attribution (Physical → Digital)

- Dynamic QR codes generated by:
    - Rooftop
    - Campaign
    - Media format
- Deployed across:
    - Linear television overlays
    - OTT / CTV placements
    - Showroom, lot, service-lane signage
    - On-site and off-site events
- All QR traffic routed into AI intake (never static landing pages)

Executive Outcome:
Offline exposure becomes attributable, measurable demand.

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3. AI Intake & Appointment Automation

- 24/7 AI response handling:
    - Phone calls
    - QR scans
    - Web forms
- Buyer qualification logic:

    - Purchase timeline
    - Budget range
    - Trade-in indicators
- Appointment booking directly into CRM
- Human engagement triggered **only** for qualified buyers

Executive Outcome:
Sales teams focus on buyers, not noise.

SECTION IV — CHANNEL-SPECIFIC ATTRIBUTION REQUIREMENTS

A. Linear Media (Broadcast / Cable / Spanish TV)

Requirements

- Dedicated phone number and QR code per creative
- Spot logs required from media vendors
- Defined attribution windows aligned to air times

Measured Outputs

- Calls per airing
- Appointments per creative
- Cost per sold vehicle

B. Non-Linear Media (OTT / CTV / Streaming)

Requirements

- Platform-specific tracking numbers
- Frequency and household exposure tracking
- Device-based attribution logic

Measured Outputs

- OTT-attributed calls
- Incremental lift vs linear
- Conversion efficiency by platform

C. Google Search (Search & Performance Max)

Requirements

- Separate campaigns by:

    - Rooftop
    - New vs used
    - Brand vs non-brand
- Call extensions mapped to tracking numbers
- Lead forms routed through AI intake
- Search term transparency

Measured Outputs

- Cost per qualified call
- Cost per appointment
- Brand vs conquest efficiency

D. Automotive Marketplaces

AutoTrader

- Rooftop-specific tracking numbers
- Inventory feed tagging
- AI intake routing

CarGurus

- Unique phone numbers per rooftop
- Lead form integration
- Price-position monitoring

DuPont Registry

- Luxury-tier tracking numbers
- Enhanced AI qualification
- Concierge-level routing

Measured Outputs (All Marketplaces)

- Lead-to-sale conversion
- Cost per sold unit
- Segment-level ROI

SECTION V — CALL TRACKING PROVIDER RECOMMENDATIONS

Provider Selection Criteria

1. CRM integration depth
2. Scalable number provisioning
3. AI transcription and analytics
4. Campaign-level attribution
5. OEM-ready reporting

SECTION VI — REPORTING & GOVERNANCE

- Real-time dashboards per rooftop
- Executive roll-up views across all locations
- Channel-to-channel performance comparison
- OEM co-op documentation archive:
    - Creative
    - Spot logs
    - Call recordings and transcripts
    - Source-to-sale attribution

SECTION VII — ROOFTOP READINESS SCORECARD

Each location is evaluated on:

1. Call tracking compliance
2. QR deployment
3. AI intake activation
4. CRM integration
5. Channel attribution completeness

Status Designations

- Ready
- Conditional (gaps identified)
- Non-compliant (media paused)

SECTION VIII — IMPLEMENTATION TIMELINE (HIGH LEVEL)

Week 1

- Number provisioning

- CRM integration
- QR creation

Week 2

- AI intake activation
- Channel mapping
- Staff orientation

Week 3

- Media launch
- Dashboard validation
- OEM documentation setup

SECTION IX — EXPECTED PERFORMANCE & SALES IMPACT CHANGE +

- **Inbound call answer rate:** +20% to +35%
- **Appointment set rate:** +15% to +30%
- **Appointment show rate:** +10% to +20%
- **Lead-to-sale conversion:** +8% to +18%
- **Overall vehicle sales lift (same spend): +10% to +12%**
- **Effective cost per sale: –10% to –25% Reduction**

These gains are driven by **efficiency and accountability**, not increased spend.

SECTION X — VENDOR CONTRACT & NEGOTIATION LEVERAGE

A. Shift in Power Dynamic

Once this framework is active, vendors are no longer evaluated on:

- Impressions
- Clicks
- Traffic claims
- Blended reporting

They are evaluated on **calls → appointments → sold vehicles**.

B. Contractual Advantages Enabled

This data enables the dealer group to:

- Renegotiate pricing based on verified cost per sale
- Eliminate or reduce underperforming vendors
- Require:
    - Performance-based pricing
    - Shorter contract terms
    - Pilot programs instead of annual lockups
- Mandate vendor compliance with AIV tracking standards

C. OEM & Co-Op Leverage

- Defensible proof of performance
- Clear separation of brand vs dealer results
- Stronger position for:
    - Co-op reimbursement
    - Budget approvals
    - Dispute resolution
