mdTransit™ 2.1

DriveTrain Administrator's Guide

Morris DIGITALWORKS

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Morris DigitalWorks, LLC
A Division of Morris Communications Company LLC
P.O. Box 936
Augusta, GA 30903
Fax: 706-828-4339
Phone: 800-622- 6358
www.morrisdigitalworks.com

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Contact Information
For questions or concerns regarding this publication contact the Morris DigitalWorks Documentation Department at mdw.doc@morris.com.

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Introduction to DriveTrain

This manual contains all the information needed to begin using DriveTrain, the web-based vehicle inventory and administrative management system for mdTransit. DriveTrain enables you to integrate your vehicle inventory seamlessly into your website. It is especially useful for making single changes, but does not replace the inventory data feeds that are sent daily to be displayed on the autos site. DriveTrain also allows you to manage mdTransit customer data, and view mdTransit reports.

Note: The core features of DriveTrain replace those provided by Cobalt's AutoShow product.

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 Morris DigitalWorks Documentation Department at: mdw.doc@morris.com.

Getting Assistance

Application Help
Help is available on each screen of the DriveTrain Application. Simply click the **Help** link located in the upper right of the screen, to display the help information for that screen.

Technical Support
If you experience problems with mdTransit Reporting or any other Morris DigitalWorks product, please contact customer support at (706) 828-2955 (9am-6pm EST). You can also send an e-mail to MDW Support at support@morris.com

Features

The key features of DriveTrain are:

Account Management
- Create new dealer access accounts
- Create new administrative access accounts
- Modify account information

Classifieds Management
- Gives users the ability to view and edit the classifieds automotive data.
- The ability to search classifieds data by Ad Number, Ad ID, or keyword.

Inventory Management
- Add new vehicle inventory
- Vin Explosion option when adding new vehicles.
- A button that allows end user the ability to set a flag that enables/disables stock photo usage
- Listing and feature locking which prevents feed overwriting (Modify form)
- Edit current vehicle inventory
- Search current vehicle inventory, including a quick search by VIN number or stock number.
- Search current classified ad listings by ad number, ad ID, and keywords.
- Activate / De-activate current inventory
- Highlight features vehicles
- Add up to 6 photos for each vehicle
- Add dealer logos, display ads, and maps

Add salespeople photos

Dealer Information
- Customer Management
- Create dealer contact information pages
- Create salespeople contact information
- Attributes that associate a dealer with Lead input and output formats.
- Dealer record locking, which prevents feed overwriting.
- Super Users can export dealer information to a file that is used by MDW's ad loader to load dealer listings.
- Dealers have the ability to designate Sponsored Brands for their dealership.
- The Add/Edit Dealer pages have the ability to enter Start and End Dates, which correspond to the dealer's contract period.

Site Reporting
- Sitewide and dealer-specific reporting
- Overall site traffic
- Referring sites report
- Dealer inventory reports
- Dealer lead reporting
- Inventory search reports
- Dealer search report
- Monthly Dealer Analysis
- Dealer Summary Report- Combines all data from the Dealer Leads, Dealer Referrals, and the Inventory display views.

System Requirements

DriveTrain requires an Internet connection and any of the following browsers:
- Microsoft Internet Explorer 4.0 or higher
- Netscape 6.0 or higher

- Firefox/Mozilla 1.0 or higher.

Accessing DriveTrain

Logging In

To login to DriveTrain:

1. Go to the URL provided to you by your support representative.
2. Enter your username and password, also provided by your support representative.

   Note: Usernames and passwords are case sensitive.

3. Click **login**, and the main screen appears as shown below.

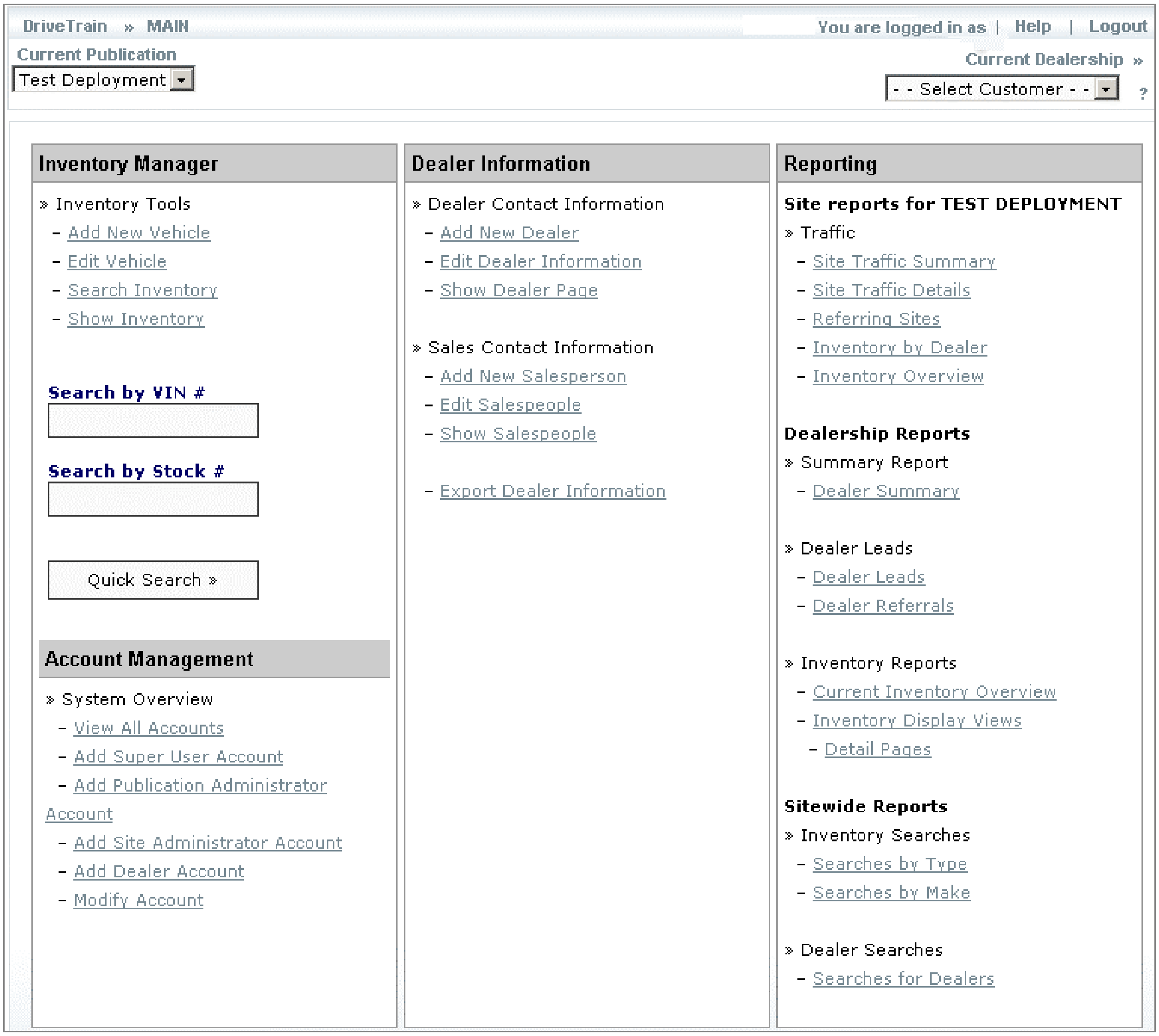


Figure 1. The DriveTrain Main Screen

Logging Out

When you are finished using DriveTrain, you should click the **Logout** button, located at the upper right side of the screen. Clicking this button assures that no one else will be able to use your account to access the application. Simply closing the application is not necessarily sufficient to prevent someone from accessing your session.

Getting Around in DriveTrain

Navigating Through Pages

The main DriveTrain screen is also the main navigation page. To change tasks within DriveTrain, you must return to this screen and click one of the links. You can always use your browser's Back button to return to the main screen. However, the simplest method for returning to the main screen is to click on the word DriveTrain, located in every page's breadcrumb as shown in the image below.

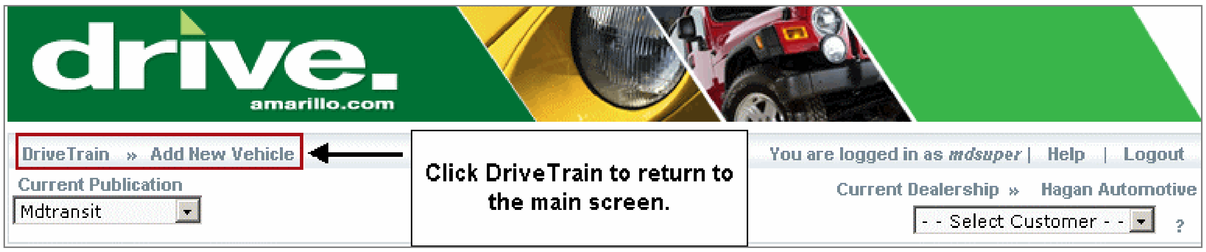


Figure 2. DriveTrain's Breadcrumb Navigation.

Selecting a Dealership/Publication

Changing dealer and publication information for multiple properties is accomplished using the Current Publication and Dealership selection boxes, located at the top of each DriveTrain screen.

Site Administrators and Publication Administrators can view and edit details for multiple properties. When logged in, all properties that the administrator has access to are available in the **Current Publication** box (the current publication displays by default). All dealerships that an administrative user has access to, are available in the **Current Dealership** box (the current dealership displays by default).

A user with a dealer account has the ability to select different publication (property) associations from the Current Publication box. However, dealer accounts do not have a Dealership selection box, preventing a dealer from viewing/modifying another dealer's information.

Note: Make sure that the appropriate publication/dealer is selected before making changes in DriveTrain.

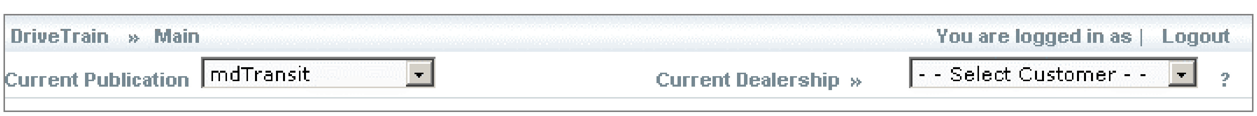


Figure 3. Publication and Dealership selection boxes.

Types of Accounts

All data changes and additions made using DriveTrain are linked to specific user accounts. There are four types of accounts in DriveTrain:

- Dealers
- Publication Administrators
- Site Administrators
- Super Users

Each account has access only to specific features of DriveTrain as explained below.

Dealers

Dealers are restricted to viewing only information related to their specific dealership. They do not have access to the inventory or contact information of other dealers. Dealer accounts have access to the following features:

Section	Dealer Features
Inventory Management	Add New Vehicle Edit Vehicle Search Inventory Show Inventory
Account Management	View Dealership Accounts
Dealer Information	Edit Dealer Information Show Dealer Page
Sales Contact Information	Add New Salesperson Edit Salespeople Show Salespeople
Site Reporting	Dealer Summary Report Dealer Leads Dealer Referrals Current Inventory Overview Inventory Display Views Inventory Search by Type Inventory Search By Make Searches for Dealers Monthly Dealer Analysis

Publication Administrators

Publication Administrators have unlimited permissions and can access and edit all features, publications, and dealers within DriveTrain. This includes access to the following features:

Section	Publication Administrator Features
Inventory Management	Add New Vehicle Edit Vehicle Search Inventory Show Inventory
Account Management	View All Publication Administrator Accounts View All Publication Accounts Add Site Administrator Account Add Dealer Account
Dealer Information	Add New Dealer Edit Dealer Information Show Dealer Page
Sales Contact Information	Add New Salesperson Edit Salespeople Show Salespeople
Classifieds Management	Show Classifieds Edit Classifieds Search Classifieds
Site Reporting	Site Traffic Summary Site Traffic Details Referring Sites Inventory by Dealer Inventory Overview Dealer Summary Dealer Leads Dealer Referrals Current Inventory Overview Inventory Display Views Inventory Search by Type Inventory Search By Make Searches for Dealers Monthly Dealer Analysis

Site Administrators

Site Administrators are property-specific users who are empowered to act as proxies for all dealers served by the property. This allows mdTransit site administrators the ability to make quick changes and corrections to dealer information and vehicle inventory. Administrators have access to the following features:

Section	Site Administrator Features
Inventory Management	Add New Vehicle Edit Vehicle Search Inventory Show Inventory
Account Management	View All Publication Accounts Add Dealer Account
Dealer Information	Add New Dealer Edit Dealer Information Show Dealer Page
Sales Contact Information	Add New Salesperson Edit Salespeople Show Salespeople Create new dealer accounts
Classifieds Management	Show Classifieds Edit Classifieds Search Classifieds
Site Reports	Site Traffic Summary Site Traffic Details Referring Sites Inventory by Dealer Inventory Overview Dealer Summary Dealer Leads Dealer Referrals Current Inventory Overview Inventory Display Views Inventory Search by Type Inventory Search By Make Searches for Dealers Monthly Dealer Analysis

Super Users

Super User accounts have access to all features in DriveTrain. However, they must be assigned property associations and classifieds association. Super User accounts are typically reserved for MDW employees only. However there are a few exceptions.

Inventory Manager

All links under the Inventory Manager section allow you to view and edit various items relating to the inventory of the selected mdTransit customer, stored in the mdTransit database.

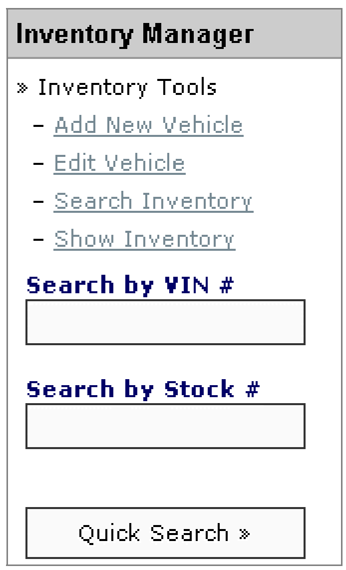


Figure 4. Inventory Manager Section of DriveTrain

Adding New Vehicles

To add a vehicle to the DriveTrain inventory:

1. On the main DriveTrain screen, locate the Current Dealership drop down menu, and select the dealership you want to add a vehicle to.
2. Under the Inventory Manager section, click **Add New Vehicle.**

Note: At a minimum, the following fields must be completed in order to add a vehicle to the inventory: VIN # or Stock #, Type, Year, Make, Model.

3. On the Add Vehicle page, enter the following information about the vehicle.
   - VIN # - The 17 digit VIN number of the vehicle.
   - Stock # - The stock number of the vehicle.

- Type- Select either New, Certified, or Used.
- Year- The year the vehicle was manufactured.
- Make and Model- Select the vehicle Make from the Make selection box. The available models are then available for selection in the Model box.
- Mileage- The number of miles on the vehicle.
- Price- The MSRP for the vehicle.

4. Enter a Description for the vehicle. Include any special text to describe the vehicle, such as vehicle condition, extended warranties, etc. The limit is 250 characters.
5. Enter the Vehicle Style information:
   - Exterior Color- Color of the vehicle.
   - Interior Color- The color of the interior upholstery and parts for the vehicle.
   - Transmission- (Automatic, Manual, Continuously Variable).
6. If desired, upload up to 6 photos of the vehicle, by clicking on the **Browse** button. Navigate to the location of the stored file, and click **Open**. If you select **Yes** under the **Stock Photos** option, stock photos will be used when available.

Troubleshooting: Some dealers may see the following message displayed under the Upload Photo section “Your property doesn't have the following attributes in order to upload images DATA_ENTRY_IMAGES_ROOT_PATH and/or DATA_ENTRY_IMAGES_URL_PATH.” If this occurs, contact your property representative, who can set these attributes in Template Manager.

Tip: The jpg file format is the recommended format for photos. 6. Enter the Pricing Information:

7. Enter the pricing information:
   - Invoice Price- Usually the Manufacturer's Suggested Retail Price (MSRP).
   - Start Date- The date that the vehicle ad will start being displayed on the autos site.
   - End Date- The date that the vehicle will stop being displayed on the autos site.
   - Special Attributes- Select any of the following options that determine the prominence of where the ad is displayed: **Featured**, **Top Auto**.

     Note: Only administrators can designate a "Top Auto" which is an upsell feature. Dealers and administrators can both designate "Featured" vehicles which appear on the main page of the autos website.
8. Enter the vehicle class attributes:
   - Vehicle Class- (Compact, Midsize, Minivan...)
   - Body Style- (4-door 5-Passenger, 2-door 5-passenger...)
   - Body Type- Passenger Car, Sport Utility Vehicle, Passenger Van...)
   - Doors- The number of doors.
   - Engine- The base engine type (i.e. Inline 4) or the amount of Horsepower (i.e. 300,350, 400). Ex. Inline 4 cylinder, cast aluminum block and head.

- Induction- The vehicle's fuel Induction (i.e. SFI, Seq. EFI, SEFI)
- Displacement- (ci/cc 91.3/1496...)
- Cylinders- (four, six, eight...)
- Fuel Type- (Regular Unleaded, Premium Unleaded, Diesel, Natural Gas)

9. Select any of the Vehicle Features, by selecting the check box next to the feature.
10. Click **Save Changes and Continue.**

Editing Existing Vehicles

To edit an existing vehicle:

1. From the main DriveTrain screen, under the Inventory section, click **Edit Vehicle**. Make sure you have selected a dealership.
2. On the Modify Inventory page, browse the inventory until you find the vehicle that you want to modify, and click the make/model link to open the vehicle details.
3. On the Vehicle Details page, click **Edit Vehicle** located in the upper right corner.
4. Make any desired changes to the vehicle information and click **Save Changes and Continue**.

Or

1. From the main DriveTrain screen, under the Inventory section, click **Edit Vehicle**.
2. On the Modify Inventory page, browse the inventory until you find the vehicle you want to modify. Click the **Edit** link located under the edit column.

Searching Inventory

You can use the search feature to easily locate a vehicle or vehicles contained in the DriveTrain inventory.

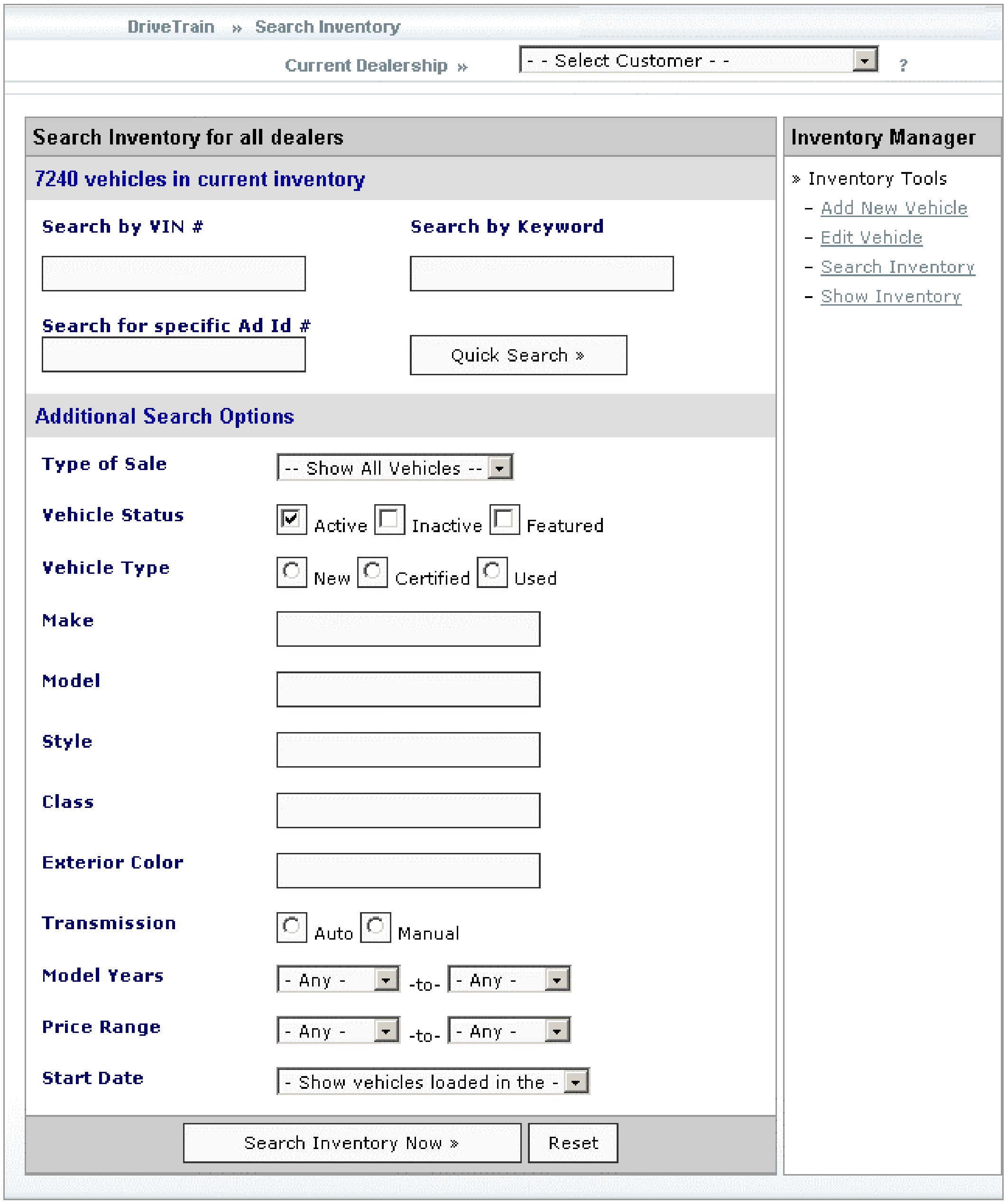


Figure 5. Inventory Search Screen

Quick Search

To perform a Quick Search from the main page:

1. Enter either of the following: VIN #, Ad ID #.
2. Click **Quick Search**.

Full Search

To perform a more in depth search:

1. Click **Search Inventory** on the main page.
2. Enter any of the following options then click **Search Inventory Now** at the bottom of the page:
    - Type of Sale- (New/Used)
    - Vehicle Status- (Active/Killed /Featured)
    - Vehicle Type- (New/Used/Certified)
    - Make- (i.e. Honda, Ford, Toyota)
    - Model- (Civic, Focus, Camry)
    - Style- The Trim level (i.e. LX, EX...)
    - Class- (Compact, Sport Utility Vehicle...)
    - Exterior Color- Color of the vehicle.
    - Transmission- (Auto/Manual)
    - Model Years- The years of manufacture.
    - Price Range- The retail price you are asking for the car.
    - Start Date- The earliest date to begin the search results. (last 24 hrs/last week/last month/last quarter)

Displaying All Inventory

This page displays a list of all vehicles for the selected dealership contained in the DriveTrain Inventory for the selected dealership. The following information is provided for each vehicle:

- Year/Make/Model
- Color
- Price
- Type (New/Used/Certified)
- Whether it has an associated photo.
- Show- Changes the ad status from "Pending Payment" to "Active_Immediate"
- Top (Admins only option)- Controls ad placement priority.

To view details on each vehicle, click the vehicle make/model link, to open the complete vehicle options.

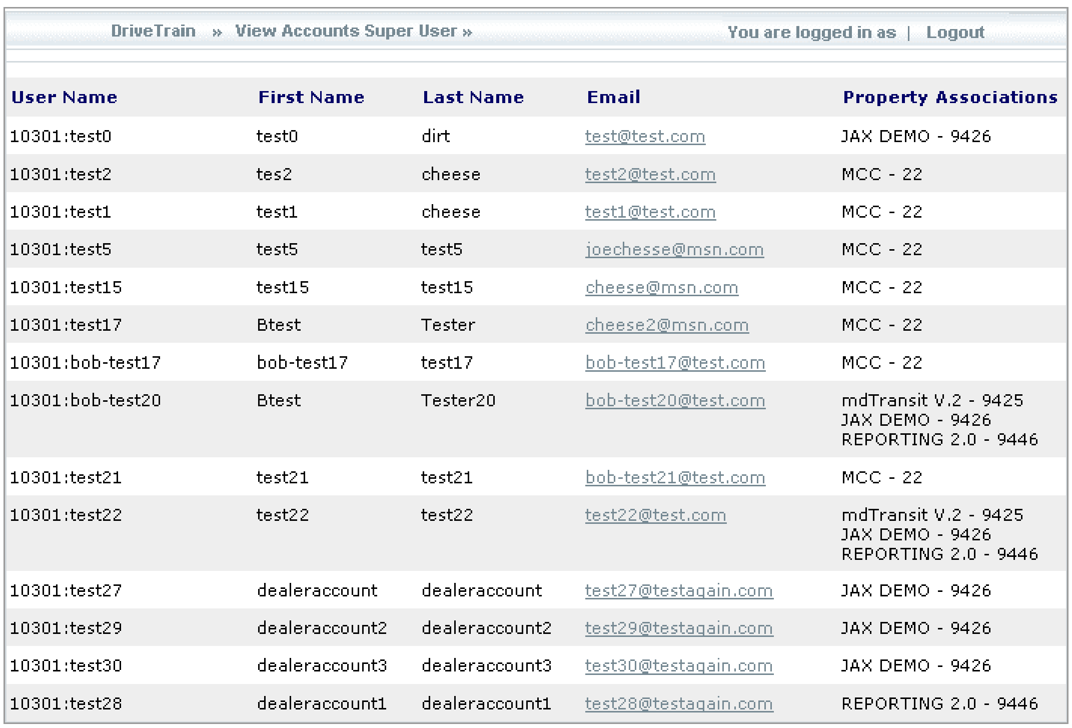
Figure 6. All DriveTrain Inventory is displayed on the Display All Inventory Screen.

Account Management

DriveTrain Account Management simplifies the frequent administrative tasks associated with maintaining user accounts.

Viewing All Accounts

To view all accounts click **View All Accounts under Account Management** on the main screen. This screen displays all of the accounts for the DriveTrain Application. You cannot edit accounts from this screen.


DriveTrain » View Accounts Super User » You are logged in as | Logout

User Name	First Name	Last Name	Email	Property Associations
10301:test0	test0	dirt	test@test.com	JAX DEMO - 9426
10301:test2	tes2	cheese	test2@test.com	MCC - 22
10301:test1	test1	cheese	test1@test.com	MCC - 22
10301:test5	test5	test5	joechesse@msn.com	MCC - 22
10301:test15	test15	test15	cheese@msn.com	MCC - 22
10301:test17	Btest	Tester	cheese2@msn.com	MCC - 22
10301:bob-test17	bob-test17	test17	bob-test17@test.com	MCC - 22
10301:bob-test20	Btest	Tester20	bob-test20@test.com	mdTransit V.2 - 9425 JAX DEMO - 9426 REPORTING 2.0 - 9446
10301:test21	test21	test21	bob-test21@test.com	MCC - 22
10301:test22	test22	test22	test22@test.com	mdTransit V.2 - 9425 JAX DEMO - 9426 REPORTING 2.0 - 9446
10301:test27	dealeraccount	dealeraccount	test27@testagain.com	JAX DEMO - 9426
10301:test29	dealeraccount2	dealeraccount2	test29@testagain.com	JAX DEMO - 9426
10301:test30	dealeraccount3	dealeraccount3	test30@testagain.com	JAX DEMO - 9426
10301:test28	dealeraccount1	dealeraccount1	test28@testagain.com	REPORTING 2.0 - 9446

Figure 7. View All Accounts Screen

Screen Details

User ID- A seven-digit tracking ID assigned to you by MDW.
User Name- The Username of the account.
First Name/Last Name- First and Last Name of the registered user.
E-mail- E-mail address of the account.
Property Associations- The number of properties the account has access to. The number is the Property ID.

Adding New Accounts

Site and Publication Administrators have the ability to view and create new accounts. Dealers can view their DriveTrain dealer accounts that administer their information, but cannot add or modify accounts.

New Dealer Accounts

Only Site Administrators, and Publications Administrators can create dealer accounts. Dealer accounts are restricted to viewing only information related to their specific dealership. They do not have access to the inventory or contact information of other dealers.

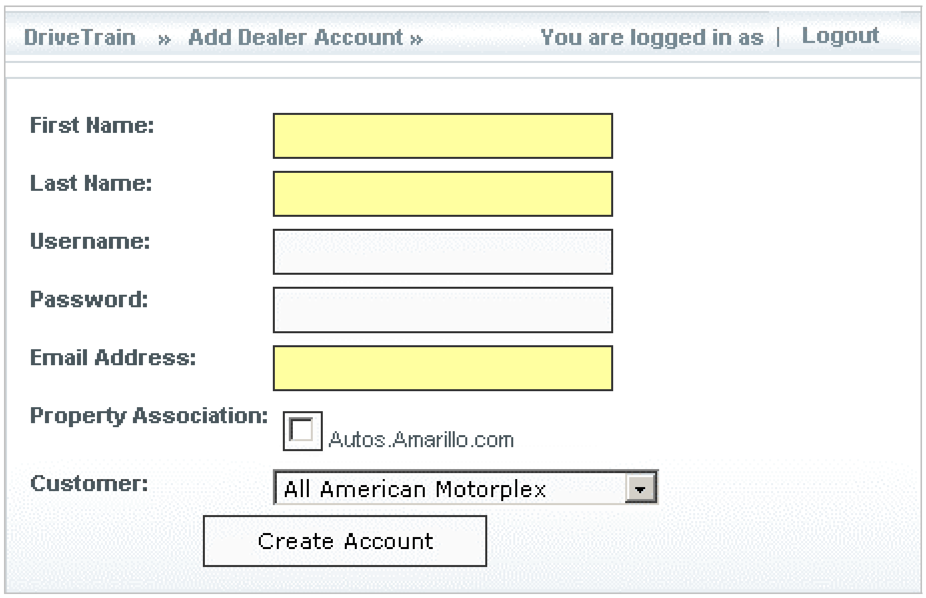


Figure 8. Add Dealer Account Screen

To add a DriveTrain Dealer account:

1. From the main screen, under Account Management, click **Add New Dealer Account**.
2. On the Dealer Account page, enter the following information for the dealer:
   - **First Name**
   - **Last Name**
   - **Username-** Must be less than 100 characters and can consist of any combination of letters, numbers and characters.
   - **Password-** Must be less than 100 characters and can consist of any combination of letters, numbers and characters.
   - **Email Address**
3. Under **Property Associations,** select the properties that this user will have access to. Dealers can only be associated with properties; they do not have classifieds associations. The number of properties displayed will vary in number depending on the number of live sites each property has. Most properties will only have one property association available.
4. From the **Customer** list box, select the name of the dealership this account is for.
5. Click **Create Account**.

New Site Administrator Accounts

Site Administrators are property specific accounts which are empowered to act as proxies for all dealers served by the property. Only Publication Administrators can add new Site Administrator accounts.

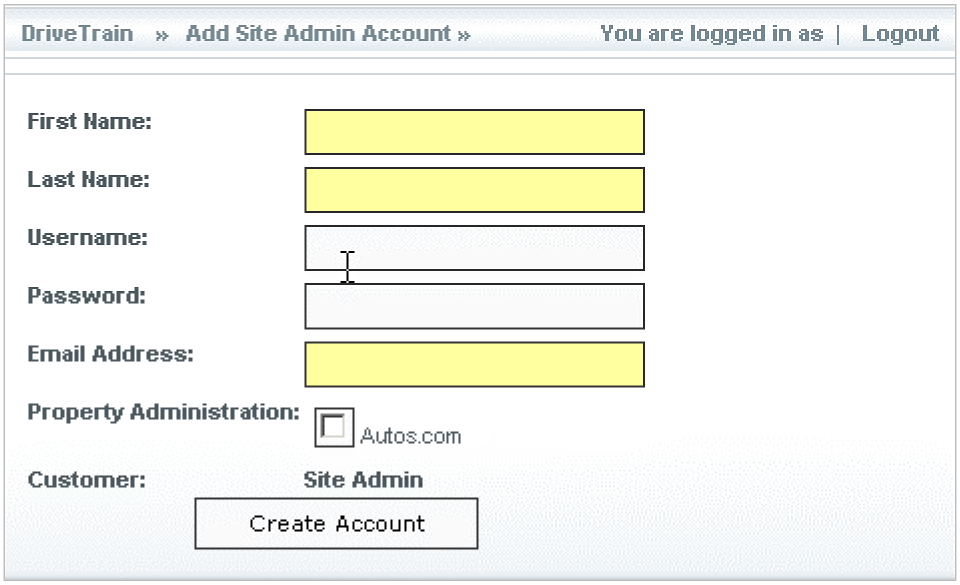


Figure 9. Add Site Administrator Account Screen

1. From the main DriveTrain screen, click **Add New Site Administrator Account**.
2. On the Add Site Administrator Account Page, enter the following information for the person you are setting up as an administrator:
    - **First Name**
    - **Last Name**
    - **Username**- Must be less than 100 characters and can consist of any combination of letters, numbers and characters.
    - **Password**- Must be less than 100 characters and can consist of any combination of letters, numbers and characters.
    - **Email Address**
3. Under **Dealer Property Administration,** select the properties that this user will be able to perform administrative functions for. Site Administrator accounts can be administrators for both properties, as well as classifieds for the site.
4. Under **Classifieds Property Administration**, select the properties for which this user will be able to perform administrative functions for the classifieds. Classifieds administration provides a way for to manage mdTransit classifieds ads.
5. Click **Create Account**.

New Publication Administrator Accounts

Publication Administrator Accounts have unlimited permissions and can access and edit all aspects of DriveTrain inventory and accounts.

Note: Only Morris DigitalWorks Super Users can create Publication Administrator accounts. If you are not a Super User, contact your property representative to have one created.

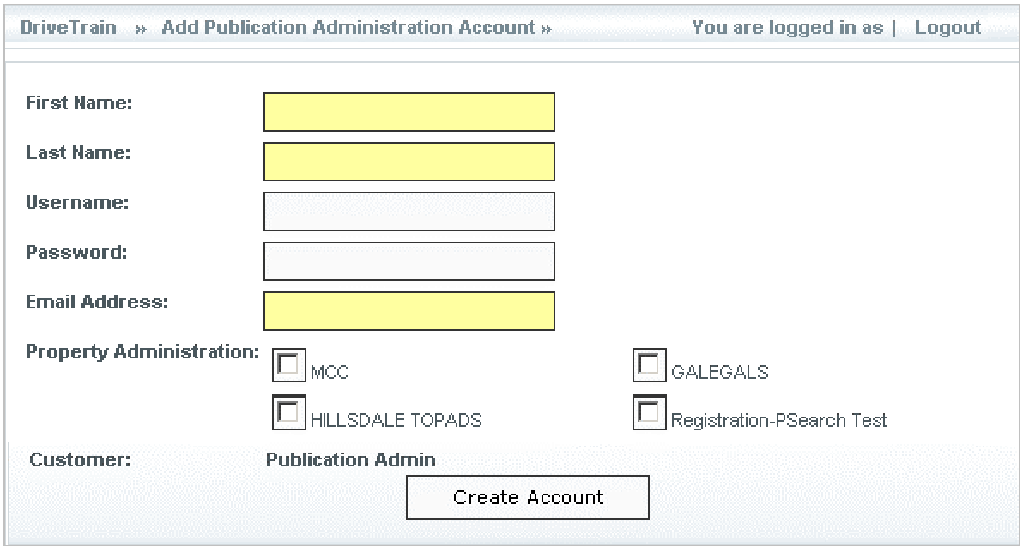


Figure 10. Add Publications Administrator Account Screen

6. From the main DriveTrain screen, click **Add New Publication Administrator Account**.
7. On the Add Publication Administrator Account page, enter the following information for the person you are setting up as an administrator:
   - **First Name**
   - **Last Name**
   - **Username**- Must be less than 100 characters and can consist of any combination of letters, numbers and characters.
   - **Password**- Must be less than 100 characters and can consist of any combination of letters, numbers and characters.
   - **Email Address**
8. Under **Dealer Property Administration,** select the properties that this user will be able to perform administrative functions for. Site Administrator accounts can be administrators for both properties, as well as classifieds for the site.
9. Under **Classifieds Property Administration**, select the properties for which this user will be able to perform administrative functions for the classifieds. Classifieds administration provides a way for to manage mdTransit classifieds ads.
10. Click **Create Account**.

New Super User Accounts

Only Super Users can create new Super User accounts. If someone at your property has Super User permissions, follow the procedure below. If no one has Super User permissions, you must contact your MDW representative to have an account created.

1. From the main DriveTrain screen, click **Add New Super User Account**.
2. On the Add Super User Account page, enter the following information for the person you are setting up as an administrator:
   - **First Name**
   - **Last Name**
   - **Username**- Must be less than 100 characters and can consist of any combination of letters, numbers and characters.
   - **Password**- Must be less than 100 characters and can consist of any combination of letters, numbers and characters.
   - **Email Address**
3. Under **Dealer Property Administration,** select the properties that this user will be able to perform administrative functions for. Site Administrator accounts can be administrators for both properties, as well as classifieds for the site.
4. Under **Classifieds Property Administration**, select the properties for which this user will be able to perform administrative functions for the classifieds. Classifieds administration provides a way for to manage mdTransit classifieds ads.
5. Click **Create Account**.

Modifying Accounts

This page allows Super Users to modify the attributes and permissions that are assigned to DriveTrain user accounts.

1. From the main DriveTrain screen, click **Modify Account** under the **Account Management** section.
2. On the Modify Account screen, you can either enter the User Id (seven digit number) or the User Name. Then click **Search Users**.

Note: If you have the correct permissions, but cannot remember an exact user name, click the View All Accounts link on the main DriveTrain screen to search for a User Name.

3. On the next screen, you can modify any of the user attributes associated with the account, including: First name, Last Name, Password, E-mail Address, and the properties that they can administer through DriveTrain.
4. When you have made all desired modifications, click **Update User**.

Dealer Information

The Dealer Information section is where dealers can view and update all of their dealer information, salesperson information and inventory settings.

Adding a New Dealer

To add a new Dealer account, do the following:

- From the main DriveTrain screen, under Dealer Information, click **Add New Dealer.**

This opens the Add New Dealer Page as shown in the image below.

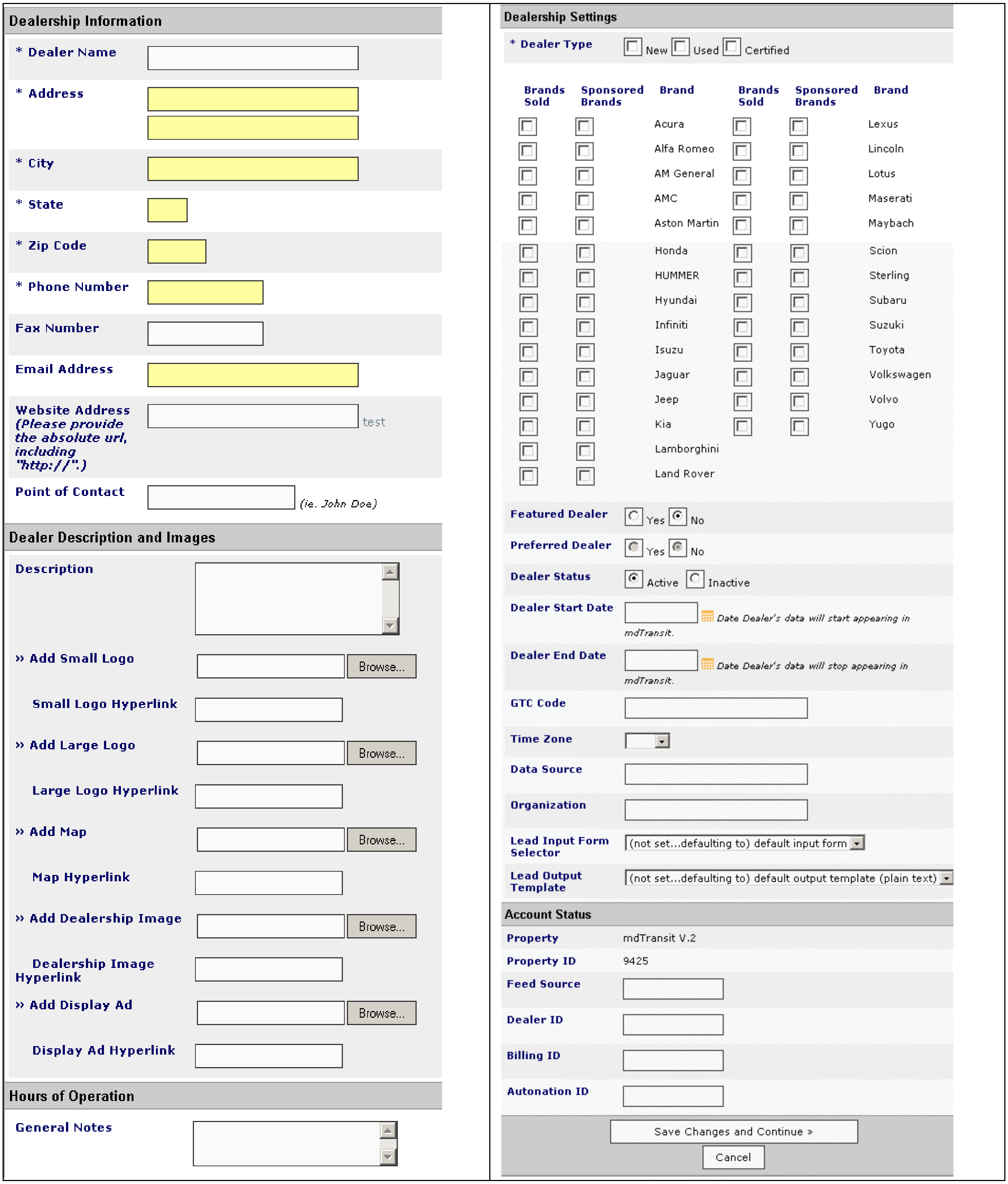


Figure 11. Add a New Dealership Screen

1. On the Dealership Information page, enter the following information about the dealership for which you are creating:
    - Dealer Name
    - Address
    - City
    - State
    - Zip Code
    - Phone Number
    - Fax Number
    - Email Address
    - Website Address- Enter the absolute URL path. (i.e. http://www.website.com)
    - Point of Contact- The person/email address to contact with questions.
2. Enter a Description of the dealership. This must be fewer than 250 characters.
3. Attach a Small and/or Large Logo for the dealership, by clicking the **Browse** Button. Browse to the location where the logo is stored, and click **Open**.
4. Add a Map by clicking the **Browse** Button. Browse to the location where the map is stored, and click **Open**.
5. Add a Dealership Image by clicking the **Browse** Button. Browse to the location where the image is stored, and click **Open**.

    Note: You can also enter a reference Hyperlink (URL) for the Dealership Image.

6. Add a Display ad by clicking the **Browse** Button Browse to the location where the ad is stored, and click **Open**.

    Note: All logos, maps, dealer images, and display ads must adhere to the following size limitations. The Optimal Size is 150w x 40h. All files should be less than 10k in size and be either a JPG or GIF file.

7. If desired, enter the dealer's hours of operation.
8. Set the following Dealership Settings:
    - **Dealer Type-** The type of vehicles sold by the dealer. (New/Used/New and Used).
    - **Brands Sold/Sponsored Brands-** Car Brands sold by the dealership. (i.e. Dodge, Chrysler, Jeep). You can also designate which brands are sponsors of the dealership. (Example: Mickey Jones Honda is sponsored by Honda, but sells a variety of other vehicle brands).
    - **Featured Dealer**-
    - **Preferred Dealer-** Yes/No
    - **Dealer Statu**s- (Active or Inactive)
    - **Dealer Start/Dealer End Date**- This is the beginning and ending date of the contract signed between the property and the dealer. It also should correspond to the beginning and ending run dates for the ad.

- **GTC Code-**
- **Customer Typ**e- This option is not editable.
- **Time Zon**e- Select the time zone of the dealer.
- **Data Source-**
- **Organization-**
- **Lead Input Form Selector-** Unless instructed to do otherwise, leave this option set to the default. If a dealer has a lead management system that requires a custom lead format that is an ADF variant, you will select it here. You must also select the appropriate Lead Output Template below. The options in this dropdown are pre-populated by MDW. If you need a different method other than the default lead input format, it will be setup for you by MDW during deployment, and you will be informed which option to select here.
- **Lead Output Template-** Unless instructed to do otherwise, leave this option set to the default. This works in conjunction with the Lead Input Form Selector.

Note: By default we provide a plain text lead format and default ADF (Auto-lead Data) format.

9. The Account Status Section, displays the name of the property the dealer is a part of, and the property ID, the feed source, Dealer ID, Billing ID, and AutoNation ID (if used).

Note: All of the Account Status information is given to you by a MDW representative, and in most cases will be filled in by default when you login.

10. Click **Save Changes and Continue**.

Editing an Existing Dealer's Information

To edit a dealer:

1. From the main DriveTrain screen, click **Edit Dealer Information** under the Dealer Information section.

Note: This page also displays the following information about the dealer: Created by, Date Created, Updated by, and Date Updated.

2. On the Modify Dealer page, make any desired changes.
3. (Optional) To view how the dealer information appears on the live site, click **Show Dealer**, located directly under the Dealership Information heading at the top of the page.
4. When you have made all desired changes, click **Save Changes and Continue**.

Editing an Existing Dealer Logo/Map/Image/Ad

The Edit Dealer Information page, displays all current images/maps/logos/ads currently uploaded for the dealer. This page also displays the type of each file, dimension and image ID. From this page, administrators and dealers can add, modify and delete logos, maps, images and display ads.

To Add a new logo/Map/Image/Ad

1. Go to the Edit Dealer Information page.
2. Scroll to the Dealer Description and Images section. Find the **Add Dealership Image, Add Display Ad, Add Small/Large Logo, or Add Map** box.
3. Click **Browse**, and go to the location of the stored image file. Click **Open**.
4. Continue with changes to other dealer information, then click **Save Changes and Continue**.

To Modify a logo/Map/Image/Ad

1. Go to the Edit Dealer Information page.
2. Scroll to the Dealer Description and Images section. Find the **Change/Delete Logo, Change Delete/Map, Change/Delete Image** or **Change/Delete Ad** box.
3. Click **Browse**, and go to the location of the stored image file that you want to replace the current file. Click **Open**.
4. Continue with changes to other dealer information, then click **Save Changes and Continue**. The new image will appear in place of the old image in the dealer information page.

To Delete logo/Map/Image/Ad

1. Go to the Edit Dealer Information page.
2. Scroll to the Dealer Description and Images section. Find the **Change/Delete Logo, Change Delete/Map, Change/Delete Image** or **Change/Delete Ad** box.
3. Click **Browse**, and go to the location of the stored image file that you want to delete. Click **Open**.
4. Continue with changes to other dealer information, then click **Save Changes and Continue**. The image will no longer appear on the dealer information page.

Show Dealer

The Show Dealer page, displays the dealer's information as it will appear on the live autos site, including graphics. You can edit the information by clicking **Edit Dealer**. Click **View Salespeople** to view this dealership's salespeople. You can view this page in several ways:

- From the main DriveTrain screen, click **Show Dealer** under the Dealer Information section.
- From the Edit Dealer page, click **Show Dealer**, located at the top of the page.

Figure 12. Show Dealer Screen

Adding a New Salesperson

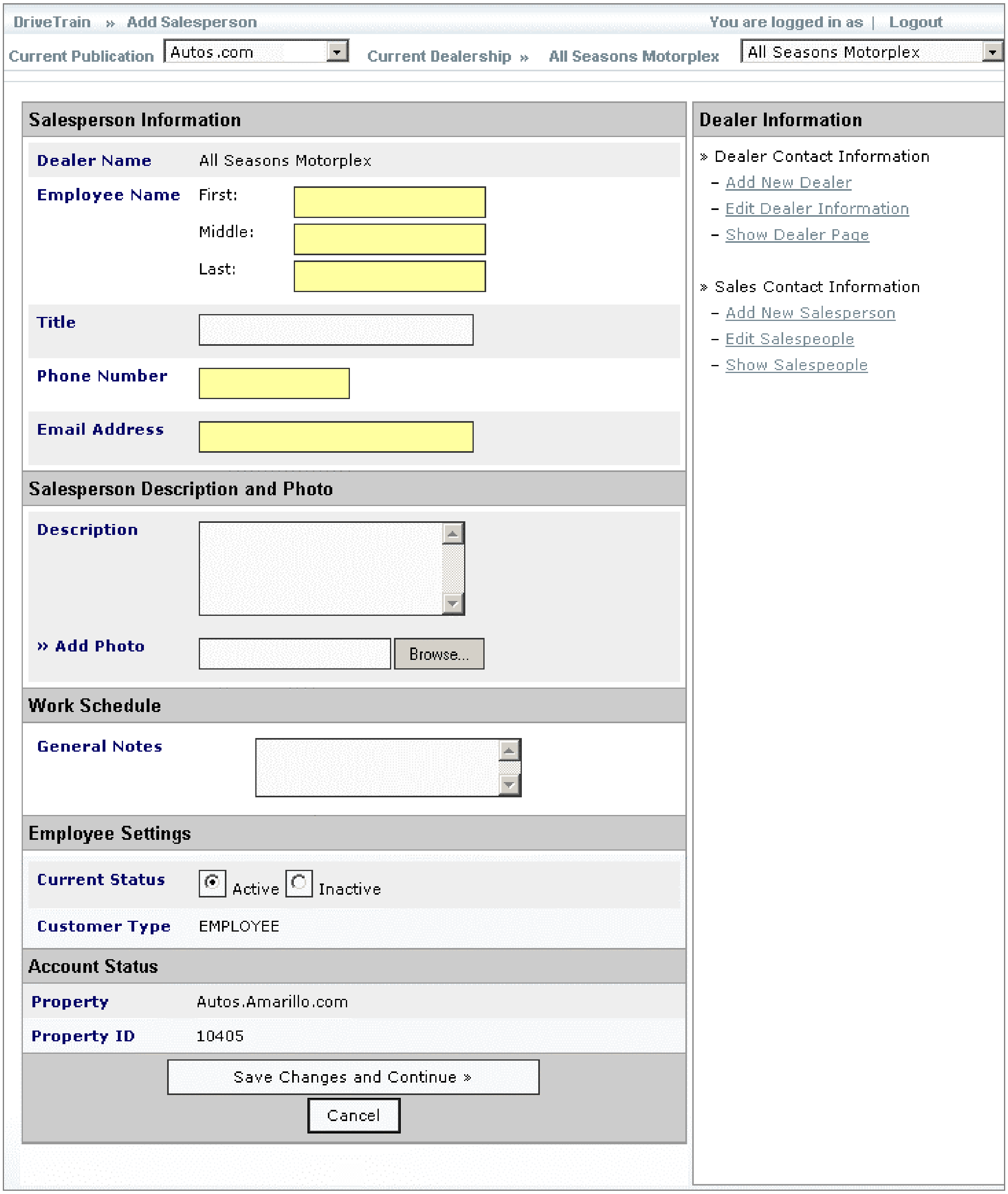


Figure 13. Add New Salesperson Screen

To add a new salesperson, do the following:

1. Enter the following Salesperson Information:
   - **Employee Name-** Enter the First, Middle, and Last name of the salesperson.
   - **Title-** Employee's title (i.e. General Manager)
   - Phone Number
   - Email Address
2. Enter the following Description and Photo information:
   - **Description**. This can be any information desired, but usually includes background information and experience of the salesperson.
   - **Add Photo**. If desired, a photo of the salesperson can be added by clicking **Browse**. Navigate to the location where the photo is stored, and click **Open**.
3. Enter the work hours of the salesperson.
4. Enter the following Employee Settings:
   - **Current Status**. Select whether this salesperson is Active, or Inactive. Inactive salespeople are not displayed on the live autos site.
   - **Customer Type.** This field is non-editable.
5. Click **Save Changes and Continue**.

Edit a Salesperson's Information

1. From the main DriveTrain page, click **Edit Salesperson**.
2. On the Edit Salesperson page, make any desired changes, and click **Save Changes and Continue**.

Show Salespeople

1. From the main DriveTrain screen, select a dealership from the **Current Dealership** box.
2. Under the Sales Contact Information section, click **Show Salespeople**.
3. All current salespeople for the specified dealership are displayed.

Export Listings

This feature is available only to Super Users and is used to produce a file that is used by MDW's ad loader to load dealer listings. This is currently a file outputted by FileMaker Pro.

To export the file:

1. From the main DriveTrain page, click **Export Dealer Information**, located under the Dealer Information section.
2. On the Exporter Listings page, select the file that you want to export. You can select from:
   - All
   - Cox
   - MCC
   - MG
3. A dialog box displays, prompting you to either save or open the txt file.

Warning: If you have a popup blocker enabled for your browser, the dialog will not display. To resolve this consult your popup blocker documentation to determine how to override the popup blocker settings.

Classifieds Management

Classifieds Management allows admins to view and modify automotive classified ad listings.

Accessing the Classifieds Management Console

You will only see the Classifieds Management section of DriveTrain if your user account has a classifieds property association enabled. The appearance of the console once you login depends on the following:

- If you have both property associations and Classifieds Associations, you will see the main DriveTrain screen with an added section called Classifieds Management.
- If your account has classifieds property associations enabled, but does not have Property associations, you will see only the Classifieds Management section of DriveTrain and all other features will be disabled as shown below.

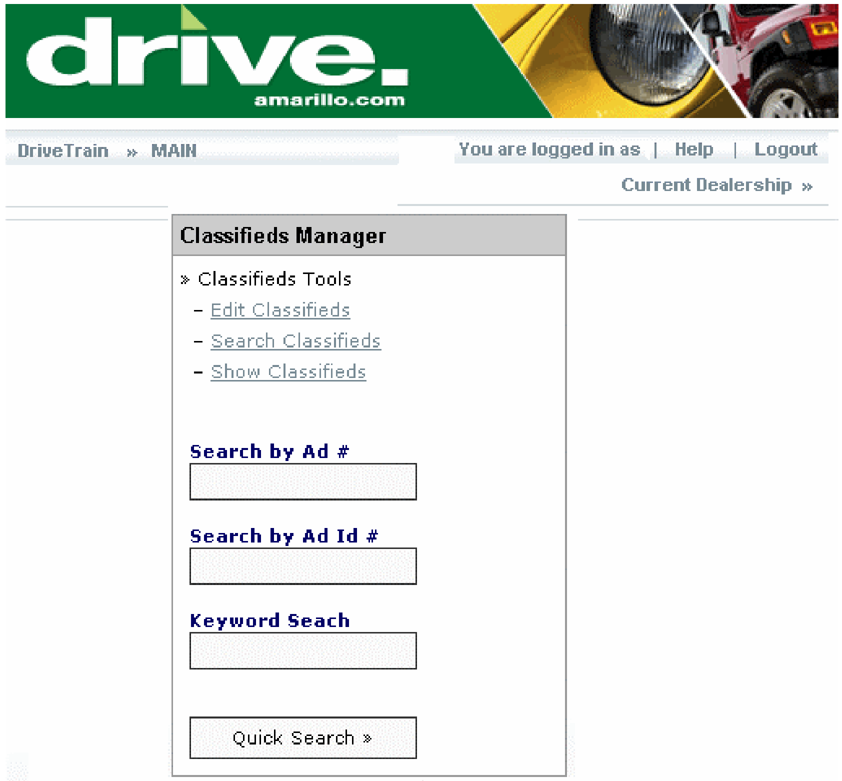


Figure 14. This user has at least one classifieds association, but no property associations.

Note: The remaining procedures in this section assume that you are accessing the Classifieds Management features directly from the main DriveTrain application.

Enable a Classifieds Association for Your Account

Only a Super User can assign Classifieds Management Associations to your account.

- If you are a Super User and want to assign classifieds associations for yourself or others:
  1. From the main DriveTrain screen, click **Modify Account**, under the **Account Management** section.
  2. Enter either the User ID or User Name and click **Search Users.**

     Tip: If you do not know the user name or User ID, you can click View All Accounts from the main screen. This provides a detailed view of all users including their full names and user IDs.

  3. On the Modify Account screen, scroll to the bottom of the screen, and select any of the options listed under Classifieds Property Administration.

- If you are not a Super User and need classifieds associations assigned:

  If no one at your property has Super User rights, contact your MDW representative, or the support staff to have your permissions changed.

Editing Classifieds

1. From the Main DriveTrain screen, select **Edit Classifieds** from the **Classifieds Manager** section.
2. On the Modify Classifieds screen, select the publication/property that you want to edit the classifieds for.
3. A list of classifieds ads (if any) is displayed for the publication.
    - To view the entire ad, click on the name of the vehicle to display the ad details page.
    - To edit any part of the ad by clicking the **Edit** link located to the far right of each ad listing.

Searching Classifieds

1. From the main DriveTrain screen, click **Search Classifieds**, under the **Classifieds Manager** section.
2. To perform a Quick Search, enter the Ad #, Ad ID #, or a keyword and click **Quick Search**.

    Note: Quick searches can also be performed from the main DriveTrain screen, or Main Classifieds Manager Console.

3. To perform a more detailed search, you can select any of the following additional search criteria:
    - Vehicle Type- Liner ad, AOE_Liner,
    - Vehicle Status- Active, Inactive, or Expired
    - Make- The make of the car (i.e. Honda, Buick...)
    - Model- The model of the car (i.e. Civic, Escalade...)
    - Model Years- Select the range of when the car was manufactured. If you know the exact year, select it in both drop down boxes.
    - Price Range- Price range for the vehicle. You must select a minimum AND maximum top price.
    - Start Date- the time frame for when the ad was displayed. Select from: Last 24 Hours, Last Week, Last Month, Last Quarter.
4. Click **Search Classifieds Now**. A list of ads that match the search criteria is displayed.

Showing Classifieds

1. From the main DriveTrain screen, click **Show Classifieds** from the **Classifieds Manager** section.
2. Select the property name from the **Classifieds Publication** box.
3. A list of classified ads for the property (if any exist) is displayed.
4. You can view or edit any of the ads on this page.
5. When you are done making modifications, click **Save Changes**.

Vehicle Characteristics

The following characteristics for each ad are displayed:

- **Year Make/Model-** The year the vehicle was made, and the model/make.
- **Price-** The asking price of the vehicle.
- **Type**- New/Used/Certified Pre-owned.
- **Pix-** The number of photos associated with the ad.
- **Active**- If this checkbox is selected, the ad is enabled. If it is not selected, the ad is disabled.
- **Top**- Indicates whether the ad is a TopAd.
- **Edit**- Allows you to edit the ad.

Vehicle Color Codes

In addition, each listing is displayed in one of the following four colors, to easily identify the status:

Green– The classified ad is Active
Red– The ad has been Killed
Orange– The ad has Expired
Purple – The ad is scheduled to go live, but is Pending Payment

Reporting

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

Report Types

There are three main types of DriveTrain reports:

Site Reports- Displays statistics for the mdTransit Autos site as a whole.

Dealer Reports- Displays statistics for each dealer in the property's auto site. (inventory, leads, referrals etc.).

Sitewide Reports- These reports return statistics on sitewide search results.

Report Explanations

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

Site Reports

Report	Data Returned
Site Traffic Summary	Displays the total number of page hits to the Autos site, the total number of dealer 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 domain name/IP address 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.
Inventory Overview	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.
Monthly Dealer Analysis	Summarizes all of the monthly activity regarding dealership inventory, and includes projection inputs for a simple return on investment (ROI) calculation.

Dealership Reports

Report	Data Returned
Dealer Summary	This report is a compilation of the following reports: Dealer Leads, Dealer Referrals and Inventory Display views.
Dealer Leads	The total number of contact dealer requests made. Lists the dealer, date of the request, lead type, name and contact information.
Dealer Referrals	A list of all current dealers, the number of times they have been referred, and the average referral per day.
Current Inventory Overview	Inventory summary for the following: dealer New, dealer used, dealer certified, total ads, Number of inventory with a price, number of inventory with a color, number of inventory with photo.
Inventory Display Views	Provides details on ad placement, views and views per day.
Inventory Comparison Pages	The total number of comparisons made by visitors, broken down by make and the number of times it was compared.
Inventory Detail Pages	The number of vehicle detail searches comparing vehicles, broken down by make and views.

Sitewide Reports

Report	Data Returned
Searches by Type	The total number of new and used vehicles in the inventory that were included in an Autos search.
Searches by Make	Total number of inventory searches broken down by the make and model of the car.
Searches for Dealers	Total number of dealer searches performed on the Autos site. Data is broken down by dealer make, dealer type (new, used) and dealer zip code.

Monthly Dealer Analysis

This report is aimed specifically at dealerships. It summarizes all of the monthly activity regarding their inventory, and a report that includes projection inputs for a simple return on investment (ROI) calculation for mdTransit. When you enter the monthly investment for a dealer, the Overall Monthly Cost Per Vehicle, the branding cost per vehicle, and the lead cost per vehicle are calculated. Only Publications Administrators and Site Administrators have access to this report.

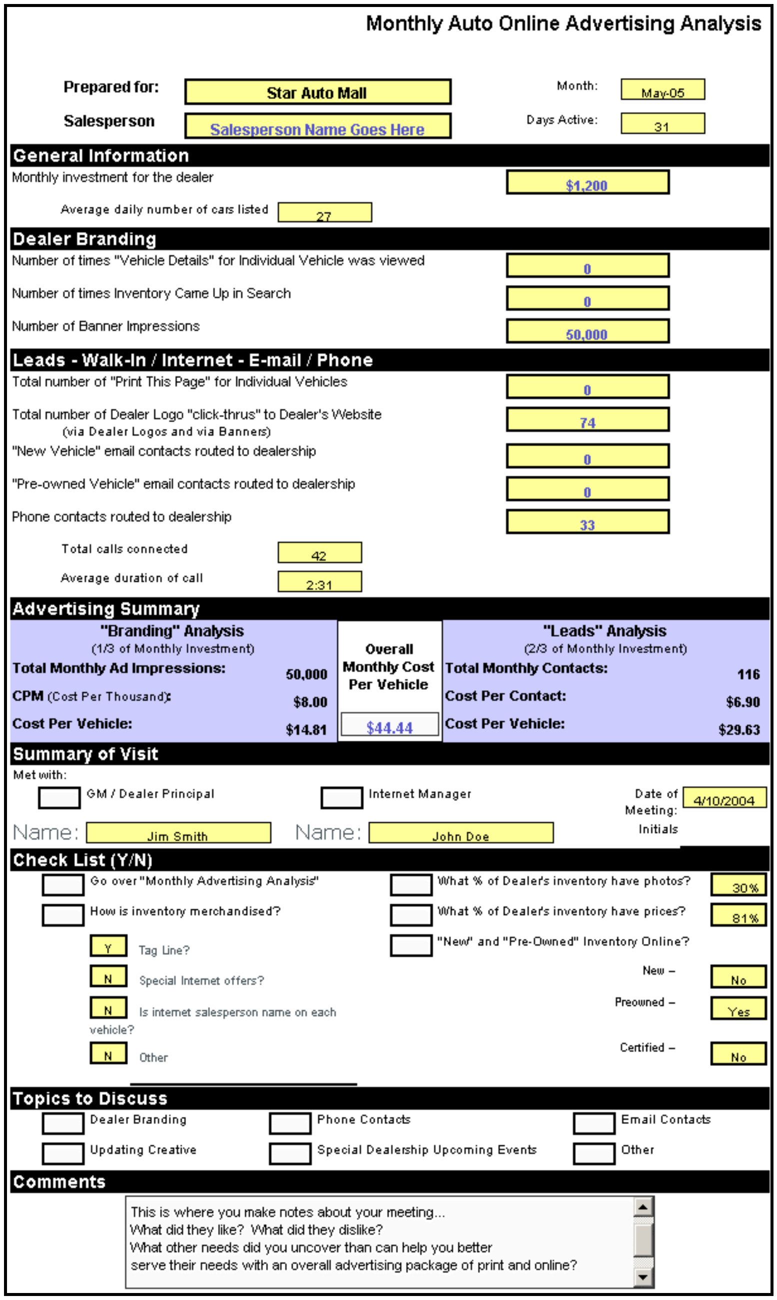
To access the Monthly Dealer Analysis, do the following:
From the main DriveTrain screen, click Monthly Dealer Analysis, located under Reporting->Ad Sales Tools.

Preparing a Monthly Dealer Analysis

1. At the top of the page, select the appropriate **Publication** from the drop down boxes.
2. At the top of the page, select the appropriate **Dealer** from the drop down box.
3. From the main DriveTrain page, click **Monthly Dealer Analysis** under the reporting section.

   Note: This link only appears after a Dealer has been selected.

4. On the Monthly Dealer Analysis Report, notice that dealership that you are preparing the report for, is automatically inserted into the **Prepared Fo**r field.
5. Enter as much information as you can into the first three sections: General Information, Dealer Branding, and Leads (Walk-In/ Internal/ E-mail/Phone).
6. These numbers are used to automatically produce the results in the Advertising Summary section.
7. Complete the remaining sections as desired to document your visit: Summary of Visit, Checklist, Topics to Discuss, Additional Comments.



Monthly Auto Online Advertising Analysis

Prepared for: Star Auto Mall

Salesperson: Salesperson Name Goes Here

Month: May-05

Days Active: 31

General Information

Monthly investment for the dealer	$1,200
Average daily number of cars listed	27

Dealer Branding

Number of times "Vehicle Details" for Individual Vehicle was viewed	0
Number of times Inventory Came Up in Search	0
Number of Banner Impressions	50,000

Leads - Walk-In / Internet - E-mail / Phone

Total number of "Print This Page" for Individual Vehicles	0
Total number of Dealer Logo "click-thrus" to Dealer's Website (via Dealer Logos and via Banners)	74
"New Vehicle" email contacts routed to dealership	0
"Pre-owned Vehicle" email contacts routed to dealership	0
Phone contacts routed to dealership	33
Total calls connected	42
Average duration of call	2:31

Advertising Summary

"Branding" Analysis (1/3 of Monthly Investment)		Overall Monthly Cost Per Vehicle	"Leads" Analysis (2/3 of Monthly Investment)	
Total Monthly Ad Impressions:	50,000		Total Monthly Contacts:	116
CPM (Cost Per Thousand):	$8.00		Cost Per Contact:	$6.90
Cost Per Vehicle:	$14.81	$44.44	Cost Per Vehicle:	$29.63

Summary of Visit

Met with:

GM / Dealer Principal — Name: Jim Smith

Internet Manager — Name: John Doe

Date of Meeting: 4/10/2004

Initials

Check List (Y/N)

Go over "Monthly Advertising Analysis"

How is inventory merchandised?

- Y — Tag Line?
- N — Special Internet offers?
- N — Is internet salesperson name on each vehicle?
- N — Other

What % of Dealer's inventory have photos? 30%

What % of Dealer's inventory have prices? 81%

"New" and "Pre-Owned" Inventory Online?

- New – No
- Preowned – Yes
- Certified – No

Topics to Discuss

Dealer Branding · Phone Contacts · Email Contacts

Updating Creative · Special Dealership Upcoming Events · Other

Comments

This is where you make notes about your meeting...
What did they like? What did they dislike?
What other needs did you uncover than can help you better
serve their needs with an overall advertising package of print and online?

Figure 15. Monthly Dealer Analysis

For a detailed explanation of how the Monthly Dealer Analysis figures are computated, see Appendix A on page 37.

Viewing Reports for a Different Dealer

To view reports for a different dealer, do the following:

1. From any screen, locate the Current Dealership box, located in the upper right corner of the screen.
2. Select the dealer you want to view reports for. The screen will refresh and display data for the new dealer.

Changing Report Dates

When you view a report, the dates run for the previous seven days. However, you can change the dates to anything you desire.
To change report dates:

1. From any report screen, locate the Current Date Range section as shown below.

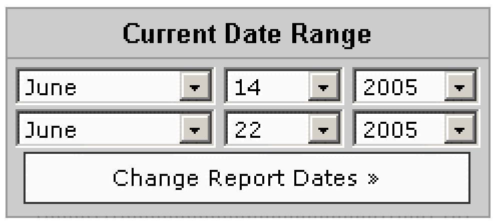
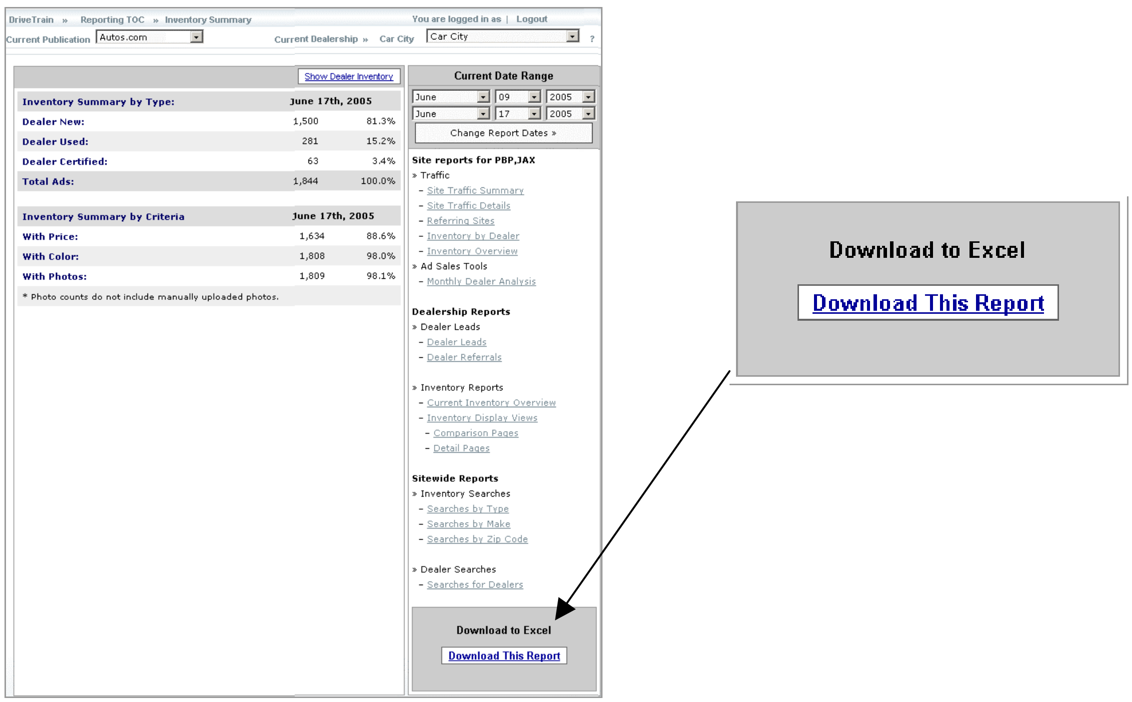


Figure 16. Changes the Date for the report data.

2. In the top set of date boxes, select the start date of the report (Month, Day, Year) from the drop down boxes.
3. In the bottom set of date boxes, select the end date of the report (Month, Day, Year) from the drop down boxes.
4. Click **Change Report Dates**. The report page will refresh with data from the new start and end date.

Downloading Data

Users have the ability to download data from all reports except for the Monthly Dealer Analysis. 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).



To download report data:

1. From any report page, click the **Download this Report** link at the bottom of the right menu.
2. A File Download dialog box appears to allow you to open or save the file.
3. Select the location to save the file to, and click **Save**.

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

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

Appendix A : Monthly Dealer Analysis Computations

Explanations of Calculations

The following explains how each field in the Monthly Dealer Analysis is calculated.

- Inventory Total- The sum of all listings for a dealer given the dealer_id and source_id (property_id)
- Average daily number of cars listed- Computated by taking a summation of each day's active listings and dividing this total by the number of days in the month.

Branding

- Number of times "Vehicle Details" for individual vehicle was viewed- Retrieved from dealer reporting log.
- Number of times inventory displayed in search results- Retrieved from dealer reporting log.
- Number of times banner impressions- Retrieved from dealer reporting.

Leads

- Total number of "Print This Page" for individual vehicles- Retrieved from dealer reporting log.
- Number of new email leads routed to dealership- A summation of all email lead "Dealer New" listing types, "Dealer New" is the type for new vehicles
- Number of used email leads routed to dealership- A summation of all email lead "Dealer Used" and "Dealer Certified" listing types, "Dealer Used" and "Dealer Certified" are the type for used and dealer certified vehicles.

Branding Analysis

- Total monthly ad impressions- The report totals from banner impressions and detail page views
- CPM (cost per thousand)-Divides the monthly investment by 3 and divides the quotient by the total number impressions divided by 1000.
- Cost per vehicle- Divides the monthly investment by 3 and divides the quotient by the average daily number of cars listed.
- Overall Monthly Cost Per Vehicle- Divides the monthly investment by the average daily number of cars listed.

"Leads" Analysis - Any communication between an end user and a dealer initiated by mdTransit.

- Total monthly ad impression- Sum of the number of times banner impressions and the number of times "Vehicle Details" for individual vehicle were viewed
- Total monthly contacts- Sum of the total number of "Print This Page" for individual vehicles, number of times banner impressions, number of times quote pages are requested (from reporting logs), number of times contact a dealer page is requested (from reporting logs), and the total number of leads routed to dealership
- Cost per contact- Multiplies the monthly investment by 2/3 and divides the product by the number of total monthly contacts.
- Cost per vehicle- Multiplies the monthly investment by 2/3 and divides the product by the average daily number of cars listed.

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