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

# 5 YEAR PLUS

PARTNER CASE STUDY #116

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**McDonough**  
**TOYOTA**

[DealerLeads.com](http://DealerLeads.com) "We have a better mousetrap."

# 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.

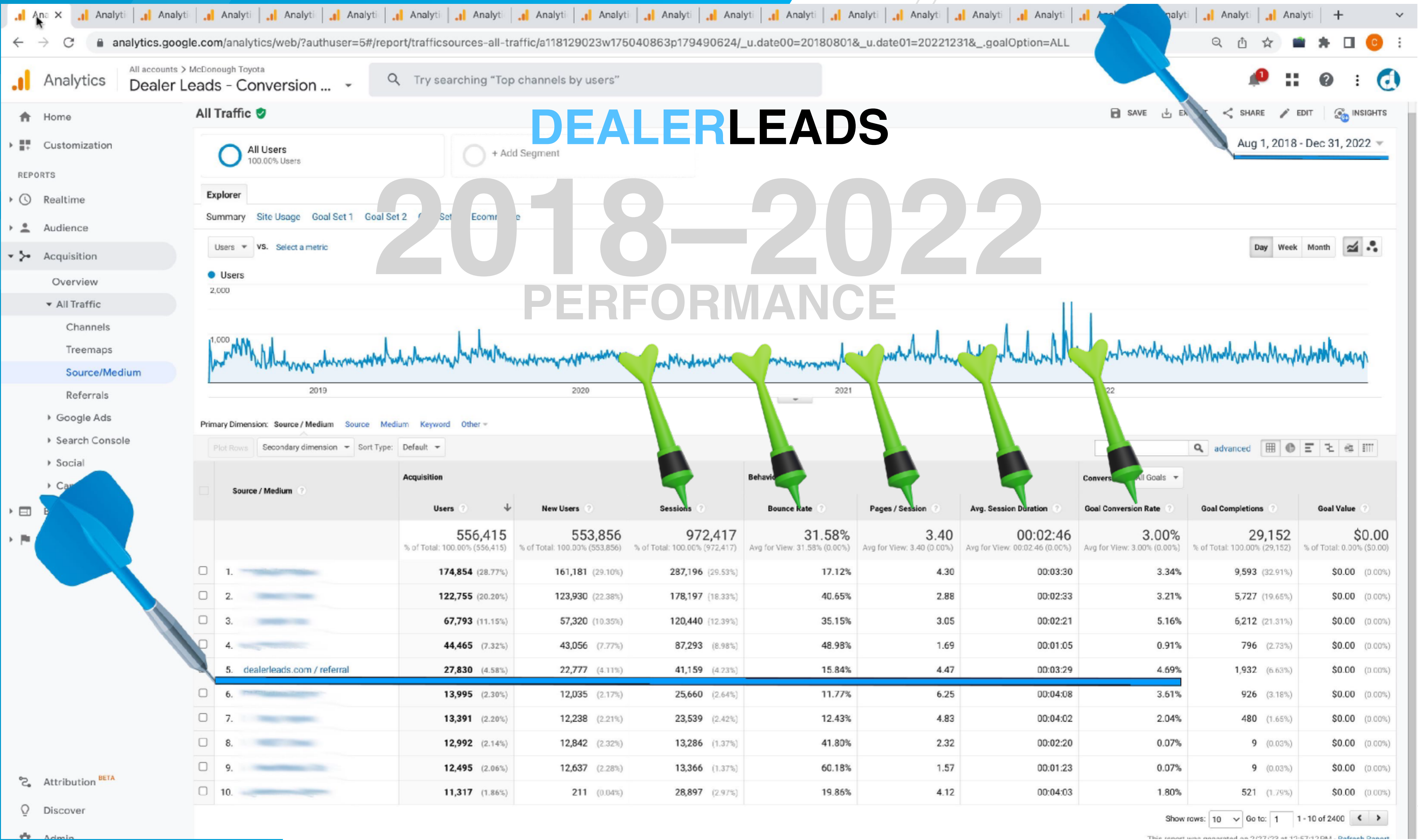
You won't find cool pictures of pretty people doing extraordinary things. There are no pie charts, bar graphs, or staircases with lightning bolt arrows pointing upward showing how much money you will make. At the end of the month, your P&L statement is all about the math, and so is this case study.

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

Introducing  
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.



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.

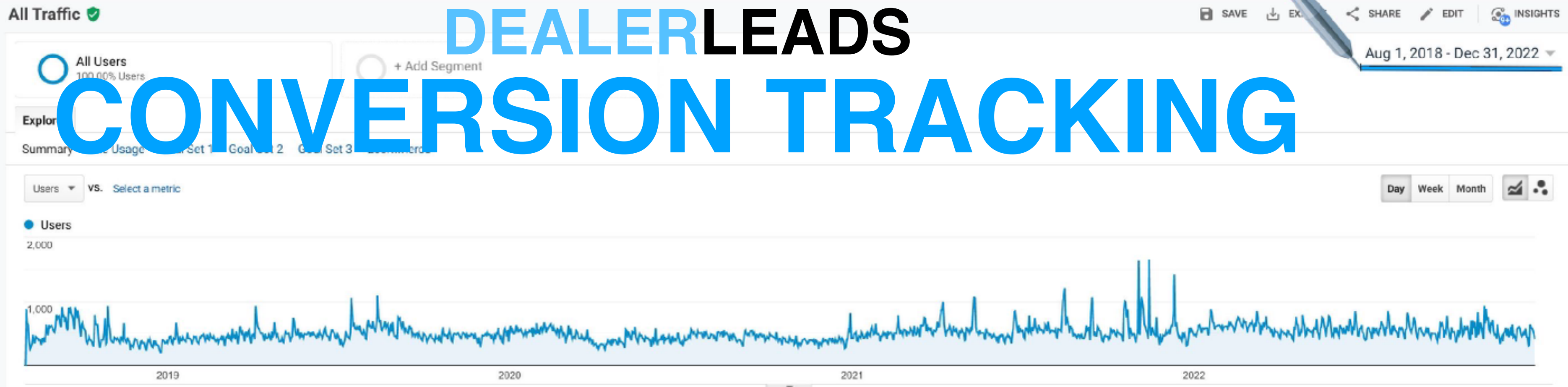
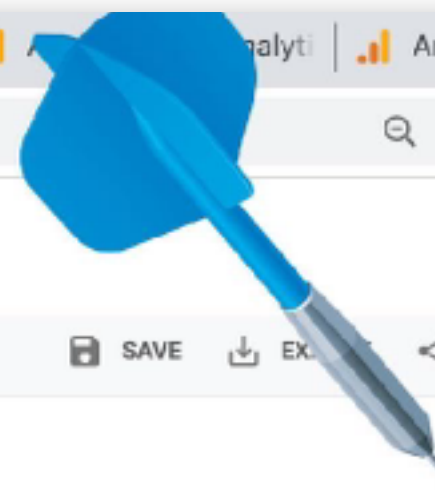
The Google Analytics dashboard allows an in-depth comparison of several traffic sources simultaneously, based entirely on the math in an unbiased reporting platform. In this case study, we are looking at hard goal conversions and hard goal completion conversion rates.

# HARD GOAL CONVERSIONS

Introducing  
[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



Primary Dimension: Source / Medium

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Convers	Goal Value	
	556,415 <small>% of Total: 100.00% (556,415)</small>	553,856 <small>% of Total: 100.00% (553,856)</small>	972,417 <small>% of Total: 100.00% (972,417)</small>	31.58% <small>Avg for View: 31.58% (0.00%)</small>	3.40 <small>Avg for View: 3.40 (0.00%)</small>	00:02:46 <small>Avg for View: 00:02:46 (0.00%)</small>		\$0.00 <small>Goal: 0.00% (\$0.00)</small>	
1. [blurred]	174,854 (28.77%)	161,181 (29.10%)	287,196 (29.53%)	17.12%	4.30			\$0.00 (0.00%)	
2. [blurred]	122,755 (20.20%)	123,930 (22.38%)	178,197 (18.33%)					\$0.00 (0.00%)	
3. [blurred]	67,793 (11.15%)	57,320 (10.35%)	120,440 (12.39%)					\$0.00 (0.00%)	
4. [blurred]	44,465 (7.32%)	43,056 (7.77%)	87,293 (8.98%)					\$0.00 (0.00%)	
5. dealerleads.com / referral	27,830 (4.58%)	22,777 (4.11%)	41,159 (4.23%)	15.84%	4.47	00:03:29		\$0.00 (0.00%)	
6. [blurred]	13,995 (2.30%)	12,035 (2.17%)	25,660 (2.64%)	11.77%	6.25	00:04:08		\$0.00 (0.00%)	
7. [blurred]	13,391 (2.20%)	12,238 (2.21%)	23,539 (2.42%)	12.43%	4.83	00:04:02	2.04%	480 (1.65%)	\$0.00 (0.00%)
8. [blurred]	12,992 (2.14%)	12,842 (2.32%)	13,286 (1.37%)	41.80%	2.32	00:02:20	0.07%	9 (0.03%)	\$0.00 (0.00%)
9. [blurred]	12,495 (2.06%)	12,637 (2.28%)	13,366 (1.37%)	60.18%	1.57	00:01:23	0.07%	9 (0.03%)	\$0.00 (0.00%)
10. [blurred]	11,317 (1.86%)	211 (0.04%)	28,897 (2.97%)	19.86%	4.12	00:04:03	1.80%	521 (1.79%)	\$0.00 (0.00%)



All Goals

- ✓ All Goals
- Goal 1: Click to Call
- Goal 2: Lead Forms | Military Rebate
- Goal 3: Click to Chat
- Goal 4: Click to Text
- Goal 6: Lead Form | Parts
- Goal 7: Lead Form | Manager Specials
- Goal 8: Lead Form | Email Friend
- Goal 9: Lead Form | Test Drive
- Goal 10: Lead Form | Price Drop Alert
- Goal 11: Lead Form | Inventory Specials

- 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

Analytics McDonough Toyota Dealer Leads - Conversion ... Try searching "Top channels by users"

Aug 1, 2018 - Dec 31, 2022

Show rows: 10 Go to: 1 1 - 10 of 2400

This report was generated on 2/27/22 at 13:57:12PM Refresh Report

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.

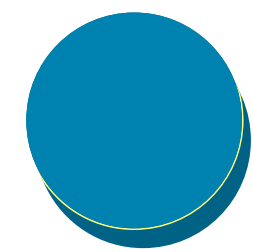
# OUR TRAFFIC & CITY LOCATION

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

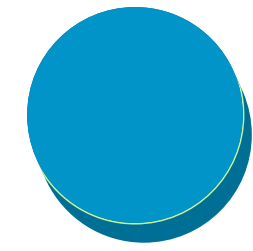
The dealer Leads program provides an economically viable, predictable, sustainable, trackable program dealers rely on to turn inventory quickly and grow their dealerships.

# LET'S GO

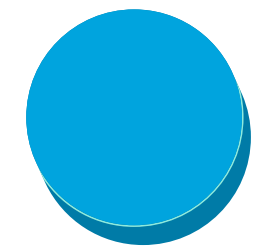
## Quarter by Quarter



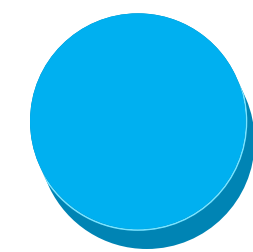
1ST QUARTER REPORTING  
JAN 1 thru MAR 31



2ND QUARTER REPORTING  
APR 1 thru JUN 30



3RD QUARTER REPORTING  
JUL 1 thru SEP 30



4TH QUARTER REPORTING  
OCT 1 thru DEC 31



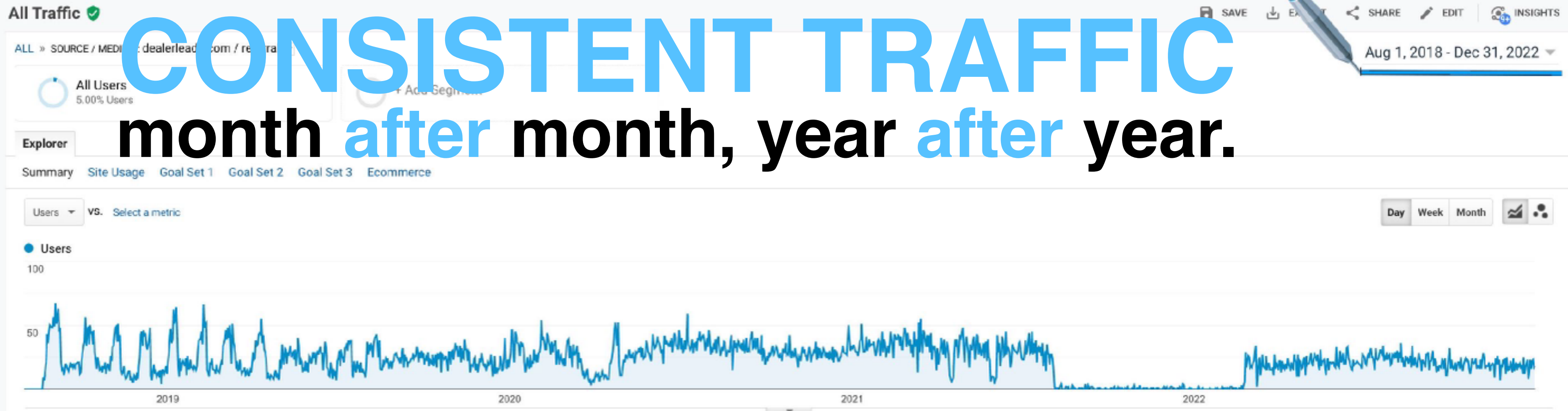
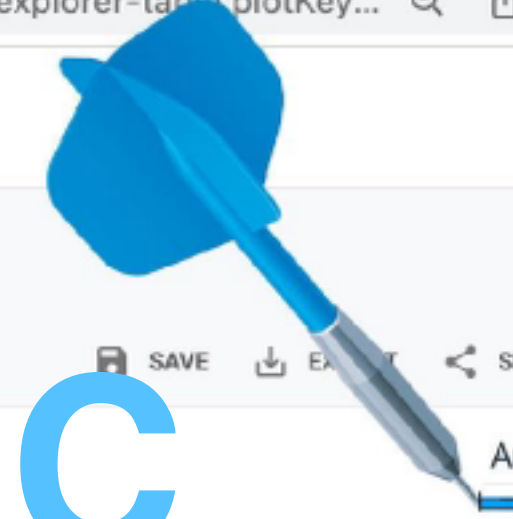


- Home
- Customization
- REPORTS
  - Realtime
  - Audience
  - Acquisition
    - Overview
    - All Traffic
      - Channels
      - Treemaps
      - Source/Medium
      - Referrals
      - Google Ads
      - Search Console
      - Social
      - Campaigns
  - Behavior
  - Conversions

# DEALERLEADS

# CONSISTENT TRAFFIC

month after month, year after year.



Primary Dimension: Source / Medium Other

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	27,830 <small>% of Total: 5.00% (556,415)</small>	22,777 <small>% of Total: 4.11% (553,856)</small>	41,159 <small>% of Total: 4.23% (972,417)</small>	15.84% <small>Avg for View: 31.58% (-49.85%)</small>	4.47 <small>Avg for View: 3.40 (31.43%)</small>	00:03:29 <small>Avg for View: 00:02:46 (25.59%)</small>	4.69% <small>Avg for View: 3.00% (56.58%)</small>	1,932 <small>% of Total: 6.53% (29,152)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. dealerleads.com / referral	27,830 (100.00%)	22,777 (100.00%)	41,159 (100.00%)	15.84%	4.47	00:03:29	4.69%	1,932 (100.00%)	\$0.00 (0.00%)

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

This report was generated on 2/27/23 at 12:55:33PM - Refresh Report

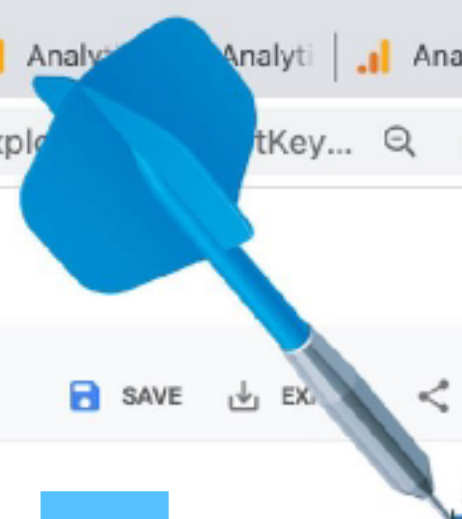
- Attribution BETA
- Discover
- Admin

- 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

# DEALERLEADS

# TRAFFIC CITY LOCALE

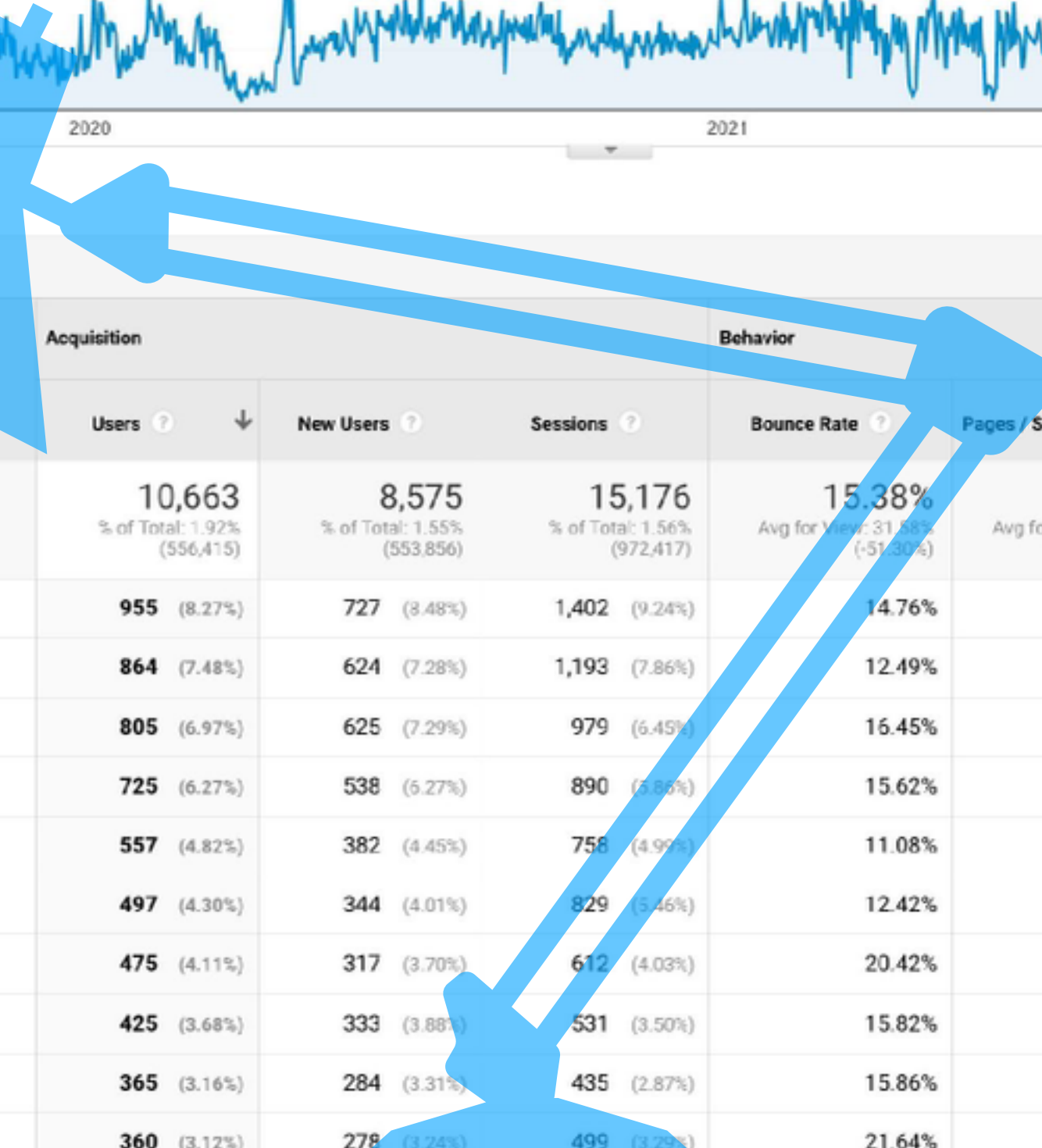
and the relationship to the dealer's location



Primary Dimension: Source / Medium Other

Secondary dimension: City Sort Type: Default

Source / Medium	City	Acquisition			Behavior			Conversions		
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		10,663 <small>% of Total: 1.92% (556,415)</small>	8,575 <small>% of Total: 1.55% (553,856)</small>	15,176 <small>% of Total: 1.56% (972,417)</small>	15.38% <small>Avg for View: 31.68% (-51.30%)</small>	4.03 <small>Avg for View: 3.40 (18.61%)</small>	00:03:07 <small>Avg for View: 00:02:46 (12.83%)</small>	4.20% <small>Avg for View: 3.00% (40.23%)</small>	638 <small>% of Total: 2.19% (29,152)</small>	\$0.00 <small>% of Total: 0.00% (0.00)</small>
1. dealerleads.com / referral	Charlottesville	955 (8.27%)	727 (8.48%)	1,402 (9.24%)	14.76%	4.01	00:02:55	3.85%	54 (8.46%)	\$0.00 (0.00%)
2. dealerleads.com / referral	Harrisonburg	864 (7.48%)	624 (7.28%)	1,193 (7.86%)	12.49%	4.56	00:03:33	2.93%	35 (5.49%)	\$0.00 (0.00%)
3. dealerleads.com / referral	Roanoke	805 (6.97%)	625 (7.29%)	979 (6.45%)	16.45%	3.87	00:02:58	6.13%	60 (9.40%)	\$0.00 (0.00%)
4. dealerleads.com / referral	(not set)	725 (6.27%)	538 (6.27%)	890 (5.86%)	15.62%	3.96	00:03:09	4.49%	40 (6.27%)	\$0.00 (0.00%)
5. dealerleads.com / referral	Waynesboro	557 (4.82%)	382 (4.45%)	758 (4.99%)	11.08%	4.63	00:03:35	3.03%	23 (3.61%)	\$0.00 (0.00%)
6. dealerleads.com / referral	Staunton	497 (4.30%)	344 (4.01%)	829 (5.46%)	12.42%	4.22	00:03:26	2.65%	22 (3.45%)	\$0.00 (0.00%)
7. dealerleads.com / referral	Baltimore	475 (4.11%)	317 (3.70%)	612 (4.03%)	20.42%	3.73	00:02:48	5.72%	35 (5.49%)	\$0.00 (0.00%)
8. dealerleads.com / referral	Ashburn	425 (3.68%)	333 (3.88%)	531 (3.50%)	15.82%	3.71	00:03:11	6.40%	34 (5.33%)	\$0.00 (0.00%)
9. dealerleads.com / referral	Washington	365 (3.16%)	284 (3.31%)	435 (2.87%)	15.86%	3.67	00:02:34	4.60%	20 (3.13%)	\$0.00 (0.00%)
10. dealerleads.com / referral	New York	360 (3.12%)	278 (3.24%)	499 (3.29%)	21.64%	3.65	00:03:34	10.02%	50 (7.84%)	\$0.00 (0.00%)



analytics.google.com/analytics/web/?authuser=5#/report/trafficsources-all-traffic/a118129023w175040863p179490624/\_u.date0=20180701&\_u.date1=20180930&\_goalOption=ALL/

Analytics McDonough Toyota Dealer Leads - Conversion ... Try searching for "acquisition overview"

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 **DEALERLEADS** Jul 1, 2018 - Sep 30, 2018

2018 Q3 PERFORMANCE

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

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	25,292 % of Total: 100.00% (25,292)	22,864 % of Total: 100.00% (22,864)	43,458 % of Total: 100.00% (43,458)	40.84% Avg for View: 40.84% (0.00%)	3.51 Avg for View: 3.51 (0.00%)	00:02:54 Avg for View: 00:02:54 (0.00%)	3.37% Avg for View: 3.37% (0.00%)	1,463 % of Total: 100.00% (1,463)	\$0.00 % of Total: 0.00% (\$0.00)
1. [blurred]	5,026 (18.16%)	4,841 (21.17%)	7,292 (16.76%)	44.97%	2.70	00:02:30	3.47%	253 (17.29%)	\$0.00 (0.00%)
2. [blurred]	4,391 (15.87%)	3,517 (15.38%)	7,536 (17.34%)	44.08%	3.45	00:02:44	4.55%	343 (23.44%)	\$0.00 (0.00%)
3. [blurred]	3,570 (12.90%)	2,890 (12.64%)	5,526 (12.72%)	23.02%	4.54	00:03:57	4.02%	222 (15.17%)	\$0.00 (0.00%)
4. [blurred]	2,411 (8.71%)	1,867 (8.17%)	3,899 (8.97%)	13.80%	5.03	00:04:16	4.57%	178 (12.17%)	\$0.00 (0.00%)
5. [blurred]	1,695 (6.12%)	1,283 (5.61%)	3,835 (8.82%)	76.64%	1.81	00:01:17	0.68%	26 (1.78%)	\$0.00 (0.00%)
6. [blurred]	1,315 (4.75%)	1,012 (4.43%)	2,301 (5.29%)	17.34%	6.52	00:05:06	5.43%	125 (8.54%)	\$0.00 (0.00%)
7. [blurred]	1,071 (3.87%)	1,026 (4.49%)	1,082 (2.49%)	78.56%	1.35	00:00:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. dealerleads.com / referral	924 (3.34%)	715 (3.13%)	1,378 (3.17%)	17.71%	5.27	00:04:44	6.97%	96 (6.56%)	\$0.00 (0.00%)
9. [blurred]	739 (2.67%)	555 (2.43%)	1,000 (2.30%)	49.40%	1.74	00:01:35	2.30%	23 (1.57%)	\$0.00 (0.00%)
10. [blurred]	670 (2.42%)	670 (2.93%)	671 (1.54%)	57.23%	1.83	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 608

# DEALERLEADS

# 2018 Q4 PERFORMANCE

All Traffic

All Users  
100.00% Users

Explorer

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

Users vs. Select a metric

Users

1,000



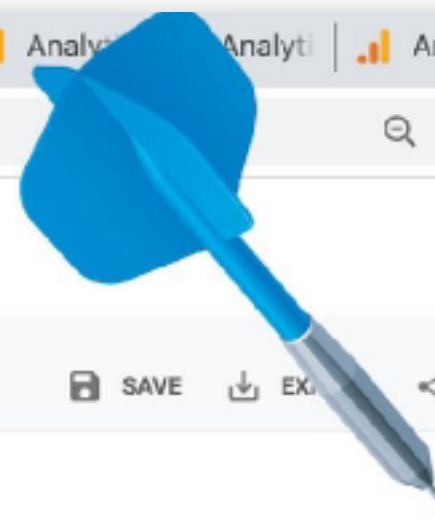
Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sort Type: Default

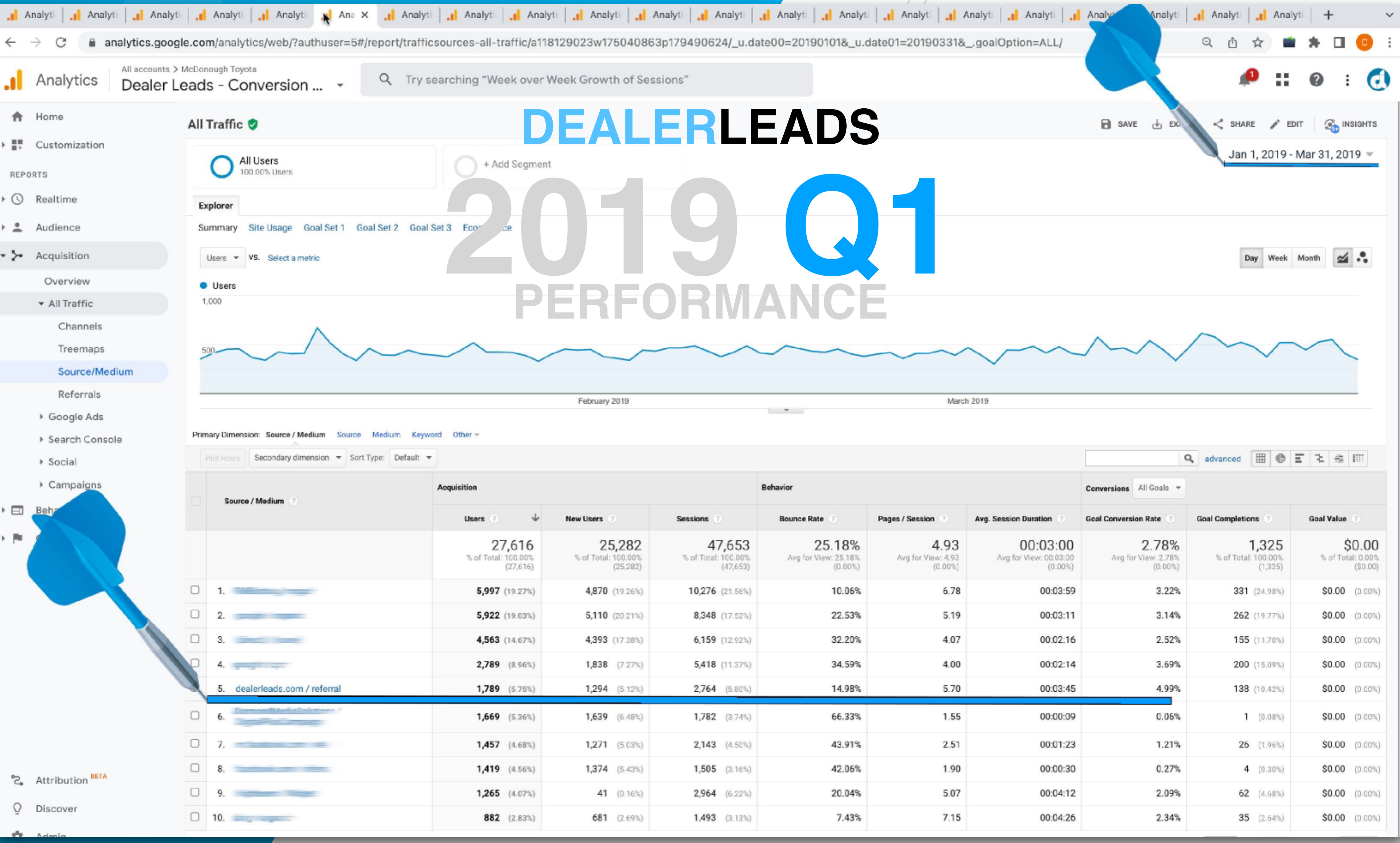
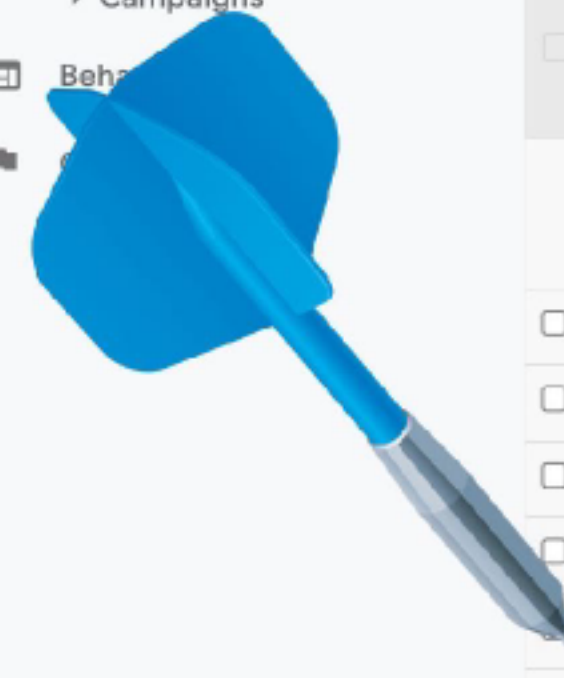
Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	27,114 % of Total: 100.00% (27,114)	24,939 % of Total: 100.00% (24,939)	45,631 % of Total: 100.00% (45,631)	37.82% Avg for View: 37.82% (0.00%)	3.73 Avg for View: 3.73 (0.00%)	00:03:04 Avg for View: 00:03:04 (0.00%)	3.11% Avg for View: 3.11% (0.00%)	1,419 % of Total: 100.00% (1,419)	\$0.00 % of Total: 0.00% (0.00)
1. [blurred]	5,948 (19.68%)	5,085 (20.39%)	8,626 (18.90%)	29.72%	4.18	00:03:32	3.48%	300 (21.14%)	\$0.00 (0.00%)
2. [blurred]	4,854 (16.06%)	4,693 (18.82%)	6,612 (14.49%)	51.15%	2.91	00:02:23	2.86%	189 (13.32%)	\$0.00 (0.00%)
3. [blurred]	4,595 (15.20%)	3,687 (14.78%)	8,037 (17.61%)	15.38%	5.35	00:04:24	3.86%	310 (21.85%)	\$0.00 (0.00%)
4. [blurred]	2,796 (9.25%)	2,023 (8.11%)	5,064 (11.10%)	45.56%	3.01	00:02:28	3.99%	202 (14.24%)	\$0.00 (0.00%)
5. dealerleads.com / referral	1,644 (5.44%)	1,230 (4.93%)	2,576 (5.65%)	19.45%	4.90	00:03:57	7.38%	190 (13.39%)	\$0.00 (0.00%)
6. [blurred]	1,493 (4.94%)	1,463 (5.87%)	1,579 (3.46%)	80.81%	1.31	00:00:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. [blurred]	1,467 (4.85%)	1,409 (5.65%)	1,510 (3.31%)	72.98%	1.51	00:00:06	0.07%	1 (0.07%)	\$0.00 (0.00%)
8. [blurred]	1,033 (3.42%)	15 (0.06%)	2,591 (5.68%)	29.02%	4.01	00:04:20	2.08%	54 (3.81%)	\$0.00 (0.00%)
9. [blurred]	882 (2.92%)	882 (3.54%)	882 (1.93%)	53.85%	1.90	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. [blurred]	814 (2.69%)	672 (2.69%)	1,161 (2.54%)	54.95%	1.95	00:01:24	0.95%	11 (0.78%)	\$0.00 (0.00%)

# DEALERLEADS

# 2019 Q1 PERFORMANCE



Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	27,616 <small>% of Total: 100.00% (27,616)</small>	25,282 <small>% of Total: 100.00% (25,282)</small>	47,653 <small>% of Total: 100.00% (47,653)</small>	25.18% <small>Avg for View: 25.18% (0.00%)</small>	4.93 <small>Avg for View: 4.93 (0.00%)</small>	00:03:00 <small>Avg for View: 00:03:00 (0.00%)</small>	2.78% <small>Avg for View: 2.78% (0.00%)</small>	1,325 <small>% of Total: 100.00% (1,325)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	5,997 (19.27%)	4,870 (19.26%)	10,276 (21.56%)	10.06%	6.78	00:03:59	3.22%	331 (24.98%)	\$0.00 (0.00%)
2. [blurred]	5,922 (19.03%)	5,110 (20.21%)	8,348 (17.52%)	22.53%	5.19	00:03:11	3.14%	262 (19.77%)	\$0.00 (0.00%)
3. [blurred]	4,563 (14.67%)	4,393 (17.38%)	6,159 (12.92%)	32.20%	4.07	00:02:16	2.52%	155 (11.70%)	\$0.00 (0.00%)
4. [blurred]	2,789 (8.96%)	1,838 (7.27%)	5,418 (11.37%)	34.59%	4.00	00:02:14	3.69%	200 (15.09%)	\$0.00 (0.00%)
5. dealerleads.com / referral	1,789 (5.75%)	1,294 (5.12%)	2,764 (5.80%)	14.98%	5.70	00:03:45	4.99%	138 (10.42%)	\$0.00 (0.00%)
6. [blurred]	1,669 (5.36%)	1,639 (6.48%)	1,782 (3.74%)	66.33%	1.55	00:00:09	0.06%	1 (0.08%)	\$0.00 (0.00%)
7. [blurred]	1,457 (4.68%)	1,271 (5.03%)	2,143 (4.50%)	43.91%	2.51	00:01:23	1.21%	26 (1.96%)	\$0.00 (0.00%)
8. [blurred]	1,419 (4.56%)	1,374 (5.43%)	1,505 (3.16%)	42.06%	1.90	00:00:30	0.27%	4 (0.30%)	\$0.00 (0.00%)
9. [blurred]	1,265 (4.07%)	41 (0.16%)	2,964 (6.22%)	20.04%	5.07	00:04:12	2.09%	62 (4.68%)	\$0.00 (0.00%)
10. [blurred]	882 (2.83%)	681 (2.69%)	1,493 (3.13%)	7.43%	7.15	00:04:26	2.34%	35 (2.64%)	\$0.00 (0.00%)



# DEALERLEADS

# 2019 Q2 PERFORMANCE

All Traffic

All Users  
100.00% Users

Explorer

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

Users vs. Select a metric

Users



Primary Dimension: Source / Medium

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
	31,421 % of Total: 100.00% (31,421)	29,398 % of Total: 100.00% (29,398)	53,019 % of Total: 100.00% (53,019)	24.25% Avg for View: 24.25% (0.00%)	5.03 Avg for View: 5.03 (0.00%)	00:02:42 Avg for View: 00:02:42 (0.00%)	2.58% Avg for View: 2.58% (0.00%)	1,368 % of Total: 100.00% (1,368)	\$0.00 % of Total: 0.00% (0.00)
1. [blurred]	9,580 (27.33%)	8,157 (27.75%)	15,188 (28.65%)	12.41%	6.38	00:03:41	3.05%	463 (33.85%)	\$0.00 (0.00%)
2. [blurred]	5,999 (17.12%)	5,829 (19.83%)	8,080 (15.24%)	32.87%	4.17	00:02:05	2.14%	173 (12.65%)	\$0.00 (0.00%)
3. [blurred]	3,905 (11.14%)	2,745 (9.34%)	7,527 (14.20%)	24.94%	4.20	00:02:15	3.73%	281 (20.54%)	\$0.00 (0.00%)
4. [blurred]	2,232 (6.37%)	1,931 (6.57%)	3,353 (6.32%)	31.79%	2.65	00:01:16	0.89%	30 (2.19%)	\$0.00 (0.00%)
5. dealerleads.com / referral	1,687 (4.81%)	1,314 (4.47%)	2,387 (4.50%)	12.65%	6.56	00:03:26	4.61%	110 (8.04%)	\$0.00 (0.00%)
6. [blurred]	1,541 (4.40%)	1,078 (3.67%)	2,475 (4.67%)	2.42%	9.76	00:04:03	3.39%	84 (6.14%)	\$0.00 (0.00%)
7. [blurred]	1,504 (4.29%)	1,488 (5.06%)	1,544 (2.91%)	31.54%	1.93	00:00:11	0.06%	1 (0.07%)	\$0.00 (0.00%)
8. [blurred]	1,364 (3.89%)	1,341 (4.56%)	1,421 (2.66%)	90.92%	1.10	00:00:04	0.28%	4 (0.29%)	\$0.00 (0.00%)
9. [blurred]	1,024 (2.92%)	21 (0.07%)	2,528 (4.77%)	14.36%	5.72	00:03:58	1.94%	49 (3.58%)	\$0.00 (0.00%)
10. [blurred]	874 (2.49%)	842 (2.86%)	945 (1.78%)	33.02%	2.38	00:00:29	0.21%	2 (0.15%)	\$0.00 (0.00%)

# DEALERLEADS

# 2019 Q3 PERFORMANCE

All Traffic

All Users  
100.00% Users

Explorer

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

Users vs. Select a metric

Users

1,500

1,000

500

August 2019

September 2019

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
	36,840 <small>% of Total: 100.00% (36,840)</small>	34,800 <small>% of Total: 100.00% (34,800)</small>	60,602 <small>% of Total: 100.00% (60,602)</small>	44.37% <small>Avg for View: 44.37% (0.00%)</small>	3.30 <small>Avg for View: 3.30 (0.00%)</small>	00:02:30 <small>Avg for View: 00:02:30 (0.00%)</small>	2.52% <small>Avg for View: 2.52% (0.00%)</small>	1,526 <small>% of Total: 100.00% (1,526)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	10,314 (25.40%)	8,789 (25.26%)	16,812 (27.74%)	19.18%	4.87	00:03:52	3.35%	564 (36.96%)	\$0.00 (0.00%)
2. [blurred]	7,701 (18.97%)	7,551 (21.70%)	10,471 (17.28%)	47.79%	3.18	00:02:17	2.61%	273 (17.89%)	\$0.00 (0.00%)
3. [blurred]	4,352 (10.72%)	3,307 (9.50%)	8,060 (13.30%)	53.28%	2.62	00:01:55	3.51%	283 (18.55%)	\$0.00 (0.00%)
4. [blurred]	2,960 (7.29%)	2,445 (7.03%)	5,381 (8.88%)	53.13%	1.81	00:01:17	0.89%	48 (3.15%)	\$0.00 (0.00%)
5. dealerleads.com / referral	1,847 (4.55%)	1,426 (4.10%)	2,591 (4.28%)	22.39%	4.80	00:03:59	5.83%	151 (9.90%)	\$0.00 (0.00%)
6. [blurred]	1,264 (3.11%)	1,264 (3.63%)	1,265 (2.09%)	95.10%	1.06	<00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. [blurred]	1,210 (2.98%)	1,211 (3.48%)	1,225 (2.02%)	99.18%	1.00	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. [blurred]	1,127 (2.78%)	23 (0.07%)	2,344 (3.87%)	26.41%	3.95	00:03:53	2.13%	50 (3.28%)	\$0.00 (0.00%)
9. [blurred]	1,062 (2.62%)	914 (2.63%)	1,414 (2.33%)	82.46%	1.20	00:00:30	0.71%	10 (0.66%)	\$0.00 (0.00%)
10. [blurred]	737 (1.82%)	583 (1.68%)	1,101 (1.82%)	20.07%	5.21	00:04:11	2.36%	26 (1.70%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 1097

# DEALERLEADS

# 2019 Q4 PERFORMANCE

All Traffic

All Users  
100.00% Users

Explorer

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

Users vs. Select a metric

Users



Primary Dimension: Source / Medium

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
	29,743 <small>% of Total: 100.00% (29,743)</small>	27,823 <small>% of Total: 100.00% (27,823)</small>	50,164 <small>% of Total: 100.00% (50,164)</small>	29.53% <small>Avg for View: 29.53% (0.00%)</small>	3.21 <small>Avg for View: 3.21 (0.00%)</small>	00:02:41 <small>Avg for View: 00:02:41 (0.00%)</small>	2.19% <small>Avg for View: 2.19% (0.00%)</small>	1,098 <small>% of Total: 100.00% (1,098)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	9,672 (29.27%)	8,443 (30.35%)	14,595 (29.09%)	14.36%	4.33	00:03:41	2.36%	345 (31.42%)	\$0.00 (0.00%)
2. [blurred]	6,193 (18.74%)	6,039 (21.71%)	8,728 (17.40%)	34.07%	2.92	00:02:30	3.09%	270 (24.59%)	\$0.00 (0.00%)
3. [blurred]	5,037 (15.24%)	4,290 (15.42%)	7,968 (15.88%)	53.59%	1.56	00:00:55	0.29%	23 (2.09%)	\$0.00 (0.00%)
4. [blurred]	3,225 (9.76%)	2,574 (9.25%)	5,259 (10.48%)	24.89%	3.26	00:02:39	3.82%	201 (18.31%)	\$0.00 (0.00%)
5. dealerleads.com / referral	1,684 (5.10%)	1,355 (4.87%)	2,375 (4.73%)	15.87%	4.27	00:03:37	4.59%	109 (9.93%)	\$0.00 (0.00%)
6. [blurred]	1,347 (4.08%)	1,184 (4.26%)	1,808 (3.60%)	61.45%	1.14	00:00:31	0.55%	10 (0.91%)	\$0.00 (0.00%)
7. [blurred]	1,019 (3.08%)	19 (0.07%)	2,441 (4.87%)	20.85%	3.81	00:03:56	1.47%	36 (3.28%)	\$0.00 (0.00%)
8. [blurred]	865 (2.62%)	533 (1.92%)	1,300 (2.59%)	54.69%	1.86	00:01:07	0.77%	10 (0.91%)	\$0.00 (0.00%)
9. [blurred]	708 (2.14%)	568 (2.04%)	1,069 (2.13%)	11.23%	4.30	00:04:04	1.31%	14 (1.28%)	\$0.00 (0.00%)
10. [blurred]	400 (1.21%)	340 (1.22%)	506 (1.01%)	9.29%	4.31	00:03:18	2.57%	13 (1.18%)	\$0.00 (0.00%)



# DEALERLEADS

# 2020 Q1 PERFORMANCE

All Traffic

All Users  
100.00% Users

Explorer

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

Users vs. Select a metric

Users

1,000



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
	32,237 <small>% of Total: 100.00% (32,237)</small>	29,634 <small>% of Total: 100.00% (29,634)</small>	55,764 <small>% of Total: 100.00% (55,764)</small>	26.26% <small>Avg for View: 26.26% (0.00%)</small>	3.33 <small>Avg for View: 3.33 (0.00%)</small>	00:02:52 <small>Avg for View: 00:02:52 (0.00%)</small>	2.47% <small>Avg for View: 2.47% (0.00%)</small>	1,379 <small>% of Total: 100.00% (1,379)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	10,258 (29.39%)	8,935 (30.15%)	16,036 (28.76%)	11.21%	4.60	00:03:51	3.22%	517 (37.49%)	\$0.00 (0.00%)
2. [blurred]	6,101 (17.48%)	5,178 (17.47%)	10,905 (19.56%)	48.56%	1.64	00:01:00	0.72%	78 (5.66%)	\$0.00 (0.00%)
3. [blurred]	5,626 (16.12%)	5,488 (18.52%)	8,030 (14.40%)	29.38%	3.00	00:02:43	2.47%	198 (14.36%)	\$0.00 (0.00%)
4. [blurred]	3,158 (9.05%)	2,386 (8.05%)	5,646 (10.12%)	20.47%	3.47	00:03:00	4.80%	271 (19.65%)	\$0.00 (0.00%)
5. dealerleads.com / referral	1,926 (5.52%)	1,562 (5.27%)	2,697 (4.84%)	15.35%	4.29	00:03:25	4.45%	120 (8.70%)	\$0.00 (0.00%)
6. [blurred]	1,213 (3.48%)	1,103 (3.72%)	1,523 (2.73%)	53.05%	1.22	00:00:47	1.51%	23 (1.67%)	\$0.00 (0.00%)
7. [blurred]	1,010 (2.89%)	19 (0.06%)	3,091 (5.54%)	14.82%	4.19	00:04:49	1.62%	50 (3.63%)	\$0.00 (0.00%)
8. [blurred]	998 (2.86%)	995 (3.36%)	1,040 (1.87%)	64.33%	1.27	00:00:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. [blurred]	878 (2.52%)	730 (2.46%)	1,342 (2.41%)	7.23%	4.63	00:04:25	2.24%	30 (2.18%)	\$0.00 (0.00%)
10. [blurred]	515 (1.48%)	515 (1.74%)	519 (0.93%)	79.19%	1.00	00:00:21	0.00%	0 (0.00%)	\$0.00 (0.00%)

# DEALERLEADS

# 2020 Q2 PERFORMANCE

All Traffic

All Users  
100.00% Users

Explorer

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

Users vs. Select a metric

Users

1,000



Primary Dimension: Source / Medium

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
	25,989 <small>% of Total: 100.00% (25,989)</small>	24,634 <small>% of Total: 100.00% (24,634)</small>	46,130 <small>% of Total: 100.00% (46,130)</small>	26.40% <small>Avg for View: 26.40% (0.00%)</small>	3.59 <small>Avg for View: 3.59 (0.00%)</small>	00:03:34 <small>Avg for View: 00:03:34 (0.00%)</small>	3.26% <small>Avg for View: 3.26% (0.00%)</small>	1,505 <small>% of Total: 100.00% (1,505)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	10,938 (37.91%)	9,722 (39.47%)	17,419 (37.76%)	17.58%	4.26	00:03:56	3.35%	583 (38.74%)	\$0.00 (0.00%)
2. [blurred]	6,357 (22.03%)	6,265 (25.43%)	9,417 (20.41%)	38.18%	2.92	00:02:58	3.06%	288 (19.14%)	\$0.00 (0.00%)
3. google / cpc	2,603 (9.02%)	2,079 (8.44%)	4,529 (9.82%)	25.37%	3.37	00:03:19	6.29%	285 (18.94%)	\$0.00 (0.00%)
4. dealerleads.com / referral	2,002 (6.94%)	1,605 (6.52%)	2,801 (6.07%)	17.82%	4.05	00:03:31	4.25%	119 (7.91%)	\$0.00 (0.00%)
5. [blurred]	1,419 (4.92%)	1,129 (4.58%)	2,457 (5.33%)	53.32%	2.03	00:01:20	1.38%	34 (2.26%)	\$0.00 (0.00%)
6. [blurred]	1,054 (3.65%)	14 (0.06%)	2,764 (5.99%)	15.96%	3.96	00:05:06	1.81%	50 (3.32%)	\$0.00 (0.00%)
7. [blurred]	810 (2.81%)	684 (2.78%)	1,264 (2.74%)	15.11%	4.27	00:04:44	2.29%	29 (1.93%)	\$0.00 (0.00%)
8. [blurred]	461 (1.60%)	397 (1.61%)	606 (1.31%)	12.87%	4.65	00:04:15	2.48%	15 (1.00%)	\$0.00 (0.00%)
9. [blurred]	414 (1.43%)	404 (1.64%)	427 (0.93%)	96.02%	1.06	00:00:08	0.23%	1 (0.07%)	\$0.00 (0.00%)
10. [blurred]	335 (1.16%)	226 (0.92%)	728 (1.58%)	23.90%	3.06	00:04:35	2.61%	19 (1.26%)	\$0.00 (0.00%)

# DEALERLEADS

# 2020 Q3 PERFORMANCE

All Traffic

All Users  
100.00% Users

Explorer

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

Users vs. Select a metric

Users



Primary Dimension: Source / Medium

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
	28,613 <small>% of Total: 100.00% (28,613)</small>	27,027 <small>% of Total: 100.00% (27,027)</small>	51,819 <small>% of Total: 100.00% (51,819)</small>	19.74% <small>Avg for View: 19.74% (0.00%)</small>	3.46 <small>Avg for View: 3.46 (0.00%)</small>	00:03:12 <small>Avg for View: 00:03:12 (0.00%)</small>	3.52% <small>Avg for View: 3.52% (0.00%)</small>	1,822 <small>% of Total: 100.00% (1,822)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	11,758 (37.00%)	10,370 (38.37%)	18,001 (34.74%)	12.24%	4.25	00:03:43	3.47%	625 (34.30%)	\$0.00 (0.00%)
2. [blurred]	6,623 (20.84%)	6,474 (23.95%)	10,027 (19.35%)	26.34%	3.01	00:03:01	4.30%	431 (23.66%)	\$0.00 (0.00%)
3. [blurred]	3,202 (10.07%)	2,679 (9.91%)	6,514 (12.57%)	40.67%	1.70	00:01:15	0.88%	57 (3.13%)	\$0.00 (0.00%)
4. [blurred]	2,591 (8.15%)	2,039 (7.54%)	4,477 (8.64%)	18.83%	3.22	00:02:55	7.84%	351 (19.26%)	\$0.00 (0.00%)
5. dealerleads.com / referral	2,497 (7.86%)	2,039 (7.54%)	3,581 (6.91%)	13.74%	4.04	00:03:20	4.05%	145 (7.96%)	\$0.00 (0.00%)
6. [blurred]	979 (3.08%)	9 (0.03%)	2,186 (4.22%)	16.83%	3.52	00:03:24	2.15%	47 (2.58%)	\$0.00 (0.00%)
7. [blurred]	800 (2.52%)	659 (2.44%)	1,378 (2.66%)	6.02%	4.60	00:04:08	2.03%	28 (1.54%)	\$0.00 (0.00%)
8. [blurred]	428 (1.35%)	366 (1.35%)	567 (1.09%)	8.82%	4.30	00:03:29	2.82%	16 (0.88%)	\$0.00 (0.00%)
9. [blurred]	420 (1.32%)	292 (1.08%)	793 (1.53%)	18.79%	2.43	00:03:07	2.40%	19 (1.04%)	\$0.00 (0.00%)
10. [blurred]	365 (1.15%)	320 (1.18%)	560 (1.08%)	10.71%	3.74	00:04:15	4.46%	25 (1.37%)	\$0.00 (0.00%)

# DEALERLEADS

# 2020 Q4 PERFORMANCE

All Traffic

All Users  
100.00% Users

Explorer

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

Users vs. Select a metric

Users

1,000

500

November 2020

December 2020

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
	26,072 <small>% of Total: 100.00% (26,072)</small>	24,270 <small>% of Total: 100.00% (24,270)</small>	44,183 <small>% of Total: 100.00% (44,183)</small>	20.12% <small>Avg for View: 20.12% (0.00%)</small>	3.37 <small>Avg for View: 3.37 (0.00%)</small>	00:03:10 <small>Avg for View: 00:03:10 (0.00%)</small>	3.12% <small>Avg for View: 3.12% (0.00%)</small>	1,379 <small>% of Total: 100.00% (1,379)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	10,669 (37.27%)	9,400 (38.73%)	15,830 (35.83%)	12.92%	4.12	00:03:41	2.77%	439 (31.83%)	\$0.00 (0.00%)
2. [blurred]	6,178 (21.58%)	6,032 (24.85%)	8,873 (20.08%)	26.83%	2.87	00:02:51	3.47%	308 (22.34%)	\$0.00 (0.00%)
3. [blurred]	3,001 (10.48%)	2,427 (10.00%)	5,444 (12.32%)	38.23%	1.66	00:01:10	0.59%	32 (2.32%)	\$0.00 (0.00%)
4. [blurred]	2,338 (8.17%)	1,860 (7.66%)	3,829 (8.67%)	18.41%	3.18	00:03:04	8.57%	328 (23.79%)	\$0.00 (0.00%)
5. dealerleads.com / referral	2,138 (7.47%)	1,711 (7.05%)	2,933 (6.64%)	12.79%	4.08	00:03:45	4.13%	121 (8.77%)	\$0.00 (0.00%)
6. [blurred]	868 (3.03%)	15 (0.06%)	1,711 (3.87%)	21.22%	3.40	00:03:06	1.64%	28 (2.03%)	\$0.00 (0.00%)
7. [blurred]	699 (2.44%)	580 (2.39%)	1,147 (2.60%)	6.89%	4.49	00:04:34	2.01%	23 (1.67%)	\$0.00 (0.00%)
8. [blurred]	392 (1.37%)	346 (1.43%)	563 (1.27%)	5.15%	4.75	00:05:01	4.09%	23 (1.67%)	\$0.00 (0.00%)
9. [blurred]	387 (1.35%)	287 (1.18%)	677 (1.53%)	16.54%	2.94	00:03:17	2.51%	17 (1.23%)	\$0.00 (0.00%)
10. [blurred]	338 (1.18%)	253 (1.04%)	438 (0.99%)	31.51%	1.79	00:01:59	0.68%	3 (0.22%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 105

analytics.google.com/analytics/web/?authuser=5#/report/trafficsources-all-traffic/a118129023w175040863p179490624/\_u.date0=20210101&\_u.date1=20210331&\_goalOption=ALL/

Analytics McDonough Toyota Dealer Leads - Conversion ... Try searching "Any anomalies in sessions this month?"

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

DEALERLEADS

2021 Q1 PERFORMANCE

SAVE EXPORT SHARE EDIT INSIGHTS Jan 1, 2021 - Mar 31, 2021

All Traffic All Users 100.00% Users + Add Segment

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

Users vs. Select a metric

Users 1,000

Day Week Month

February 2021 March 2021

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
	32,565 <small>% of Total: 100.00% (32,565)</small>	31,297 <small>% of Total: 100.00% (31,297)</small>	56,804 <small>% of Total: 100.00% (56,804)</small>	14.18% <small>Avg for View: 14.18% (0.00%)</small>	3.43 <small>Avg for View: 3.43 (0.00%)</small>	00:02:57 <small>Avg for View: 00:02:57 (0.00%)</small>	2.09% <small>Avg for View: 2.09% (0.00%)</small>	1,190 <small>% of Total: 100.00% (1,190)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	12,254 (33.71%)	10,915 (34.88%)	19,343 (34.05%)	8.26%	4.30	00:03:35	1.89%	365 (30.67%)	\$0.00 (0.00%)
2. [blurred]	7,107 (19.55%)	6,978 (22.30%)	10,477 (18.44%)	19.10%	3.08	00:02:54	3.28%	344 (28.91%)	\$0.00 (0.00%)
3. [blurred]	4,104 (11.29%)	3,731 (11.92%)	7,098 (12.50%)	21.29%	1.65	00:01:03	0.48%	34 (2.86%)	\$0.00 (0.00%)
4. [blurred]	3,306 (9.09%)	2,617 (8.36%)	5,530 (9.74%)	18.01%	2.99	00:02:28	4.58%	253 (21.26%)	\$0.00 (0.00%)
5. dealerleads.com / referral	2,648 (7.28%)	2,101 (6.71%)	3,534 (6.22%)	9.28%	4.29	00:03:21	2.41%	85 (7.14%)	\$0.00 (0.00%)
6. [blurred]	1,304 (3.59%)	11 (0.04%)	2,818 (4.96%)	17.39%	3.74	00:03:44	1.17%	33 (2.77%)	\$0.00 (0.00%)
7. [blurred]	872 (2.40%)	740 (2.36%)	1,323 (2.33%)	4.08%	4.43	00:04:02	0.91%	12 (1.01%)	\$0.00 (0.00%)
8. [blurred]	777 (2.14%)	778 (2.49%)	789 (1.39%)	22.43%	2.35	00:02:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. [blurred]	412 (1.13%)	353 (1.13%)	536 (0.94%)	3.17%	4.83	00:03:41	0.37%	2 (0.17%)	\$0.00 (0.00%)
10. [blurred]	409 (1.13%)	409 (1.31%)	409 (0.72%)	4.89%	1.01	00:00:14	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 133

# DEALERLEADS

# 2021 Q2 PERFORMANCE

All Traffic

All Users  
100.00% Users

Explorer

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

Users vs. Select a metric

Users

1,500



Primary Dimension: Source / Medium

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
	35,370 <small>% of Total: 100.00% (35,370)</small>	34,373 <small>% of Total: 100.00% (34,373)</small>	59,277 <small>% of Total: 100.00% (59,277)</small>	34.45% <small>Avg for View: 34.45% (0.00%)</small>	3.16 <small>Avg for View: 3.16 (0.00%)</small>	00:02:36 <small>Avg for View: 00:02:36 (0.00%)</small>	2.60% <small>Avg for View: 2.60% (0.00%)</small>	1,544 <small>% of Total: 100.00% (1,544)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	11,800 (30.09%)	10,397 (30.25%)	18,942 (31.96%)	17.05%	4.13	00:03:09	2.69%	509 (32.97%)	\$0.00 (0.00%)
2. [blurred]	8,055 (20.54%)	7,876 (22.91%)	11,404 (19.24%)	39.71%	2.82	00:02:57	3.40%	388 (25.13%)	\$0.00 (0.00%)
3. [blurred]	4,092 (10.43%)	3,356 (9.76%)	6,440 (10.86%)	37.83%	2.91	00:02:07	5.37%	346 (22.41%)	\$0.00 (0.00%)
4. [blurred]	3,686 (9.40%)	3,311 (9.63%)	6,145 (10.37%)	56.68%	1.66	00:00:57	0.55%	34 (2.20%)	\$0.00 (0.00%)
5. [blurred]	2,969 (7.57%)	2,966 (8.63%)	3,171 (5.35%)	71.37%	1.40	00:01:33	0.13%	4 (0.26%)	\$0.00 (0.00%)
6. dealerleads.com / referral	2,094 (5.34%)	1,659 (4.83%)	2,847 (4.80%)	19.88%	3.93	00:02:54	2.77%	79 (5.12%)	\$0.00 (0.00%)
7. [blurred]	891 (2.27%)	1 (0.00%)	1,950 (3.29%)	26.05%	3.72	00:02:51	1.54%	30 (1.94%)	\$0.00 (0.00%)
8. [blurred]	805 (2.05%)	673 (1.96%)	1,320 (2.23%)	19.77%	4.16	00:03:33	1.52%	20 (1.30%)	\$0.00 (0.00%)
9. [blurred]	710 (1.81%)	705 (2.05%)	719 (1.21%)	83.03%	1.25	00:00:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. toyota.com / referral	605 (1.54%)	505 (1.47%)	837 (1.41%)	13.74%	4.30	00:03:19	2.15%	18 (1.17%)	\$0.00 (0.00%)

# DEALERLEADS

# 2021 Q3 PERFORMANCE

All Traffic

All Users  
100.00% Users

Explorer

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

Users vs. Select a metric

Users

1,500

1,000

500

August 2021

September 2021

Primary Dimension: Source / Medium Source Medium Keyword Other

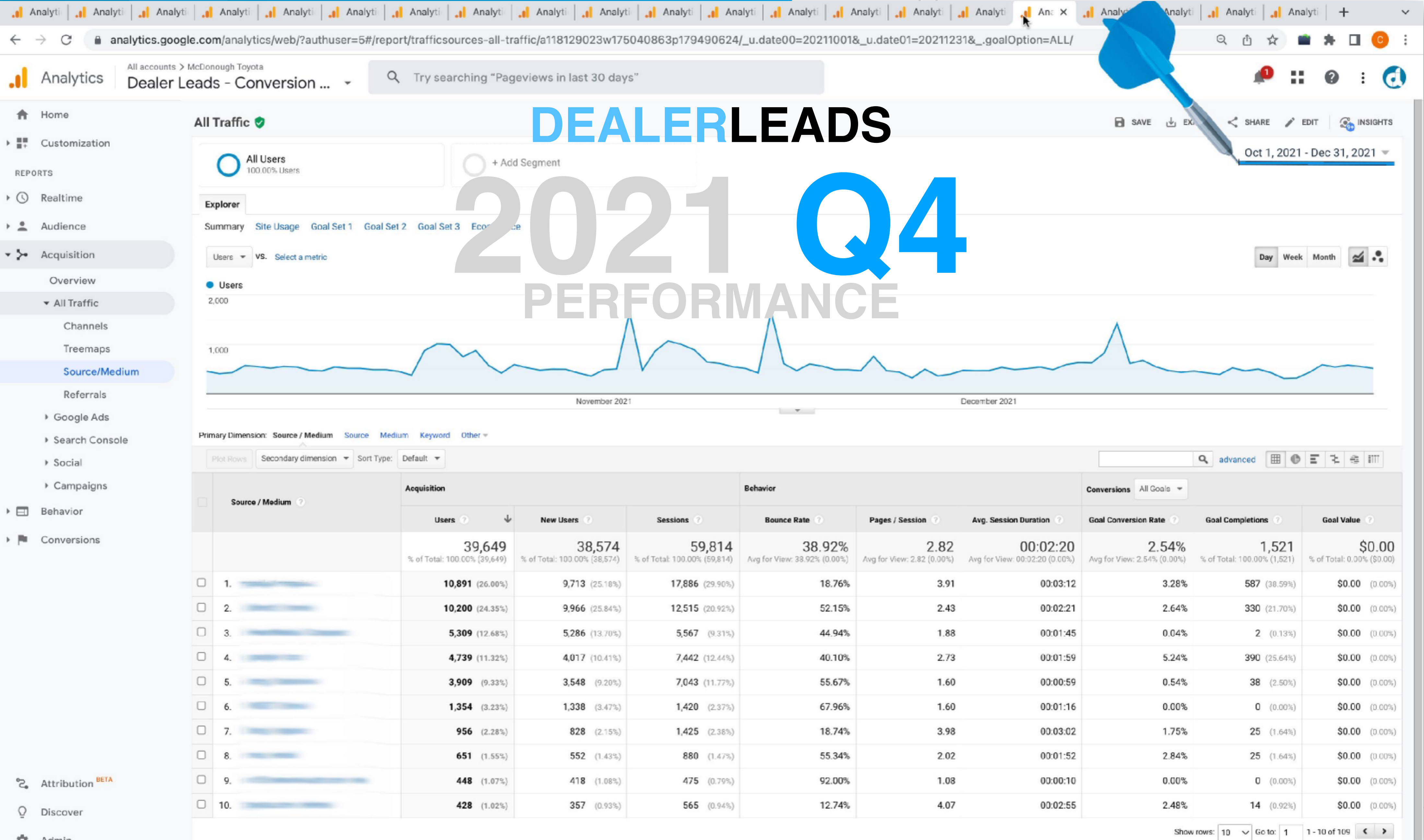
Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	38,501 <small>% of Total: 100.00% (38,501)</small>	36,955 <small>% of Total: 100.00% (36,955)</small>	60,509 <small>% of Total: 100.00% (60,509)</small>	37.58% <small>Avg for View: 37.58% (0.00%)</small>	3.02 <small>Avg for View: 3.02 (0.00%)</small>	00:02:30 <small>Avg for View: 00:02:30 (0.00%)</small>	2.53% <small>Avg for View: 2.53% (0.00%)</small>	1,530 <small>% of Total: 100.00% (1,530)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1.	11,929 (29.35%)	10,558 (28.57%)	19,033 (31.45%)	18.66%	4.07	00:03:13	2.98%	567 (37.06%)	\$0.00 (0.00%)
2.	8,056 (19.82%)	7,986 (21.61%)	11,607 (19.18%)	42.09%	2.76	00:02:57	2.64%	306 (20.00%)	\$0.00 (0.00%)
3.	5,240 (12.89%)	4,409 (11.93%)	7,958 (13.15%)	39.58%	2.83	00:02:12	5.10%	406 (26.54%)	\$0.00 (0.00%)
4.	4,376 (10.77%)	4,365 (11.81%)	4,596 (7.60%)	70.65%	1.33	00:00:49	0.07%	3 (0.20%)	\$0.00 (0.00%)
5.	3,901 (9.60%)	3,506 (9.49%)	6,800 (11.24%)	56.07%	1.74	00:01:04	0.53%	36 (2.35%)	\$0.00 (0.00%)
6.	944 (2.32%)	930 (2.52%)	1,008 (1.67%)	86.81%	1.31	00:00:35	0.20%	2 (0.13%)	\$0.00 (0.00%)
7.	835 (2.05%)	725 (1.96%)	1,297 (2.14%)	15.88%	4.48	00:03:40	1.08%	14 (0.92%)	\$0.00 (0.00%)
8. dealerleads.com / referral	826 (2.03%)	620 (1.68%)	1,198 (1.98%)	17.28%	4.09	00:03:15	3.17%	38 (2.48%)	\$0.00 (0.00%)
9.	529 (1.30%)	451 (1.22%)	722 (1.19%)	14.82%	4.16	00:03:06	2.08%	15 (0.98%)	\$0.00 (0.00%)
10.	471 (1.16%)	377 (1.02%)	750 (1.24%)	49.07%	2.32	00:02:00	2.67%	20 (1.31%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 119

# DEALERLEADS

# 2021 Q4 PERFORMANCE





- 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

# DEALERLEADS

# 2022 Q1 PERFORMANCE

All Users  
100.00% Users

+ Add Segment

Explorer

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

Users vs. Select a metric

Users



Primary Dimension: Source / Medium

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
	39,655 <small>% of Total: 100.00% (39,655)</small>	37,817 <small>% of Total: 100.00% (37,817)</small>	63,924 <small>% of Total: 100.00% (63,924)</small>	35.28% <small>Avg for View: 35.28% (0.00%)</small>	3.02 <small>Avg for View: 3.02 (0.00%)</small>	00:02:38 <small>Avg for View: 00:02:38 (0.00%)</small>	2.53% <small>Avg for View: 2.53% (0.00%)</small>	1,617 <small>% of Total: 100.00% (1,617)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	13,925 (33.26%)	12,377 (32.73%)	21,832 (34.15%)	20.86%	3.84	00:03:17	2.91%	635 (39.27%)	\$0.00 (0.00%)
2. [blurred]	7,844 (18.73%)	7,694 (20.35%)	11,574 (18.11%)	44.96%	2.77	00:02:37	3.15%	365 (22.57%)	\$0.00 (0.00%)
3. [blurred]	5,517 (13.18%)	4,632 (12.25%)	8,639 (13.51%)	40.98%	2.74	00:02:05	3.38%	292 (18.06%)	\$0.00 (0.00%)
4. [blurred]	5,042 (12.04%)	4,565 (12.07%)	8,607 (13.46%)	53.83%	1.66	00:01:04	0.59%	51 (3.15%)	\$0.00 (0.00%)
5. [blurred]	2,995 (7.15%)	2,989 (7.90%)	3,078 (4.82%)	38.76%	2.31	00:02:46	0.06%	2 (0.12%)	\$0.00 (0.00%)
6. [blurred]	1,021 (2.44%)	900 (2.38%)	1,649 (2.58%)	16.68%	4.26	00:03:48	1.39%	23 (1.42%)	\$0.00 (0.00%)
7. [blurred]	726 (1.73%)	591 (1.56%)	1,391 (2.16%)	42.99%	2.24	00:02:12	2.30%	32 (1.98%)	\$0.00 (0.00%)
8. dealerleads.com / referral	596 (1.42%)	456 (1.21%)	820 (1.28%)	18.66%	3.89	00:02:55	4.27%	35 (2.16%)	\$0.00 (0.00%)
9. [blurred]	591 (1.41%)	521 (1.38%)	853 (1.33%)	14.30%	3.94	00:03:25	2.81%	24 (1.48%)	\$0.00 (0.00%)
10. [blurred]	556 (1.33%)	494 (1.31%)	825 (1.29%)	24.97%	3.08	00:03:09	8.00%	66 (4.08%)	\$0.00 (0.00%)

# DEALERLEADS

# 2022 Q2 PERFORMANCE

All Traffic

All Users  
100.00% Users

Explorer

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

Users vs. Select a metric

Users

1,000



Primary Dimension: Source / Medium

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
	35,864 <small>% of Total: 100.00% (35,864)</small>	34,541 <small>% of Total: 100.00% (34,541)</small>	59,689 <small>% of Total: 100.00% (59,689)</small>	34.34% <small>Avg for View: 34.34% (0.00%)</small>	3.07 <small>Avg for View: 3.07 (0.00%)</small>	00:02:44 <small>Avg for View: 00:02:44 (0.00%)</small>	2.91% <small>Avg for View: 2.91% (0.00%)</small>	1,734 <small>% of Total: 100.00% (1,734)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	12,462 (32.45%)	11,195 (32.41%)	19,587 (32.82%)	22.08%	3.76	00:03:19	3.03%	593 (34.20%)	\$0.00 (0.00%)
2. [blurred]	7,329 (19.09%)	7,184 (20.80%)	11,356 (19.03%)	42.51%	2.76	00:02:39	3.25%	369 (21.28%)	\$0.00 (0.00%)
3. [blurred]	5,853 (15.24%)	4,918 (14.24%)	9,498 (15.91%)	41.43%	2.69	00:02:08	4.40%	418 (24.11%)	\$0.00 (0.00%)
4. [blurred]	3,052 (7.95%)	3,039 (8.80%)	3,146 (5.27%)	30.36%	2.76	00:02:54	0.06%	2 (0.12%)	\$0.00 (0.00%)
5. [blurred]	2,683 (6.99%)	2,304 (6.67%)	5,542 (9.28%)	53.88%	1.76	00:01:15	0.61%	34 (1.96%)	\$0.00 (0.00%)
6. dealerleads.com / referral	1,512 (3.94%)	1,206 (3.49%)	2,122 (3.56%)	15.98%	4.01	00:03:08	4.34%	92 (5.31%)	\$0.00 (0.00%)
7. [blurred]	948 (2.47%)	813 (2.35%)	1,543 (2.59%)	14.00%	4.46	00:03:54	1.88%	29 (1.67%)	\$0.00 (0.00%)
8. [blurred]	788 (2.05%)	636 (1.84%)	1,192 (2.00%)	49.58%	2.10	00:02:00	2.85%	34 (1.96%)	\$0.00 (0.00%)
9. [blurred]	567 (1.48%)	514 (1.49%)	880 (1.47%)	36.48%	2.66	00:03:21	6.14%	54 (3.11%)	\$0.00 (0.00%)
10. [blurred]	482 (1.26%)	413 (1.20%)	668 (1.12%)	13.47%	3.97	00:03:36	2.25%	15 (0.87%)	\$0.00 (0.00%)

Analytics | Dealer Leads - Conversion ... | Try searching "Top countries by users"

# DEALERLEADS

# 2022 Q3

## PERFORMANCE

Jul 1, 2022 - Sep 30, 2022

Users vs. Select a metric

Primary Dimension: Source / Medium

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	35,610 <small>% of Total: 100.00% (35,610)</small>	34,334 <small>% of Total: 100.00% (34,334)</small>	58,383 <small>% of Total: 100.00% (58,383)</small>	32.31% <small>Avg for View: 32.31% (0.00%)</small>	3.06 <small>Avg for View: 3.06 (0.00%)</small>	00:02:42 <small>Avg for View: 00:02:42 (0.00%)</small>	6.73% <small>Avg for View: 6.73% (0.00%)</small>	3,930 <small>% of Total: 100.00% (3,930)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	11,684 (30.60%)	10,400 (30.29%)	18,821 (32.24%)	18.73%	3.89	00:03:24	7.87%	1,481 (37.68%)	\$0.00 (0.00%)
2. [blurred]	7,840 (20.53%)	7,683 (22.38%)	11,409 (19.54%)	45.45%	2.59	00:02:27	6.10%	696 (17.71%)	\$0.00 (0.00%)
3. [blurred]	5,484 (14.36%)	4,558 (13.28%)	8,874 (15.20%)	37.89%	2.59	00:02:13	10.32%	916 (23.31%)	\$0.00 (0.00%)
4. [blurred]	3,140 (8.22%)	3,130 (9.12%)	3,182 (5.45%)	20.14%	2.81	00:02:46	0.06%	2 (0.05%)	\$0.00 (0.00%)
5. [blurred]	3,080 (8.07%)	2,649 (7.72%)	5,874 (10.06%)	50.94%	1.82	00:01:18	4.27%	251 (6.39%)	\$0.00 (0.00%)
6. dealerleads.com / referral	1,620 (4.24%)	1,297 (3.78%)	2,488 (4.26%)	16.36%	3.91	00:03:03	8.52%	212 (5.39%)	\$0.00 (0.00%)
7. [blurred]	988 (2.59%)	878 (2.56%)	1,541 (2.64%)	15.31%	4.11	00:03:27	1.62%	25 (0.64%)	\$0.00 (0.00%)
8. [blurred]	585 (1.53%)	531 (1.55%)	864 (1.48%)	32.29%	2.69	00:03:18	8.10%	70 (1.78%)	\$0.00 (0.00%)
9. [blurred]	554 (1.45%)	481 (1.40%)	799 (1.37%)	48.19%	2.28	00:02:00	6.76%	54 (1.37%)	\$0.00 (0.00%)
10. [blurred]	480 (1.26%)	423 (1.23%)	738 (1.26%)	15.18%	3.94	00:03:41	6.37%	47 (1.20%)	\$0.00 (0.00%)

Show rows: 10 | Go to: 1 | 1 - 10 of 130

analytics.google.com/analytics/web/?authuser=5#/report/trafficsources-all-traffic/a118129023w175040863p179490624/\_u.date00=20221001&\_u.date01=20221231&\_goalOption=ALL/

Analytics McDonough Toyota Dealer Leads - Conversion ... Try searching for "audience overview"

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

DEALERLEADS

2022 Q4 PERFORMANCE

Oct 1, 2022 - Dec 31, 2022

SAVE EXPORT SHARE EDIT INSIGHTS

All Users 100.00% Users + Add Segment

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

Users vs. Select a metric

Users 1,000

November 2022 December 2022

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
	36,616 % of Total: 100.00% (36,616)	35,294 % of Total: 100.00% (35,294)	55,594 % of Total: 100.00% (55,594)	41.68% Avg for View: 41.68% (0.00%)	2.77 Avg for View: 2.77 (0.00%)	00:02:08 Avg for View: 00:02:08 (0.00%)	3.24% Avg for View: 3.24% (0.00%)	1,802 % of Total: 100.00% (1,802)	\$0.00 % of Total: 0.00% (\$0.00)
1. [blurred]	11,207 (28.97%)	10,958 (31.05%)	14,166 (25.46%)	62.45%	2.09	00:01:33	2.76%	391 (21.70%)	\$0.00 (0.00%)
2. [blurred]	9,837 (25.43%)	8,725 (24.72%)	15,371 (27.65%)	19.42%	3.83	00:03:05	3.49%	536 (29.74%)	\$0.00 (0.00%)
3. [blurred]	5,330 (13.78%)	4,445 (12.59%)	8,714 (15.67%)	35.51%	2.63	00:02:03	5.12%	446 (24.75%)	\$0.00 (0.00%)
4. [blurred]	2,785 (7.20%)	2,480 (7.03%)	5,283 (9.50%)	53.04%	1.87	00:01:09	1.63%	86 (4.77%)	\$0.00 (0.00%)
5. [blurred]	2,270 (5.87%)	2,269 (6.43%)	2,284 (4.11%)	88.44%	1.11	00:00:03	0.88%	20 (1.11%)	\$0.00 (0.00%)
6. dealerleads.com / referral	1,434 (3.71%)	1,181 (3.35%)	1,993 (3.58%)	15.76%	3.88	00:03:01	4.62%	92 (5.11%)	\$0.00 (0.00%)
7. [blurred]	843 (2.18%)	751 (2.13%)	1,270 (2.26%)	13.78%	4.29	00:03:38	3.39%	43 (2.39%)	\$0.00 (0.00%)
8. [blurred]	710 (1.84%)	711 (2.01%)	733 (1.32%)	44.61%	2.19	00:02:12	0.14%	1 (0.06%)	\$0.00 (0.00%)
9. [blurred]	528 (1.36%)	457 (1.29%)	708 (1.27%)	17.80%	3.73	00:02:40	2.97%	21 (1.17%)	\$0.00 (0.00%)
10. [blurred]	417 (1.08%)	417 (1.18%)	418 (0.75%)	94.50%	1.09	<00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 108

# DEALERLEADS

# 2023 Q1

## PERFORMANCE

**All Traffic** 100.00% Users

Jan 1, 2023 - Mar 31, 2023

Primary Dimension: Source / Medium

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	35,551 (100.00%)	34,385 (100.00%)	58,361 (100.00%)	38.00%	2.86	00:02:12	3.07%	1,791	\$0.00
1. [blurred]	11,104 (31.23%)	9,806 (28.52%)	16,726 (28.66%)	20.85%	3.72	00:02:49	3.29%	550 (30.71%)	\$0.00 (0.00%)
2. [blurred]	7,839 (22.05%)	7,676 (22.32%)	11,318 (19.39%)	46.94%	2.56	00:02:04	3.08%	349 (19.45%)	\$0.00 (0.00%)
3. [blurred]	5,960 (16.76%)	4,991 (14.52%)	10,071 (17.26%)	38.30%	2.57	00:01:58	4.59%	462 (25.80%)	\$0.00 (0.00%)
4. [blurred]	4,222 (11.87%)	3,794 (11.03%)	8,045 (13.78%)	55.10%	1.81	00:01:07	1.16%	93 (5.15%)	\$0.00 (0.00%)
5. dealerleads.com / referral	1,867 (5.23%)	1,553 (4.52%)	2,565 (4.40%)	16.92%	3.71	00:02:46	4.99%	128 (7.15%)	\$0.00 (0.00%)
6. [blurred]	1,599 (4.50%)	1,599 (4.65%)	1,602 (2.74%)	69.56%	1.00	00:00:05	0.06%	1 (0.06%)	\$0.00 (0.00%)
7. [blurred]	948 (2.67%)	836 (2.43%)	1,527 (2.62%)	11.20%	4.50	00:03:37	2.16%	33 (1.84%)	\$0.00 (0.00%)
8. [blurred]	526 (1.49%)	487 (1.42%)	733 (1.26%)	43.66%	2.26	00:02:09	4.37%	32 (1.75%)	\$0.00 (0.00%)
9. [blurred]	520 (1.46%)	447 (1.30%)	714 (1.22%)	17.37%	3.75	00:02:53	2.52%	18 (1.01%)	\$0.00 (0.00%)
10. [blurred]	476 (1.33%)	457 (1.33%)	497 (0.85%)	53.96%	1.05	00:00:05	0.20%	1 (0.06%)	\$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.

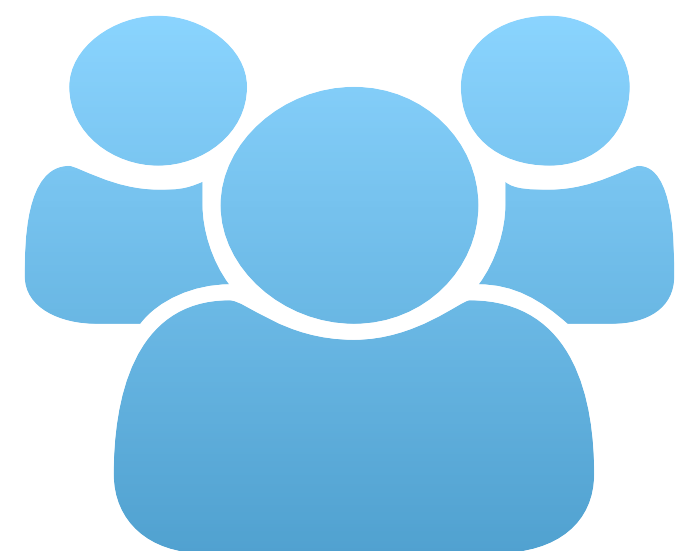
# 2023

Knowledge is power... never stop learning.

Let's get educated, call now.  
**(800) 369-3003**



Isn't it time for YOUR dealership to JOIN our family?



**DEALER LEADS.com**