



Greater New York
Automobile Dealers
Association



DMV-DIRECT

REGISTRATION, TITLING, & BEYOND...
CALL 718.747.0400

GNYADA's vehicle registration and titling service, DMV-DIRECT, has been dealers go-to source for fast, convenient, & reliable DMV services.

DMV-DIRECT provides many DMV related services, including:

- Permanent Registration Issuance
- Duplicate Titles In 3 To 5 Days
- Out-of-State Registration & Title Processing for 42 States
- On-Site Connecticut Plates Issuance
- Dial-In Information Verification
- In-Transit Processing
- Duplicate Registrations
- Registration Renewals
- Title-Only Transactions
- Plate Surrenders
- Dealer Plate Renewals
- Rental Plate Renewals
- Repossessed Vehicles Processing
- MV-82 & Transmittal Forms Supplied
- Boat Registrations – Renewed and Duplicates
- Trailer Plates
- Commercial Plates





June Education and Training Classes

June 6

Manage & Coach
BDC Agents for
Success

June 7

Service Advisor's
Guide to Selling
Service & Repair

June 8

GNYADA F&I
Management
Academy **(NEW)**

June 20 & 21

GNYADA Sales
Academy



Visit www.gnyada.com/education to Register



CATETCH

Catalytic Converter Etching Kits

ORDER FORM

Dealer pricing
Etching Kit Pricing*

Kits come individually packaged

- One Converter Vehicle Kit
- Two Converter Vehicle Kit
- Four Converter Vehicle Kit

Minimum Order 50 Kits. Dealers can mix kit
*Pricing as of May 1, 2023

QTY	UNIT COSTS
	\$22.50
	\$24.50
	\$28.50
1	\$20.00

Dealership: _____
Contact Name: _____
Shipping Address: _____
City: _____
Credit Card Number: _____

p: 718.746.5900

ORDER YOUR CATALYTIC CONVERTER ETCHING KITS

Every new car dealer must keep catalytic converter etching kits in stock, offer a catalytic converter etching kit to any person purchasing a new vehicle, and charge no more than the dealer cost for the etching kit. Labor cost can be charged, consistent with DMV regulation.

Each Kit Includes

- 1, 2, or 4 Labels (depending on kit size)
- 2 Window Warning Stickers
- Etching Fluid
- Installation Instructions
- Glove Box Contact Card
- Registration Instructions

Etching Kit Pricing*

Kits come individually packaged

- One Converter Kit - \$22.50
- Two Converter Kit - \$24.50
- Four Converter Kit - \$28.50

Minimum Order 50 Kits
Each Kit is to be used on one vehicle
*Pricing as of May 1, 2023

To place your order contact **Kelsey Hering** at **718.746.5900** or **Kelsey@gnyada.com**.

Dealer pricing

Etching Kit Pricing*

Kits come individually packaged

- One Converter Vehicle Kit \$22.50
- Two Converter Vehicle Kit \$24.50
- Four Converter Vehicle Kit \$28.50

Minimum Order 50 Kits. Dealers can mix the number of labels per kit.

**Pricing as of May 1, 2023*

For more information or to purchase your CATETCH kits, contact the Association at 718.746.5900.

Google Analytics 4

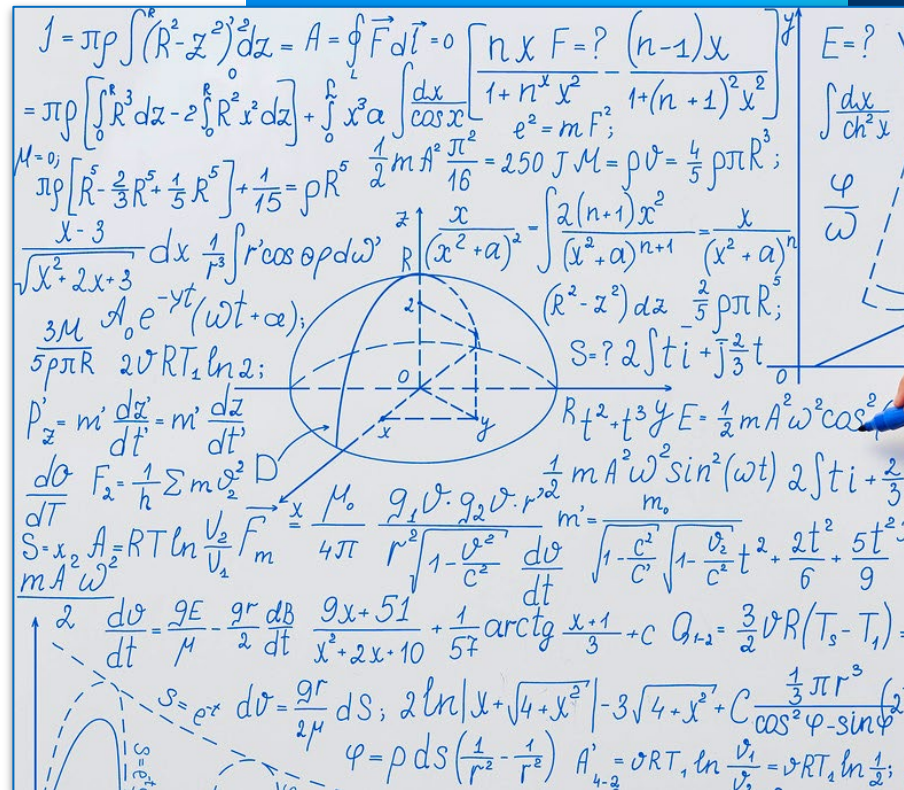
06.01.2023



Today's Focus

Preparing & Implementing a GA4 Gameplan

- State of the GA4 Rollout
- What should I be tracking as a dealer?
 - Events vs Conversion Events
- Important Metrics & Pitfalls
- What's my next move after today?





Google Analytics 4

Where are we at in our preparation for the GA4 switchover?

- Universal Analytics will stop receiving data on 7/1/23
 - Google Analytics 360 customers have longer window
 - UA property will still house data for at least 6 months after 7/1 (per Google)
- Moving from universal analytics to GA4 where every action is tracked as an event
- Automotive Standards Council for GA4
 - What events to expect from “ASC” vendors in your analytics



Automotive Standards Council Example

How do digital retailing events populate in GA4?

- Below is a comparison of UA vs GA4 metrics for the Edmunds ICO dealer tool
 - What events you'll see for DR
 - Event Name: **asc_retail_process**
 - flow_outcome** secondary dimension can be applied to see specific actions:

Universal Analytics

Event Category ?
1. CPE-Edmunds-TMV-Start
2. CPE-Edmunds-TMV-Mileage
3. CPE-Edmunds-TMV-Lead-Submit



Google Analytics 4

Event name	flow_outcome ▾
1. asc_retail_process	proceed
2. asc_retail_process	start
3. asc_retail_process	lead



Differentiating Between Vendor Events in GA4

Use Case: Some locations in my group use a different ICO tool than the others

- Event Owner is also trackable in GA4!
 - Here's what you'll see (Edmunds trade / ICO example):
 - `event_name = asc_retail_process`
 - `event_owner = edmunds_trade` (or `edmunds_offer`)
 - Again, **flow_stage** secondary dimension can be applied for specific action



Trade-in / Instant Cash Offer - Additional Data Available

asc_retail_process	Example Data
event_owner	edmunds_trade / edmunds_offer
page_type	home
flow_name	trade
flow_outcome	lead
item_year	2023
item_make	chevrolet
item_model	silverado
item_variant	SS



Chat Products in GA4 - CarCode as an Example

Where are we at in our preparation for the GA4 switchover?

- CarCode events are also firing in Google Analytics 4!
 - What events you'll see:
 - `asc_comm_engagement`
 - `asc_comm_submission`

Universal Analytics

Event Category ?
1. CarCode



Google Analytics 4

↓ Event name	+	↓ Event count	Total users
		191	103
		0.05% of total	0.86% of total
1 asc_comm_engagement		191	103



Chat/Text Product - Additional Data Available

asc_comm_engagement	Example Data
event_owner	edmunds_carcode
page_type	vdp
comm_type	chat
element_position	bottom_right
department	sales
comm_status	start



Is my website provider ready for events to fire in GA4?

Most of the major website providers are on track for the 7/1 sunset of UA.

Here's the latest update from our internal Google Analytics Team:

DEALERON

Events Live 3/9

SOKAL

Events Live 1/2

DEALER INSPIRE

Currently piloting / on request

FOX DEALER

Events Live 2/15

DEALER.COM

On Request - 7/1 Launch

DEP

DEALER ePROCESS
Events Live 1/1

If you're unsure of your provider's status, now is the time to talk with your site rep to ensure you're prepared



Chat Platform Updates - GA4 Events

CarNow

Piloting Now - Q2 Full Launch

Gubagoo

Available Now - On Request

DEALER INSPIRE
Conversations

TBD - Likely Soon

Reach out to your rep at these providers for more info & make a connection w/ your website provider



Trade-in / Digital Retailing Updates

TRADEPENDING

Events Fire - On Request

ROADSTER

Events Firing



Accu-Trade

TBD - Likely Soon



Instant Cash Offer

No Data (iFrame)

Reach out to your rep at these providers for more info & make a connection w/ your website provider

Events vs Event Conversions



What event conversions should I consider as a dealer?

The answer varies based on your site & shopper tools, but we have recommendations

Chat & Text

asc_comm_submission
asc_comm_submission_parts
asc_comm_submission_sales
asc_comm_submission_sales_appt
asc_comm_submission_service_appt





What event conversions should I consider as a dealer?

The answer varies based on your site & shopper tools, but we have recommendations

Click to Call

`asc_click_to_call`

Mobile click to call started*

Form Submission

`asc_form_submission`

PII Sent to Your CRM



What event conversions should I consider as a dealer?

The answer varies based on your site & shopper tools, but we have recommendations

Click to Call

asc_click_to_call

Mobile click to call started*

Additional Opportunity

asc_voice_submission

asc_voice_submission_parts

asc_voice_submission_sales

asc_voice_submission_sales_appt

asc_voice_submission_service

Discuss with your vendor**



What event conversions should I consider as a dealer?

The answer varies based on your site & shopper tools, but we have recommendations

Form Submit

asc_form_submission
asc_form_submission_parts
asc_form_submission_sales
asc_form_submission_sales_appt
asc_form_submission_service
asc_form_submission_service_appt





GA4 Access Levels

Tying up loose ends for the switchover

What level of access should I be providing?

What level of access should I have?

Role	Explanation
Administrator	<p>Full control of Analytics. Can manage users (add/delete users, assign any role or data restriction). Can grant full permissions to any user, including themselves, for any account or property for which they have this role.</p> <p>Includes permissions of the Editor role.</p> <p>(Replaces Manage Users permission.)</p>
Editor	<p>Full control of settings at the property level. Cannot manage users.</p> <p>Includes permissions of the Analyst role.</p> <p>(New name for Edit permission.)</p>
Marketer	<p>Can create, edit, and delete audiences, conversions, attribution-models, events, and conversion windows.</p> <p>Includes permissions of the Analyst role.</p>
Analyst	<p>Can create, edit, and delete certain property assets. Can collaborate on shared assets.</p> <p>Includes permissions of the Viewer role.</p> <p>(New name for Collaborate permission.)</p> <p>Property assets include things like Explorations.</p>



Granting User Access

Property [+ Create Property](#)

Matt's Site (UA-148912959-1)

- ☒ GA4 Setup Assistant
- ☐ Property Settings
- ☒ **Property Access Management**



Matt's GA 1 Matt's Site				
Property access management 1 row				
	Name ↑	Email	Roles and data restrictions ⓘ	
<input type="checkbox"/>	Matthew Witte	mwwitte@edmunds.com	Administrator	<div>Add users</div> <div>Add user groups</div>

Email addresses

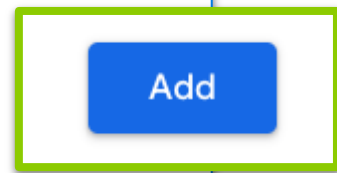
☒ Notify new users by email



Direct roles and data restrictions ⓘ

Standard roles

- ☐ Administrator
Full control of property. [Learn more](#)
- ☒ Editor
Edit all data and settings for property. Cannot manage users. [Learn more](#)
- ☐ Marketer
Edit audiences, conversions, attribution models, lookback windows, and events for property. Includes Analyst role. GA4 only. [Learn more](#)
- ☐ Analyst
Create and edit shared assets like dashboards and annotations for property. Includes Viewer role. [Learn more](#)



Add



Continuing Education on GA4

Not feeling confident? We're available to help:

- Morgan and I are available to schedule 1on1 meetings as needed
- We can take a look at your GA4 property with you, and show you valuable GA4 metrics on live reporting!

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Matt



THANK YOU