

Hyundai 3 Year Case Study

Millennium Hyundai
Documented Google Analytics Views

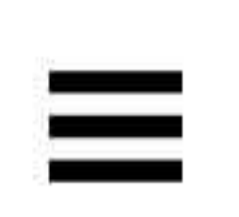
800-346-0050
Cheyne Tackett
cheyne@sba.net



Tier Loyalty Programs

Highest Converting Traffic Provider!
Beyond Impressive Results!





MEMORIAL DAY Coronavirus Dealership Preventative Measures

Get out of your current lease **NOW** regardless of your remaining payments during our **MEMORIAL DAY SALE** all month long!

NEW 2022 HYUNDAI SANTA FE XRT

\$449 Lease per mo. 48 mos.



Auto, Air Conditioning, Backup Camera

48 month lease with \$2995 down payment plus tax, tags, \$650 bank fee and \$1,095 destination fee due at inception. \$0 security deposit required. 10k mi., per year 20¢ thereafter with tier 1 credit. *Based on appraisal.

Ask us about our Sales Specials.

Brooke Site Operator Millennium Hyundai



Brooke

Welcome to our live chat!

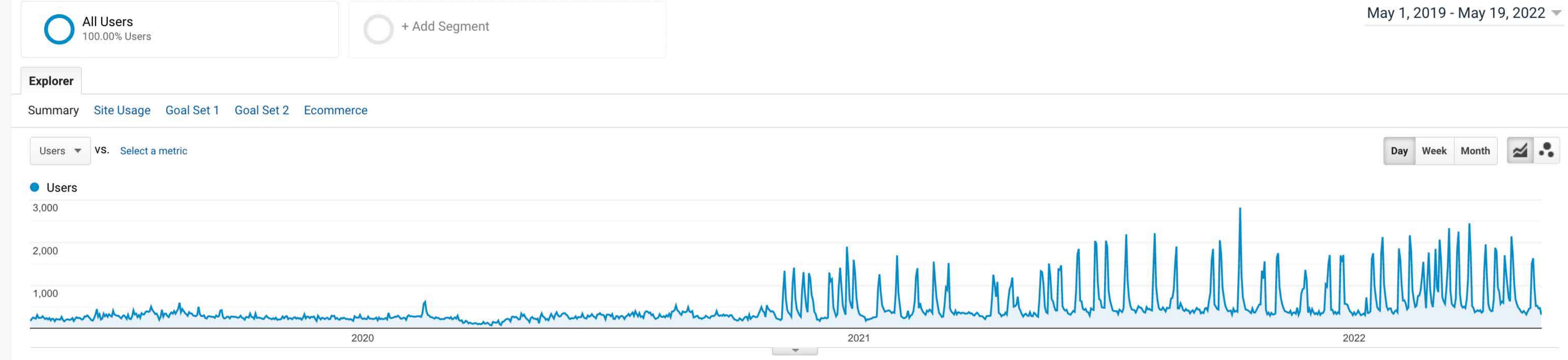
I am here to provide live assistance. How may I help you?

Continue Chat No Thanks



- Home
- Customization
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- Acquisition
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- Attribution BETA
- Discover
- Admin

All Traffic SAVE EXPORT SHARE EDIT INSIGHTS May 1, 2019 - May 19, 2022



Primary Dimension: Source / Medium Secondary dimension: Source Medium Keyword Other

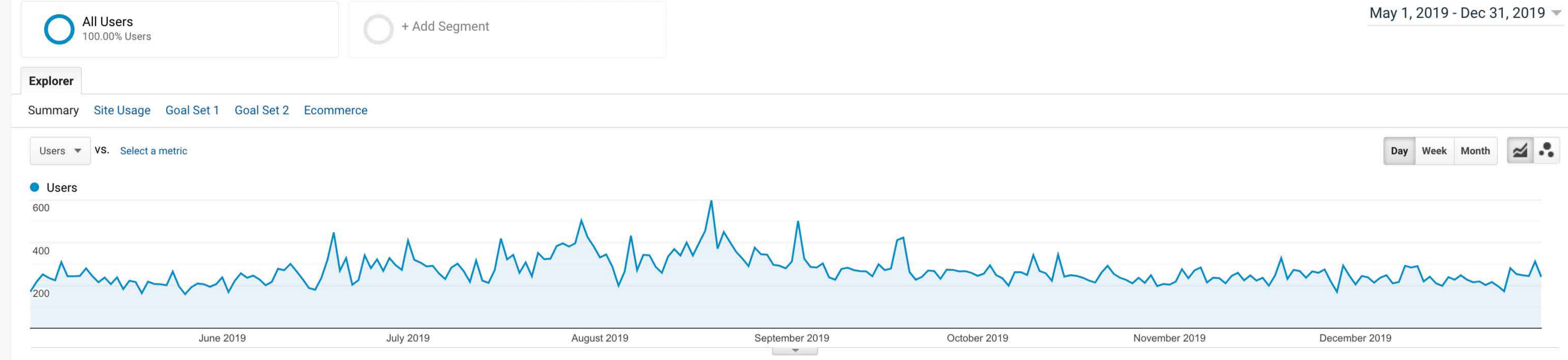
Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	438,259 <small>% of Total: 100.00% (438,259)</small>	438,491 <small>% of Total: 100.00% (438,491)</small>	586,057 <small>% of Total: 100.00% (586,057)</small>	38.01% <small>Avg for View: 38.01% (0.00%)</small>	2.42 <small>Avg for View: 2.42 (0.00%)</small>	00:03:09 <small>Avg for View: 00:03:09 (0.00%)</small>	2.50% <small>Avg for View: 2.50% (0.00%)</small>	14,645 <small>% of Total: 100.00% (14,645)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	157,326 (34.77%)	157,211 (35.85%)	161,095 (27.49%)	49.01%	1.79	00:02:25	0.02%	33 (0.23%)	\$0.00 (0.00%)
2. [blurred]	90,600 (20.02%)	86,308 (19.68%)	155,453 (26.53%)	21.48%	3.43	00:04:27	4.66%	7,243 (49.46%)	\$0.00 (0.00%)
3. [blurred]	88,427 (19.54%)	88,599 (20.21%)	103,947 (17.74%)	38.30%	2.27	00:03:06	3.18%	3,301 (22.54%)	\$0.00 (0.00%)
4. [blurred]	34,414 (7.61%)	33,145 (7.56%)	51,363 (8.76%)	54.48%	2.02	00:02:03	2.97%	1,524 (10.41%)	\$0.00 (0.00%)
5. dealerleads.com / referral	31,592 (6.98%)	30,149 (6.88%)	42,226 (7.21%)	48.06%	2.46	00:02:50	2.31%	975 (6.66%)	\$0.00 (0.00%)
6. [blurred]	6,209 (1.37%)	6,101 (1.39%)	8,020 (1.37%)	22.04%	1.28	00:01:33	1.65%	132 (0.90%)	\$0.00 (0.00%)
7. [blurred] referral	5,178 (1.14%)	5,132 (1.17%)	6,505 (1.11%)	1.64%	1.35	00:02:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. [blurred]	5,108 (1.13%)	4,898 (1.12%)	8,509 (1.45%)	55.01%	2.12	00:01:57	1.86%	158 (1.08%)	\$0.00 (0.00%)
9. [blurred]	2,929 (0.65%)	61 (0.01%)	2,928 (0.50%)	33.33%	2.14	00:02:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. [blurred]	2,897 (0.64%)	2,892 (0.66%)	5,316 (0.91%)	32.73%	1.54	00:01:17	0.38%	20 (0.14%)	\$0.00 (0.00%)

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All Traffic ✓ SAVE EXPORT SHARE EDIT INSIGHTS

May 1, 2019 - Dec 31, 2019



Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	51,259 <small>% of Total: 100.00% (51,259)</small>	51,256 <small>% of Total: 100.00% (51,256)</small>	79,761 <small>% of Total: 100.00% (79,761)</small>	38.44% <small>Avg for View: 38.44% (0.00%)</small>	2.66 <small>Avg for View: 2.66 (0.00%)</small>	00:02:53 <small>Avg for View: 00:02:53 (0.00%)</small>	4.51% <small>Avg for View: 4.51% (0.00%)</small>	3,597 <small>% of Total: 100.00% (3,597)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	18,941 (34.82%)	17,967 (35.05%)	28,311 (35.49%)	47.29%	2.19	00:02:14	4.69%	1,328 (36.92%)	\$0.00 (0.00%)
2. [blurred]	14,087 (25.89%)	12,828 (25.03%)	21,954 (27.52%)	21.39%	3.45	00:03:51	5.63%	1,237 (34.39%)	\$0.00 (0.00%)
3. [blurred]	12,427 (22.84%)	12,436 (24.26%)	17,681 (22.17%)	45.73%	2.32	00:02:53	3.55%	627 (17.43%)	\$0.00 (0.00%)
4. dealerleads.com / referral	5,012 (9.21%)	4,670 (9.11%)	5,938 (7.44%)	44.51%	2.57	00:02:10	3.30%	196 (5.45%)	\$0.00 (0.00%)
5. [blurred]	864 (1.59%)	671 (1.31%)	1,013 (1.27%)	40.28%	3.25	00:01:02	0.10%	1 (0.03%)	\$0.00 (0.00%)
6. [blurred]	536 (0.99%)	497 (0.97%)	1,034 (1.30%)	16.92%	3.44	00:04:31	3.77%	39 (1.08%)	\$0.00 (0.00%)
7. [blurred]	512 (0.94%)	505 (0.99%)	564 (0.71%)	71.10%	2.29	00:00:50	0.71%	4 (0.11%)	\$0.00 (0.00%)
8. [blurred]	379 (0.70%)	342 (0.67%)	689 (0.86%)	16.40%	3.67	00:04:19	6.82%	47 (1.31%)	\$0.00 (0.00%)
9. [blurred] referral	274 (0.50%)	199 (0.39%)	383 (0.48%)	34.99%	2.02	00:02:34	4.44%	17 (0.47%)	\$0.00 (0.00%)
10. [blurred]	156 (0.29%)	142 (0.28%)	237 (0.30%)	13.92%	3.89	00:04:38	8.86%	21 (0.58%)	\$0.00 (0.00%)

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All Traffic

All Users 100.00% Users + Add Segment

May 1, 2019 - Dec 31, 2020

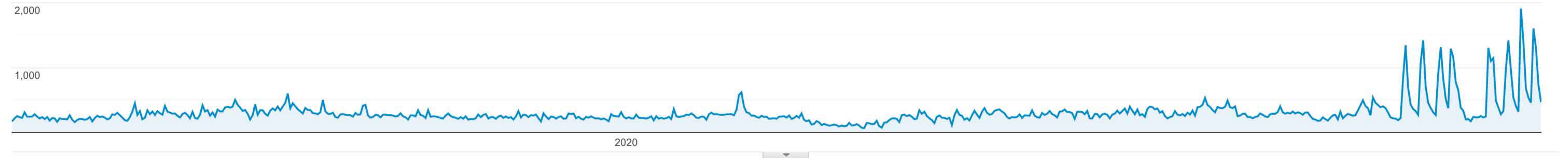
Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce

Users vs. Select a metric

Day Week Month

Users



Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	147,800 <small>% of Total: 100.00% (147,800)</small>	149,701 <small>% of Total: 100.00% (149,701)</small>	199,543 <small>% of Total: 100.00% (199,543)</small>	40.33% <small>Avg for View: 40.33% (0.00%)</small>	2.68 <small>Avg for View: 2.68 (0.00%)</small>	00:03:09 <small>Avg for View: 00:03:09 (0.00%)</small>	3.52% <small>Avg for View: 3.52% (0.00%)</small>	7,029 <small>% of Total: 100.00% (7,029)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	39,265 (25.25%)	39,281 (26.24%)	36,354 (18.22%)	41.55%	2.59	00:03:21	3.83%	1,393 (19.82%)	\$0.00 (0.00%)
2. [blurred]	36,611 (23.55%)	34,265 (22.89%)	60,294 (30.22%)	20.15%	3.64	00:04:21	5.30%	3,197 (45.48%)	\$0.00 (0.00%)
3. [blurred]	28,020 (18.02%)	26,867 (17.95%)	41,663 (20.88%)	51.70%	2.12	00:02:05	3.52%	1,465 (20.84%)	\$0.00 (0.00%)
4. [blurred]	22,555 (14.51%)	22,627 (15.11%)	22,879 (11.47%)	67.87%	1.48	00:02:04	0.04%	9 (0.13%)	\$0.00 (0.00%)
5. dealerleads.com / referral	14,140 (9.09%)	13,318 (8.90%)	17,617 (8.83%)	48.70%	2.54	00:02:26	2.63%	463 (6.59%)	\$0.00 (0.00%)
6. [blurred] / email	2,417 (1.55%)	2,296 (1.53%)	3,872 (1.94%)	58.37%	2.19	00:02:04	1.96%	76 (1.08%)	\$0.00 (0.00%)
7. [blurred] / referral	1,634 (1.05%)	1,593 (1.06%)	2,103 (1.05%)	2.95%	1.76	00:02:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. [blurred]	1,158 (0.74%)	1,040 (0.69%)	2,462 (1.23%)	16.98%	3.67	00:05:27	3.49%	86 (1.22%)	\$0.00 (0.00%)
9. [blurred]	913 (0.59%)	909 (0.61%)	932 (0.47%)	88.30%	1.17	00:00:15	0.54%	5 (0.07%)	\$0.00 (0.00%)
10. [blurred]	874 (0.56%)	680 (0.45%)	1,025 (0.51%)	40.00%	3.26	00:01:01	0.10%	1 (0.01%)	\$0.00 (0.00%)

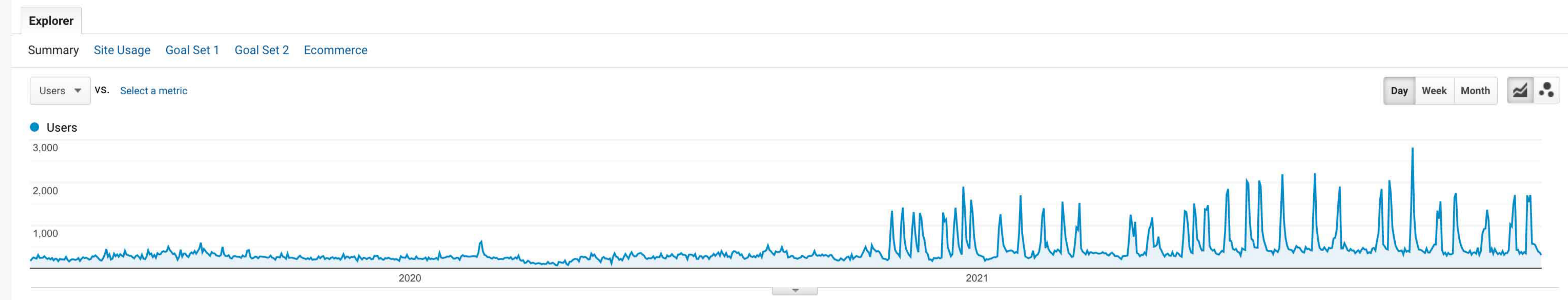
Show rows: 10 Go to: 1 1 - 10 of 262

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All Traffic SAVE EXPORT SHARE EDIT INSIGHTS

All Users 100.00% Users + Add Segment

May 1, 2019 - Dec 31, 2021



Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	333,413 <small>% of Total: 100.00% (333,413)</small>	334,169 <small>% of Total: 100.00% (334,169)</small>	452,810 <small>% of Total: 100.00% (452,810)</small>	38.79% <small>Avg for View: 38.79% (0.00%)</small>	2.48 <small>Avg for View: 2.48 (0.00%)</small>	00:03:13 <small>Avg for View: 00:03:13 (0.00%)</small>	2.77% <small>Avg for View: 2.77% (0.00%)</small>	12,541 <small>% of Total: 100.00% (12,541)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	103,258 (29.96%)	102,755 (30.75%)	105,607 (23.32%)	55.19%	1.60	00:02:19	0.02%	19 (0.15%)	\$0.00 (0.00%)
2. [blurred]	74,077 (21.49%)	70,314 (21.04%)	127,003 (28.05%)	20.54%	3.54	00:04:30	4.87%	6,180 (49.28%)	\$0.00 (0.00%)
3. [blurred]	68,049 (19.74%)	67,710 (20.26%)	77,511 (17.12%)	37.14%	2.41	00:03:24	3.63%	2,815 (22.45%)	\$0.00 (0.00%)
4. [blurred]	34,157 (9.91%)	32,888 (9.84%)	50,890 (11.24%)	54.93%	2.02	00:02:02	2.99%	1,524 (12.15%)	\$0.00 (0.00%)
5. dealerleads.com / referral	26,688 (7.74%)	25,269 (7.56%)	36,287 (8.01%)	46.82%	2.53	00:03:00	2.28%	828 (6.60%)	\$0.00 (0.00%)
6. [blurred] / referral	5,177 (1.50%)	5,131 (1.54%)	6,504 (1.44%)	1.65%	1.35	00:02:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. [blurred]	5,042 (1.46%)	4,949 (1.48%)	6,659 (1.47%)	22.41%	1.30	00:01:36	1.70%	113 (0.90%)	\$0.00 (0.00%)
8. [blurred]	4,441 (1.29%)	4,254 (1.27%)	7,368 (1.63%)	55.65%	2.16	00:02:00	1.87%	138 (1.10%)	\$0.00 (0.00%)
9. [blurred]	2,030 (0.59%)	2,026 (0.61%)	3,528 (0.78%)	41.95%	1.50	00:01:10	0.37%	13 (0.10%)	\$0.00 (0.00%)
10. [blurred]	1,999 (0.58%)	1,766 (0.53%)	3,786 (0.84%)	17.59%	3.78	00:05:17	4.09%	155 (1.24%)	\$0.00 (0.00%)

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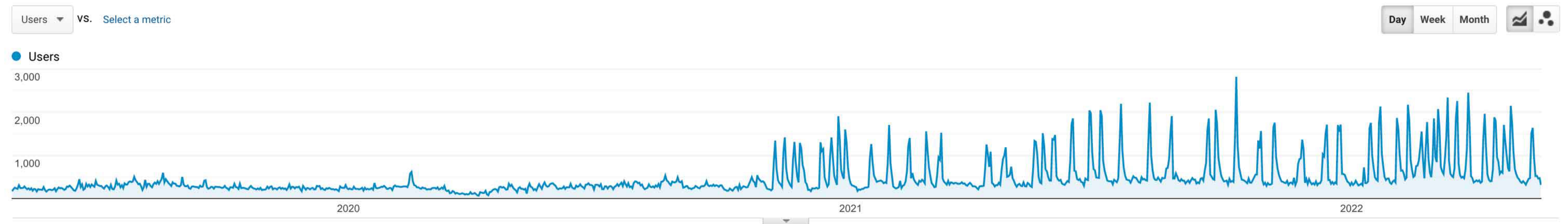
All Traffic

All Users 100.00% Users + Add Segment

May 1, 2019 - May 19, 2022

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 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
	438,259 <small>% of Total: 100.00% (438,259)</small>	438,491 <small>% of Total: 100.00% (438,491)</small>	586,057 <small>% of Total: 100.00% (586,057)</small>	38.01% <small>Avg for View: 38.01% (0.00%)</small>	2.42 <small>Avg for View: 2.42 (0.00%)</small>	00:03:09 <small>Avg for View: 00:03:09 (0.00%)</small>	2.50% <small>Avg for View: 2.50% (0.00%)</small>	14,645 <small>% of Total: 100.00% (14,645)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1.	157,326 (34.77%)	157,211 (35.85%)	161,095 (27.49%)	49.01%	1.79	00:02:25	0.02%	33 (0.23%)	\$0.00 (0.00%)
2.	90,600 (20.02%)	86,308 (19.68%)	155,453 (26.53%)	21.48%	3.43	00:04:27	4.66%	7,243 (49.46%)	\$0.00 (0.00%)
3.	88,427 (19.54%)	88,599 (20.21%)	103,947 (17.74%)	38.30%	2.27	00:03:06	3.18%	3,301 (22.54%)	\$0.00 (0.00%)
4.	34,414 (7.61%)	33,145 (7.56%)	51,363 (8.76%)	54.48%	2.02	00:02:03	2.97%	1,524 (10.41%)	\$0.00 (0.00%)
5. dealerleads.com / referral	31,592 (6.98%)	30,149 (6.88%)	42,226 (7.21%)	48.06%	2.46	00:02:50	2.31%	975 (6.66%)	\$0.00 (0.00%)
6.	6,209 (1.37%)	6,101 (1.39%)	8,020 (1.37%)	22.04%	1.28	00:01:33	1.65%	132 (0.90%)	\$0.00 (0.00%)
7.	5,178 (1.14%)	5,132 (1.17%)	6,505 (1.11%)	1.64%	1.35	00:02:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
8.	5,108 (1.13%)	4,898 (1.12%)	8,509 (1.45%)	55.01%	2.12	00:01:57	1.86%	158 (1.08%)	\$0.00 (0.00%)
9.	2,929 (0.65%)	61 (0.01%)	2,928 (0.50%)	33.33%	2.14	00:02:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
10.	2,897 (0.64%)	2,892 (0.66%)	5,316 (0.91%)	32.73%	1.54	00:01:17	0.38%	20 (0.14%)	\$0.00 (0.00%)

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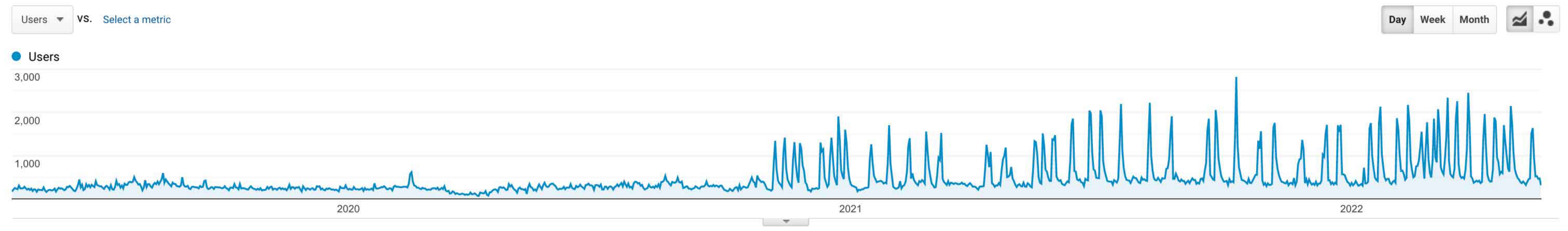
All Traffic

All Users 100.00% Users + Add Segment

May 1, 2019 - May 19, 2022

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Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce



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Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion	Goal Value	Goal Value
	438,259 <small>% of Total: 100.00% (438,259)</small>	438,491 <small>% of Total: 100.00% (438,491)</small>	586,057 <small>% of Total: 100.00% (586,057)</small>	38.01% <small>Avg for View: 38.01% (0.00%)</small>	2.42 <small>Avg for View: 2.42 (0.00%)</small>	00:03:09 <small>Avg for View: 00:03:09 (0.00%)</small>		\$0.00 <small>% of Total: 0.00% (\$0.00)</small>	
1. [blurred]	157,326 (34.77%)	157,211 (35.85%)	161,095 (27.49%)	49.01%	1.79	00:02:25		\$0.00 (0.00%)	
2. [blurred]	90,600 (20.02%)	86,308 (19.68%)	155,453 (26.53%)	21.48%	3.43	00:04:27		\$0.00 (0.00%)	
3. [blurred]	88,427 (19.54%)	88,599 (20.21%)	103,947 (17.74%)	38.30%	2.27	00:03:06		\$0.00 (0.00%)	
4. [blurred]	34,414 (7.61%)	33,145 (7.56%)	51,363 (8.76%)	54.48%	2.02	00:02:03	2.97%	1,524 (10.41%)	\$0.00 (0.00%)
5. dealerleads.com / referral	31,592 (6.98%)	30,149 (6.88%)	42,226 (7.21%)	48.06%	2.46	00:02:50	2.31%	975 (6.66%)	\$0.00 (0.00%)
6. [blurred]	6,209 (1.37%)	6,101 (1.39%)	8,020 (1.37%)	22.04%	1.28	00:01:33	1.65%	132 (0.90%)	\$0.00 (0.00%)
7. [blurred]	5,178 (1.14%)	5,132 (1.17%)	6,505 (1.11%)	1.64%	1.35	00:02:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. [blurred]	5,108 (1.13%)	4,898 (1.12%)	8,509 (1.45%)	55.01%	2.12	00:01:57	1.86%	158 (1.08%)	\$0.00 (0.00%)
9. [blurred]	2,929 (0.65%)	61 (0.01%)	2,928 (0.50%)	33.33%	2.14	00:02:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. [blurred]	2,897 (0.64%)	2,892 (0.66%)	5,316 (0.91%)	32.73%	1.54	00:01:17	0.38%	20 (0.14%)	\$0.00 (0.00%)

All Goals

- Goal 1: Click to Call
- Goal 2: Click to Chat
- Goal 3: Lead Form | Contact Us
- Goal 6: Lead Form | Parts
- Goal 7: Click to Text
- Goal 8: Lead Form | Check Availability
- Goal 9: Lead Form | Car Finder

THANK YOU

FOR VIEWING THIS INFORMATIVE CASE STUDY



800-346-0050

Cheyne Tackett

cheyne@sba.net

