
mdTransit Reporting Guide

Version 1.0



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Introduction

MdTransit provides a robust web-based reporting system that allows site administrators to compile valuable traffic and usage statistics about their Autos site. Administrators can also compile a variety of dealer reports containing data only for a specified dealer.

Providing Feedback

To maintain the quality of our publications and software, we welcome your comments on the accuracy, clarity, and value of this publication and all other product documentation. Send comments to the Documentation Department at: mdw.doc@morris.com

Getting Assistance

If you experience problems with mdTransit Reporting or any other Morris Digital Works product, please contact customer support at (706) 828-2955. You can also send an e-mail to MDW Support at support@morris.com.

Report Types

MdTransit reporting can compile two main types of reports:

Site Reports- Displays statistics for the mdTransit Autos site.

Dealer Reports- Displays statistics for the dealer's inventory, and the activity on the site.

Site Reports

- Site Traffic Summary
- Site Traffic Details
- Referring Sites
- Dealer Leads
- Dealer Locator
- Dealer Referrals
- Inventory Summary
- Inventory by Dealer
- Make Search Summary
- Zipcode Search Summary

Dealer Reports

- Inventory Dealers
- Visitors sent to your site
- Dealership Information Display
- Inventory Search (type summary)
- Inventory Search (make summary)
- Comparison Pages with your Ads (summary)
- Detail Pages with your Ads (summary)
- Detail Pages with your Ads (details)

Accessing the Reporting Features

Logging In

To login to the reporting features go to the Reports URL provided to you by your support representative. They will also provide the username and password you will use to login. After a successful login, the main screen appears as shown below.

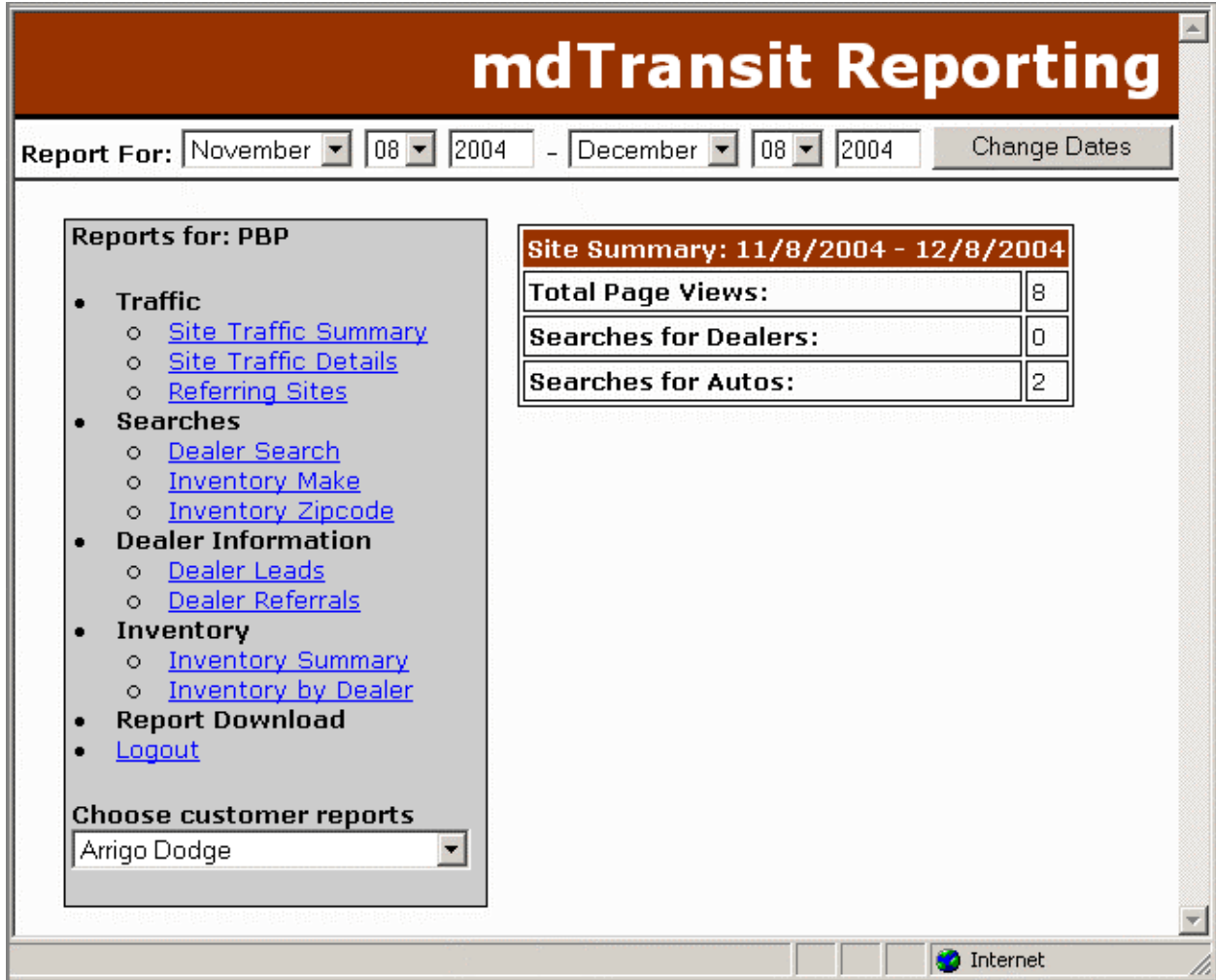


Figure 1. The Site Traffic Summary for the Autos site is the default screen after login.

Logging Out

Logout links are located in the left menu bar, under both the Site links and the Customer links. Clicking either logout link, logs you out of your current session and returns you to the login screen.

Compiling Reports

To compile a report, complete the following procedures below depending on whether you want to create a Site report or a Customer report.

Compiling Site Reports

1. At the top of the screen, select the Start date and End Date for the report you want to create.
2. Click **Change Dates**.
3. In the left menu, select the report you want to view. The report data is displayed to the right.

Compiling Customer Reports

1. At the top of the screen, select the Start date and End Date for the report you want to create.
2. Click **Change Dates**.

3. In the left menu, go to the **Choose customer reports** drop down box and select the dealer you want to view report for.
4. In the left navigation pane, click the customer report you want to view. Report results are displayed to the right.

Reports for: PBP

- **Traffic**
 - [Site Traffic Summary](#)
 - [Site Traffic Details](#)
 - [Referring Sites](#)
- **Searches**
 - [Dealer Search](#)
 - [Inventory Make](#)
 - [Inventory Zipcode](#)
- **Dealer Information**
 - [Dealer Leads](#)
 - [Dealer Referrals](#)
- **Inventory**
 - [Inventory Summary](#)
 - [Inventory by Dealer](#)
- **Report Download**
- [Logout](#)

Choose customer reports

Arrigo Dodge

Arrigo Dodge

Belle Glade Chevrolet

Bev Smith Ford

Borton Volkswagen

Braman Honda

Braman Motorcars

Charlie's Dodge Of Florid ...

City Place Mazda

Coggin Honda of Ft. Pierc ...

Coggin Mercedes Benz of F ...

Delray Acura

Select a customer from the drop-down list. (← shown on the left)

The customer report links are displayed (shown on the right. →)



Figure 2. The main Reporting Menu can display both site reports and customer reports.

Viewing Reports for a Different Customer (dealer)

If you are currently viewing reports for a dealer, but want to view reports for a different dealer, do the following:

1. In the left navigation pane, locate the **Choose Customer reports** drop-down box.
2. Select the dealer you want to view reports for, and click **Change**.

Report Data Explanations

Below are explanations of each category of data that is returned by the reporting system.

Site Reports

Report	Data Returned
Site Traffic Summary	The default report displayed after login. It displays the total number of page hits to the Autos site, the total number of dealer searches, and the total number of vehicle searches.
Site Traffic Details	The name of each page on the Autos site that has been viewed and the number of times it was viewed. Pages that have not been viewed are not listed.
Referring Sites	Displays a list of each site that refers visitors to your autos site, and the total number of hits from each. Also displays the total number of referring sites, and the total number of hits from all referring sites.
Dealer Search	Total number of dealer searches performed on the Autos site. Data is broken down by make, type (new, used) and zip code.
Inventory Make	Total number of inventory searches broken down by the make and model of the car.
Inventory Zip code	The total number of searches for each zip code, broken down by vehicle make and model.
Dealer Leads	The total number of contact dealer requests made from the mdTransit site.
Dealer Referrals	A list of all current dealers for your autos site, and the number of times they have referred customers to the autos site.
Inventory Summary	The total number of vehicles in the inventory. Includes the total inventory for each of the following: New Dealers, Used Dealers, Certified Dealers, New Liner, Used Liner and Certified Liner. You can also view the number of vehicles with photos, color, and price.
Inventory by Dealer	A list of each dealer and the number of Used, New, and Certified cars they have listed in the Autos inventory.

Customer (Dealer) Reports

Report	Data Returned
Inventory Details	Total number of dealer cars in the Autos site. Includes number of cars with price, color, and photos.
Links to your site	The total number of Autos site visitors that linked through to your dealer site.
Information Display	Dealer's contact information
Search Summary	By Type - The total number of new, used, and both vehicles in your inventory that were included in an Autos search. By Make - The total number of searches performed on the Autos site broken down by make and model.
Inventory Display Summary	Displays view data for the following: number of vehicle results, vehicle detail pages, and full image of photo. Click Summary to view a breakdown of the number of views by vehicle make. Click Details to view breakdown by make and model.
Inventory Comparison Pages	Displays the total number of comparisons made by visitors. Data is

	broken down by make and the number of times it was compared. Click Details, to view a breakdown by make and model.
Inventory Detail Pages	The number of vehicle detail searches that were saved to a visitor's clipboard for comparison with another vehicle. This is broken down by make. Click Details to view a breakdown by make and model.

Downloading Data

Users have the ability to download data from most reports. This is useful for importing the statistical data into other forms or documents. The data is downloaded in a Microsoft Excel Comma Separated Value File (.CSV). If a report is able to be downloaded, an Excel Format link appears under the Download Data section of the menu. If a report cannot be downloaded this link does not appear.

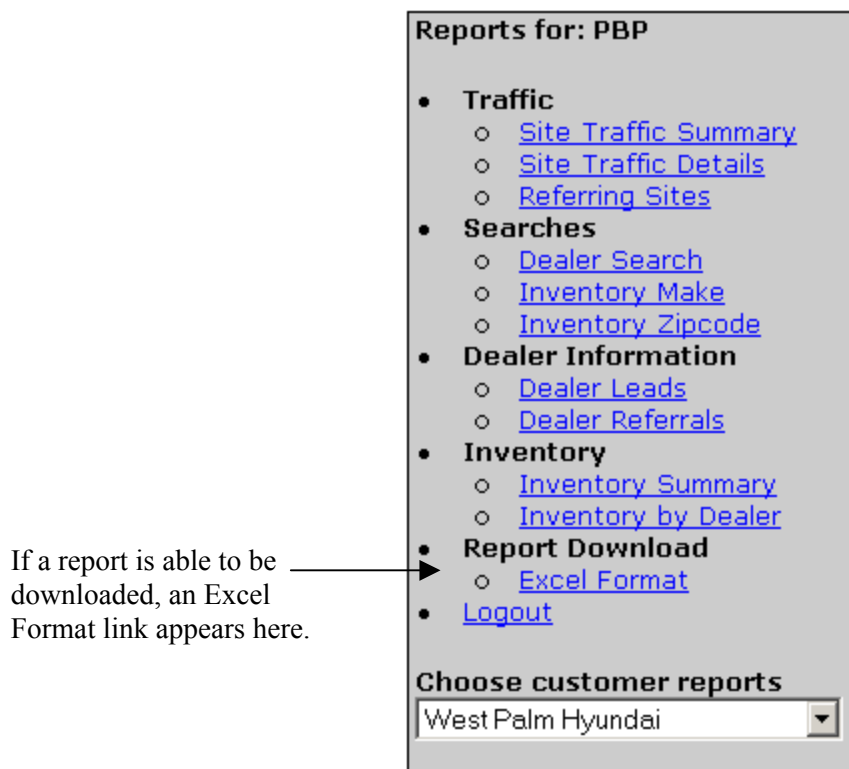


Figure 3. Site Report Links

To download report data:

1. Run any report.
2. In the left menu, locate the Report Download section and click **Excel Format**.
3. A File Download dialog box appears to allow you to open or save the file.
4. Select the location on your desktop to save the file to, and click **Save**.

Tip: Be sure to note the file name of the downloaded file.

5. Browse to the location of the saved file and open it.

Account Administration

Administrators can view mdTransit user accounts and modify permissions using the Reporting Administration pages. To access these pages, contact your support representative for the URL.

Viewing User Accounts

To view current user accounts, do the following:

1. Login using the username and password given to you by your MDW support representative.
2. Click **View Accounts**.
3. Click on the link for the property you want to view the users for.
4. All current users for that property are displayed with the following information: User ID, Username, First Name, Last Name and customer ID.

Adding User Accounts

To grant access to other users:

1. Login to the Reporting Administration pages.
2. Enter the username and password given to you by your MDW support representative, and click **Login**.
3. Click **Add Account**.
4. Select the property that you want to give the user permissions to.
5. Enter the following information for the user: First Name, Last Name, Username, Password, E-mail Address.
6. In the Customer drop-down box, select the type of reports the user will be able to access. There are two types of permission levels:
 - Site Administrator- Has access to all reports for the mdTransit Autos site.
 - Customer- Selecting one of the customer(dealer) options, allows the user to view reports that pertain only to that dealer.
7. Click **Create Account**.

Note: When creating user accounts, keep the following in mind. Usernames are restricted to 95 characters in length. Passwords are limited to 95 characters and can contain letters, numbers, dashes, underscores, and @.