

doxa.co

From Activity Metrics to Revenue Language

**How to Build Reporting That Dealer Principals Actually
Read**

April 2026 | Guide | DOXA | Pixxnow Limited

The Problem With Every Dashboard You've Ever Seen

Open any reputation management platform and the dashboard shows: invites sent, reviews gained, response rate, average star rating. These are activity metrics. They tell the marketing manager that the system is running. They tell the dealer principal nothing about whether it is making money.

The fundamental disconnect: activity dashboards were designed to justify a software subscription. They were not designed to run a business. Until your reporting answers the three questions a dealer principal actually asks — how much money is the platform making me, how much is at risk, and what should I do next — you are presenting data, not intelligence.

Activity Language vs Revenue Language

Activity language (what platforms show):

"342 invites sent. 87 reviews gained. 4.5★ average rating. 94% response rate."

Revenue language (what principals need):

"€47,350 influenced by review activity this month. 3 customers flagged for lost-lead recovery worth €85k–€120k. 1 emerging warranty issue across 3 locations — recommended action: audit parts-ordering SLA."

The first report tells you the system is working. The second report tells you what to do on Monday morning. That is the difference between a platform that gets renewed and a platform that becomes indispensable.

The Six Design Principles

| Principle | What It Means |
|----------------------|---|
| Revenue first | Every dashboard and report leads with a money number. Messages sent and conversations opened are supporting |

| | |
|--------------------------------|--|
| | metrics, not headlines. The first thing a dealer principal sees is "€47,350 generated this month." |
| Traffic light logic | Green = performing above target. Amber = needs attention. Red = action required now. Applied consistently across all KPIs so executives can scan an entire report in 30 seconds. |
| Accountability baked in | Every metric is attributable to a person, a location, or a campaign. No orphan data. If revenue is at risk, the report shows which agent, which location, and which lead. |
| Benchmark everything | No metric is shown in isolation. Every number is benchmarked against the previous period, the group average, or an industry standard. Context transforms data into insight. |
| Mobile-first | Dealer principals check their phones, not desktop dashboards. Every report must render beautifully on mobile. Hot leads push to WhatsApp or mobile notification. |
| Auto-generated | Weekly and monthly branded reports delivered automatically by email. No manual effort. These become the dealer group's operational intelligence documents. |

What Each Section Should Contain

1. Executive Hook (10 seconds)

Three to four sentences answering: Are there leads I can recover right now? Are there customers I'm about to lose? What is the single most important thing I should do this week? If the reader does nothing else but act on this section, the report has paid for itself.

2. KPI Dashboard (30 seconds)

Five headline numbers with trend indicators: invites sent, reviews gained, group rating, alerts triggered, GBP impressions. Each compared to prior period. Scannable without reading a word of text.

3. Priority Alerts (1 minute)

Maximum four colour-coded alert cards: Critical (revenue at risk — red), Opportunity (recoverable lead — green), Warning (adoption issue — amber), Insight (GBP data finding — blue). Each with a specific recommended action.

4. Dealer Performance Table (2 minutes)

Per-location metrics: invites sent, reviews gained, star rating, status (Active/Low/Dormant), risk level. Visual progress bars for instant scanning. The group MD sees which locations need attention without reading a paragraph.

5. AI Review Intelligence (3 minutes)

Cross-network pattern analysis: AI reads every review across all locations and identifies recurring themes (e.g. warranty failures at 3 sites), quantifies estimated revenue impact, and suggests specific operational fixes. This is the section that transforms reviews from PR management into business intelligence.

6. GBP Intelligence (2 minutes)

Google Business Profile data: search impressions by keyword, intent classification (transactional vs informational), conversion funnel from search to website/call/directions, and AI recommendations for profile optimisation.

7. Lead Recovery & Actions (2 minutes)

Specific customers flagged for follow-up: name (from review), estimated value, recovery probability, suggested approach. Plus three prioritised actions for the week: Urgent (do today), This Week, Strategic (plan this month).

The ROI Argument

If the report identifies one recoverable lead per quarter worth €5,000+, the customer sees 4-10× return on their entire DOXA subscription. The report doesn't just justify the platform cost — it becomes the most valuable document the dealer principal receives each week.

No competitor in the Irish or UK automotive space currently delivers this combination of AI-interpreted review intelligence, GBP performance data, revenue-attributed lead identification, and board-ready group-level reporting.

See a sample report: sales@doxa.co · +353 1 908 1570