



A family owned and operated company.

(800) 369-3003 dealerleads.com

3 YEAR PLUS

PARTNER CASE STUDY #186

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PORSCHE

Porsche Ontario

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

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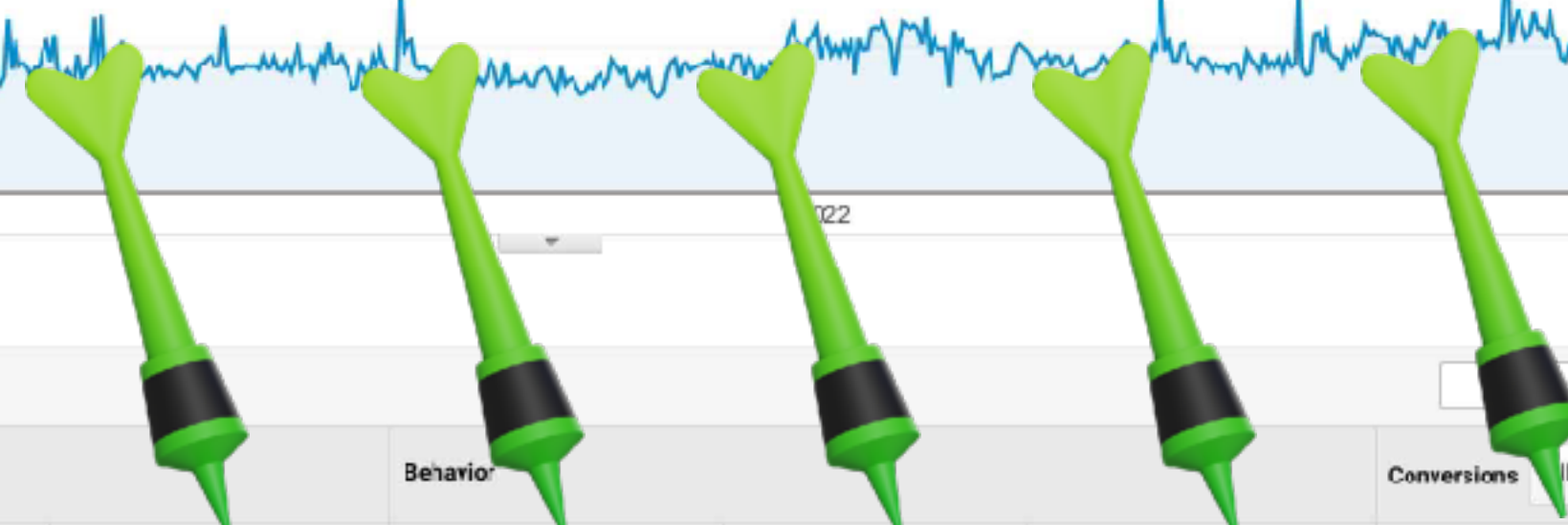
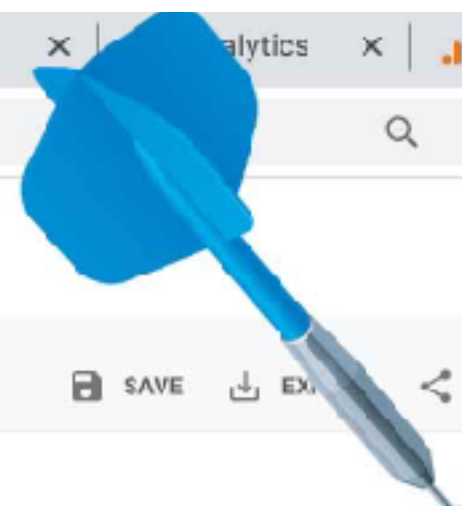
The following slide will show our platform's cumulative total for this client. It represents the entire time this dealership has been on our platform while using Google Analytics for tracking, accountability, and transparency.

DEALERLEADS

2020-2022 PERFORMANCE



Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	632,858 % of Total: 100.00% (632,858)	627,094 % of Total: 100.09% (626,536)	999,625 % of Total: 100.00% (999,625)	31.86% Avg for View: 31.86% (0.00%)	2.16 Avg for View: 2.16 (0.00%)	00:02:24 Avg for View: 00:32:24 (0.00%)	1.19% Avg for View: 1.19% (0.00%)	11,873 % of Total: 100.00% (11,873)	\$4.00 % of Total: 100.00% (-\$4.00)
1. [blurred]	178,794 (27.61%)	157,471 (26.71%)	264,139 (26.42%)	33.67%	2.87	00:03:08	1.71%	4,504 (37.93%)	\$0.00 (0.00%)
2. [blurred]	122,735 (18.54%)	121,712 (19.41%)	151,458 (15.15%)	47.70%	1.91	00:01:49	0.87%	1,314 (11.07%)	\$1.00 (25.00%)
3. [blurred]	114,986 (17.37%)	110,871 (17.68%)	150,843 (15.09%)	34.00%	2.01	00:01:47	1.21%	1,821 (15.34%)	\$0.00 (0.00%)
4. [blurred]	50,411 (7.62%)	48,272 (7.70%)	121,354 (12.14%)	17.73%	1.06	00:00:47	0.65%	785 (6.61%)	\$0.00 (0.00%)
5. dealerleads.com / referral	37,167 (5.61%)	35,873 (5.72%)	43,150 (4.32%)	39.14%	2.69	00:01:49	1.40%	603 (5.08%)	\$0.00 (0.00%)
6. [blurred]	29,286 (4.42%)	27,776 (4.42%)	52,615 (5.26%)	21.80%	1.30	00:01:05	0.87%	460 (3.87%)	\$0.00 (0.00%)
7. [blurred]	17,629 (2.66%)	16,941 (2.70%)	22,772 (2.28%)	25.75%	1.28	00:01:16	0.95%	216 (1.82%)	\$0.00 (0.00%)
8. [blurred]	11,967 (1.81%)	10,946 (1.75%)	16,363 (1.64%)	13.21%	3.32	00:03:26	2.68%	439 (3.70%)	\$0.00 (0.00%)
9. [blurred]	11,249 (1.70%)	11,208 (1.79%)	12,046 (1.21%)	51.58%	1.02	00:00:29	0.21%	25 (0.21%)	\$0.00 (0.00%)
10. [blurred]	11,075 (1.67%)	10,378 (1.65%)	14,996 (1.50%)	36.55%	1.41	00:01:06	0.49%	73 (0.61%)	\$0.00 (0.00%)



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.

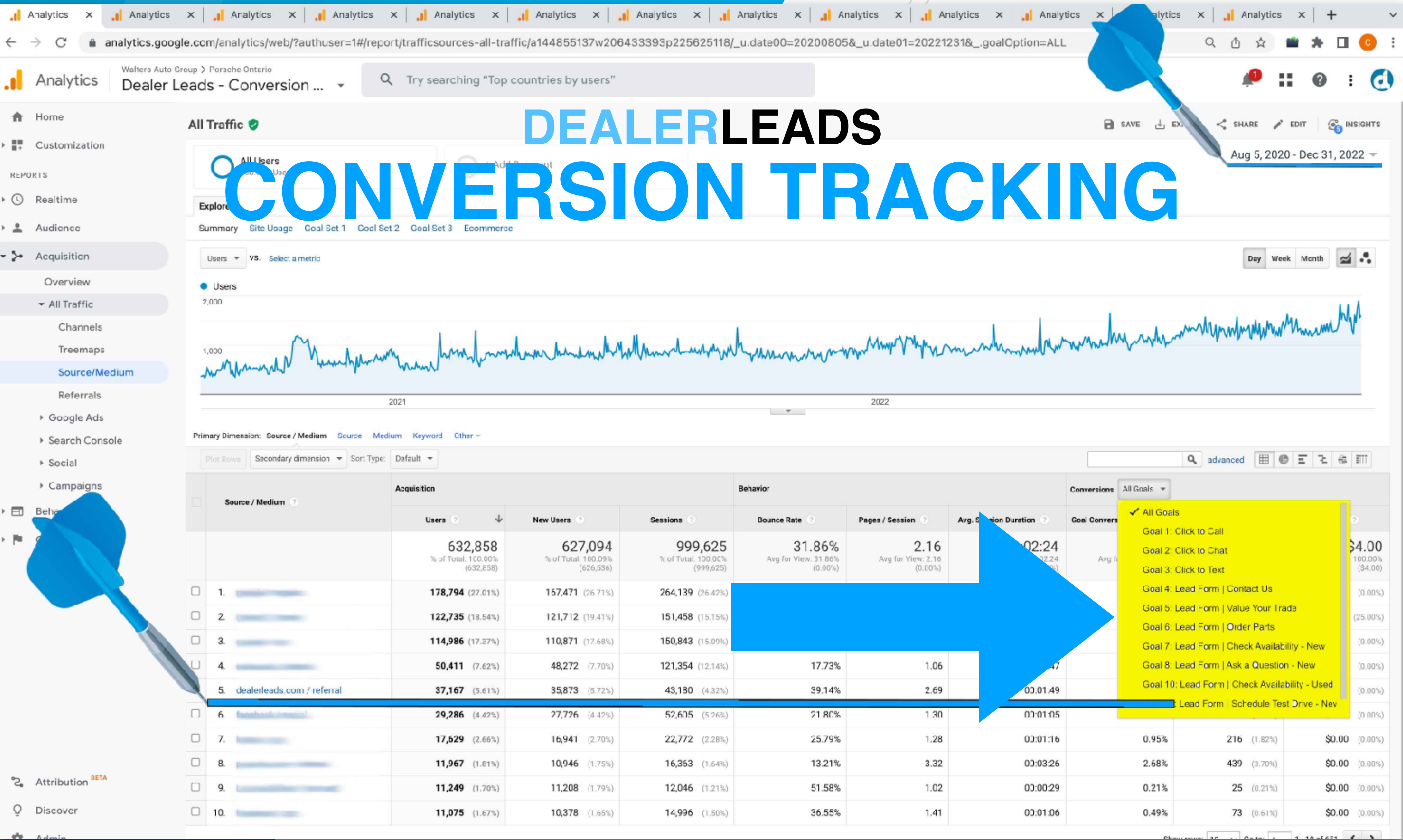
The Google Analytics dashboard allows an in-depth comparison of several traffic sources simultaneously, based entirely on the math in an unbiased reporting platform. In this case study, we are looking at hard goal conversions and hard goal completion conversion rates.

HARD GOAL CONVERSIONS

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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 Goals
- Goal 1: Click to Call
- Goal 2: Click to Chat
- Goal 3: Click to Text
- Goal 4: Lead Form | Contact Us
- Goal 5: Lead Form | Value Your Trade
- Goal 6: Lead Form | Order Parts
- Goal 7: Lead Form | Check Availability - New
- Goal 8: Lead Form | Ask a Question - New
- Goal 10: Lead Form | Check Availability - Used
- Lead Form | Schedule Test Drive - New

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

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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

SAVE EXPORT SHARE EDIT INSIGHTS

TRAFFIC CITY LOCALE

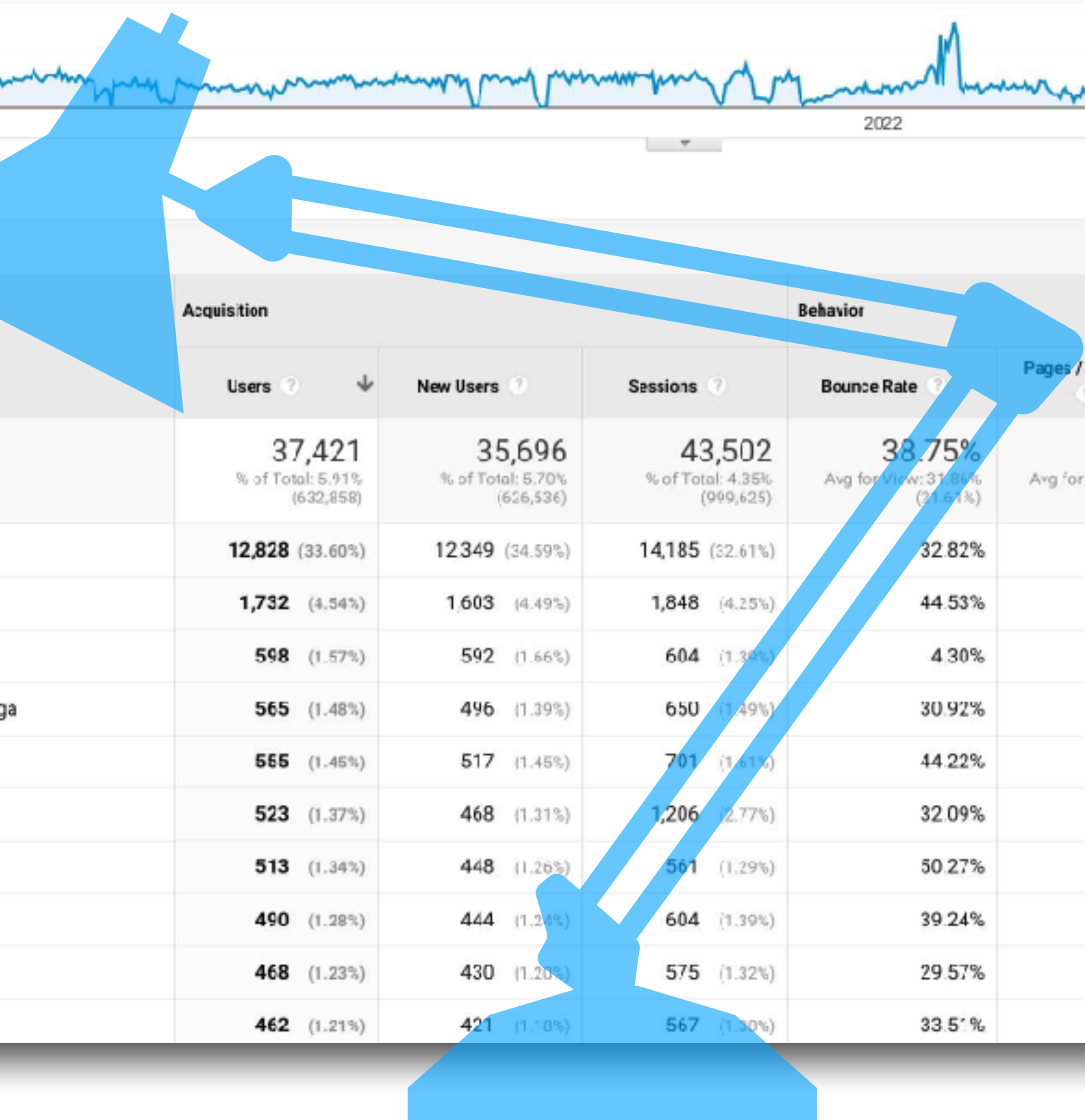
and the relationship to the dealer's location

Aug 5, 2020 - Dec 31, 2022



Primary Dimension: Source / Medium Other Secondary dimension: City Sort Type: Default

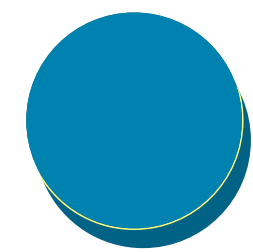
Source / Medium	City	Acquisition			Behavior			Conversions		
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		37,421 <small>% of Total: 5.91% (632,858)</small>	35,696 <small>% of Total: 5.70% (626,536)</small>	43,502 <small>% of Total: 4.35% (999,625)</small>	38.75% <small>Avg for View: 31.8% (21,614%)</small>	2.68 <small>Avg for View: 2.16 (24.22%)</small>	00:01:54 <small>Avg for View: 00:02:24 (-20.86%)</small>	1.40% <small>Avg for View: 1.19% (18.23%)</small>	606 <small>% of Total: 5.10% (11,873)</small>	\$0.00 <small>% of Total: 0.00% (\$4.00)</small>
1. dealerleads.com / referral	Los Angeles	12,828 (33.60%)	12,349 (34.59%)	14,185 (32.61%)	32.82%	2.66	00:01:25	1.13%	160 (26.43%)	\$0.00 (0.00%)
2. dealerleads.com / referral	(no. set)	1,732 (4.54%)	1,603 (4.49%)	1,848 (4.25%)	44.53%	2.50	00:01:40	0.97%	18 (2.97%)	\$0.00 (0.00%)
3. dealerleads.com / referral	Covina	598 (1.57%)	592 (1.66%)	604 (1.38%)	4.30%	2.96	00:00:46	0.00%	0 (0.03%)	\$0.00 (0.00%)
4. dealerleads.com / referral	Rancho Cucamonga	565 (1.48%)	496 (1.39%)	650 (1.49%)	30.92%	3.31	00:02:27	1.54%	10 (1.65%)	\$0.00 (0.00%)
5. dealerleads.com / referral	Long Beach	555 (1.46%)	517 (1.46%)	701 (1.61%)	44.22%	2.22	00:01:31	2.57%	18 (2.97%)	\$0.00 (0.00%)
6. dealerleads.com / referral	Ontario	523 (1.37%)	468 (1.31%)	1,206 (2.77%)	32.09%	2.70	00:05:52	1.00%	12 (1.93%)	\$0.00 (0.00%)
7. dealerleads.com / referral	San Diego	513 (1.34%)	448 (1.26%)	561 (1.29%)	50.27%	2.52	00:02:02	1.07%	6 (0.99%)	\$0.00 (0.00%)
8. dealerleads.com / referral	Riverside	490 (1.28%)	444 (1.24%)	604 (1.39%)	39.24%	2.83	00:02:34	1.66%	10 (1.65%)	\$0.00 (0.00%)
9. dealerleads.com / referral	Irvine	468 (1.23%)	430 (1.20%)	575 (1.32%)	29.57%	3.16	00:02:11	0.70%	4 (0.65%)	\$0.00 (0.00%)
10. dealerleads.com / referral	Anheim	462 (1.21%)	421 (1.18%)	567 (1.30%)	33.5%	2.86	00:02:56	1.06%	6 (0.99%)	\$0.00 (0.00%)



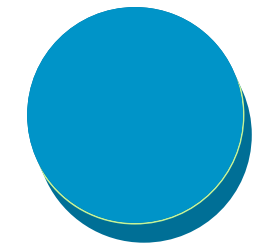
- Attribution BETA
- Discover
- Admin

LET'S GO

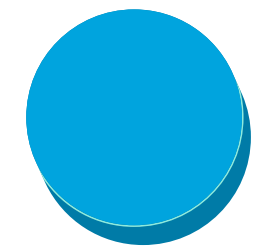
Quarter by Quarter



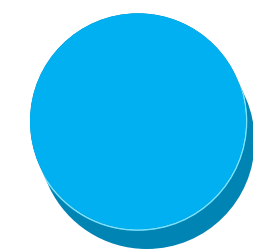
1ST QUARTER REPORTING
JAN 1 thru MAR 31



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

2020 Q3 PERFORMANCE

All Traffic

All Users
100.00% Users

+ Add Segment

Explorer

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

Users vs. Select a metric

Users

1,000

500

August 2020

September 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
	22,823 <small>% of Total: 100.00% (22,823)</small>	22,113 <small>% of Total: 100.00% (22,113)</small>	35,870 <small>% of Total: 100.00% (35,870)</small>	33.57% <small>Avg for View: 33.57% (0.00%)</small>	2.39 <small>Avg for View: 2.39 (0.00%)</small>	00:02:49 <small>Avg for View: 00:02:49 (0.00%)</small>	1.85% <small>Avg for View: 1.85% (0.00%)</small>	665 <small>% of Total: 100.00% (665)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	8,099 (34.72%)	7,853 (35.51%)	11,177 (31.01%)	49.84%	2.08	00:01:49	1.83%	204 (30.68%)	\$0.00 (0.00%)
2. [blurred]	3,838 (16.45%)	3,402 (15.38%)	7,492 (20.89%)	12.23%	3.70	00:05:10	2.70%	202 (30.38%)	\$0.00 (0.00%)
3. [blurred]	1,993 (8.54%)	1,960 (8.86%)	5,114 (14.26%)	33.40%	2.31	00:04:08	1.28%	40 (6.02%)	\$0.00 (0.00%)
4. [blurred]	1,914 (8.21%)	1,881 (8.51%)	5,025 (14.01%)	27.54%	1.43	00:00:56	1.06%	32 (4.81%)	\$0.00 (0.00%)
5. [blurred]	1,411 (6.05%)	1,369 (6.19%)	2,338 (6.52%)	30.85%	1.16	00:00:56	0.38%	9 (1.35%)	\$0.00 (0.00%)
6. dealerleads.com / referral	1,403 (6.01%)	1,372 (6.20%)	1,670 (4.66%)	47.72%	2.57	00:02:09	2.87%	48 (7.22%)	\$0.00 (0.00%)
7. [blurred]	1,119 (4.80%)	1,116 (5.05%)	1,555 (4.36%)	52.73%	1.13	00:00:21	0.06%	1 (0.15%)	\$0.00 (0.00%)
8. [blurred]	733 (3.14%)	664 (3.00%)	955 (2.66%)	11.83%	3.19	00:04:10	4.71%	45 (6.77%)	\$0.00 (0.00%)
9. [blurred]	304 (1.30%)	255 (1.15%)	531 (1.48%)	20.43%	1.87	00:03:01	1.72%	10 (1.50%)	\$0.00 (0.00%)
10. [blurred]	302 (1.29%)	300 (1.36%)	307 (0.86%)	85.67%	1.09	00:00:21	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 74

analytics.google.com/analytics/web/?authuser=1#/report/trafficsources-all-traffic/a144855137w206433393p225625118/_u.date00=20201001&_u.date01=20201231&_goalOption=ALL/

Analytics Dealer Leads - Conversion ... Try searching "Users today"

Walters Auto Group > Porsche Ontario

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

Analytics

SAVE EXPORT SHARE EDIT INSIGHTS

Oct 1, 2020 - Dec 31, 2020

DEALERLEADS

2020 Q4

PERFORMANCE

All Traffic All Users 100.00% Users + Add Segment

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

Users vs. Select a metric

Users

November 2020 December 2020

Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sor: 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
	52,595 % of Total: 100.00% (52,595)	51,369 % of Total: 100.09% (51,324)	80,544 % of Total: 100.00% (80,544)	30.97% Avg for View: 30.97% (0.00%)	2.19 Avg for View: 2.19 (0.00%)	00:02:30 Avg for View: 00:02:30 (0.00%)	1.64% Avg for View: 1.64% (0.00%)	1,318 % of Total: 100.00% (1,318)	\$0.00 % of Total: 0.00% (\$0.00)
1. [blurred]	11,075 (19.46%)	10,376 (20.20%)	14,983 (17.40%)	36.56%	1.41	00:01:06	0.49%	73 (5.54%)	\$0.00 (0.00%)
2. [blurred]	10,496 (18.92%)	9,990 (19.45%)	13,530 (16.80%)	32.96%	2.37	00:02:13	2.02%	273 (20.71%)	\$0.00 (0.00%)
3. [blurred]	8,056 (14.52%)	7,278 (14.17%)	14,037 (17.43%)	13.86%	3.63	00:04:37	3.14%	441 (33.46%)	\$0.00 (0.00%)
4. [blurred]	4,493 (8.10%)	3,869 (7.53%)	8,490 (10.54%)	27.73%	1.14	00:00:52	0.38%	32 (2.43%)	\$0.00 (0.00%)
5. [blurred]	4,032 (7.27%)	3,995 (7.78%)	5,797 (7.20%)	37.99%	2.24	00:03:11	1.78%	103 (7.81%)	\$0.00 (0.00%)
6. dealerleads.com / referral	3,421 (6.17%)	3,281 (6.39%)	4,198 (5.21%)	52.88%	2.32	00:02:02	1.98%	83 (6.30%)	\$0.00 (0.00%)
7. [blurred]	2,859 (5.15%)	2,762 (5.38%)	3,566 (4.43%)	28.63%	1.42	00:01:06	0.79%	28 (2.12%)	\$0.00 (0.00%)
8. [blurred]	2,002 (3.61%)	2,001 (3.90%)	2,161 (2.68%)	65.43%	1.00	00:00:22	0.23%	5 (0.36%)	\$0.00 (0.00%)
9. [blurred]	1,425 (2.57%)	1,276 (2.48%)	1,870 (2.32%)	10.05%	3.09	00:03:43	4.28%	80 (6.07%)	\$0.00 (0.00%)
10. [blurred]	1,294 (2.33%)	958 (1.86%)	1,426 (1.77%)	57.99%	1.46	00:00:38	0.35%	5 (0.36%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 - 10 of 125

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

1,000

500

May 2021

June 2021

Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sor: 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
	57,533 <small>% of Total: 100.00% (57,533)</small>	55,688 <small>% of Total: 100.12% (55,622)</small>	94,716 <small>% of Total: 100.00% (94,716)</small>	29.28% <small>Avg for View: 29.28% (0.00%)</small>	2.49 <small>Avg for View: 2.49 (0.00%)</small>	00:02:55 <small>Avg for View: 00:02:55 (0.00%)</small>	1.88% <small>Avg for View: 1.88% (0.00%)</small>	1,784 <small>% of Total: 100.00% (1,784)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	15,503 (25.57%)	14,138 (25.39%)	23,774 (25.10%)	21.71%	3.44	00:03:43	2.62%	624 (34.96%)	\$0.00 (0.00%)
2. [blurred]	10,283 (16.96%)	9,837 (17.66%)	12,798 (13.51%)	46.99%	2.35	00:01:42	1.77%	226 (12.67%)	\$0.00 (0.00%)
3. [blurred]	6,569 (10.83%)	6,509 (11.69%)	8,811 (9.30%)	37.44%	2.58	00:02:57	2.17%	191 (10.71%)	\$0.00 (0.00%)
4. [blurred]	6,520 (10.75%)	5,898 (10.59%)	12,961 (13.68%)	26.73%	1.16	00:00:44	1.59%	206 (11.55%)	\$0.00 (0.00%)
5. [blurred]	4,441 (7.32%)	3,967 (7.12%)	8,144 (8.60%)	23.47%	1.21	00:00:53	1.63%	133 (7.46%)	\$0.00 (0.00%)
6. dealerleads.com / referral	3,243 (5.35%)	3,094 (5.56%)	3,614 (3.82%)	49.00%	2.46	00:01:35	1.69%	61 (3.42%)	\$0.00 (0.00%)
7. [blurred]	2,542 (4.19%)	2,291 (4.11%)	3,419 (3.61%)	72.64%	3.45	00:03:16	2.49%	85 (4.76%)	\$0.00 (0.00%)
8. [blurred]	2,099 (3.46%)	2,096 (3.76%)	2,163 (2.30%)	52.27%	1.02	00:00:21	0.41%	9 (0.50%)	\$0.00 (0.00%)
9. [blurred]	1,679 (2.77%)	1,604 (2.88%)	2,218 (2.34%)	37.38%	1.25	00:01:14	1.17%	26 (1.46%)	\$0.00 (0.00%)
10. [blurred]	1,394 (2.30%)	1,088 (1.95%)	2,753 (2.91%)	21.21%	2.04	00:02:29	1.85%	51 (2.86%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 - 10 of 153

analytics.google.com/analytics/web/?authuser=1#/report/trafficsources-all-traffic/a144855137w206433393p225625118/_u.date0=20210701&_u.date1=20210930&_goalOption=ALL/

Walters Auto Group > Porsche Ontario
Dealer Leads - Conversion ...

Try searching for "acquisition overview"

Analytics

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 Q3
PERFORMANCE

Jul 1, 2021 - Sep 30, 2021

All Users
100.00% Users

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

Users vs. Select a metric

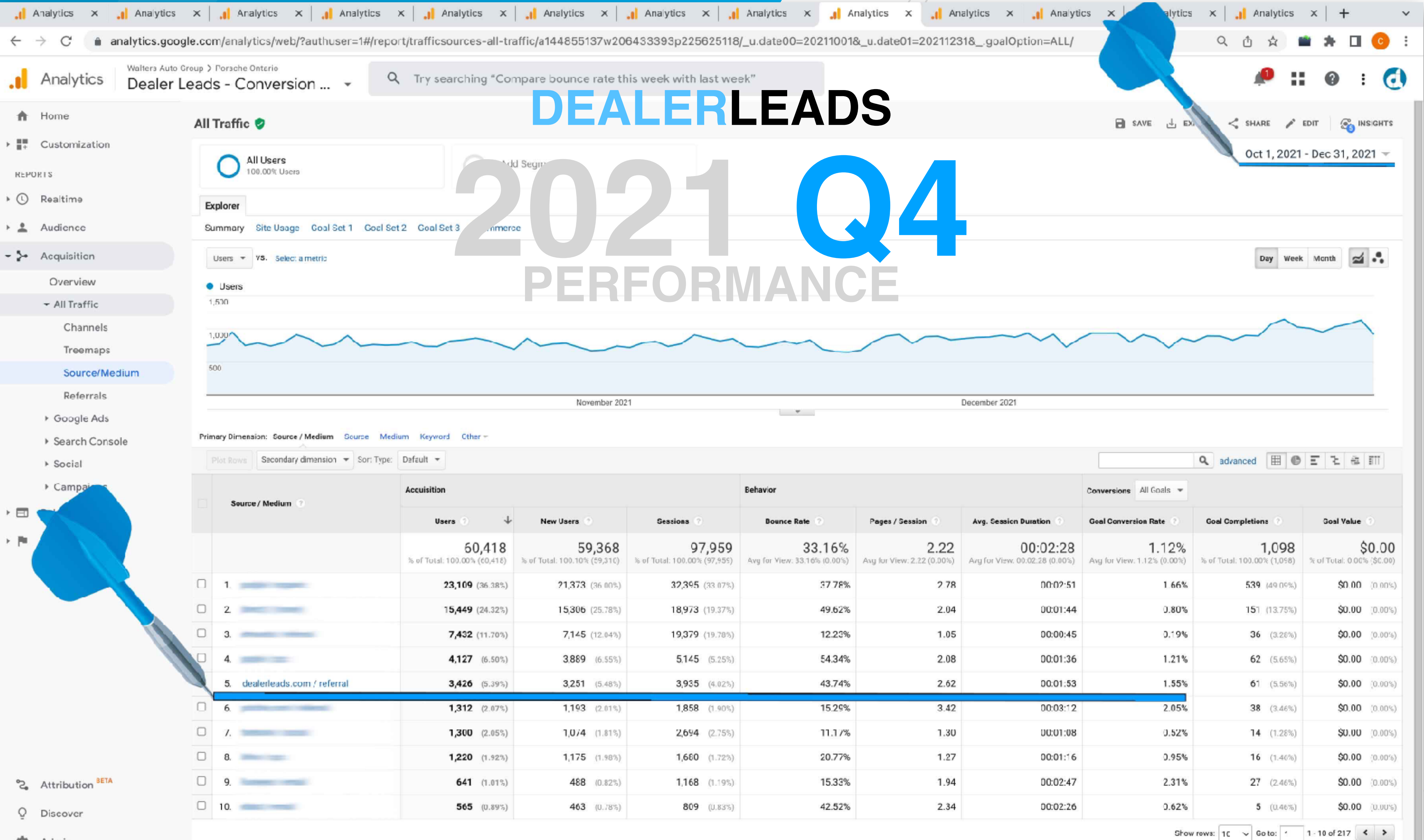
Primary Dimension: Source / Medium
Secondary dimension
Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	63,720 <small>% of Total: 100.00% (€3,720)</small>	62,015 <small>% of Total: 100.10% (€1,953)</small>	98,502 <small>% of Total: 100.00% (98,502)</small>	34.63% <small>Avg for View: 34.63% (0.00%)</small>	2.10 <small>Avg for View: 2.10 (0.00%)</small>	00:02:19 <small>Avg for View: 00:02:19 (0.00%)</small>	2.24% <small>Avg for View: 2.24% (0.00%)</small>	2,206 <small>% of Total: 100.00% (2,206)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	22,154 (33.49%)	20,961 (33.80%)	30,368 (30.83%)	37.18%	2.58	00:02:28	2.64%	801 (36.31%)	\$0.00 (0.00%)
2. [blurred]	8,978 (13.57%)	8,654 (13.95%)	11,292 (11.46%)	53.64%	2.12	00:01:34	2.24%	253 (11.47%)	\$0.00 (0.00%)
3. [blurred]	7,209 (10.90%)	7,133 (11.50%)	9,603 (9.75%)	43.66%	2.22	00:02:36	1.75%	168 (7.62%)	\$0.00 (0.00%)
4. [blurred]	7,116 (10.76%)	6,666 (10.75%)	14,032 (14.25%)	21.83%	1.13	00:00:46	2.60%	365 (16.55%)	\$0.00 (0.00%)
5. dealerleads.com / referral	4,041 (6.11%)	3,884 (6.26%)	4,533 (4.60%)	51.51%	2.31	00:01:35	2.16%	98 (4.44%)	\$0.00 (0.00%)
6. [blurred]	3,946 (5.96%)	3,606 (5.81%)	7,728 (7.85%)	15.45%	1.17	00:01:01	2.70%	209 (9.47%)	\$0.00 (0.00%)
7. [blurred]	2,111 (3.19%)	2,109 (3.40%)	2,166 (2.20%)	48.01%	1.01	00:00:29	0.09%	2 (0.09%)	\$0.00 (0.00%)
8. [blurred]	1,727 (2.61%)	1,640 (2.64%)	2,197 (2.23%)	25.17%	1.26	00:01:17	2.32%	51 (2.31%)	\$0.00 (0.00%)
9. [blurred]	1,546 (2.34%)	1,385 (2.23%)	2,093 (2.12%)	18.35%	2.95	00:02:49	2.91%	61 (2.77%)	\$0.00 (0.00%)
10. [blurred]	947 (1.43%)	714 (1.15%)	1,863 (1.89%)	16.91%	1.89	00:03:01	2.04%	38 (1.72%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 - 10 of 217

DEALERLEADS

2021 Q4 PERFORMANCE



analytics.google.com/analytics/web/?authuser=1#/report/trafficsources-all-traffic/a144855137w206433393p225625118/_u.date00=20220101&_u.date01=20220331&_goalOption=ALL/

Walters Auto Group > Porsche Ontario
Dealer Leads - Conversion ...

Try searching for "acquisition overview"

Analytics

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 Q1
PERFORMANCE

SAVE EXPORT SHARE EDIT INSIGHTS

Jan 1, 2022 - Mar 31, 2022

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

1,500
1,000
500

February 2022 March 2022

Day Week Month

Primary Dimension: Source / Medium Source Medium Keyword Other

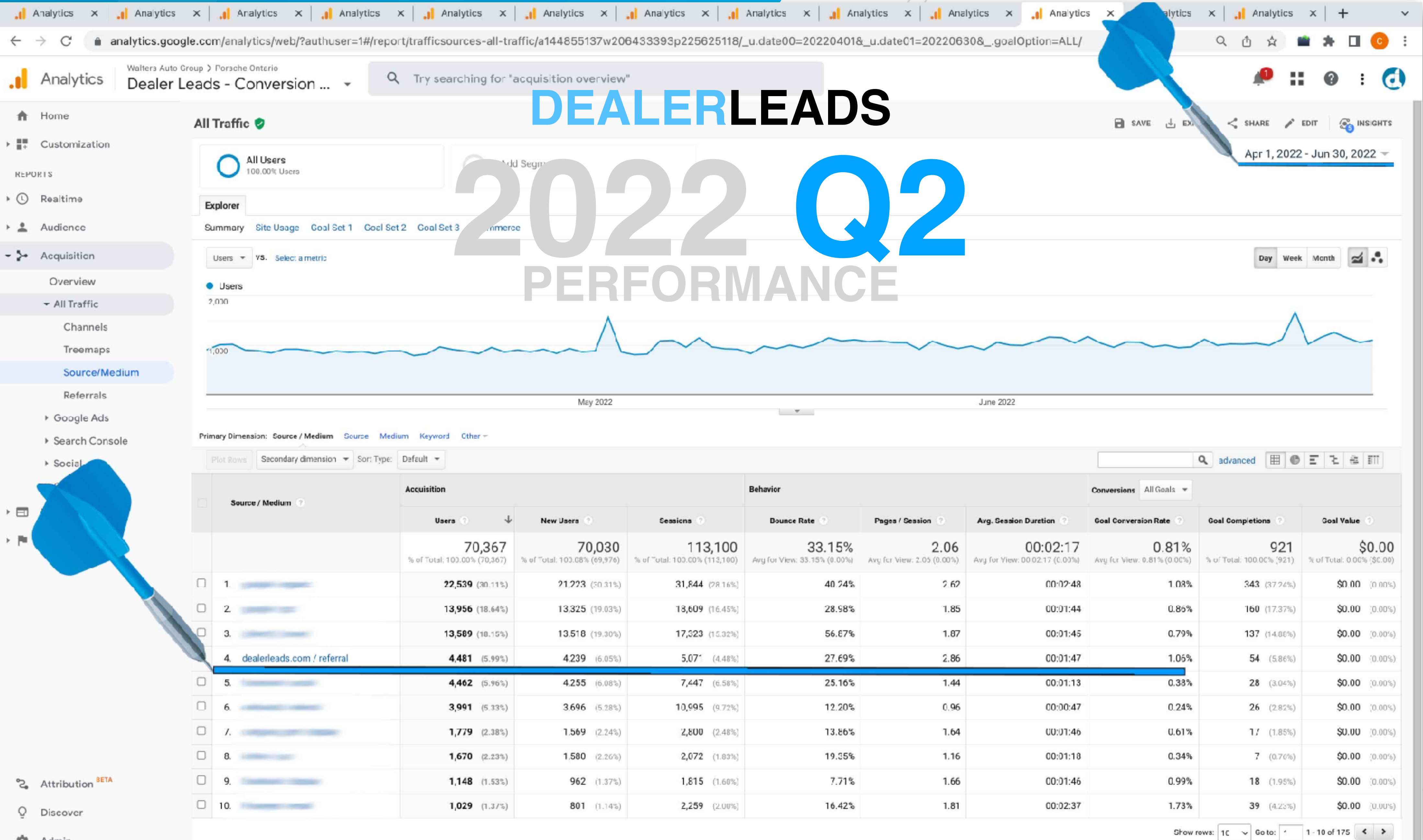
Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	70,772 % of Total: 100.00% (70,772)	68,218 % of Total: 100.08% (68,166)	109,078 % of Total: 100.00% (109,078)	33.95% Avg for View: 33.55% (0.00%)	2.12 Avg for View: 2.12 (0.00%)	00:02:15 Avg for View: 00:02:15 (0.00%)	0.69% Avg for View: 0.69% (0.00%)	756 % of Total: 100.00% (756)	\$0.00 % of Total: 0.00% (\$0.00)
1. [blurred]	23,761 (31.40%)	21,017 (29.81%)	32,070 (29.40%)	40.58%	2.56	00:02:33	1.06%	339 (44.84%)	\$0.00 (0.00%)
2. [blurred]	18,639 (25.09%)	18,415 (26.99%)	21,879 (20.06%)	51.74%	1.99	00:01:22	0.47%	103 (13.62%)	\$0.00 (0.00%)
3. [blurred]	6,813 (9.17%)	6,395 (9.37%)	3,723 (8.00%)	42.68%	2.05	00:01:40	0.99%	86 (11.36%)	\$0.00 (0.00%)
4. [blurred]	4,485 (6.04%)	4,105 (6.02%)	12,056 (11.05%)	12.52%	0.95	00:00:49	0.15%	18 (2.38%)	\$0.00 (0.00%)
5. [blurred]	4,144 (5.58%)	3,809 (5.58%)	7,334 (6.72%)	14.19%	1.30	00:01:19	0.40%	29 (3.84%)	\$0.00 (0.00%)
6. dealerleads.com / referral	3,591 (4.83%)	3,375 (4.95%)	4,307 (3.94%)	26.04%	3.16	00:02:11	0.95%	41 (5.42%)	\$0.00 (0.00%)
7. [blurred]	2,220 (2.99%)	1,921 (2.82%)	2,707 (2.48%)	40.69%	2.06	00:01:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. [blurred]	1,694 (2.28%)	1,615 (2.37%)	2,270 (2.08%)	22.51%	1.24	00:01:26	0.40%	9 (1.19%)	\$0.00 (0.00%)
9. [blurred]	1,346 (1.81%)	1,238 (1.81%)	2,286 (2.10%)	8.18%	1.57	00:01:43	0.92%	21 (2.76%)	\$0.00 (0.00%)
10. [blurred]	937 (1.26%)	850 (1.25%)	1,245 (1.14%)	17.11%	3.32	00:03:25	1.04%	13 (1.72%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 - 10 of 171

DEALERLEADS

2022 Q2 PERFORMANCE



analytics.google.com/analytics/web/?authuser=1#/report/trafficsources-all-traffic/a144855137w206433393p225625118/_u.date00=20220701&_u.date01=20220930&_goalOption=ALL/

Walters Auto Group > Porsche Ontario
Dealer Leads - Conversion ...

Try searching "Pageviews in last 30 days"

Analytics

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

DEALERLEADS

2022 Q3

PERFORMANCE

Jul 1, 2022 - Sep 30, 2022

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
2,000

1,000

August 2022 September 2022

Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sor: 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
	91,087 % of Total: 100.00% (91,087)	89,162 % of Total: 100.08% (89,091)	136,749 % of Total: 100.00% (136,749)	32.72% Avg for View: 32.72% (0.00%)	1.98 Avg for View: 1.98 (0.00%)	00:02:05 Avg for View: 00:02:05 (0.00%)	0.72% Avg for View: 0.72% (0.00%)	989 % of Total: 100.00% (989)	\$0.00 % of Total: 0.00% (\$0.00)
1. [blurred]	26,569 (29.07%)	24,453 (27.43%)	35,703 (26.84%)	41.01%	2.54	00:02:44	1.06%	389 (39.35%)	\$0.00 (0.00%)
2. [blurred]	23,034 (24.34%)	21,925 (24.59%)	30,271 (22.14%)	24.60%	1.77	00:01:41	0.72%	217 (21.94%)	\$0.00 (0.00%)
3. [blurred]	19,024 (20.10%)	19,004 (21.31%)	23,351 (17.08%)	55.13%	1.65	00:01:25	0.61%	143 (14.40%)	\$0.00 (0.00%)
4. [blurred]	5,415 (5.72%)	5,113 (5.73%)	14,473 (10.58%)	12.24%	0.96	00:00:45	0.22%	32 (3.24%)	\$0.00 (0.00%)
5. dealerleads.com / referral	5,012 (5.30%)	4,793 (5.38%)	5,619 (4.11%)	23.56%	3.20	00:01:58	0.77%	43 (4.35%)	\$0.00 (0.00%)
6. [blurred]	4,538 (4.80%)	4,337 (4.86%)	5,949 (5.08%)	33.60%	1.45	00:01:00	0.19%	13 (1.31%)	\$0.00 (0.00%)
7. [blurred]	3,553 (3.75%)	3,250 (3.65%)	5,052 (4.43%)	11.80%	1.59	00:01:39	0.61%	37 (3.74%)	\$0.00 (0.00%)
8. [blurred]	1,624 (1.72%)	1,527 (1.71%)	2,021 (1.48%)	19.79%	1.20	00:01:22	0.25%	5 (0.51%)	\$0.00 (0.00%)
9. [blurred]	786 (0.83%)	650 (0.73%)	1,307 (0.96%)	42.08%	2.41	00:02:22	0.84%	11 (1.11%)	\$0.00 (0.00%)
10. [blurred]	602 (0.64%)	537 (0.60%)	805 (0.59%)	11.18%	3.41	00:03:48	1.74%	14 (1.42%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 - 10 of 150

analytics.google.com/analytics/web/?authuser=1#/report/trafficsources-all-traffic/a144855137w206433393p225625118/_u.date0=20221001&_u.date1=20221231&_goalOption=ALL/

Analytics Dealer Leads - Conversion ... Try searching "Compare bounce rate this week with last week"

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

2022 Q4

PERFORMANCE

Oct 1, 2022 - Dec 31, 2022

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 2,000 1,000

November 2022 December 2022

Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sor: 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
	102,189 % of Total: 100.00% (102,189)	101,396 % of Total: 100.07% (101,321)	153,518 % of Total: 100.00% (153,518)	30.54% Avg for View: 30.54% (0.00%)	1.89 Avg for View: 1.85 (0.00%)	00:02:06 Avg for View: 00:02:06 (0.30%)	0.56% Avg for View: 0.56% (0.00%)	867 % of Total: 100.00% (867)	\$4.00 % of Total: 100.00% (\$4.00)
1. [blurred]	31,294 (29.31%)	31,157 (30.73%)	35,758 (23.29%)	43.52%	1.50	00:01:10	0.47%	168 (19.38%)	\$1.00 (25.00%)
2. [blurred]	26,112 (24.45%)	24,363 (24.03%)	37,117 (24.18%)	37.41%	2.58	00:02:58	0.77%	285 (32.99%)	\$0.00 (0.00%)
3. [blurred]	21,512 (20.15%)	20,791 (20.50%)	28,428 (18.52%)	21.75%	1.72	00:01:44	0.54%	154 (17.75%)	\$0.00 (0.00%)
4. [blurred]	5,052 (4.73%)	4,581 (4.52%)	14,247 (9.28%)	15.23%	1.06	00:00:51	0.12%	17 (1.95%)	\$0.00 (0.00%)
5. dealerleads.com / referral	4,771 (4.47%)	4,553 (4.49%)	5,336 (3.48%)	30.72%	2.79	00:01:34	0.52%	28 (3.23%)	\$0.00 (0.00%)
6. [blurred]	3,973 (3.72%)	3,793 (3.74%)	7,274 (4.74%)	25.94%	1.26	00:00:52	0.26%	19 (2.19%)	\$0.00 (0.00%)
7. [blurred]	3,926 (3.68%)	3,614 (3.56%)	6,947 (4.53%)	12.88%	1.55	00:01:40	0.58%	40 (4.61%)	\$0.00 (0.00%)
8. [blurred]	1,600 (1.50%)	1,515 (1.49%)	2,162 (1.41%)	20.63%	1.20	00:01:21	0.37%	8 (0.92%)	\$0.00 (0.00%)
9. [blurred]	1,462 (1.37%)	1,215 (1.20%)	3,376 (2.20%)	15.02%	1.79	00:03:16	0.98%	33 (3.81%)	\$1.00 (25.00%)
10. [blurred]	976 (0.91%)	802 (0.79%)	1,533 (1.00%)	39.79%	2.38	00:02:33	1.24%	19 (2.19%)	\$1.00 (25.00%)

Show rows: 10 Go to: 1 - 10 of 179

Analytics Walters Auto Group > Porsche Ontario Dealer Leads - Conversion ... Try searching "Compare bounce rate this week with last week"

DEALERLEADS

2023 Q1

PERFORMANCE

Jan 1, 2023 - Mar 31, 2023

Users 100.00% Users

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

Users vs. Select a metric

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
	103,590 % of Total: 100.00% (103,590)	102,274 % of Total: 100.07% (102,202)	162,509 % of Total: 100.00% (162,509)	34.22% Avg for View: 34.22% (0.00%)	1.84 Avg for View: 1.84 (0.00%)	00:01:59 Avg for View: 00:01:59 (0.00%)	0.68% Avg for View: 0.68% (0.00%)	1,101 % of Total: 100.00% (1,101)	\$27.00 % of Total: 100.00% (27.00)
1. [blurred]	30,998 (23.60%)	29,124 (28.48%)	43,355 (26.68%)	37.26%	2.44	00:02:39	0.99%	431 (39.15%)	\$12.00 (44.44%)
2. [blurred]	28,045 (25.88%)	27,861 (27.24%)	33,258 (20.47%)	52.79%	1.60	00:01:29	0.54%	175 (16.26%)	\$8.00 (29.63%)
3. [blurred]	18,616 (17.18%)	17,953 (17.55%)	25,855 (15.92%)	19.97%	1.86	00:02:01	0.90%	233 (21.16%)	\$3.00 (11.11%)
4. [blurred]	8,707 (8.03%)	8,039 (7.86%)	24,735 (15.22%)	24.54%	1.08	00:00:40	0.08%	21 (1.91%)	\$0.00 (0.00%)
5. [blurred]	5,175 (4.77%)	4,849 (4.74%)	8,278 (5.09%)	34.86%	1.25	00:00:54	0.22%	18 (1.63%)	\$0.00 (0.00%)
6. [blurred]	2,753 (2.54%)	2,447 (2.39%)	4,410 (2.71%)	15.14%	1.53	00:01:37	0.73%	10 (0.91%)	\$0.00 (0.00%)
7. dealerleads.com / referral	1,611 (1.49%)	1,556 (1.52%)	1,796 (1.11%)	40.03%	2.09	00:01:45	0.89%	16 (1.45%)	\$0.00 (0.00%)
8. [blurred]	1,588 (1.47%)	1,510 (1.48%)	2,253 (1.39%)	21.56%	1.10	00:01:36	0.27%	6 (0.54%)	\$0.00 (0.00%)
9. [blurred]	1,561 (1.44%)	1,217 (1.19%)	3,553 (2.19%)	13.98%	1.78	00:03:22	1.26%	45 (4.09%)	\$2.00 (7.41%)
10. [blurred]	1,146 (1.06%)	926 (0.91%)	1,849 (1.14%)	38.89%	2.31	00:02:25	0.76%	14 (1.27%)	\$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.

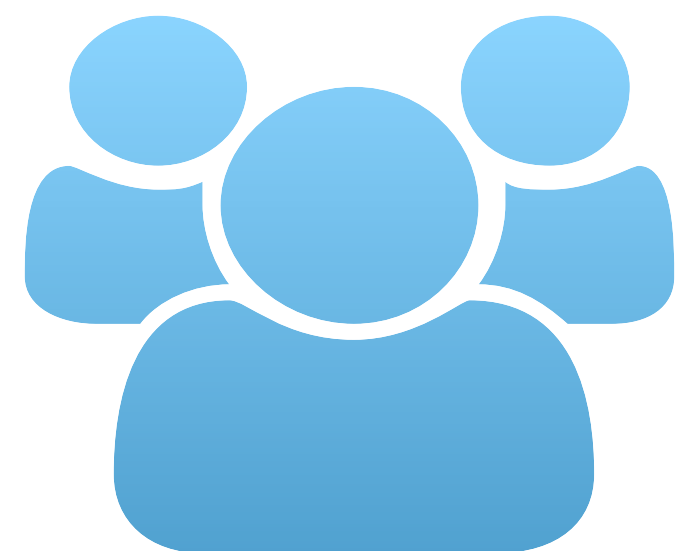
2023

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