



A family owned and operated company.

**(800) 369-3003**

[dealerleads.com](http://dealerleads.com)

# 6 YEAR PLUS

PARTNER CASE STUDY #74

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Audi  
Ontario

# OUR SIX FOCAL POINTS

**1** Media Buy / The Budget

Monthly Spend. How much traffic will be purchased? Budget is entirely up to the dealer, should be based on # of vehicles in stock on the lot.

**4** Time On Site

The average amount of time shoppers spent looking at VDP's, SRP's and other areas of your dealerships website.

**2** Bounce Rate Comparison

The comparative traffic quality in relationship to the other top media providers per dealers google analytics report average.

**5** City Locale

The city in which the traffic originated from and its relevance in relationship to your dealerships location and or campaign.

**3** Page View / SRP View / VDP Views

The average number of pages a customer viewed while navigating the different areas of your dealerships website.

**6** Traffic Sustainability

Can the media provider sustain consistent quality of traffic over long periods of time to insure dealerships growth?

This Dealer Leads case study involves an up-close, in-depth, and detailed investigation of a specific dealership. We attempt to be clear, clean, and concise by offering accurate redacted Google Analytic views. It's about the math, and we mean that literally.

You won't find cool pictures of pretty people doing extraordinary things. There are no pie charts, bar graphs, or staircases with lightning bolt arrows pointing upward showing how much money you will make. At the end of the month, your P&L statement is all about the math, and so is this case study.

We will show our program's dominating influence on our other dealership partners across the U.S. month after month, year after year, and hope we can fit into your future marketing objectives.

# THE MATH

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DealerLeads.com

The following slide will show our platform's cumulative total for this client. It represents the entire time this dealership has been on our platform while using Google Analytics for tracking, accountability, and transparency.

# DEALERLEADS

# 2017-2022 PERFORMANCE



Primary Dimension: Source / Medium

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
All Traffic	2,547,339 <small>% of Total: 100.00% (2,547,339)</small>	66.56% <small>Avg for View: 66.51% (0.09%)</small>	1,695,624 <small>% of Total: 100.09% (1,694,126)</small>	40.52% <small>Avg for View: 40.52% (0.00%)</small>	2.45 <small>Avg for View: 2.45 (0.00%)</small>	00:02:27 <small>Avg for View: 00:02:27 (0.00%)</small>	1.62% <small>Avg for View: 1.62% (0.00%)</small>	41,337 <small>% of Total: 100.00% (41,337)</small>	\$10,713.00 <small>% of Total: 100.00% (10,713.00)</small>
1. [blurred]	887,568 (34.84%)	75.50%	670,113 (39.52%)	54.44%	2.61	00:02:22	1.69%	15,030 (36.36%)	\$4,146.00 (38.70%)
2. [blurred]	323,244 (12.69%)	68.09%	220,095 (12.98%)	50.19%	2.62	00:02:07	1.97%	6,372 (15.41%)	\$2,008.00 (18.74%)
3. [blurred]	307,100 (12.06%)	50.11%	153,884 (9.08%)	20.51%	1.67	00:01:33	0.86%	2,644 (6.40%)	\$263.00 (2.45%)
4. [blurred]	292,845 (11.50%)	71.58%	209,604 (12.36%)	40.14%	2.65	00:03:15	2.23%	6,522 (15.78%)	\$2,008.00 (18.74%)
5. [blurred]	95,636 (3.75%)	63.97%	61,181 (3.61%)	14.51%	1.51	00:01:23	0.18%	172 (0.42%)	\$24.00 (0.22%)
6. dealerleads.com / referral	90,746 (3.56%)	80.28%	72,855 (4.30%)	37.87%	3.30	00:02:35	2.06%	1,867 (4.52%)	\$446.00 (4.16%)
7. [blurred]	63,069 (2.48%)	59.87%	37,759 (2.23%)	13.88%	3.72	00:03:40	2.50%	1,575 (3.81%)	\$397.00 (3.71%)
8. [blurred]	55,204 (2.17%)	46.80%	25,835 (1.52%)	18.01%	1.20	00:00:56	0.43%	239 (0.58%)	\$18.00 (0.17%)
9. [blurred]	50,977 (2.00%)	70.60%	35,989 (2.12%)	28.65%	1.26	00:01:18	0.81%	413 (1.00%)	\$118.00 (1.10%)
10. [blurred]	31,159 (1.22%)	45.41%	14,150 (0.83%)	53.90%	1.89	00:00:52	1.94%	605 (1.46%)	\$25.00 (0.23%)

Let's talk quickly about **conversions**. We use Google Analytics views to track two goal types: hard goal conversions and soft goal conversions.

A **hard goal conversion** completion is anytime your dealership gets the customer's information. (i.e.), a lead form completion from a VDP, a click-to-call, a click-to-chat, a click-to-text, or any CTA on your website that can capture customers' information in some form is considered a hard goal conversion. When one of these events occurs, Google Analytics records a completion under Google Goals.

The Google Analytics dashboard allows an in-depth comparison of several traffic sources simultaneously, based entirely on the math in an unbiased reporting platform. In this case study, we are looking at hard goal conversions and hard goal completion conversion rates.

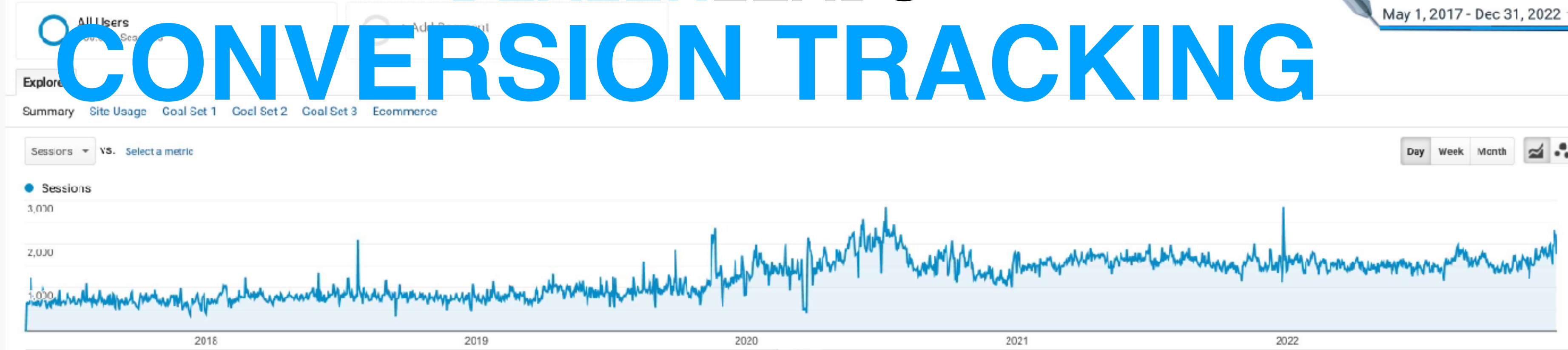
# HARD GOAL CONVERSIONS

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[DealerLeads.com](https://DealerLeads.com)

We use Google Goals to track these goal events' completion, then compare our conversion rates to our competitors. We focus on these metrics in this case study and our monthly reporting to our clients.

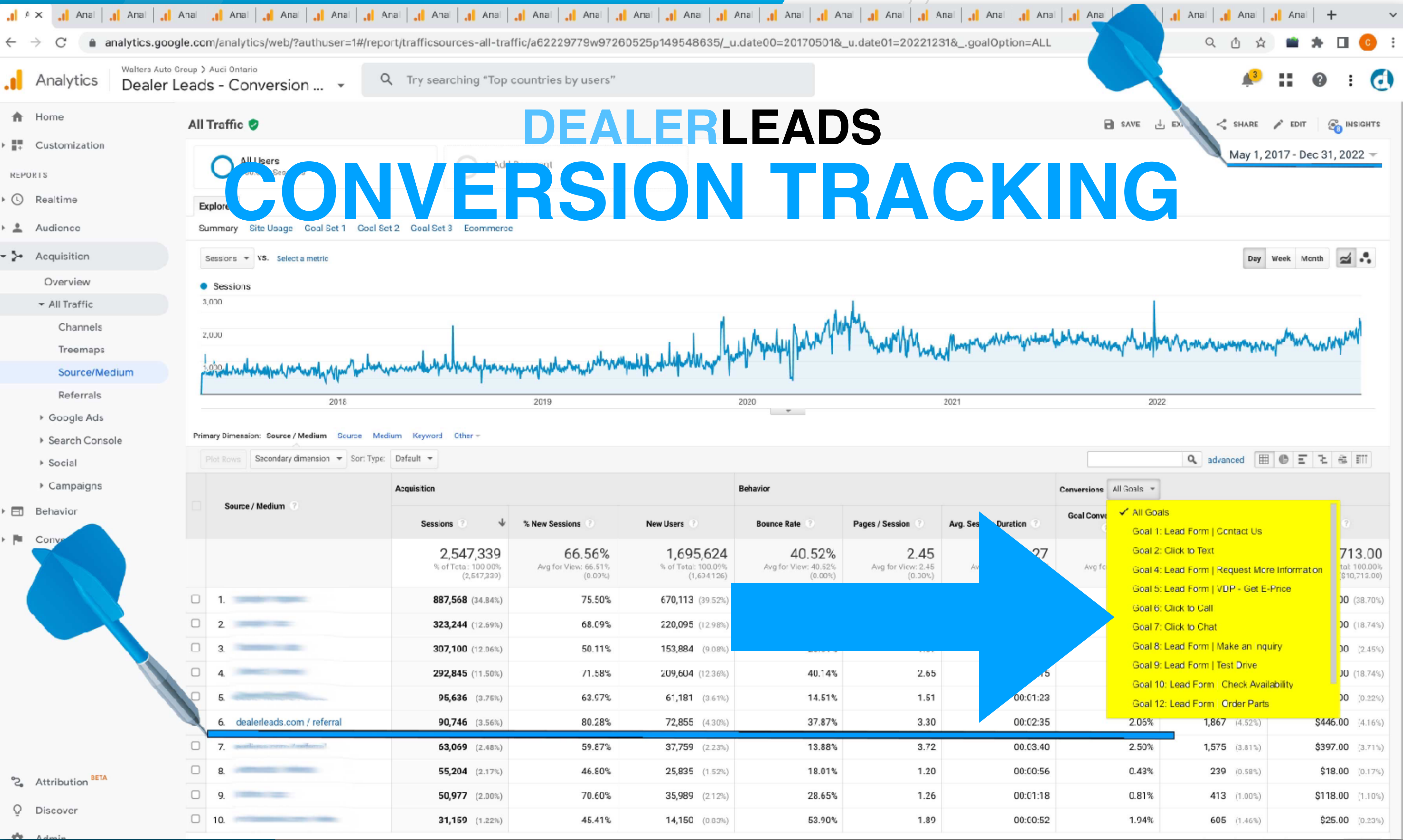
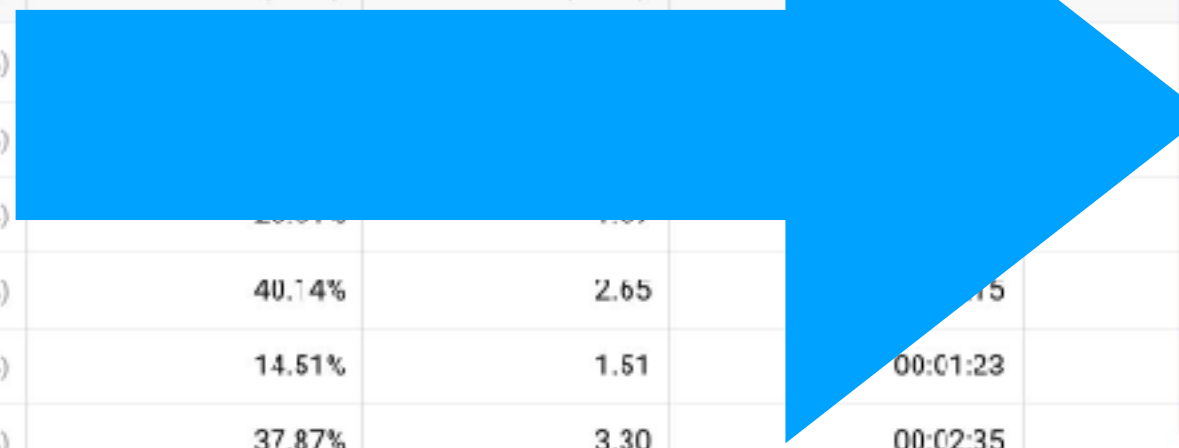
# DEALERLEADS CONVERSION TRACKING

All Traffic



Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Revenue	Value
	2,547,339 <small>% of Total: 100.00% (2,547,339)</small>	66.56% <small>Avg for View: 66.51% (0.09%)</small>	1,695,624 <small>% of Total: 100.00% (1,694,126)</small>	40.52% <small>Avg for View: 40.52% (0.00%)</small>	2.45 <small>Avg for View: 2.45 (0.30%)</small>	00:02:27			
1. [blurred]	887,568 (34.84%)	75.50%	670,113 (39.52%)						
2. [blurred]	323,244 (12.69%)	68.09%	220,095 (12.98%)						
3. [blurred]	307,100 (12.06%)	50.11%	153,884 (9.08%)						
4. [blurred]	292,845 (11.50%)	71.58%	209,604 (12.36%)	40.14%	2.65	00:01:15			
5. [blurred]	95,636 (3.75%)	63.97%	61,181 (3.61%)	14.51%	1.51	00:01:23			
6. dealerleads.com / referral	90,746 (3.56%)	80.28%	72,855 (4.30%)	37.87%	3.30	00:02:35	2.05%	1,867 (4.52%)	\$446.00 (4.16%)
7. [blurred]	63,069 (2.48%)	59.87%	37,759 (2.23%)	13.88%	3.72	00:03:40	2.50%	1,575 (3.81%)	\$397.00 (3.71%)
8. [blurred]	55,204 (2.17%)	46.80%	25,835 (1.52%)	18.01%	1.20	00:00:56	0.43%	239 (0.58%)	\$18.00 (0.17%)
9. [blurred]	50,977 (2.00%)	70.60%	35,989 (2.12%)	28.65%	1.26	00:01:18	0.81%	413 (1.00%)	\$118.00 (1.10%)
10. [blurred]	31,159 (1.22%)	45.41%	14,150 (0.83%)	53.90%	1.89	00:00:52	1.94%	605 (1.46%)	\$25.00 (0.23%)

- ✓ All Goals
- Goal 1: Lead Form | Contact Us
- Goal 2: Click to Text
- Goal 4: Lead Form | Request More Information
- Goal 5: Lead Form | VDP - Get E-Price
- Goal 6: Click to Call
- Goal 7: Click to Chat
- Goal 8: Lead Form | Make an Inquiry
- Goal 9: Lead Form | Test Drive
- Goal 10: Lead Form | Check Availability
- Goal 12: Lead Form | Order Parts



The following two slides document our ability to maintain consistent shopper traffic patterns to the dealer's website, as well as the originating city location of that traffic.

**Traffic sustainability:** This metric shows our ability to maintain a constant, consistent, reliable supply of SHOPPER / CUSTOMER traffic to any particular dealership website month after month, year after year. These metrics are necessary for a dealership to maintain controllable growth patterns and predictable inventory turn rates.

**City Location:** We document our platform's consistent, relevant local shopper traffic to the dealership's website from locations where the dealership can sell cars. It's that simple.

# OUR TRAFFIC & CITY LOCATION

Introducing  
DealerLeads.com

The dealer Leads program provides an economically viable, predictable, sustainable, trackable program dealers rely on to turn inventory quickly and grow their dealerships.

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

All Traffic

# DEALERLEADS

# CONSISTENT TRAFFIC

month after month, year after year.

ALL » SOURCE / MEDIUM: dealerleads.com / referral May 1, 2017 - Dec 31, 2022



Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
1. dealerleads.com / referral	90,746 <small>(100.00%)</small>	80.28% <small>Avg for View: 66.51% (20.72%)</small>	72,855 <small>(100.00%)</small>	37.87% <small>Avg for View: 40.52% (-6.54%)</small>	3.30 <small>Avg for View: 2.45 (34.56%)</small>	00:02:35 <small>Avg for View: 00:02:27 (5.68%)</small>	2.06% <small>Avg for View: 1.62% (26.78%)</small>	1,867 <small>(100.00%)</small>	\$446.00 <small>(100.00%)</small>

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

This report was generated on 2/22/23 at 9:44:19 AM - Refresh Report



# DEALERLEADS

# TRAFFIC CITY LOCALE

and the relationship to the dealer's location



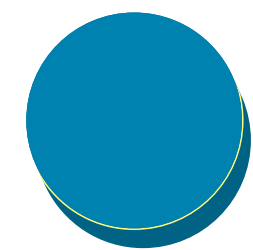
Primary Dimension: Source / Medium Other

Secondary dimension: City Sort Type: Default

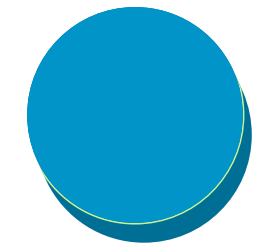
Source / Medium	City	Acquisition			Behavior			Conversions		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		90,343 % of Total: 3.55% (2,547,339)	81.51% Avg for View: 66.51% (22.56%)	73,631 % of Total: 4.35% (1,694,126)	38.14% Avg for View: 40.52% (4.85%)	3.14 Avg for View: 2.45 (28.10%)	00:02:17 Avg for View: 00:02:27 (-6.46%)	1.95% Avg for View: 1.62% (19.88%)	1,749 % of Total: 4.23% (41,337)	\$420.28 % of Total: 3.92% (\$10,713.00)
1. dealerleads.com / referral	Los Angeles	24,973 (27.64%)	86.89%	21,699 (29.47%)	31.23%	3.12	00:02:11	1.79%	446 (25.50%)	\$46.70 (11.11%)
2. dealerleads.com / referral	Ontario	6,595 (7.30%)	80.24%	5,292 (7.19%)	49.89%	2.67	00:01:54	1.80%	119 (6.80%)	\$20.75 (4.94%)
3. dealerleads.com / referral	Fontana	5,095 (5.64%)	79.53%	4,052 (5.60%)	39.92%	3.21	00:02:08	1.63%	83 (4.75%)	\$31.13 (7.41%)
4. dealerleads.com / referral	San Diego	4,831 (5.35%)	74.00%	3,575 (4.86%)	40.59%	3.10	00:02:22	3.77%	182 (10.41%)	\$51.89 (12.35%)
5. dealerleads.com / referral	Rancho Cucamonga	4,177 (4.62%)	77.02%	3,217 (4.37%)	35.53%	3.39	00:02:42	2.73%	114 (6.52%)	\$46.70 (11.11%)
6. dealerleads.com / referral	Hesperia	2,397 (2.65%)	78.56%	1,883 (2.56%)	46.10%	2.92	00:01:55	0.88%	21 (1.20%)	\$0.00 (0.00%)
7. dealerleads.com / referral	(not set)	2,257 (2.50%)	85.51%	1,930 (2.62%)	52.19%	2.80	00:02:31	1.15%	26 (1.49%)	\$5.19 (1.23%)
8. dealerleads.com / referral	Riverside	2,174 (2.41%)	68.72%	1,494 (2.03%)	43.42%	3.11	00:02:24	1.66%	36 (2.06%)	\$5.19 (1.23%)
9. dealerleads.com / referral	Chino	1,977 (2.19%)	80.58%	1,593 (2.16%)	41.98%	2.85	00:01:31	1.57%	31 (1.77%)	\$15.57 (3.70%)
10. dealerleads.com / referral	Pomona	1,702 (1.88%)	83.55%	1,422 (1.93%)	52.76%	2.59	00:02:05	0.94%	16 (0.91%)	\$0.00 (0.00%)

# LET'S GO

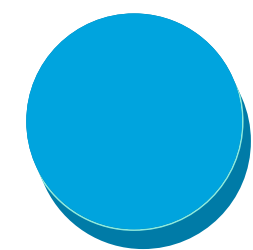
## Quarter by Quarter



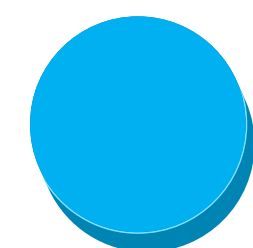
1ST QUARTER REPORTING  
JAN 1 thru MAR 31



2ND QUARTER REPORTING  
APR 1 thru JUN 30



3RD QUARTER REPORTING  
JUL 1 thru SEP 30



4TH QUARTER REPORTING  
OCT 1 thru DEC 31



# DEALERLEADS

## 2017 Q2 PERFORMANCE

**All Traffic** 100.00% Sessions

Explorer: Summary | Site Usage | Goal Set 1 | Goal Set 2 | Goal Set 3 | Economic

Sessions vs. Select a metric

Primary Dimension: Source / Medium

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	41,006 <small>% of Total: 100.00% (41,006)</small>	61.79% <small>Avg for View: 61.69% (0.16%)</small>	25,336 <small>% of Total: 100.16% (25,296)</small>	33.80% <small>Avg for View: 33.80% (0.00%)</small>	3.20 <small>Avg for View: 3.20 (0.00%)</small>	00:03:01 <small>Avg for View: 00:03:01 (0.00%)</small>	1.37% <small>Avg for View: 1.37% (0.00%)</small>	561 <small>% of Total: 100.00% (561)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	8,803 (21.47%)	60.07%	5,288 (20.67%)	36.41%	3.59	00:02:50	2.01%	177 (31.55%)	\$0.00 (0.00%)
2. [blurred]	7,263 (17.71%)	47.60%	3,457 (13.64%)	17.00%	5.03	00:04:43	2.33%	169 (30.12%)	\$0.00 (0.00%)
3. [blurred]	4,997 (12.19%)	65.60%	3,278 (12.94%)	33.46%	1.20	00:01:02	0.72%	36 (6.42%)	\$0.00 (0.00%)
4. [blurred]	4,067 (9.92%)	59.65%	2,426 (9.58%)	34.99%	3.20	00:04:02	1.48%	60 (10.70%)	\$0.00 (0.00%)
5. [blurred]	3,168 (7.73%)	81.16%	2,571 (10.15%)	48.07%	2.47	00:02:06	0.57%	18 (3.21%)	\$0.00 (0.00%)
6. [blurred]	2,222 (5.42%)	52.07%	1,157 (4.57%)	10.62%	3.88	00:03:44	0.68%	15 (2.67%)	\$0.00 (0.00%)
7. [blurred]	1,394 (3.40%)	79.84%	1,113 (4.39%)	61.19%	1.61	00:01:07	0.22%	3 (0.53%)	\$0.00 (0.00%)
8. dealerleads.com / referral	1,114 (2.72%)	75.04%	836 (3.30%)	36.71%	3.91	00:03:38	2.78%	31 (5.53%)	\$0.00 (0.00%)
9. [blurred]	1,063 (2.59%)	67.73%	720 (2.84%)	29.54%	3.39	00:03:23	1.60%	17 (3.03%)	\$0.00 (0.00%)
10. [blurred]	908 (2.21%)	126.76%	1,151 (4.54%)	64.43%	0.84	00:00:08	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10 | Go to: 1 | 1 - 10 of 113

# DEALERLEADS

# 2017 Q3 PERFORMANCE

All Traffic

All Users 100.00% Sessions

+ Add Segment

Explorer

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

Sessions vs. Select a metric

Sessions



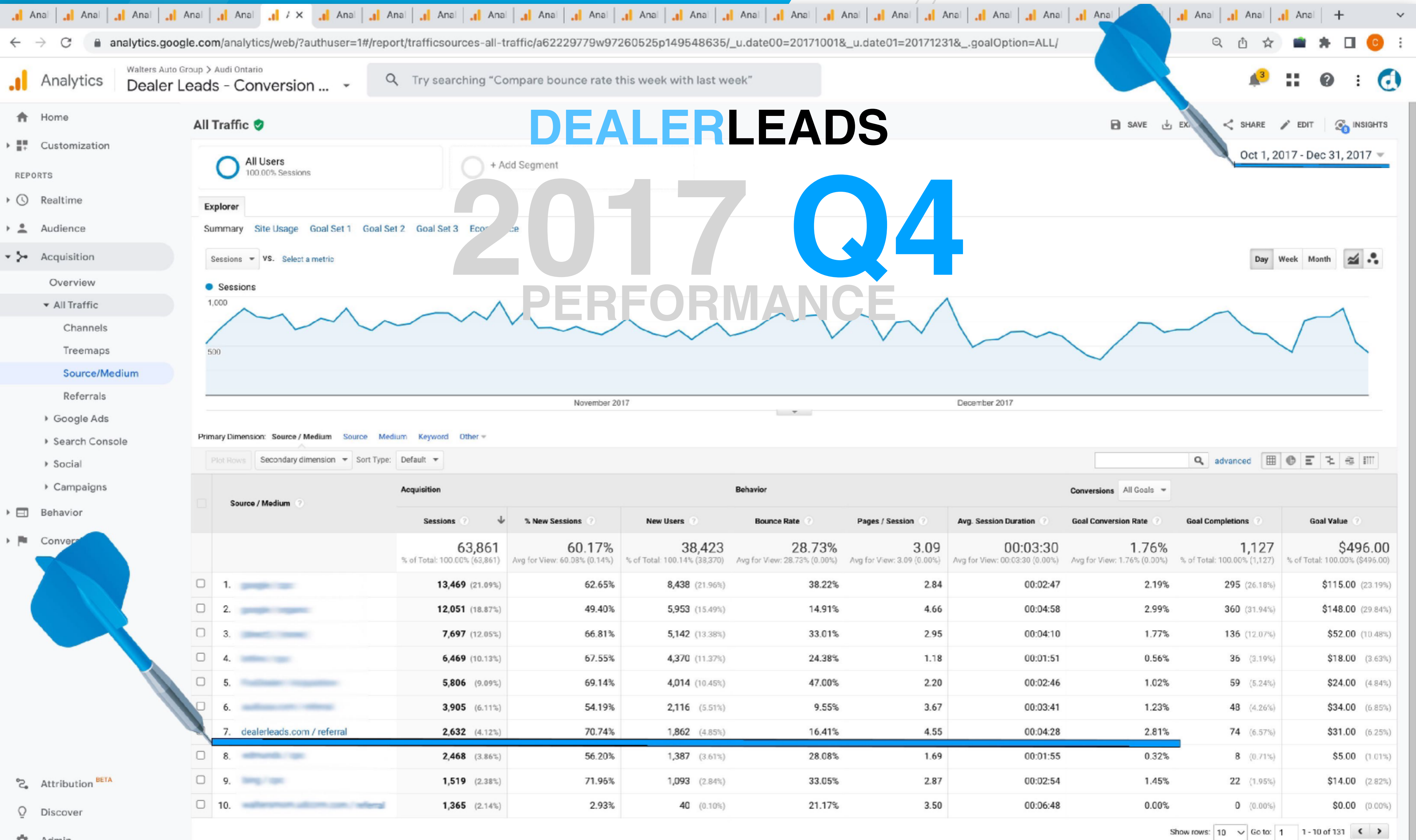
Day Week Month

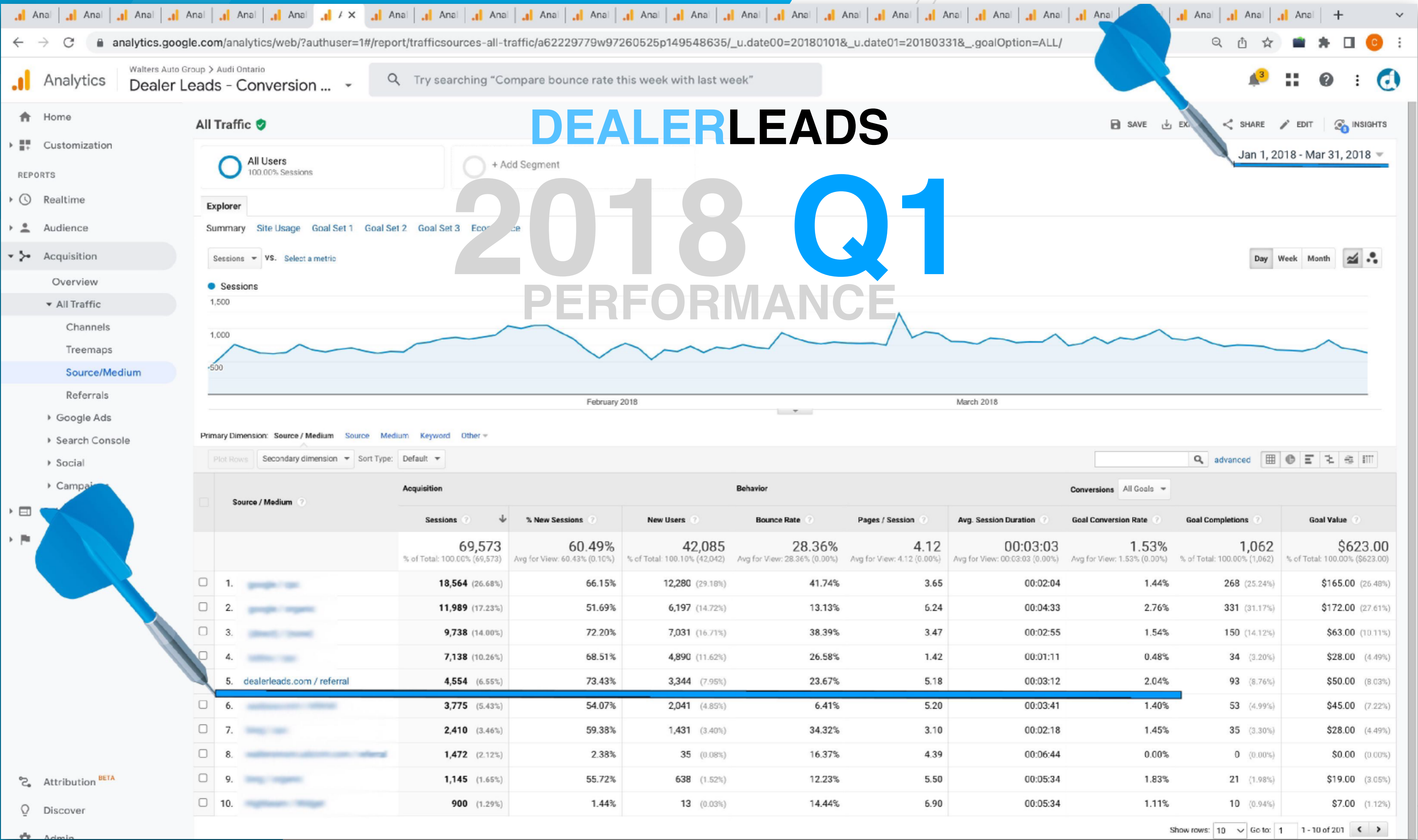
Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

advanced

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	64,125 <small>% of Total: 100.00% (64,125)</small>	59.46% <small>Avg for View: 59.36% (0.17%)</small>	38,128 <small>% of Total: 100.17% (38,062)</small>	31.22% <small>Avg for View: 31.22% (0.00%)</small>	3.31 <small>Avg for View: 3.31 (0.00%)</small>	00:03:43 <small>Avg for View: 00:03:43 (0.00%)</small>	1.42% <small>Avg for View: 1.42% (0.00%)</small>	913 <small>% of Total: 100.00% (913)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	15,613 (24.35%)	57.45%	8,970 (23.53%)	33.12%	3.51	00:03:31	1.96%	306 (33.52%)	\$0.00 (0.00%)
2. [blurred]	11,391 (17.76%)	49.48%	5,636 (14.78%)	14.01%	4.96	00:05:18	2.38%	271 (29.68%)	\$0.00 (0.00%)
3. [blurred]	7,853 (12.25%)	68.87%	5,408 (14.18%)	40.71%	2.80	00:03:47	1.44%	113 (12.38%)	\$0.00 (0.00%)
4. [blurred]	7,110 (11.09%)	64.94%	4,617 (12.11%)	32.86%	1.21	00:01:39	0.42%	30 (3.29%)	\$0.00 (0.00%)
5. [blurred]	3,760 (5.86%)	69.28%	2,605 (6.83%)	44.04%	2.42	00:02:41	0.69%	26 (2.85%)	\$0.00 (0.00%)
6. [blurred]	3,669 (5.72%)	51.65%	1,895 (4.97%)	13.16%	3.69	00:04:02	0.98%	36 (3.94%)	\$0.00 (0.00%)
7. [blurred]	2,584 (4.03%)	70.55%	1,823 (4.78%)	45.94%	1.40	00:01:55	0.23%	6 (0.66%)	\$0.00 (0.00%)
8. dealerleads.com / referral	2,053 (3.20%)	72.82%	1,495 (3.92%)	27.57%	4.37	00:05:46	1.85%	38 (4.16%)	\$0.00 (0.00%)
9. [blurred]	1,478 (2.30%)	65.16%	963 (2.53%)	33.22%	3.41	00:03:54	1.35%	20 (2.19%)	\$0.00 (0.00%)
10. [blurred]	1,189 (1.85%)	75.69%	900 (2.36%)	55.93%	1.51	00:01:26	0.00%	0 (0.00%)	\$0.00 (0.00%)





# DEALERLEADS

# 2018 Q1 PERFORMANCE



Source / Medium	Acquisition		Behavior				Conversions			
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value	
	69,573 <small>% of Total: 100.00% (69,573)</small>	60.49% <small>Avg for View: 60.43% (0.10%)</small>	42,085 <small>% of Total: 100.10% (42,042)</small>	28.36% <small>Avg for View: 28.36% (0.00%)</small>	4.12 <small>Avg for View: 4.12 (0.00%)</small>	00:03:03 <small>Avg for View: 00:03:03 (0.00%)</small>	1.53% <small>Avg for View: 1.53% (0.00%)</small>	1,062 <small>% of Total: 100.00% (1,062)</small>	\$623.00 <small>% of Total: 100.00% (\$623.00)</small>	
1. [blurred]	18,564 (26.68%)	66.15%	12,280 (29.18%)	41.74%	3.65	00:02:04	1.44%	268 (25.24%)	\$165.00 (26.48%)	
2. [blurred]	11,989 (17.23%)	51.69%	6,197 (14.72%)	13.13%	6.24	00:04:33	2.76%	331 (31.17%)	\$172.00 (27.61%)	
3. [blurred]	9,738 (14.00%)	72.20%	7,031 (16.71%)	38.39%	3.47	00:02:55	1.54%	150 (14.12%)	\$63.00 (10.11%)	
4. [blurred]	7,138 (10.26%)	68.51%	4,890 (11.62%)	26.58%	1.42	00:01:11	0.48%	34 (3.20%)	\$28.00 (4.49%)	
5. dealerleads.com / referral	4,554 (6.55%)	73.43%	3,344 (7.95%)	23.67%	5.18	00:03:12	2.04%	93 (8.76%)	\$50.00 (8.03%)	
6. [blurred]	3,775 (5.43%)	54.07%	2,041 (4.85%)	6.41%	5.20	00:03:41	1.40%	53 (4.99%)	\$45.00 (7.22%)	
7. [blurred]	2,410 (3.46%)	59.38%	1,431 (3.40%)	34.32%	3.10	00:02:18	1.45%	35 (3.30%)	\$28.00 (4.49%)	
8. [blurred]	1,472 (2.12%)	2.38%	35 (0.08%)	16.37%	4.39	00:06:44	0.00%	0 (0.00%)	\$0.00 (0.00%)	
9. [blurred]	1,145 (1.65%)	55.72%	638 (1.52%)	12.23%	5.50	00:05:34	1.83%	21 (1.98%)	\$19.00 (3.05%)	
10. [blurred]	900 (1.29%)	1.44%	13 (0.03%)	14.44%	6.90	00:05:34	1.11%	10 (0.94%)	\$7.00 (1.12%)	

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

# DEALERLEADS

# 2018 Q2 PERFORMANCE



Primary Dimension: Source / Medium

Source / Medium	Acquisition		Behavior				Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	72,836 <small>% of Total: 100.00% (72,836)</small>	62.23% <small>Avg for View: 62.15% (0.13%)</small>	45,326 <small>% of Total: 100.13% (45,269)</small>	37.79% <small>Avg for View: 37.79% (0.00%)</small>	3.35 <small>Avg for View: 3.35 (0.00%)</small>	00:03:03 <small>Avg for View: 00:03:03 (0.00%)</small>	1.64% <small>Avg for View: 1.64% (0.00%)</small>	1,195 <small>% of Total: 100.00% (1,195)</small>	\$740.00 <small>% of Total: 100.00% (\$740.00)</small>
1. [blurred]	18,146 (24.91%)	63.85%	11,588 (25.57%)	45.83%	3.55	00:02:31	1.75%	317 (26.53%)	\$221.00 (29.86%)
2. [blurred]	12,623 (17.33%)	52.59%	6,638 (14.65%)	19.54%	4.88	00:04:25	2.71%	342 (28.62%)	\$187.00 (25.27%)
3. [blurred]	10,136 (13.92%)	71.24%	7,221 (15.93%)	47.73%	2.77	00:02:45	1.94%	197 (16.49%)	\$89.00 (12.03%)
4. dealerleads.com / referral	7,467 (10.25%)	82.56%	6,165 (13.60%)	48.29%	3.03	00:02:16	1.79%	134 (11.21%)	\$76.00 (10.27%)
5. [blurred]	6,116 (8.40%)	71.55%	4,376 (9.65%)	34.27%	1.22	00:01:04	0.56%	34 (2.85%)	\$30.00 (4.05%)
6. [blurred]	5,006 (6.87%)	71.47%	3,578 (7.89%)	54.87%	2.40	00:02:08	1.28%	64 (5.36%)	\$56.00 (7.57%)
7. [blurred]	3,483 (4.78%)	52.89%	1,842 (4.06%)	12.66%	3.91	00:03:20	0.98%	34 (2.85%)	\$27.00 (3.65%)
8. [blurred]	1,677 (2.30%)	1.19%	20 (0.04%)	19.68%	3.83	00:07:26	0.18%	3 (0.25%)	\$3.00 (0.41%)
9. [blurred]	1,079 (1.48%)	38.18%	412 (0.91%)	13.72%	2.37	00:02:09	0.93%	10 (0.84%)	\$5.00 (0.68%)
10. [blurred]	936 (1.29%)	34.29%	321 (0.71%)	8.01%	5.42	00:08:42	1.39%	13 (1.09%)	\$10.00 (1.35%)

# DEALERLEADS

# 2018 Q3 PERFORMANCE

All Traffic

All Users  
100.00% Sessions

Explorer

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

Sessions vs. Select a metric

Sessions

3,000

2,000

1,000

August 2018

September 2018

Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

advanced

Source / Medium	Acquisition		Behavior				Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	77,517 <small>% of Total: 100.00% (77,517)</small>	66.30% <small>Avg for View: 66.23% (0.11%)</small>	51,392 <small>% of Total: 100.11% (51,336)</small>	40.48% <small>Avg for View: 40.48% (0.00%)</small>	3.23 <small>Avg for View: 3.23 (0.00%)</small>	00:03:08 <small>Avg for View: 00:03:08 (0.00%)</small>	3.78% <small>Avg for View: 3.78% (0.00%)</small>	2,933 <small>% of Total: 100.00% (2,933)</small>	\$766.00 <small>% of Total: 100.00% (\$766.00)</small>
1. [blurred]	17,369 (22.41%)	66.41%	11,534 (22.44%)	49.25%	3.23	00:02:16	4.00%	694 (23.66%)	\$212.00 (27.68%)
2. [blurred]	14,168 (18.28%)	55.62%	7,880 (15.33%)	22.35%	4.56	00:04:16	5.51%	781 (26.63%)	\$207.00 (27.02%)
3. [blurred]	11,001 (14.19%)	71.46%	7,861 (15.30%)	46.62%	2.73	00:02:57	3.94%	433 (14.76%)	\$122.00 (15.93%)
4. dealerleads.com / referral	9,309 (12.01%)	84.75%	7,889 (15.35%)	41.45%	3.45	00:04:06	2.85%	265 (9.04%)	\$46.00 (6.01%)
5. [blurred]	6,189 (7.98%)	83.91%	5,193 (10.10%)	57.31%	2.35	00:01:51	3.76%	233 (7.94%)	\$81.00 (10.57%)
6. [blurred]	3,396 (4.38%)	89.84%	3,051 (5.94%)	57.13%	2.27	00:01:37	1.53%	52 (1.77%)	\$7.00 (0.91%)
7. [blurred]	2,950 (3.81%)	52.20%	1,540 (3.00%)	13.53%	3.80	00:03:36	3.90%	115 (3.92%)	\$19.00 (2.48%)
8. [blurred]	2,785 (3.59%)	77.52%	2,159 (4.20%)	37.41%	1.29	00:01:12	3.23%	90 (3.07%)	\$12.00 (1.57%)
9. [blurred]	1,498 (1.93%)	29.84%	447 (0.87%)	27.37%	1.57	00:01:34	3.67%	55 (1.88%)	\$4.00 (0.52%)
10. [blurred]	1,425 (1.84%)	2.46%	35 (0.07%)	21.12%	3.65	00:07:33	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 186



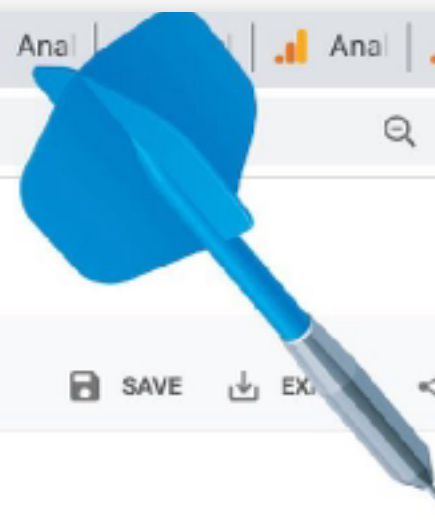
# DEALERLEADS

# 2018 Q4 PERFORMANCE



Primary Dimension: Source / Medium

Source / Medium	Acquisition		Behavior				Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	70,280 <small>% of Total: 100.00% (70,280)</small>	62.92% <small>Avg for View: 62.85% (0.12%)</small>	44,223 <small>% of Total: 100.12% (44,172)</small>	38.10% <small>Avg for View: 38.10% (0.00%)</small>	3.32 <small>Avg for View: 3.32 (0.00%)</small>	00:03:03 <small>Avg for View: 00:03:03 (0.00%)</small>	3.79% <small>Avg for View: 3.79% (0.00%)</small>	2,663 <small>% of Total: 100.00% (2,663)</small>	\$732.00 <small>% of Total: 100.00% (\$732.00)</small>
1. [blurred]	16,672 (23.72%)	67.19%	11,202 (25.33%)	51.48%	2.79	00:02:02	3.96%	661 (24.82%)	\$206.00 (28.14%)
2. [blurred]	15,184 (21.61%)	56.58%	8,591 (19.43%)	24.22%	4.55	00:04:17	5.43%	824 (30.94%)	\$224.00 (30.60%)
3. [blurred]	10,139 (14.43%)	64.99%	6,589 (14.90%)	39.94%	3.06	00:03:29	3.81%	386 (14.49%)	\$109.00 (14.89%)
4. dealerleads.com / referral	8,689 (12.36%)	82.56%	7,174 (16.22%)	40.52%	2.95	00:01:50	2.69%	234 (8.79%)	\$52.00 (7.10%)
5. [blurred]	3,831 (5.45%)	54.74%	2,097 (4.74%)	16.60%	5.21	00:03:43	4.44%	170 (6.38%)	\$37.00 (5.05%)
6. [blurred]	2,031 (2.89%)	78.83%	1,601 (3.62%)	53.82%	2.68	00:02:02	2.76%	56 (2.10%)	\$24.00 (3.28%)
7. [blurred]	1,667 (2.37%)	74.33%	1,239 (2.80%)	24.30%	1.27	00:01:26	3.00%	50 (1.88%)	\$8.00 (1.09%)
8. [blurred]	1,509 (2.15%)	23.33%	352 (0.80%)	16.83%	1.67	00:01:49	3.98%	60 (2.25%)	\$5.00 (0.68%)
9. [blurred]	1,348 (1.92%)	1.71%	23 (0.05%)	20.62%	3.48	00:06:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. [blurred]	1,174 (1.67%)	50.85%	597 (1.35%)	57.41%	2.62	00:02:37	2.64%	31 (1.16%)	\$9.00 (1.23%)



# DEALERLEADS

# 2019 Q1 PERFORMANCE

All Traffic

All Users  
100.00% Sessions

Explorer

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

Sessions vs. Select a metric

Sessions

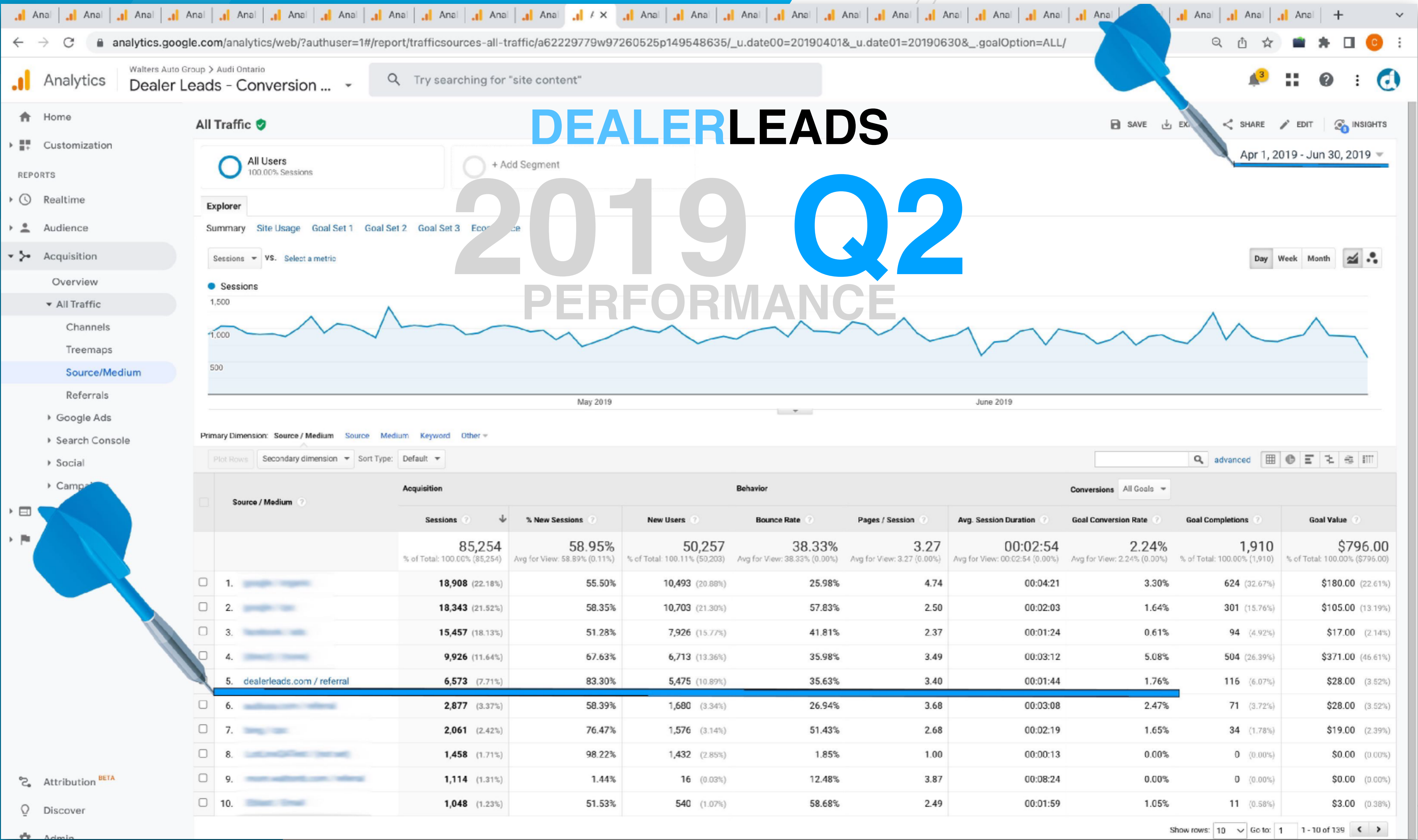
1,500



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition		Behavior				Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	70,525 <small>% of Total: 100.00% (70,525)</small>	61.51% <small>Avg for View: 61.44% (0.11%)</small>	43,382 <small>% of Total: 100.11% (43,333)</small>	36.67% <small>Avg for View: 36.67% (0.00%)</small>	3.50 <small>Avg for View: 3.50 (0.00%)</small>	00:03:13 <small>Avg for View: 00:03:13 (0.00%)</small>	3.34% <small>Avg for View: 3.34% (0.00%)</small>	2,355 <small>% of Total: 100.00% (2,355)</small>	\$641.00 <small>% of Total: 100.00% (\$641.00)</small>
1. [blurred]	18,456 (26.17%)	60.91%	11,242 (25.91%)	55.94%	2.58	00:02:01	2.79%	515 (21.87%)	\$140.00 (21.84%)
2. [blurred]	17,447 (24.74%)	58.59%	10,223 (23.57%)	22.96%	4.72	00:04:19	4.55%	793 (33.67%)	\$215.00 (33.54%)
3. [blurred]	9,079 (12.87%)	62.24%	5,651 (13.03%)	31.55%	3.68	00:03:36	4.21%	382 (16.22%)	\$121.00 (18.88%)
4. dealerleads.com / referral	8,723 (12.37%)	81.29%	7,091 (16.35%)	37.40%	3.07	00:01:57	2.71%	236 (10.02%)	\$53.00 (8.27%)
5. [blurred]	3,793 (5.38%)	54.55%	2,069 (4.77%)	20.30%	4.92	00:03:32	2.98%	113 (4.80%)	\$22.00 (3.43%)
6. [blurred]	1,718 (2.44%)	72.76%	1,250 (2.88%)	41.73%	3.12	00:02:44	3.20%	55 (2.34%)	\$28.00 (4.37%)
7. [blurred]	1,053 (1.49%)	82.15%	865 (1.99%)	70.09%	1.64	00:01:01	1.04%	11 (0.47%)	\$3.00 (0.47%)
8. [blurred]	935 (1.33%)	70.05%	655 (1.51%)	18.29%	1.19	00:01:12	1.71%	16 (0.68%)	\$3.00 (0.47%)
9. [blurred]	905 (1.28%)	0.99%	9 (0.02%)	19.67%	3.69	00:08:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. [blurred]	884 (1.25%)	54.07%	478 (1.10%)	50.68%	2.50	00:02:16	2.49%	22 (0.93%)	\$9.00 (1.40%)



# DEALERLEADS

# 2019 Q3 PERFORMANCE



Primary Dimension: Source / Medium | Secondary dimension: | Sort Type: Default

Source / Medium	Acquisition		Behavior				Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	87,398 <small>% of Total: 100.00% (87,398)</small>	61.40% <small>Avg for View: 61.35% (0.08%)</small>	53,659 <small>% of Total: 100.08% (53,616)</small>	36.20% <small>Avg for View: 36.20% (0.00%)</small>	3.04 <small>Avg for View: 3.04 (0.00%)</small>	00:02:41 <small>Avg for View: 00:02:41 (0.00%)</small>	1.48% <small>Avg for View: 1.48% (0.00%)</small>	1,291 <small>% of Total: 100.00% (1,291)</small>	\$394.00 <small>% of Total: 100.00% (\$394.00)</small>
1. [blurred]	19,837 (22.70%)	58.77%	11,658 (21.73%)	27.53%	4.54	00:04:05	2.58%	512 (39.66%)	\$157.00 (39.85%)
2. [blurred]	17,979 (20.57%)	47.81%	8,595 (16.02%)	40.83%	2.45	00:01:18	0.43%	78 (6.04%)	\$10.00 (2.54%)
3. [blurred]	15,097 (17.27%)	61.05%	9,217 (17.18%)	51.49%	2.58	00:01:57	1.56%	236 (18.28%)	\$81.00 (20.56%)
4. [blurred]	14,794 (16.93%)	71.50%	10,577 (19.71%)	40.09%	2.52	00:02:48	1.51%	223 (17.27%)	\$73.00 (18.53%)
5. [blurred]	5,121 (5.86%)	98.13%	5,025 (9.36%)	3.30%	1.00	00:00:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. [blurred]	2,512 (2.87%)	62.50%	1,570 (2.93%)	23.05%	3.34	00:03:22	2.63%	66 (5.11%)	\$21.00 (5.33%)
7. [blurred]	1,326 (1.52%)	66.14%	877 (1.63%)	61.46%	2.40	00:01:49	1.43%	19 (1.47%)	\$7.00 (1.78%)
8. [blurred]	1,301 (1.49%)	77.40%	1,007 (1.88%)	19.06%	1.23	00:01:07	0.77%	10 (0.77%)	\$6.00 (1.52%)
9. [blurred]	1,197 (1.37%)	1.59%	19 (0.04%)	15.79%	3.74	00:06:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. [blurred]	904 (1.03%)	79.54%	719 (1.34%)	46.68%	2.79	00:02:21	1.88%	17 (1.32%)	\$7.00 (1.78%)

# DEALERLEADS

# 2019 Q4 PERFORMANCE



Primary Dimension: Source / Medium | Source | Medium | Keyword | Other

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	104,127 <small>% of Total: 100.00% (104,127)</small>	59.73% <small>Avg for View: 59.68% (0.09%)</small>	62,199 <small>% of Total: 100.09% (62,140)</small>	33.62% <small>Avg for View: 33.62% (0.00%)</small>	2.78 <small>Avg for View: 2.78 (0.00%)</small>	00:02:39 <small>Avg for View: 00:02:39 (0.00%)</small>	1.34% <small>Avg for View: 1.34% (0.00%)</small>	1,398 <small>% of Total: 100.00% (1,398)</small>	\$370.00 <small>% of Total: 100.00% (\$370.00)</small>
1. [blurred]	25,798 (24.78%)	45.36%	11,702 (18.81%)	17.71%	1.74	00:01:34	0.37%	95 (6.80%)	\$13.00 (3.51%)
2. [blurred]	22,180 (21.30%)	60.30%	13,375 (21.50%)	29.26%	4.40	00:04:13	2.61%	579 (41.42%)	\$188.00 (50.81%)
3. [blurred]	21,619 (20.76%)	63.75%	13,782 (22.16%)	59.57%	2.31	00:01:38	1.20%	259 (18.53%)	\$83.00 (22.43%)
4. [blurred]	13,767 (13.22%)	70.18%	9,662 (15.53%)	34.47%	2.70	00:03:05	1.26%	174 (12.45%)	\$39.00 (10.54%)
5. [blurred]	2,648 (2.54%)	61.18%	1,620 (2.60%)	11.86%	3.54	00:03:20	2.19%	58 (4.15%)	\$11.00 (2.97%)
6. [blurred]	2,635 (2.53%)	94.69%	2,495 (4.01%)	60.53%	1.88	00:02:05	0.19%	5 (0.36%)	\$0.00 (0.00%)
7. [blurred]	1,965 (1.89%)	95.37%	1,874 (3.01%)	2.44%	1.20	00:00:19	0.10%	2 (0.14%)	\$0.00 (0.00%)
8. [blurred]	1,699 (1.63%)	67.75%	1,151 (1.85%)	25.49%	1.66	00:01:13	1.41%	24 (1.72%)	\$3.00 (0.81%)
9. [blurred]	1,462 (1.40%)	32.28%	472 (0.76%)	45.83%	2.25	00:00:56	1.09%	16 (1.14%)	\$1.00 (0.27%)
10. [blurred]	1,227 (1.18%)	75.71%	929 (1.49%)	37.57%	3.25	00:02:18	1.96%	24 (1.72%)	\$5.00 (1.35%)

- 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

- Home
- Customization
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- Social
- Campaigns
- Behavior
- Conversions
- Attribution BETA
- Discover
- Admin

All Traffic

# DEALERLEADS

# 2020 Q1 PERFORMANCE

All Users  
100.00% Sessions

+ Add Segment

Jan 1, 2020 - Mar 31, 2020

Explorer

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

Sessions vs. Select a metric

Sessions



Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

advanced

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	129,622 <small>% of Total: 100.00% (129,622)</small>	56.47% <small>Avg for View: 56.42% (0.09%)</small>	73,198 <small>% of Total: 100.09% (73,132)</small>	27.00% <small>Avg for View: 27.00% (0.00%)</small>	2.61 <small>Avg for View: 2.61 (0.00%)</small>	00:02:32 <small>Avg for View: 00:02:32 (0.00%)</small>	1.00% <small>Avg for View: 1.00% (0.00%)</small>	1,300 <small>% of Total: 100.00% (1,300)</small>	\$319.00 <small>% of Total: 100.00% (319.00)</small>
1. [blurred]	53,345 (41.15%)	43.19%	23,041 (31.48%)	12.16%	1.66	00:01:39	0.31%	166 (12.77%)	\$22.00 (6.90%)
2. [blurred]	26,444 (20.40%)	65.31%	17,270 (23.59%)	34.62%	4.12	00:03:42	1.91%	506 (38.92%)	\$153.00 (47.96%)
3. [blurred]	17,916 (13.82%)	68.94%	12,352 (16.87%)	53.28%	2.46	00:01:51	1.07%	192 (14.77%)	\$57.00 (17.87%)
4. [blurred]	10,485 (8.09%)	76.77%	8,049 (11.00%)	34.74%	3.35	00:04:03	1.44%	151 (11.62%)	\$41.00 (12.85%)
5. [blurred]	4,170 (3.22%)	34.53%	1,440 (1.97%)	41.99%	2.37	00:00:56	0.74%	31 (2.38%)	\$2.00 (0.63%)
6. [blurred]	2,920 (2.25%)	73.15%	2,136 (2.92%)	29.66%	1.23	00:01:14	0.72%	21 (1.62%)	\$1.00 (0.31%)
7. [blurred]	2,407 (1.86%)	59.08%	1,422 (1.94%)	14.62%	3.60	00:03:25	1.33%	32 (2.46%)	\$9.00 (2.82%)
8. dealerleads.com / referral	1,254 (0.97%)	86.92%	1,090 (1.49%)	57.81%	2.22	00:01:15	1.36%	17 (1.31%)	\$2.00 (0.63%)
9. [blurred]	1,079 (0.83%)	0.65%	7 (0.01%)	12.70%	4.79	00:10:44	0.19%	2 (0.15%)	\$0.00 (0.00%)
10. [blurred]	991 (0.76%)	98.49%	976 (1.33%)	1.31%	1.00	00:00:18	0.00%	0 (0.00%)	\$0.00 (0.00%)

# DEALERLEADS

# 2020 Q2 PERFORMANCE

All Traffic

All Users  
100.00% Sessions

Explorer

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

Sessions vs. Select a metric

Sessions

3,000

2,000

1,000

May 2020

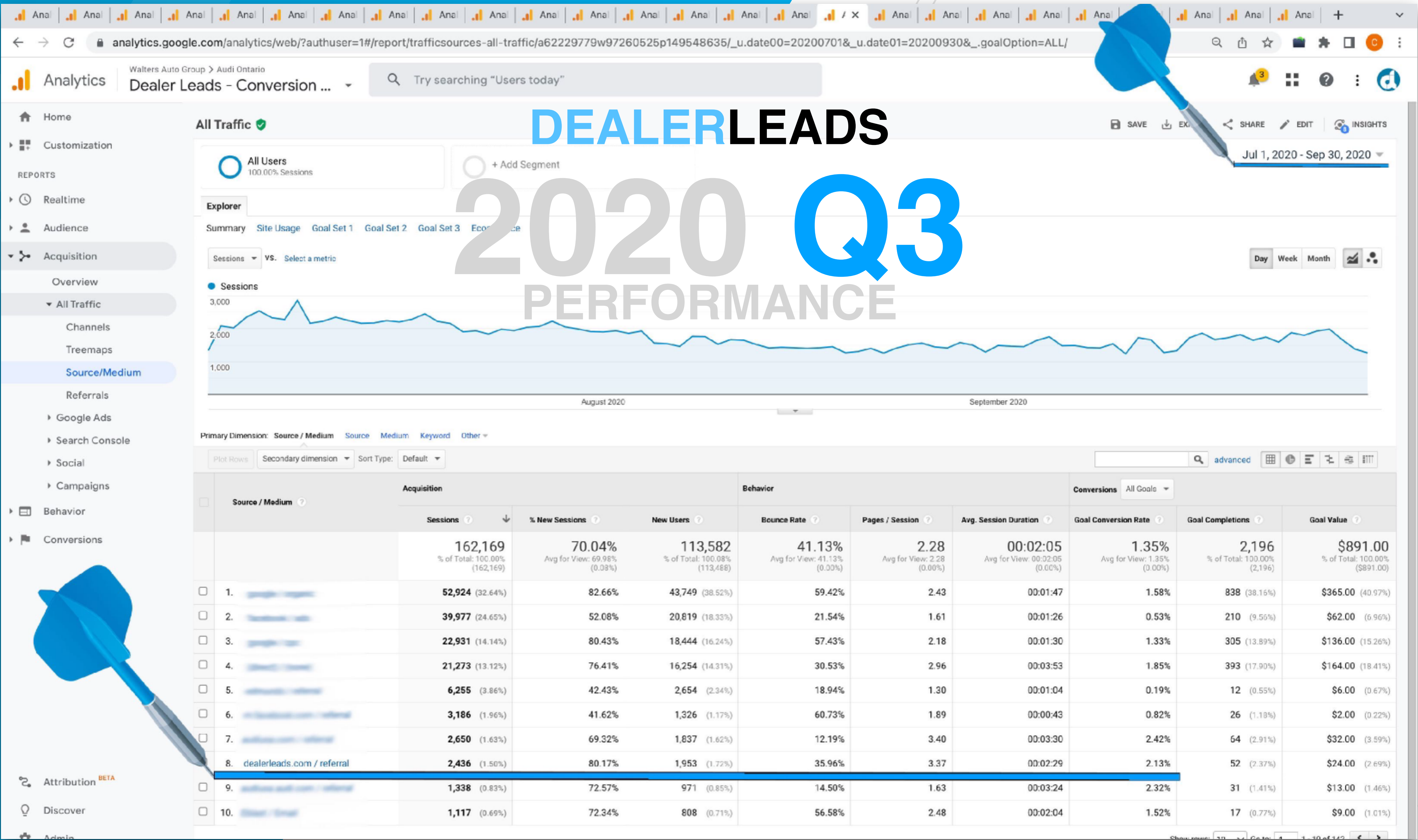
June 2020

Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

advanced

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	164,946 % of Total: 100.00% (164,946)	60.79% Avg for View: 60.73% (0.10%)	100,270 % of Total: 100.10% (100,170)	35.24% Avg for View: 35.24% (0.00%)	2.15 Avg for View: 2.15 (0.00%)	00:02:18 Avg for View: 00:02:18 (0.00%)	1.22% Avg for View: 1.22% (0.00%)	2,020 % of Total: 100.00% (2,020)	\$758.00 % of Total: 100.00% (758.00)
1. [blurred]	56,491 (34.25%)	41.59%	23,495 (23.43%)	12.54%	1.37	00:01:38	0.38%	214 (10.59%)	\$43.00 (5.67%)
2. [blurred]	39,124 (23.72%)	76.28%	29,842 (29.76%)	48.16%	2.90	00:02:43	1.90%	745 (36.88%)	\$335.00 (44.20%)
3. [blurred]	27,826 (16.87%)	75.58%	21,030 (20.97%)	67.79%	1.88	00:01:19	0.85%	237 (11.73%)	\$104.00 (13.72%)
4. [blurred]	17,142 (10.39%)	73.40%	12,583 (12.55%)	26.95%	2.81	00:04:12	2.04%	349 (17.28%)	\$147.00 (19.39%)
5. [blurred]	7,132 (4.32%)	35.73%	2,548 (2.54%)	54.61%	1.92	00:00:46	0.90%	64 (3.17%)	\$8.00 (1.06%)
6. dealerleads.com / referral	2,889 (1.75%)	76.25%	2,203 (2.20%)	49.98%	2.61	00:02:26	1.35%	39 (1.93%)	\$15.00 (1.98%)
7. [blurred]	2,231 (1.35%)	59.75%	1,333 (1.33%)	42.90%	2.99	00:03:18	1.61%	36 (1.78%)	\$15.00 (1.98%)
8. [blurred]	2,126 (1.29%)	67.69%	1,439 (1.44%)	12.42%	3.60	00:03:30	1.88%	40 (1.98%)	\$18.00 (2.37%)
9. [blurred]	1,338 (0.81%)	68.46%	916 (0.91%)	12.41%	1.44	00:03:24	2.47%	33 (1.63%)	\$14.00 (1.85%)
10. [blurred]	1,261 (0.76%)	50.91%	642 (0.64%)	21.73%	1.29	00:01:03	0.71%	9 (0.45%)	\$1.00 (0.13%)

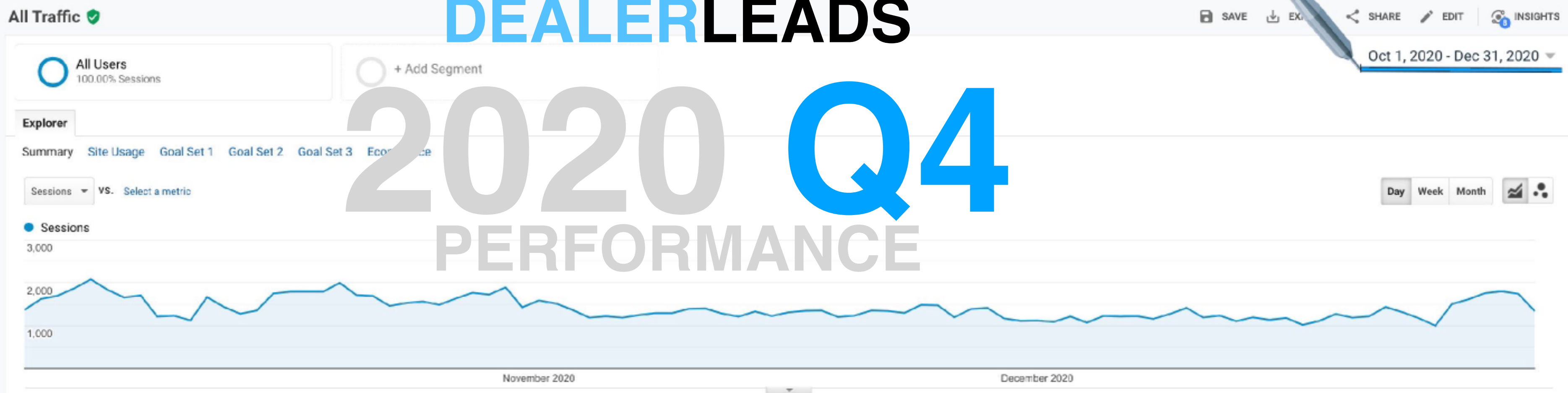




# DEALERLEADS

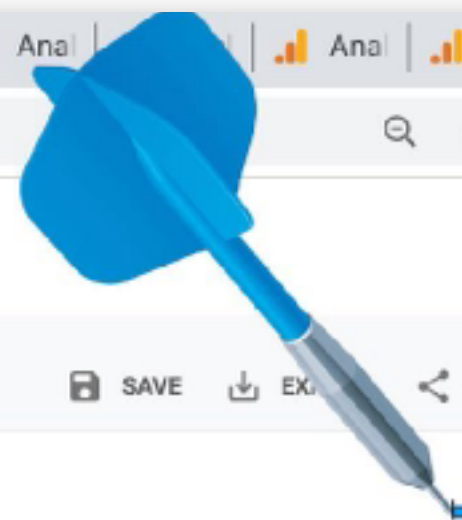
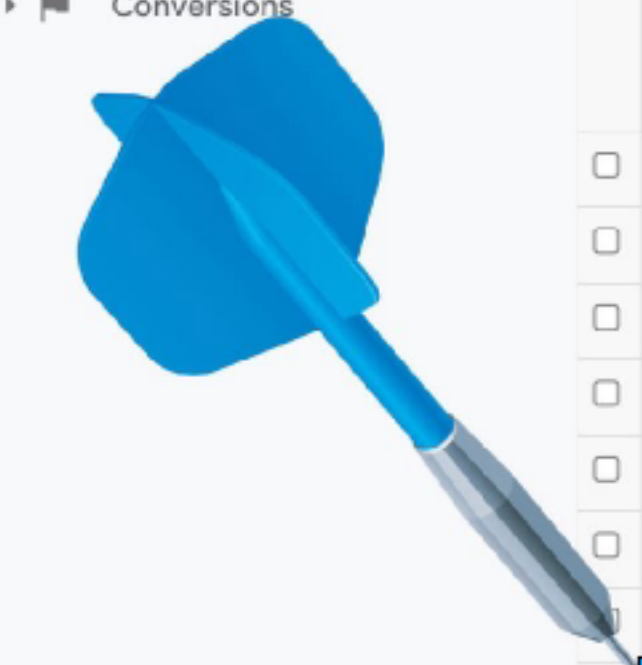
# 2020 Q4

## PERFORMANCE



Primary Dimension: Source / Medium

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	129,007 % of Total: 100.00% (129,007)	68.35% Avg for View: 68.29% (0.09%)	88,179 % of Total: 100.09% (88,104)	44.31% Avg for View: 44.31% (0.00%)	2.06 Avg for View: 2.05 (0.00%)	00:02:31 Avg for View: 00:02:31 (0.00%)	2.28% Avg for View: 2.28% (0.00%)	2,942 % of Total: 100.00% (2,942)	\$715.00 % of Total: 100.00% (\$715.00)
1. [blurred]	49,055 (38.03%)	78.16%	38,343 (43.48%)	57.92%	2.25	00:02:25	2.24%	1,100 (37.39%)	\$354.00 (49.51%)
2. [blurred]	26,491 (20.53%)	50.79%	13,454 (15.26%)	25.30%	1.57	00:01:28	1.90%	504 (17.13%)	\$38.00 (5.31%)
3. [blurred]	17,016 (13.19%)	78.13%	13,295 (15.08%)	59.82%	1.81	00:01:48	1.63%	277 (9.42%)	\$84.00 (11.75%)
4. [blurred]	11,979 (9.29%)	72.11%	8,638 (9.80%)	37.67%	2.35	00:04:15	2.55%	306 (10.40%)	\$103.00 (14.41%)
5. [blurred]	4,559 (3.53%)	44.29%	2,019 (2.29%)	19.98%	1.15	00:00:52	0.46%	21 (0.71%)	\$2.00 (0.28%)
6. [blurred]	4,418 (3.42%)	68.83%	3,041 (3.45%)	10.96%	3.05	00:04:28	3.51%	155 (5.27%)	\$36.00 (5.03%)
7. dealerleads.com / referral	3,532 (2.74%)	81.48%	2,878 (3.26%)	56.68%	2.24	00:01:28	2.04%	72 (2.45%)	\$19.00 (2.66%)
8. [blurred]	2,216 (1.72%)	39.26%	870 (0.99%)	17.82%	1.96	00:02:50	4.51%	100 (3.40%)	\$16.00 (2.24%)
9. [blurred]	1,336 (1.04%)	68.64%	917 (1.04%)	54.34%	2.53	00:02:35	1.35%	18 (0.61%)	\$4.00 (0.56%)
10. [blurred]	1,167 (0.90%)	40.27%	470 (0.53%)	61.18%	1.62	00:00:45	5.57%	65 (2.21%)	\$0.00 (0.00%)



# DEALERLEADS 2021 Q1 PERFORMANCE

**All Traffic** 100.00% Sessions

Jan 1, 2021 - Mar 31, 2021

Day Week Month

Primary Dimension: **Source / Medium** | Secondary dimension: **Source** | Sort Type: **Default**

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
<b>All</b>	<b>139,760</b> <small>% of Total: 100.00% (139,760)</small>	<b>69.52%</b> <small>Avg for View: 69.46% (0.09%)</small>	<b>97,165</b> <small>% of Total: 100.09% (97,079)</small>	<b>38.25%</b> <small>Avg for View: 38.25% (0.00%)</small>	<b>2.14</b> <small>Avg for View: 2.14 (0.00%)</small>	<b>00:02:32</b> <small>Avg for View: 00:02:32 (0.00%)</small>	<b>2.45%</b> <small>Avg for View: 2.45% (0.00%)</small>	<b>3,423</b> <small>% of Total: 100.00% (3,423)</small>	<b>\$748.00</b> <small>% of Total: 100.00% (\$748.00)</small>
1. [blurred]	53,925 (38.58%)	78.23%	42,184 (43.41%)	56.96%	2.27	00:02:20	2.46%	1,324 (38.58%)	\$347.00 (46.39%)
2. [blurred]	29,902 (21.40%)	63.86%	19,094 (19.65%)	22.93%	1.59	00:01:36	1.81%	540 (15.78%)	\$50.00 (6.68%)
3. [blurred]	13,649 (9.77%)	69.24%	9,451 (9.73%)	36.87%	2.43	00:03:49	3.21%	438 (12.80%)	\$116.00 (15.51%)
4. [blurred]	10,655 (7.62%)	70.48%	7,510 (7.73%)	27.52%	2.70	00:03:46	3.66%	390 (11.39%)	\$116.00 (15.51%)
5. [blurred]	5,482 (3.92%)	54.45%	2,985 (3.07%)	17.88%	1.17	00:00:50	0.42%	23 (0.67%)	\$2.00 (0.27%)
6. <b>dealerleads.com / referral</b>	<b>4,032 (2.88%)</b>	<b>77.90%</b>	<b>3,141 (3.23%)</b>	<b>49.40%</b>	<b>2.53</b>	<b>00:03:02</b>	<b>2.26%</b>	<b>91 (2.66%)</b>	<b>\$18.00 (2.41%)</b>
7. [blurred]	3,310 (2.37%)	67.13%	2,222 (2.29%)	10.45%	2.97	00:04:15	5.02%	166 (4.85%)	\$30.00 (4.01%)
8. [blurred]	3,021 (2.16%)	56.90%	1,719 (1.77%)	10.36%	1.43	00:01:26	1.66%	50 (1.46%)	\$2.00 (0.27%)
9. [blurred]	2,194 (1.57%)	52.28%	1,147 (1.18%)	57.52%	1.61	00:00:46	3.33%	73 (2.13%)	\$5.00 (0.67%)
10. [blurred]	1,913 (1.37%)	35.59%	700 (0.72%)	14.90%	1.99	00:03:20	2.51%	48 (1.40%)	\$10.00 (1.34%)

# DEALERLEADS

# 2021 Q2 PERFORMANCE

All Traffic

All Users  
100.00% Sessions

Explorer

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

Sessions vs. Select a metric

Sessions

3,000

2,000

1,000

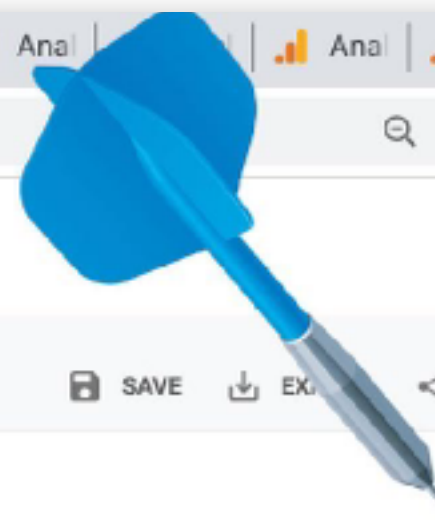
May 2021

June 2021

Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	152,143 % of Total: 100.00% (152,143)	68.84% Avg for View: 68.78% (0.09%)	104,734 % of Total: 100.09% (104,645)	41.29% Avg for View: 41.29% (0.00%)	2.06 Avg for View: 2.06 (0.00%)	00:02:41 Avg for View: 00:02:41 (0.00%)	1.88% Avg for View: 1.88% (0.00%)	2,863 % of Total: 100.00% (2,863)	\$168.00 % of Total: 100.00% (\$168.00)
1. google / organic	65,913 (43.32%)	78.47%	51,721 (49.36%)	58.38%	2.10	00:03:00	1.36%	896 (31.30%)	\$64.00 (38.10%)
2. facebook / ads	22,042 (14.49%)	59.26%	13,062 (12.47%)	21.99%	1.63	00:01:26	1.58%	348 (12.16%)	\$1.00 (0.60%)
3. direct / referral	15,541 (10.21%)	65.28%	10,145 (9.69%)	39.07%	2.36	00:03:49	2.55%	396 (13.83%)	\$49.00 (29.17%)
4. google / ads	12,163 (7.99%)	71.53%	8,700 (8.31%)	36.64%	2.30	00:02:19	2.28%	277 (9.68%)	\$31.00 (18.45%)
5. youtube / video	6,872 (4.52%)	53.54%	3,679 (3.51%)	16.87%	1.20	00:00:50	0.96%	66 (2.31%)	\$0.00 (0.00%)
6. facebook / video	6,142 (4.04%)	54.61%	3,354 (3.20%)	13.27%	1.51	00:01:24	0.50%	31 (1.08%)	\$1.00 (0.60%)
7. dealerleads.com / referral	4,323 (2.84%)	78.39%	3,389 (3.24%)	41.38%	2.64	00:02:01	1.67%	72 (2.51%)	\$4.00 (2.38%)
8. youtube.com / referral	3,970 (2.61%)	67.05%	2,662 (2.54%)	11.23%	2.65	00:03:25	2.32%	92 (3.21%)	\$5.00 (2.98%)
9. facebook.com / referral	2,739 (1.80%)	49.58%	1,358 (1.30%)	56.22%	1.57	00:00:52	6.17%	169 (5.90%)	\$1.00 (0.60%)
10. youtube.com	2,328 (1.53%)	37.16%	865 (0.83%)	14.82%	2.34	00:06:19	3.22%	75 (2.62%)	\$2.00 (1.19%)



# DEALERLEADS

# 2021 Q3 PERFORMANCE

All Traffic

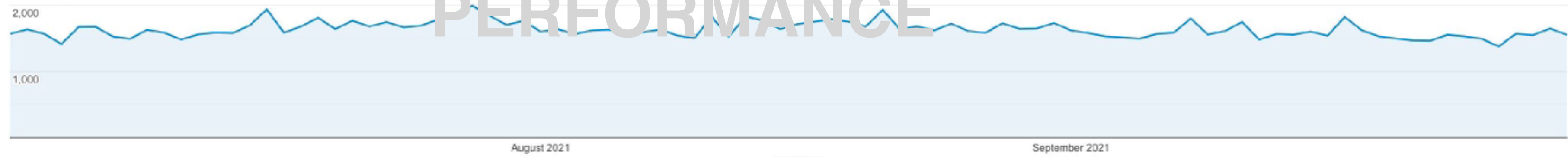
All Users  
100.00% Sessions

Explorer

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

Sessions vs. Select a metric

Sessions



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	150,287 % of Total: 100.00% (150,287)	73.35% Avg for View: 73.29% (0.07%)	110,229 % of Total: 100.07% (110,151)	46.99% Avg for View: 46.99% (0.00%)	1.93 Avg for View: 1.93 (0.00%)	00:02:02 Avg for View: 00:02:02 (0.00%)	1.63% Avg for View: 1.63% (0.00%)	2,452 % of Total: 100.00% (2,452)	\$126.00 % of Total: 100.00% (\$126.00)
1. [blurred]	73,910 (49.18%)	81.55%	60,277 (54.66%)	63.82%	1.83	00:01:29	1.12%	826 (33.69%)	\$49.00 (38.89%)
2. [blurred]	15,941 (10.61%)	68.48%	10,917 (9.90%)	41.30%	2.21	00:03:48	2.20%	350 (14.27%)	\$51.00 (40.48%)
3. [blurred]	15,490 (10.31%)	64.49%	9,989 (9.06%)	18.19%	1.63	00:01:37	1.87%	289 (11.79%)	\$4.00 (3.17%)
4. [blurred]	10,885 (7.24%)	76.91%	8,372 (7.60%)	43.75%	1.92	00:01:39	1.77%	193 (7.87%)	\$17.00 (13.49%)
5. dealerleads.com / referral	6,374 (4.24%)	80.31%	5,119 (4.64%)	33.82%	2.82	00:02:04	1.44%	92 (3.75%)	\$3.00 (2.38%)
6. [blurred]	5,390 (3.59%)	51.86%	2,795 (2.54%)	20.59%	1.20	00:00:55	0.87%	47 (1.92%)	\$0.00 (0.00%)
7. [blurred]	4,685 (3.12%)	61.69%	2,890 (2.62%)	11.85%	1.46	00:01:26	0.47%	22 (0.90%)	\$0.00 (0.00%)
8. [blurred]	2,893 (1.92%)	35.50%	1,027 (0.93%)	15.42%	2.32	00:05:34	2.94%	85 (3.47%)	\$0.00 (0.00%)
9. [blurred]	2,832 (1.88%)	61.79%	1,750 (1.59%)	16.31%	2.83	00:03:49	1.69%	48 (1.96%)	\$1.00 (0.79%)
10. [blurred]	1,709 (1.14%)	55.47%	948 (0.86%)	50.50%	1.68	00:01:03	7.55%	129 (5.26%)	\$0.00 (0.00%)

# DEALERLEADS

# 2021 Q4 PERFORMANCE

All Traffic

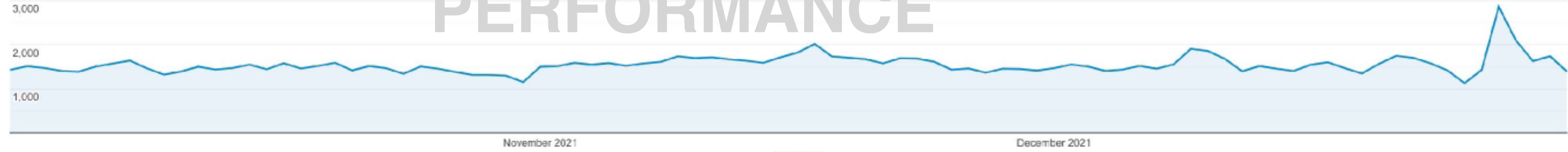
All Users  
100.00% Sessions

Explorer

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

Sessions vs. Select a metric

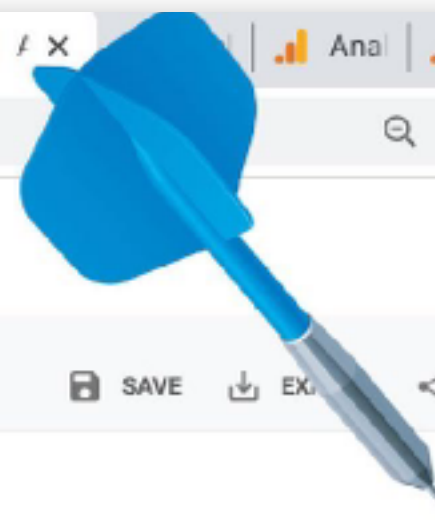
Sessions



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	142,350 <small>% of Total: 100.00% (142,350)</small>	72.61% <small>Avg for View: 72.57% (0.05%)</small>	103,364 <small>% of Total: 100.06% (103,299)</small>	47.96% <small>Avg for View: 47.96% (0.00%)</small>	1.98 <small>Avg for View: 1.98 (0.00%)</small>	00:01:54 <small>Avg for View: 00:01:54 (0.00%)</small>	1.03% <small>Avg for View: 1.03% (0.00%)</small>	1,473 <small>% of Total: 100.00% (1,473)</small>	\$291.00 <small>% of Total: 100.00% (291.00)</small>
1. google / organic	73,551 (51.67%)	81.69%	60,081 (58.13%)	65.18%	1.89	00:01:25	0.92%	675 (45.82%)	\$156.00 (53.61%)
2. direct / direct	16,977 (11.93%)	74.35%	12,623 (12.21%)	49.38%	2.24	00:02:32	1.62%	275 (18.67%)	\$51.00 (17.53%)
3. dealerleads.com / referral	14,677 (10.31%)	63.92%	9,381 (9.08%)	9.61%	1.55	00:01:27	0.11%	16 (1.09%)	\$2.00 (0.69%)
4. youtube / referral	4,976 (3.50%)	44.03%	2,191 (2.12%)	13.93%	1.11	00:00:52	0.16%	8 (0.54%)	\$0.00 (0.00%)
5. google / ads	4,680 (3.29%)	75.83%	3,549 (3.43%)	53.18%	2.06	00:01:39	1.99%	93 (6.31%)	\$36.00 (12.37%)
6. facebook / ads	4,056 (2.85%)	64.50%	2,616 (2.53%)	29.76%	1.65	00:02:01	2.61%	106 (7.20%)	\$3.00 (1.03%)
7. facebook / video	3,391 (2.38%)	50.84%	1,724 (1.67%)	8.58%	1.58	00:01:27	0.18%	6 (0.41%)	\$3.00 (1.03%)
8. dealerleads.com / referral	3,297 (2.32%)	79.56%	2,623 (2.54%)	31.91%	3.35	00:02:30	1.55%	51 (3.46%)	\$7.00 (2.41%)
9. youtube.com / referral	2,151 (1.51%)	67.13%	1,444 (1.40%)	15.57%	3.29	00:03:29	2.88%	62 (4.21%)	\$7.00 (2.41%)
10. facebook.com / referral	2,108 (1.48%)	37.90%	799 (0.77%)	15.94%	2.03	00:02:34	2.23%	47 (3.19%)	\$4.00 (1.37%)



# DEALERLEADS

# 2022 Q1 PERFORMANCE

All Traffic

All Users 100.00% Sessions

+ Add Segment

Jan 1, 2022 - Mar 31, 2022

Explorer

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

Sessions vs. Select a metric

Sessions



Primary Dimension: Source / Medium

Secondary dimension Sort Type: Default

advanced

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	139,508 <small>% of Total: 100.00% (139,508)</small>	71.34% <small>Avg for View: 71.30% (0.07%)</small>	99,530 <small>% of Total: 100.07% (99,465)</small>	47.51% <small>Avg for View: 47.51% (0.00%)</small>	2.02 <small>Avg for View: 2.02 (0.00%)</small>	00:02:02 <small>Avg for View: 00:02:02 (0.00%)</small>	0.96% <small>Avg for View: 0.96% (0.00%)</small>	1,346 <small>% of Total: 100.00% (1,346)</small>	\$340.00 <small>% of Total: 100.00% (340.00)</small>
1. [blurred]	71,451 (51.22%)	80.89%	57,798 (58.07%)	64.15%	1.97	00:01:33	0.90%	644 (47.85%)	\$177.00 (52.06%)
2. [blurred]	19,365 (13.88%)	65.28%	12,835 (12.90%)	14.29%	1.49	00:01:23	0.13%	26 (1.93%)	\$8.00 (2.35%)
3. [blurred]	15,472 (11.09%)	73.50%	11,372 (11.43%)	47.65%	2.33	00:02:25	2.09%	324 (24.07%)	\$90.00 (26.47%)
4. [blurred]	5,844 (4.19%)	77.82%	4,548 (4.57%)	56.45%	2.02	00:01:39	1.42%	83 (6.17%)	\$21.00 (6.18%)
5. [blurred]	5,122 (3.67%)	52.44%	2,686 (2.70%)	11.95%	1.61	00:01:31	0.20%	10 (0.74%)	\$3.00 (0.88%)
6. [blurred]	3,828 (2.74%)	1.99%	76 (0.08%)	16.27%	2.94	00:09:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. [blurred]	2,849 (2.04%)	48.89%	1,393 (1.40%)	16.67%	1.17	00:00:58	0.14%	4 (0.30%)	\$1.00 (0.29%)
8. dealerleads.com / referral	2,774 (1.99%)	78.01%	2,164 (2.17%)	31.15%	3.38	00:02:28	1.08%	30 (2.23%)	\$5.00 (1.47%)
9. [blurred]	2,148 (1.54%)	36.13%	776 (0.78%)	16.53%	2.02	00:02:43	2.23%	48 (3.57%)	\$7.00 (2.06%)
10. [blurred]	1,449 (1.04%)	60.46%	876 (0.88%)	58.73%	1.76	00:00:51	0.07%	1 (0.07%)	\$1.00 (0.29%)



# DEALERLEADS

## 2022 Q2 PERFORMANCE

**All Traffic** 100.00% Sessions

Explorer: Summary | Site Usage | Goal Set 1 | Goal Set 2 | Goal Set 3 | Economic

Sessions vs. Select a metric

Primary Dimension: Source / Medium

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
<b>Total</b>	<b>135,706</b> <small>% of Total: 100.00% (135,706)</small>	<b>70.08%</b> <small>Avg for View: 70.03% (0.07%)</small>	<b>95,102</b> <small>% of Total: 100.07% (95,040)</small>	<b>48.94%</b> <small>Avg for View: 48.94% (0.00%)</small>	<b>1.94</b> <small>Avg for View: 1.94 (0.00%)</small>	<b>00:01:59</b> <small>Avg for View: 00:01:59 (0.00%)</small>	<b>1.02%</b> <small>Avg for View: 1.02% (0.00%)</small>	<b>1,378</b> <small>% of Total: 100.00% (1,378)</small>	<b>\$301.00</b> <small>% of Total: 100.00% (\$301.00)</small>
1. [blurred]	69,784 (51.42%)	81.65%	56,981 (59.92%)	66.98%	1.83	00:01:27	0.97%	677 (49.13%)	\$174.00 (57.81%)
2. [blurred]	15,354 (11.31%)	62.36%	9,575 (10.07%)	16.75%	1.51	00:01:30	0.27%	42 (3.05%)	\$7.00 (2.33%)
3. [blurred]	15,298 (11.27%)	73.58%	11,257 (11.84%)	48.88%	2.23	00:02:27	1.80%	275 (19.96%)	\$59.00 (19.60%)
4. [blurred]	6,257 (4.61%)	43.04%	2,693 (2.83%)	14.98%	1.07	00:00:52	0.13%	8 (0.58%)	\$0.00 (0.00%)
5. [blurred]	4,532 (3.34%)	67.52%	3,060 (3.22%)	35.06%	2.51	00:02:54	2.78%	126 (9.14%)	\$38.00 (12.62%)
6. [blurred]	4,171 (3.07%)	1.63%	68 (0.07%)	21.07%	2.56	00:07:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. <b>dealerleads.com / referral</b>	<b>2,770 (2.04%)</b>	<b>79.06%</b>	<b>2,190 (2.30%)</b>	<b>25.81%</b>	<b>3.29</b>	<b>00:02:51</b>	<b>1.23%</b>	<b>34 (2.47%)</b>	<b>\$4.00 (1.33%)</b>
8. [blurred]	2,702 (1.99%)	60.25%	1,628 (1.71%)	40.19%	1.74	00:01:01	0.15%	4 (0.29%)	\$0.00 (0.00%)
9. [blurred]	1,871 (1.38%)	54.84%	1,026 (1.08%)	11.54%	1.56	00:01:26	0.05%	1 (0.07%)	\$0.00 (0.00%)
10. [blurred]	1,695 (1.25%)	38.76%	657 (0.69%)	15.99%	2.03	00:02:43	1.24%	21 (1.52%)	\$2.00 (0.66%)

# DEALERLEADS

# 2022 Q3 PERFORMANCE

All Traffic

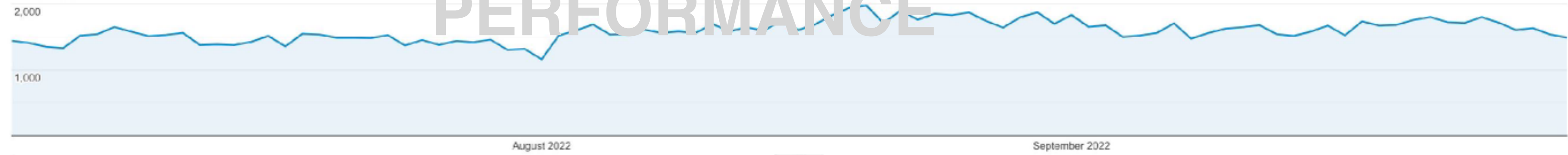
All Users  
100.00% Sessions

Explorer

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

Sessions vs. Select a metric

Sessions



Primary Dimension: Source / Medium

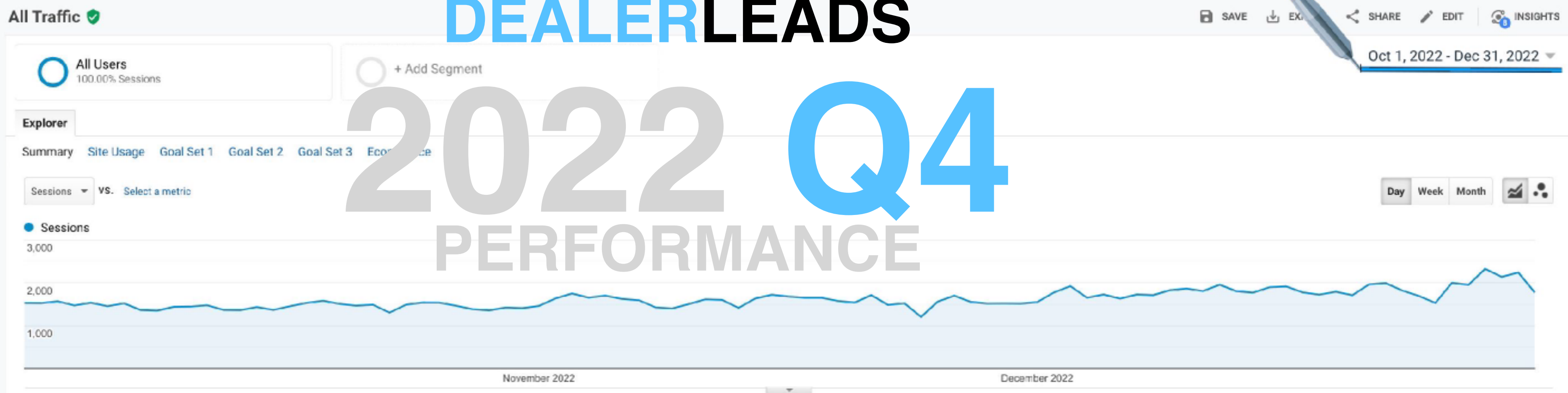
Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	146,215 % of Total: 100.00% (146,215)	73.82% Avg for View: 73.78% (0.05%)	107,943 % of Total: 100.06% (107,863)	48.92% Avg for View: 48.92% (0.00%)	1.86 Avg for View: 1.86 (0.00%)	00:01:46 Avg for View: 00:01:46 (0.00%)	0.97% Avg for View: 0.97% (0.00%)	1,420 % of Total: 100.00% (1,420)	\$283.00 % of Total: 100.00% (283.00)
1. [blurred]	75,794 (51.84%)	82.06%	62,197 (57.62%)	68.34%	1.79	00:01:26	0.90%	683 (48.10%)	\$175.00 (61.84%)
2. [blurred]	21,119 (14.44%)	67.05%	14,160 (13.12%)	14.21%	1.47	00:01:21	0.28%	50 (4.23%)	\$4.00 (1.41%)
3. [blurred]	15,002 (10.26%)	77.12%	11,569 (10.72%)	46.97%	2.22	00:02:19	1.99%	299 (21.06%)	\$60.00 (21.20%)
4. [blurred]	5,476 (3.75%)	46.88%	2,567 (2.38%)	16.91%	1.09	00:00:50	0.15%	8 (0.56%)	\$0.00 (0.00%)
5. [blurred]	4,535 (3.10%)	60.35%	2,737 (2.54%)	25.34%	1.44	00:01:08	0.07%	3 (0.21%)	\$0.00 (0.00%)
6. [blurred]	3,850 (2.63%)	74.91%	2,884 (2.67%)	39.84%	2.40	00:02:27	2.52%	97 (6.83%)	\$24.00 (8.48%)
7. dealerleads.com / referral	2,899 (1.98%)	81.27%	2,356 (2.18%)	26.56%	3.23	00:02:26	1.66%	48 (3.38%)	\$3.00 (1.06%)
8. [blurred]	2,627 (1.80%)	79.29%	2,083 (1.93%)	23.22%	1.20	00:00:50	0.15%	4 (0.28%)	\$1.00 (0.35%)
9. [blurred]	1,298 (0.89%)	55.55%	721 (0.67%)	57.94%	1.75	00:00:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. [blurred]	1,252 (0.86%)	67.41%	844 (0.78%)	35.70%	2.85	00:03:13	1.44%	18 (1.27%)	\$4.00 (1.41%)



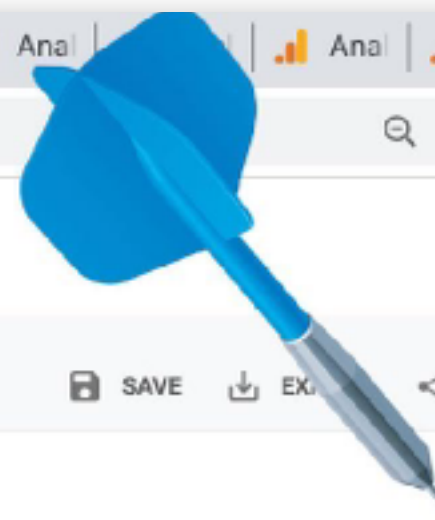
# DEALERLEADS

# 2022 Q4 PERFORMANCE



Primary Dimension: Source / Medium

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	149,124 % of Total: 100.00% (149,124)	72.37% Avg for View: 72.32% (0.07%)	107,918 % of Total: 100.07% (107,843)	48.86% Avg for View: 48.86% (0.00%)	1.85 Avg for View: 1.85 (0.00%)	00:01:44 Avg for View: 00:01:44 (0.00%)	0.75% Avg for View: 0.75% (0.00%)	1,116 % of Total: 100.00% (1,116)	\$215.00 % of Total: 100.00% (215.00)
1. [blurred]	72,652 (48.72%)	81.99%	59,569 (55.20%)	69.21%	1.84	00:01:31	0.73%	530 (47.49%)	\$119.00 (55.35%)
2. [blurred]	25,121 (16.85%)	60.63%	15,230 (14.11%)	16.41%	1.52	00:01:18	0.11%	28 (2.51%)	\$3.00 (1.40%)
3. [blurred]	15,889 (10.65%)	78.45%	12,465 (11.55%)	52.20%	1.93	00:01:57	1.31%	208 (18.64%)	\$38.00 (17.67%)
4. [blurred]	5,439 (3.65%)	57.09%	3,105 (2.88%)	22.93%	1.52	00:01:20	0.24%	13 (1.16%)	\$4.00 (1.86%)
5. [blurred]	5,438 (3.65%)	36.91%	2,007 (1.86%)	22.75%	1.17	00:00:53	0.09%	5 (0.45%)	\$0.00 (0.00%)
6. [blurred]	4,268 (2.86%)	80.01%	3,415 (3.16%)	25.21%	1.24	00:01:07	0.47%	20 (1.79%)	\$2.00 (0.93%)
7. dealerleads.com / referral	2,903 (1.95%)	82.02%	2,381 (2.21%)	29.76%	3.43	00:02:41	1.62%	47 (4.21%)	\$6.00 (2.79%)
8. [blurred]	2,795 (1.87%)	75.38%	2,107 (1.95%)	40.11%	2.50	00:02:22	2.61%	73 (6.54%)	\$16.00 (7.44%)
9. [blurred]	1,816 (1.22%)	44.49%	808 (0.75%)	16.52%	1.89	00:02:24	1.60%	29 (2.60%)	\$3.00 (1.40%)
10. [blurred]	1,193 (0.80%)	95.22%	1,136 (1.05%)	3.19%	1.07	00:00:33	0.00%	0 (0.00%)	\$0.00 (0.00%)



# DEALERLEADS

## 2023 Q1 PERFORMANCE

**All Traffic** 100.00% Sessions

Jan 1, 2023 - Mar 31, 2023

Primary Dimension: Source / Medium

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
<b>All Users</b>	<b>168,591</b> <small>% of Total: 100.00% (168,591)</small>	<b>71.81%</b> <small>Avg for View: 71.77% (0.05%)</small>	<b>121,069</b> <small>% of Total: 100.06% (121,062)</small>	<b>50.93%</b> <small>Avg for View: 50.93% (0.00%)</small>	<b>1.85</b> <small>Avg for View: 1.85 (0.00%)</small>	<b>00:01:49</b> <small>Avg for View: 00:01:49 (0.00%)</small>	<b>0.70%</b> <small>Avg for View: 0.70% (0.00%)</small>	<b>1,187</b> <small>% of Total: 100.00% (1,187)</small>	<b>\$221.00</b> <small>% of Total: 100.00% (\$221.00)</small>
1. [Channel]	81,047 (48.07%)	81.61%	66,145 (54.63%)	69.64%	1.86	00:01:36	0.68%	551 (46.42%)	\$138.00 (62.44%)
2. [Channel]	20,515 (12.17%)	59.05%	12,115 (10.01%)	17.42%	1.49	00:01:17	0.10%	21 (1.77%)	\$1.00 (0.45%)
3. [Channel]	18,890 (11.20%)	76.87%	14,521 (11.99%)	51.76%	2.01	00:02:16	1.24%	235 (19.80%)	\$42.00 (19.00%)
4. [Channel]	9,467 (5.62%)	76.23%	7,217 (5.96%)	38.46%	2.02	00:01:52	1.33%	126 (10.61%)	\$11.00 (4.98%)
5. [Channel]	8,573 (5.09%)	36.20%	3,103 (2.56%)	29.72%	1.18	00:00:48	0.05%	4 (0.34%)	\$1.00 (0.45%)
6. [Channel]	4,687 (2.78%)	55.32%	2,593 (2.14%)	23.60%	1.48	00:01:19	0.28%	13 (1.10%)	\$3.00 (1.36%)
7. [Channel]	3,501 (2.14%)	78.84%	2,839 (2.34%)	30.88%	1.27	00:01:10	0.39%	14 (1.18%)	\$0.00 (0.00%)
8. dealerleads.com / referral	2,769 (1.64%)	84.33%	2,335 (1.93%)	40.70%	3.01	00:02:20	1.23%	34 (2.86%)	\$3.00 (1.36%)
9. [Channel]	1,933 (1.15%)	43.09%	853 (0.69%)	15.57%	1.94	00:02:53	1.03%	20 (1.68%)	\$5.00 (2.26%)
10. [Channel]	1,293 (0.77%)	50.50%	653 (0.54%)	72.85%	1.57	00:00:35	0.08%	1 (0.08%)	\$0.00 (0.00%)

# 11 THINGS WE WANT YOU TO KNOW

1. Our clients are the center of our universe.
2. This is usually a CO-OP product.
3. We know every dealership, demographic and brand is different.
4. OUR EXCLUSIVE PLATFORM delivers twice the quality at half the price.
5. We use AI, ML and Scarcity Algorithms to dominate local markets.
6. Your Google Analytic report transparently documents every shopper we send.
7. Our conversion rates are predictable, trackable, sustainable and some of the highest in the automotive industry per Google Analytics.
8. We stay employed month after month because of our conversion rates.
9. We keep it so simple, like stupid simple, it's just a better mousetrap.
10. Several 7 YEAR case studies, with an average client tenure of 5 1/2 years
11. Over 200 case studies can be viewed here to back up the above statements.

200 case studies a bit obsessive? Maybe, but the goal of these case studies is to educate dealers on our ability to deliver as promised, document sustainability and develop trust. We did this to spark your interest and ultimately gain your dealership as a member of our 27 year digital automotive family.

[View 200 more case studies here...](#)

*Steve Tackett* CEO 818-262-8923

Thank you for taking the time to view this informative Dealer Leads partner Case Study.

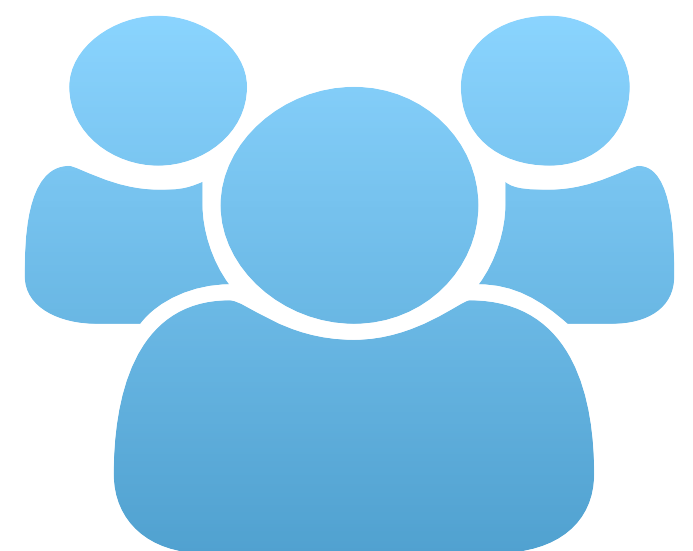
# 2023

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