

Hyundai 4 Year Case Study



Hyundai of Silsbee
Documented Google Analytics Views

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Tier Loyalty Programs

Highest Converting Traffic Provider!
Beyond Impressive Results!

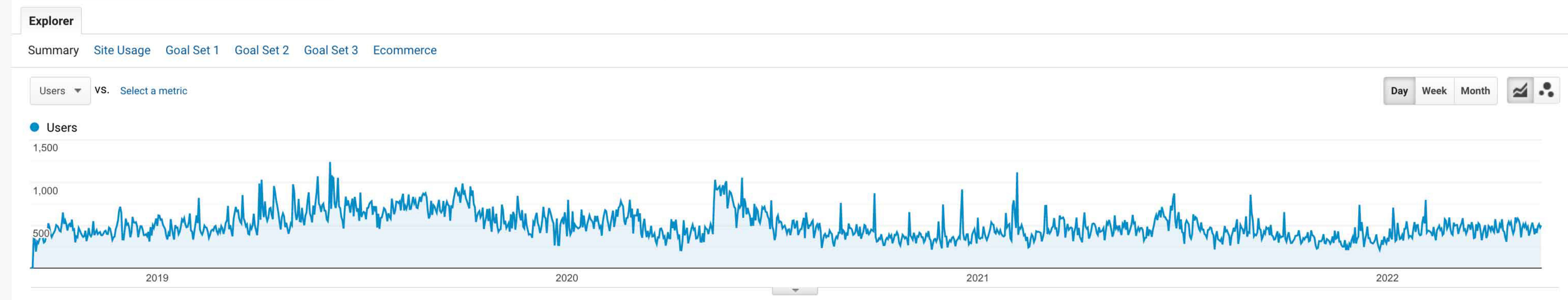


- Home
- Customization
- REPORTS
- Realtime
- Audience
- Acquisition
 - Overview
 - All Traffic
 - Channels
 - Treemaps
 - Source/Medium
 - Referrals
 - Google Ads
 - Search Console
 - Social
 - Campaigns
- Behavior
- Conversions
- Attribution BETA
- Discover
- Admin

All Traffic SAVE EXPORT SHARE EDIT INSIGHTS

All Users 100.00% Users + Add Segment

Sep 10, 2018 - May 18, 2022



Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

advanced

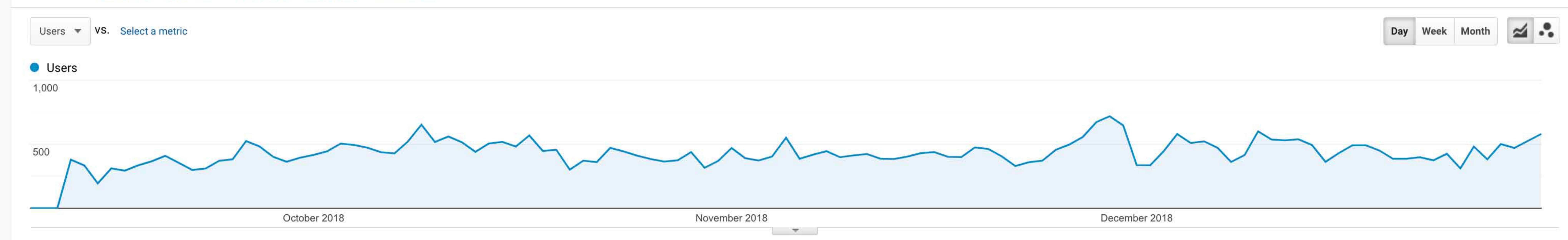
Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	502,564 <small>% of Total: 100.00% (502,564)</small>	509,342 <small>% of Total: 100.00% (509,342)</small>	756,904 <small>% of Total: 100.00% (756,904)</small>	24.65% <small>Avg for View: 24.65% (0.00%)</small>	2.11 <small>Avg for View: 2.11 (0.00%)</small>	00:01:43 <small>Avg for View: 00:01:43 (0.00%)</small>	2.33% <small>Avg for View: 2.33% (0.00%)</small>	17,647 <small>% of Total: 100.00% (17,647)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	153,271 (28.39%)	153,250 (30.09%)	237,134 (31.33%)	22.10%	1.29	00:01:25	1.44%	3,404 (19.29%)	\$0.00 (0.00%)
2. [blurred]	61,040 (11.31%)	53,965 (10.60%)	128,676 (17.00%)	17.55%	3.24	00:02:47	4.40%	5,662 (32.08%)	\$0.00 (0.00%)
3. [blurred]	54,419 (10.08%)	49,130 (9.65%)	94,283 (12.46%)	34.44%	2.16	00:01:47	3.16%	2,982 (16.90%)	\$0.00 (0.00%)
4. [blurred]	47,303 (8.76%)	47,053 (9.24%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. [blurred]	41,090 (7.61%)	40,803 (8.01%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. [blurred]	24,650 (4.57%)	23,987 (4.71%)	35,270 (4.66%)	23.61%	1.21	00:00:47	1.64%	579 (3.28%)	\$0.00 (0.00%)
7. dealerleads.com / referral	22,515 (4.17%)	19,540 (3.84%)	36,559 (4.83%)	25.82%	2.84	00:02:20	3.47%	1,269 (7.19%)	\$0.00 (0.00%)
8. [blurred]	16,416 (3.04%)	15,339 (3.01%)	31,154 (4.12%)	17.58%	1.67	00:01:21	1.28%	400 (2.27%)	\$0.00 (0.00%)
9. [blurred]	14,313 (2.65%)	14,250 (2.80%)	14,526 (1.92%)	53.06%	1.44	00:00:07	0.02%	3 (0.02%)	\$0.00 (0.00%)
10. [blurred]	12,333 (2.28%)	10,011 (1.97%)	37,070 (4.90%)	29.75%	1.73	00:01:00	0.91%	338 (1.92%)	\$0.00 (0.00%)

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All Traffic SAVE EXPORT SHARE EDIT INSIGHTS

All Users 100.00% Users + Add Segment Sep 10, 2018 - Dec 31, 2018

Explorer Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Ecommerce



Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default advanced

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	40,242 <small>% of Total: 100.00% (40,242)</small>	39,598 <small>% of Total: 100.00% (39,598)</small>	39,383 <small>% of Total: 100.00% (39,383)</small>	26.79% <small>Avg for View: 26.79% (0.00%)</small>	2.75 <small>Avg for View: 2.75 (0.00%)</small>	00:02:27 <small>Avg for View: 00:02:27 (0.00%)</small>	1.96% <small>Avg for View: 1.96% (0.00%)</small>	773 <small>% of Total: 100.00% (773)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	11,948 (28.47%)	11,923 (30.11%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. [blurred]	6,228 (14.84%)	6,122 (15.46%)	9,337 (23.71%)	27.58%	1.77	00:02:16	0.93%	87 (11.25%)	\$0.00 (0.00%)
3. [blurred]	5,615 (13.38%)	5,615 (14.18%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. [blurred]	5,301 (12.63%)	4,724 (11.93%)	8,839 (22.44%)	32.38%	2.07	00:01:59	2.34%	207 (26.78%)	\$0.00 (0.00%)
5. [blurred]	3,471 (8.27%)	2,817 (7.11%)	7,251 (18.41%)	18.81%	3.84	00:04:12	3.57%	259 (33.51%)	\$0.00 (0.00%)
6. dealerleads.com / referral	2,521 (6.01%)	2,259 (5.70%)	3,595 (9.13%)	30.35%	3.07	00:03:04	2.98%	107 (13.84%)	\$0.00 (0.00%)
7. [blurred]	2,214 (5.28%)	2,132 (5.38%)	3,029 (7.69%)	18.69%	1.26	00:01:09	0.40%	12 (1.55%)	\$0.00 (0.00%)
8. [blurred]	889 (2.12%)	791 (2.00%)	1,093 (2.78%)	66.33%	1.71	00:01:06	1.28%	14 (1.81%)	\$0.00 (0.00%)
9. [blurred]	847 (2.02%)	808 (2.04%)	1,076 (2.73%)	8.64%	1.24	00:01:11	1.12%	12 (1.55%)	\$0.00 (0.00%)
10. [blurred]	760 (1.81%)	615 (1.55%)	1,771 (4.50%)	6.27%	1.83	00:01:58	0.62%	11 (1.42%)	\$0.00 (0.00%)

- Analytics
- All accounts > Hyundaiofsilsbeetx.com
- Dealer Leads - Conversion ...
- Try searching "Top channels by users"
- Home
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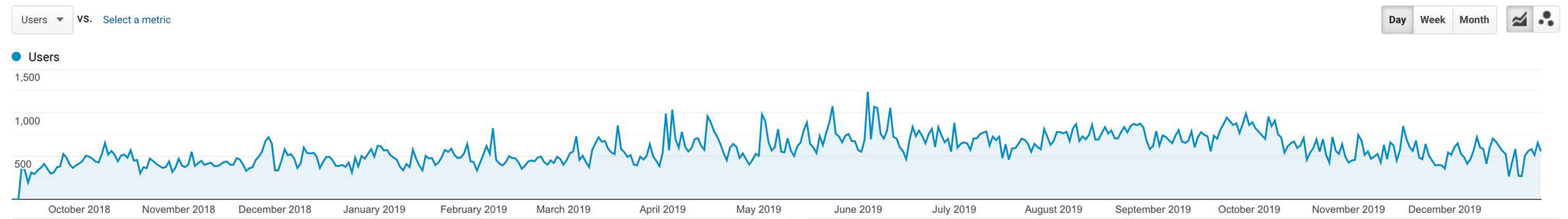
All Traffic

All Users 100.00% Users + Add Segment

Sep 10, 2018 - Dec 31, 2019

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Ecommerce



Primary Dimension: Source / Medium Source Medium Keyword Other

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Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	219,082 <small>% of Total: 100.00% (219,082)</small>	219,910 <small>% of Total: 100.00% (219,910)</small>	289,176 <small>% of Total: 100.00% (289,176)</small>	22.10% <small>Avg for View: 22.10% (0.00%)</small>	2.06 <small>Avg for View: 2.06 (0.00%)</small>	00:01:51 <small>Avg for View: 00:01:51 (0.00%)</small>	1.59% <small>Avg for View: 1.59% (0.00%)</small>	4,585 <small>% of Total: 100.00% (4,585)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	59,922 (26.22%)	60,437 (27.48%)	116,448 (40.27%)	17.85%	0.95	00:01:26	0.62%	724 (15.79%)	\$0.00 (0.00%)
2. [blurred]	47,303 (20.70%)	47,053 (21.40%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. [blurred]	29,239 (12.79%)	29,330 (13.34%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. [blurred]	21,082 (9.23%)	19,256 (8.76%)	40,521 (14.01%)	27.52%	2.20	00:02:02	2.89%	1,170 (25.52%)	\$0.00 (0.00%)
5. [blurred]	15,074 (6.60%)	12,853 (5.84%)	34,410 (11.90%)	16.97%	3.36	00:03:12	3.02%	1,040 (22.68%)	\$0.00 (0.00%)
6. [blurred]	11,433 (5.00%)	11,434 (5.20%)	16,448 (5.69%)	19.61%	1.14	00:00:44	0.60%	99 (2.16%)	\$0.00 (0.00%)
7. dealerleads.com / referral	9,441 (4.13%)	8,390 (3.82%)	15,606 (5.40%)	24.01%	3.02	00:02:37	2.93%	457 (9.97%)	\$0.00 (0.00%)
8. [blurred]	7,097 (3.11%)	7,046 (3.20%)	7,173 (2.48%)	89.92%	1.06	00:00:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. [blurred]	3,478 (1.52%)	2,848 (1.30%)	9,292 (3.21%)	12.57%	3.40	00:03:08	2.96%	275 (6.00%)	\$0.00 (0.00%)
10. [blurred]	3,103 (1.36%)	2,923 (1.33%)	3,845 (1.33%)	31.03%	2.11	00:01:02	0.94%	36 (0.79%)	\$0.00 (0.00%)

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THANK YOU

FOR VIEWING THIS INFORMATIVE CASE STUDY

