



RedBook IQ Portal: User Guide

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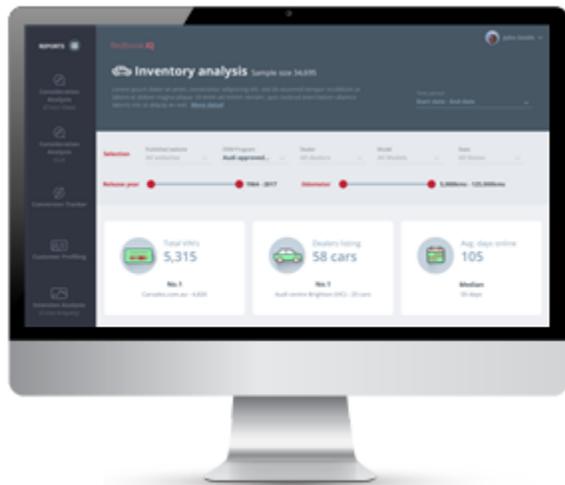
Table of Contents

About RedBook IQ	1
About this user guide	4
Getting Started	4
THE BASICS	4
LOGGING IN	4
RESETTING YOUR PASSWORD	6
Navigating RedBook IQ Solutions	7
Support	7

About RedBook IQ

RedBook IQ is a secure cloud-based set of interactive tools for interpreting and visualising data. It allows our automotive clients instant access to their analytics & insights.

Client data and top-line analytics are automatically displayed in clear, easy to understand visual formats thanks to UX-designed dashboards, accessible from desktop & tablet.



The RedBook IQ portal currently provides following solutions for Advertising/Media Agencies, with more being added in 2018:

AUDIENCE BEHAVIOR

Consideration / Cross View

What vehicles are customers considering as they progress through their purchasing journey? This solution looks at audience behavior. It analyses the make/model views consumers looked at during the selected calendar month. Views of New, Demo, Showroom and Near New (<3 years and <7,000km) are included in this analysis.

Intention / Cross Enquiry

This solution analyses the leads submitted by consumers as per your selection criteria (e.g. model, date range etc.) The dashboard shows an aggregate of the share of other enquiries made by the same users.

PERFORMANCE

PreFACTS

Bespoke analysis on carsales network website activity (views and leads).

Some of the questions answered by the **PreFACTS** solution are:

- *How did my campaign affect audience behavior?*
- *What was my share of Views and Leads?*

Marketing Funnel Score Card

Using monthly carsales' user behavior insights and feedback, each Brand's (and Model's) performance at each stage of the marketing (purchase) funnel is quantified, resulting in an overall Marketing Funnel Activity score.

Some of the questions answered by the **Marketing Funnel Score Card** solution are:

- *How does brand marketing activity compare on Carsales?*
- *How effective is my brand marketing and advertising activity?*

NOTE: A lead time of three (3) business days is required to produce this report.

INDUSTRY INSIGHTS

Conversion Tracker

Using Post-Enquiry Survey responses, this dashboard compares your brand to the rest of the market.

Some of the questions answered by the **Conversion Tracker** solution are:

- *How loyal are customers to Brands?*
- *What was the outcome of a Lead?*
- *How are the respondents different from the norm?*

Customer Profiling

Based on results from the Carsales 14-day post-enquiry survey, customers purchasing specific makes and VFACTs segments, are profiled against the norm.

Some of the questions answered by the **Customer Profiling** solution are:

- *What do my customers look like?*
- *Why do some leads convert to sales and other don't?*

About this user guide

This user guide aims to assist clients and carsales staff to use the RedBook IQ Platform. It includes information on how to access the portal and interact with its solutions.

Getting Started

THE BASICS

The RedBook IQ portal has two main facets:

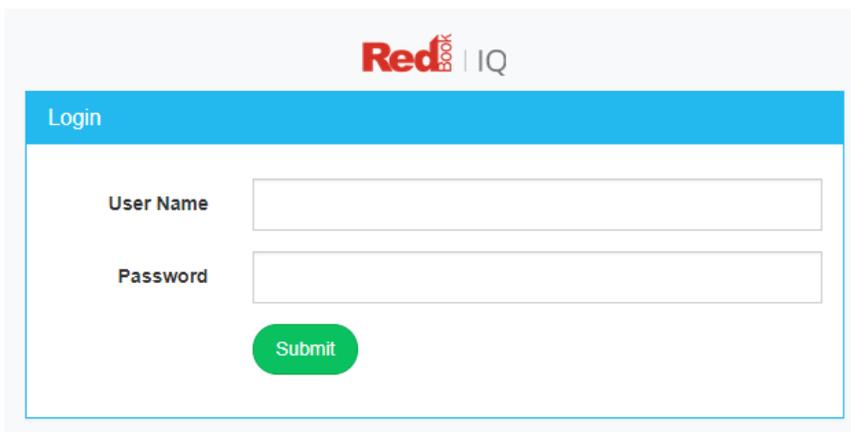
- An administration area where users can request to reset their password.
- A product area for viewing and analyzing solution results.

Tip: If you do not have log-in access for RedBook IQ or have forgotten your password, please contact your account manager for further assistance.

LOGGING IN

To access the RedBook IQ Platform:

1. Go to: <https://redbookiq.mediamotive.com.au/>

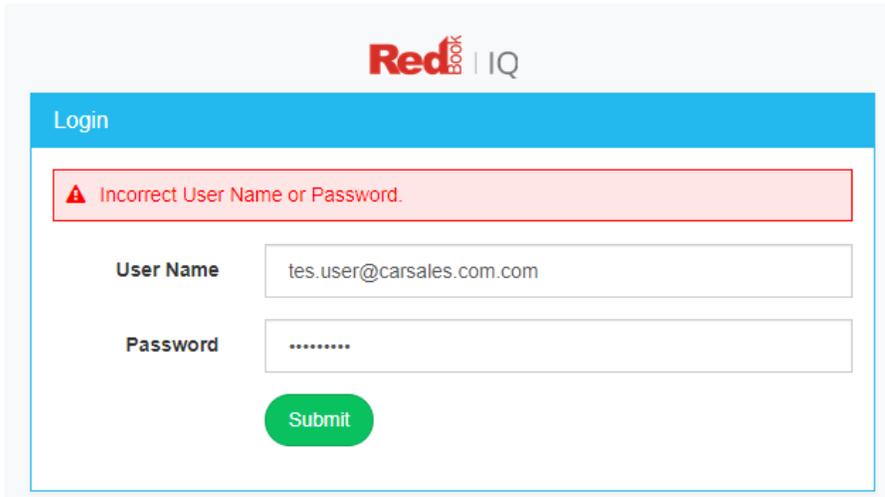


The screenshot shows the RedBook IQ login interface. At the top center is the RedBook IQ logo. Below it is a blue horizontal bar with the word "Login" in white. Underneath this bar, there are two text input fields. The first is labeled "User Name" and the second is labeled "Password". Below the password field is a green circular button with the word "Submit" in white text.

2. Log in using your User ID and password (your User ID is your email).

Tip: If you do not have log-in access for RedBook IQ or have forgotten your password, please contact your account manager for further assistance.

3. If you see an error message (below) when you attempt to log in, check your information is correct. If the error persists, please go to <https://www.carsales.com.au/> and Sign In.



The screenshot shows the RedBook | IQ login interface. At the top, the RedBook | IQ logo is displayed. Below it, a blue header bar contains the word "Login". A red-bordered box contains a warning icon and the text "Incorrect User Name or Password." Below this, there are two input fields: "User Name" with the value "tes.user@carsales.com.com" and "Password" with masked characters ".....". A green "Submit" button is located below the password field.

In case your account is locked, please contact carsales Customer Centre on 13 72 53.

Sign in

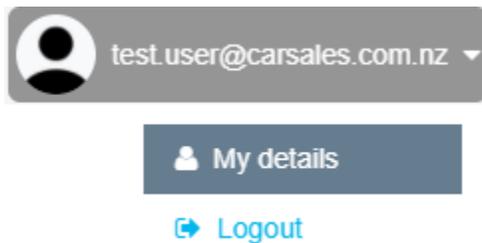
Your account has been locked out. Please contact Customer Centre at 13 72 53 to reactivate your account.

[Forgot your password?](#)

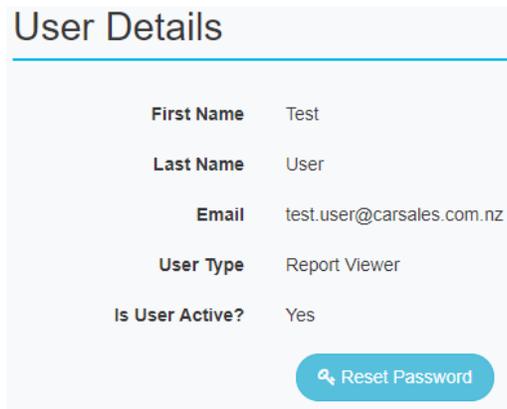
Sign In

RESETTING YOUR PASSWORD

1. Click on user name in the top right corner of your screen and select My details menu.

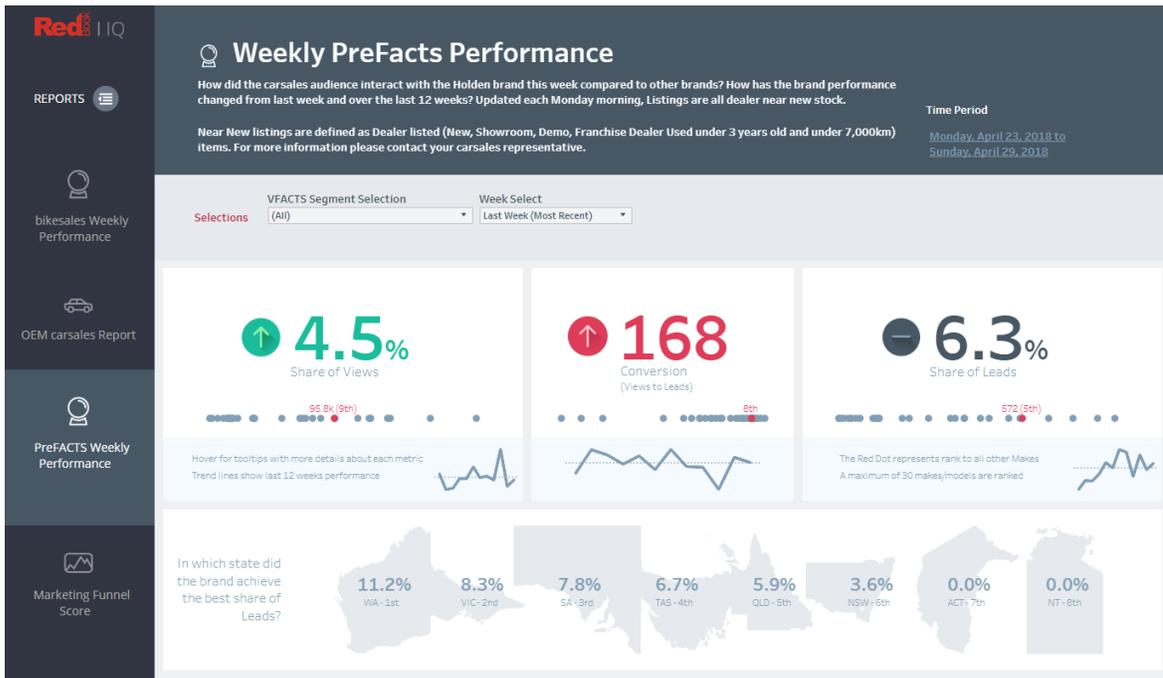


Once you are in 'My details' page click 'Reset Password'



Navigating RedBook IQ Solutions

The RedBook IQ homepage contains a series of tabs that you can use to navigate to the different solutions.



Support

If you require assistance with RedBook IQ, please contact your account manager.