kudos

— BUILT BY MAX CONNECT —

The power of data, at your fingertips

Kudos was built with the goal of giving you better customer insights and an easier and more effective way to analyze your digital marketing. It surfaces actionable insights about your digital ecosystem that can be utilized to accelerate bottom-line outcomes.

How Kudos Drives Revenue

CONVERSION PATTERNS

Kudos anonymously tracks every digital touchpoint a customer has with your brand and can identify which types of customer journeys are most likely to lead to conversion. This enables you to focus ad spend on mediums that create high impact for your brand.

DIGITAL ECONOMY

At any given time, Kudos can provide a real-time glance at the health of your digital economy. It aggregates critical insights into a user-friendly dashboard, allowing you to easily make data-informed decisions on-the-go.

REAL-TIME OPTIMIZATIONS

Kudos constantly monitors your digital ecosystem and generates suggestions for how you can improve under-performing campaigns while also maintaining traction on strong-performing campaigns.

" KUDOS IS FUTURE THINKING BECAUSE IT'S THE ABILITY TO LOOK AT A SINGLE CUSTOMER AND SEE EACH ONE OF THEIR TOUCHPOINTS ALONG THE WAY, AND TRACK THAT IN REAL TIME TO SEE THE TRUE CUSTOMER JOURNEY.

JARED HADDOCK
VP OF MARKETING
KETO CHOW

Kudos Score

The Kudos Score is a performance algorithm that provides a pulse check of your digital ecosystem and helps you determine how your performance compares to industry peers in real-time. This score aggregates various metrics—such as engagement rates, conversion rates, and comparative performance—into a single, easy-to-understand figure, allowing you to quickly assess your standing in the competitive landscape.

EXPERT INSIGHT

"The Kudos Score provides a quick and effective way to assess how your digital impact compares to others in your industry, offering a continuous pulse check on the health of your digital media channels."

Devin Thain
Digital Manager

DISPLAY

94
YOUR
KUDOS SCORE

BENCHMARKS

100
MAX
CONNECT

68
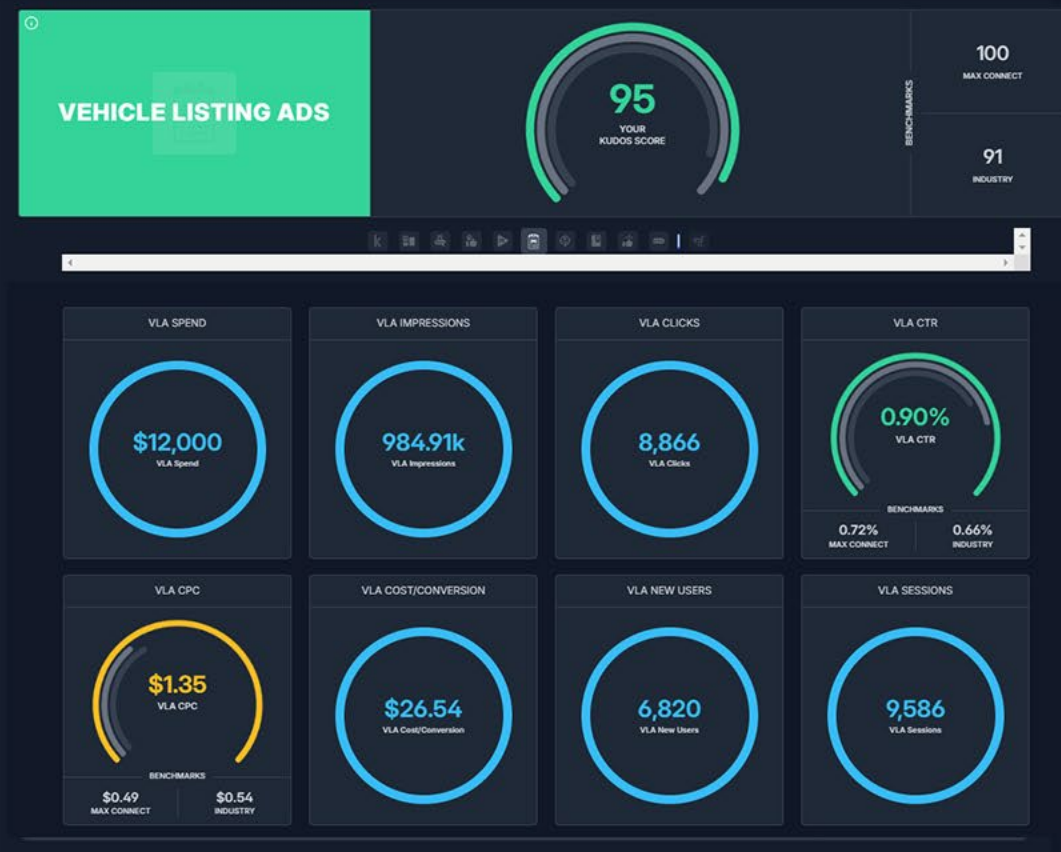INDUSTRY
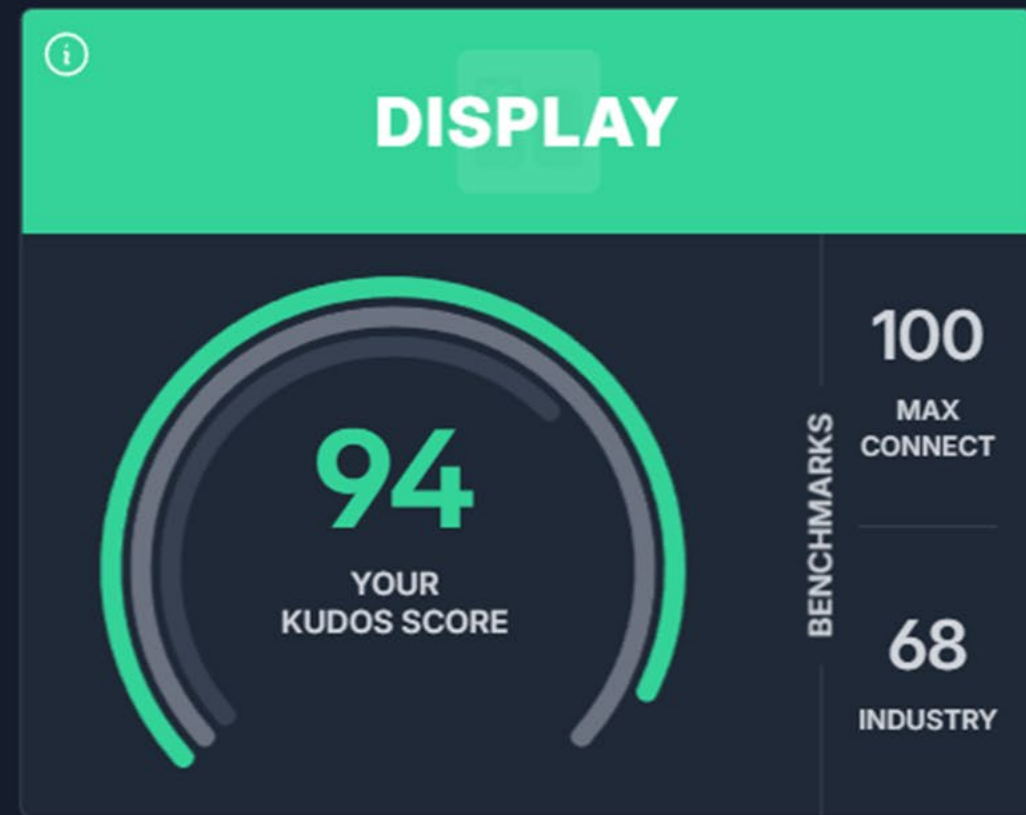
Performance Dashboard

The Performance Dashboard provides a real-time glance at the health of your digital economy, along with a performance breakdown for each digital channel you have employed. A customizable interface allows you to tailor the dashboard to focus on the metrics that matter most to your goals. The user interface allows you to rearrange widgets and add or remove metrics as priorities change. A comparison view enables easy visualization of data across specific timelines.

EXPERT INSIGHT

"The dashboard provides a comprehensive view of how your paid channels are performing. It is fully customizable to highlight key metrics that are vital to your marketing evaluation."

Jacob Clayson
Digital Manager

VEHICLE LISTING ADS

95
YOUR KUDOS SCORE

100
MAX CONNECT

91
INDUSTRY

BENCHMARKS

VLA SPEND	VLA IMPRESSIONS	VLA CLICKS	VLA CTR
$12,000 VLA Spend	984.91k VLA Impressions	8,866 VLA Clicks	0.90% VLA CTR

BENCHMARKS: 0.72% MAX CONNECT 0.66% INDUSTRY

VLA CPC	VLA COST/CONVERSION	VLA NEW USERS	VLA SESSIONS
$1.35 VLA CPC	$26.54 VLA Cost/Conversion	6,820 VLA New Users	9,586 VLA Sessions

BENCHMARKS: $0.49 MAX CONNECT $0.54 INDUSTRY

Total Digital Footprint

Total Digital Footprint widens the scope of attribution data by showcasing how your marketing efforts are influencing consumer behavior across your entire spectrum of owned media. It maps consumer behavior across three pillars: Visibility, Consideration, and Actions. These sections provide a holistic view of how consumers are interacting with your website, YouTube, Google My Business, organic search results, and social media channels.

EXPERT INSIGHT

"Total Digital Footprint allows us to analyze dozens of data points, from multiple platforms, all in one place. Not only does this save us time, but it also provides a deep analysis of how a brand is performing across every touch point on the web."
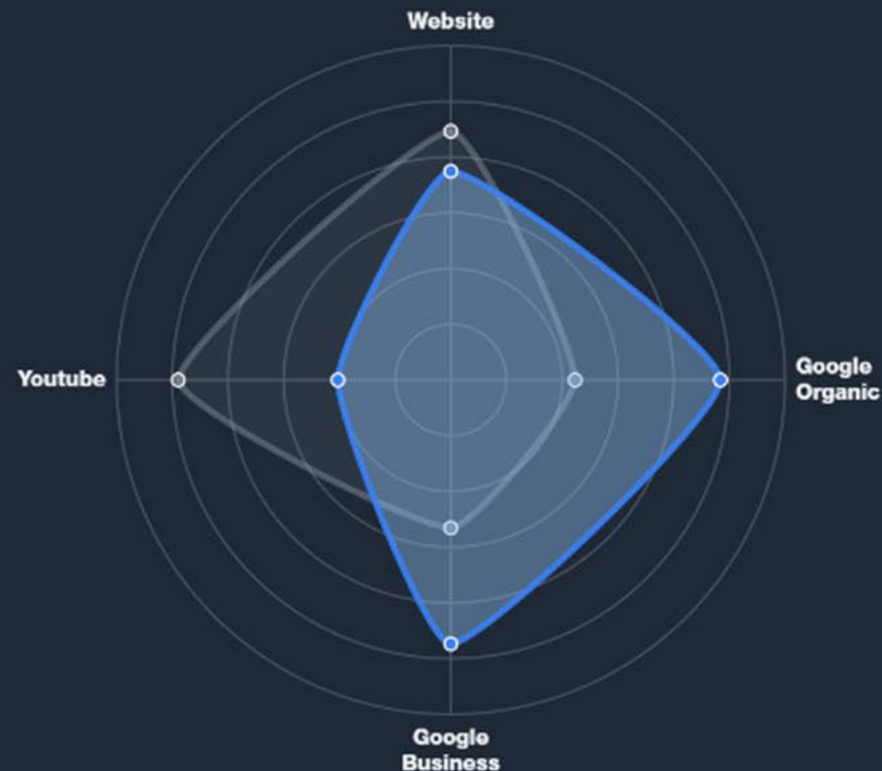
Landon Howard
Digital Team Lead
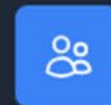
Visibility
756.47k 743.92k ↑1.69%

Current Period   Previous Period

Website
Google Organic
Google Business
Youtube

Total Digital Footprint

VISIBILITY
Measures sessions and where exposure is being created

Visibility		
294.86k 286.25k		↑ 3.01%

Current Period   Previous Period

Website
Google Organic
Google Business
Facebook
Youtube
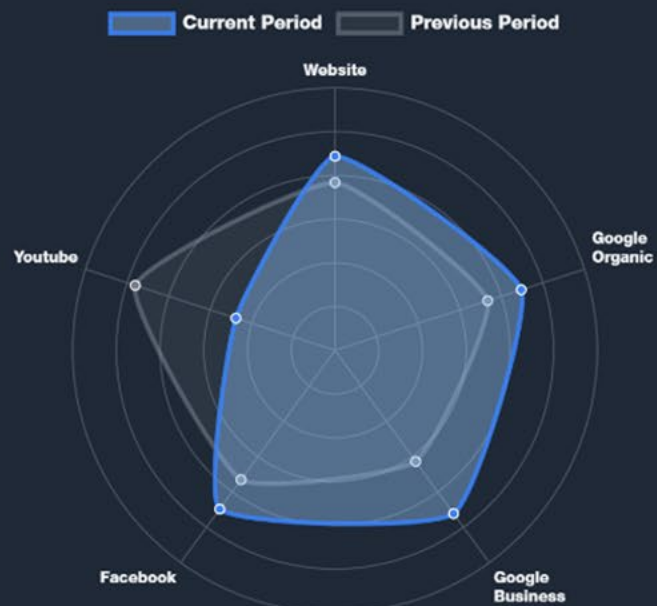
CONSIDERATION
Measures engaged sessions and how audiences are indicating interest

Consideration		
138.63k 139.77k		↓ 0.81%

Current Period   Previous Period

Website
Google Organic
Google Business
Facebook
Youtube
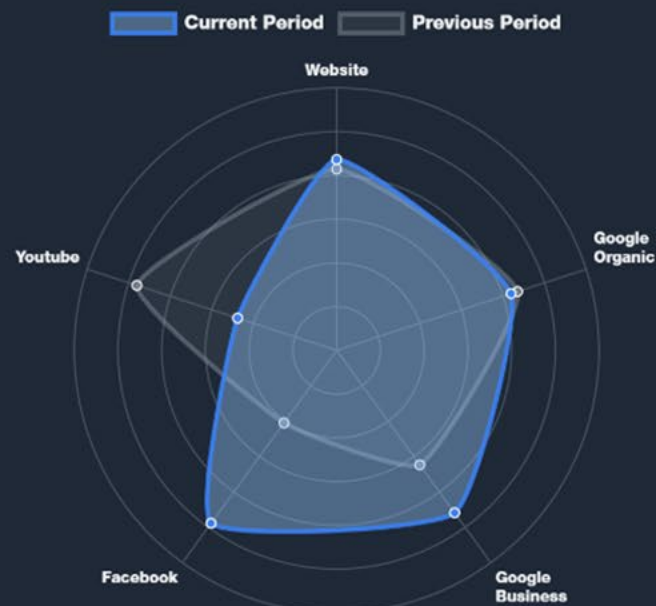
ACTIONS
Measures key events and how audiences are aimed at conversion

Actions		
9,131 8,552		↑ 6.77%

Current Period   Previous Period

Website
Google Organic
Google Business
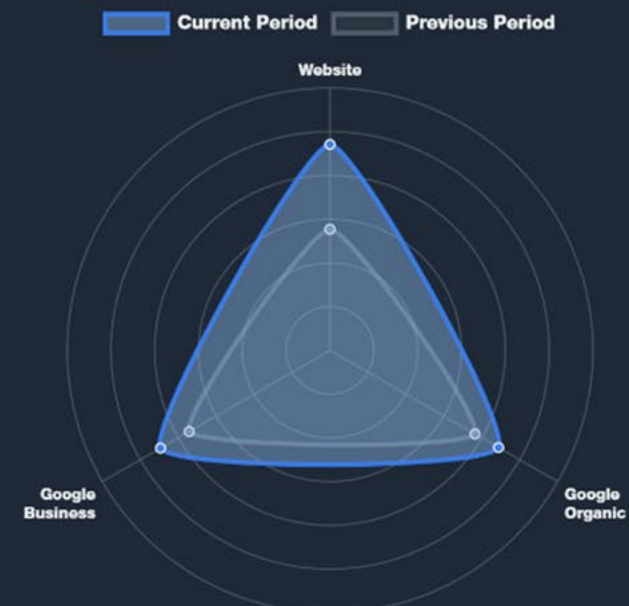
Customer Journeys

Kudos anonymously tracks and logs the customer journeys of every consumer who visits your website. The library of these audience profiles are available for review and can be filtered with parameters such as keyword searches, channel sources, or conversion events that are unique to the individual. This allows you to identify patterns of conversion and monitor shifts of behavior within your audience.

EXPERT INSIGHT

"The customer journey feature allows us to better understand how the purchase cycle occurs and how long it takes. It also enables us to utilize first party data more efficiently by targeting specific stages of the customer cycle."

Jack Pierce
Digital Manager

User ID: ...87516
Initial Source: (direct) / (none)
Initial Date: Sep 2, 2024
🌐 (not set), (not set)
30+ Conversions
SEE FULL STORY →

User ID: ...75571
Initial Source: (direct) / (none)
Initial Date: Sep 29, 2024
🌐 St. Louis, Missouri
30+ Conversions
SEE FULL STORY →

User ID: ...02178
Initial Source: (direct) / (none)
Initial Date: Sep 18, 2024
🌐 (not set), (not set)
30+ Conversions
SEE FULL STORY →

User ID: ...45120
Initial Source: (direct) / (none)
Initial Date: Sep 7, 2024
🌐 New York, New York
30+ Conversions
SEE FULL STORY →
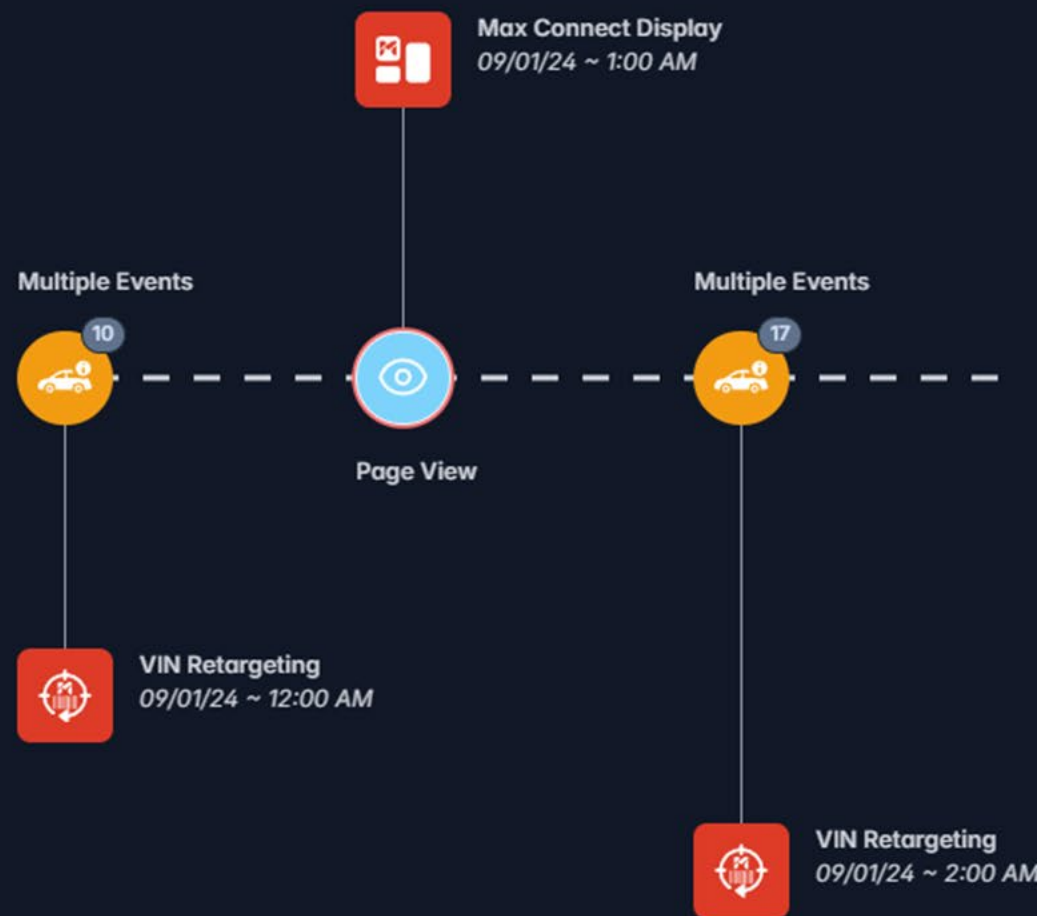
Customer Journey Maps

By clicking "See Full Story" on any customer profile, you can uncover a timeline that reveals every digital touchpoint a consumer has with your website. Clicking on individual touchpoints reveals additional details such as the search engine keywords that led them to click on your website. You can also identify potential drop-off points in the journey, enabling targeted interventions to improve retention.

EXPERT INSIGHT

"Customer Journey Maps allow you to dive deep into customer behavior. This information provides insight into needed changes for conversion channels as well as creative assets and messaging."

Payton Halls
Digital Team Lead

Max Connect Display
09/01/24 ~ 1:00 AM

Multiple Events

10

Multiple Events

17

Page View

VIN Retargeting
09/01/24 ~ 12:00 AM

VIN Retargeting
09/01/24 ~ 2:00 AM

Live Ads

The Live Ads section showcases your active ads across Display, Search, Video, and Social. It provides visual transparency of each ad, along with a metrics snapshot to easily compare performance across a variety of ads. This allows for easy A/B testing to determine which media and messaging is resonating with consumers.

EXPERT INSIGHT

"Compare different ads against each other and how users interact with those ads. This enables us to make informed decisions about what visuals consumers like, and more importantly, don't like."

Jack Pierce
Digital Manager

Ad • https://www.axioauto.com/used-in...
Trucks

Impressions	Clicks	CTR
324.70k	3,293	1.01%

Ad • https://www.axioauto.com/camion...
Camionetas

Impressions	Clicks	CTR
126.41k	1,136	0.90%

Ad • https://www.axioauto.com/used-in...
SUV

Impressions	Clicks	CTR
80,588	1,027	1.27%

Ad • https://www.axioauto.com/tools/tr...
1000 More Blue

Impressions	Clicks	CTR
58,799	784	1.33%

Data Groupings

Data Groupings generate a custom comparison of any audience or campaign to reveal how these segmentations are comparatively performing across an assortment of metrics. For example, you can simultaneously analyze engagement rates, conversion rates, and customer acquisition costs across a variety of campaigns. Data groupings helps you determine which audience segments are most responsive to pave the way for more personalized and impactful campaigns.

EXPERT INSIGHT

"Data Groupings lets you get into the nitty gritty details of your advertising. The transparency allows you to compare your current strategies against each other on a channel level to see where shifts can be made to drive better, higher performance."

David Bitner
Digital Manager

Display Data Groupings

Metrics	Trucks	No Payments 'Til ...
Budget Allocation %	28.44%	20.85%
Clicks	3,293	2,724
Impressions	325.01k	410.00k
CTR	1.01%	0.66%
Users	1,086	1,662
Sessions	1,972	2,349
Avg. Session Duration	04:35	09:20
Pages / Session	1.29	1.17
Bounce Rate	41.33%	46.36%
View Through Conversions	14	--
Direct Conversions	54	61
Total Conversions	68	61

Analytics

The Analytics section provides deeper insights about the nuances of your website users, such as their geographic, demographic, and psychographic data. It also provides a breakdown of traffic sources and identifies which of your website pages are trending with users. This data enables a comprehensive understanding of your audience profile to help optimize underperforming areas and enhance the overall user experience with your brand.
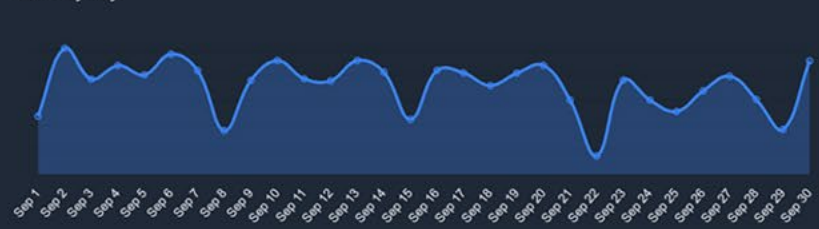
EXPERT INSIGHT

"Leveraging Analytics data allows us to gauge and comprehend the broader impact of our efforts on a significantly larger scale."

Timothy Johnson
Digital Manager

Performance
Digital Footprint
Customer Journeys
Live Ads
Data Groupings
Reports
Analytics
  Conversions
  Trending Pages
  Traffic Breakdown
  Metric Trends
  Source/Medium
  Landing Pages
 Geographic
  Demographic
  Devices

Users by day

Sep 1 Sep 2 Sep 3 Sep 4 Sep 5 Sep 6 Sep 7 Sep 8 Sep 9 Sep 10 Sep 11 Sep 12 Sep 13 Sep 14 Sep 15 Sep 16 Sep 17 Sep 18 Sep 19 Sep 20 Sep 21 Sep 22 Sep 23 Sep 24 Sep 25 Sep 26 Sep 27 Sep 28 Sep 29 Sep 30

Region	↓ Users	New Users	Sessions	Bounce Rate	Po
Totals:	39,226	35,975	69,755	19.70%	
1 Utah	18,716	15,414	33,582	18.19%	
2 Idaho	5,202	3,933	8,398	18.28%	
3 Colorado	4,657	3,360	6,543	21.89%	
4 Arizona	4,008	2,900	5,466	23.23%	
5 Montana	2,090	1,201	2,716	21.35%	
6 New Mexico	1,507	797	1,860	20.86%	
7 Oregon	1,254	1,197	1,291	13.32%	

Kudos In Action
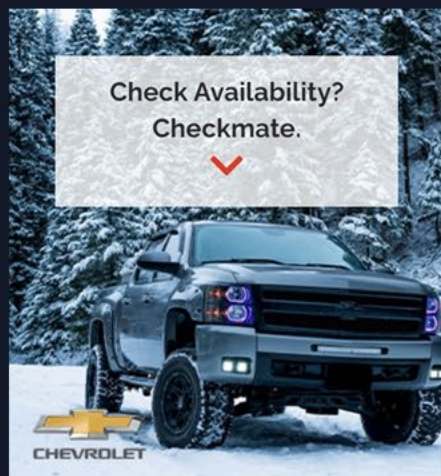
CHEVY DEALERSHIP

When Chevy needed to increase form fills month-over-month, Kudos helped us identify that the addition of a "Check Availability" CTA would drive more engagement, leading to a 33% increase in form fills.
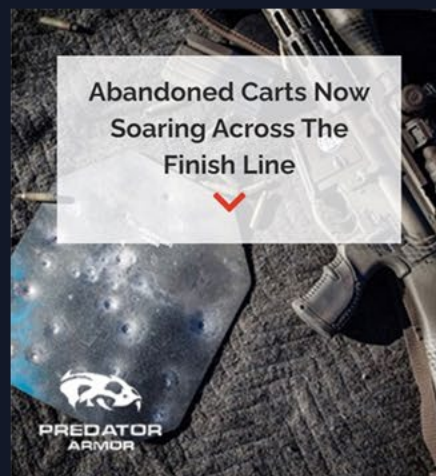
PREDATOR ARMOR

Kudos revealed that Predator Armor had a large number of abandoned carts, hinting that many customers needed just a bit more incentive to convert. After implementing optimizations, a 6x ROAS was achieved.

FORD DEALERSHIP

With the help of Kudos, Waxahachie Ford learned they could increase traffic by placing search ads on competitor keywords. This effectively redirected competitor traffic and resulted in an influx of form fills.

Pricing & Feature Review

KUDOS PLATFORM FEE: $399/MO.

NO ANNUAL COMMITMENT REQUIRED

- Kudos Score
- Performance Dashboard
- Total Digital Footprint
- Customer Profiles
- Customer Journey Maps

- Live Ads
- Creative Analysis
- Data Groupings
- Metric Trends
- Conversion Analysis