



A family owned and operated company.

(800) 369-3003

dealerleads.com

6 YEAR PLUS

PARTNER CASE STUDY #114

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



DESERT TOYOTA
of Tucson

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.

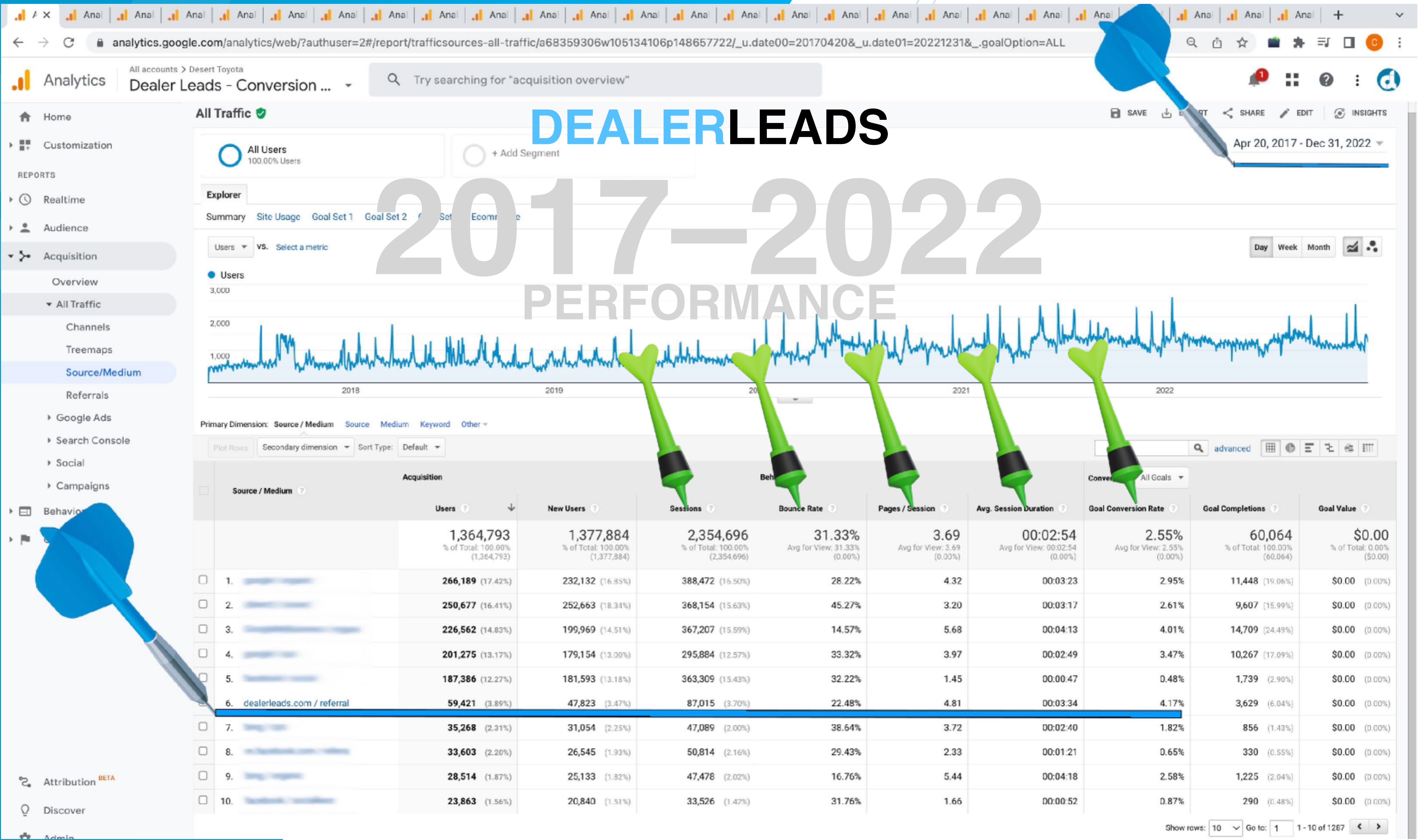
You won't find cool pictures of pretty people doing extraordinary things. There are no pie charts, bar graphs, or staircases with lightning bolt arrows pointing upward showing how much money you will make. At the end of the month, your P&L statement is all about the math, and so is this case study.

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](https://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.

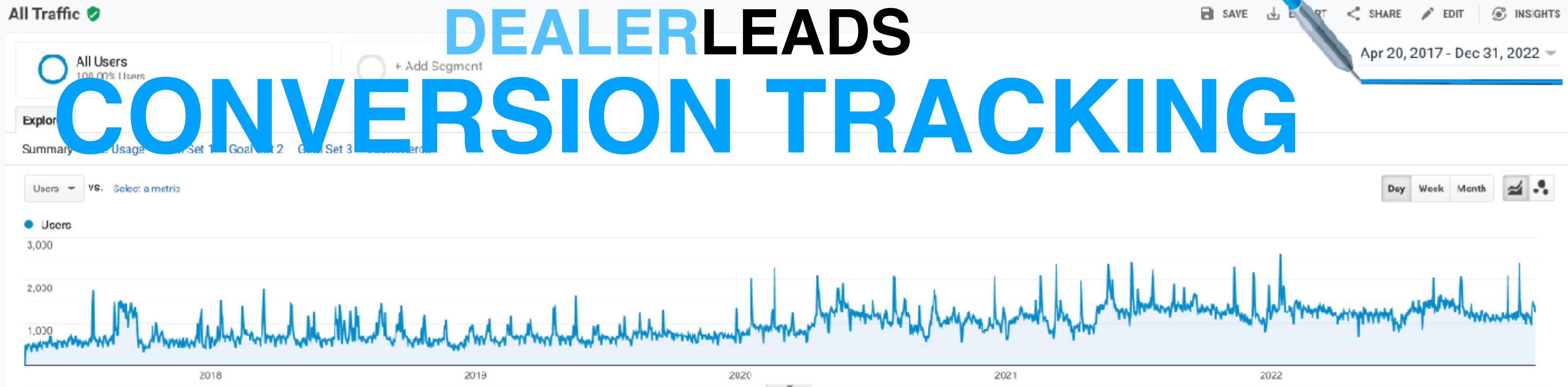
The Google Analytics dashboard allows an in-depth comparison of several traffic sources simultaneously, based entirely on the math in an unbiased reporting platform. In this case study, we are looking at hard goal conversions and hard goal completion conversion rates.

HARD GOAL CONVERSIONS

Introducing
DealerLeads.com

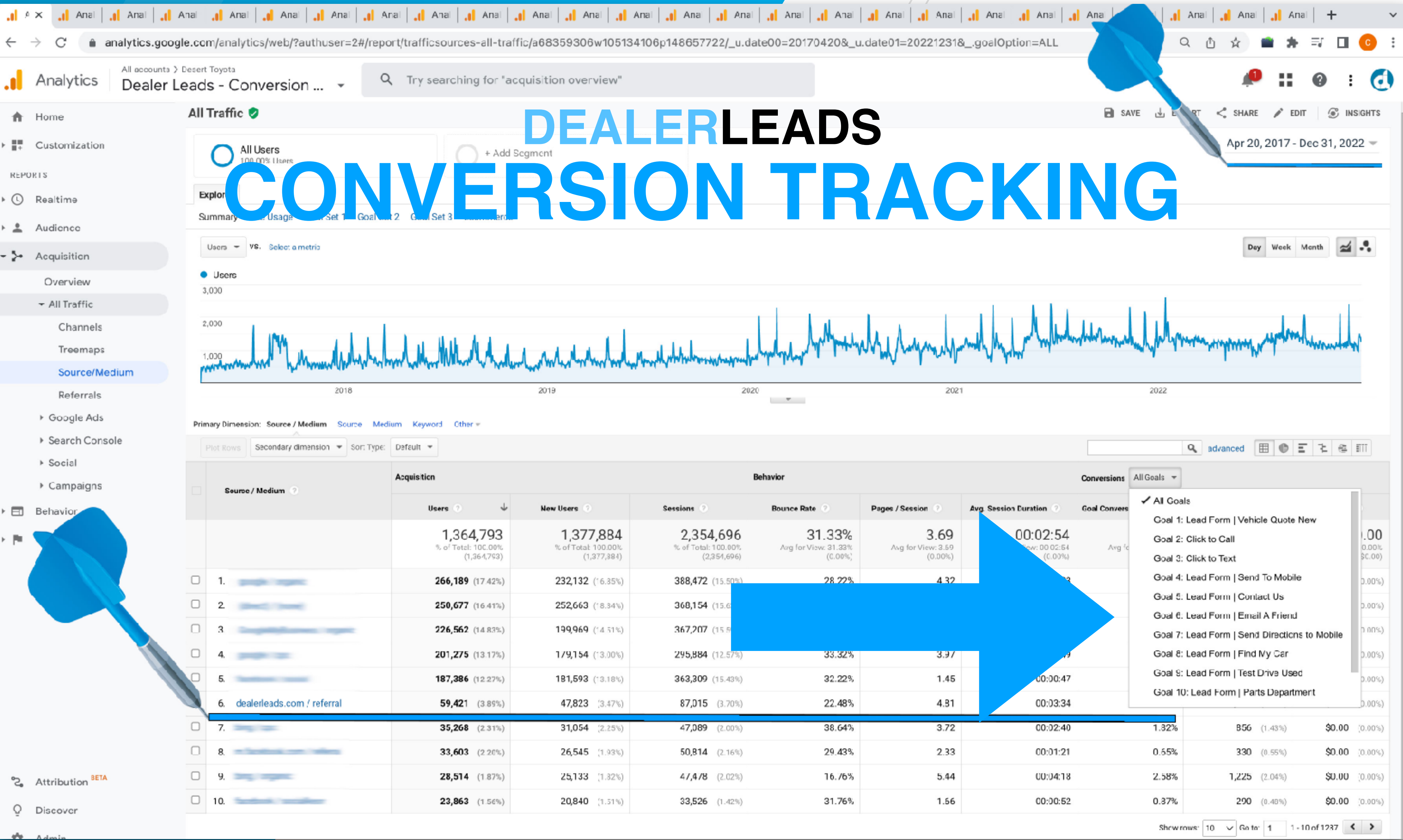
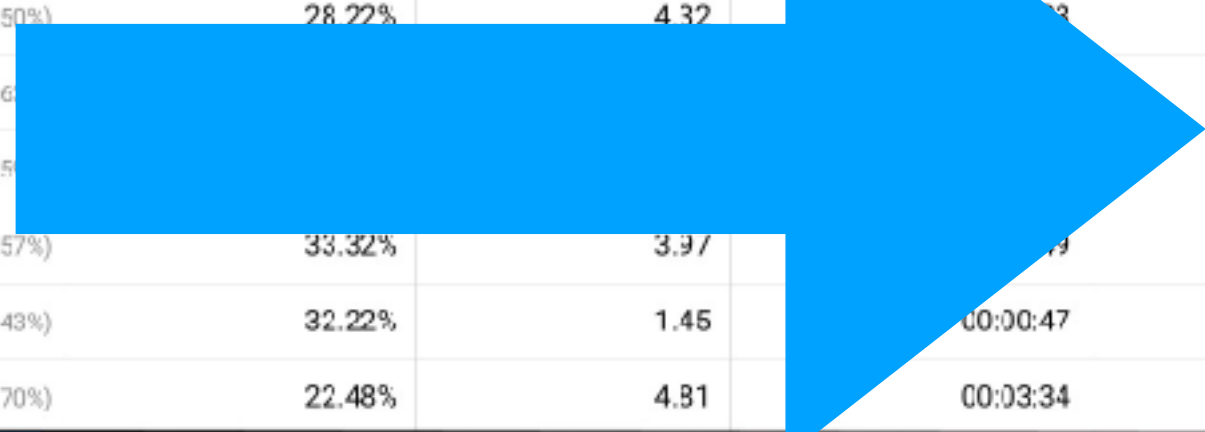
We use Google Goals to track these goal events' completion, then compare our conversion rates to our competitors. We focus on these metrics in this case study and our monthly reporting to our clients.

DEALERLEADS CONVERSION TRACKING



Source / Medium	Acquisition		Behavior				Conversions	
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Conversion Value
dealerleads.com / referral	59,421 (3.89%)	47,823 (3.47%)	87,015 (3.70%)	22.48%	4.81	00:03:34		
1. [blurred]	266,189 (17.42%)	232,132 (16.35%)	388,472 (15.50%)	28.22%	4.32			
2. [blurred]	250,677 (16.41%)	252,663 (18.34%)	368,154 (15.6%)					
3. [blurred]	226,562 (14.83%)	199,969 (14.51%)	367,207 (15.5%)					
4. [blurred]	201,275 (13.17%)	179,154 (13.00%)	295,884 (12.57%)	33.32%	3.97			
5. [blurred]	187,386 (12.27%)	181,593 (13.18%)	363,309 (15.43%)	32.22%	1.45	00:00:47		
7. [blurred]	35,268 (2.31%)	31,054 (2.25%)	47,089 (2.00%)	38.64%	3.72	00:02:40	1.32%	\$0.00 (0.00%)
8. [blurred]	33,603 (2.20%)	26,545 (1.93%)	50,814 (2.16%)	29.43%	2.33	00:01:21	0.55%	\$0.00 (0.00%)
9. [blurred]	28,514 (1.87%)	25,133 (1.82%)	47,478 (2.02%)	16.76%	5.44	00:04:18	2.58%	\$0.00 (0.00%)
10. [blurred]	23,863 (1.56%)	20,840 (1.51%)	33,526 (1.42%)	31.76%	1.56	00:00:52	0.37%	\$0.00 (0.00%)

- ✓ All Goals
- Goal 1: Lead Form | Vehicle Quote New
- Goal 2: Click to Call
- Goal 3: Click to Text
- Goal 4: Lead Form | Send To Mobile
- Goal 5: Lead Form | Contact Us
- Goal 6: Lead Form | Email A Friend
- Goal 7: Lead Form | Send Directions to Mobile
- Goal 8: Lead Form | Find My Car
- Goal 9: Lead Form | Test Drive Used
- Goal 10: Lead Form | Parts Department



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.

DEALERLEADS

CONSISTENT TRAFFIC

month after month, year after year.



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

DEALERLEADS

TRAFFIC CITY LOCALE

and the relationship to the dealer's location



Primary Dimension: Source / Medium Other

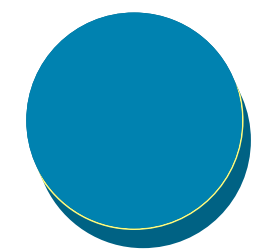
Secondary dimension: City Sort Type: Default

Source / Medium	City	Acquisition			Behavior			Conversions		
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		43,899 % of Total: 3.22% (1,364,793)	35,401 % of Total: 2.57% (1,377,884)	65,015 % of Total: 2.76% (2,354,696)	21.09% Avg for View: 31.53% (32.69%)	4.95 Avg for View: 3.69 (34.19%)	00:03:35 Avg for View: 00:02:54 (23.78%)	4.09% Avg for View: 2.55% (60.15%)	2,641 % of Total: 4.40% (60,064)	\$0.00 % of Total: 0.00% (0.00)
1. dealerleads.com / referral	Tucson	15,115 (31.85%)	10,909 (30.82%)	25,046 (38.52%)	18.83%	4.92	00:03:44	3.29%	825 (31.24%)	\$0.00 (0.00%)
2. dealerleads.com / referral	Phoenix	4,899 (10.32%)	3,528 (9.97%)	6,167 (9.49%)	20.51%	5.07	00:04:01	5.45%	336 (12.72%)	\$0.00 (0.00%)
3. dealerleads.com / referral	Las Vegas	3,105 (6.54%)	2,303 (6.51%)	3,864 (5.94%)	20.68%	4.83	00:02:56	6.81%	263 (9.96%)	\$0.00 (0.00%)
4. dealerleads.com / referral	Los Angeles	1,614 (3.40%)	1,225 (3.46%)	2,053 (3.16%)	20.12%	4.99	00:03:50	7.11%	146 (5.53%)	\$0.00 (0.00%)
5. dealerleads.com / referral	Casas Adobes	1,454 (3.06%)	1,092 (3.08%)	1,953 (3.00%)	18.59%	5.57	00:03:46	4.10%	80 (3.03%)	\$0.00 (0.00%)
6. dealerleads.com / referral	Catalina Foothills	1,451 (3.06%)	1,108 (3.13%)	2,020 (3.11%)	19.75%	5.09	00:03:35	5.10%	103 (3.90%)	\$0.00 (0.00%)
7. dealerleads.com / referral	Sahuarita	1,238 (2.61%)	919 (2.60%)	1,627 (2.50%)	14.94%	5.42	00:04:01	4.49%	73 (2.76%)	\$0.00 (0.00%)
8. dealerleads.com / referral	Marana	948 (2.00%)	699 (1.97%)	1,228 (1.89%)	16.29%	5.56	00:03:58	2.44%	30 (1.14%)	\$0.00 (0.00%)
9. dealerleads.com / referral	Tempe	835 (1.76%)	639 (1.81%)	942 (1.45%)	17.30%	4.90	00:03:14	4.99%	47 (1.78%)	\$0.00 (0.00%)
10. dealerleads.com / referral	Oro Valley	809 (1.70%)	642 (1.81%)	1,002 (1.54%)	19.96%	4.90	00:02:43	2.99%	30 (1.14%)	\$0.00 (0.00%)

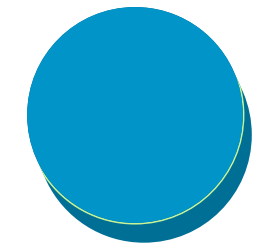
- Attribution BETA
- Discover
- Admin

LET'S GO

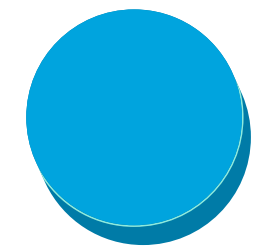
Quarter by Quarter



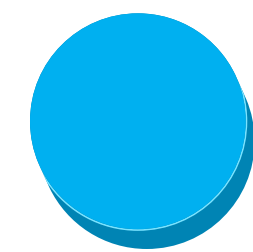
1ST QUARTER REPORTING
JAN 1 thru MAR 31



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 2017 Q2 PERFORMANCE

All Traffic 100.00% Users

Primary Dimension: **Source / Medium** | Secondary dimension: **Source** | 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
Total	26,826 <small>(100.00%)</small>	24,605 <small>(100.00%)</small>	44,157 <small>(100.00%)</small>	29.72% <small>(0.00%)</small>	4.88 <small>(0.00%)</small>	00:05:38 <small>(0.00%)</small>	5.36% <small>(0.00%)</small>	2,368 <small>(100.00%)</small>	\$0.00 <small>(0.00%)</small>
1. [blurred]	9,313 (32.00%)	7,901 (32.11%)	14,506 (32.85%)	36.70%	3.91	00:02:47	5.57%	808 (34.12%)	\$0.00 (0.00%)
2. [blurred]	6,194 (21.29%)	4,872 (19.80%)	9,473 (21.45%)	18.42%	5.17	00:04:14	5.01%	475 (20.06%)	\$0.00 (0.00%)
3. [blurred]	5,807 (19.96%)	5,459 (22.19%)	9,206 (20.85%)	38.92%	5.59	00:13:35	4.36%	401 (16.93%)	\$0.00 (0.00%)
4. [blurred]	3,613 (12.42%)	2,886 (11.73%)	5,478 (12.41%)	14.37%	5.87	00:04:19	7.05%	386 (16.30%)	\$0.00 (0.00%)
5. [blurred]	1,139 (3.91%)	959 (3.90%)	1,554 (3.52%)	8.94%	6.66	00:04:50	5.73%	89 (3.76%)	\$0.00 (0.00%)
6. dealerleads.com / referral	1,004 (3.45%)	840 (3.41%)	1,133 (2.57%)	30.71%	4.45	00:02:58	6.27%	71 (3.00%)	\$0.00 (0.00%)
7. [blurred]	532 (1.83%)	448 (1.82%)	792 (1.79%)	15.53%	5.79	00:04:12	6.94%	55 (2.32%)	\$0.00 (0.00%)
8. [blurred]	255 (0.88%)	251 (1.02%)	295 (0.67%)	89.15%	1.20	00:00:27	1.69%	5 (0.21%)	\$0.00 (0.00%)
9. [blurred]	195 (0.67%)	187 (0.76%)	221 (0.50%)	77.83%	1.51	00:00:47	2.26%	5 (0.21%)	\$0.00 (0.00%)
10. [blurred]	182 (0.63%)	158 (0.64%)	351 (0.79%)	68.66%	2.46	00:04:22	1.14%	4 (0.17%)	\$0.00 (0.00%)

DEALERLEADS

2017 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

2,000



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
	61,417 <small>% of Total: 100.00% (61,417)</small>	58,252 <small>% of Total: 100.00% (58,252)</small>	87,006 <small>% of Total: 100.00% (87,006)</small>	40.20% <small>Avg for View: 40.20% (0.00%)</small>	3.61 <small>Avg for View: 3.61 (0.00%)</small>	00:03:22 <small>Avg for View: 00:03:22 (0.00%)</small>	4.05% <small>Avg for View: 4.05% (0.00%)</small>	3,524 <small>% of Total: 100.00% (3,524)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	25,873 (39.06%)	25,503 (43.78%)	31,639 (36.36%)	50.01%	3.07	00:04:25	2.87%	909 (25.79%)	\$0.00 (0.00%)
2. [blurred]	13,925 (21.02%)	11,329 (19.45%)	20,093 (23.09%)	38.91%	3.49	00:02:22	5.77%	1,159 (32.89%)	\$0.00 (0.00%)
3. [blurred]	7,689 (11.61%)	5,922 (10.17%)	10,437 (12.00%)	26.96%	4.32	00:03:14	3.86%	403 (11.44%)	\$0.00 (0.00%)
4. [blurred]	7,111 (10.74%)	5,378 (9.23%)	10,337 (11.86%)	18.97%	5.23	00:03:38	3.64%	376 (10.67%)	\$0.00 (0.00%)
5. [blurred]	2,079 (3.14%)	2,064 (3.54%)	2,365 (2.72%)	62.71%	1.63	00:00:55	4.40%	104 (2.95%)	\$0.00 (0.00%)
6. [blurred]	1,809 (2.73%)	1,490 (2.56%)	2,535 (2.91%)	15.31%	5.70	00:03:51	3.87%	98 (2.78%)	\$0.00 (0.00%)
7. dealerleads.com / referral	1,650 (2.49%)	1,318 (2.26%)	1,873 (2.15%)	36.84%	3.67	00:02:12	4.54%	85 (2.41%)	\$0.00 (0.00%)
8. [blurred]	1,142 (1.72%)	1,108 (1.90%)	1,345 (1.55%)	77.32%	1.33	00:00:35	1.93%	26 (0.74%)	\$0.00 (0.00%)
9. [blurred]	830 (1.25%)	789 (1.35%)	969 (1.11%)	68.83%	1.86	00:00:46	1.96%	19 (0.54%)	\$0.00 (0.00%)
10. [blurred]	750 (1.13%)	697 (1.20%)	910 (1.05%)	65.49%	1.65	00:01:43	4.18%	38 (1.08%)	\$0.00 (0.00%)

analytics.google.com/analytics/web/?authuser=2#/report/trafficsources-all-traffic/a68359306w105134106p148657722/_u.date00=20171001&_u.date01=20171231&_.goalOption=ALL/

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

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

DEALERLEADS

2017 Q4

PERFORMANCE

Oct 1, 2017 - Dec 31, 2017

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

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
	41,030 % of Total: 100.00% (41,030)	38,547 % of Total: 100.00% (38,547)	64,546 % of Total: 100.00% (64,546)	33.95% Avg for View: 33.95% (0.00%)	4.25 Avg for View: 4.25 (0.00%)	00:03:23 Avg for View: 00:03:23 (0.00%)	4.22% Avg for View: 4.22% (0.00%)	2,725 % of Total: 100.00% (2,725)	\$0.00 % of Total: 0.00% (\$0.00)
1. [blurred]	12,574 (28.11%)	10,914 (28.31%)	17,562 (27.21%)	36.49%	3.86	00:02:49	4.66%	818 (30.02%)	\$0.00 (0.00%)
2. [blurred]	7,533 (16.84%)	7,161 (18.58%)	11,705 (18.13%)	48.25%	3.32	00:03:05	3.29%	385 (14.13%)	\$0.00 (0.00%)
3. [blurred]	6,677 (14.93%)	5,359 (13.90%)	10,155 (15.73%)	24.71%	4.69	00:03:54	4.17%	423 (15.52%)	\$0.00 (0.00%)
4. [blurred]	6,030 (13.48%)	4,770 (12.37%)	9,786 (15.16%)	15.28%	6.01	00:04:33	4.92%	481 (17.65%)	\$0.00 (0.00%)
5. [blurred]	2,652 (5.93%)	2,350 (6.10%)	3,399 (5.27%)	34.86%	4.29	00:03:29	4.32%	147 (5.39%)	\$0.00 (0.00%)
6. [blurred]	2,612 (5.84%)	2,577 (6.69%)	2,749 (4.26%)	58.06%	2.08	00:01:43	0.98%	27 (0.99%)	\$0.00 (0.00%)
7. dealerleads.com / referral	1,399 (3.13%)	1,040 (2.70%)	1,965 (3.04%)	24.07%	4.79	00:03:27	6.77%	133 (4.88%)	\$0.00 (0.00%)
8. [blurred]	1,164 (2.60%)	958 (2.49%)	1,672 (2.59%)	13.76%	6.61	00:04:54	5.20%	87 (3.19%)	\$0.00 (0.00%)
9. [blurred]	606 (1.35%)	570 (1.48%)	699 (1.08%)	56.80%	1.83	00:01:37	3.72%	26 (0.95%)	\$0.00 (0.00%)
10. [blurred]	561 (1.25%)	444 (1.15%)	745 (1.15%)	24.43%	5.12	00:04:08	4.97%	37 (1.36%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 1/5

DEALERLEADS

2018 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
	48,185 <small>% of Total: 100.00% (48,185)</small>	44,936 <small>% of Total: 100.00% (44,936)</small>	73,761 <small>% of Total: 100.00% (73,761)</small>	39.02% <small>Avg for View: 39.02% (0.00%)</small>	3.87 <small>Avg for View: 3.87 (0.00%)</small>	00:02:58 <small>Avg for View: 00:02:58 (0.00%)</small>	2.70% <small>Avg for View: 2.70% (0.00%)</small>	1,990 <small>% of Total: 100.00% (1,990)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	15,191 (29.22%)	13,219 (29.42%)	21,037 (28.52%)	37.14%	3.78	00:02:42	3.00%	632 (31.76%)	\$0.00 (0.00%)
2. [blurred]	7,298 (14.04%)	6,952 (15.47%)	10,830 (14.68%)	48.21%	3.24	00:03:07	2.51%	272 (13.67%)	\$0.00 (0.00%)
3. [blurred]	7,001 (13.47%)	5,649 (12.57%)	10,999 (14.91%)	25.55%	4.47	00:03:47	2.33%	256 (12.86%)	\$0.00 (0.00%)
4. [blurred]	6,110 (11.75%)	4,809 (10.70%)	9,898 (13.42%)	15.64%	5.69	00:04:16	3.78%	374 (18.79%)	\$0.00 (0.00%)
5. [blurred]	2,939 (5.65%)	2,913 (6.48%)	3,033 (4.11%)	80.28%	1.38	00:00:39	2.51%	76 (3.82%)	\$0.00 (0.00%)
6. [blurred]	2,490 (4.79%)	2,133 (4.75%)	3,088 (4.19%)	44.17%	3.53	00:02:23	2.23%	69 (3.47%)	\$0.00 (0.00%)
7. [blurred]	2,072 (3.99%)	1,891 (4.21%)	2,915 (3.95%)	69.71%	2.08	00:01:07	1.65%	48 (2.41%)	\$0.00 (0.00%)
8. [blurred]	2,027 (3.90%)	2,014 (4.48%)	2,199 (2.98%)	95.95%	1.05	00:00:11	0.14%	3 (0.15%)	\$0.00 (0.00%)
9. [blurred]	1,415 (2.72%)	1,123 (2.50%)	1,802 (2.44%)	36.68%	3.95	00:03:06	1.89%	34 (1.71%)	\$0.00 (0.00%)
10. [blurred]	1,208 (2.32%)	958 (2.13%)	1,704 (2.31%)	15.67%	6.17	00:04:23	1.29%	22 (1.11%)	\$0.00 (0.00%)

- 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.google.com/analytics/web/?authuser=2#/report/trafficsources-all-traffic/a68359306w105134106p148657722/_u.date00=20180401&_u.date01=20180630&_.goalOption=ALL/

Analytics 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 Conversions Attribution BETA Discover Admin

DEALERLEADS

2018 Q2

PERFORMANCE

Apr 1, 2018 - Jun 30, 2018

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

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
	47,316 % of Total: 100.00% (47,316)	44,349 % of Total: 100.00% (44,349)	74,271 % of Total: 100.00% (74,271)	35.39% Avg for View: 35.39% (0.00%)	4.13 Avg for View: 4.13 (0.00%)	00:03:19 Avg for View: 00:03:19 (0.00%)	1.66% Avg for View: 1.66% (0.00%)	1,232 % of Total: 100.00% (1,232)	\$0.00 % of Total: 0.00% (\$0.00)
1. [blurred]	12,708 (24.67%)	10,964 (24.72%)	18,545 (24.97%)	35.80%	4.03	00:03:01	2.00%	371 (30.11%)	\$0.00 (0.00%)
2. [blurred]	7,409 (14.38%)	5,973 (13.47%)	12,111 (16.31%)	26.20%	4.63	00:03:55	1.77%	214 (17.37%)	\$0.00 (0.00%)
3. [blurred]	7,121 (13.82%)	7,099 (16.01%)	7,416 (9.99%)	51.42%	2.31	00:01:48	0.04%	3 (0.24%)	\$0.00 (0.00%)
4. [blurred]	6,863 (13.32%)	6,479 (14.61%)	10,981 (14.79%)	42.49%	3.78	00:03:54	1.93%	212 (17.21%)	\$0.00 (0.00%)
5. [blurred]	6,396 (12.41%)	4,973 (11.21%)	10,437 (14.05%)	17.53%	5.77	00:04:12	2.26%	236 (19.16%)	\$0.00 (0.00%)
6. [blurred]	3,245 (6.30%)	2,797 (6.31%)	3,968 (5.34%)	48.26%	3.43	00:02:19	1.01%	40 (3.25%)	\$0.00 (0.00%)
7. [blurred]	2,026 (3.93%)	1,721 (3.88%)	2,713 (3.65%)	68.08%	2.19	00:01:08	0.48%	13 (1.06%)	\$0.00 (0.00%)
8. dealerleads.com / referral	1,756 (3.41%)	1,298 (2.93%)	2,382 (3.21%)	28.93%	4.70	00:03:44	2.43%	58 (4.71%)	\$0.00 (0.00%)
9. [blurred]	1,115 (2.16%)	892 (2.01%)	1,522 (2.05%)	17.41%	5.55	00:04:51	1.31%	20 (1.62%)	\$0.00 (0.00%)
10. [blurred]	663 (1.29%)	482 (1.09%)	801 (1.08%)	34.58%	4.12	00:03:22	0.62%	5 (0.41%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 167

DEALERLEADS

2018 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

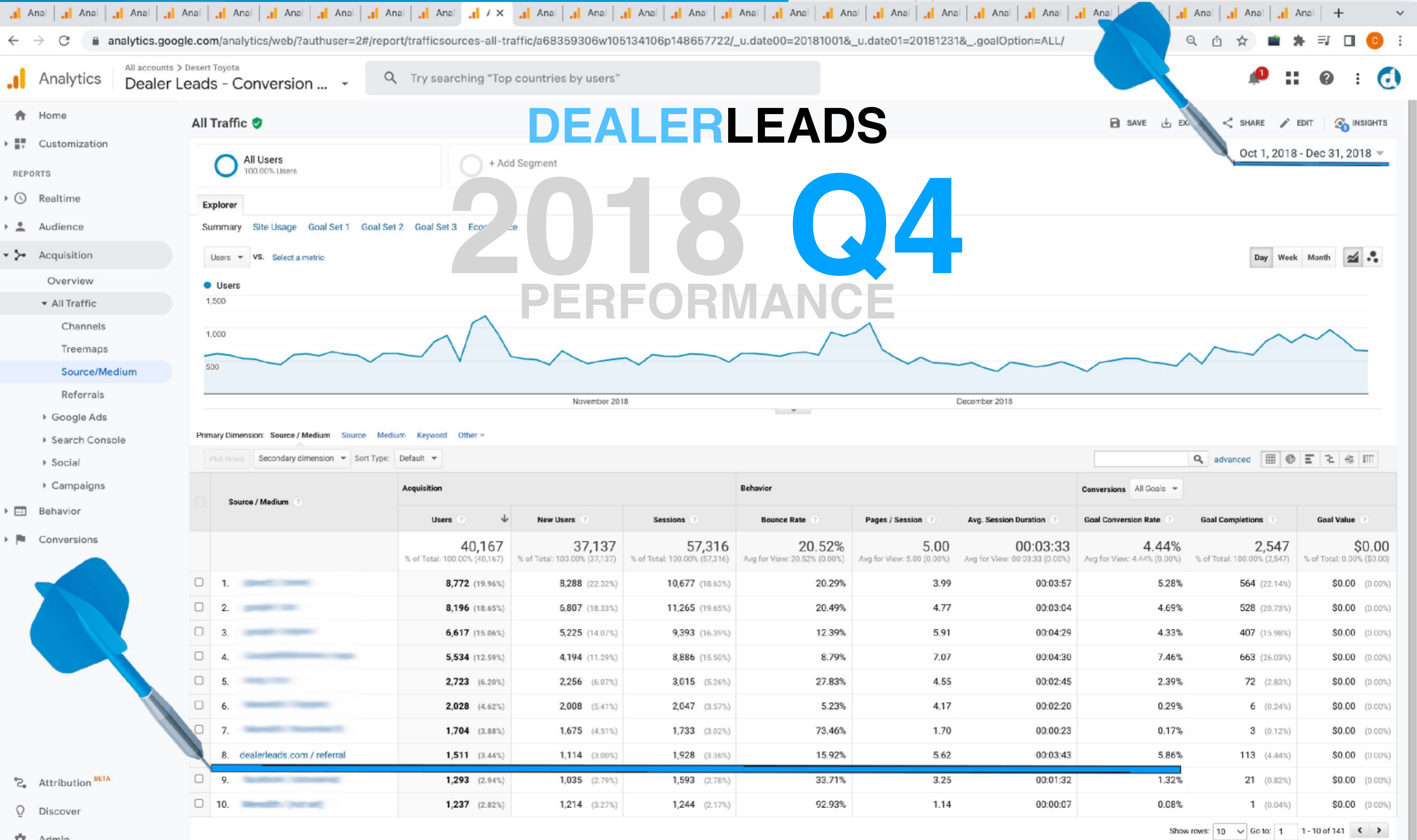
Users



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
	52,149 <small>% of Total: 100.00% (52,149)</small>	49,076 <small>% of Total: 100.00% (49,076)</small>	82,627 <small>% of Total: 100.00% (82,627)</small>	33.15% <small>Avg for View: 33.15% (0.00%)</small>	4.12 <small>Avg for View: 4.12 (0.00%)</small>	00:03:29 <small>Avg for View: 00:03:29 (0.00%)</small>	3.64% <small>Avg for View: 3.64% (0.00%)</small>	3,011 <small>% of Total: 100.00% (3,011)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	12,051 (21.08%)	10,148 (20.68%)	18,003 (21.79%)	34.52%	4.03	00:03:15	4.30%	775 (25.74%)	\$0.00 (0.00%)
2. [blurred]	7,670 (13.42%)	6,090 (12.41%)	12,527 (15.16%)	24.59%	4.80	00:04:18	3.35%	420 (13.95%)	\$0.00 (0.00%)
3. [blurred]	7,661 (13.40%)	7,137 (14.54%)	12,788 (15.48%)	36.25%	3.80	00:03:43	4.04%	516 (17.14%)	\$0.00 (0.00%)
4. [blurred]	7,497 (13.12%)	7,425 (15.13%)	7,620 (9.22%)	47.68%	2.43	00:01:50	0.24%	18 (0.60%)	\$0.00 (0.00%)
5. [blurred]	7,178 (12.56%)	5,537 (11.28%)	12,186 (14.75%)	17.25%	5.86	00:04:41	6.33%	771 (25.61%)	\$0.00 (0.00%)
6. [blurred]	3,423 (5.99%)	2,882 (5.87%)	4,302 (5.21%)	46.49%	3.37	00:02:35	1.93%	83 (2.76%)	\$0.00 (0.00%)
7. [blurred]	1,962 (3.43%)	1,655 (3.37%)	2,651 (3.21%)	60.58%	2.29	00:01:20	2.15%	57 (1.89%)	\$0.00 (0.00%)
8. dealerleads.com / referral	1,711 (2.99%)	1,290 (2.63%)	2,284 (2.76%)	30.43%	4.70	00:03:55	5.52%	126 (4.18%)	\$0.00 (0.00%)
9. [blurred]	1,563 (2.73%)	1,552 (3.16%)	1,567 (1.90%)	43.84%	2.35	00:01:59	0.19%	3 (0.10%)	\$0.00 (0.00%)
10. [blurred]	1,484 (2.60%)	1,470 (3.00%)	1,490 (1.80%)	22.48%	2.85	00:02:50	0.20%	3 (0.10%)	\$0.00 (0.00%)



analytics.google.com/analytics/web/?authuser=2#/report/trafficsources-all-traffic/a68359306w105134106p148657722/_u.date00=20190101&_u.date01=20190331&_.goalOption=ALL/

Analytics Dealer Leads - Conversion ... Try searching for "site content"

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

DEALERLEADS
2019 Q1
PERFORMANCE

SAVE EXPORT SHARE EDIT INSIGHTS Jan 1, 2019 - Mar 31, 2019

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 2019 March 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
	44,454 % of Total: 100.00% (44,454)	41,316 % of Total: 100.00% (41,316)	72,973 % of Total: 100.00% (72,973)	34.71% Avg for View: 34.71% (0.00%)	4.09 Avg for View: 4.09 (0.00%)	00:03:24 Avg for View: 00:03:24 (0.00%)	4.06% Avg for View: 4.06% (0.00%)	2,966 % of Total: 100.00% (2,966)	\$0.00 % of Total: 0.00% (\$0.00)
1. [blurred]	8,603 (17.72%)	7,092 (17.17%)	13,608 (18.65%)	25.18%	4.66	00:04:07	3.48%	474 (15.98%)	\$0.00 (0.00%)
2. [blurred]	8,179 (16.85%)	6,542 (15.83%)	13,995 (19.18%)	17.78%	5.64	00:04:31	6.31%	883 (29.77%)	\$0.00 (0.00%)
3. [blurred]	8,022 (16.53%)	6,657 (16.11%)	12,062 (16.53%)	34.22%	3.74	00:02:57	4.70%	567 (19.12%)	\$0.00 (0.00%)
4. [blurred]	7,338 (15.12%)	6,912 (16.73%)	12,387 (16.97%)	38.02%	3.63	00:03:27	4.24%	525 (17.70%)	\$0.00 (0.00%)
5. [blurred]	4,063 (8.37%)	3,986 (9.65%)	4,302 (5.90%)	89.77%	1.17	00:00:19	1.53%	66 (2.23%)	\$0.00 (0.00%)
6. [blurred]	3,531 (7.27%)	3,070 (7.43%)	4,361 (5.98%)	49.53%	3.08	00:02:09	1.74%	76 (2.56%)	\$0.00 (0.00%)
7. dealerleads.com / referral	1,697 (3.50%)	1,244 (3.01%)	2,430 (3.33%)	26.83%	4.71	00:03:46	4.86%	118 (3.98%)	\$0.00 (0.00%)
8. [blurred]	1,194 (2.46%)	973 (2.36%)	1,724 (2.36%)	19.49%	5.56	00:04:47	3.36%	58 (1.96%)	\$0.00 (0.00%)
9. [blurred]	1,013 (2.09%)	867 (2.10%)	1,290 (1.77%)	62.87%	2.01	00:01:00	1.16%	15 (0.51%)	\$0.00 (0.00%)
10. [blurred]	779 (1.60%)	613 (1.48%)	1,052 (1.44%)	24.24%	4.51	00:03:46	5.04%	53 (1.79%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 139

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

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
2,000



DEALERLEADS

2019 Q2

PERFORMANCE

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
	45,132 <small>% of Total: 100.00% (45,132)</small>	42,100 <small>% of Total: 100.00% (42,100)</small>	73,474 <small>% of Total: 100.00% (73,474)</small>	35.89% <small>Avg for View: 35.89% (0.00%)</small>	4.11 <small>Avg for View: 4.11 (0.00%)</small>	00:03:19 <small>Avg for View: 00:03:19 (0.00%)</small>	4.33% <small>Avg for View: 4.33% (0.00%)</small>	3,178 <small>% of Total: 100.00% (3,178)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	8,685 (17.62%)	7,026 (16.69%)	14,480 (19.71%)	16.72%	5.72	00:04:33	7.54%	1,092 (34.36%)	\$0.00 (0.00%)
2. [blurred]	8,050 (16.33%)	7,617 (18.09%)	12,547 (17.08%)	41.68%	3.63	00:03:02	4.63%	581 (18.28%)	\$0.00 (0.00%)
3. [blurred]	7,973 (16.17%)	6,506 (15.45%)	12,877 (17.53%)	24.43%	4.76	00:04:04	3.76%	484 (15.23%)	\$0.00 (0.00%)
4. [blurred]	7,915 (16.06%)	6,638 (15.77%)	12,136 (16.52%)	36.68%	3.71	00:03:04	4.38%	531 (16.71%)	\$0.00 (0.00%)
5. [blurred]	4,795 (9.73%)	4,753 (11.29%)	4,942 (6.73%)	90.41%	1.15	00:00:11	0.26%	13 (0.41%)	\$0.00 (0.00%)
6. [blurred]	2,964 (6.01%)	2,473 (5.87%)	3,786 (5.15%)	44.29%	3.40	00:02:39	1.90%	72 (2.27%)	\$0.00 (0.00%)
7. dealerleads.com / referral	1,554 (3.15%)	1,169 (2.78%)	2,105 (2.86%)	27.98%	4.46	00:03:21	6.37%	134 (4.22%)	\$0.00 (0.00%)
8. [blurred]	1,199 (2.43%)	962 (2.29%)	1,754 (2.39%)	18.47%	5.59	00:04:15	2.57%	45 (1.42%)	\$0.00 (0.00%)
9. [blurred]	882 (1.79%)	865 (2.05%)	889 (1.21%)	96.51%	1.12	00:00:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. [blurred]	715 (1.45%)	554 (1.32%)	1,056 (1.44%)	26.23%	4.58	00:03:42	5.49%	58 (1.83%)	\$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

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	47,178 <small>% of Total: 100.00% (47,178)</small>	44,593 <small>% of Total: 100.00% (44,593)</small>	81,120 <small>% of Total: 100.00% (81,120)</small>	34.01% <small>Avg for View: 34.01% (0.00%)</small>	3.87 <small>Avg for View: 3.87 (0.00%)</small>	00:03:35 <small>Avg for View: 00:03:35 (0.00%)</small>	2.27% <small>Avg for View: 2.27% (0.00%)</small>	1,839 <small>% of Total: 100.00% (1,839)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	10,081 (19.57%)	8,668 (19.44%)	17,299 (21.33%)	18.21%	5.27	00:04:45	3.20%	553 (30.07%)	\$0.00 (0.00%)
2. [blurred]	8,353 (16.21%)	6,930 (15.54%)	13,799 (17.01%)	23.61%	4.51	00:04:25	2.51%	346 (18.81%)	\$0.00 (0.00%)
3. [blurred]	8,322 (16.15%)	8,158 (18.29%)	13,196 (16.27%)	45.08%	3.31	00:03:12	2.28%	301 (16.37%)	\$0.00 (0.00%)
4. [blurred]	7,085 (13.75%)	6,010 (13.48%)	10,685 (13.17%)	37.26%	3.50	00:03:17	2.34%	250 (13.59%)	\$0.00 (0.00%)
5. [blurred]	2,613 (5.07%)	2,160 (4.84%)	5,439 (6.70%)	41.13%	2.06	00:01:29	0.92%	50 (2.72%)	\$0.00 (0.00%)
6. [blurred]	2,528 (4.91%)	2,130 (4.78%)	3,250 (4.01%)	43.85%	3.30	00:02:50	1.91%	62 (3.37%)	\$0.00 (0.00%)
7. [blurred]	1,806 (3.51%)	1,804 (4.05%)	1,854 (2.29%)	93.20%	1.09	00:00:06	0.16%	3 (0.16%)	\$0.00 (0.00%)
8. [blurred]	1,741 (3.38%)	1,458 (3.27%)	2,424 (2.99%)	45.59%	3.19	00:02:41	1.07%	26 (1.41%)	\$0.00 (0.00%)
9. dealerleads.com / referral	1,513 (2.94%)	1,219 (2.73%)	1,921 (2.37%)	29.83%	4.10	00:03:36	4.22%	81 (4.40%)	\$0.00 (0.00%)
10. [blurred]	1,380 (2.68%)	1,110 (2.49%)	2,002 (2.47%)	48.70%	2.08	00:01:17	0.35%	7 (0.38%)	\$0.00 (0.00%)

analytics.google.com/analytics/web/?authuser=2#/report/trafficsources-all-traffic/a68359306w105134106p148657722/_u.date00=20191001&_u.date01=20191231&_goalOption=ALL/

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

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

DEALERLEADS

2019 Q4

PERFORMANCE

Oct 1, 2019 - Dec 31, 2019

SAVE EXPORT SHARE EDIT INSIGHTS

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

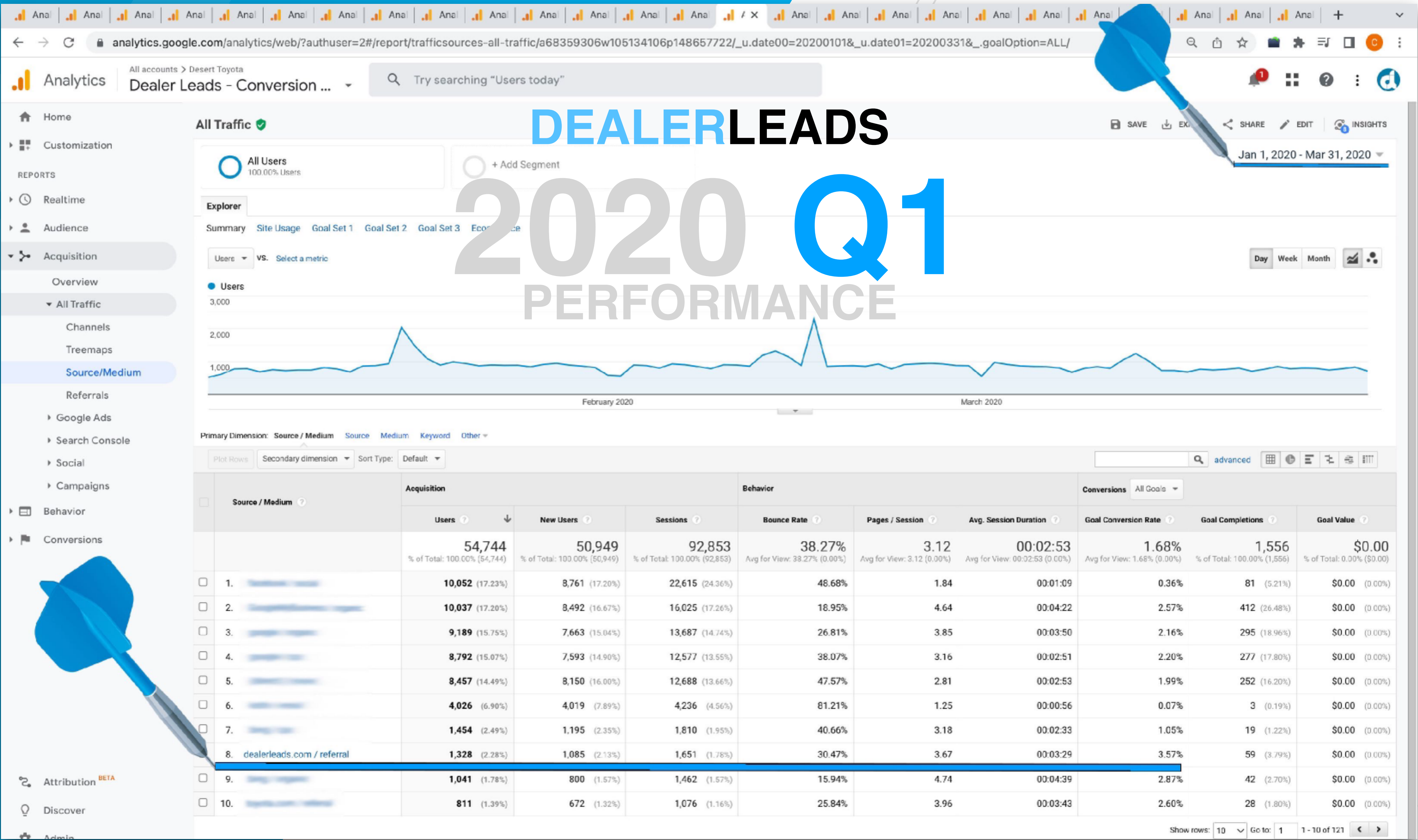
Users

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
	43,194 % of Total: 100.00% (43,194)	40,644 % of Total: 100.00% (40,644)	75,708 % of Total: 100.00% (75,708)	32.39% Avg for View: 32.39% (0.00%)	3.51 Avg for View: 3.51 (0.00%)	00:03:15 Avg for View: 00:03:15 (0.00%)	1.98% Avg for View: 1.98% (0.00%)	1,499 % of Total: 100.00% (1,499)	\$0.00 % of Total: 0.00% (\$0.00)
1. [blurred]	9,777 (20.51%)	8,245 (20.29%)	15,686 (20.72%)	18.07%	4.74	00:04:24	2.35%	368 (24.55%)	\$0.00 (0.00%)
2. [blurred]	8,259 (17.33%)	7,195 (17.70%)	12,102 (15.95%)	37.94%	3.23	00:02:48	3.05%	369 (24.62%)	\$0.00 (0.00%)
3. [blurred]	7,824 (16.41%)	6,446 (15.86%)	12,250 (16.18%)	26.40%	4.00	00:03:51	2.07%	253 (16.88%)	\$0.00 (0.00%)
4. [blurred]	7,025 (14.74%)	6,856 (16.87%)	11,044 (14.59%)	42.64%	2.95	00:02:59	2.06%	228 (15.21%)	\$0.00 (0.00%)
5. [blurred]	4,690 (9.84%)	3,801 (9.35%)	9,962 (13.16%)	44.67%	1.92	00:01:11	0.44%	44 (2.94%)	\$0.00 (0.00%)
6. [blurred]	2,158 (4.53%)	1,816 (4.47%)	3,031 (4.00%)	40.25%	3.22	00:03:15	1.29%	39 (2.60%)	\$0.00 (0.00%)
7. dealerleads.com / referral	1,579 (3.31%)	1,398 (3.44%)	1,810 (2.39%)	14.75%	3.58	00:02:39	2.65%	48 (3.20%)	\$0.00 (0.00%)
8. [blurred]	1,035 (2.17%)	823 (2.02%)	1,370 (1.81%)	18.39%	4.73	00:04:29	2.19%	30 (2.00%)	\$0.00 (0.00%)
9. [blurred]	900 (1.89%)	746 (1.84%)	1,217 (1.61%)	22.43%	3.96	00:03:30	2.38%	29 (1.93%)	\$0.00 (0.00%)
10. [blurred]	669 (1.40%)	518 (1.27%)	826 (1.09%)	35.59%	3.10	00:03:02	0.61%	5 (0.33%)	\$0.00 (0.00%)

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



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

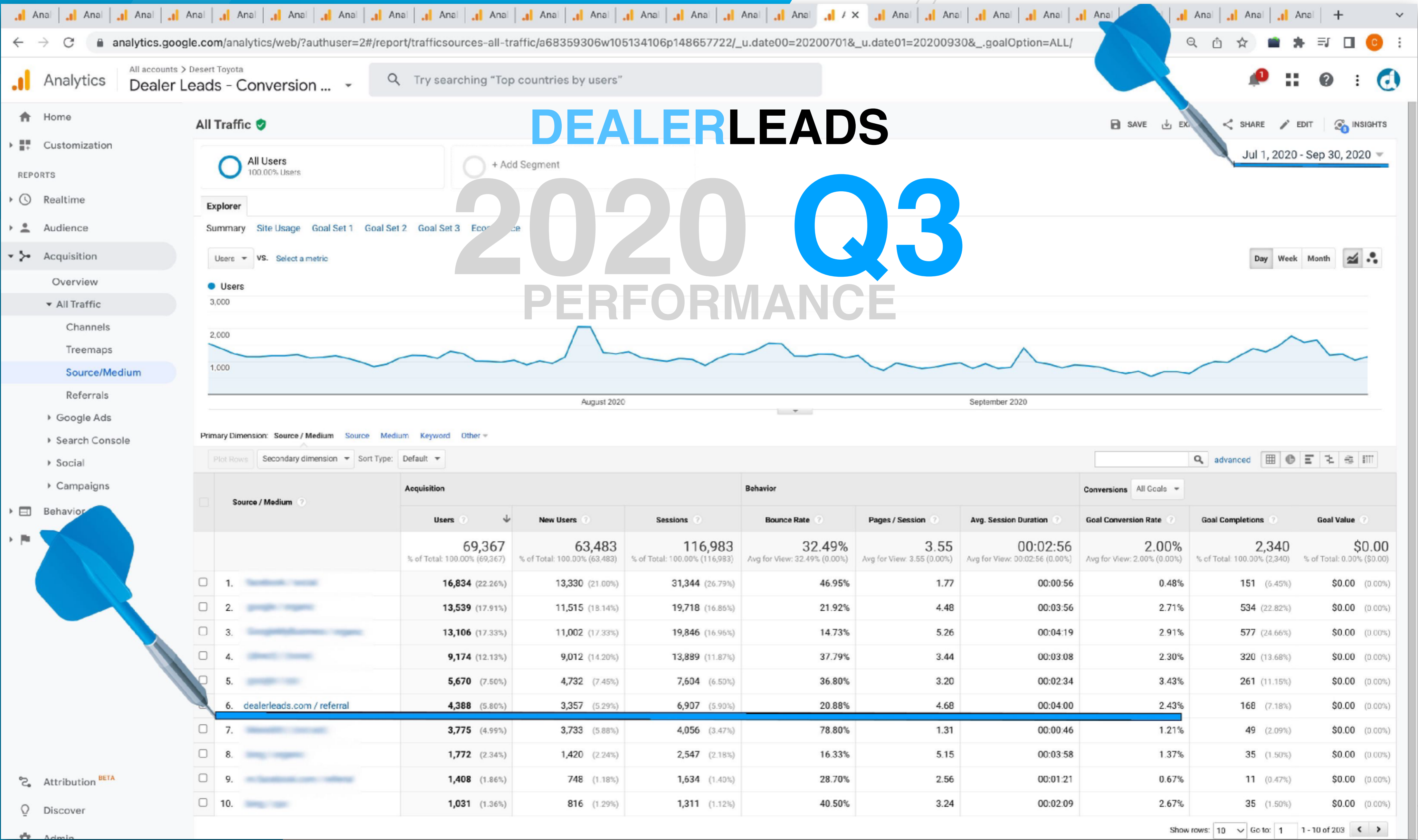
Users vs. Select a metric

Users



Primary Dimension: Source / Medium Source Medium Keyword Other

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	70,623 <small>% of Total: 100.00% (70,623)</small>	65,543 <small>% of Total: 100.00% (65,543)</small>	129,997 <small>% of Total: 100.00% (129,997)</small>	34.59% <small>Avg for View: 34.59% (0.00%)</small>	3.26 <small>Avg for View: 3.26 (0.00%)</small>	00:03:06 <small>Avg for View: 00:03:06 (0.00%)</small>	2.27% <small>Avg for View: 2.27% (0.00%)</small>	2,956 <small>% of Total: 100.00% (2,956)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	15,202 (19.81%)	12,388 (18.90%)	36,771 (28.29%)	47.09%	1.86	00:01:11	0.58%	215 (7.27%)	\$0.00 (0.00%)
2. [blurred]	13,737 (17.90%)	11,879 (18.12%)	22,205 (17.08%)	17.60%	4.66	00:04:28	3.32%	738 (24.97%)	\$0.00 (0.00%)
3. [blurred]	12,640 (16.47%)	10,693 (15.31%)	19,515 (15.01%)	23.83%	4.07	00:04:05	2.91%	567 (19.18%)	\$0.00 (0.00%)
4. [blurred]	10,117 (13.18%)	8,519 (13.00%)	14,717 (11.32%)	37.30%	3.19	00:03:04	2.78%	409 (13.84%)	\$0.00 (0.00%)
5. [blurred]	9,685 (12.62%)	9,473 (14.45%)	15,605 (12.00%)	38.00%	3.21	00:03:32	2.86%	446 (15.09%)	\$0.00 (0.00%)
6. dealerleads.com / referral	3,582 (4.67%)	2,759 (4.21%)	4,741 (3.65%)	26.45%	3.96	00:03:38	4.79%	227 (7.68%)	\$0.00 (0.00%)
7. [blurred]	2,792 (3.64%)	2,757 (4.21%)	3,001 (2.31%)	82.37%	1.26	00:00:33	0.20%	6 (0.20%)	\$0.00 (0.00%)
8. [blurred]	1,519 (1.98%)	1,179 (1.80%)	2,361 (1.82%)	16.77%	4.66	00:04:36	3.64%	86 (2.91%)	\$0.00 (0.00%)
9. [blurred]	1,240 (1.62%)	1,033 (1.58%)	1,493 (1.15%)	39.12%	3.33	00:02:40	1.14%	17 (0.58%)	\$0.00 (0.00%)
10. [blurred]	1,069 (1.39%)	808 (1.23%)	1,448 (1.11%)	32.04%	3.67	00:03:58	4.42%	64 (2.17%)	\$0.00 (0.00%)



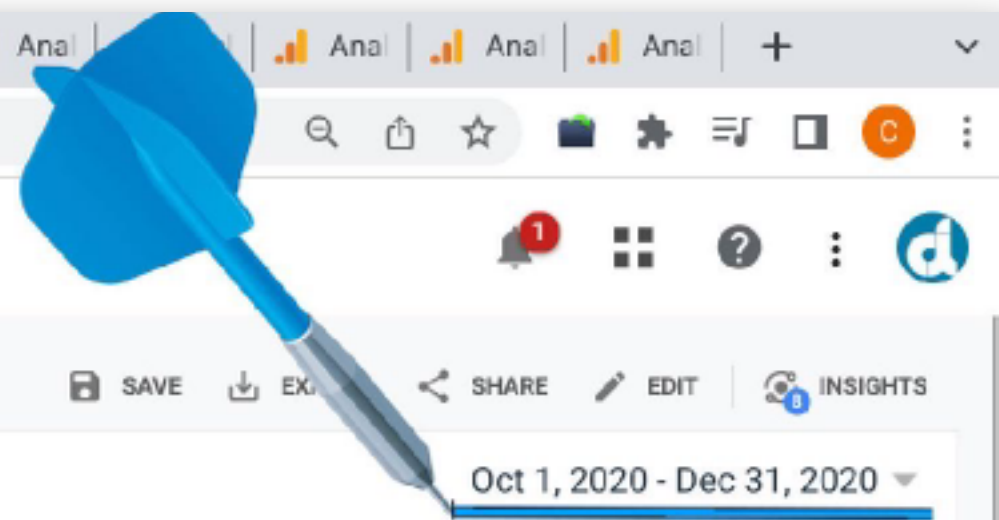
DEALERLEADS

2020 Q3 PERFORMANCE



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
	69,367 <small>% of Total: 100.00% (69,367)</small>	63,483 <small>% of Total: 100.00% (63,483)</small>	116,983 <small>% of Total: 100.00% (116,983)</small>	32.49% <small>Avg for View: 32.49% (0.00%)</small>	3.55 <small>Avg for View: 3.55 (0.00%)</small>	00:02:56 <small>Avg for View: 00:02:56 (0.00%)</small>	2.00% <small>Avg for View: 2.00% (0.00%)</small>	2,340 <small>% of Total: 100.00% (2,340)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	16,834 (22.26%)	13,330 (21.00%)	31,344 (26.79%)	46.95%	1.77	00:00:56	0.48%	151 (6.45%)	\$0.00 (0.00%)
2. [blurred]	13,539 (17.91%)	11,515 (18.14%)	19,718 (16.86%)	21.92%	4.48	00:03:56	2.71%	534 (22.82%)	\$0.00 (0.00%)
3. [blurred]	13,106 (17.33%)	11,002 (17.33%)	19,846 (16.96%)	14.73%	5.26	00:04:19	2.91%	577 (24.66%)	\$0.00 (0.00%)
4. [blurred]	9,174 (12.13%)	9,012 (14.20%)	13,889 (11.87%)	37.79%	3.44	00:03:08	2.30%	320 (13.68%)	\$0.00 (0.00%)
5. [blurred]	5,670 (7.50%)	4,732 (7.45%)	7,604 (6.50%)	36.80%	3.20	00:02:34	3.43%	261 (11.15%)	\$0.00 (0.00%)
6. dealerleads.com / referral	4,388 (5.80%)	3,357 (5.29%)	6,907 (5.90%)	20.88%	4.68	00:04:00	2.43%	168 (7.18%)	\$0.00 (0.00%)
7. [blurred]	3,775 (4.99%)	3,733 (5.88%)	4,056 (3.47%)	78.80%	1.31	00:00:46	1.21%	49 (2.09%)	\$0.00 (0.00%)
8. [blurred]	1,772 (2.34%)	1,420 (2.24%)	2,547 (2.18%)	16.33%	5.15	00:03:58	1.37%	35 (1.50%)	\$0.00 (0.00%)
9. [blurred]	1,408 (1.86%)	748 (1.18%)	1,634 (1.40%)	28.70%	2.56	00:01:21	0.67%	11 (0.47%)	\$0.00 (0.00%)
10. [blurred]	1,031 (1.36%)	816 (1.29%)	1,311 (1.12%)	40.50%	3.24	00:02:09	2.67%	35 (1.50%)	\$0.00 (0.00%)

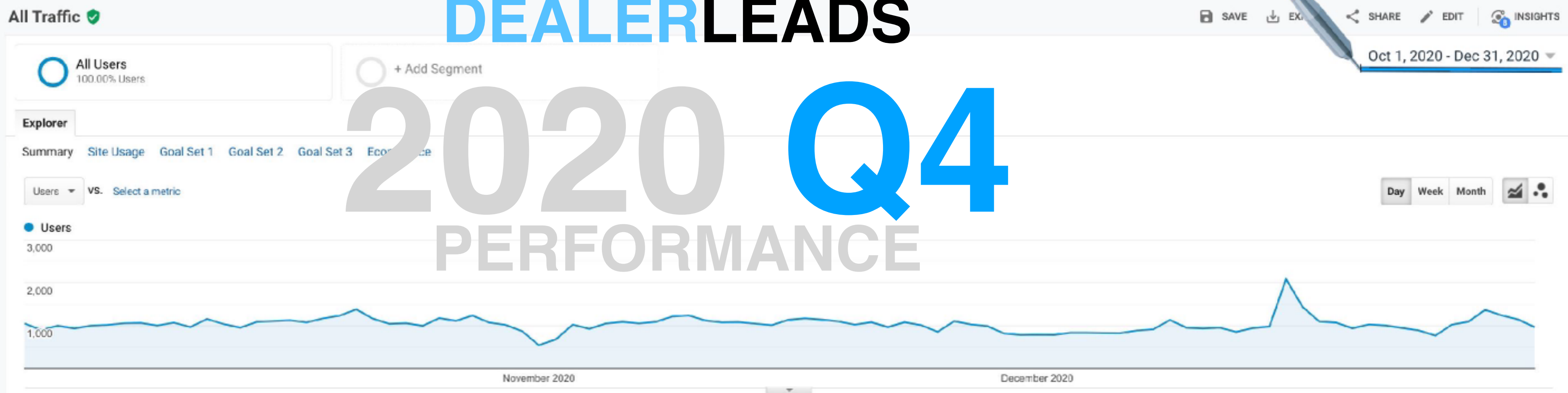


DEALERLEADS

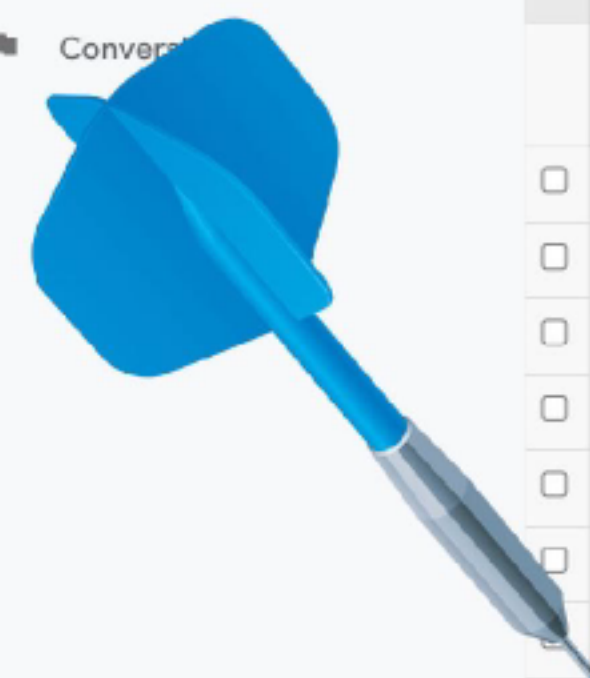
2020 Q4

PERFORMANCE

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



Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	65,438 <small>% of Total: 100.00% (65,438)</small>	60,116 <small>% of Total: 100.00% (60,116)</small>	110,363 <small>% of Total: 100.00% (110,363)</small>	21.72% <small>Avg for View: 21.72% (0.00%)</small>	3.64 <small>Avg for View: 3.64 (0.00%)</small>	00:02:48 <small>Avg for View: 00:02:48 (0.00%)</small>	1.74% <small>Avg for View: 1.74% (0.00%)</small>	1,921 <small>% of Total: 100.00% (1,921)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	17,315 (23.82%)	13,923 (23.16%)	32,396 (29.35%)	15.00%	1.71	00:01:11	0.25%	81 (4.22%)	\$0.00 (0.00%)
2. [blurred]	13,630 (18.75%)	11,592 (19.28%)	18,843 (17.07%)	23.27%	4.58	00:03:28	2.63%	495 (25.77%)	\$0.00 (0.00%)
3. [blurred]	10,150 (13.96%)	8,509 (14.15%)	14,883 (13.49%)	12.04%	5.84	00:04:16	2.91%	433 (22.54%)	\$0.00 (0.00%)
4. [blurred]	8,350 (11.48%)	8,152 (13.56%)	12,287 (11.13%)	35.20%	3.69	00:03:23	2.49%	306 (15.93%)	\$0.00 (0.00%)
5. [blurred]	6,581 (9.05%)	5,548 (9.23%)	8,799 (7.97%)	21.99%	4.61	00:03:08	2.64%	232 (12.08%)	\$0.00 (0.00%)
6. [blurred]	3,846 (5.29%)	1,730 (2.88%)	4,993 (4.52%)	26.74%	1.96	00:00:54	0.26%	13 (0.68%)	\$0.00 (0.00%)
7. dealerleads.com / referral	3,063 (4.21%)	2,328 (3.87%)	4,778 (4.33%)	17.73%	4.99	00:03:53	3.14%	150 (7.81%)	\$0.00 (0.00%)
8. [blurred]	1,609 (2.21%)	1,604 (2.67%)	1,739 (1.58%)	36.40%	2.67	00:03:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. [blurred]	1,477 (2.03%)	1,203 (2.00%)	2,253 (2.04%)	14.69%	5.83	00:04:33	2.09%	47 (2.45%)	\$0.00 (0.00%)
10. [blurred]	1,122 (1.54%)	1,100 (1.83%)	1,189 (1.08%)	84.02%	1.31	00:00:25	0.76%	9 (0.47%)	\$0.00 (0.00%)



DEALERLEADS

2021 Q1

PERFORMANCE

- 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



Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	74,182 <small>% of Total: 100.00% (74,182)</small>	71,034 <small>% of Total: 100.00% (71,034)</small>	118,198 <small>% of Total: 100.00% (118,198)</small>	24.57% <small>Avg for View: 24.57% (0.00%)</small>	4.02 <small>Avg for View: 4.02 (0.00%)</small>	00:03:10 <small>Avg for View: 00:03:10 (0.00%)</small>	1.88% <small>Avg for View: 1.88% (0.00%)</small>	2,224 <small>% of Total: 100.00% (2,224)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	15,137 (18.91%)	13,819 (19.45%)	25,622 (21.68%)	25.12%	2.43	00:01:25	0.44%	114 (5.13%)	\$0.00 (0.00%)
2. [blurred]	14,406 (18.00%)	12,535 (17.65%)	19,941 (16.87%)	22.91%	4.45	00:03:26	2.47%	492 (22.12%)	\$0.00 (0.00%)
3. [blurred]	12,678 (15.84%)	10,966 (15.44%)	18,485 (15.64%)	10.74%	5.92	00:04:21	2.71%	501 (22.53%)	\$0.00 (0.00%)
4. [blurred]	12,157 (15.19%)	11,866 (15.70%)	18,768 (15.88%)	39.79%	3.34	00:03:35	2.27%	426 (19.15%)	\$0.00 (0.00%)
5. [blurred]	9,033 (11.28%)	7,791 (10.97%)	12,055 (10.20%)	23.35%	4.41	00:03:12	1.89%	228 (10.25%)	\$0.00 (0.00%)
6. dealerleads.com / referral	4,004 (5.00%)	3,104 (4.37%)	6,186 (5.23%)	15.86%	5.05	00:04:12	2.99%	185 (8.32%)	\$0.00 (0.00%)
7. [blurred]	3,915 (4.89%)	3,898 (5.49%)	4,000 (3.38%)	38.30%	2.69	00:02:24	0.05%	2 (0.09%)	\$0.00 (0.00%)
8. [blurred]	1,861 (2.32%)	1,437 (2.02%)	2,378 (2.01%)	29.94%	3.06	00:01:58	1.35%	32 (1.44%)	\$0.00 (0.00%)
9. [blurred]	1,755 (2.19%)	1,493 (2.10%)	2,793 (2.36%)	14.75%	5.48	00:04:19	2.11%	59 (2.65%)	\$0.00 (0.00%)
10. [blurred]	814 (1.02%)	684 (0.96%)	1,101 (0.93%)	15.35%	5.62	00:04:06	3.09%	34 (1.53%)	\$0.00 (0.00%)

- 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

2021 Q2 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

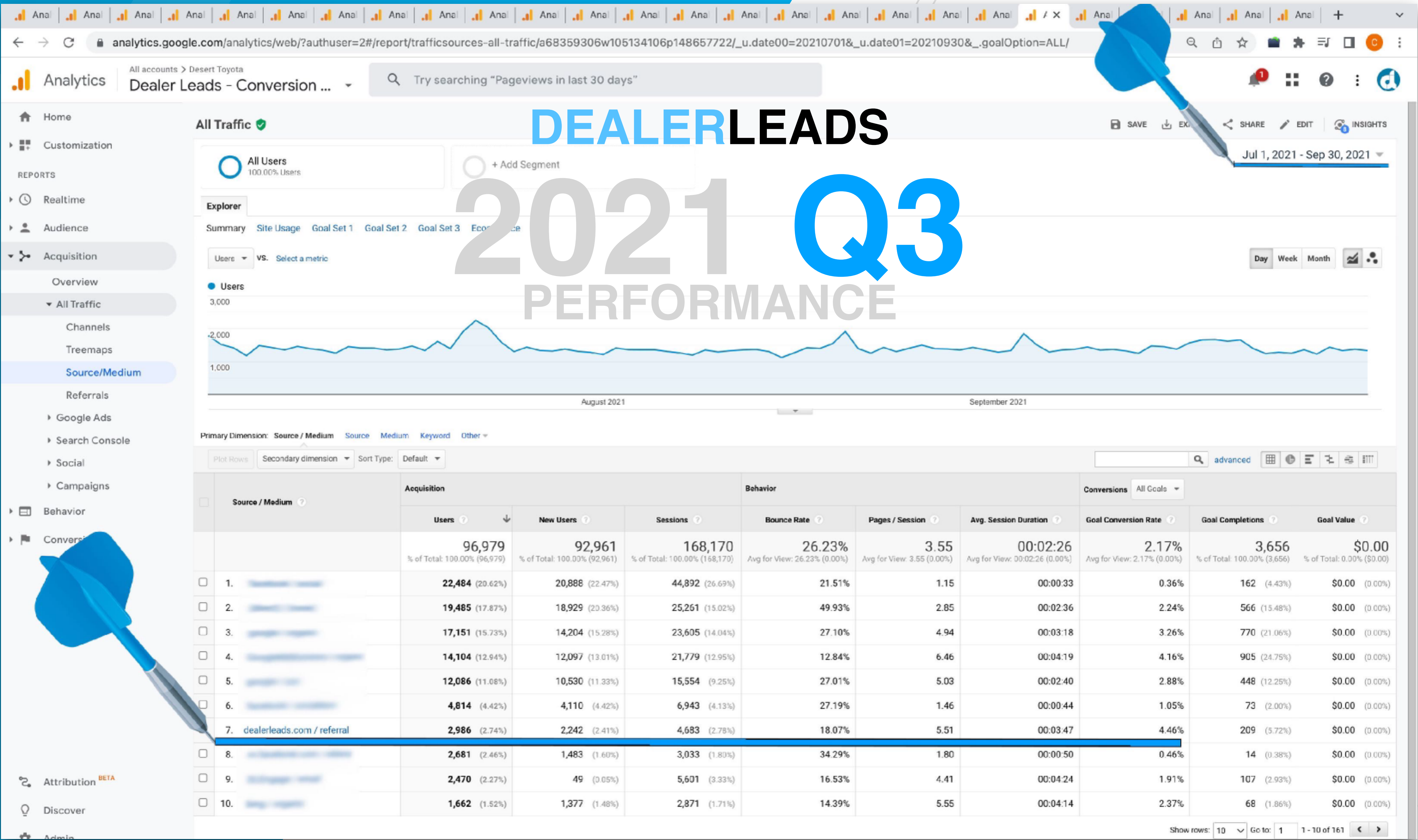
Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Economic

Users vs. Select a metric



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
	85,957 <small>% of Total: 100.00% (85,957)</small>	82,189 <small>% of Total: 100.00% (82,189)</small>	137,017 <small>% of Total: 100.00% (137,017)</small>	24.84% <small>Avg for View: 24.84% (0.00%)</small>	3.93 <small>Avg for View: 3.93 (0.00%)</small>	00:02:54 <small>Avg for View: 00:02:54 (0.00%)</small>	2.15% <small>Avg for View: 2.15% (0.00%)</small>	2,952 <small>% of Total: 100.00% (2,952)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	15,891 (16.89%)	13,297 (16.18%)	22,311 (16.28%)	22.36%	4.82	00:03:21	2.84%	634 (21.48%)	\$0.00 (0.00%)
2. [blurred]	14,278 (15.17%)	12,395 (15.08%)	21,682 (15.82%)	11.62%	5.91	00:04:06	3.30%	715 (24.22%)	\$0.00 (0.00%)
3. [blurred]	13,376 (14.22%)	13,216 (15.08%)	20,840 (15.21%)	38.97%	3.40	00:03:26	2.71%	565 (19.14%)	\$0.00 (0.00%)
4. [blurred]	11,568 (12.29%)	10,813 (13.16%)	17,408 (12.70%)	23.68%	1.15	00:00:29	0.25%	44 (1.49%)	\$0.00 (0.00%)
5. [blurred]	11,493 (12.22%)	9,860 (12.00%)	15,255 (11.13%)	25.06%	4.64	00:02:53	2.35%	359 (12.16%)	\$0.00 (0.00%)
6. [blurred]	4,823 (5.13%)	3,626 (4.41%)	7,538 (5.50%)	29.42%	2.26	00:01:30	0.62%	47 (1.59%)	\$0.00 (0.00%)
7. [blurred]	4,579 (4.87%)	4,570 (5.56%)	4,629 (3.38%)	42.47%	2.48	00:02:12	0.15%	7 (0.24%)	\$0.00 (0.00%)
8. [blurred]	3,599 (3.83%)	3,045 (3.70%)	5,001 (3.65%)	26.63%	2.53	00:01:38	1.00%	50 (1.69%)	\$0.00 (0.00%)
9. dealerleads.com / referral	2,270 (2.48%)	2,416 (2.94%)	5,299 (3.87%)	15.74%	5.77	00:03:51	3.26%	173 (5.86%)	\$0.00 (0.00%)
10. [blurred]	2,254 (2.40%)	2,243 (2.73%)	2,281 (1.65%)	44.10%	2.52	00:02:15	0.31%	7 (0.24%)	\$0.00 (0.00%)



DEALERLEADS

2021 Q4 PERFORMANCE



Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	86,493 <small>% of Total: 100.00% (86,493)</small>	83,052 <small>% of Total: 100.00% (83,052)</small>	145,621 <small>% of Total: 100.00% (145,621)</small>	27.75% <small>Avg for View: 27.75% (0.00%)</small>	3.29 <small>Avg for View: 3.29 (0.00%)</small>	00:02:09 <small>Avg for View: 00:02:09 (0.00%)</small>	1.95% <small>Avg for View: 1.95% (0.00%)</small>	2,838 <small>% of Total: 100.00% (2,838)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	19,952 (20.33%)	17,761 (21.39%)	37,173 (25.53%)	21.06%	1.12	00:00:32	0.26%	98 (3.45%)	\$0.00 (0.00%)
2. [blurred]	16,379 (16.69%)	16,312 (19.64%)	21,214 (14.57%)	52.13%	2.63	00:02:05	1.41%	300 (10.57%)	\$0.00 (0.00%)
3. [blurred]	14,324 (14.59%)	11,856 (14.28%)	18,751 (12.88%)	31.60%	4.21	00:02:43	3.09%	579 (20.40%)	\$0.00 (0.00%)
4. [blurred]	12,795 (13.04%)	11,176 (13.46%)	18,677 (12.83%)	12.69%	6.06	00:03:44	4.27%	797 (28.08%)	\$0.00 (0.00%)
5. [blurred]	8,227 (8.38%)	7,199 (8.67%)	10,591 (7.27%)	27.70%	4.80	00:02:29	3.14%	333 (11.73%)	\$0.00 (0.00%)
6. [blurred]	4,470 (4.55%)	3,887 (4.68%)	6,374 (4.38%)	30.86%	1.25	00:00:33	0.72%	46 (1.62%)	\$0.00 (0.00%)
7. [blurred]	4,398 (4.48%)	75 (0.09%)	9,594 (6.59%)	19.86%	4.19	00:03:29	1.52%	146 (5.14%)	\$0.00 (0.00%)
8. [blurred]	4,092 (4.17%)	4,087 (4.92%)	4,133 (2.84%)	31.62%	2.81	00:03:09	0.27%	11 (0.39%)	\$0.00 (0.00%)
9. dealerleads.com / referral	3,036 (3.09%)	2,337 (2.81%)	4,347 (2.99%)	19.00%	5.21	00:03:20	5.18%	225 (7.93%)	\$0.00 (0.00%)
10. [blurred]	1,496 (1.52%)	1,215 (1.46%)	2,461 (1.69%)	15.24%	5.31	00:03:33	2.15%	53 (1.87%)	\$0.00 (0.00%)

- 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



Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	92,422 <small>% of Total: 100.00% (92,422)</small>	88,628 <small>% of Total: 100.00% (88,628)</small>	151,577 <small>% of Total: 100.00% (151,577)</small>	26.63% <small>Avg for View: 26.63% (0.00%)</small>	3.46 <small>Avg for View: 3.46 (0.00%)</small>	00:02:12 <small>Avg for View: 00:02:12 (0.00%)</small>	2.11% <small>Avg for View: 2.11% (0.00%)</small>	3,205 <small>% of Total: 100.00% (3,205)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	20,994 (20.18%)	18,245 (20.59%)	26,927 (17.76%)	30.57%	4.05	00:02:26	2.87%	774 (24.15%)	\$0.00 (0.00%)
2. [blurred]	20,533 (19.74%)	18,526 (20.91%)	36,035 (23.77%)	22.48%	1.12	00:00:32	0.32%	115 (3.59%)	\$0.00 (0.00%)
3. [blurred]	15,031 (14.45%)	13,252 (14.95%)	22,388 (14.77%)	12.47%	6.08	00:03:42	4.08%	914 (28.52%)	\$0.00 (0.00%)
4. [blurred]	13,176 (12.67%)	13,166 (14.86%)	17,549 (11.58%)	47.66%	2.78	00:02:05	1.92%	337 (10.51%)	\$0.00 (0.00%)
5. [blurred]	7,453 (7.16%)	6,229 (7.03%)	9,755 (6.44%)	29.88%	4.51	00:02:20	2.78%	271 (8.46%)	\$0.00 (0.00%)
6. dealerleads.com / referral	4,349 (4.18%)	3,458 (3.90%)	5,972 (3.94%)	20.29%	5.19	00:03:04	4.44%	265 (8.27%)	\$0.00 (0.00%)
7. [blurred]	3,971 (3.82%)	3,424 (3.86%)	5,205 (3.43%)	36.77%	1.31	00:00:32	0.38%	20 (0.62%)	\$0.00 (0.00%)
8. [blurred]	3,720 (3.58%)	36 (0.04%)	8,251 (5.44%)	19.43%	4.22	00:03:45	1.51%	125 (3.90%)	\$0.00 (0.00%)
9. [blurred]	3,547 (3.41%)	3,548 (4.00%)	3,591 (2.37%)	26.01%	3.16	00:03:42	0.28%	10 (0.31%)	\$0.00 (0.00%)
10. [blurred]	1,625 (1.56%)	1,359 (1.53%)	2,472 (1.63%)	15.25%	5.78	00:03:41	5.10%	126 (3.93%)	\$0.00 (0.00%)

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

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



DEALERLEADS 2022 Q2 PERFORMANCE

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
	79,218 <small>% of Total: 100.00% (79,218)</small>	76,064 <small>% of Total: 100.00% (76,064)</small>	129,980 <small>% of Total: 100.00% (129,980)</small>	29.04% <small>Avg for View: 29.04% (0.00%)</small>	3.73 <small>Avg for View: 3.73 (0.00%)</small>	00:02:33 <small>Avg for View: 00:02:33 (0.00%)</small>	2.74% <small>Avg for View: 2.74% (0.00%)</small>	3,556 <small>% of Total: 100.00% (3,556)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	19,648 (22.33%)	17,177 (22.58%)	26,479 (20.37%)	30.98%	4.06	00:02:43	3.38%	895 (25.17%)	\$0.00 (0.00%)
2. [blurred]	15,139 (17.20%)	13,238 (17.40%)	22,875 (17.60%)	12.97%	6.13	00:04:00	4.39%	1,004 (28.23%)	\$0.00 (0.00%)
3. [blurred]	14,748 (16.76%)	13,659 (17.96%)	23,413 (18.01%)	29.27%	1.15	00:00:31	0.32%	74 (2.08%)	\$0.00 (0.00%)
4. [blurred]	13,281 (15.09%)	13,255 (17.43%)	18,444 (14.19%)	51.10%	2.87	00:02:25	2.11%	389 (10.94%)	\$0.00 (0.00%)
5. [blurred]	5,436 (6.18%)	4,546 (5.98%)	7,211 (5.55%)	33.37%	4.21	00:02:22	3.26%	235 (6.61%)	\$0.00 (0.00%)
6. [blurred]	4,665 (5.30%)	4,030 (5.30%)	6,324 (4.87%)	35.82%	1.35	00:00:36	0.76%	48 (1.35%)	\$0.00 (0.00%)
7. dealerleads.com / referral	4,557 (5.18%)	3,634 (4.78%)	6,736 (5.18%)	21.18%	5.33	00:03:32	5.00%	337 (9.48%)	\$0.00 (0.00%)
8. [blurred]	2,466 (2.80%)	56 (0.07%)	6,501 (5.00%)	19.61%	4.47	00:04:22	2.11%	137 (3.85%)	\$0.00 (0.00%)
9. [blurred]	1,549 (1.76%)	1,278 (1.68%)	2,775 (2.13%)	15.57%	5.78	00:04:34	3.06%	85 (2.39%)	\$0.00 (0.00%)
10. [blurred]	1,519 (1.73%)	1,289 (1.69%)	2,204 (1.70%)	15.34%	6.03	00:04:01	5.26%	116 (3.26%)	\$0.00 (0.00%)

DEALERLEADS

2022 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

3,000

2,000

1,000

August 2022

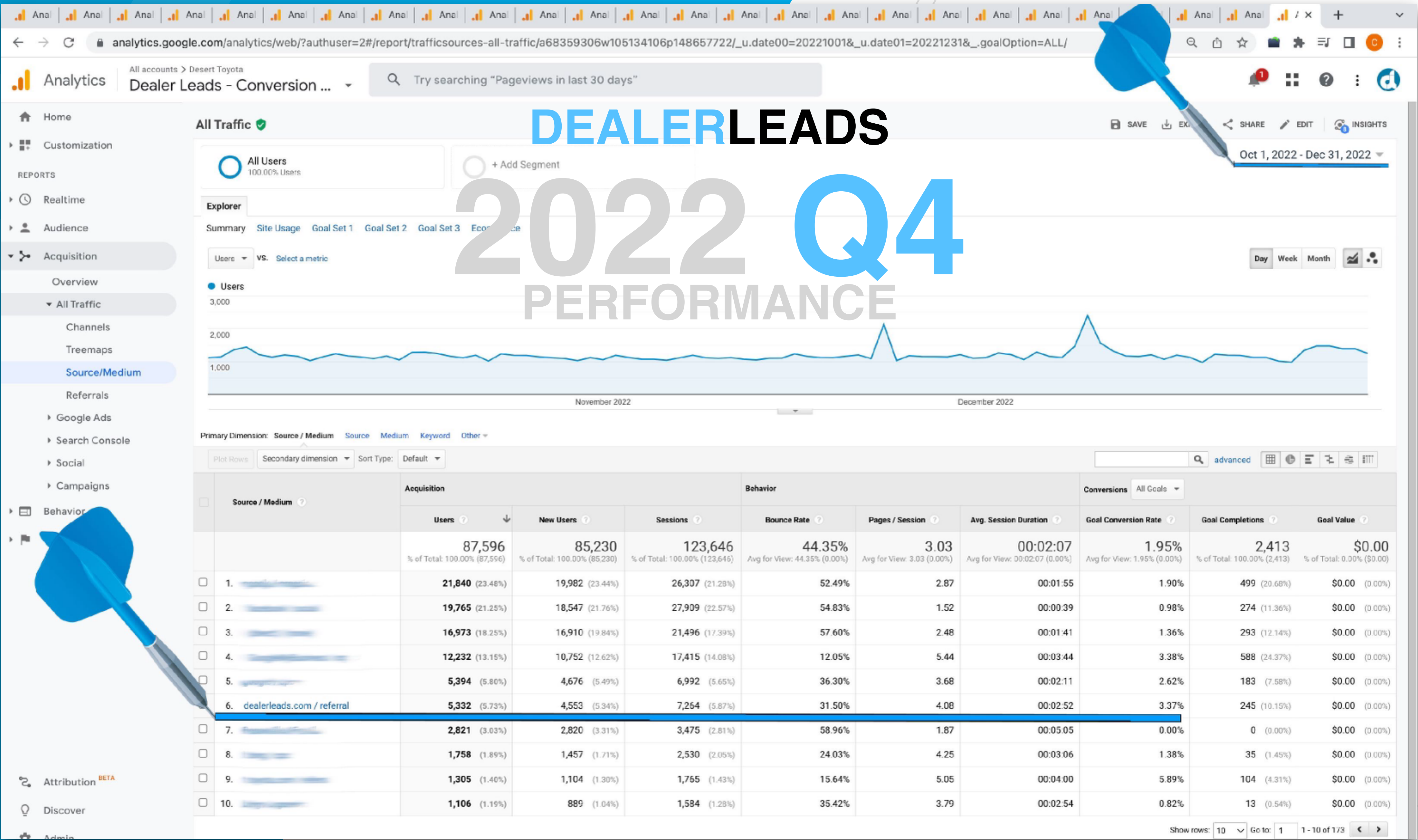
September 2022

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
	96,543 <small>% of Total: 100.00% (96,543)</small>	93,080 <small>% of Total: 100.00% (93,080)</small>	143,332 <small>% of Total: 100.00% (143,332)</small>	32.48% <small>Avg for View: 32.48% (0.00%)</small>	3.31 <small>Avg for View: 3.31 (0.00%)</small>	00:02:20 <small>Avg for View: 00:02:20 (0.00%)</small>	2.49% <small>Avg for View: 2.49% (0.00%)</small>	3,568 <small>% of Total: 100.00% (3,568)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	29,808 (29.25%)	28,718 (30.85%)	42,637 (29.75%)	29.21%	1.51	00:00:48	0.93%	396 (11.10%)	\$0.00 (0.00%)
2. [blurred]	19,124 (18.77%)	17,309 (18.60%)	24,759 (17.27%)	40.84%	3.59	00:02:30	3.07%	759 (21.27%)	\$0.00 (0.00%)
3. [blurred]	17,910 (17.58%)	17,700 (19.02%)	23,113 (16.13%)	57.82%	2.68	00:01:55	2.22%	513 (14.38%)	\$0.00 (0.00%)
4. [blurred]	14,958 (14.68%)	13,183 (14.16%)	22,479 (15.68%)	12.91%	5.80	00:03:56	4.19%	942 (26.40%)	\$0.00 (0.00%)
5. [blurred]	5,009 (4.92%)	4,149 (4.46%)	6,778 (4.73%)	33.46%	4.16	00:02:32	3.29%	223 (6.25%)	\$0.00 (0.00%)
6. dealerleads.com / referral	4,828 (4.74%)	3,911 (4.20%)	6,953 (4.85%)	20.80%	5.05	00:03:36	4.68%	326 (9.14%)	\$0.00 (0.00%)
7. [blurred]	1,600 (1.57%)	1,315 (1.41%)	3,124 (2.18%)	19.33%	4.92	00:04:38	2.53%	79 (2.21%)	\$0.00 (0.00%)
8. [blurred]	1,310 (1.29%)	1,311 (1.41%)	1,437 (1.00%)	18.51%	3.17	00:06:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. [blurred]	1,292 (1.27%)	964 (1.04%)	2,031 (1.42%)	24.52%	1.91	00:01:25	1.87%	38 (1.07%)	\$0.00 (0.00%)
10. toyota.com/referral	1,144 (1.12%)	962 (1.03%)	1,613 (1.13%)	16.06%	5.74	00:04:08	4.84%	78 (2.19%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 161



Analytics

analytics.google.com/analytics/web/?authuser=8#/report/traffic-sources-all-traffic/a68359305w105134106p148657722/_u.date00=20230101&_u.date01=20230331&_goalOption=ALL/

Analytics | All accounts > Desert Toyota | Dealer Leads - Conversion ...

Try searching for "site content"

SAVE | EXPORT | SHARE | EDIT | INSIGHTS

Jan 1, 2023 - Mar 31, 2023

DEALERLEADS

2023 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

3,000

2,000

1,000

February 2023

March 2023

Day | Week | Month

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
	102,167 <small>% of Total: 100.00% (102,167)</small>	101,145 <small>% of Total: 100.00% (101,145)</small>	143,781 <small>% of Total: 100.00% (143,781)</small>	47.86% <small>Avg for View: 47.86% (0.00%)</small>	2.77 <small>Avg for View: 2.77 (0.00%)</small>	00:01:51 <small>Avg for View: 00:01:51 (0.00%)</small>	1.17% <small>Avg for View: 1.17% (0.00%)</small>	1,682 <small>% of Total: 100.00% (1,682)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [Bar]	28,238 (25.66%)	26,485 (26.14%)	33,435 (23.25%)	53.70%	2.46	00:01:34	0.80%	267 (15.87%)	\$0.00 (0.00%)
2. [Bar]	22,701 (20.63%)	21,829 (21.56%)	31,210 (21.71%)	56.34%	1.46	00:00:39	0.69%	215 (12.78%)	\$0.00 (0.00%)
3. [Bar]	13,568 (12.33%)	11,824 (11.65%)	18,501 (12.87%)	13.37%	5.08	00:03:28	1.76%	326 (19.38%)	\$0.00 (0.00%)
4. [Bar]	11,297 (10.27%)	11,115 (10.95%)	15,606 (10.85%)	51.56%	2.70	00:02:06	1.10%	172 (10.23%)	\$0.00 (0.00%)
5. [Bar]	7,486 (6.80%)	6,613 (6.54%)	9,504 (6.68%)	37.52%	3.71	00:02:17	1.83%	176 (10.46%)	\$0.00 (0.00%)
6. dealerleads.com / referral	6,091 (5.53%)	5,347 (5.22%)	7,789 (5.42%)	33.82%	3.74	00:02:35	3.02%	235 (13.97%)	\$0.00 (0.00%)
7. [Bar]	5,107 (4.64%)	4,571 (4.52%)	6,332 (4.54%)	49.11%	1.45	00:00:49	1.59%	104 (6.18%)	\$0.00 (0.00%)
8. [Bar]	3,452 (3.14%)	3,444 (3.41%)	3,495 (2.43%)	54.65%	2.21	00:01:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. [Bar]	3,174 (2.88%)	3,121 (3.05%)	3,416 (2.38%)	95.98%	1.04	00:00:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. [Bar]	2,668 (2.42%)	2,340 (2.31%)	3,779 (2.63%)	35.31%	3.56	00:03:06	0.71%	27 (1.61%)	\$0.00 (0.00%)

Show rows: 10 | Go to: 1 - 10 of 157

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.

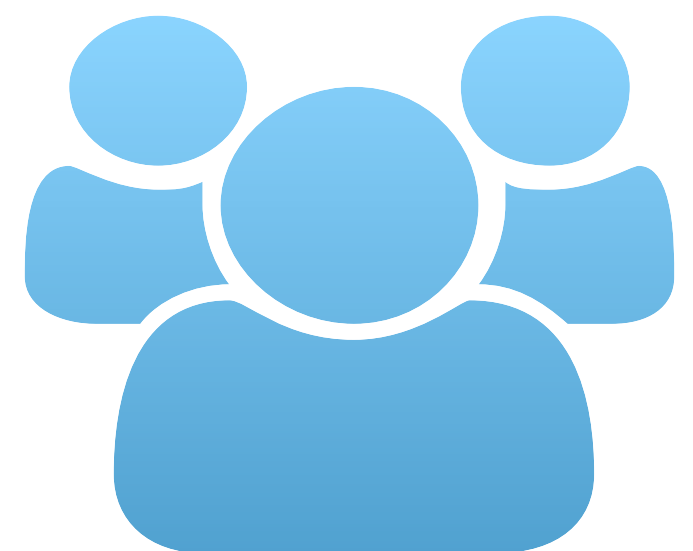
2023

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