



A family owned and operated company.

(800) 369-3003

dealerleads.com

7 YEAR PLUS

PARTNER CASE STUDY #85

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CROWN



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.

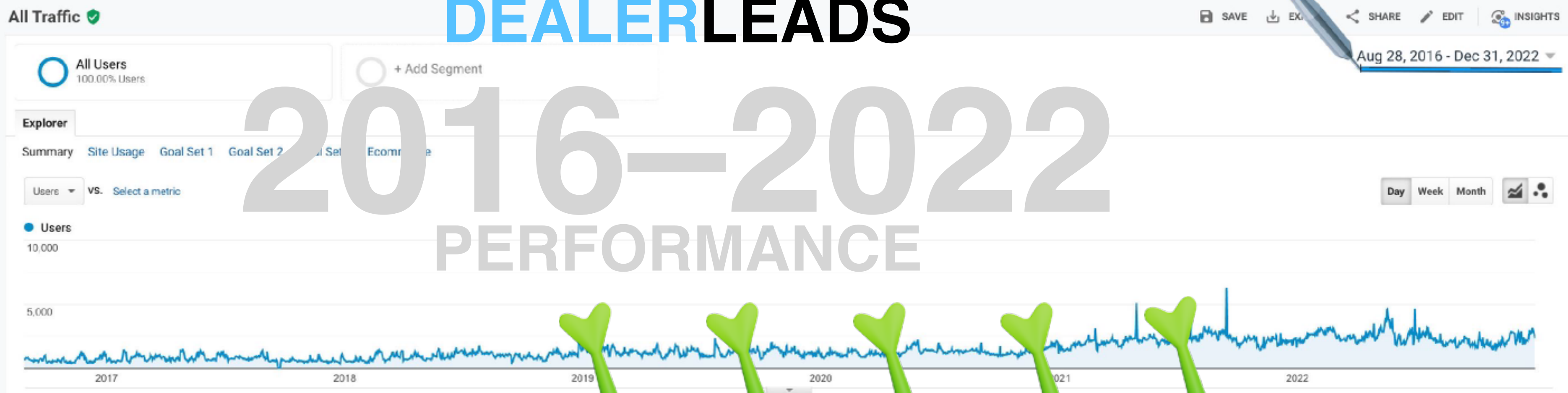
THE MATH

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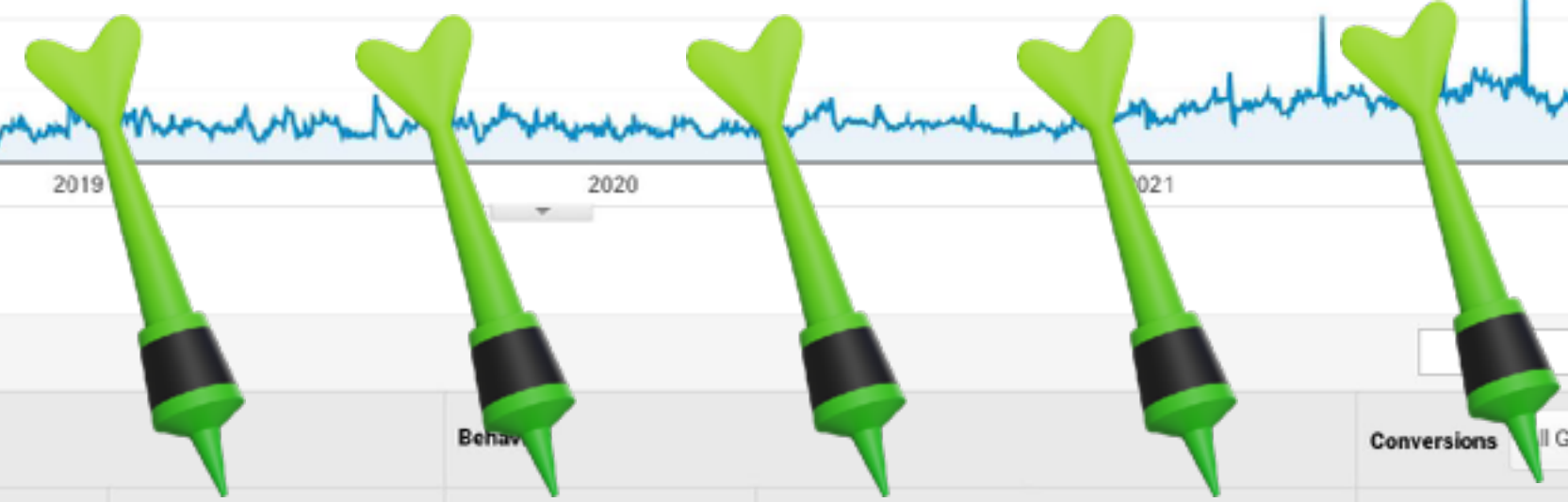
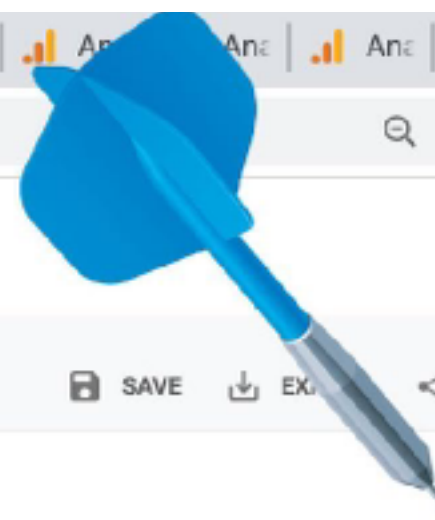
The following slide will show our platform's cumulative total for this client. It represents the entire time this dealership has been on our platform while using Google Analytics for tracking, accountability, and transparency.

DEALERLEADS

2016-2022 PERFORMANCE



| Source / Medium | Acquisition | | | Behavior | | | Conversions | | |
|-------------------------------|---|---|---|---|---|---|---|---|---|
| | Users | New Users | Sessions | Bounce Rate | Pages / Session | Avg. Session Duration | Goal Conversion Rate | Goal Completions | Goal Value |
| | 2,373,286 <small>% of Total: 100.00% (2,373,286)</small> | 2,435,991 <small>% of Total: 100.09% (2,433,811)</small> | 3,979,616 <small>% of Total: 100.00% (3,979,616)</small> | 29.86% <small>Avg for View: 29.86% (0.00%)</small> | 3.95 <small>Avg for View: 3.95 (0.00%)</small> | 00:02:44 <small>Avg for View: 00:02:44 (0.00%)</small> | 1.73% <small>Avg for View: 1.73% (0.00%)</small> | 68,740 <small>% of Total: 100.00% (68,740)</small> | \$2,125.00 <small>% of Total: 100.00% (\$2,125.00)</small> |
| 1. [blurred] | 616,638 (23.78%) | 595,633 (24.45%) | 904,517 (22.73%) | 47.75% | 3.18 | 00:01:55 | 1.70% | 15,376 (22.37%) | \$315.00 (14.82%) |
| 2. [blurred] | 392,346 (15.13%) | 361,620 (14.84%) | 712,442 (17.90%) | 12.55% | 7.39 | 00:05:30 | 3.12% | 22,193 (32.29%) | \$762.00 (35.86%) |
| 3. [blurred] | 391,507 (15.10%) | 395,372 (16.23%) | 577,631 (14.51%) | 27.96% | 4.36 | 00:03:17 | 1.90% | 10,982 (15.98%) | \$203.00 (9.55%) |
| 4. [blurred] | 149,471 (5.76%) | 138,222 (5.67%) | 241,513 (6.07%) | 26.38% | 2.22 | 00:01:13 | 1.09% | 2,642 (3.84%) | \$7.00 (0.33%) |
| 5. [blurred] | 134,096 (5.17%) | 125,632 (5.16%) | 242,162 (6.09%) | 28.95% | 1.26 | 00:00:22 | 0.48% | 1,170 (1.70%) | \$15.00 (0.71%) |
| 6. [blurred] | 120,798 (4.66%) | 107,933 (4.43%) | 151,890 (3.82%) | 32.43% | 1.65 | 00:00:39 | 0.46% | 704 (1.02%) | \$8.00 (0.38%) |
| 7. [blurred] | 120,506 (4.65%) | 114,092 (4.68%) | 197,461 (4.96%) | 13.83% | 1.83 | 00:00:53 | 0.69% | 1,365 (1.99%) | \$25.00 (1.18%) |
| 8. [blurred] | 92,920 (3.58%) | 87,174 (3.58%) | 126,947 (3.19%) | 24.91% | 3.37 | 00:02:25 | 1.83% | 2,329 (3.39%) | \$120.00 (5.65%) |
| 9. dealerleads.com / referral | 54,586 (2.11%) | 44,786 (1.84%) | 84,480 (2.12%) | 18.31% | 6.03 | 00:04:32 | 3.11% | 2,629 (3.82%) | \$67.00 (3.15%) |
| 10. [blurred] | 33,083 (1.28%) | 30,083 (1.23%) | 45,572 (1.15%) | 50.85% | 1.79 | 00:00:48 | 0.46% | 208 (0.30%) | \$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.

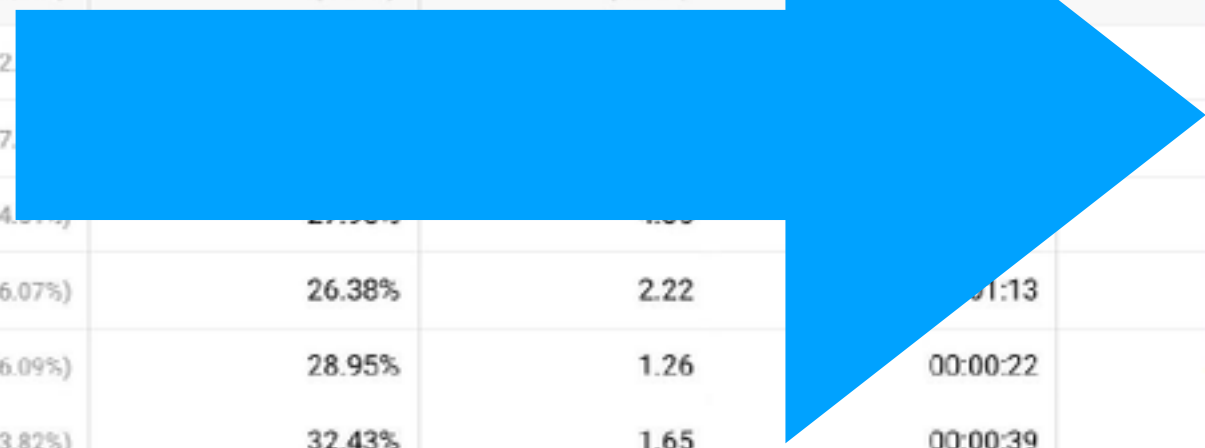
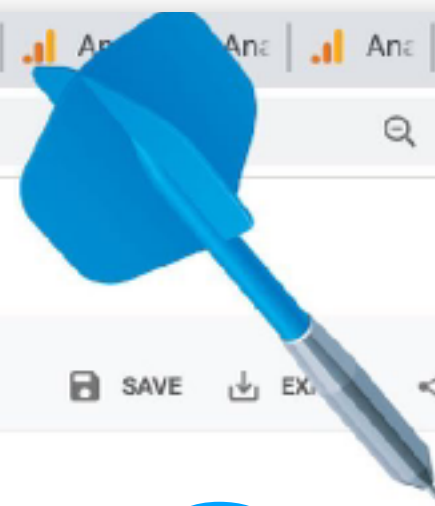
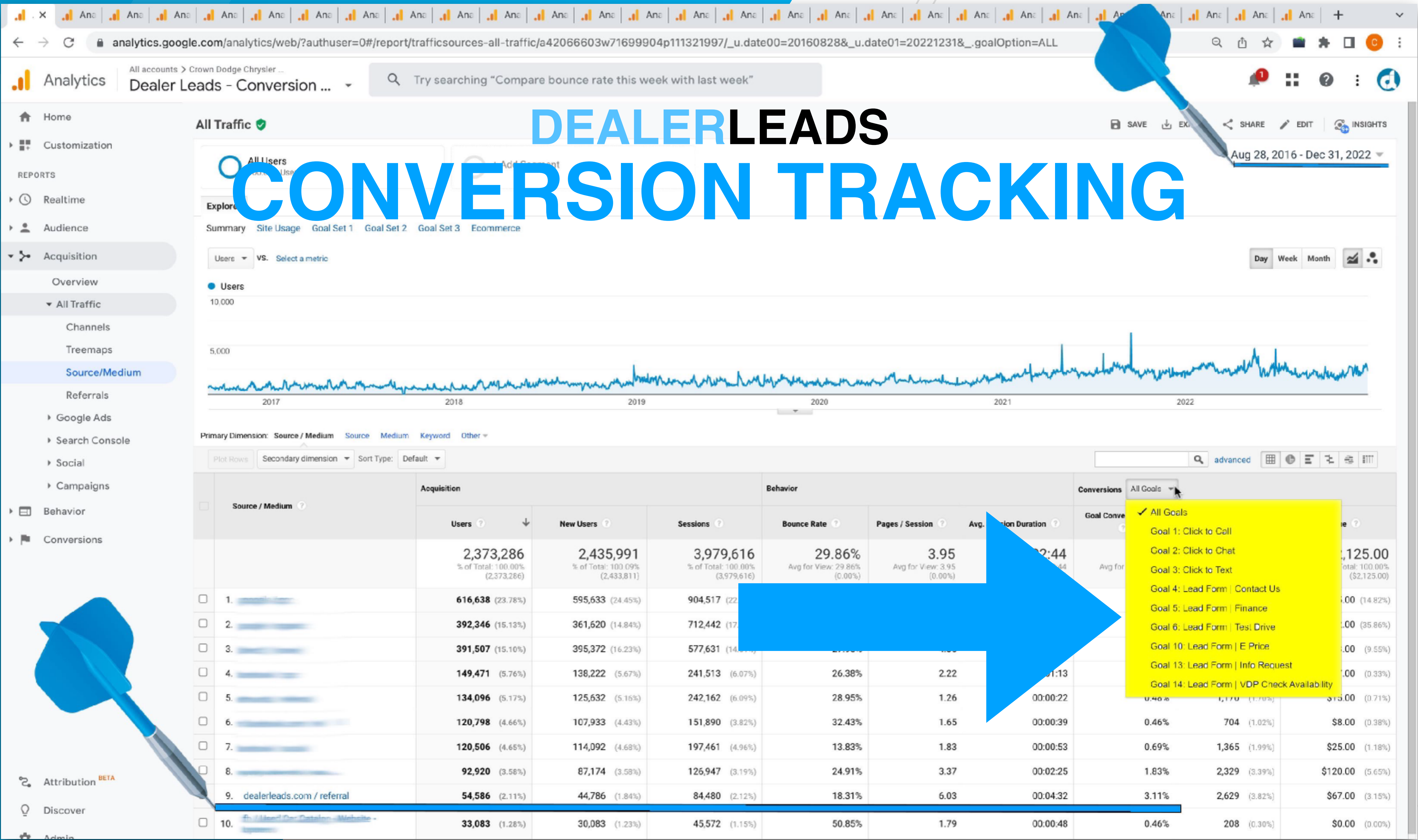
The Google Analytics dashboard allows an in-depth comparison of several traffic sources simultaneously, based entirely on the math in an unbiased reporting platform. In this case study, we are looking at hard goal conversions and hard goal completion conversion rates.

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 | Finance
- Goal 6: Lead Form | Test Drive
- Goal 10: Lead Form | E Price
- Goal 13: Lead Form | Info Request
- Goal 14: Lead Form | VDP Check Availability

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.

The image shows a Google Analytics report for 'Dealer Leads - Conversion ...'. The main focus is on the 'All Traffic' report for the source/medium 'dealerleads.com / referral'. A large blue and black text overlay reads: 'DEALERLEADS CONSISTENT TRAFFIC month after month, year after year.' A blue pen icon is positioned over the top right of the chart area.

The chart displays a line graph of users over time from 2017 to 2022. The y-axis represents the number of users, ranging from 0 to 200. The x-axis shows the years from 2017 to 2022. The traffic shows a steady, consistent upward trend with minor fluctuations, indicating a reliable source of traffic over a five-year period.

Below the chart is a table with the following data:

| Source / Medium | Acquisition | | | Behavior | | | Conversions | | |
|-------------------------------|--|--|--|---|--|--|--|--|--|
| | Users | New Users | Sessions | Bounce Rate | Pages / Session | Avg. Session Duration | Goal Conversion Rate | Goal Completions | Goal Value |
| | 54,586 % of Total: 2.30% (2,373,286) | 44,786 % of Total: 1.84% (2,433,811) | 84,480 % of Total: 2.12% (3,979,616) | 18.31% Avg for View: 29.86% (-38.69%) | 6.03 Avg for View: 3.95 (52.80%) | 00:04:32 Avg for View: 00:02:44 (65.65%) | 3.11% Avg for View: 1.73% (80.16%) | 2,629 % of Total: 3.82% (68,740) | \$67.00 % of Total: 3.15% (\$2,125.00) |
| 1. dealerleads.com / referral | 54,586 (100.00%) | 44,786 (100.00%) | 84,480 (100.00%) | 18.31% | 6.03 | 00:04:32 | 3.11% | 2,629 (100.00%) | \$67.00 (100.00%) |

At the bottom of the page, there is a footer with the text: '© 2023 Google | Analytics Home | Terms of Service | Privacy Policy | Send Feedback'. The report was generated on 3/3/23 at 10:08:27 PM.

- 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

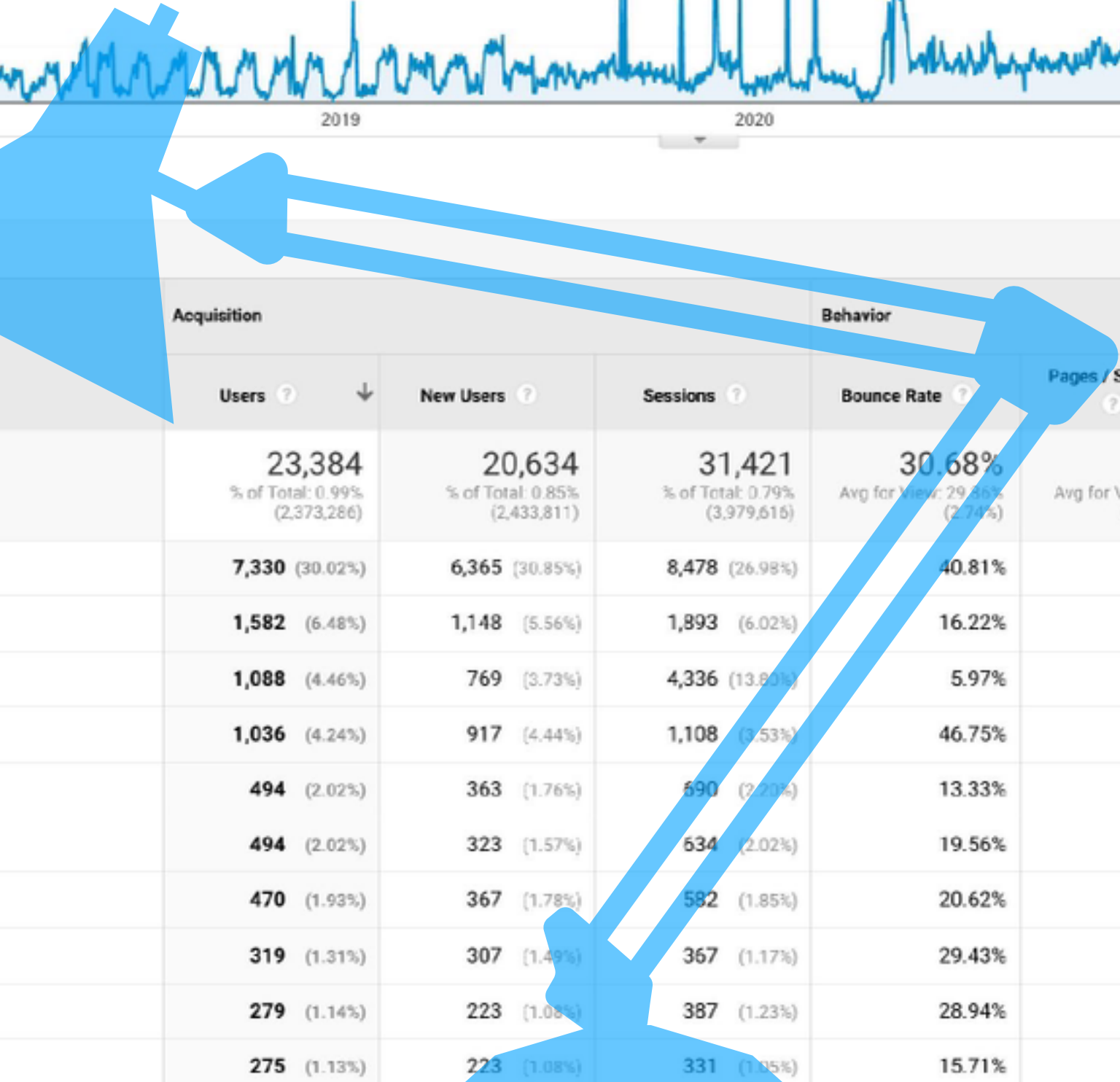
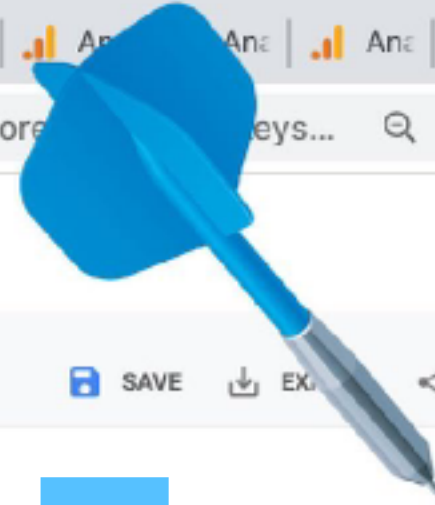
and the relationship to the dealer's location



Primary Dimension: Source / Medium Other

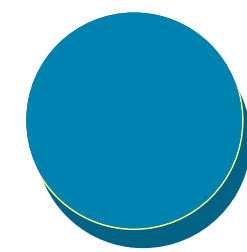
Secondary dimension: City Sort Type: Default

| Source / Medium | City | Acquisition | | | Behavior | | | Conversions | | |
|--------------------------------|---------------|--|--|--|---|---|--|--|--------------------------------------|--|
| | | Users | New Users | Sessions | Bounce Rate | Pages / Session | Avg. Session Duration | Goal Conversion Rate | Goal Completions | Goal Value |
| | | 23,384 % of Total: 0.99% (2,373,286) | 20,634 % of Total: 0.85% (2,433,811) | 31,421 % of Total: 0.79% (3,979,616) | 30.68% Avg for View: 29.6% (2.7%) | 3.29 Avg for View: 3.95 (-16.78%) | 00:03:19 Avg for View: 00:02:44 (21.25%) | 2.20% Avg for View: 1.73% (27.27%) | 691 % of Total: 1.01% (68,740) | \$19.93 % of Total: 0.94% (\$2,125.00) |
| 1. dealerleads.com / referral | Los Angeles | 7,330 (30.02%) | 6,365 (30.85%) | 8,478 (26.98%) | 40.81% | 3.04 | 00:02:20 | 2.58% | 219 (31.69%) | \$11.96 (60.00%) |
| 2. dealerleads.com / referral | Oxnard | 1,582 (6.48%) | 1,148 (5.56%) | 1,893 (6.02%) | 16.22% | 4.73 | 00:04:05 | 3.17% | 60 (8.68%) | \$7.97 (40.00%) |
| 3. dealerleads.com / referral | Ventura | 1,088 (4.46%) | 769 (3.73%) | 4,336 (13.80%) | 5.97% | 3.22 | 00:06:47 | 0.65% | 28 (4.05%) | \$0.00 (0.00%) |
| 4. dealerleads.com / referral | (not set) | 1,036 (4.24%) | 917 (4.44%) | 1,108 (3.53%) | 46.75% | 3.13 | 00:01:48 | 1.08% | 12 (1.74%) | \$0.00 (0.00%) |
| 5. dealerleads.com / referral | Camarillo | 494 (2.02%) | 363 (1.76%) | 690 (2.20%) | 13.33% | 4.36 | 00:03:39 | 6.96% | 48 (6.95%) | \$0.00 (0.00%) |
| 6. dealerleads.com / referral | Thousand Oaks | 494 (2.02%) | 323 (1.57%) | 634 (2.02%) | 19.56% | 4.24 | 00:03:47 | 4.42% | 28 (4.05%) | \$0.00 (0.00%) |
| 7. dealerleads.com / referral | Santa Barbara | 470 (1.93%) | 367 (1.78%) | 582 (1.85%) | 20.62% | 4.18 | 00:03:58 | 2.75% | 16 (2.32%) | \$0.00 (0.00%) |
| 8. dealerleads.com / referral | Long Beach | 319 (1.31%) | 307 (1.49%) | 367 (1.17%) | 29.43% | 3.02 | 00:02:56 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 9. dealerleads.com / referral | Santa Clarita | 279 (1.14%) | 223 (1.08%) | 387 (1.23%) | 28.94% | 4.33 | 00:02:53 | 1.03% | 4 (0.58%) | \$0.00 (0.00%) |
| 10. dealerleads.com / referral | Santa Paula | 275 (1.13%) | 223 (1.08%) | 331 (1.05%) | 15.71% | 4.84 | 00:03:26 | 2.42% | 8 (1.16%) | \$0.00 (0.00%) |

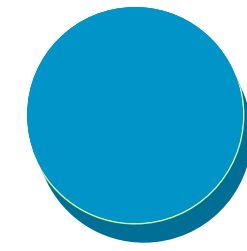


LET'S GO

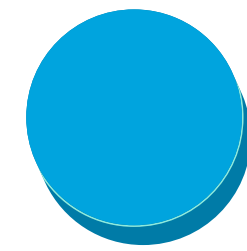
Quarter by Quarter



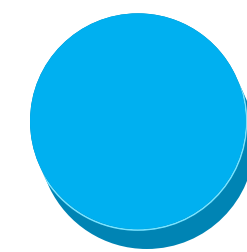
1ST QUARTER REPORTING
JAN 1 thru MAR 31



2ND QUARTER REPORTING
APR 1 thru JUN 30



3RD QUARTER REPORTING
JUL 1 thru SEP 30



4TH QUARTER REPORTING
OCT 1 thru DEC 31



DEALERLEADS

2016 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

1,500

1,000

500

November 2016

December 2016

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 |
| | 44,200 <small>% of Total: 100.00% (44,200)</small> | 41,678 <small>% of Total: 100.00% (41,678)</small> | 73,418 <small>% of Total: 100.00% (73,418)</small> | 43.88% <small>Avg for View: 43.88% (0.00%)</small> | 4.33 <small>Avg for View: 4.33 (0.00%)</small> | 00:03:43 <small>Avg for View: 00:03:43 (0.00%)</small> | 3.37% <small>Avg for View: 3.37% (0.00%)</small> | 2,476 <small>% of Total: 100.00% (2,476)</small> | \$500.00 <small>% of Total: 100.00% (\$500.00)</small> |
| 1. [blurred] | 12,338 (26.25%) | 11,256 (27.01%) | 17,211 (23.44%) | 62.33% | 2.75 | 00:02:00 | 3.07% | 529 (21.37%) | \$64.00 (12.80%) |
| 2. [blurred] | 11,203 (23.83%) | 9,428 (22.62%) | 19,500 (26.56%) | 17.56% | 6.78 | 00:05:47 | 4.77% | 931 (37.60%) | \$209.00 (41.80%) |
| 3. [blurred] | 6,156 (13.10%) | 5,923 (14.21%) | 9,786 (13.33%) | 37.22% | 4.57 | 00:04:34 | 3.92% | 384 (15.51%) | \$47.00 (9.40%) |
| 4. [blurred] | 4,365 (9.29%) | 4,192 (10.06%) | 8,389 (11.43%) | 85.25% | 1.26 | 00:00:53 | 0.70% | 59 (2.38%) | \$0.00 (0.00%) |
| 5. [blurred] | 1,460 (3.11%) | 1,335 (3.20%) | 2,466 (3.36%) | 78.79% | 1.17 | 00:00:55 | 0.97% | 24 (0.97%) | \$0.00 (0.00%) |
| 6. dealerleads.com / referral | 1,456 (3.10%) | 1,043 (2.50%) | 2,228 (3.03%) | 20.56% | 6.04 | 00:05:04 | 4.62% | 103 (4.16%) | \$12.00 (2.40%) |
| 7. [blurred] | 1,398 (2.97%) | 1,360 (3.26%) | 1,453 (1.98%) | 88.99% | 1.23 | 00:00:16 | 0.55% | 8 (0.32%) | \$2.00 (0.40%) |
| 8. [blurred] | 1,373 (2.92%) | 1,062 (2.55%) | 2,420 (3.30%) | 16.45% | 6.22 | 00:05:59 | 3.47% | 84 (3.39%) | \$26.00 (5.20%) |
| 9. [blurred] | 1,309 (2.78%) | 1,129 (2.71%) | 1,675 (2.28%) | 29.85% | 4.77 | 00:04:40 | 4.24% | 71 (2.87%) | \$31.00 (6.20%) |
| 10. [blurred] | 1,069 (2.27%) | 889 (2.13%) | 1,416 (1.93%) | 66.67% | 2.06 | 00:01:50 | 0.85% | 12 (0.48%) | \$11.00 (2.20%) |

Show rows: 10 Go to: 1 1 - 10 of 172

analytics.google.com/analytics/web/?authuser=0#/report/trafficsources-all-traffic/a42066603w71699904p111321997/_u.date00=20170101&_u.date01=20170331&_goalOption=ALL/

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

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

2017 Q1 PERFORMANCE

SAVE EXPORT SHARE EDIT INSIGHTS Jan 1, 2017 - Mar 31, 2017

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 1,500 1,000 500 February 2017 March 2017

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 |
| | 52,385 % of Total: 100.00% (52,385) | 48,546 % of Total: 100.00% (48,546) | 88,211 % of Total: 100.00% (88,211) | 46.72% Avg for View: 46.72% (0.00%) | 4.18 Avg for View: 4.18 (0.00%) | 00:03:26 Avg for View: 00:03:26 (0.00%) | 2.73% Avg for View: 2.73% (0.00%) | 2,404 % of Total: 100.00% (2,404) | \$406.00 % of Total: 100.00% (\$406.00) |
| 1. [blurred] | 16,573 (29.66%) | 14,610 (30.10%) | 27,126 (30.75%) | 64.75% | 2.74 | 00:01:55 | 2.28% | 619 (25.75%) | \$66.00 (16.26%) |
| 2. [blurred] | 12,282 (21.98%) | 10,117 (20.84%) | 21,405 (24.27%) | 18.34% | 6.81 | 00:05:42 | 4.23% | 906 (37.69%) | \$153.00 (37.68%) |
| 3. [blurred] | 6,923 (12.39%) | 6,580 (13.55%) | 10,205 (11.57%) | 40.67% | 4.50 | 00:04:03 | 2.96% | 302 (12.56%) | \$34.00 (8.37%) |
| 4. [blurred] | 3,175 (5.68%) | 2,690 (5.54%) | 5,730 (6.50%) | 87.82% | 1.19 | 00:00:45 | 0.59% | 34 (1.41%) | \$1.00 (0.25%) |
| 5. [blurred] | 1,844 (3.30%) | 1,598 (3.29%) | 2,810 (3.19%) | 85.41% | 1.36 | 00:00:48 | 0.11% | 3 (0.12%) | \$0.00 (0.00%) |
| 6. dealerleads.com / referral | 1,797 (3.22%) | 1,308 (2.69%) | 2,696 (3.06%) | 20.70% | 6.08 | 00:05:31 | 3.23% | 87 (3.62%) | \$15.00 (3.69%) |
| 7. [blurred] | 1,705 (3.05%) | 1,547 (3.19%) | 2,005 (2.27%) | 70.77% | 1.87 | 00:01:22 | 1.10% | 22 (0.92%) | \$15.00 (3.69%) |
| 8. [blurred] | 1,686 (3.02%) | 1,529 (3.15%) | 2,783 (3.15%) | 77.15% | 1.21 | 00:01:04 | 0.54% | 15 (0.62%) | \$0.00 (0.00%) |
| 9. [blurred] | 1,552 (2.78%) | 1,306 (2.69%) | 2,342 (2.65%) | 27.97% | 5.45 | 00:05:19 | 3.29% | 77 (3.20%) | \$29.00 (7.14%) |
| 10. [blurred] | 1,369 (2.45%) | 1,028 (2.12%) | 2,263 (2.57%) | 17.50% | 6.25 | 00:05:31 | 4.51% | 102 (4.24%) | \$26.00 (6.40%) |

Show rows: 10 Go to: 1 1 - 10 of 223

DEALERLEADS

2017 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 |
| | 58,154 <small>% of Total: 100.00% (58,154)</small> | 54,822 <small>% of Total: 100.00% (54,822)</small> | 94,302 <small>% of Total: 100.00% (94,302)</small> | 42.44% <small>Avg for View: 42.44% (0.00%)</small> | 4.32 <small>Avg for View: 4.32 (0.00%)</small> | 00:03:45 <small>Avg for View: 00:03:45 (0.00%)</small> | 1.88% <small>Avg for View: 1.88% (0.00%)</small> | 1,773 <small>% of Total: 100.00% (1,773)</small> | \$0.00 <small>% of Total: 0.00% (\$0.00)</small> |
| 1. [blurred] | 18,361 (29.54%) | 16,553 (30.19%) | 27,521 (29.16%) | 60.17% | 2.82 | 00:02:09 | 1.38% | 379 (21.38%) | \$0.00 (0.00%) |
| 2. [blurred] | 13,204 (21.25%) | 11,013 (20.09%) | 22,954 (24.34%) | 18.72% | 6.73 | 00:05:53 | 2.89% | 664 (37.45%) | \$0.00 (0.00%) |
| 3. [blurred] | 9,615 (15.47%) | 9,322 (17.00%) | 14,669 (15.56%) | 37.52% | 4.28 | 00:04:11 | 2.26% | 331 (18.67%) | \$0.00 (0.00%) |
| 4. [blurred] | 3,675 (5.91%) | 3,355 (6.12%) | 5,344 (5.67%) | 84.15% | 1.33 | 00:00:45 | 0.30% | 16 (0.90%) | \$0.00 (0.00%) |
| 5. [blurred] | 3,576 (5.75%) | 3,021 (5.51%) | 4,817 (5.11%) | 36.81% | 4.49 | 00:03:56 | 2.47% | 119 (6.71%) | \$0.00 (0.00%) |
| 6. [blurred] | 2,378 (3.83%) | 2,290 (4.18%) | 2,666 (2.83%) | 63.62% | 1.95 | 00:01:19 | 0.08% | 2 (0.11%) | \$0.00 (0.00%) |
| 7. [blurred] | 1,622 (2.61%) | 1,357 (2.48%) | 2,542 (2.70%) | 30.41% | 5.08 | 00:05:23 | 1.46% | 37 (2.09%) | \$0.00 (0.00%) |
| 8. [blurred] | 1,515 (2.44%) | 1,022 (1.86%) | 2,286 (2.42%) | 16.49% | 5.78 | 00:05:14 | 2.97% | 68 (3.84%) | \$0.00 (0.00%) |
| 9. dealerleads.com / referral | 1,148 (1.85%) | 801 (1.46%) | 1,782 (1.89%) | 29.57% | 5.42 | 00:04:40 | 1.96% | 35 (1.97%) | \$0.00 (0.00%) |
| 10. [blurred] | 1,034 (1.66%) | 1,011 (1.84%) | 1,082 (1.15%) | 72.37% | 1.61 | 00:01:00 | 0.18% | 2 (0.11%) | \$0.00 (0.00%) |

DEALERLEADS

2017 Q3 PERFORMANCE

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

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 |
| | 49,955 <small>% of Total: 100.00% (49,955)</small> | 46,121 <small>% of Total: 100.00% (46,121)</small> | 83,236 <small>% of Total: 100.00% (83,236)</small> | 36.86% <small>Avg for View: 36.86% (0.00%)</small> | 4.56 <small>Avg for View: 4.56 (0.00%)</small> | 00:03:58 <small>Avg for View: 00:03:58 (0.00%)</small> | 2.53% <small>Avg for View: 2.53% (0.00%)</small> | 2,102 <small>% of Total: 100.00% (2,102)</small> | \$0.00 <small>% of Total: 0.00% (\$0.00)</small> |
| 1. [blurred] | 15,520 (29.36%) | 13,255 (28.74%) | 25,614 (30.77%) | 57.27% | 3.03 | 00:02:26 | 2.18% | 558 (26.55%) | \$0.00 (0.00%) |
| 2. [blurred] | 12,103 (22.89%) | 10,153 (22.01%) | 21,111 (25.36%) | 16.20% | 7.04 | 00:06:06 | 3.54% | 748 (35.59%) | \$0.00 (0.00%) |
| 3. [blurred] | 10,543 (19.94%) | 10,190 (22.09%) | 16,160 (19.41%) | 27.30% | 4.44 | 00:04:16 | 2.77% | 447 (21.27%) | \$0.00 (0.00%) |
| 4. [blurred] | 3,196 (6.05%) | 2,991 (6.49%) | 3,963 (4.76%) | 36.08% | 2.27 | 00:01:53 | 1.54% | 61 (2.90%) | \$0.00 (0.00%) |
| 5. [blurred] | 2,861 (5.41%) | 2,621 (5.68%) | 3,751 (4.51%) | 83.34% | 1.32 | 00:00:46 | 0.80% | 30 (1.43%) | \$0.00 (0.00%) |
| 6. dealerleads.com / referral | 1,744 (3.30%) | 1,271 (2.76%) | 2,562 (3.08%) | 20.61% | 5.92 | 00:04:52 | 3.08% | 79 (3.76%) | \$0.00 (0.00%) |
| 7. [blurred] | 1,043 (1.97%) | 874 (1.90%) | 1,556 (1.87%) | 12.40% | 7.34 | 00:06:29 | 1.29% | 20 (0.95%) | \$0.00 (0.00%) |
| 8. [blurred] | 1,036 (1.96%) | 847 (1.84%) | 1,672 (2.01%) | 31.82% | 4.75 | 00:05:28 | 1.14% | 19 (0.90%) | \$0.00 (0.00%) |
| 9. [blurred] | 879 (1.66%) | 795 (1.72%) | 997 (1.20%) | 62.69% | 1.93 | 00:01:21 | 0.30% | 3 (0.14%) | \$0.00 (0.00%) |
| 10. [blurred] | 692 (1.31%) | 592 (1.28%) | 1,099 (1.32%) | 16.38% | 6.69 | 00:05:51 | 4.28% | 47 (2.24%) | \$0.00 (0.00%) |

DEALERLEADS

2017 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

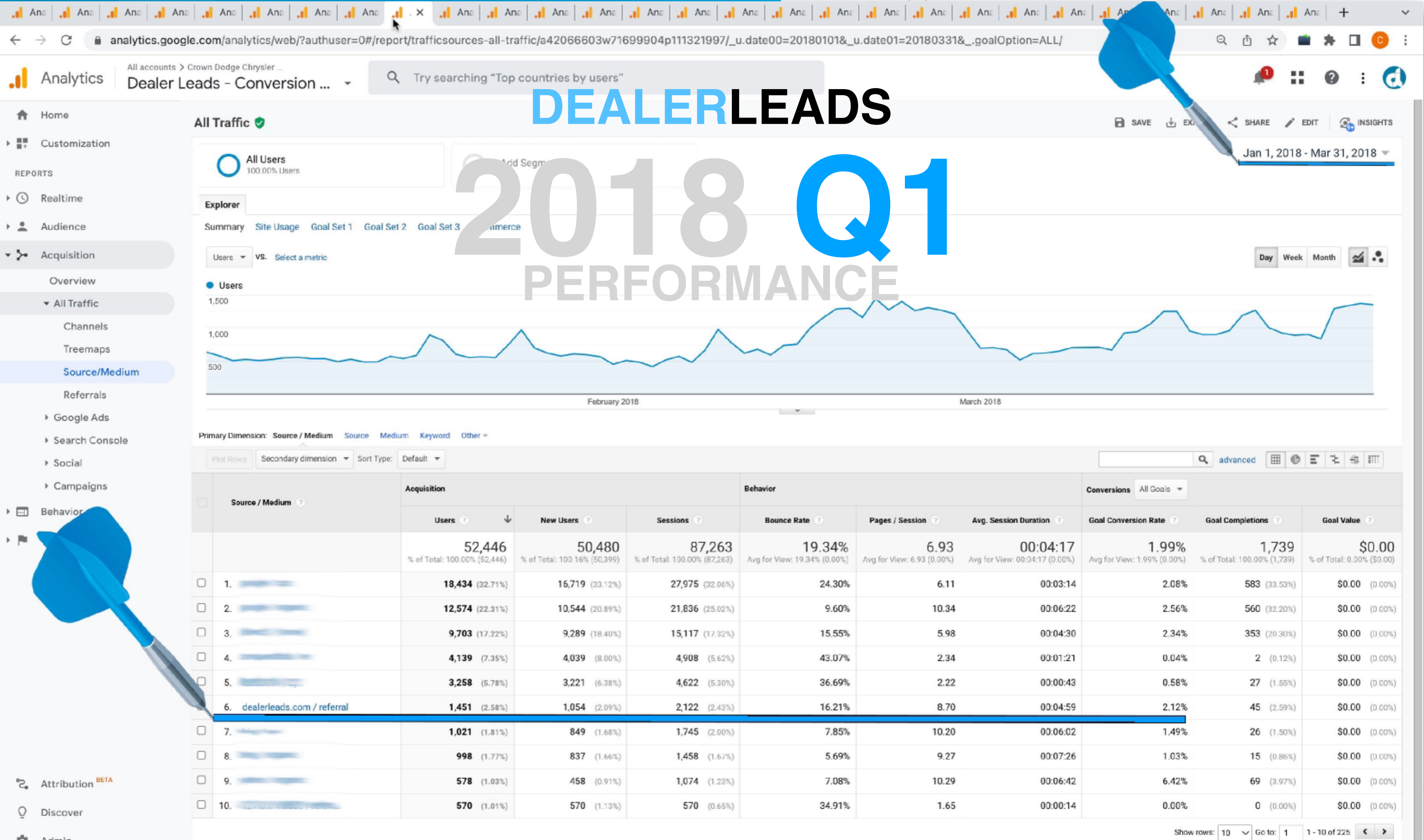


Primary Dimension: Source / Medium

| Source / Medium | Acquisition | | | Behavior | | | Conversions | | |
|-------------------------------|---|---|---|---|---|---|---|---|---|
| | Users | New Users | Sessions | Bounce Rate | Pages / Session | Avg. Session Duration | Goal Conversion Rate | Goal Completions | Goal Value |
| | 37,577 <small>% of Total: 100.00% (37,577)</small> | 34,875 <small>% of Total: 100.22% (34,799)</small> | 67,886 <small>% of Total: 100.00% (67,886)</small> | 24.41% <small>Avg for View: 24.41% (0.00%)</small> | 5.43 <small>Avg for View: 5.43 (0.00%)</small> | 00:05:01 <small>Avg for View: 00:05:01 (0.00%)</small> | 5.08% <small>Avg for View: 5.08% (0.00%)</small> | 3,452 <small>% of Total: 100.00% (3,452)</small> | \$0.00 <small>% of Total: 0.00% (\$0.00)</small> |
| 1. [blurred] | 11,837 (29.55%) | 9,863 (28.28%) | 21,877 (32.23%) | 14.87% | 7.25 | 00:06:18 | 5.89% | 1,289 (37.34%) | \$0.00 (0.00%) |
| 2. [blurred] | 10,288 (25.68%) | 10,004 (28.69%) | 16,779 (24.72%) | 21.93% | 4.50 | 00:04:36 | 4.58% | 769 (22.28%) | \$0.00 (0.00%) |
| 3. [blurred] | 7,884 (19.68%) | 6,228 (17.86%) | 13,775 (20.29%) | 34.82% | 4.85 | 00:04:19 | 6.81% | 938 (27.17%) | \$0.00 (0.00%) |
| 4. [blurred] | 2,911 (7.27%) | 2,908 (8.34%) | 3,683 (5.43%) | 47.05% | 1.91 | 00:01:38 | 0.08% | 3 (0.09%) | \$0.00 (0.00%) |
| 5. dealerleads.com / referral | 1,882 (4.70%) | 1,455 (4.17%) | 2,900 (4.27%) | 14.62% | 6.29 | 00:05:18 | 4.90% | 142 (4.11%) | \$0.00 (0.00%) |
| 6. [blurred] | 1,107 (2.76%) | 953 (2.73%) | 1,847 (2.72%) | 8.23% | 7.55 | 00:07:09 | 4.93% | 91 (2.64%) | \$0.00 (0.00%) |
| 7. [blurred] | 754 (1.88%) | 668 (1.92%) | 1,299 (1.91%) | 38.80% | 3.01 | 00:03:22 | 2.54% | 33 (0.96%) | \$0.00 (0.00%) |
| 8. [blurred] | 666 (1.66%) | 641 (1.84%) | 786 (1.16%) | 78.75% | 1.23 | 00:00:54 | 0.38% | 3 (0.09%) | \$0.00 (0.00%) |
| 9. [blurred] | 633 (1.58%) | 513 (1.47%) | 1,269 (1.87%) | 12.84% | 7.64 | 00:07:12 | 6.70% | 85 (2.46%) | \$0.00 (0.00%) |
| 10. [blurred] | 315 (0.79%) | 307 (0.88%) | 385 (0.57%) | 86.75% | 1.33 | 00:00:48 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |

DEALERLEADS

2018 Q1 PERFORMANCE



DEALERLEADS

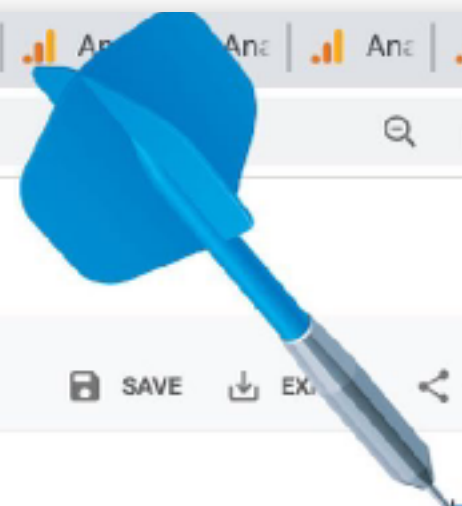
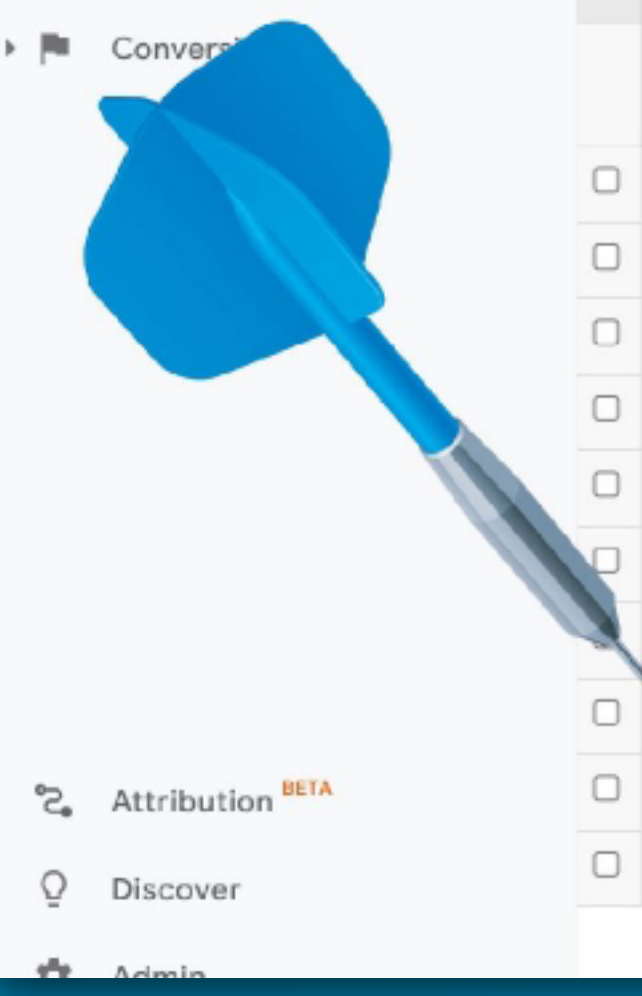
2018 Q2

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 |
| | 63,207 % of Total: 100.00% (63,207) | 59,021 % of Total: 100.16% (58,926) | 104,280 % of Total: 100.00% (104,280) | 11.91% Avg for View: 11.91% (0.00%) | 8.23 Avg for View: 8.23 (0.00%) | 00:04:10 Avg for View: 00:04:10 (0.00%) | 1.87% Avg for View: 1.87% (0.00%) | 1,952 % of Total: 100.00% (1,952) | \$0.00 % of Total: 0.00% (\$0.00) |
| 1. [blurred] | 22,141 (33.12%) | 19,574 (33.16%) | 34,181 (32.78%) | 19.07% | 7.07 | 00:03:07 | 1.76% | 601 (30.79%) | \$0.00 (0.00%) |
| 2. [blurred] | 13,483 (20.17%) | 11,160 (18.91%) | 24,156 (23.16%) | 3.60% | 13.18 | 00:06:28 | 2.67% | 645 (33.04%) | \$0.00 (0.00%) |
| 3. [blurred] | 9,377 (14.03%) | 9,011 (15.27%) | 13,799 (13.23%) | 7.30% | 7.18 | 00:04:04 | 1.80% | 248 (12.70%) | \$0.00 (0.00%) |
| 4. [blurred] | 5,769 (8.63%) | 5,529 (9.37%) | 7,410 (7.11%) | 24.17% | 2.36 | 00:00:58 | 1.01% | 75 (3.84%) | \$0.00 (0.00%) |
| 5. [blurred] | 4,445 (6.65%) | 4,372 (7.41%) | 4,931 (4.73%) | 18.07% | 2.83 | 00:01:20 | 0.02% | 1 (0.05%) | \$0.00 (0.00%) |
| 6. [blurred] | 2,729 (4.08%) | 2,361 (4.00%) | 4,130 (3.96%) | 7.09% | 8.59 | 00:04:49 | 1.43% | 59 (3.02%) | \$0.00 (0.00%) |
| 7. dealerleads.com / referral | 1,496 (2.24%) | 972 (1.65%) | 2,480 (2.38%) | 6.05% | 11.43 | 00:05:33 | 3.91% | 97 (4.97%) | \$0.00 (0.00%) |
| 8. [blurred] | 1,069 (1.60%) | 799 (1.35%) | 1,786 (1.71%) | 2.97% | 8.48 | 00:05:10 | 1.51% | 27 (1.38%) | \$0.00 (0.00%) |
| 9. [blurred] | 1,058 (1.58%) | 880 (1.49%) | 1,669 (1.60%) | 2.58% | 13.15 | 00:07:33 | 1.92% | 32 (1.64%) | \$0.00 (0.00%) |
| 10. [blurred] | 877 (1.31%) | 702 (1.19%) | 1,680 (1.61%) | 2.80% | 7.30 | 00:05:07 | 1.31% | 22 (1.13%) | \$0.00 (0.00%) |



DEALERLEADS

2018 Q3 PERFORMANCE

All Traffic

All Users
100.00% Users

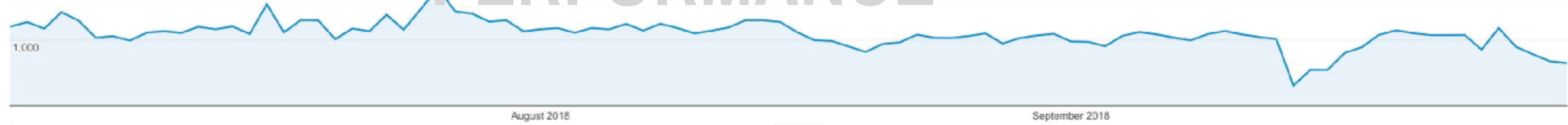
Explorer

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

Users vs. Select a metric

Users

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 |
| | 72,265 <small>% of Total: 100.00% (72,265)</small> | 67,494 <small>% of Total: 100.13% (67,408)</small> | 117,657 <small>% of Total: 100.00% (117,657)</small> | 10.91% <small>Avg for View: 10.91% (0.00%)</small> | 6.93 <small>Avg for View: 6.93 (0.00%)</small> | 00:03:36 <small>Avg for View: 00:03:36 (0.00%)</small> | 5.45% <small>Avg for View: 5.45% (0.00%)</small> | 6,411 <small>% of Total: 100.00% (6,411)</small> | \$0.00 <small>% of Total: 0.00% (\$0.00)</small> |
| 1. [blurred] | 19,389 (25.58%) | 18,283 (27.09%) | 31,912 (27.12%) | 15.12% | 2.51 | 00:01:11 | 4.59% | 1,464 (22.84%) | \$0.00 (0.00%) |
| 2. [blurred] | 14,798 (19.52%) | 12,541 (18.58%) | 25,436 (21.62%) | 4.03% | 12.18 | 00:06:08 | 7.46% | 1,897 (29.59%) | \$0.00 (0.00%) |
| 3. [blurred] | 14,369 (18.96%) | 12,315 (18.25%) | 21,504 (18.28%) | 12.24% | 6.89 | 00:03:20 | 5.64% | 1,212 (18.91%) | \$0.00 (0.00%) |
| 4. [blurred] | 11,401 (15.04%) | 11,032 (16.35%) | 15,969 (13.57%) | 9.90% | 7.04 | 00:03:42 | 5.59% | 893 (13.93%) | \$0.00 (0.00%) |
| 5. [blurred] | 3,834 (5.06%) | 3,781 (5.60%) | 4,191 (3.56%) | 24.65% | 2.47 | 00:00:49 | 0.24% | 10 (0.16%) | \$0.00 (0.00%) |
| 6. [blurred] | 1,843 (2.43%) | 1,513 (2.24%) | 2,527 (2.15%) | 9.70% | 8.13 | 00:04:41 | 4.47% | 113 (1.76%) | \$0.00 (0.00%) |
| 7. dealerleads.com / referral | 1,565 (2.06%) | 998 (1.48%) | 2,631 (2.24%) | 5.02% | 11.25 | 00:05:56 | 9.96% | 262 (4.09%) | \$0.00 (0.00%) |
| 8. [blurred] | 1,122 (1.48%) | 941 (1.39%) | 1,828 (1.55%) | 3.83% | 12.08 | 00:07:41 | 3.83% | 70 (1.09%) | \$0.00 (0.00%) |
| 9. [blurred] | 861 (1.14%) | 657 (0.97%) | 1,541 (1.31%) | 2.53% | 8.98 | 00:06:33 | 5.91% | 91 (1.42%) | \$0.00 (0.00%) |
| 10. [blurred] | 762 (1.01%) | 603 (0.89%) | 1,473 (1.25%) | 4.68% | 8.23 | 00:05:33 | 3.46% | 51 (0.80%) | \$0.00 (0.00%) |

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

3,000

2,000

1,000

November 2018

December 2018

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 |
| | 72,253 <small>% of Total: 100.00% (72,253)</small> | 67,463 <small>% of Total: 100.14% (67,370)</small> | 113,169 <small>% of Total: 100.00% (113,169)</small> | 15.25% <small>Avg for View: 15.25% (0.00%)</small> | 6.32 <small>Avg for View: 6.32 (0.00%)</small> | 00:03:22 <small>Avg for View: 00:03:22 (0.00%)</small> | 2.94% <small>Avg for View: 2.94% (0.00%)</small> | 3,327 <small>% of Total: 100.00% (3,327)</small> | \$0.00 <small>% of Total: 0.00% (\$0.00)</small> |
| 1. [blurred] | 23,559 (31.16%) | 21,771 (32.27%) | 33,281 (29.41%) | 20.71% | 4.71 | 00:02:12 | 2.22% | 738 (22.18%) | \$0.00 (0.00%) |
| 2. [blurred] | 12,776 (16.90%) | 11,177 (15.57%) | 19,414 (17.15%) | 18.84% | 2.60 | 00:01:26 | 1.83% | 356 (10.70%) | \$0.00 (0.00%) |
| 3. [blurred] | 12,650 (16.73%) | 10,557 (15.65%) | 22,922 (20.25%) | 5.06% | 11.66 | 00:06:15 | 4.96% | 1,138 (34.20%) | \$0.00 (0.00%) |
| 4. [blurred] | 9,525 (12.60%) | 9,225 (13.67%) | 14,189 (12.54%) | 11.75% | 6.67 | 00:03:47 | 3.33% | 472 (14.19%) | \$0.00 (0.00%) |
| 5. [blurred] | 2,540 (3.36%) | 2,482 (3.68%) | 2,682 (2.37%) | 29.27% | 2.24 | 00:00:34 | 0.04% | 1 (0.03%) | \$0.00 (0.00%) |
| 6. [blurred] | 2,254 (2.98%) | 1,907 (2.83%) | 3,141 (2.78%) | 10.82% | 8.60 | 00:05:17 | 2.45% | 77 (2.31%) | \$0.00 (0.00%) |
| 7. dealerleads.com / referral | 1,550 (2.05%) | 1,008 (1.49%) | 2,713 (2.40%) | 5.86% | 10.23 | 00:05:36 | 7.56% | 205 (6.16%) | \$0.00 (0.00%) |
| 8. [blurred] | 1,159 (1.53%) | 1,145 (1.70%) | 1,278 (1.13%) | 34.51% | 2.17 | 00:00:32 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 9. [blurred] | 974 (1.29%) | 931 (1.38%) | 1,223 (1.08%) | 37.29% | 2.08 | 00:00:59 | 0.57% | 7 (0.21%) | \$0.00 (0.00%) |
| 10. [blurred] | 781 (1.03%) | 631 (0.94%) | 1,370 (1.21%) | 4.23% | 7.33 | 00:04:31 | 3.14% | 43 (1.29%) | \$0.00 (0.00%) |

Show rows: 10 Go to: 1 1 - 10 of 206

DEALERLEADS

2019 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



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 |
| | 88,253 <small>% of Total: 100.00% (88,253)</small> | 83,356 <small>% of Total: 100.13% (83,247)</small> | 146,569 <small>% of Total: 100.00% (146,569)</small> | 22.75% <small>Avg for View: 22.75% (0.00%)</small> | 5.54 <small>Avg for View: 5.54 (0.00%)</small> | 00:03:10 <small>Avg for View: 00:03:10 (0.00%)</small> | 1.52% <small>Avg for View: 1.52% (0.00%)</small> | 2,227 <small>% of Total: 100.00% (2,227)</small> | \$0.00 <small>% of Total: 0.00% (\$0.00)</small> |
| 1. [blurred] | 30,373 (32.51%) | 27,913 (33.49%) | 45,039 (30.73%) | 27.72% | 3.93 | 00:01:55 | 1.07% | 482 (21.64%) | \$0.00 (0.00%) |
| 2. [blurred] | 17,386 (18.61%) | 15,174 (18.20%) | 30,447 (20.77%) | 24.61% | 2.33 | 00:01:33 | 0.44% | 135 (6.06%) | \$0.00 (0.00%) |
| 3. [blurred] | 15,214 (16.29%) | 12,782 (15.33%) | 27,641 (18.86%) | 8.55% | 10.72 | 00:06:04 | 2.86% | 790 (35.47%) | \$0.00 (0.00%) |
| 4. [blurred] | 10,804 (11.57%) | 10,481 (12.57%) | 16,940 (11.56%) | 19.47% | 7.04 | 00:04:16 | 2.14% | 362 (16.26%) | \$0.00 (0.00%) |
| 5. [blurred] | 1,925 (2.06%) | 1,610 (1.93%) | 2,766 (1.89%) | 19.34% | 7.25 | 00:04:52 | 1.66% | 46 (2.07%) | \$0.00 (0.00%) |
| 6. [blurred] | 1,782 (1.91%) | 1,763 (2.12%) | 1,887 (1.29%) | 41.92% | 2.58 | 00:01:12 | 0.05% | 1 (0.04%) | \$0.00 (0.00%) |
| 7. dealerleads.com / referral | 1,675 (1.79%) | 1,110 (1.33%) | 3,137 (2.14%) | 7.94% | 9.12 | 00:05:40 | 5.58% | 175 (7.86%) | \$0.00 (0.00%) |
| 8. [blurred] | 1,642 (1.76%) | 1,622 (1.95%) | 1,647 (1.12%) | 57.68% | 1.37 | 00:00:13 | 0.36% | 6 (0.27%) | \$0.00 (0.00%) |
| 9. [blurred] | 1,076 (1.15%) | 976 (1.17%) | 1,458 (0.99%) | 70.03% | 1.45 | 00:00:48 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 10. [blurred] | 923 (0.99%) | 902 (1.08%) | 961 (0.65%) | 35.38% | 2.63 | 00:01:17 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |

DEALERLEADS

2019 Q2 PERFORMANCE



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 |
| | 82,487 % of Total: 100.00% (82,487) | 74,798 % of Total: 100.12% (74,711) | 137,574 % of Total: 100.00% (137,574) | 28.90% Avg for View: 28.90% (0.00%) | 5.30 Avg for View: 5.30 (0.00%) | 00:03:17 Avg for View: 00:03:17 (0.00%) | 1.48% Avg for View: 1.48% (0.00%) | 2,037 % of Total: 100.00% (2,037) | \$0.00 % of Total: 0.00% (\$0.00) |
| 1. [blurred] | 25,496 (29.47%) | 22,640 (30.27%) | 37,917 (27.56%) | 55.87% | 3.18 | 00:01:46 | 0.95% | 359 (17.62%) | \$0.00 (0.00%) |
| 2. [blurred] | 15,985 (18.48%) | 13,311 (17.80%) | 28,447 (20.65%) | 7.96% | 9.89 | 00:06:07 | 2.75% | 782 (38.39%) | \$0.00 (0.00%) |
| 3. [blurred] | 12,882 (14.89%) | 10,756 (14.38%) | 21,600 (15.70%) | 25.07% | 2.22 | 00:01:26 | 0.32% | 70 (3.44%) | \$0.00 (0.00%) |
| 4. [blurred] | 12,037 (13.91%) | 11,677 (15.61%) | 18,878 (13.72%) | 18.32% | 6.92 | 00:04:09 | 1.91% | 360 (17.67%) | \$0.00 (0.00%) |
| 5. [blurred] | 3,200 (3.70%) | 2,686 (3.59%) | 4,967 (3.61%) | 27.36% | 1.75 | 00:00:56 | 0.34% | 17 (0.83%) | \$0.00 (0.00%) |
| 6. dealerleads.com / referral | 1,749 (2.02%) | 1,150 (1.54%) | 3,831 (2.78%) | 9.53% | 8.05 | 00:05:44 | 4.28% | 164 (8.05%) | \$0.00 (0.00%) |
| 7. [blurred] | 1,533 (1.77%) | 1,480 (1.98%) | 1,702 (1.24%) | 76.97% | 2.16 | 00:00:21 | 0.06% | 1 (0.05%) | \$0.00 (0.00%) |
| 8. [blurred] | 1,252 (1.45%) | 749 (1.00%) | 2,142 (1.56%) | 18.63% | 2.44 | 00:01:41 | 0.42% | 9 (0.44%) | \$0.00 (0.00%) |
| 9. [blurred] | 1,249 (1.44%) | 1,232 (1.65%) | 1,311 (0.95%) | 53.32% | 3.03 | 00:00:37 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 10. [blurred] | 915 (1.06%) | 722 (0.97%) | 1,614 (1.17%) | 13.63% | 5.91 | 00:04:57 | 1.98% | 32 (1.57%) | \$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



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 |
| | 83,158 <small>% of Total: 100.00% (83,158)</small> | 78,753 <small>% of Total: 100.13% (78,654)</small> | 135,426 <small>% of Total: 100.00% (135,426)</small> | 25.64% <small>Avg for View: 25.64% (0.00%)</small> | 5.25 <small>Avg for View: 5.25 (0.00%)</small> | 00:03:07 <small>Avg for View: 00:03:07 (0.00%)</small> | 1.36% <small>Avg for View: 1.36% (0.00%)</small> | 1,840 <small>% of Total: 100.00% (1,840)</small> | \$0.00 <small>% of Total: 0.00% (\$0.00)</small> |
| 1. [blurred] | 25,361 (28.47%) | 23,361 (29.66%) | 36,563 (27.00%) | 46.65% | 3.27 | 00:01:47 | 1.01% | 369 (20.05%) | \$0.00 (0.00%) |
| 2. [blurred] | 15,889 (17.84%) | 13,570 (17.23%) | 28,567 (21.09%) | 7.81% | 9.36 | 00:05:48 | 2.36% | 673 (36.58%) | \$0.00 (0.00%) |
| 3. [blurred] | 14,217 (15.96%) | 13,887 (17.63%) | 20,747 (15.32%) | 17.92% | 6.20 | 00:03:20 | 1.54% | 319 (17.34%) | \$0.00 (0.00%) |
| 4. [blurred] | 7,567 (8.50%) | 6,420 (8.15%) | 12,151 (8.97%) | 20.67% | 2.58 | 00:01:16 | 0.39% | 47 (2.55%) | \$0.00 (0.00%) |
| 5. [blurred] | 3,064 (3.44%) | 3,025 (3.84%) | 3,120 (2.30%) | 32.82% | 2.12 | 00:00:43 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 6. [blurred] | 2,015 (2.26%) | 1,700 (2.16%) | 2,489 (1.84%) | 18.68% | 1.75 | 00:00:42 | 0.16% | 4 (0.22%) | \$0.00 (0.00%) |
| 7. [blurred] | 2,007 (2.25%) | 1,457 (1.85%) | 2,901 (2.14%) | 17.65% | 2.13 | 00:00:44 | 0.34% | 10 (0.54%) | \$0.00 (0.00%) |
| 8. [blurred] | 1,964 (2.20%) | 1,944 (2.47%) | 2,002 (1.48%) | 59.89% | 1.71 | 00:01:13 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 9. dealerleads.com / referral | 1,828 (2.05%) | 1,258 (1.60%) | 3,444 (2.54%) | 7.67% | 7.94 | 00:05:40 | 3.51% | 121 (6.58%) | \$0.00 (0.00%) |
| 10. [blurred] | 1,481 (1.66%) | 1,260 (1.60%) | 2,050 (1.51%) | 28.98% | 5.42 | 00:04:05 | 1.12% | 23 (1.25%) | \$0.00 (0.00%) |

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

2,000

1,000

November 2019

December 2019

Primary Dimension: Source / Medium

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 |
| | 85,083 <small>% of Total: 100.00% (85,083)</small> | 82,222 <small>% of Total: 100.10% (82,143)</small> | 140,991 <small>% of Total: 100.00% (140,991)</small> | 35.84% <small>Avg for View: 35.84% (0.00%)</small> | 4.77 <small>Avg for View: 4.77 (0.00%)</small> | 00:03:01 <small>Avg for View: 00:03:01 (0.00%)</small> | 1.20% <small>Avg for View: 1.20% (0.00%)</small> | 1,690 <small>% of Total: 100.00% (1,690)</small> | \$0.00 <small>% of Total: 0.00% (\$0.00)</small> |
| 1. [blurred] | 28,196 (30.33%) | 26,283 (31.97%) | 39,858 (28.27%) | 60.85% | 2.98 | 00:01:44 | 0.85% | 339 (20.06%) | \$0.00 (0.00%) |
| 2. [blurred] | 14,027 (15.09%) | 12,128 (14.75%) | 25,715 (18.24%) | 8.27% | 8.91 | 00:06:03 | 2.48% | 638 (37.75%) | \$0.00 (0.00%) |
| 3. [blurred] | 12,767 (13.74%) | 12,602 (15.33%) | 18,828 (13.35%) | 24.97% | 6.16 | 00:03:52 | 1.26% | 238 (14.08%) | \$0.00 (0.00%) |
| 4. [blurred] | 10,748 (11.56%) | 10,205 (12.41%) | 13,473 (9.55%) | 48.45% | 2.11 | 00:00:46 | 0.18% | 24 (1.42%) | \$0.00 (0.00%) |
| 5. [blurred] | 5,430 (5.84%) | 3,124 (3.80%) | 10,245 (7.27%) | 37.53% | 2.61 | 00:01:13 | 0.15% | 15 (0.89%) | \$0.00 (0.00%) |
| 6. [blurred] | 3,339 (3.59%) | 3,301 (4.01%) | 3,455 (2.45%) | 43.44% | 1.80 | 00:00:35 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 7. [blurred] | 2,653 (2.85%) | 1,943 (2.36%) | 4,148 (2.94%) | 42.94% | 1.88 | 00:00:35 | 0.27% | 11 (0.65%) | \$0.00 (0.00%) |
| 8. dealerleads.com / referral | 2,141 (2.30%) | 1,626 (1.98%) | 3,695 (2.62%) | 6.77% | 6.71 | 00:05:04 | 3.30% | 122 (7.22%) | \$0.00 (0.00%) |
| 9. [blurred] | 1,869 (2.01%) | 1,438 (1.75%) | 2,593 (1.84%) | 37.72% | 2.67 | 00:01:13 | 0.12% | 3 (0.18%) | \$0.00 (0.00%) |
| 10. [blurred] | 1,148 (1.24%) | 969 (1.18%) | 1,822 (1.29%) | 4.94% | 9.48 | 00:06:41 | 1.26% | 23 (1.36%) | \$0.00 (0.00%) |

Show rows: 10 Go to: 1 1 - 10 of 467

analytics.google.com/analytics/web/?authuser=0#/report/trafficsources-all-traffic/a42066603w71699904p111321997/_u.date00=20200101&_u.date01=20200331&_goalOption=ALL/

Analytics Dealer Leads - Conversion ... Try searching "Worst pages by load speed"

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

2020 Q1 PERFORMANCE

SAVE EXPORT SHARE EDIT INSIGHTS Jan 1, 2020 - Mar 31, 2020

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

1,000

February 2020 March 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 |
| | 71,978 % of Total: 100.00% (71,978) | 68,785 % of Total: 100.13% (68,699) | 124,842 % of Total: 100.00% (124,842) | 28.67% Avg for View: 28.67% (0.00%) | 5.58 Avg for View: 5.58 (0.00%) | 00:03:23 Avg for View: 00:03:23 (0.00%) | 1.20% Avg for View: 1.20% (0.00%) | 1,495 % of Total: 100.00% (1,495) | \$0.00 % of Total: 0.00% (\$0.00) |
| 1. [blurred] | 24,883 (31.81%) | 22,893 (33.28%) | 35,235 (28.22%) | 50.71% | 3.86 | 00:02:11 | 1.04% | 365 (24.41%) | \$0.00 (0.00%) |
| 2. [blurred] | 14,552 (18.60%) | 12,496 (18.17%) | 27,180 (21.77%) | 7.31% | 9.43 | 00:06:03 | 1.98% | 538 (35.99%) | \$0.00 (0.00%) |
| 3. [blurred] | 12,067 (15.42%) | 11,954 (17.38%) | 18,716 (14.99%) | 21.76% | 6.49 | 00:03:53 | 1.28% | 240 (16.05%) | \$0.00 (0.00%) |
| 4. [blurred] | 5,912 (7.56%) | 5,277 (7.67%) | 9,407 (7.54%) | 33.96% | 2.74 | 00:01:22 | 0.29% | 27 (1.81%) | \$0.00 (0.00%) |
| 5. [blurred] | 3,333 (4.26%) | 2,256 (3.28%) | 6,368 (5.10%) | 36.71% | 2.54 | 00:01:07 | 0.39% | 25 (1.67%) | \$0.00 (0.00%) |
| 6. dealerleads.com / referral | 1,857 (2.37%) | 1,543 (2.24%) | 2,819 (2.26%) | 8.12% | 5.85 | 00:03:59 | 1.84% | 52 (3.48%) | \$0.00 (0.00%) |
| 7. [blurred] | 1,850 (2.36%) | 1,823 (2.65%) | 1,907 (1.53%) | 41.22% | 1.84 | 00:00:33 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 8. [blurred] | 1,785 (2.28%) | 1,152 (1.67%) | 3,085 (2.47%) | 44.38% | 1.99 | 00:00:29 | 0.19% | 6 (0.40%) | \$0.00 (0.00%) |
| 9. [blurred] | 1,561 (2.00%) | 1,093 (1.59%) | 2,249 (1.80%) | 34.24% | 2.71 | 00:01:10 | 0.18% | 4 (0.27%) | \$0.00 (0.00%) |
| 10. [blurred] | 1,185 (1.51%) | 959 (1.39%) | 2,024 (1.62%) | 15.42% | 6.01 | 00:03:59 | 0.79% | 16 (1.07%) | \$0.00 (0.00%) |

Show rows: 10 Go to: 1 1 - 10 of 256

analytics.google.com/analytics/web/?authuser=0#/report/trafficsources-all-traffic/a42066603w71699904p111321997/_u.date00=20200401&_u.date01=20200630&_goalOption=ALL/

Analytics Dealer Leads - Conversion ... Try searching "Pageviews in last 30 days"

DEALERLEADS

2020 Q2

PERFORMANCE

Apr 1, 2020 - Jun 30, 2020

Day Week Month

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

3,000

2,000

1,000

May 2020 June 2020

Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

| Source / Medium | Acquisition | | | Behavior | | | Conversions | | |
|-------------------------------|---|---|---|---|---|---|---|---|---|
| | Users | New Users | Sessions | Bounce Rate | Pages / Session | Avg. Session Duration | Goal Conversion Rate | Goal Completions | Goal Value |
| | 92,145 <small>% of Total: 100.00% (92,145)</small> | 89,235 <small>% of Total: 100.17% (89,080)</small> | 154,822 <small>% of Total: 100.00% (154,822)</small> | 23.10% <small>Avg for View: 23.10% (0.00%)</small> | 5.93 <small>Avg for View: 5.93 (0.00%)</small> | 00:03:56 <small>Avg for View: 00:03:56 (0.00%)</small> | 0.74% <small>Avg for View: 0.74% (0.00%)</small> | 1,143 <small>% of Total: 100.00% (1,143)</small> | \$0.00 <small>% of Total: 0.00% (\$0.00)</small> |
| 1. [blurred] | 25,987 (25.81%) | 23,789 (26.66%) | 36,919 (23.85%) | 41.27% | 4.47 | 00:02:48 | 0.69% | 256 (22.40%) | \$0.00 (0.00%) |
| 2. [blurred] | 21,938 (21.79%) | 18,993 (21.28%) | 37,695 (24.35%) | 6.69% | 9.38 | 00:06:09 | 1.18% | 446 (39.02%) | \$0.00 (0.00%) |
| 3. [blurred] | 18,122 (18.00%) | 18,052 (20.23%) | 27,607 (17.83%) | 19.24% | 6.03 | 00:04:20 | 0.92% | 255 (22.31%) | \$0.00 (0.00%) |
| 4. [blurred] | 8,437 (8.38%) | 7,588 (8.50%) | 12,427 (8.03%) | 21.64% | 2.81 | 00:01:50 | 0.17% | 21 (1.84%) | \$0.00 (0.00%) |
| 5. [blurred] | 4,185 (4.16%) | 2,896 (3.25%) | 7,799 (5.04%) | 40.99% | 2.47 | 00:01:03 | 0.14% | 11 (0.96%) | \$0.00 (0.00%) |
| 6. dealerleads.com / referral | 3,180 (3.16%) | 2,692 (3.02%) | 4,200 (2.71%) | 9.83% | 7.33 | 00:04:21 | 1.19% | 50 (4.37%) | \$0.00 (0.00%) |
| 7. [blurred] | 3,059 (3.04%) | 3,023 (3.39%) | 3,336 (2.15%) | 50.75% | 1.57 | 00:00:27 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 8. [blurred] | 2,039 (2.03%) | 1,420 (1.59%) | 3,004 (1.94%) | 47.80% | 1.90 | 00:00:41 | 0.30% | 9 (0.79%) | \$0.00 (0.00%) |
| 9. [blurred] | 1,502 (1.49%) | 1,289 (1.44%) | 2,565 (1.66%) | 3.98% | 9.87 | 00:06:45 | 0.19% | 5 (0.44%) | \$0.00 (0.00%) |
| 10. [blurred] | 1,440 (1.43%) | 1,218 (1.36%) | 2,314 (1.49%) | 14.26% | 6.69 | 00:04:35 | 0.48% | 11 (0.96%) | \$0.00 (0.00%) |

Show rows: 10 Go to: 1 1 - 10 of 176

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 |
| | 95,372 <small>% of Total: 100.00% (95,372)</small> | 93,735 <small>% of Total: 100.13% (93,610)</small> | 146,049 <small>% of Total: 100.00% (146,049)</small> | 24.92% <small>Avg for View: 24.92% (0.00%)</small> | 5.87 <small>Avg for View: 5.87 (0.00%)</small> | 00:03:22 <small>Avg for View: 00:03:22 (0.00%)</small> | 1.10% <small>Avg for View: 1.10% (0.00%)</small> | 1,609 <small>% of Total: 100.00% (1,609)</small> | \$0.00 <small>% of Total: 0.00% (\$0.00)</small> |
| 1. [blurred] | 29,304 (28.60%) | 27,277 (29.10%) | 39,304 (26.91%) | 47.78% | 4.20 | 00:02:13 | 0.78% | 307 (19.08%) | \$0.00 (0.00%) |
| 2. [blurred] | 20,646 (20.15%) | 18,516 (19.75%) | 31,484 (21.56%) | 7.33% | 9.55 | 00:05:11 | 1.89% | 596 (37.04%) | \$0.00 (0.00%) |
| 3. [blurred] | 20,041 (19.56%) | 19,804 (21.13%) | 31,138 (21.32%) | 18.23% | 6.38 | 00:04:25 | 1.19% | 369 (22.93%) | \$0.00 (0.00%) |
| 4. [blurred] | 8,092 (7.90%) | 7,589 (8.10%) | 11,018 (7.54%) | 19.11% | 2.45 | 00:01:19 | 0.38% | 42 (2.61%) | \$0.00 (0.00%) |
| 5. [blurred] | 3,343 (3.26%) | 2,551 (2.72%) | 5,119 (3.50%) | 46.69% | 2.18 | 00:00:45 | 0.12% | 6 (0.37%) | \$0.00 (0.00%) |
| 6. [blurred] | 3,144 (3.07%) | 2,478 (2.64%) | 4,858 (3.33%) | 29.17% | 1.65 | 00:00:26 | 0.29% | 14 (0.87%) | \$0.00 (0.00%) |
| 7. dealerleads.com / referral | 2,832 (2.76%) | 2,424 (2.59%) | 3,741 (2.55%) | 8.21% | 8.19 | 00:04:44 | 1.68% | 63 (3.92%) | \$0.00 (0.00%) |
| 8. [blurred] | 1,512 (1.48%) | 1,330 (1.42%) | 2,051 (1.40%) | 15.41% | 5.96 | 00:03:56 | 0.63% | 13 (0.81%) | \$0.00 (0.00%) |
| 9. [blurred] | 1,370 (1.34%) | 1,365 (1.46%) | 1,403 (0.96%) | 70.71% | 1.56 | 00:00:11 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 10. [blurred] | 1,221 (1.19%) | 1,048 (1.12%) | 1,688 (1.16%) | 3.97% | 9.90 | 00:05:51 | 1.01% | 17 (1.06%) | \$0.00 (0.00%) |

Show rows: 10 Go to: 1 1 - 10 of 182

DEALERLEADS

2020 Q4 PERFORMANCE

Oct 1, 2020 - Dec 31, 2020

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

Day Week Month



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 |
| | 96,047 <small>% of Total: 100.00% (96,047)</small> | 92,216 <small>% of Total: 100.11% (92,111)</small> | 156,445 <small>% of Total: 100.00% (156,445)</small> | 14.32% <small>Avg for View: 14.32% (0.00%)</small> | 4.87 <small>Avg for View: 4.87 (0.00%)</small> | 00:02:57 <small>Avg for View: 00:02:57 (0.00%)</small> | 0.95% <small>Avg for View: 0.95% (0.00%)</small> | 1,491 <small>% of Total: 100.00% (1,491)</small> | \$0.00 <small>% of Total: 0.00% (\$0.00)</small> |
| 1. | 17,916 (17.24%) | 15,503 (16.81%) | 32,307 (20.65%) | 4.27% | 8.03 | 00:05:07 | 1.75% | 564 (37.83%) | \$0.00 (0.00%) |
| 2. | 17,016 (16.37%) | 16,561 (17.96%) | 25,857 (16.53%) | 13.50% | 5.51 | 00:03:32 | 1.01% | 261 (17.51%) | \$0.00 (0.00%) |
| 3. | 15,684 (15.09%) | 14,223 (15.42%) | 21,461 (13.72%) | 30.21% | 3.65 | 00:01:52 | 0.56% | 120 (8.05%) | \$0.00 (0.00%) |
| 4. | 9,997 (9.62%) | 8,873 (9.62%) | 13,430 (8.58%) | 9.99% | 4.48 | 00:02:40 | 1.18% | 159 (10.66%) | \$0.00 (0.00%) |
| 5. | 5,188 (4.99%) | 4,714 (5.11%) | 8,125 (5.19%) | 8.65% | 2.34 | 00:01:07 | 0.30% | 24 (1.61%) | \$0.00 (0.00%) |
| 6. | 4,997 (4.81%) | 4,185 (4.54%) | 8,147 (5.21%) | 10.46% | 2.60 | 00:01:11 | 0.34% | 28 (1.88%) | \$0.00 (0.00%) |
| 7. | 3,872 (3.73%) | 3,021 (3.28%) | 6,593 (4.21%) | 22.95% | 1.67 | 00:00:26 | 0.24% | 16 (1.07%) | \$0.00 (0.00%) |
| 8. | 3,505 (3.37%) | 3,456 (3.75%) | 4,389 (2.81%) | 30.87% | 1.99 | 00:01:02 | 0.11% | 5 (0.34%) | \$0.00 (0.00%) |
| 9. | 2,952 (2.84%) | 1,932 (2.10%) | 4,974 (3.18%) | 38.90% | 2.33 | 00:00:52 | 0.10% | 5 (0.34%) | \$0.00 (0.00%) |
| 10. | 2,925 (2.81%) | 2,794 (3.03%) | 3,261 (2.09%) | 10.46% | 2.70 | 00:00:27 | 0.18% | 6 (0.40%) | \$0.00 (0.00%) |

DEALERLEADS

2021 Q1

PERFORMANCE

All Traffic 100.00% Users

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

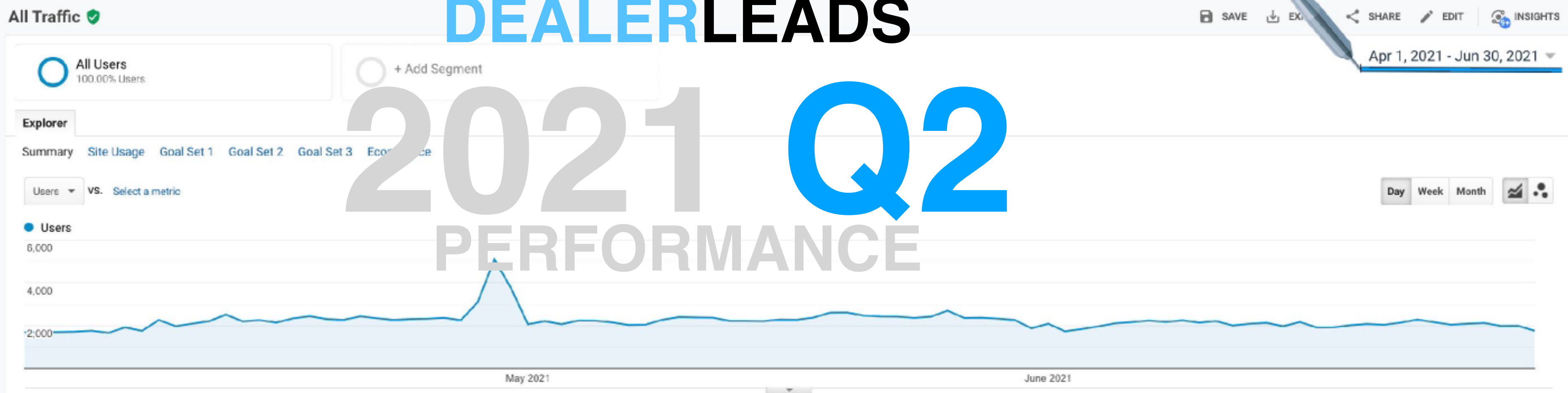
Users vs. Select a metric

Primary Dimension: Source / Medium

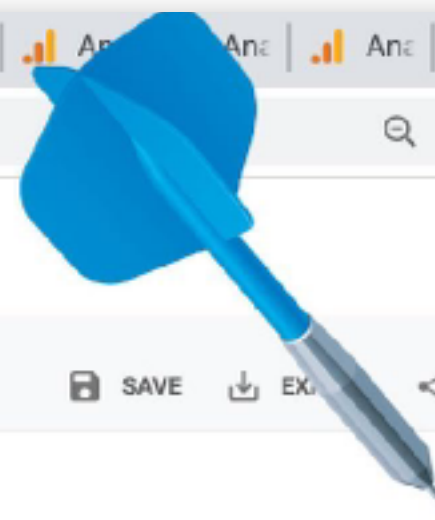
| Source / Medium | Acquisition | | | Behavior | | | Conversions | | |
|--------------------------------|---|---|---|---|---|---|---|---|---|
| | Users | New Users | Sessions | Bounce Rate | Pages / Session | Avg. Session Duration | Goal Conversion Rate | Goal Completions | Goal Value |
| | 123,731 <small>% of Total: 100.00% (123,731)</small> | 120,394 <small>% of Total: 100.12% (120,252)</small> | 205,183 <small>% of Total: 100.00% (205,183)</small> | 11.90% <small>Avg for View: 11.90% (0.00%)</small> | 3.86 <small>Avg for View: 3.86 (0.00%)</small> | 00:02:35 <small>Avg for View: 00:02:35 (0.00%)</small> | 1.55% <small>Avg for View: 1.55% (0.00%)</small> | 3,181 <small>% of Total: 100.00% (3,181)</small> | \$118.00 <small>% of Total: 100.00% (118.00)</small> |
| 1. [blurred] | 20,971 (15.63%) | 19,283 (16.02%) | 26,382 (12.86%) | 12.44% | 3.99 | 00:02:16 | 1.77% | 467 (14.68%) | \$26.00 (22.03%) |
| 2. [blurred] | 20,129 (15.00%) | 18,188 (15.11%) | 36,543 (17.81%) | 12.57% | 2.05 | 00:01:00 | 0.75% | 273 (8.58%) | \$2.00 (1.69%) |
| 3. [blurred] | 19,356 (14.42%) | 17,025 (14.14%) | 35,288 (17.20%) | 3.91% | 6.92 | 00:05:24 | 2.74% | 968 (30.43%) | \$35.00 (29.66%) |
| 4. [blurred] | 17,263 (12.86%) | 17,233 (14.31%) | 26,731 (13.03%) | 9.34% | 4.94 | 00:03:25 | 1.81% | 484 (15.22%) | \$15.00 (12.71%) |
| 5. [blurred] | 13,371 (9.96%) | 12,456 (10.35%) | 17,805 (8.68%) | 20.90% | 2.81 | 00:01:27 | 1.33% | 236 (7.42%) | \$6.00 (5.08%) |
| 6. [blurred] | 7,721 (5.75%) | 6,490 (5.39%) | 9,631 (4.69%) | 19.72% | 2.23 | 00:00:44 | 0.56% | 54 (1.70%) | \$2.00 (1.69%) |
| 7. [blurred] | 6,013 (4.48%) | 5,862 (4.87%) | 7,764 (3.78%) | 29.95% | 1.93 | 00:00:39 | 0.95% | 74 (2.33%) | \$0.00 (0.00%) |
| 8. [blurred] | 5,762 (4.29%) | 4,770 (3.96%) | 11,094 (5.41%) | 9.19% | 1.44 | 00:00:27 | 0.50% | 56 (1.76%) | \$1.00 (0.85%) |
| 9. [blurred] | 4,193 (3.12%) | 3,118 (2.59%) | 5,694 (2.78%) | 20.25% | 1.93 | 00:00:54 | 0.49% | 28 (0.88%) | \$1.00 (0.85%) |
| 10. dealerleads.com / referral | 2,853 (2.13%) | 2,269 (1.88%) | 4,471 (2.18%) | 6.78% | 5.77 | 00:04:29 | 2.51% | 112 (3.52%) | \$7.00 (5.93%) |

DEALERLEADS

2021 Q2 PERFORMANCE

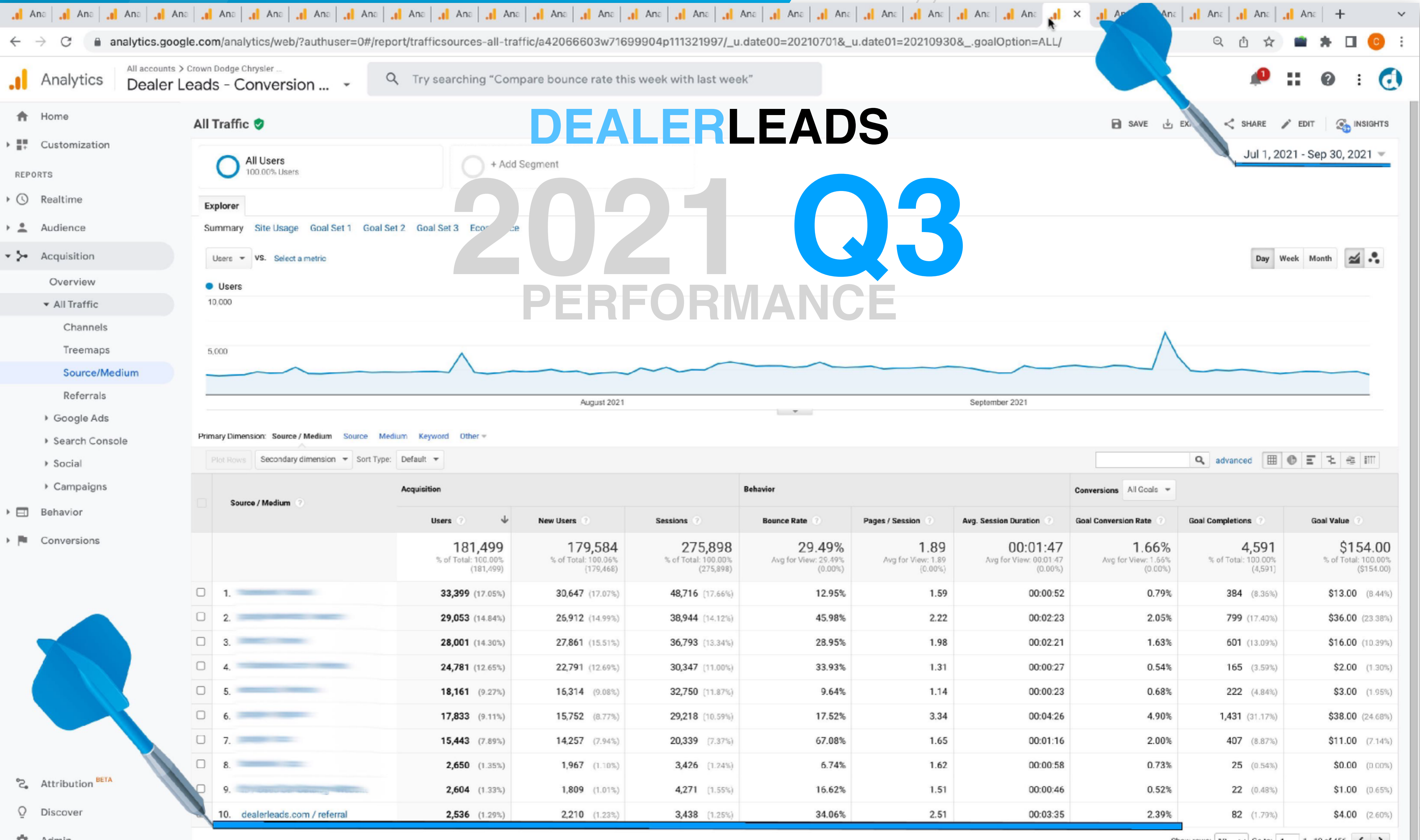


| Source / Medium | Acquisition | | | Behavior | | | Conversions | | |
|-------------------------------|---|---|---|---|---|---|---|---|---|
| | Users | New Users | Sessions | Bounce Rate | Pages / Session | Avg. Session Duration | Goal Conversion Rate | Goal Completions | Goal Value |
| | 148,012 <small>% of Total: 100.00% (148,012)</small> | 143,154 <small>% of Total: 100.09% (143,032)</small> | 238,512 <small>% of Total: 100.00% (238,512)</small> | 9.80% <small>Avg for View: 9.80% (0.00%)</small> | 3.41 <small>Avg for View: 3.41 (0.00%)</small> | 00:02:12 <small>Avg for View: 00:02:12 (0.00%)</small> | 1.54% <small>Avg for View: 1.54% (0.00%)</small> | 3,672 <small>% of Total: 100.00% (3,572)</small> | \$176.00 <small>% of Total: 100.00% (176.00)</small> |
| 1. [blurred] | 35,463 (22.09%) | 31,121 (21.74%) | 53,662 (22.50%) | 8.37% | 2.07 | 00:00:50 | 0.66% | 354 (9.54%) | \$6.00 (3.41%) |
| 2. [blurred] | 25,512 (15.89%) | 23,226 (16.22%) | 35,578 (14.96%) | 8.00% | 4.17 | 00:02:37 | 1.96% | 701 (19.09%) | \$49.00 (27.84%) |
| 3. [blurred] | 23,449 (14.61%) | 23,363 (16.32%) | 33,363 (13.99%) | 14.97% | 3.53 | 00:02:35 | 1.38% | 459 (12.50%) | \$15.00 (8.52%) |
| 4. [blurred] | 18,480 (11.51%) | 16,131 (11.27%) | 32,617 (13.68%) | 3.79% | 6.38 | 00:04:55 | 3.23% | 1,054 (28.70%) | \$59.00 (33.52%) |
| 5. [blurred] | 11,834 (7.37%) | 10,730 (7.50%) | 15,562 (6.52%) | 15.87% | 3.12 | 00:01:36 | 1.94% | 302 (8.22%) | \$9.00 (5.11%) |
| 6. [blurred] | 11,477 (7.15%) | 9,545 (6.67%) | 14,457 (6.06%) | 12.96% | 2.06 | 00:00:40 | 0.55% | 79 (2.15%) | \$1.00 (0.57%) |
| 7. [blurred] | 10,713 (6.67%) | 9,291 (6.49%) | 19,802 (8.30%) | 7.56% | 1.35 | 00:00:23 | 0.57% | 112 (3.05%) | \$2.00 (1.14%) |
| 8. [blurred] | 2,795 (1.74%) | 1,942 (1.36%) | 4,387 (1.84%) | 10.87% | 1.70 | 00:00:46 | 0.48% | 21 (0.57%) | \$0.00 (0.00%) |
| 9. dealerleads.com / referral | 2,504 (1.56%) | 2,105 (1.47%) | 3,355 (1.41%) | 8.94% | 5.23 | 00:03:53 | 2.92% | 98 (2.67%) | \$9.00 (5.11%) |
| 10. [blurred] | 2,471 (1.54%) | 1,861 (1.30%) | 3,328 (1.40%) | 14.36% | 1.89 | 00:00:46 | 0.60% | 20 (0.54%) | \$0.00 (0.00%) |



DEALERLEADS

2021 Q3 PERFORMANCE



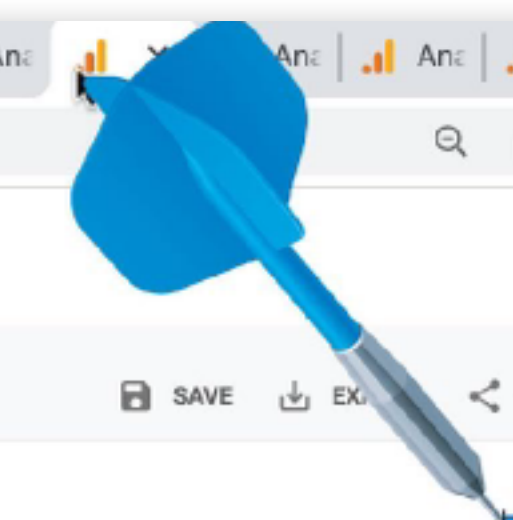
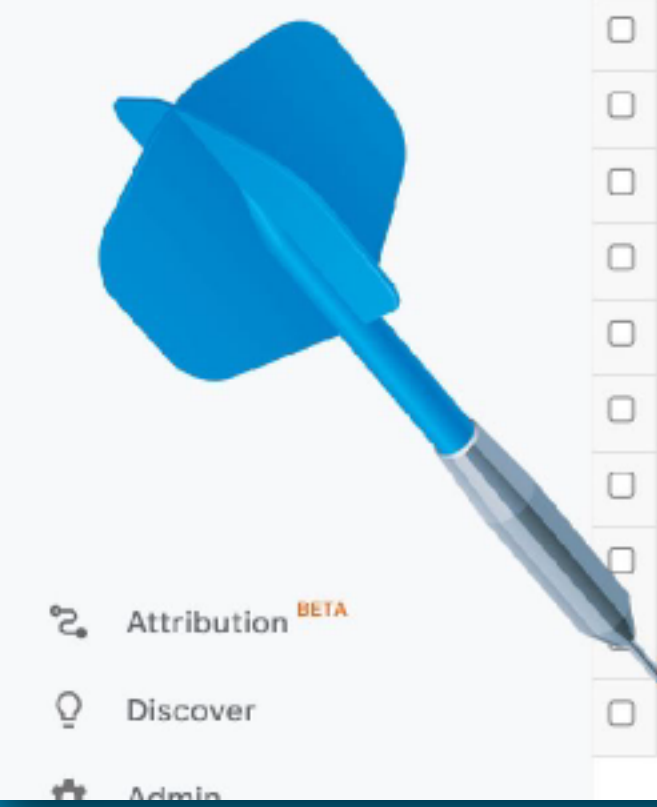
DEALERLEADS

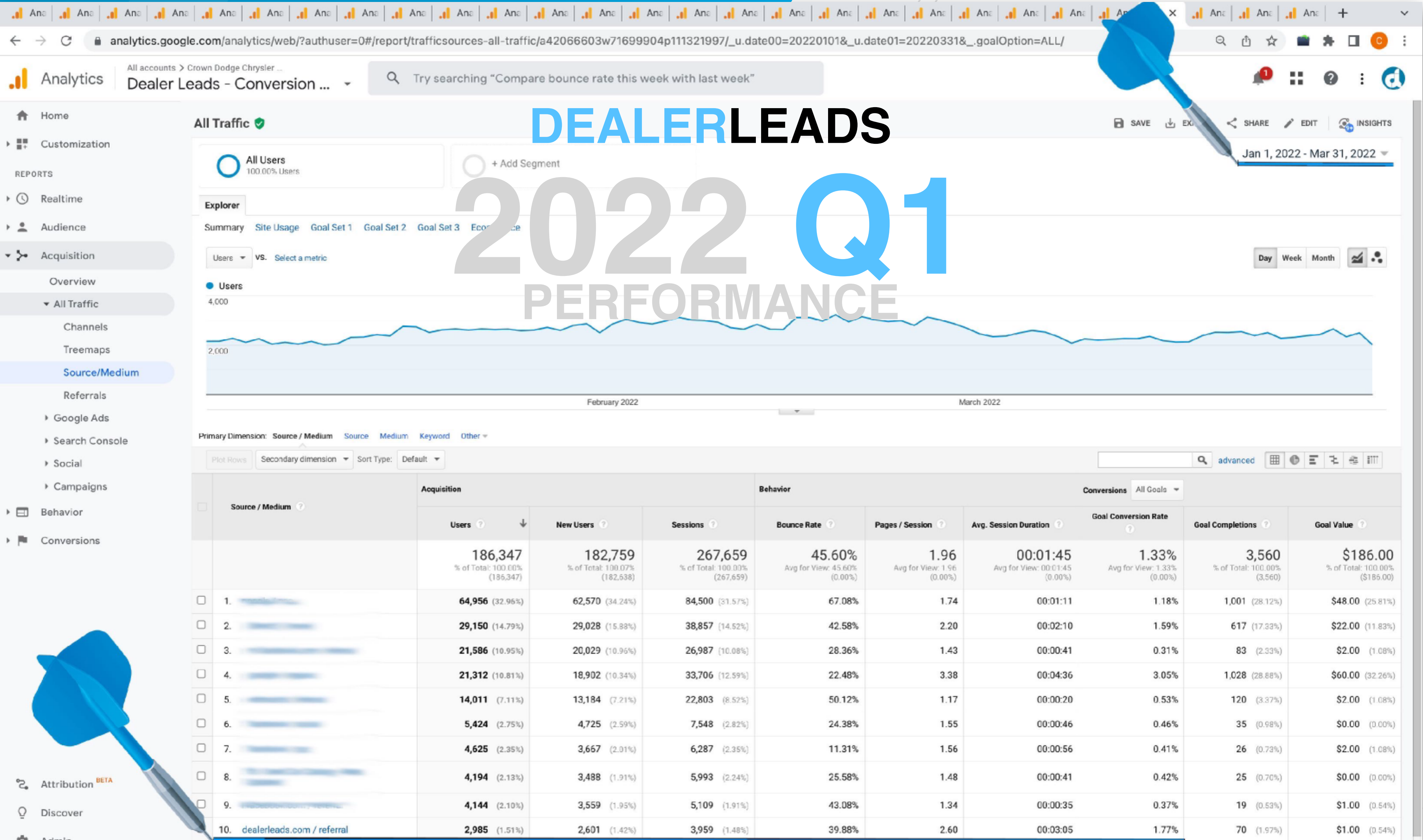
2021 Q4 PERFORMANCE



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 |
| All Users | 151,660 % of Total: 100.00% (151,660) | 147,086 % of Total: 100.06% (147,005) | 224,597 % of Total: 100.00% (224,597) | 36.20% Avg for View: 36.20% (0.00%) | 1.97 Avg for View: 1.97 (0.00%) | 00:01:52 Avg for View: 00:01:52 (0.00%) | 1.45% Avg for View: 1.45% (0.00%) | 3,263 % of Total: 100.00% (3,263) | \$111.00 % of Total: 100.00% (111.00) |
| 1. [blurred] | 35,853 (22.17%) | 34,348 (23.35%) | 46,588 (20.74%) | 65.46% | 1.74 | 00:01:14 | 1.55% | 724 (22.19%) | \$19.00 (17.12%) |
| 2. [blurred] | 27,239 (16.84%) | 26,801 (18.22%) | 35,167 (15.66%) | 43.31% | 2.08 | 00:02:14 | 1.49% | 525 (16.09%) | \$12.00 (10.81%) |
| 3. [blurred] | 15,265 (9.44%) | 13,440 (9.14%) | 25,376 (11.30%) | 16.33% | 3.54 | 00:04:41 | 3.51% | 891 (27.31%) | \$35.00 (31.53%) |
| 4. [blurred] | 14,238 (8.80%) | 12,921 (8.78%) | 18,684 (8.32%) | 28.36% | 1.49 | 00:00:42 | 0.41% | 77 (2.36%) | \$0.00 (0.00%) |
| 5. [blurred] | 13,665 (8.45%) | 11,652 (7.92%) | 19,317 (8.60%) | 11.91% | 1.57 | 00:00:53 | 0.86% | 167 (5.12%) | \$2.00 (1.80%) |
| 6. [blurred] | 12,054 (7.45%) | 10,731 (7.30%) | 21,312 (9.49%) | 9.07% | 1.18 | 00:00:24 | 0.59% | 125 (3.83%) | \$0.00 (0.00%) |
| 7. [blurred] | 9,609 (5.94%) | 8,870 (6.03%) | 12,463 (5.55%) | 49.70% | 2.18 | 00:02:06 | 1.63% | 203 (6.22%) | \$9.00 (8.11%) |
| 8. [blurred] | 5,491 (3.39%) | 4,375 (2.97%) | 8,348 (3.72%) | 8.74% | 1.61 | 00:01:09 | 0.52% | 43 (1.32%) | \$1.00 (0.90%) |
| 9. dealerleads.com / referral | 2,808 (1.74%) | 2,423 (1.65%) | 3,835 (1.71%) | 34.16% | 2.66 | 00:03:33 | 2.14% | 82 (2.51%) | \$2.00 (1.80%) |
| 10. [blurred] | 2,234 (1.38%) | 2,234 (1.52%) | 2,273 (1.01%) | 35.42% | 2.56 | 00:04:15 | 0.04% | 1 (0.03%) | \$0.00 (0.00%) |



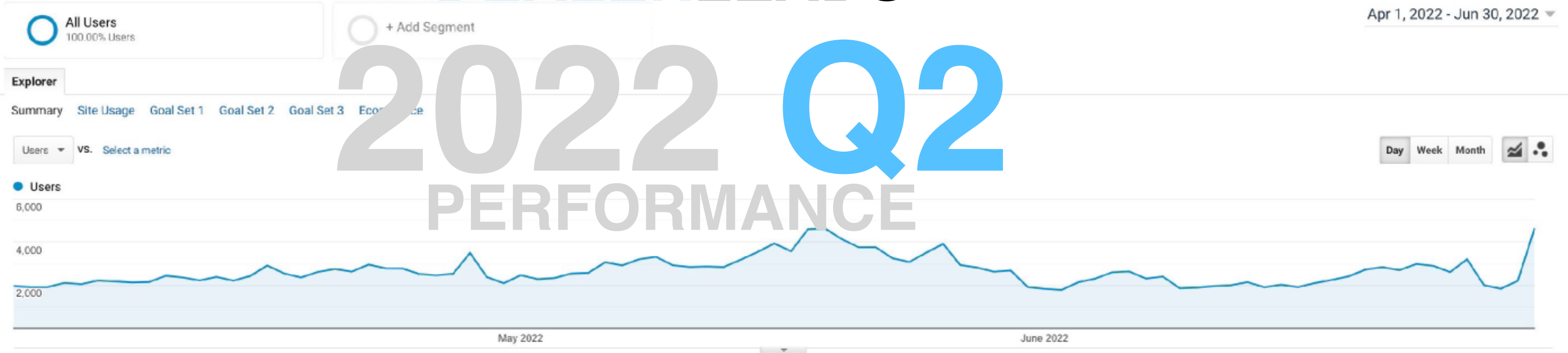


- Home
- Customization
- REPORTS
- Realtime
- Audience
- Acquisition
 - Overview
 - All Traffic
 - Channels
 - Treemaps
 - Source/Medium
 - Referrals
- Google Ads
- Search Console
- Social
- Campaigns
- Behavior
- Conversions
- Attribution BETA
- Discover
- Admin

All Traffic

DEALERLEADS

2022 Q2 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 | |
| | 197,092 <small>% of Total: 100.00% (197,092)</small> | 193,561 <small>% of Total: 100.06% (193,439)</small> | 286,341 <small>% of Total: 100.00% (286,341)</small> | 44.25% <small>Avg for View: 44.25% (0.00%)</small> | 2.00 <small>Avg for View: 2.00 (0.00%)</small> | 00:01:52 <small>Avg for View: 00:01:52 (0.00%)</small> | 1.27% <small>Avg for View: 1.27% (0.00%)</small> | 3,625 <small>% of Total: 100.00% (3,625)</small> | \$136.00 <small>% of Total: 100.00% (\$136.00)</small> | |
| 1. [blurred] | 56,623 (27.40%) | 54,318 (28.06%) | 74,217 (25.92%) | 59.29% | 1.76 | 00:01:14 | 1.47% | 1,090 (30.07%) | \$34.00 (25.00%) | |
| 2. [blurred] | 32,908 (15.92%) | 30,943 (15.99%) | 50,525 (17.65%) | 29.47% | 3.14 | 00:04:23 | 2.11% | 1,065 (29.38%) | \$50.00 (36.76%) | |
| 3. [blurred] | 28,039 (13.57%) | 27,824 (14.37%) | 37,538 (13.11%) | 46.13% | 2.10 | 00:02:11 | 1.59% | 598 (16.50%) | \$11.00 (8.09%) | |
| 4. [blurred] | 21,262 (10.29%) | 19,919 (10.29%) | 36,973 (12.91%) | 39.83% | 1.18 | 00:00:19 | 0.37% | 138 (3.81%) | \$4.00 (2.94%) | |
| 5. [blurred] | 15,429 (7.47%) | 14,211 (7.34%) | 19,250 (6.72%) | 30.97% | 1.48 | 00:00:38 | 0.41% | 79 (2.18%) | \$1.00 (0.74%) | |
| 6. [blurred] | 10,572 (5.12%) | 9,761 (5.04%) | 14,617 (5.10%) | 60.36% | 1.91 | 00:00:51 | 0.36% | 52 (1.43%) | \$0.00 (0.00%) | |
| 7. [blurred] | 5,400 (2.61%) | 4,726 (2.44%) | 7,235 (2.53%) | 32.34% | 1.57 | 00:00:41 | 0.69% | 50 (1.38%) | \$1.00 (0.74%) | |
| 8. [blurred] | 4,275 (2.07%) | 3,601 (1.86%) | 5,205 (1.82%) | 48.72% | 1.44 | 00:00:37 | 0.48% | 25 (0.69%) | \$0.00 (0.00%) | |
| 9. [blurred] | 3,465 (1.68%) | 2,758 (1.42%) | 4,454 (1.56%) | 18.61% | 1.55 | 00:00:52 | 0.61% | 27 (0.74%) | \$0.00 (0.00%) | |
| 10. [blurred] | 3,194 (1.55%) | 3,004 (1.55%) | 3,502 (1.22%) | 91.86% | 1.07 | 00:00:11 | 0.26% | 9 (0.25%) | \$0.00 (0.00%) | |

DEALERLEADS

2022 Q3 PERFORMANCE

Jul 1, 2022 - Sep 30, 2022

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



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 |
| | 161,934 <small>% of Total: 100.00% (161,934)</small> | 159,164 <small>% of Total: 100.07% (159,050)</small> | 245,323 <small>% of Total: 100.00% (245,323)</small> | 37.71% <small>Avg for View: 37.71% (0.00%)</small> | 2.00 <small>Avg for View: 2.00 (0.00%)</small> | 00:01:54 <small>Avg for View: 00:01:54 (0.00%)</small> | 1.40% <small>Avg for View: 1.40% (0.00%)</small> | 3,429 <small>% of Total: 100.00% (3,429)</small> | \$76.00 <small>% of Total: 100.00% (\$76.00)</small> |
| 1. [blurred] | 41,828 (24.19%) | 39,531 (24.84%) | 57,620 (23.49%) | 41.18% | 1.90 | 00:01:36 | 2.21% | 1,271 (37.07%) | \$13.00 (17.11%) |
| 2. [blurred] | 25,804 (14.92%) | 23,936 (15.04%) | 43,968 (17.92%) | 34.02% | 1.17 | 00:00:19 | 0.44% | 193 (5.63%) | \$3.00 (3.95%) |
| 3. [blurred] | 23,680 (13.69%) | 21,799 (13.70%) | 37,049 (15.10%) | 24.07% | 3.39 | 00:04:45 | 2.50% | 926 (27.00%) | \$26.00 (34.21%) |
| 4. [blurred] | 20,691 (11.96%) | 20,604 (12.95%) | 28,583 (11.65%) | 48.23% | 2.15 | 00:02:19 | 1.65% | 473 (13.79%) | \$8.00 (10.53%) |
| 5. [blurred] | 9,814 (5.68%) | 8,443 (5.30%) | 11,549 (4.71%) | 48.77% | 1.42 | 00:00:29 | 0.16% | 19 (0.55%) | \$0.00 (0.00%) |
| 6. [blurred] | 9,215 (5.33%) | 8,394 (5.27%) | 12,382 (5.05%) | 49.73% | 1.92 | 00:00:52 | 0.42% | 52 (1.52%) | \$0.00 (0.00%) |
| 7. [blurred] | 8,352 (4.83%) | 6,681 (4.20%) | 10,961 (4.47%) | 17.96% | 1.55 | 00:00:47 | 0.43% | 47 (1.37%) | \$3.00 (3.95%) |
| 8. [blurred] | 5,098 (2.95%) | 4,072 (2.56%) | 7,721 (3.15%) | 25.31% | 1.59 | 00:00:45 | 0.52% | 40 (1.17%) | \$1.00 (1.32%) |
| 9. [blurred] | 4,501 (2.60%) | 4,492 (2.82%) | 4,665 (1.90%) | 43.28% | 1.99 | 00:01:48 | 0.02% | 1 (0.03%) | \$0.00 (0.00%) |
| 10. [blurred] | 3,857 (2.23%) | 3,251 (2.04%) | 4,577 (1.87%) | 55.67% | 1.50 | 00:00:58 | 0.37% | 17 (0.50%) | \$0.00 (0.00%) |

DEALERLEADS

2022 Q4 PERFORMANCE

All Traffic

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



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 |
| | 162,646 <small>% of Total: 100.00% (162,646)</small> | 160,251 <small>% of Total: 100.04% (160,184)</small> | 235,798 <small>% of Total: 100.00% (235,798)</small> | 49.41% <small>Avg for View: 49.41% (0.00%)</small> | 1.83 <small>Avg for View: 1.83 (0.00%)</small> | 00:01:38 <small>Avg for View: 00:01:38 (0.00%)</small> | 1.39% <small>Avg for View: 1.39% (0.00%)</small> | 3,275 <small>% of Total: 100.00% (3,275)</small> | \$9.00 <small>% of Total: 100.00% (9.00)</small> |
| 1. [blurred] | 44,005 (25.40%) | 42,286 (26.39%) | 60,315 (25.58%) | 53.82% | 1.92 | 00:01:38 | 2.23% | 1,346 (41.10%) | \$5.00 (55.56%) |
| 2. [blurred] | 24,592 (14.20%) | 24,312 (15.17%) | 30,808 (13.07%) | 54.43% | 1.91 | 00:01:57 | 1.46% | 451 (13.77%) | \$0.00 (0.00%) |
| 3. [blurred] | 16,945 (9.78%) | 15,661 (9.77%) | 29,076 (12.33%) | 46.12% | 1.12 | 00:00:18 | 0.46% | 133 (4.06%) | \$0.00 (0.00%) |
| 4. [blurred] | 12,576 (7.26%) | 11,086 (6.92%) | 20,440 (8.67%) | 19.85% | 3.40 | 00:04:54 | 3.28% | 671 (20.49%) | \$2.00 (22.22%) |
| 5. [blurred] | 9,518 (5.49%) | 8,152 (5.09%) | 11,423 (4.84%) | 65.99% | 1.33 | 00:00:23 | 0.43% | 49 (1.50%) | \$0.00 (0.00%) |
| 6. [blurred] | 9,511 (5.49%) | 8,440 (5.27%) | 12,580 (5.34%) | 52.94% | 1.67 | 00:00:45 | 0.63% | 79 (2.41%) | \$0.00 (0.00%) |
| 7. [blurred] | 8,252 (4.76%) | 8,256 (5.15%) | 8,789 (3.73%) | 62.34% | 1.52 | 00:01:02 | 0.05% | 4 (0.12%) | \$0.00 (0.00%) |
| 8. [blurred] | 7,354 (4.25%) | 5,765 (3.60%) | 10,857 (4.60%) | 33.46% | 1.59 | 00:00:59 | 0.53% | 58 (1.77%) | \$0.00 (0.00%) |
| 9. [blurred] | 6,932 (4.00%) | 6,895 (4.30%) | 7,086 (3.01%) | 95.58% | 1.04 | 00:00:03 | 0.06% | 4 (0.12%) | \$0.00 (0.00%) |
| 10. [blurred] | 5,485 (3.17%) | 4,187 (2.61%) | 8,526 (3.62%) | 31.95% | 1.58 | 00:00:49 | 0.42% | 36 (1.10%) | \$0.00 (0.00%) |

Analytics | Dealer Leads - Conversion ... | Try searching "Pageviews in last 30 days"

DEALERLEADS

2023 Q1

PERFORMANCE

Jan 1, 2023 - Mar 31, 2023

Users

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 |
| | 207,110 <small>% of Total: 100.00% (207,110)</small> | 202,301 <small>% of Total: 100.05% (202,201)</small> | 294,427 <small>% of Total: 100.00% (294,427)</small> | 48.57% <small>Avg for View: 48.57% (0.00%)</small> | 1.84 <small>Avg for View: 1.84 (0.30%)</small> | 00:01:47 <small>Avg for View: 00:01:47 (0.03%)</small> | 1.96% <small>Avg for View: 1.96% (0.00%)</small> | 5,778 <small>% of Total: 100.00% (3,778)</small> | \$8.00 <small>% of Total: 100.00% (38.00)</small> |
| 1. [blurred] | 47,315 (21.53%) | 44,923 (22.21%) | 63,115 (21.44%) | 57.17% | 1.91 | 00:01:39 | 2.79% | 1,763 (30.51%) | \$1.00 (12.50%) |
| 2. [blurred] | 26,268 (12.17%) | 26,356 (13.33%) | 34,056 (11.57%) | 48.47% | 2.09 | 00:02:28 | 2.68% | 912 (15.78%) | \$3.00 (37.50%) |
| 3. [blurred] | 23,882 (11.07%) | 21,940 (10.35%) | 34,856 (11.84%) | 41.65% | 1.43 | 00:00:51 | 0.80% | 278 (4.81%) | \$0.00 (0.00%) |
| 4. [blurred] | 18,280 (8.47%) | 17,678 (8.74%) | 25,607 (8.70%) | 37.42% | 1.74 | 00:01:11 | 0.75% | 193 (3.34%) | \$0.00 (0.00%) |
| 5. [blurred] | 15,353 (7.11%) | 15,254 (7.54%) | 15,805 (5.37%) | 59.49% | 1.46 | 00:01:03 | 0.11% | 18 (0.31%) | \$0.00 (0.00%) |
| 6. [blurred] | 14,372 (6.66%) | 12,942 (6.40%) | 26,070 (8.84%) | 54.14% | 1.13 | 00:00:19 | 0.99% | 258 (4.47%) | \$0.00 (0.00%) |
| 7. [blurred] | 14,249 (6.60%) | 12,313 (6.09%) | 24,304 (8.25%) | 19.42% | 3.62 | 00:05:51 | 4.92% | 1,195 (20.68%) | \$2.00 (25.00%) |
| 8. [blurred] | 11,323 (5.25%) | 10,639 (5.26%) | 15,371 (5.22%) | 49.35% | 1.31 | 00:01:06 | 1.17% | 180 (3.12%) | \$0.00 (0.00%) |
| 9. [blurred] | 9,342 (4.33%) | 8,574 (4.24%) | 10,964 (3.72%) | 70.63% | 1.28 | 00:00:28 | 1.22% | 134 (2.32%) | \$0.00 (0.00%) |
| 10. dealerleads.com / referral | 6,676 (3.09%) | 6,178 (3.35%) | 8,027 (2.73%) | 56.01% | 2.11 | 00:02:13 | 2.33% | 187 (3.24%) | \$2.00 (25.00%) |

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.

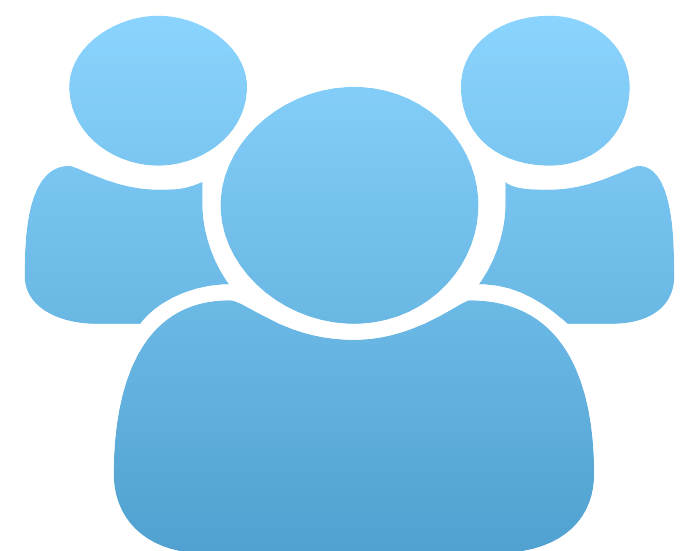
2023

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?



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