

HOW TO MEASURE ROI ON VEHICLE WRAPS

When designing your vehicle wrap, be sure to set up unique forms of contact, or a special offer to be able to track your leads and measure your return on investment (ROI). Here are a few ideas on how to differentiate wrap leads from others:



1

DEDICATED NUMBER

Set up a toll-free number or a Google Voice number to easily track incoming calls.



2

UNIQUE URL

When promoting your website on your fleet wrap, create a branded shortened URL using a service that will allow you to track visits/clicks - such as Bit.ly Brand Tools.

uniqueurl.com



3

CUSTOM OFFER

To increase viewers' interest, advertise a special value-added service, promotional gift with purchase, or a "phrased" discount/promo-code. Additionally, link your shortened URL to land on your vehicle wrap promo page.



**You have a
LIMITED TIMESPAN
to create a
MEMORABLE IMPRESSION
to drivers on the road.**

Keeping your information short and relevant to your product or service will increase the number of people who will remember it.

FOR EXAMPLE, if you are a mobile pet groomer, try to use words in your toll free number, such as 1-800-PUP-WASH. Keep your short url the same or similar, PUPWASH.com.

Use a reinforced promo code PUPWASH for a buy one get one 50% off.



TRACK & DO THE MATH

As you track your toll-free calls, discount claims, and website hits, calculate your ROI using the number of measurable gains (sales or impressions, whichever you are measuring) that resulted from those sources. Take the gains from your sources and subtract it from the cost of your Vehicle Wrap, and then divide it by the total cost of your Vehicle wrap.



ROI =

(Gains - Investment Cost)/Investment Cost