

Hyundai 5 Year Case Study



Planet Hyundai
Documented Google Analytics Views

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



Tier Loyalty Programs

Highest Converting Traffic Provider!
Beyond Impressive Results!



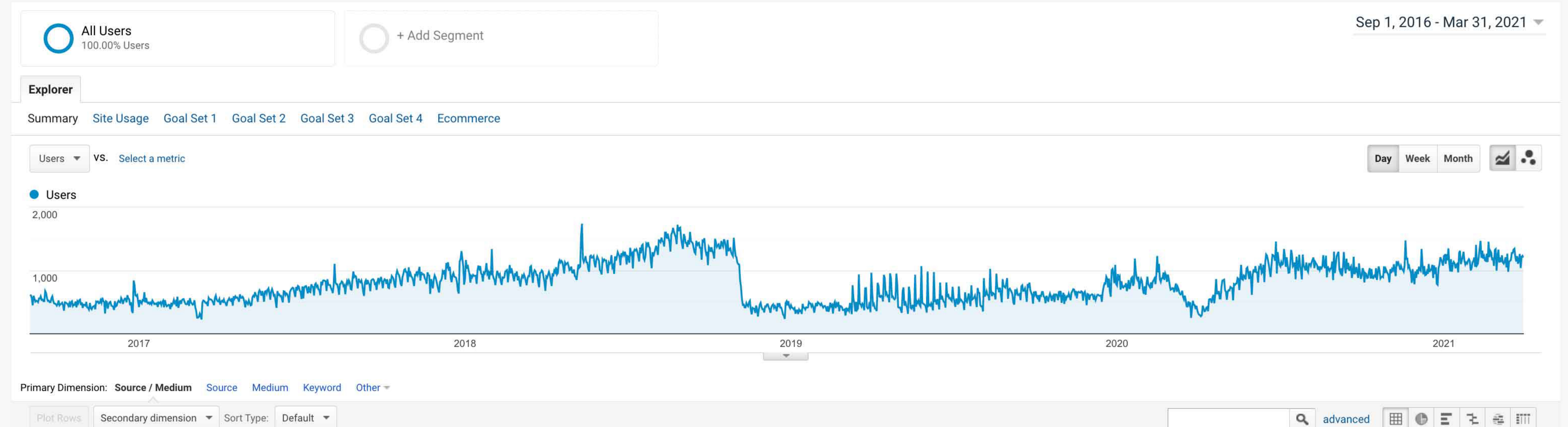
- Home
- Customization
- REPORTS
- Realtime
- Audience
- Acquisition
 - Overview
 - All Traffic
 - Channels
 - Treemaps
 - Source/Medium
 - Referrals
 - Google Ads
 - Search Console
 - Social
 - Campaigns
- Behavior
- Conversions
- Attribution BETA
- Discover
- Admin

All Traffic 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



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 <small>% of Total: 100.00% (1,101,149)</small>	1,099,689 <small>% of Total: 100.00% (1,099,689)</small>	1,514,650 <small>% of Total: 100.00% (1,514,650)</small>	53.49% <small>Avg for View: 53.49% (0.00%)</small>	2.11 <small>Avg for View: 2.11 (0.00%)</small>	00:02:18 <small>Avg for View: 00:02:18 (0.00%)</small>	1.95% <small>Avg for View: 1.95% (0.00%)</small>	29,611 <small>% of Total: 100.00% (29,611)</small>	\$838.00 <small>% of Total: 100.00% (\$838.00)</small>
1.	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.	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.	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.	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.	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.	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.	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.	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.	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%)

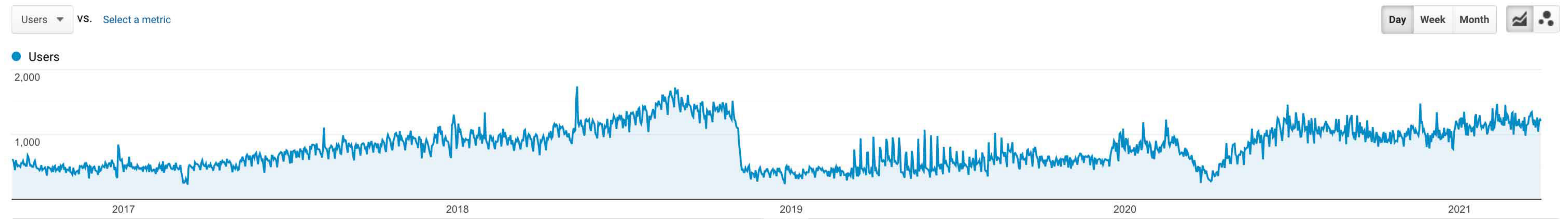
- Analytics
- Home
- Customization
- REPORTS
- Realtime
- Audience
- Acquisition
 - Overview
 - All Traffic
 - Channels
 - Treemaps
 - Source/Medium
 - Referrals
- Google Ads
- Search Console
- Social
- Campaigns
- Behavior
- Conversions
- Attribution BETA
- Discover
- Admin

All Traffic

All Users 100.00% Users + Add Segment

Sep 1, 2016 - Mar 31, 2021

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



Primary Dimension: Source / Medium Source Medium Keyword Other

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion	Value	Revenue
	1,101,149 <small>% of Total: 100.00% (1,101,149)</small>	1,099,689 <small>% of Total: 100.00% (1,099,689)</small>	1,514,650 <small>% of Total: 100.00% (1,514,650)</small>	53.49% <small>Avg for View: 53.49% (0.00%)</small>	2.11 <small>Avg for View: 2.11 (0.00%)</small>	00:02:18 <small>Avg for View: 00:02:18 (0.00%)</small>			
1. [blurred]	683,229 (59.94%)	675,337 (61.41%)	803,482 (53.05%)	61.02%	1.77	00:01:31			
2. [blurred]	147,384 (12.93%)	147,835 (13.44%)	215,557 (14.23%)	52.58%	2.40	00:03:12			
3. [blurred]	62,372 (5.47%)	58,193 (5.29%)	90,582 (5.98%)	47.20%	2.58	00:02:25			
4. dealerleads.com / referral	32,922 (2.89%)	29,561 (2.69%)	49,740 (3.28%)	28.21%	3.69	00:04:06			
5. [blurred]	23,446 (2.06%)	21,351 (1.94%)	37,944 (2.51%)	33.78%	1.42	00:01:38			
6. [blurred]	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. [blurred]	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. [blurred]	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. [blurred]	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. [blurred]	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%)

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

THANK YOU

FOR VIEWING THIS INFORMATIVE CASE STUDY



800-346-0050

Cheyne Tackett

cheyne@sba.net

