

VDP PRO

A practical playbook for every Canadian dealership — new or used, any OEM.

The Canadian Dealer's Guide to Vehicle-Level ROAS

How to know exactly which ad sold which car — and stop burning budget on the cars that would have sold anyway.

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SECTION 1

1. The broken state of dealer ad attribution today

Every Canadian dealership we talk to is spending real money on Meta and Google. Most are spending \$3,000 to \$40,000 per month per rooftop. And almost none of them can answer a simple question with confidence: which specific vehicles sold because of that ad spend?

The standard answer is some version of 'our campaign ROAS is 6x' or 'we got 142 leads last month.' Neither of those is the real number. Campaign ROAS is reported by the ad platform itself — Meta is grading Meta's homework, and the conversion event is usually a form fill, not a sold unit. Lead counts measure activity, not outcomes.

The result is that dealers keep pouring money into the same campaigns because the dashboards look fine, while quietly losing margin on units that would have sold organically anyway. The ads aren't necessarily bad. The attribution is.

- Ad platforms self-report conversions and inflate credit (default windows: 7-day click, 1-day view).
- Your DMS knows what sold but doesn't know which ad caused it.
- Your CRM has leads but no first-touch ad attribution at the VIN level.
- Used inventory rarely makes it into the attribution conversation at all.

SECTION 2

2. What 'vehicle-level ROAS' actually means

Vehicle-level ROAS is the simplest, most honest version of advertising performance for a dealer: for every dollar you spent on ads, how much gross revenue from sold vehicles can you tie back to those ads — at the VIN level?

Not the campaign level. Not the ad-set level. The VIN level. Because in our business, every unit has a margin, a holding cost, and a story. A \$52,000 Grand Cherokee that sold after three Meta clicks is a very different result than a \$14,000 used Civic that sold after seventeen.

Vehicle-level ROAS forces you to answer three uncomfortable but useful questions: Did this ad spend touch the customer who bought? Did it touch them first? And was the gross on the deal worth the spend?

SECTION 3

3. How to measure it (without ripping out your stack)

You don't need a six-month integration project. You need three signals connected with reasonable confidence:

- Click-to-VDP attribution: every paid click should land on a vehicle detail page that captures the click source, campaign, and VIN in a session-scoped cookie.
- Lead-to-VIN attribution: every form fill, chat, phone call, or text from that session is tagged with the VIN they were on plus the original click source.
- Sale-to-lead reconciliation: when the DMS marks a unit sold, you match it back to the lead(s) tied to that VIN and credit the original click source.

SECTION 4

4. The 4 metrics every GM should review every Monday

We see GMs drowning in 40-row dashboards. You don't need 40 numbers. You need four — reviewed every Monday before sales meeting:

THE 4 MONDAY METRICS

01 Paid-attributed delivered units

Number of units delivered this week where the original first touch was a paid click. Not leads — units.

02 Cost per delivered unit (CPDU)

Total paid ad spend ÷ paid-attributed delivered units. The single most honest cost metric in the building.

03 Gross per paid unit

Average front + back gross on paid-attributed delivered units. Tells you if the channel is feeding profitable deals or junk deals.

04 Lead-to-delivered conversion %

Of paid leads from 30+ days ago, what % delivered? Lower than you think. This is where the BDC earns their salary.

SECTION 5

5. A real example: Bélanger Chrysler in Ontario

Bélanger Chrysler Dodge Jeep Ram is a Stellantis dealer in Ontario. Allea Solutions has worked with them since 2018; the story below dates from 2023. Like most franchise rooftops, they were receiving slick monthly reports from large agencies — full of impressions and clicks, with clicks effectively presented as leads. They are not. A click is interest. A lead is a person who raised their hand. A sold unit is the only metric the bank cares about.

With VDP Pro the team now sees the full chain on one screen: platform > click > lead > quote > purchase > and the exact vehicle the shopper came in for. Nothing is taken on the agency's word. Every Meta and Google dollar can be traced through the funnel down to a specific VIN that either sold or didn't.

The operational change is the Monday review. Instead of debating platform-reported ROAS or impression counts, the GM works from one sheet: each VIN in stock with the ads that touched it, the leads it produced, where those leads are in the funnel, and whether the unit is sold or aging. The conversation stops being about agency reports and starts being about inventory decisions.

SECTION 6

6. Your 30-day attribution diagnostic

Use this as a checklist over the next 30 days. You can do this without buying any new software — VDP Pro just makes every step roughly 10x faster.

30-DAY ATTRIBUTION DIAGNOSTIC CHECKLIST

Tick each box. If you can't tick it within 30 days, you have your first project.

- Every paid landing page sets a session cookie with utm_source, utm_medium, utm_campaign, and the VIN of the page they landed on.
- Every lead form on the site captures the VIN they were viewing when they submitted.
- Every phone call from a VDP records the VIN of the page the click-to-call came from.
- Your CRM has a custom field for 'first-touch ad source' and 'first-touch VIN', and it's actually being populated.
- Your DMS sold-unit export can be matched back to leads by email + phone + VIN within 24 hours.
- You have one weekly report (paper, dashboard, anything) that shows the 4 Monday metrics above.
- You have agreed internally on the attribution window (we recommend 30-day first-touch, 7-day last-touch).
- You have a documented process to investigate any campaign showing >5x reported ROAS — these are almost always inflated.
- You're tracking the same way for used inventory as for new — most dealers only instrument the new side.
- You have a baseline 'pre-instrumentation' month logged so you can measure lift honestly.

SECTION 7

7. Next steps

If you read this far, you already know that 'campaign ROAS' is not enough. The next step is a 30-minute walkthrough of how a real Canadian Stellantis store sees this every day. Bring your own ad spend numbers. We'll show you the gap.

And whatever you do — even if it isn't with us — get vehicle-level visibility into your ad spend before your next quarterly budget review. The store down the street already has it.

Ready to see this in your store?

Book a 30-minute walkthrough with Patrick. Bring your last 90 days of Meta and Google spend. We'll show you the gap between reported ROAS and measured ROAS — live, on your numbers. No prep needed. Available in English & French.

Book a 30-min demo > vdppro.app

Prefer to run the numbers yourself first?

Open the ROI calculator > vdppro.app/roi