

Hyundai 5 Year Case Study

Planet Hyundai
Documented Google Analytics Views

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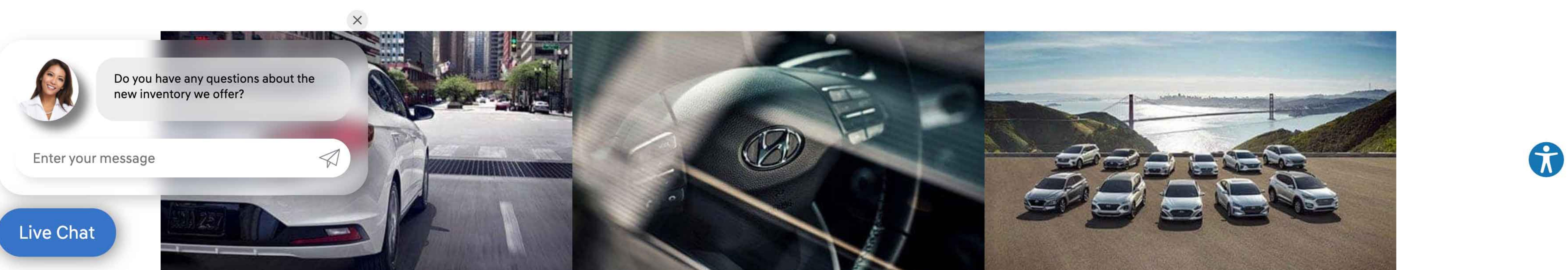
Tier Loyalty Programs

Highest Converting Traffic Provider!
Beyond Impressive Results!





No Purchase Necessary



Planet Hyundai Auto Deal X Analytics X +

analytics.google.com/analytics/web/?authuser=4#/report/trafficsources-all-traffic/a19112555w38291806p112125706/_u.date00=20160901&_u.date01=20210331&_.goalOption=ALL

All accounts > http://www.planethynd...

Dealer Leads - Conversion ...

Try searching “Worst pages by load speed”

Analytics 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 ✓ Sep 1, 2016 - Mar 31, 2021

All Users 100.00% Users + Add Segment

Explorer Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Goal Set 4 Ecommerce

Users vs. Select a metric Day Week Month

Users 2,000

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
	1,101,149 % of Total: 100.00% (1,101,149)	1,099,689 % of Total: 100.00% (1,099,689)	1,514,650 % of Total: 100.00% (1,514,650)	53.49% Avg for View: 53.49% (0.00%)	2.11 Avg for View: 2.11 (0.00%)	00:02:18 Avg for View: 00:02:18 (0.00%)	1.95% Avg for View: 1.95% (0.00%)	29,611 % of Total: 100.00% (29,611)	\$838.00 % of Total: 100.00% (\$838.00)
1. [REDACTED]	683,229 (59.94%)	675,337 (61.41%)	803,482 (53.05%)	61.02%	1.77	00:01:31	1.37%	10,991 (37.12%)	\$290.00 (34.61%)
2. [REDACTED]	147,384 (12.93%)	147,835 (13.44%)	215,557 (14.23%)	52.58%	2.40	00:03:12	2.97%	6,407 (21.64%)	\$303.00 (36.16%)
3. [REDACTED]	62,372 (5.47%)	58,193 (5.29%)	90,582 (5.98%)	47.20%	2.58	00:02:25	3.58%	3,241 (10.95%)	\$60.00 (7.16%)
4. dealerleads.com / referral	32,922 (2.89%)	29,561 (2.69%)	49,740 (3.28%)	28.21%	3.69	00:04:06	3.90%	1,938 (6.54%)	\$48.00 (5.73%)
5. [REDACTED]	23,446 (2.06%)	21,351 (1.94%)	37,944 (2.51%)	33.78%	1.42	00:01:38	0.86%	326 (1.10%)	\$0.00 (0.00%)
6. [REDACTED]	19,439 (1.71%)	18,545 (1.69%)	27,145 (1.79%)	56.55%	2.48	00:02:48	1.04%	282 (0.95%)	\$0.00 (0.00%)
7. [REDACTED]	15,936 (1.40%)	12,306 (1.12%)	20,529 (1.36%)	57.41%	1.83	00:01:07	0.77%	158 (0.53%)	\$1.00 (0.12%)
8. [REDACTED]	14,785 (1.30%)	12,911 (1.17%)	26,229 (1.73%)	36.06%	1.30	00:01:20	0.66%	173 (0.58%)	\$2.00 (0.24%)
9. [REDACTED]	13,467 (1.18%)	12,957 (1.18%)	19,082 (1.26%)	24.72%	3.66	00:04:07	3.21%	613 (2.07%)	\$4.00 (0.48%)
10. [REDACTED]	9,450 (0.83%)	9,028 (0.82%)	15,073 (1.00%)	78.81%	1.39	00:00:52	0.88%	132 (0.45%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 1582

This report was generated on 5/19/22 at 3:16:43 PM - Refresh Report

Planet Hyundai Auto Deal X | Analytics X | +

analytics.google.com/analytics/web/?authuser=4#/report/trafficsources-all-traffic/a19112555w38291806p112125706/_u.date00=20160901&_u.date01=20161231&_.goalOption=ALL/

All accounts > http://www.planethyund... Dealer Leads - Conversion ... Try searching “Pageviews in last 30 days”

Analytics 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 ✓ Sep 1, 2016 - Dec 31, 2016

All Users 100.00% Users + Add Segment

Explorer Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Goal Set 4 Ecommerce

Users vs. Select a metric Day Week Month

Users 1,000

October 2016 November 2016 December 2016

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
	52,538 % of Total: 100.00% (52,538)	50,980 % of Total: 100.00% (50,980)	69,318 % of Total: 100.00% (69,318)	52.89% Avg for View: 52.89% (0.00%)	2.39 Avg for View: 2.39 (0.00%)	00:02:19 Avg for View: 00:02:19 (0.00%)	1.79% Avg for View: 1.79% (0.00%)	1,241 % of Total: 100.00% (1,241)	\$0.00 % of Total: 0.00% (\$0.00)
1. [REDACTED]	36,960 (69.59%)	36,176 (70.96%)	42,548 (61.38%)	61.79%	1.94	00:01:30	1.25%	531 (42.79%)	\$0.00 (0.00%)
2. [REDACTED]	5,331 (10.04%)	5,189 (10.18%)	10,436 (15.06%)	40.34%	2.86	00:04:08	2.48%	259 (20.87%)	\$0.00 (0.00%)
3. [REDACTED]	4,381 (8.25%)	3,941 (7.73%)	6,740 (9.72%)	40.98%	3.08	00:02:48	1.74%	117 (9.43%)	\$0.00 (0.00%)
4. [REDACTED]	1,715 (3.23%)	1,621 (3.18%)	2,456 (3.54%)	33.43%	3.72	00:03:44	2.40%	59 (4.75%)	\$0.00 (0.00%)
5. dealerleads.com / referral	1,604 (3.02%)	1,331 (2.61%)	2,203 (3.18%)	24.51%	4.55	00:03:53	5.08%	112 (9.02%)	\$0.00 (0.00%)
6. [REDACTED]	1,032 (1.94%)	982 (1.93%)	1,220 (1.76%)	49.84%	2.37	00:02:00	2.95%	36 (2.90%)	\$0.00 (0.00%)
7. [REDACTED]	514 (0.97%)	513 (1.01%)	536 (0.77%)	87.69%	1.21	00:00:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. [REDACTED]	174 (0.33%)	166 (0.33%)	271 (0.39%)	15.13%	3.84	00:04:45	5.17%	14 (1.13%)	\$0.00 (0.00%)
9. [REDACTED]	169 (0.32%)	0 (0.00%)	1,169 (1.69%)	19.08%	3.65	00:06:43	6.07%	71 (5.72%)	\$0.00 (0.00%)
10. [REDACTED]	143 (0.27%)	101 (0.20%)	203 (0.29%)	49.75%	1.86	00:01:25	1.97%	4 (0.32%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 159

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All accounts > http://www.planethyund... Dealer Leads - Conversion ... Try searching “Pageviews in last 30 days”

Analytics 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 ✓ Sep 1, 2016 - Dec 31, 2017

All Users 100.00% Users + Add Segment

Explorer Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Goal Set 4 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 advanced

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
262,386 % of Total: 100.00% (262,386)	264,472 % of Total: 100.00% (264,472)	354,725 % of Total: 100.00% (354,725)	57.31% Avg for View: 57.31% (0.00%)	2.29 Avg for View: 2.29 (0.00%)	00:02:13 Avg for View: 00:02:13 (0.00%)	1.63% Avg for View: 1.63% (0.00%)	5,770 % of Total: 100.00% (5,770)	\$0.00 % of Total: 0.00% (\$0.00)	
1. [redacted] 202,107 (74.96%)	201,653 (76.25%)	239,030 (67.38%)	65.70%	1.84	00:01:23	1.14%	2,732 (47.35%)	\$0.00 (0.00%)	
2. [redacted] 28,200 (10.46%)	27,855 (10.53%)	52,007 (14.66%)	45.82%	2.87	00:03:57	1.91%	995 (17.24%)	\$0.00 (0.00%)	
3. [redacted] 10,206 (3.79%)	9,084 (3.43%)	17,072 (4.81%)	36.74%	3.38	00:03:18	3.12%	532 (9.22%)	\$0.00 (0.00%)	
4. dealerleads.com / referral 8,350 (3.10%)	7,194 (2.72%)	12,750 (3.59%)	24.82%	4.50	00:04:21	4.94%	630 (10.92%)	\$0.00 (0.00%)	
5. [redacted] 6,068 (2.25%)	5,886 (2.23%)	9,169 (2.58%)	26.11%	4.01	00:04:34	3.74%	343 (5.94%)	\$0.00 (0.00%)	
6. [redacted] 3,165 (1.17%)	3,056 (1.16%)	3,874 (1.09%)	37.82%	2.75	00:02:34	3.20%	124 (2.15%)	\$0.00 (0.00%)	
7. [redacted] 1,196 (0.44%)	1,159 (0.44%)	1,308 (0.37%)	79.20%	1.43	00:00:40	0.84%	11 (0.19%)	\$0.00 (0.00%)	
8. [redacted] 929 (0.34%)	886 (0.34%)	1,168 (0.33%)	48.46%	2.67	00:01:58	1.37%	16 (0.28%)	\$0.00 (0.00%)	
9. [redacted] 826 (0.31%)	741 (0.28%)	1,002 (0.28%)	49.30%	2.59	00:02:14	0.90%	9 (0.16%)	\$0.00 (0.00%)	
10. [redacted] 761 (0.28%)	561 (0.21%)	1,021 (0.29%)	71.40%	1.92	00:01:30	0.49%	5 (0.09%)	\$0.00 (0.00%)	

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All accounts > http://www.planethyund... Dealer Leads - Conversion ... Try searching “Pageviews in last 30 days”

Analytics 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 ✓ Sep 1, 2016 - Dec 31, 2020

All Users 100.00% Users + Add Segment

Explorer Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Goal Set 4 Ecommerce

Users vs. Select a metric Day Week Month

Users 2,000

2017 2018 2019 2020


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
	1,013,924 % of Total: 100.00% (1,013,924)	1,013,220 % of Total: 100.00% (1,013,220)	1,404,213 % of Total: 100.00% (1,404,213)	54.01% Avg for View: 54.01% (0.00%)	2.11 Avg for View: 2.11 (0.00%)	00:02:19 Avg for View: 00:02:19 (0.00%)	1.82% Avg for View: 1.82% (0.00%)	25,491 % of Total: 100.00% (25,491)	\$838.00 % of Total: 100.00% (\$838.00)
1. [REDACTED]	645,882 (61.59%)	640,439 (63.21%)	764,819 (54.47%)	61.47%	1.76	00:01:30	1.24%	9,512 (37.32%)	\$290.00 (34.61%)
2. [REDACTED]	132,256 (12.61%)	132,524 (13.08%)	198,837 (14.16%)	51.98%	2.43	00:03:18	2.85%	5,669 (22.24%)	\$303.00 (36.16%)
3. [REDACTED]	53,644 (5.12%)	49,746 (4.91%)	80,113 (5.71%)	48.97%	2.47	00:02:27	3.29%	2,637 (10.34%)	\$60.00 (7.16%)
4. dealerleads.com / referral	31,295 (2.98%)	27,986 (2.76%)	48,205 (3.43%)	27.61%	3.71	00:04:10	3.89%	1,874 (7.35%)	\$48.00 (5.73%)
5. [REDACTED]	15,182 (1.45%)	14,536 (1.43%)	21,419 (1.53%)	56.21%	2.49	00:02:47	0.32%	68 (0.27%)	\$0.00 (0.00%)
6. [REDACTED]	14,753 (1.41%)	11,440 (1.13%)	19,396 (1.38%)	57.16%	1.80	00:01:08	0.70%	135 (0.53%)	\$1.00 (0.12%)
7. [REDACTED]al	13,414 (1.28%)	11,677 (1.15%)	23,117 (1.65%)	34.55%	1.45	00:01:38	0.74%	171 (0.67%)	\$0.00 (0.00%)
8. [REDACTED]	12,819 (1.22%)	12,336 (1.22%)	18,303 (1.30%)	25.22%	3.67	00:04:08	3.03%	555 (2.18%)	\$4.00 (0.48%)
9. [REDACTED]	11,383 (1.09%)	9,902 (0.98%)	20,713 (1.48%)	35.48%	1.36	00:01:25	0.56%	117 (0.46%)	\$2.00 (0.24%)
10. [REDACTED]	9,450 (0.90%)	9,028 (0.89%)	15,073 (1.07%)	78.81%	1.39	00:00:52	0.88%	132 (0.52%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 1555

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All accounts > http://www.planethyund... Dealer Leads - Conversion ... Try searching “Compare bounce rate this week with last week”

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Users vs. Select a metric Day Week Month

Users 2,000

2017 2018 2019 2020 2021

Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default advanced

Source / Medium	Acquisition			Behavior			Conversions	All Goals
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration		
	1,101,149 % of Total: 100.00% (1,101,149)	1,099,689 % of Total: 100.00% (1,099,689)	1,514,650 % of Total: 100.00% (1,514,650)	53.49% Avg for View: 53.49% (0.00%)	2.11 Avg for View: 2.11 (0.00%)	00:02:18 Avg for View: 00:02:18 (0.00%)		✓ All Goals Goal 1: Lead Form Contact Us Goal 2: Lead Form Roadster - Unlock Savings Goal 3: Click to Call Goal 4: Lead Form Finance Goal 6: Click to Chat Goal 7: Form Payment Calculator Goal 8: Click to Text Goal 10: Lead Form Availability Goal 11: Lead Form Order Parts Goal 12: Lead Form Contact Service
1. [redacted]	683,229 (59.94%)	675,337 (61.41%)	803,482 (53.05%)	61.02%	1.77	00:01:31		
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THANK YOU

FOR VIEWING THIS INFORMATIVE CASE STUDY



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