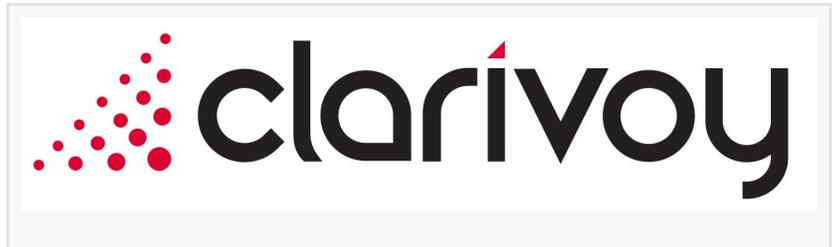


CarSoup.com Integrates Clarivoy Attribution Technology

Clarivoy's Attribution API helps CarSoup.com Show Auto Dealers how it's Helping them Sell More Cars



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[Clarivoy](#), a pioneer and leader in

automotive marketing attribution, today

announced that CarSoup.com has embedded Clarivoy's multi-touch attribution technology into its website, which ensures proper credit is attributed to those marketing sources that influenced the customer's vehicle purchase. Now CarSoup.com dealers will gain a more holistic view of all the vehicle sales that CarSoup.com influenced from Clarivoy's independent, unbiased attribution technology.

CarSoup.com is an online venue for buying, researching and selling new and used vehicles with 6 million vehicles listed nationally from over 20,000 dealers and thousands of private sellers.

Clarivoy's [Attribution API](#) software will help CarSoup.com dealers by using "Any-Touch" attribution. Any-Touch attribution makes sure proper credit is attributed to those marketing sources which influenced the customer's vehicle purchase, whether first, last, or somewhere in the middle, finally getting away from the dated last-click attribution models plaguing the industry.

"We are very excited about this partnership with Clarivoy. With Clarivoy's new Attribution API, we can finally show performance according to the amount of sold vehicles that have CarSoup.com in the buyer's purchase journey. Dealer's will no longer be reliant on salespeople to properly source where a buyer came from. This enables us to consult with our dealers and provide data they can trust. As a result, our dealers know they are spending their marketing budget in the right place; thus, we can truly prove our value," said Brian Bowman, President of CarSoup.com.

According to Steve White, Clarivoy CEO, in the eyes of a dealer, the value of a third-party auto vendor, marketing agency or website provider is reduced to one thing: Leads. Since most visitors to a dealer's website or third-party site are unidentifiable, 95 percent of the value of that vendor or marketing partner is lost. "Unless you are the first or last touch in the CRM, you probably aren't getting credit from the dealer. Even if you do get credit, it's only for leads you delivered and NOT for anonymous shoppers that result in sales. Dealers and third-party auto vendors receive millions of unique web visitors per month, and yet less than five percent identify themselves. Who are the other 95 percent, and did they purchase a vehicle? By partnering with us, CarSoup.com can now truly show dealers their real performance," said White.

Clarivoy's Attribution API software gives dealers, vendors and marketing agencies visibility into the total number of cars each vendor and marketing source are responsible for influencing monthly. It provides continuous confidence in the value of the vendor's offering to the dealer through an independent, trusted voice.

Clarivoy's Identity Graph fuels the new API technology and is created using proprietary technology that can match a person to multiple devices across multiple channels. The Attribution API software delivers monthly attributable sales to Clarivoy's growing Attribution API partners and is very simple to set up. All that is required is the installation of Clarivoy's tracking code on all relevant website properties. Clarivoy then works with dealers to obtain sales data and deterministically matches the sales file with leads and vendor website traffic to show the vendors' true impact on vehicle sales.

"Our Attribution API software provides dealers with monthly visibility into the total number of vehicles sales that our Attribution API partners influenced each month. This will allow CarSoup.com, armed with more data, to consult with their dealers to improve their results," said White.

For more information, or to sign up for a product demonstration, visit: <http://www.clarivoy.com>

About CarSoup.com.com (<http://www.CarSoup.com.com>)

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[About Clarivoy:](#)

Clarivoy is a marketing technology firm specializing in unified, unbiased business intelligence. Their measurement and identity solutions reveal more about their clients' customers, their advertising and their path to success so they can drive more sales. The company's attribution software was named the winner of the 2016 DrivingSales Innovation Cup Award for the Most Innovative Dealership Solution of 2016. Clarivoy's proprietary technology grants marketers superior visibility into their customers and campaigns – across all channels, all devices – online and offline. Armed with this new information, marketers can stop guessing and start knowing what is working and what is not. <http://www.clarivoy.com>.

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