

## DNI for Dealers

Track Offline Calls, Uncover Insights, and Prove Marketing Impact—All Within Google Analytics 4



Marchex helps auto dealerships and service providers make smarter decisions by integrating call data and outcomes into Google Analytics 4 (GA4). This unlocks digital attribution, linking offline calls with online behavior for a complete view of the customer journey. Dealers can optimize marketing, enhance lead quality, and drive better outcomes with actionable insights in their web analytics.

### Key Features

#### Multiple Properties per Call

Upload call events to up to 10 GA4 properties, enabling dealer groups to centralize reporting across multiple locations or campaigns for enhanced visibility and performance tracking.

#### ASC Schema or Custom Schema per Property

Supports the Automotive Standards Council (ASC) schema or custom schemas, allowing dealers to configure event names and parameters to match their specific reporting needs.

#### Multiple Events per Call

Not all calls are created equal. Track multiple events per call based on conversational intelligence, capturing insights on quantity, quality, handling, and outcomes for more granular performance measurement.

#### Connecting Offline to Online with Session-based DNI

Seamlessly connect offline calls to online activity using Session-based Dynamic Number Insertion (DNI). This eliminates blindspots in the customer journey and powers more accurate conversion tracking and audience creation.

#### Scalable for Dealer Groups

Built to meet the needs of multi-location dealer groups, the integration is configurable via UI or API for fast and efficient deployment across multiple properties, simplifying setup and enhancing reporting capabilities.

### Benefits

#### Maximize Marketing Impact with Smarter Attribution



Turn offline calls into measurable outcomes by connecting them to online activity with Session-based DNI. Finally, see which campaigns are driving real conversations and real revenue.

#### Track What Drives Results, Not Just Calls



Go beyond basic call tracking. Unlock insights into lead quality, outcomes, and handling with multi-event tracking so you can double down on what's working and fix what's not.

#### Flexible Data to Fit Your Needs



Whether you're following ASC standards or using a custom schema, configure event names and parameters to align with your dealership's reporting goals. Easily adapt the setup to match your workflows and captures the insights that matter most.