

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:

You are a mobile pet groomer.

Use info such as >>>

- 1-800-PUP-WASH
- PUPWASH.COM
- Promo code: PUPWASH



TRACK & DO THE MATH

TRACK

- Toll-free calls
- Discount Claims
- Website Hits

CALCULATE

- Subtract the cost of vehicle wrap from measurable gains.
- Divide that total by the total cost of vehicle wrap.



ROI =

$(\text{Gains} - \text{Investment Cost}) / \text{Investment Cost}$