



A family owned and operated company.

(800) 369-3003

dealerleads.com

7 YEAR PLUS

PARTNER CASE STUDY #134

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ROSEVILLE TOYOTA

OUR SIX FOCAL POINTS

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

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

2 **Bounce Rate Comparison**
The comparative traffic quality in relationship to the other top media providers per dealers google analytics report average.

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

3 **Page View / SRP View / VDP Views**
The average number of pages a customer viewed while navigating the different areas of your dealerships website.

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

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

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

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

THE MATH

Introducing
DealerLeads.com

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

DEALERLEADS

2016-2022 PERFORMANCE

All Traffic

All Users
100.00% Sessions

Explorer

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

Sessions vs. Select a metric

Sessions

4,030



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	4,435,857 % of Total: 100.00% (4,435,857)	58.14% Avg for View: 58.11% (0.06%)	2,579,086 % of Total: 100.06% (2,577,492)	34.02% Avg for View: 34.02% (0.00%)	3.47 Avg for View: 3.47 (0.00%)	00:03:05 Avg for View: 00:03:05 (0.00%)	2.29% Avg for View: 2.29% (0.00%)	101,733 % of Total: 100.00% (101,733)	\$10,640.00 % of Total: 100.00% (\$10,640.00)
1. [blurred]	1,320,491 (29.77%)	54.89%	724,783 (28.10%)	21.57%	4.39	00:04:13	3.20%	42,232 (41.51%)	\$4,897.00 (46.02%)
2. [blurred]	898,991 (20.27%)	63.55%	571,338 (22.15%)	32.25%	3.75	00:02:57	2.09%	18,793 (18.47%)	\$2,065.00 (19.41%)
3. [blurred]	726,378 (16.38%)	62.85%	456,541 (17.70%)	48.19%	2.77	00:02:44	2.11%	15,357 (15.10%)	\$1,319.00 (12.40%)
4. [blurred]	230,574 (5.20%)	70.1%	161,790 (6.27%)	37.82%	2.67	00:02:16	2.13%	4,920 (4.84%)	\$332.00 (3.12%)
5. [blurred]	159,789 (3.60%)	0.55%	885 (0.03%)	22.59%	3.72	00:03:07	0.85%	1,364 (1.34%)	\$19.00 (0.18%)
6. dealerleads.com / referral	101,526 (2.29%)	63.61%	64,579 (2.50%)	26.30%	4.23	00:03:37	3.13%	3,173 (3.12%)	\$263.00 (2.47%)
7. [blurred]	101,294 (2.28%)	52.72%	53,402 (2.07%)	20.79%	1.71	00:01:31	0.64%	653 (0.64%)	\$29.00 (0.27%)
8. [blurred]	80,833 (1.82%)	78.88%	63,751 (2.47%)	69.53%	1.47	00:00:17	0.15%	120 (0.12%)	\$0.00 (0.00%)
9. [blurred]	58,424 (1.32%)	56.61%	33,073 (1.28%)	17.15%	5.03	00:04:41	2.49%	1,453 (1.43%)	\$295.00 (2.77%)
10. [blurred]	50,538 (1.14%)	96.64%	46,842 (1.89%)	82.60%	1.46	00:00:09	0.05%	25 (0.02%)	\$2.00 (0.02%)

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.

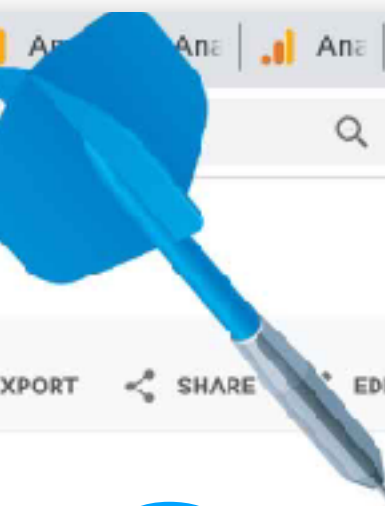
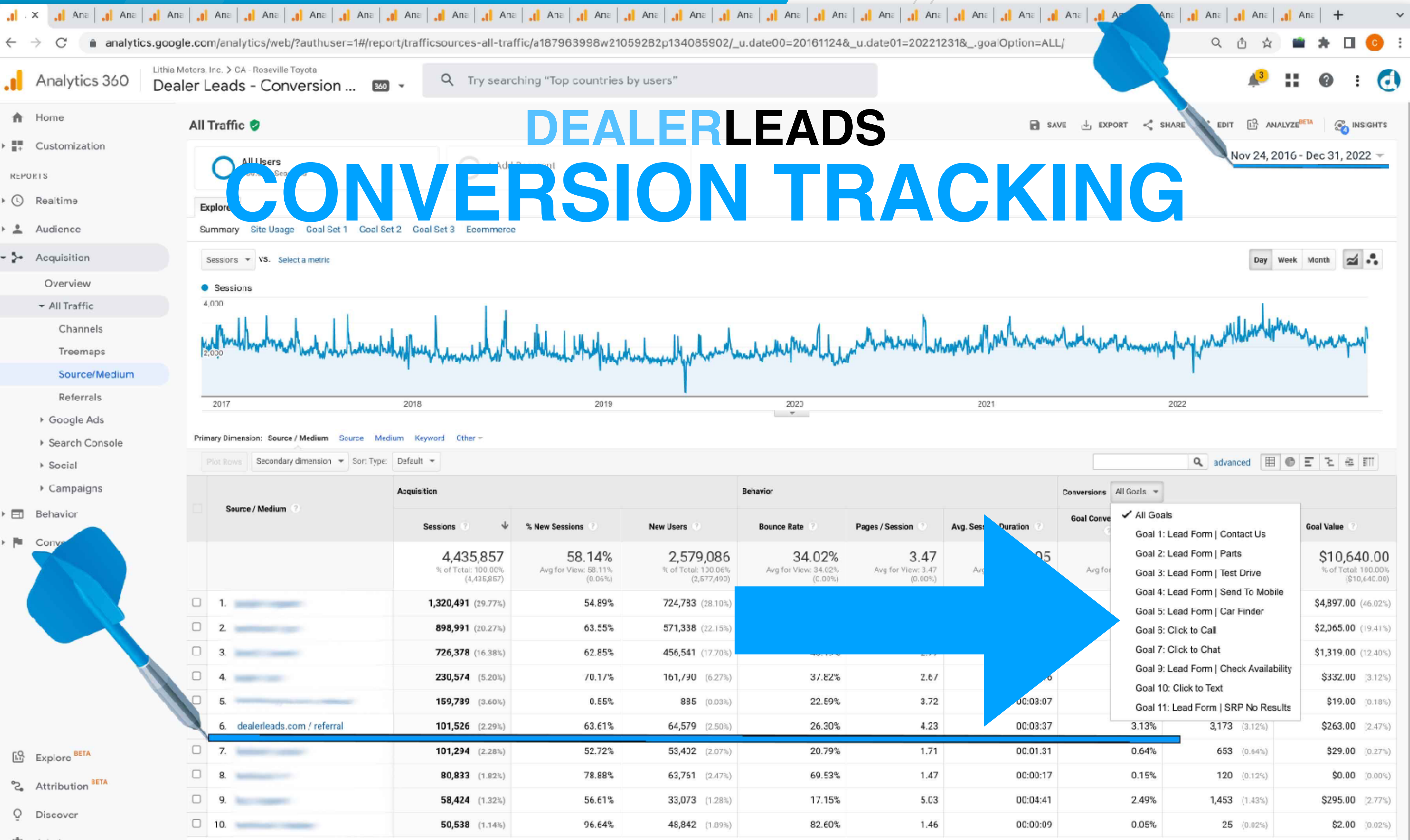
The Google Analytics dashboard allows an in-depth comparison of several traffic sources simultaneously, based entirely on the math in an unbiased reporting platform. In this case study, we are looking at hard goal conversions and hard goal completion conversion rates.

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: Lead Form | Contact Us
- Goal 2: Lead Form | Parts
- Goal 3: Lead Form | Test Drive
- Goal 4: Lead Form | Send To Mobile
- Goal 5: Lead Form | Car Finder
- Goal 6: Click to Call
- Goal 7: Click to Chat
- Goal 8: Lead Form | Check Availability
- Goal 10: Click to Text
- Goal 11: Lead Form | SRP No Results

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

All Traffic SAVE EXPORT SHARE EDIT ANALYZE INSIGHTS

ALL > SOURCE / MEDIUM / DEPARTMENT / REFERRAL / ... Nov 24, 2016 - Dec 31, 2022

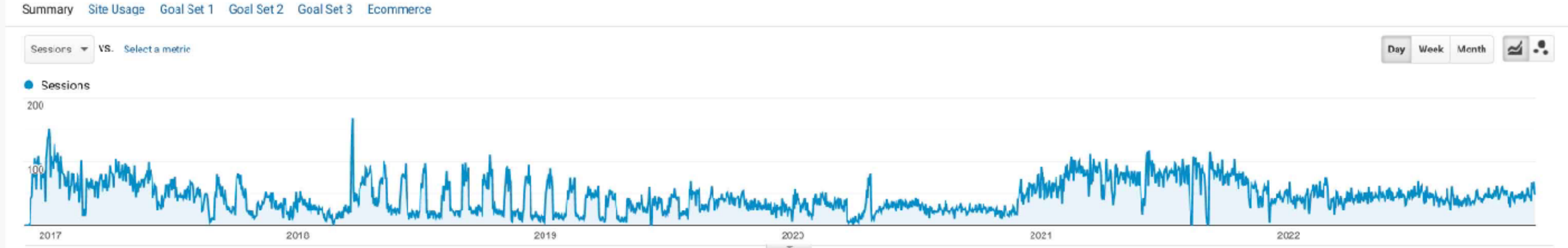
All Users 2.29% Sessions ADD SEGMENT

Explorer

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

Sessions VS. Select a metric

Day Week Month



Primary Dimension: Source / Medium Other

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	101,526 <small>% of Total: 2.29% (4,435,857)</small>	63.61% <small>Avg for View: 58.11% (9.47%)</small>	64,579 <small>% of Total: 2.51% (2,577,490)</small>	26.30% <small>Avg for View: 34.02% (-22.69%)</small>	4.23 <small>Avg for View: 3.47 (21.38%)</small>	00:03:37 <small>Avg for View: 00:03:05 (16.63%)</small>	3.13% <small>Avg for View: 2.29% (36.27%)</small>	3,173 <small>% of Total: 3.12% (101,733)</small>	\$263.00 <small>% of Total: 2.47% (\$10,640.00)</small>
1. dealerleads.com / referral	101,526 (100.00%)	63.61%	64,579 (100.00%)	26.30%	4.23	00:03:37	3.13%	3,173 (100.00%)	\$263.00 (100.00%)

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

This report was generated on 2/24/23 at 2:01:30 PM - Refresh Report

- Explore BETA
- Attribution BETA
- Discover
- Admin

DEALERLEADS

TRAFFIC CITY LOCALE

and the relationship to the dealer's location

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



Source / Medium	City	Acquisition			Behavior			Conversions		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		54,330 % of Total: 1.22% (4,135,657)	70.97% Avg for View: 58.11% (22.14%)	38,702 % of Total: 1.50% (2,577,190)	28.45% Avg for View: 34.00% (-16.35%)	3.43 Avg for View: 3.47 (-1.09%)	00:03:01 Avg for View: 00:03:05 (-2.07%)	2.21% Avg for View: 2.29% (-3.67%)	1,224 % of Total: 1.20% (101,733)	\$177.19 % of Total: 1.67% (\$10,640.00)
1. dealerleads.com / referral	Sacramento	8,300 (15.28%)	69.35%	5,756 (14.87%)	38.18%	3.04	00:02:23	2.01%	167 (13.64%)	\$27.84 (15.71%)
2. dealerleads.com / referral	San Francisco	3,341 (6.15%)	69.86%	2,334 (6.03%)	30.47%	2.89	00:03:04	3.11%	104 (8.50%)	\$10.12 (5.71%)
3. dealerleads.com / referral	Roseville	2,767 (5.09%)	61.47%	1,701 (4.40%)	25.88%	3.81	00:04:07	2.28%	63 (5.15%)	\$5.06 (2.86%)
4. dealerleads.com / referral	(no: set)	1,544 (2.84%)	65.93%	1,018 (2.63%)	24.94%	3.22	00:02:20	1.81%	28 (2.29%)	\$5.06 (2.86%)
5. dealerleads.com / referral	San Jose	1,514 (2.79%)	55.81%	845 (2.18%)	17.57%	3.33	00:03:16	1.98%	30 (2.48%)	\$0.00 (0.00%)
6. dealerleads.com / referral	Stockton	1,511 (2.78%)	83.45%	1,261 (3.26%)	38.39%	2.81	00:01:50	2.18%	33 (2.70%)	\$2.53 (1.43%)
7. dealerleads.com / referral	Elk Grove	1,367 (2.52%)	63.86%	873 (2.26%)	29.04%	3.68	00:02:30	1.10%	15 (1.23%)	\$2.53 (1.43%)
8. dealerleads.com / referral	Los Angeles	1,177 (2.17%)	57.01%	671 (1.73%)	17.67%	2.64	00:02:47	2.97%	35 (2.86%)	\$10.12 (5.71%)
9. dealerleads.com / referral	Reno	1,061 (1.95%)	73.52%	780 (2.02%)	10.74%	3.87	00:03:52	3.11%	33 (2.70%)	\$5.06 (2.86%)
10. dealerleads.com / referral	Rocklin	891 (1.64%)	63.08%	562 (1.45%)	15.38%	4.73	00:07:17	3.14%	28 (2.29%)	\$7.59 (4.29%)

LET'S GO

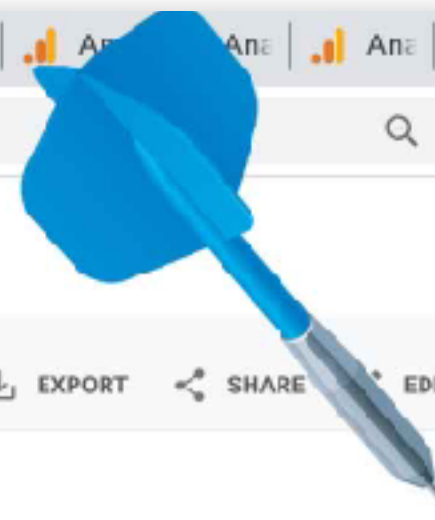
Quarter by Quarter

- 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

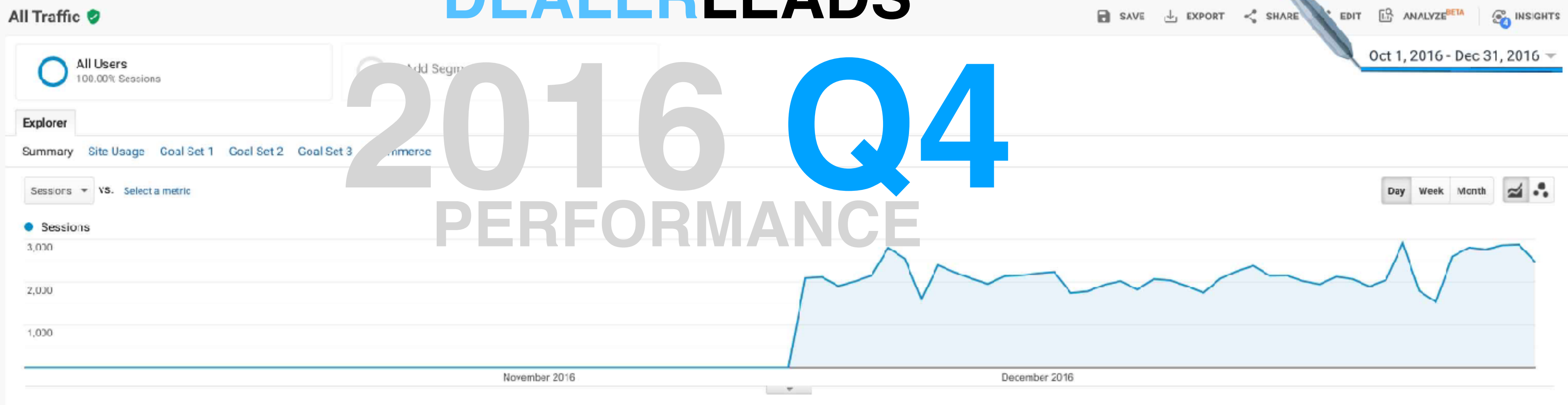


DEALERLEADS

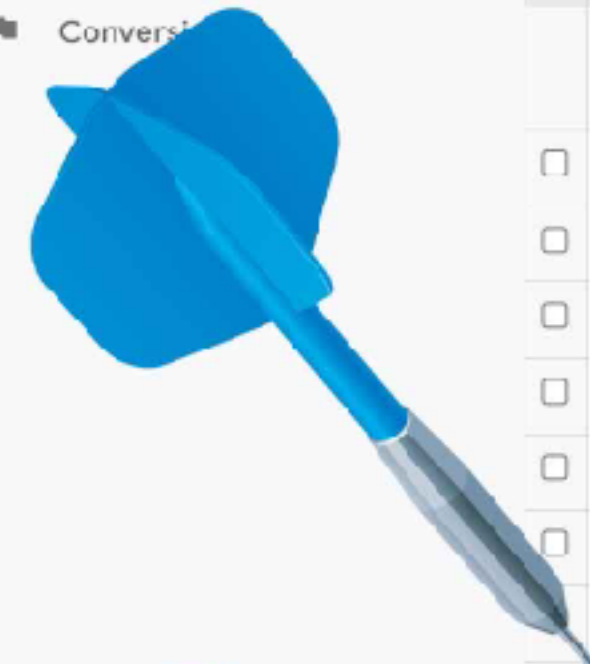
2016 Q4 PERFORMANCE



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



Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	97,577 <small>% of Total: 100.00% (97,577)</small>	49.30% <small>Avg for View: 49.25% (0.10%)</small>	48,107 <small>% of Total: 100.10% (48,061)</small>	51.26% <small>Avg for View: 51.26% (0.00%)</small>	3.20 <small>Avg for View: 3.20 (0.00%)</small>	00:02:48 <small>Avg for View: 00:02:48 (0.00%)</small>	1.17% <small>Avg for View: 1.17% (3.00%)</small>	1,146 <small>% of Total: 100.00% (1,146)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	26,623 (27.28%)	48.06%	12,795 (26.50%)	30.38%	4.63	00:04:28	2.13%	568 (49.56%)	\$0.00 (0.00%)
2. [blurred]	16,888 (17.31%)	61.97%	10,465 (21.75%)	42.46%	3.72	00:03:07	0.72%	122 (10.65%)	\$0.00 (0.00%)
3. [blurred]	14,407 (14.76%)	55.54%	8,002 (16.53%)	57.64%	2.89	00:02:54	1.15%	166 (14.49%)	\$0.00 (0.00%)
4. [blurred]	10,914 (11.19%)	0.56%	72 (0.15%)	80.51%	1.29	00:03:36	0.05%	5 (0.44%)	\$0.00 (0.00%)
5. [blurred]	9,068 (9.29%)	38.09%	3,454 (7.18%)	86.17%	1.32	00:01:05	0.40%	36 (3.14%)	\$0.00 (0.00%)
6. [blurred]	5,975 (6.12%)	67.35%	5,219 (10.35%)	89.05%	1.31	00:03:23	0.05%	3 (0.26%)	\$0.00 (0.00%)
7. dealerleads.com / referral	2,588 (2.65%)	57.81%	1,496 (3.11%)	21.72%	5.48	00:04:44	4.98%	129 (11.26%)	\$0.00 (0.00%)
8. [blurred]	1,646 (1.69%)	72.24%	1,189 (2.47%)	76.12%	1.97	00:01:01	0.73%	12 (1.05%)	\$0.00 (0.00%)
9. [blurred]	1,170 (1.20%)	57.52%	673 (1.40%)	21.20%	5.16	00:04:35	1.11%	13 (1.13%)	\$0.00 (0.00%)
10. [blurred]	1,125 (1.15%)	57.33%	645 (1.34%)	26.31%	4.59	00:03:54	2.93%	33 (2.88%)	\$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
- Explore BETA
- Attribution BETA
- Discover
- Admin

DEALERLEADS

2017 Q1 PERFORMANCE



Primary Dimension: Source / Medium

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	197,643	49.40%	97,645	50.06%	3.17	00:02:35	2.25%	4,456	\$0.00
1. [blurred]	50,690 (25.65%)	50.27%	25,480 (26.09%)	30.67%	4.37	00:04:12	4.45%	2,255 (50.61%)	\$0.00 (0.00%)
2. [blurred]	30,168 (15.26%)	51.57%	18,575 (19.02%)	42.32%	3.69	00:02:54	1.09%	329 (7.38%)	\$0.00 (0.00%)
3. [blurred]	28,392 (14.37%)	57.96%	16,457 (16.85%)	58.62%	2.74	00:02:28	2.34%	663 (14.88%)	\$0.00 (0.00%)
4. [blurred]	27,781 (14.06%)	0.62%	173 (0.18%)	43.47%	2.83	00:02:30	0.59%	164 (3.68%)	\$0.00 (0.00%)
5. [blurred]	18,182 (9.20%)	95.17%	15,485 (15.86%)	88.85%	1.22	00:00:16	0.10%	19 (0.43%)	\$0.00 (0.00%)
6. [blurred]	17,875 (9.04%)	42.93%	7,673 (7.86%)	84.85%	1.37	00:00:58	1.26%	225 (5.05%)	\$0.00 (0.00%)
7. dealerleads.com / referral	6,300 (3.19%)	54.81%	3,453 (3.54%)	21.03%	5.36	00:04:23	4.90%	309 (6.93%)	\$0.00 (0.00%)
8. [blurred]	3,820 (1.93%)	58.12%	2,602 (2.66%)	80.94%	1.62	00:00:44	0.94%	36 (0.81%)	\$0.00 (0.00%)
9. [blurred]	2,352 (1.19%)	58.55%	1,377 (1.41%)	20.92%	5.24	00:04:24	2.76%	65 (1.46%)	\$0.00 (0.00%)
10. [blurred]	2,307 (1.17%)	58.91%	1,359 (1.39%)	22.54%	4.69	00:03:45	6.03%	139 (3.12%)	\$0.00 (0.00%)

DEALERLEADS

2017 Q2

PERFORMANCE

All Traffic

All Users 100.00% Sessions + Add Segment

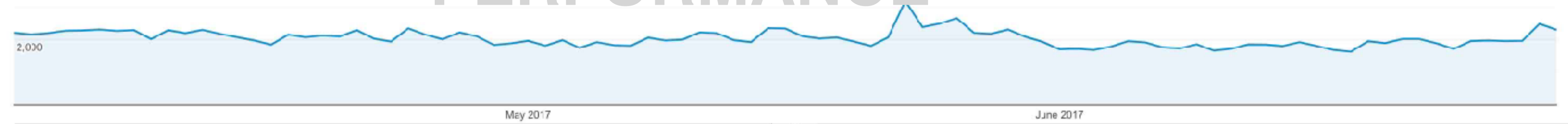
Explorer

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

Sessions vs. Select a metric

Sessions

4,000

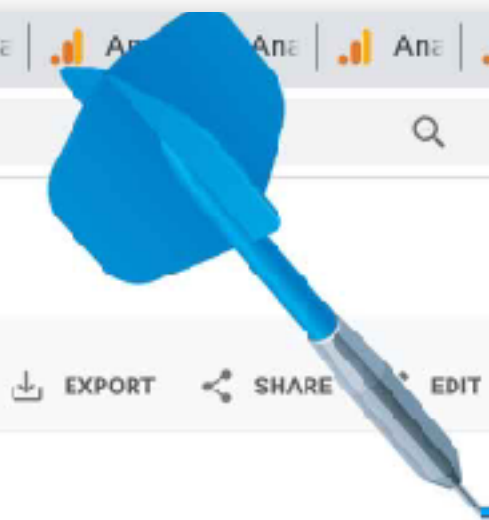


Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	184,890 % of Total: 100.00% (184,890)	49.73% Avg for View: 49.69% (0.07%)	91,944 % of Total: 100.07% (91,877)	44.34% Avg for View: 44.34% (0.00%)	3.29 Avg for View: 3.29 (0.00%)	00:02:36 Avg for View: 00:02:36 (0.00%)	2.60% Avg for View: 2.60% (0.00%)	4,816 % of Total: 100.00% (4,816)	\$0.00 % of Total: 0.00% (\$0.00)
1. [blurred]	45,363 (24.54%)	52.53%	23,830 (25.92%)	29.55%	4.23	00:03:36	5.30%	2,406 (49.95%)	\$0.00 (0.00%)
2. [blurred]	29,756 (16.05%)	0.45%	133 (0.14%)	11.96%	4.01	00:03:24	0.89%	264 (5.48%)	\$0.00 (0.00%)
3. [blurred]	28,437 (15.38%)	61.57%	17,509 (19.04%)	40.25%	3.74	00:02:51	1.28%	365 (7.58%)	\$0.00 (0.00%)
4. [blurred]	24,851 (13.44%)	60.75%	15,098 (16.42%)	52.92%	2.89	00:02:26	3.09%	769 (15.97%)	\$0.00 (0.00%)
5. [blurred]	17,458 (9.44%)	83.44%	14,567 (15.84%)	91.52%	1.15	00:00:10	0.07%	12 (0.25%)	\$0.00 (0.00%)
6. [blurred]	13,568 (7.34%)	44.73%	6,069 (6.60%)	85.75%	1.37	00:00:47	1.51%	205 (4.26%)	\$0.00 (0.00%)
7. dealerleads.com / referral	6,114 (3.31%)	49.71%	3,039 (3.31%)	22.41%	4.90	00:04:14	5.48%	335 (6.95%)	\$0.00 (0.00%)
8. [blurred]	3,910 (2.11%)	70.77%	2,767 (3.01%)	85.65%	1.31	00:00:29	1.38%	54 (1.12%)	\$0.00 (0.00%)
9. [blurred]	3,344 (1.81%)	69.80%	2,334 (2.54%)	84.87%	1.45	00:00:31	0.96%	32 (0.66%)	\$0.00 (0.00%)
10. [blurred]	2,304 (1.25%)	48.96%	1,128 (1.23%)	85.59%	1.19	00:00:48	1.13%	26 (0.54%)	\$0.00 (0.00%)

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DEALERLEADS

2017 Q3 PERFORMANCE

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



Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	172,146 <small>% of Total: 100.00% (172,146)</small>	49.50% <small>Avg for View: 45.45% (0.11%)</small>	85,218 <small>% of Total: 100.11% (85,123)</small>	37.61% <small>Avg for View: 37.61% (0.00%)</small>	3.67 <small>Avg for View: 3.67 (0.00%)</small>	00:02:54 <small>Avg for View: 00:02:54 (0.00%)</small>	2.76% <small>Avg for View: 2.76% (0.00%)</small>	4,756 <small>% of Total: 100.00% (4,756)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	47,501 (27.59%)	51.32%	24,377 (28.61%)	26.57%	4.46	00:03:47	5.04%	2,393 (50.32%)	\$0.00 (0.00%)
2. [blurred]	32,276 (18.75%)	52.41%	20,143 (23.64%)	40.90%	3.84	00:02:54	1.29%	416 (8.75%)	\$0.00 (0.00%)
3. [blurred]	30,103 (17.49%)	0.24%	72 (0.08%)	11.93%	4.05	00:03:19	0.88%	265 (5.57%)	\$0.00 (0.00%)
4. [blurred]	26,800 (15.57%)	54.82%	17,372 (20.39%)	49.65%	3.03	00:02:28	3.10%	832 (17.49%)	\$0.00 (0.00%)
5. [blurred]	8,130 (4.72%)	71.01%	5,773 (6.77%)	83.32%	1.41	00:00:33	1.53%	124 (2.61%)	\$0.00 (0.00%)
6. [blurred]	6,441 (3.74%)	84.33%	5,432 (6.37%)	88.54%	1.28	00:00:17	0.22%	14 (0.29%)	\$0.00 (0.00%)
7. dealerleads.com / referral	3,913 (2.27%)	51.78%	2,026 (2.38%)	21.57%	4.93	00:03:47	5.67%	222 (4.67%)	\$0.00 (0.00%)
8. [blurred]	3,596 (2.09%)	59.24%	2,490 (2.92%)	82.95%	1.51	00:00:35	0.95%	34 (0.71%)	\$0.00 (0.00%)
9. [blurred]	2,412 (1.40%)	57.21%	1,380 (1.62%)	16.09%	5.20	00:04:21	3.15%	76 (1.60%)	\$0.00 (0.00%)
10. [blurred]	1,730 (1.00%)	57.11%	988 (1.16%)	16.07%	4.97	00:03:48	4.34%	75 (1.58%)	\$0.00 (0.00%)

DEALERLEADS

2017 Q4

PERFORMANCE

All Traffic

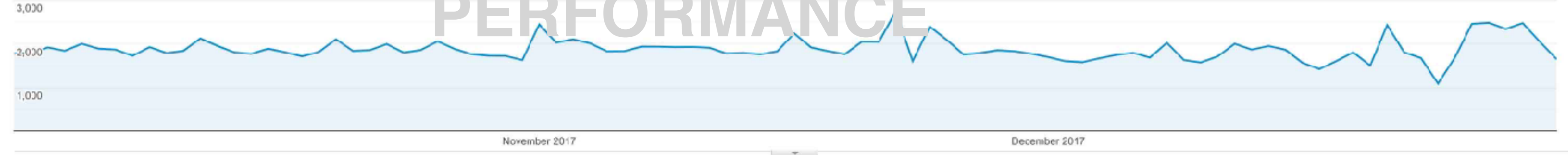
All Users 100.00% Sessions

Explorer

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

Sessions VS. Select a metric

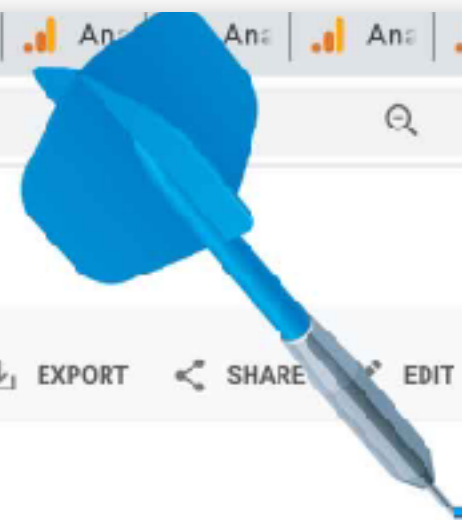
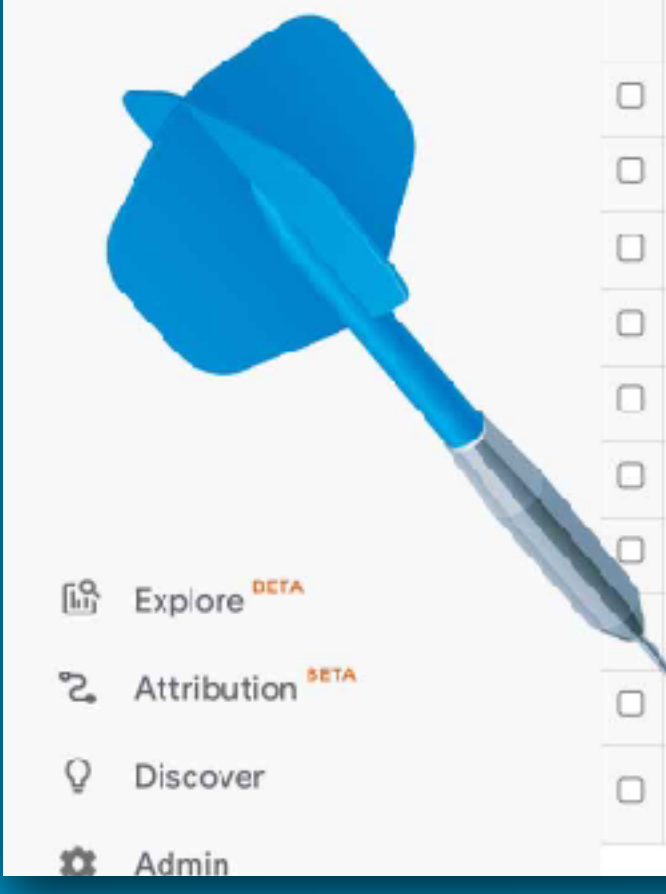
Sessions



Primary Dimension: Source / Medium Source Medium Keyword Other

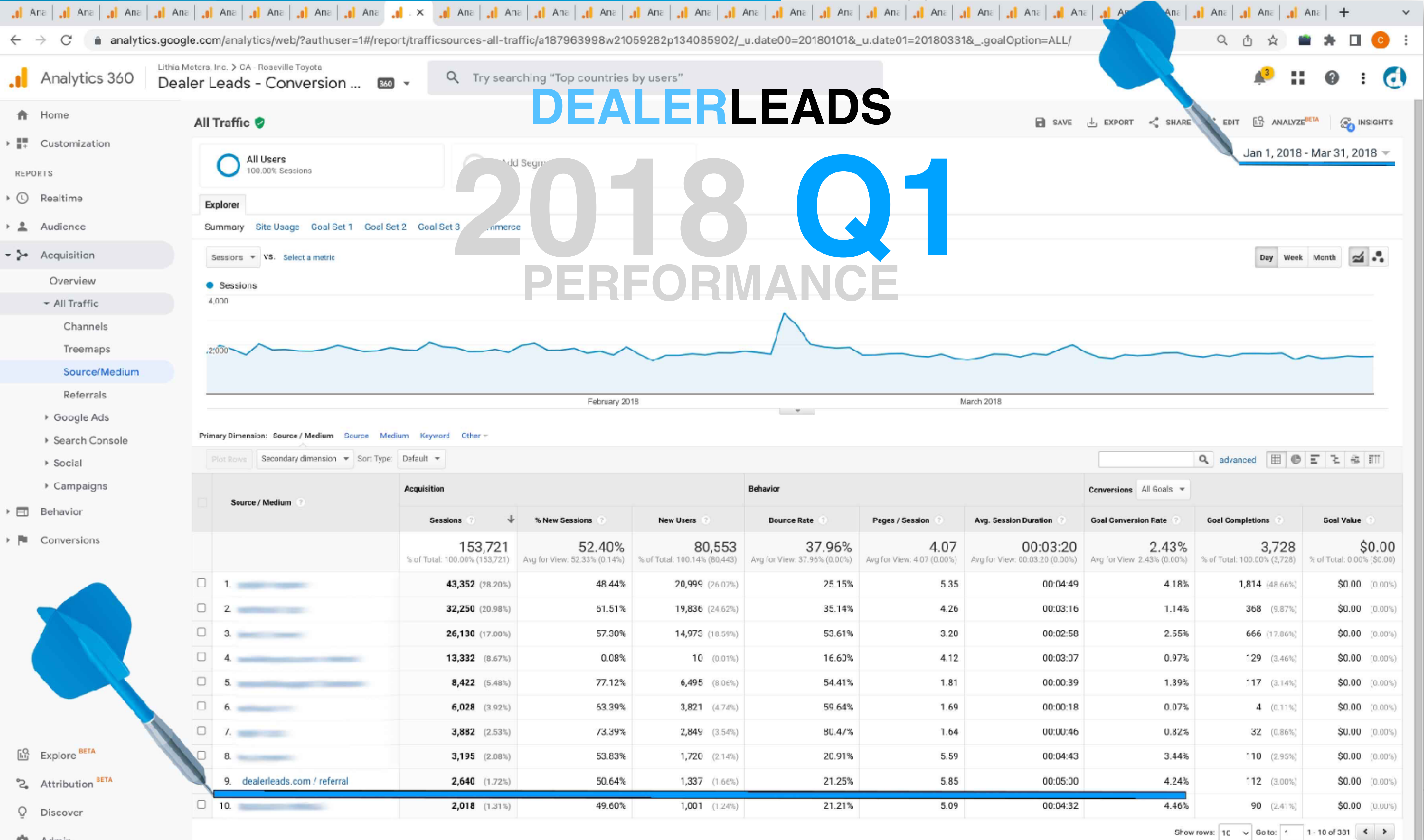
Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	172,834 % of Total: 100.00% (172,834)	47.11% Avg for View: 47.06% (0.11%)	81,420 % of Total: 100.11% (81,330)	37.46% Avg for View: 37.46% (0.00%)	3.77 Avg for View: 3.77 (0.00%)	00:02:57 Avg for View: 00:02:57 (0.00%)	2.53% Avg for View: 2.53% (0.00%)	4,371 % of Total: 100.00% (4,371)	\$0.00 % of Total: 0.00% (\$0.00)
1. [blurred]	44,681 (25.85%)	50.13%	22,400 (27.51%)	25.80%	4.70	00:04:00	4.73%	2,113 (48.34%)	\$0.00 (0.00%)
2. [blurred]	35,110 (20.31%)	0.06%	20 (0.02%)	11.05%	4.22	00:03:19	0.91%	330 (7.65%)	\$0.00 (0.00%)
3. [blurred]	33,140 (19.17%)	61.96%	20,534 (25.22%)	39.78%	3.99	00:02:59	1.23%	406 (9.29%)	\$0.00 (0.00%)
4. [blurred]	25,215 (14.59%)	64.72%	16,318 (20.04%)	59.14%	2.74	00:02:09	2.66%	570 (13.33%)	\$0.00 (0.00%)
5. [blurred]	9,287 (5.37%)	71.71%	6,660 (8.18%)	82.32%	1.38	00:00:29	2.14%	199 (4.55%)	\$0.00 (0.00%)
6. [blurred]	4,171 (2.41%)	69.24%	2,888 (3.55%)	89.26%	1.36	00:00:24	0.48%	20 (0.45%)	\$0.00 (0.00%)
7. [blurred]	3,346 (1.94%)	83.86%	2,806 (3.45%)	81.53%	1.43	00:00:21	0.51%	17 (0.39%)	\$0.00 (0.00%)
8. dealerleads.com / referral	3,257 (1.88%)	53.88%	1,755 (2.16%)	19.34%	5.32	00:03:59	4.30%	140 (3.20%)	\$0.00 (0.00%)
9. [blurred]	2,692 (1.56%)	53.68%	1,445 (1.77%)	19.06%	5.08	00:04:05	3.64%	98 (2.24%)	\$0.00 (0.00%)
10. [blurred]	1,939 (1.12%)	68.64%	1,331 (1.63%)	89.74%	1.17	00:00:19	2.01%	39 (0.89%)	\$0.00 (0.00%)



DEALERLEADS

2018 Q1 PERFORMANCE



DEALERLEADS

2018 Q2 PERFORMANCE

All Traffic

All Users
100.00% Sessions

Explorer

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

Sessions vs. Select a metric

Sessions

4,000



Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Source Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	160,820 <small>% of Total: 100.00% (160,820)</small>	55.53% <small>Avg for View: 55.47% (0.12%)</small>	89,311 <small>% of Total: 100.12% (89,207)</small>	39.84% <small>Avg for View: 39.84% (0.00%)</small>	3.89 <small>Avg for View: 3.89 (0.00%)</small>	00:03:22 <small>Avg for View: 00:03:22 (0.00%)</small>	1.66% <small>Avg for View: 1.66% (0.00%)</small>	2,677 <small>% of Total: 100.00% (2,677)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	45,966 (28.58%)	45.47%	20,900 (23.40%)	26.63%	5.11	00:05:10	2.82%	1,294 (48.34%)	\$0.00 (0.00%)
2. [blurred]	36,258 (22.55%)	55.18%	23,633 (26.46%)	50.42%	2.80	00:02:27	1.32%	479 (17.89%)	\$0.00 (0.00%)
3. [blurred]	33,387 (20.76%)	59.77%	19,956 (22.34%)	33.83%	4.07	00:03:35	1.18%	393 (14.68%)	\$0.00 (0.00%)
4. [blurred]	7,155 (4.46%)	44.83%	3,212 (3.60%)	36.12%	1.86	00:00:21	0.10%	7 (0.26%)	\$0.00 (0.00%)
5. [blurred]	6,637 (4.13%)	78.24%	5,193 (5.81%)	43.29%	1.87	00:00:26	0.44%	29 (1.08%)	\$0.00 (0.00%)
6. dealerleads.com / referral	4,323 (2.69%)	51.31%	2,218 (2.48%)	21.61%	5.63	00:05:06	3.08%	133 (4.97%)	\$0.00 (0.00%)
7. [blurred]	3,270 (2.03%)	51.44%	1,682 (1.88%)	27.83%	5.36	00:05:36	0.98%	32 (1.20%)	\$0.00 (0.00%)
8. [blurred]	3,223 (2.00%)	59.00%	2,224 (2.49%)	54.89%	2.86	00:02:11	0.59%	19 (0.71%)	\$0.00 (0.00%)
9. [blurred]	3,051 (1.90%)	0.16%	5 (0.01%)	19.24%	4.76	00:05:55	1.51%	46 (1.72%)	\$0.00 (0.00%)
10. [blurred]	2,719 (1.69%)	48.18%	1,310 (1.47%)	25.01%	4.95	00:04:12	1.47%	40 (1.49%)	\$0.00 (0.00%)

DEALERLEADS

2018 Q3 PERFORMANCE

All Traffic

All Users
100.00% Sessions

Explorer

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

Sessions vs. Select a metric

Sessions

3,000

2,000

1,000

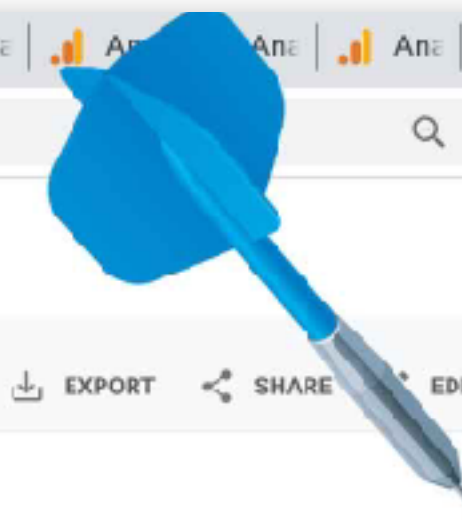
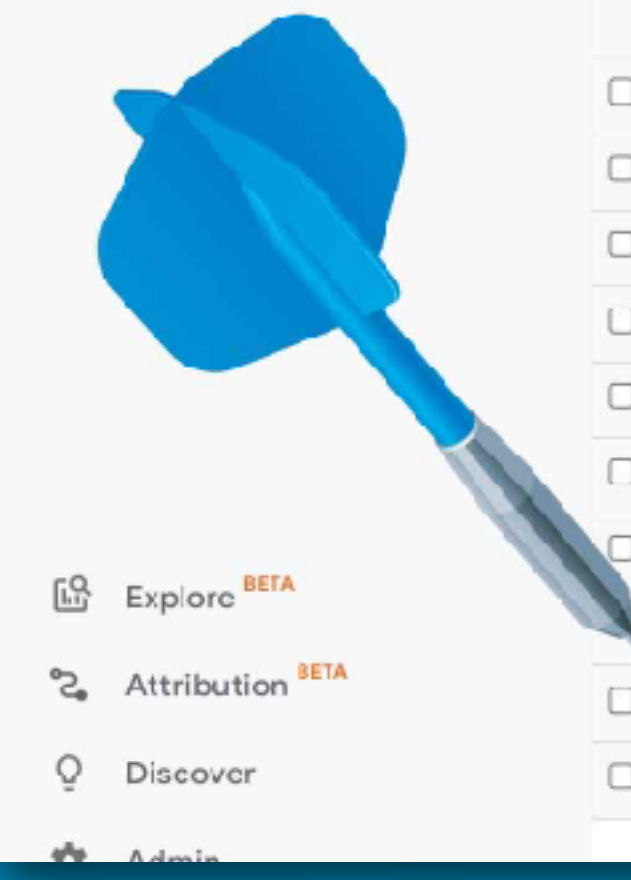
August 2018

September 2018

Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sort Type: Default

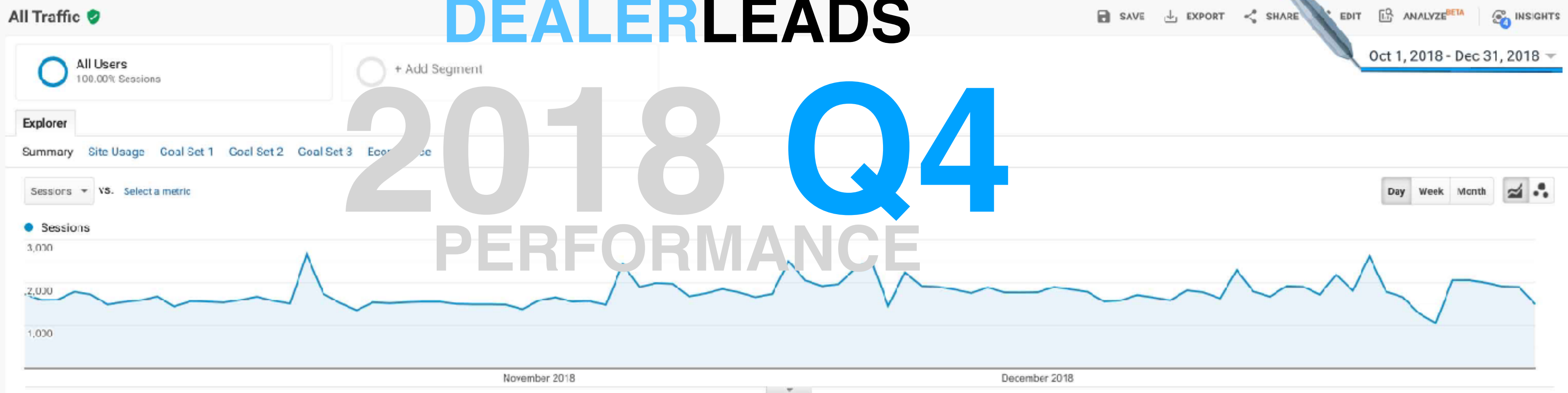
Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	164,960 <small>% of Total: 100.00% (164,960)</small>	53.39% <small>Avg for View: 53.31% (0.16%)</small>	88,080 <small>% of Total: 100.16% (87,940)</small>	35.37% <small>Avg for View: 35.37% (0.00%)</small>	3.85 <small>Avg for View: 3.85 (0.00%)</small>	00:03:31 <small>Avg for View: 00:03:31 (0.00%)</small>	2.51% <small>Avg for View: 2.51% (0.00%)</small>	4,141 <small>% of Total: 100.00% (4,141)</small>	\$426.00 <small>% of Total: 100.00% (-\$426.00)</small>
1. [blurred]	48,715 (29.53%)	45.47%	22,152 (25.15%)	25.75%	4.94	00:04:59	3.47%	1,689 (40.79%)	\$198.00 (46.48%)
2. [blurred]	34,118 (20.68%)	53.69%	20,023 (22.73%)	52.43%	2.86	00:02:52	2.04%	695 (15.78%)	\$59.00 (13.85%)
3. [blurred]	31,834 (19.30%)	59.00%	18,783 (21.32%)	27.23%	4.13	00:03:12	3.31%	1,053 (25.43%)	\$75.00 (17.61%)
4. [blurred]	9,106 (5.52%)	53.21%	5,301 (6.02%)	45.75%	3.48	00:03:04	1.35%	123 (2.97%)	\$14.00 (3.29%)
5. [blurred]	7,708 (4.67%)	73.96%	6,085 (6.91%)	24.20%	1.93	00:00:19	0.09%	7 (0.17%)	\$0.00 (0.00%)
6. [blurred]	4,521 (2.74%)	77.53%	3,779 (4.27%)	33.36%	2.16	00:00:37	0.45%	21 (0.51%)	\$2.00 (0.47%)
7. [blurred]	4,492 (2.72%)	0.18%	8 (0.01%)	18.43%	4.15	00:05:34	1.63%	73 (1.76%)	\$7.00 (1.64%)
8. dealerleads.com / referral	3,437 (2.08%)	51.56%	1,772 (2.01%)	22.03%	5.21	00:04:45	3.45%	119 (2.87%)	\$15.00 (3.52%)
9. [blurred]	2,942 (1.78%)	62.44%	1,837 (2.09%)	72.09%	1.96	00:00:59	0.24%	7 (0.17%)	\$1.00 (0.23%)
10. [blurred]	2,496 (1.51%)	53.65%	1,389 (1.58%)	22.88%	5.24	00:04:17	2.35%	59 (1.42%)	\$17.00 (3.99%)



DEALERLEADS

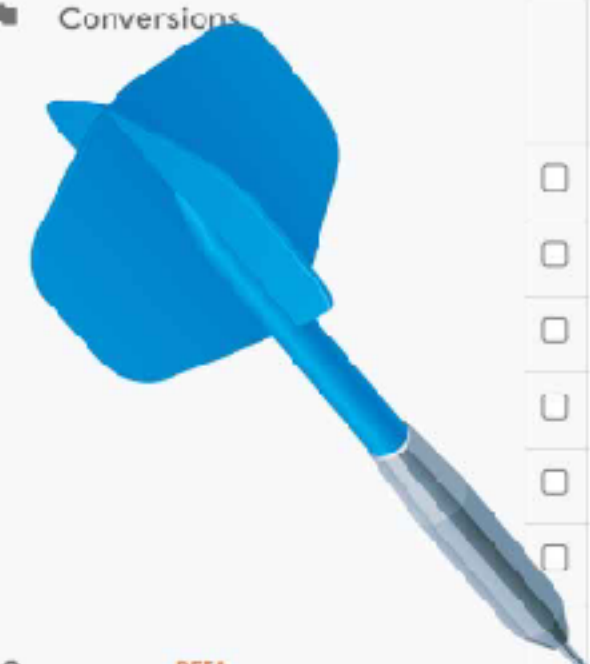
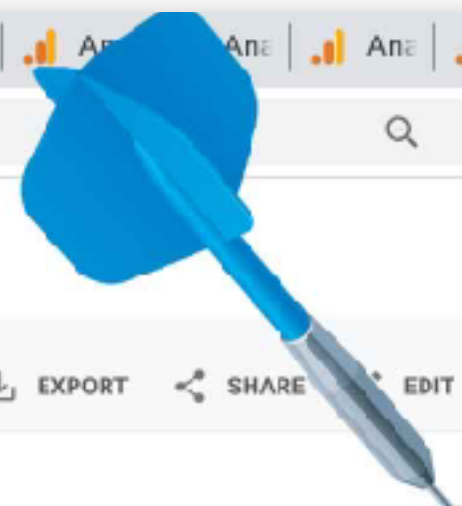
2018 Q4

PERFORMANCE



Primary Dimension: Source / Medium

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	162,022 % of Total: 100.00% (162,022)	54.68% Avg for View: 54.60% (0.13%)	88,589 % of Total: 100.13% (88,472)	36.15% Avg for View: 36.15% (0.00%)	3.85 Avg for View: 3.85 (0.00%)	00:03:23 Avg for View: 00:03:23 (0.00%)	2.48% Avg for View: 2.43% (0.00%)	4,015 % of Total: 100.00% (4,015)	\$475.00 % of Total: 100.00% (\$475.00)
1. [blurred]	45,536 (28.10%)	47.39%	21,578 (24.36%)	25.18%	5.04	00:04:40	3.49%	1,588 (39.55%)	\$236.00 (49.68%)
2. [blurred]	38,006 (23.46%)	64.89%	24,662 (27.84%)	59.74%	2.53	00:02:17	2.04%	774 (19.28%)	\$55.00 (11.58%)
3. [blurred]	34,834 (21.50%)	55.04%	19,174 (21.64%)	24.25%	4.32	00:03:33	2.71%	943 (23.49%)	\$94.00 (19.79%)
4. [blurred]	7,215 (4.45%)	85.32%	6,156 (6.93%)	23.77%	1.99	00:00:22	0.32%	23 (0.57%)	\$0.00 (0.00%)
5. [blurred]	6,212 (3.83%)	53.52%	3,635 (4.10%)	51.00%	3.21	00:02:40	1.25%	78 (1.94%)	\$4.00 (0.84%)
6. [blurred]	3,882 (2.40%)	0.15%	6 (0.01%)	70.76%	4.02	00:05:41	1.39%	54 (1.34%)	\$7.00 (1.47%)
7. dealerleads.com / referral	3,556 (2.19%)	49.10%	1,746 (1.97%)	24.83%	5.28	00:04:37	3.91%	139 (3.46%)	\$17.00 (3.58%)
8. [blurred]	2,602 (1.61%)	65.14%	1,695 (1.91%)	10.26%	2.68	00:00:48	0.42%	11 (0.27%)	\$1.00 (0.21%)
9. [blurred]	2,420 (1.49%)	53.55%	1,296 (1.46%)	61.82%	2.44	00:01:12	0.29%	7 (0.17%)	\$3.00 (0.63%)
10. [blurred]	2,168 (1.34%)	49.54%	1,074 (1.21%)	25.83%	4.57	00:05:02	2.63%	58 (1.44%)	\$12.00 (2.53%)



DEALERLEADS

2019 Q1 PERFORMANCE

All Traffic

All Users 100.00% Sessions + Add Segment

Explorer

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

Sessions vs. Select a metric

Sessions

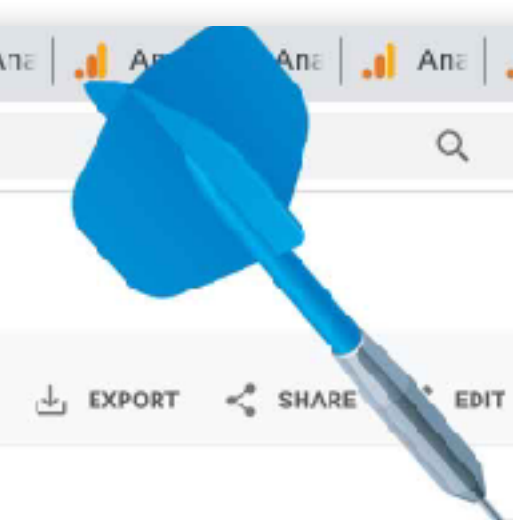
3,000



Primary Dimension: Source / Medium Source Medium Keyword Other

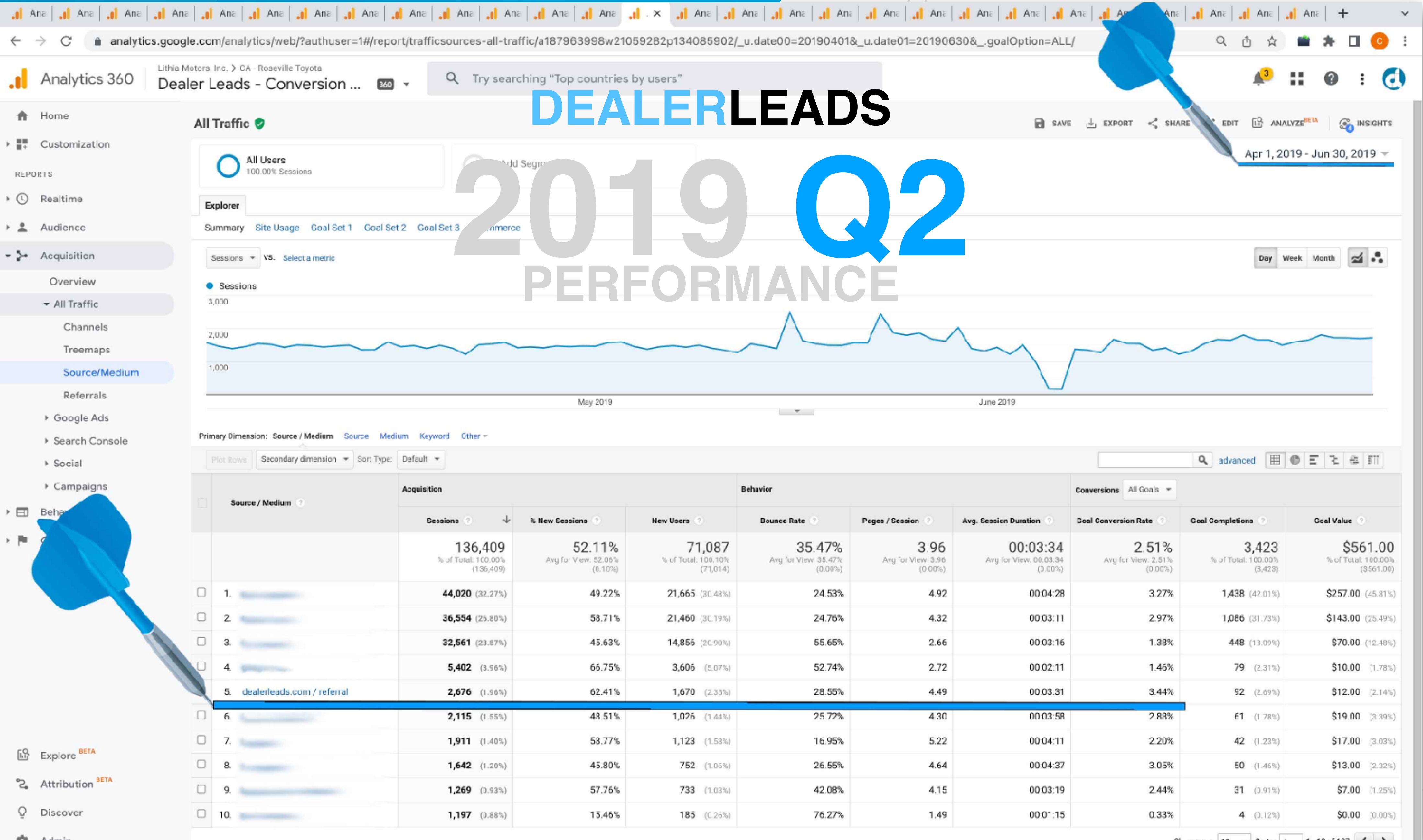
Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	141,663 <small>% of Total: 100.00% (141,663)</small>	52.26% <small>Avg for View: 52.20% (0.11%)</small>	74,029 <small>% of Total: 100.11% (73,930)</small>	35.33% <small>Avg for View: 35.33% (0.00%)</small>	4.08 <small>Avg for View: 4.08 (0.00%)</small>	00:03:44 <small>Avg for View: 00:03:44 (0.00%)</small>	2.23% <small>Avg for View: 2.23% (0.00%)</small>	3,155 <small>% of Total: 100.00% (3,155)</small>	\$592.00 <small>% of Total: 100.00% (\$592.00)</small>
1. [blurred]	46,038 (32.50%)	47.41%	21,828 (29.49%)	25.31%	5.03	00:04:40	3.19%	1,467 (45.50%)	\$267.00 (45.10%)
2. [blurred]	39,028 (27.55%)	53.44%	20,857 (28.17%)	23.00%	4.41	00:03:52	2.07%	809 (25.64%)	\$153.00 (25.84%)
3. [blurred]	30,699 (21.67%)	53.61%	16,457 (22.23%)	57.73%	2.67	00:02:44	1.43%	439 (13.91%)	\$68.00 (11.49%)
4. [blurred]	5,919 (4.18%)	63.96%	3,786 (5.11%)	53.27%	2.87	00:02:30	0.61%	36 (1.14%)	\$4.00 (0.68%)
5. dealerleads.com / referral	3,032 (2.14%)	60.65%	1,839 (2.43%)	24.90%	5.03	00:04:11	3.13%	95 (3.01%)	\$13.00 (2.20%)
6. [blurred]	1,989 (1.40%)	55.91%	1,112 (1.50%)	24.28%	4.81	00:04:13	2.45%	49 (1.55%)	\$22.00 (3.72%)
7. [blurred]	1,843 (1.30%)	59.47%	1,096 (1.48%)	16.66%	5.40	00:04:30	2.33%	43 (1.36%)	\$18.00 (3.04%)
8. [blurred]	1,634 (1.15%)	100.00%	1,634 (2.21%)	96.63%	1.03	<00:00:01	0.05%	1 (0.03%)	\$0.00 (0.00%)
9. [blurred]	1,500 (1.06%)	47.00%	705 (0.95%)	23.13%	5.12	00:04:54	4.13%	62 (1.97%)	\$10.00 (1.69%)
10. [blurred]	1,050 (0.74%)	53.52%	583 (0.79%)	40.76%	4.56	00:03:52	2.10%	22 (0.70%)	\$3.00 (0.51%)



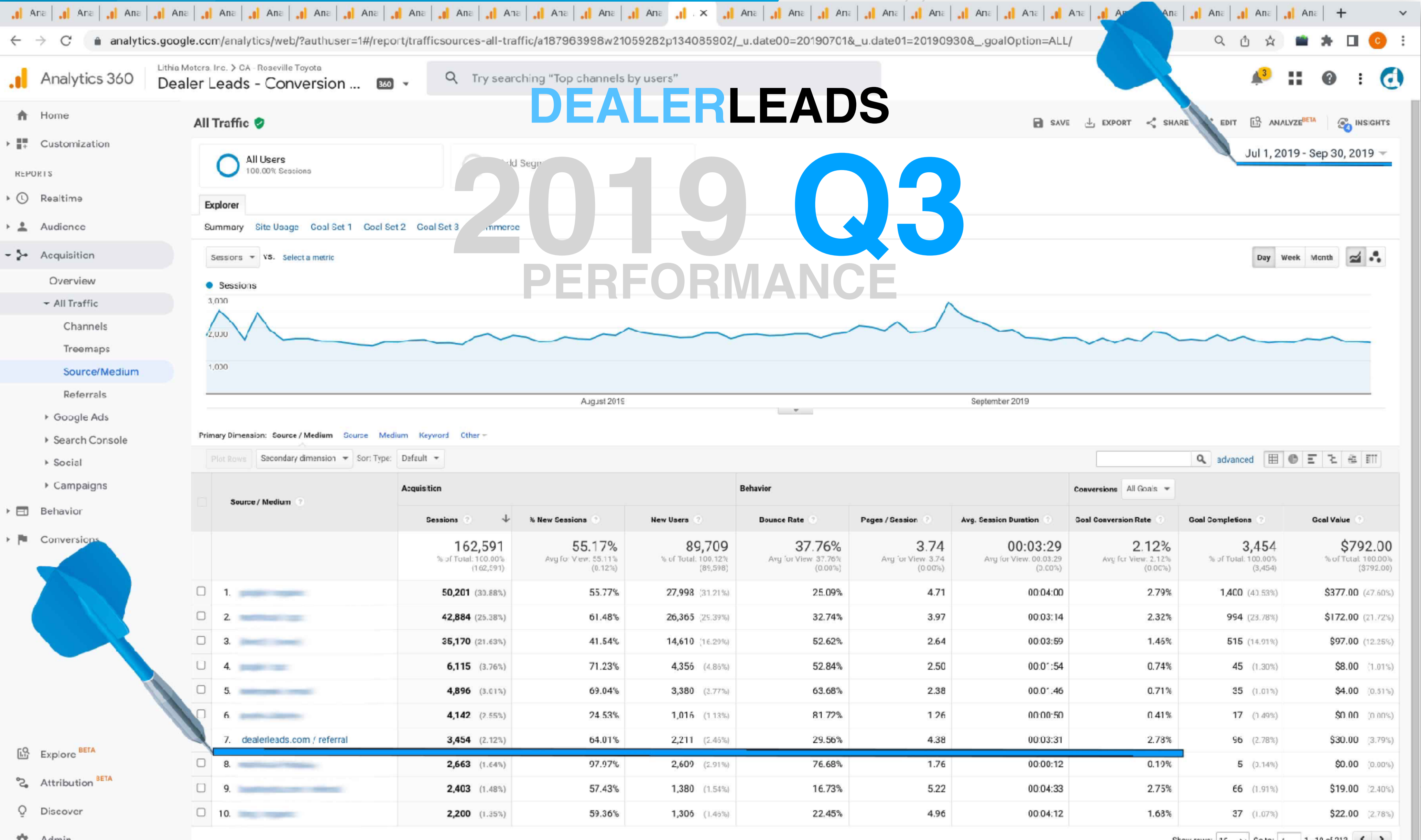
DEALERLEADS

2019 Q2 PERFORMANCE



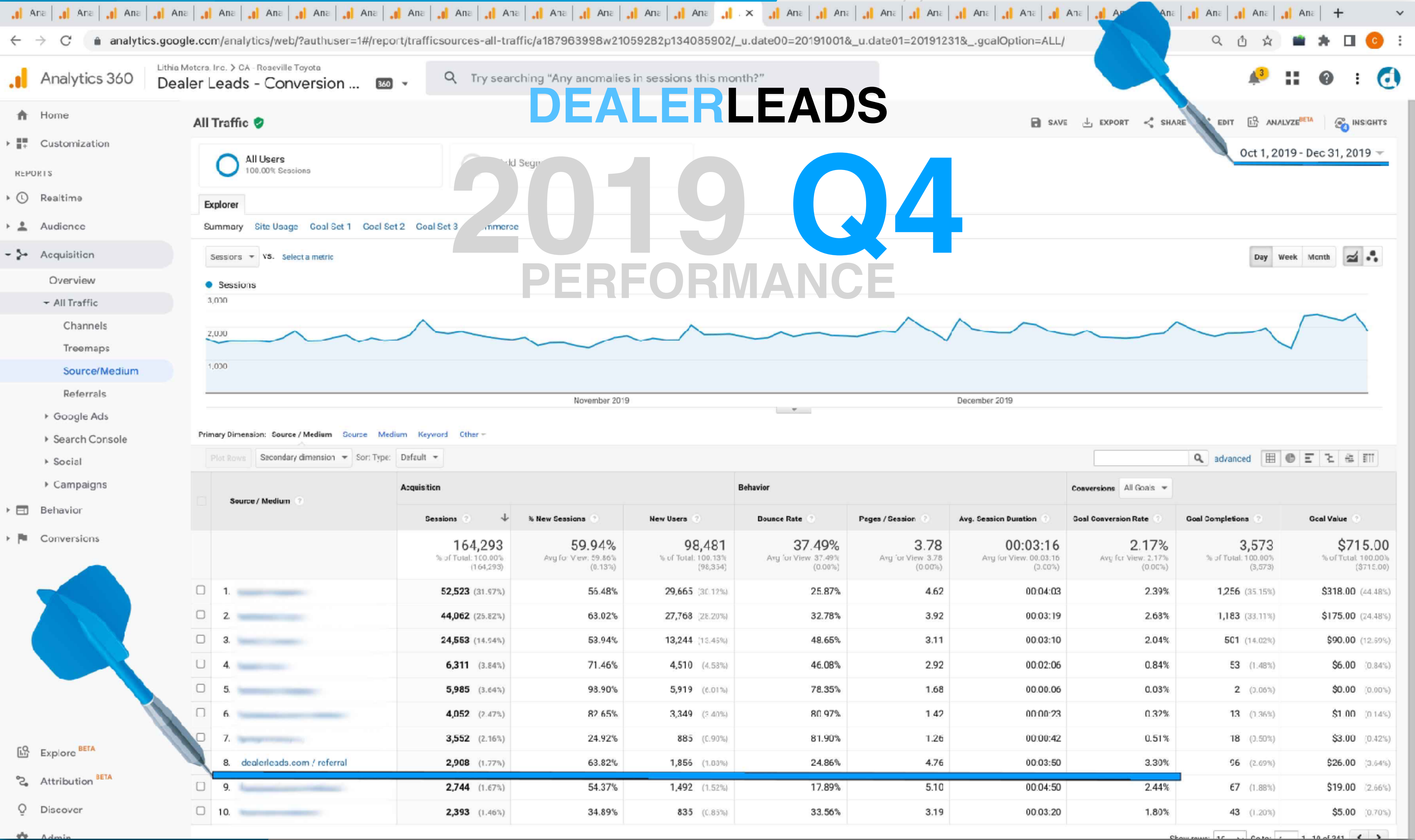
DEALERLEADS

2019 Q3 PERFORMANCE



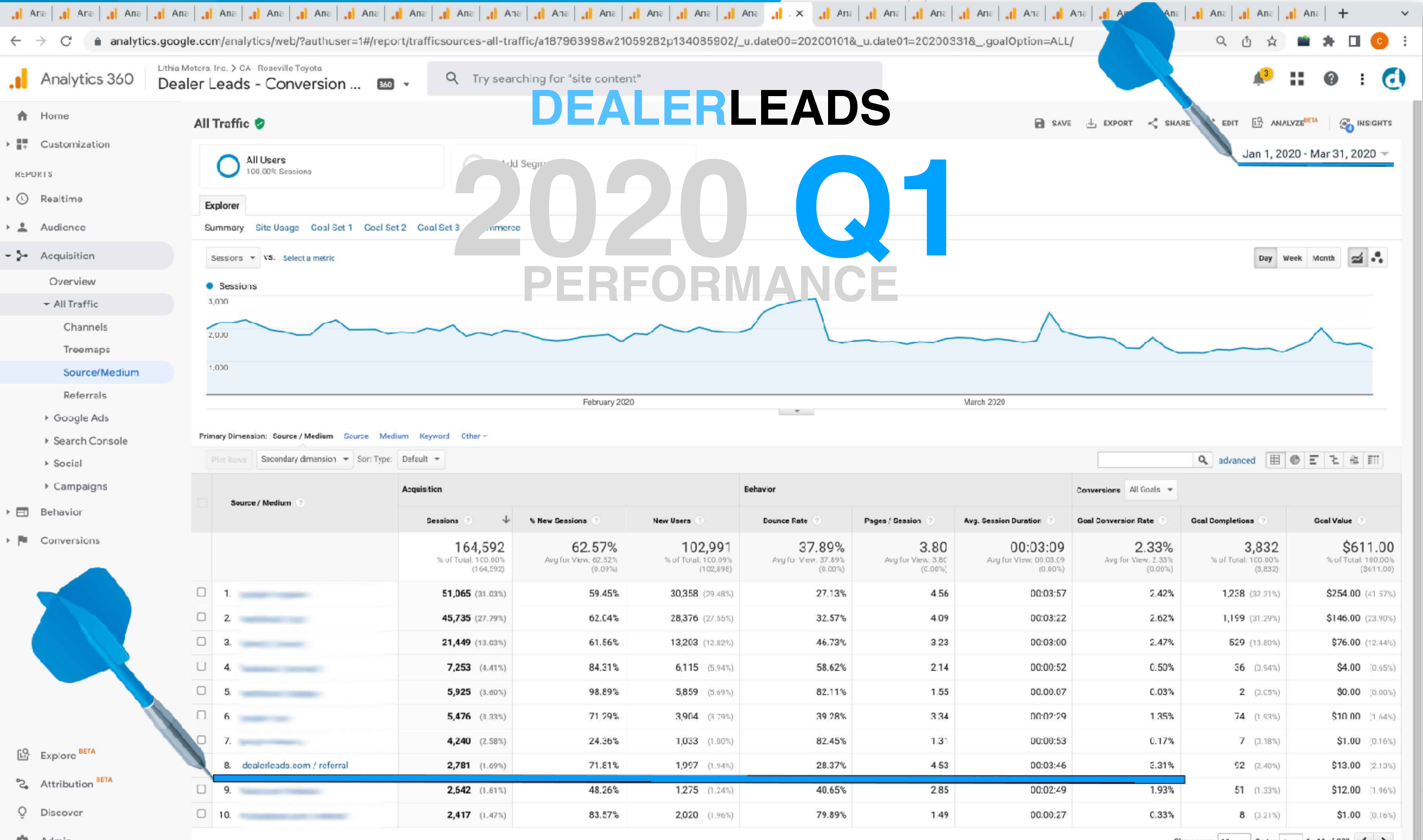
DEALERLEADS

2019 Q4 PERFORMANCE



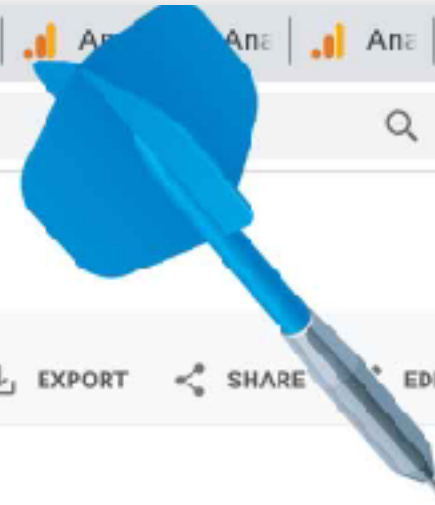
DEALERLEADS

2020 Q1 PERFORMANCE



DEALERLEADS

2020 Q2 PERFORMANCE



analytics.google.com/analytics/web/?authuser=1#/report/trafficsources-all-traffic/a187963998w21059282p134085902/_u.date00=20200401&_u.date01=20200630&_goalOption=ALL/

Lithia Motors, Inc. > CA - Roseville Toyota
Dealer Leads - Conversion ... 360

Try searching "Any anomalies in sessions this month?"

Analytics 360

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

All Traffic 100.00% Sessions

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

Sessions VS. Select a metric

3,000
2,000
1,000

May 2020 June 2020

Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sor: Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	184,243 <small>% of Total: 100.00% (184,243)</small>	60.76% <small>Avg for View: 60.68% (0.13%)</small>	111,942 <small>% of Total: 100.13% (111,792)</small>	33.28% <small>Avg for View: 33.28% (0.00%)</small>	3.90 <small>Avg for View: 3.90 (0.00%)</small>	00:03:20 <small>Avg for View: 00:03:20 (0.00%)</small>	2.68% <small>Avg for View: 2.68% (0.00%)</small>	4,941 <small>% of Total: 100.00% (4,941)</small>	\$840.00 <small>% of Total: 100.00% (\$840.00)</small>
1. [blurred]	63,485 (34.46%)	63.92%	40,577 (36.25%)	29.88%	4.03	00:03:17	2.87%	1,825 (36.94%)	\$257.00 (30.60%)
2. [blurred]	54,003 (29.31%)	57.95%	31,293 (27.95%)	23.84%	4.66	00:04:02	2.92%	1,575 (31.88%)	\$347.00 (41.31%)
3. [blurred]	23,903 (12.97%)	65.84%	15,667 (14.00%)	43.13%	3.17	00:02:57	2.65%	654 (12.83%)	\$108.00 (12.86%)
4. [blurred]	5,560 (3.02%)	25.92%	1,441 (1.29%)	80.59%	1.39	00:00:56	0.36%	20 (0.40%)	\$2.00 (0.24%)
5. [blurred]	4,808 (2.61%)	54.97%	2,643 (2.36%)	55.72%	1.66	00:01:10	0.85%	41 (0.83%)	\$4.00 (0.48%)
6. [blurred]	4,477 (2.43%)	44.03%	1,971 (1.76%)	37.19%	3.20	00:02:48	2.28%	102 (2.06%)	\$12.00 (1.43%)
7. [blurred]	4,076 (2.21%)	73.58%	2,999 (2.68%)	43.50%	3.03	00:02:31	1.23%	50 (1.01%)	\$6.00 (0.71%)
8. [blurred]	2,898 (1.57%)	96.96%	2,810 (2.51%)	70.95%	1.76	00:00:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. dealerleads.com / referral	2,639 (1.43%)	69.84%	1,843 (1.65%)	25.05%	4.28	00:03:27	3.03%	80 (1.62%)	\$13.00 (1.55%)
10. [blurred]	2,532 (1.37%)	59.44%	1,505 (1.34%)	39.42%	3.38	00:02:47	2.57%	65 (1.32%)	\$10.00 (1.19%)

DEALERLEADS

2020 Q3

PERFORMANCE

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



Primary Dimension: Source / Medium

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	195,866 % of Total: 100.00% (195,866)	61.87% Avg for View: 61.82% (0.03%)	121,189 % of Total: 100.08% (121,087)	32.56% Avg for View: 32.56% (0.00%)	3.62 Avg for View: 3.62 (0.00%)	00:02:55 Avg for View: 00:02:55 (0.00%)	2.63% Avg for View: 2.63% (0.00%)	5,147 % of Total: 100.00% (5,147)	\$877.00 % of Total: 100.00% (\$877.00)
1. [blurred]	63,484 (32.41%)	64.61%	41,020 (33.85%)	30.22%	3.72	00:02:50	2.70%	1,716 (33.34%)	\$246.00 (28.05%)
2. [blurred]	56,465 (28.83%)	56.55%	31,930 (26.35%)	20.24%	4.50	00:03:43	2.99%	1,668 (32.80%)	\$359.00 (40.94%)
3. [blurred]	26,386 (13.47%)	65.42%	17,261 (14.24%)	39.13%	3.04	00:02:45	3.13%	825 (16.03%)	\$113.00 (12.88%)
4. [blurred]	5,574 (2.90%)	69.19%	3,926 (3.24%)	55.08%	2.17	00:01:25	1.65%	94 (1.83%)	\$13.00 (1.48%)
5. [blurred]	4,772 (2.44%)	49.73%	2,373 (1.96%)	52.16%	1.72	00:01:11	1.24%	59 (1.15%)	\$13.00 (1.48%)
6. [blurred]	4,546 (2.32%)	95.62%	4,347 (3.59%)	74.75%	1.55	00:00:11	0.07%	3 (0.06%)	\$0.00 (0.00%)
7. [blurred]	3,682 (1.88%)	56.08%	2,065 (1.70%)	33.95%	3.16	00:02:43	2.39%	88 (1.71%)	\$14.00 (1.60%)
8. [blurred]	3,037 (1.55%)	51.73%	1,571 (1.30%)	49.06%	1.64	00:01:15	1.02%	31 (0.60%)	\$5.00 (0.57%)
9. [blurred]	2,991 (1.53%)	84.39%	2,524 (2.08%)	56.00%	2.08	00:00:54	0.70%	21 (0.41%)	\$2.00 (0.23%)
10. [blurred]	2,798 (1.43%)	73.66%	2,061 (1.70%)	49.32%	2.54	00:01:51	1.00%	28 (0.54%)	\$3.00 (0.34%)

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
- Conversions
- Explore BETA
- Attribution BETA
- Discover
- Admin



Primary Dimension: Source / Medium

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	188,372 <small>% of Total: 100.00% (188,372)</small>	62.68% <small>Avg for View: 62.68% (0.00%)</small>	118,077 <small>% of Total: 100.00% (118,077)</small>	32.52% <small>Avg for View: 32.52% (0.00%)</small>	3.56 <small>Avg for View: 3.56 (0.00%)</small>	00:03:05 <small>Avg for View: 00:03:05 (0.00%)</small>	1.91% <small>Avg for View: 1.91% (0.00%)</small>	3,591 <small>% of Total: 100.00% (3,591)</small>	\$650.00 <small>% of Total: 100.00% (650.00)</small>
1. [blurred]	57,088 (30.31%)	67.24%	38,385 (32.51%)	32.26%	3.54	00:02:51	1.86%	1,061 (29.55%)	\$156.00 (24.00%)
2. [blurred]	51,955 (27.58%)	56.80%	29,511 (24.99%)	19.51%	4.58	00:04:08	2.42%	1,255 (34.95%)	\$272.00 (41.85%)
3. [blurred]	29,813 (15.83%)	70.66%	21,036 (17.82%)	44.79%	2.89	00:02:40	2.04%	608 (16.93%)	\$99.00 (15.23%)
4. [blurred]	8,115 (4.31%)	40.73%	3,305 (2.80%)	37.10%	1.64	00:01:25	0.36%	29 (0.81%)	\$10.00 (1.54%)
5. [blurred]	4,349 (2.31%)	95.38%	4,148 (3.51%)	70.09%	1.73	00:00:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. [blurred]	4,093 (2.17%)	64.79%	2,652 (2.25%)	47.03%	2.37	00:01:58	1.29%	53 (1.48%)	\$8.00 (1.23%)
7. [blurred]	3,393 (1.80%)	87.44%	2,967 (2.51%)	56.15%	2.06	00:00:54	1.21%	41 (1.14%)	\$4.00 (0.62%)
8. [blurred]	3,244 (1.72%)	40.32%	1,308 (1.11%)	48.64%	1.91	00:01:08	0.40%	16 (0.45%)	\$1.00 (0.15%)
9. dealerleads.com / referral	3,198 (1.70%)	73.70%	2,357 (2.00%)	34.99%	3.54	00:02:43	1.81%	58 (1.62%)	\$5.00 (0.77%)
10. [blurred]	3,186 (1.69%)	50.44%	1,607 (1.36%)	28.09%	3.54	00:03:26	1.88%	60 (1.67%)	\$10.00 (1.54%)

DEALERLEADS

2021 Q1 PERFORMANCE

All Traffic

All Users
100.00% Sessions

Explorer

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

Sessions vs. Select a metric

Sessions

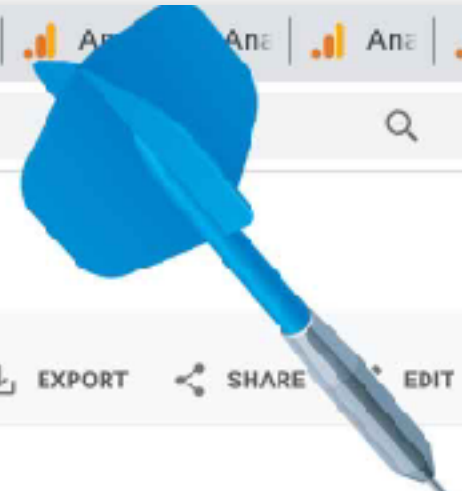
4,010



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sor: Type: Default

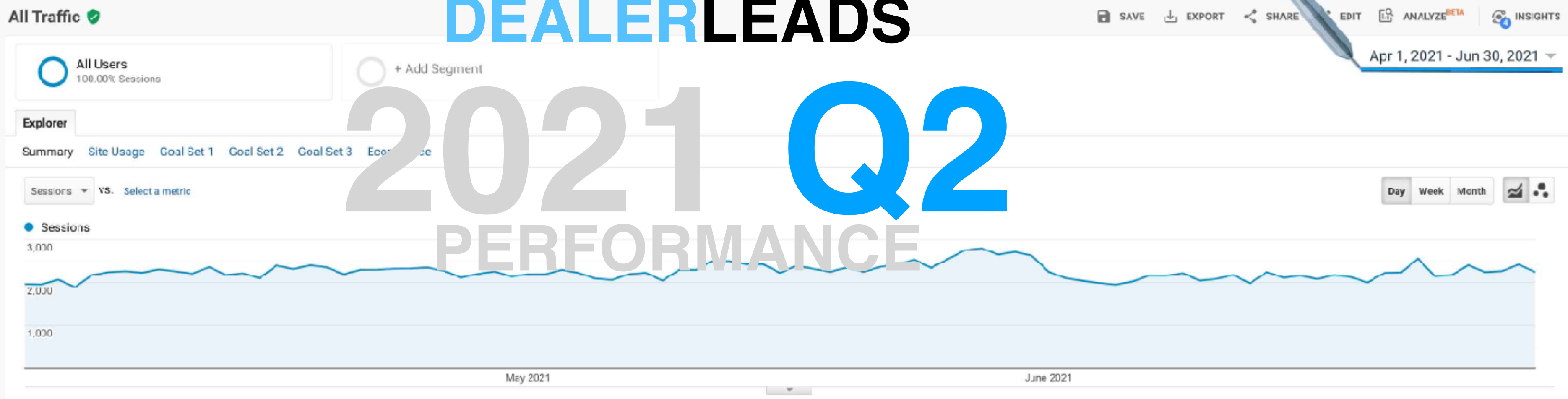
Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	205,002 <small>% of Total: 100.00% (205,002)</small>	64.09% <small>Avg for View: 64.09% (0.00%)</small>	131,380 <small>% of Total: 100.00% (131,380)</small>	33.29% <small>Avg for View: 33.29% (0.00%)</small>	3.43 <small>Avg for View: 3.43 (0.00%)</small>	00:02:52 <small>Avg for View: 00:02:52 (0.00%)</small>	1.96% <small>Avg for View: 1.96% (0.00%)</small>	4,010 <small>% of Total: 100.00% (4,010)</small>	\$318.00 <small>% of Total: 100.00% (\$318.00)</small>
1. [blurred]	58,232 (28.41%)	56.99%	33,186 (25.26%)	19.16%	4.45	00:03:51	2.50%	1,453 (35.23%)	\$139.00 (43.71%)
2. [blurred]	53,621 (25.16%)	69.49%	37,260 (28.36%)	35.27%	3.37	00:02:45	2.02%	1,065 (27.06%)	\$72.00 (22.64%)
3. [blurred]	28,600 (13.95%)	68.86%	19,695 (14.99%)	41.33%	2.92	00:02:35	2.13%	609 (15.19%)	\$33.00 (10.38%)
4. [blurred]	10,194 (4.97%)	37.87%	3,860 (2.94%)	40.77%	1.71	00:01:26	0.43%	44 (1.10%)	\$2.00 (0.63%)
5. [blurred]	7,460 (3.64%)	89.28%	6,660 (5.07%)	65.23%	1.67	00:00:41	0.36%	27 (0.67%)	\$1.00 (0.31%)
6. dealerleads.com / referral	6,829 (3.33%)	69.18%	4,724 (3.60%)	34.09%	3.52	00:02:45	1.80%	123 (3.07%)	\$13.00 (4.09%)
7. [blurred]	4,180 (2.04%)	54.88%	2,294 (1.75%)	47.32%	1.90	00:01:08	0.55%	23 (0.57%)	\$2.00 (0.63%)
8. [blurred]	4,153 (2.03%)	94.92%	3,942 (3.00%)	52.68%	2.20	00:00:19	0.12%	5 (0.12%)	\$1.00 (0.31%)
9. [blurred]	3,962 (1.93%)	64.13%	2,541 (1.93%)	37.71%	3.28	00:02:51	2.68%	106 (2.64%)	\$8.00 (2.52%)
10. [blurred]	3,465 (1.69%)	84.59%	2,931 (2.23%)	45.69%	2.28	00:01:01	0.49%	17 (0.42%)	\$0.00 (0.00%)



DEALERLEADS

2021 Q2

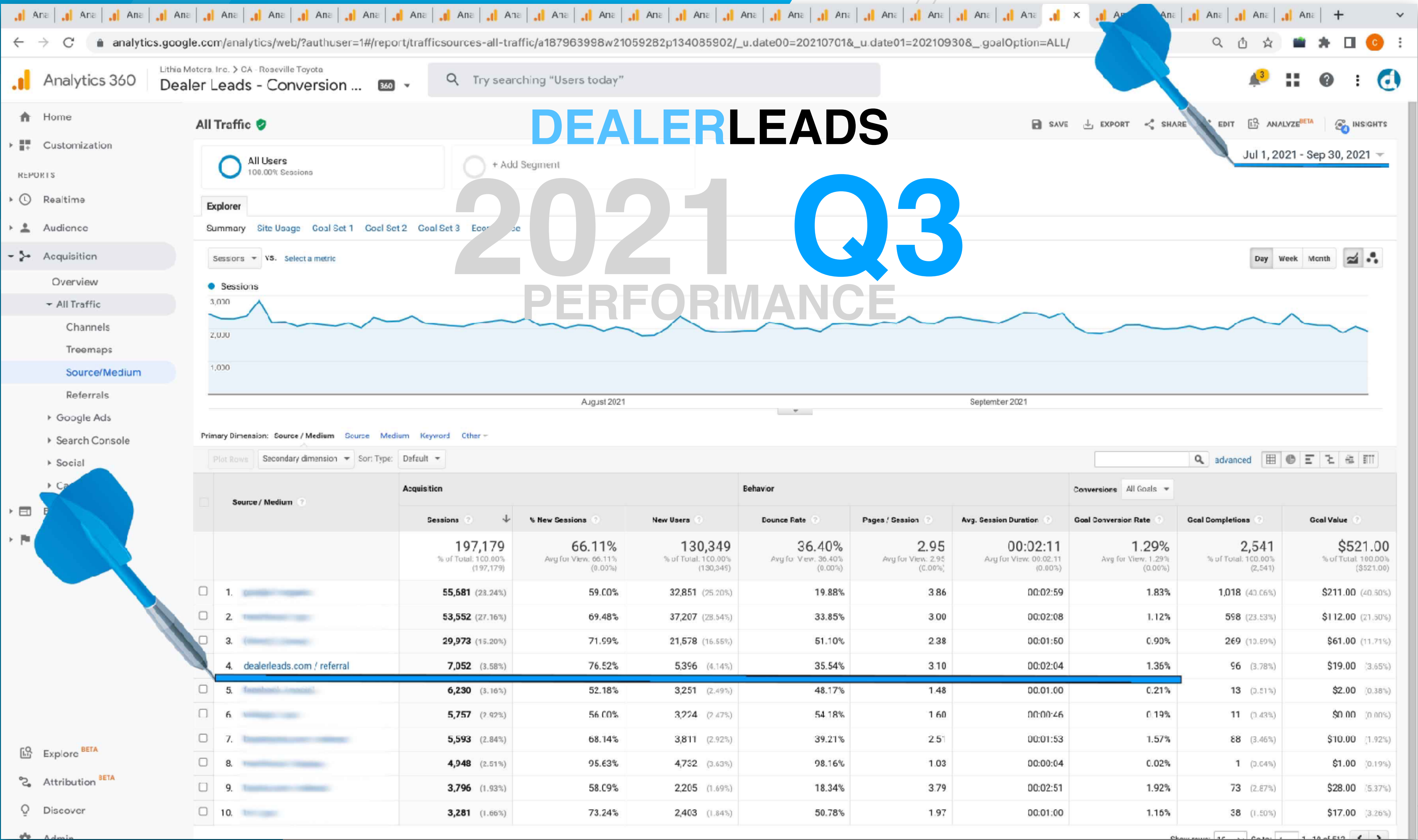
PERFORMANCE



Primary Dimension: Source / Medium Source Medium Keyword Other

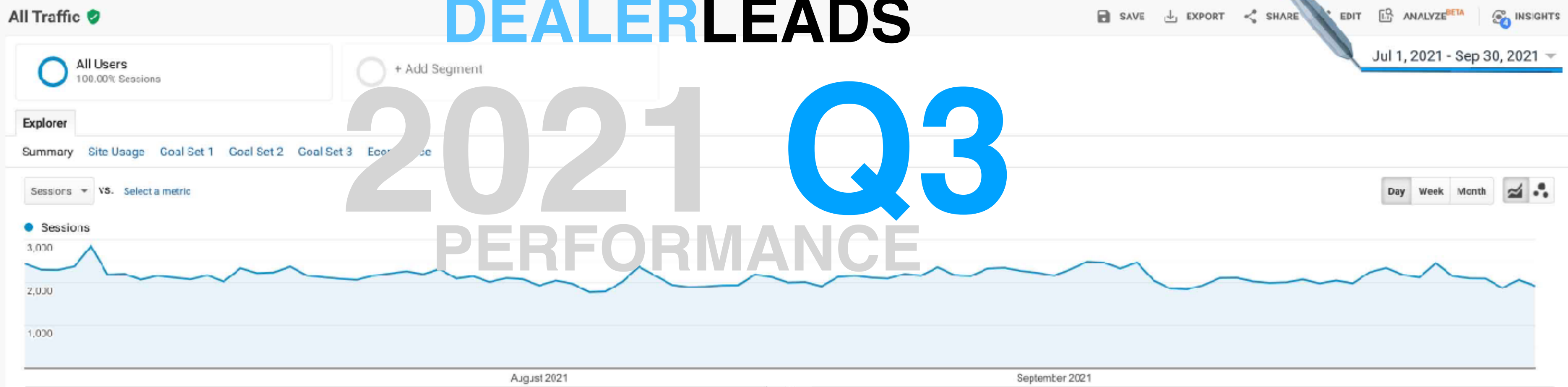
Plot Rows Secondary dimension Sor: Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	205,394 <small>% of Total: 100.00% (205,394)</small>	63.97% <small>Avg for View: 63.97% (0.00%)</small>	131,384 <small>% of Total: 100.00% (131,384)</small>	33.89% <small>Avg for View: 33.89% (0.00%)</small>	3.17 <small>Avg for View: 3.17 (0.00%)</small>	00:02:31 <small>Avg for View: 00:02:31 (0.00%)</small>	2.20% <small>Avg for View: 2.20% (0.00%)</small>	4,527 <small>% of Total: 100.00% (4,527)</small>	\$545.00 <small>% of Total: 100.00% (545.00)</small>
1. [blurred]	63,511 (30.92%)	56.66%	35,983 (27.39%)	17.59%	4.09	00:03:26	2.79%	1,771 (39.12%)	\$271.00 (49.72%)
2. [blurred]	54,562 (26.61%)	68.89%	37,659 (28.66%)	33.88%	3.15	00:02:22	2.14%	1,169 (25.82%)	\$95.00 (17.43%)
3. [blurred]	29,990 (14.60%)	69.15%	20,739 (15.79%)	47.05%	2.59	00:02:13	2.05%	614 (13.56%)	\$65.00 (11.93%)
4. [blurred]	9,586 (4.72%)	50.58%	4,899 (3.73%)	47.77%	1.54	00:01:04	0.36%	35 (0.77%)	\$2.00 (0.37%)
5. dealerleads.com / referral	6,566 (3.25%)	73.22%	4,881 (3.72%)	32.00%	3.28	00:02:12	1.88%	125 (2.76%)	\$13.00 (2.39%)
6. [blurred]	4,763 (2.32%)	63.45%	3,022 (2.30%)	37.75%	2.90	00:02:16	2.14%	102 (2.25%)	\$14.00 (2.57%)
7. [blurred]	3,885 (1.89%)	72.92%	2,833 (2.16%)	54.70%	1.90	00:00:54	3.55%	138 (3.05%)	\$16.00 (2.94%)
8. [blurred]	3,849 (1.87%)	96.13%	3,700 (2.82%)	96.80%	1.05	00:00:06	0.05%	2 (0.04%)	\$0.00 (0.00%)
9. [blurred]	3,673 (1.79%)	60.55%	2,224 (1.69%)	50.86%	1.70	00:00:53	0.52%	19 (0.42%)	\$0.00 (0.00%)
10. [blurred]	3,565 (1.74%)	58.57%	2,088 (1.59%)	16.24%	3.85	00:02:58	2.75%	98 (2.16%)	\$16.00 (2.94%)



DEALERLEADS

2021 Q3 PERFORMANCE



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

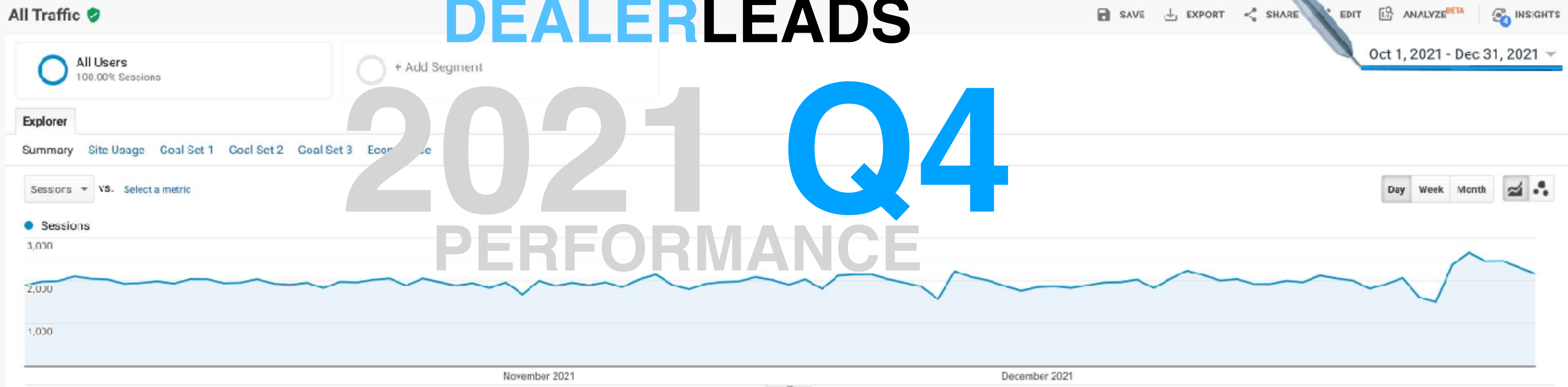
Plot Rows: Secondary dimension | Sor: Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	197,179 <small>% of Total: 100.00% (197,179)</small>	66.11% <small>Avg for View: 66.11% (0.00%)</small>	130,349 <small>% of Total: 100.00% (130,349)</small>	36.40% <small>Avg for View: 36.40% (0.00%)</small>	2.95 <small>Avg for View: 2.95 (0.00%)</small>	00:02:11 <small>Avg for View: 00:02:11 (0.00%)</small>	1.29% <small>Avg for View: 1.29% (0.00%)</small>	2,541 <small>% of Total: 100.00% (2,541)</small>	\$521.00 <small>% of Total: 100.00% (\$521.00)</small>
1. [blurred]	55,681 (28.24%)	59.00%	32,851 (25.20%)	19.88%	3.86	00:02:59	1.83%	1,018 (40.06%)	\$211.00 (40.50%)
2. [blurred]	53,552 (27.16%)	69.48%	37,207 (28.54%)	33.85%	3.00	00:02:08	1.12%	598 (23.53%)	\$112.00 (21.50%)
3. [blurred]	29,973 (15.20%)	71.99%	21,578 (16.55%)	51.10%	2.38	00:01:50	0.90%	269 (10.59%)	\$61.00 (11.71%)
4. dealerleads.com / referral	7,052 (3.58%)	76.52%	5,396 (4.14%)	35.54%	3.10	00:02:04	1.35%	96 (3.78%)	\$19.00 (3.65%)
5. [blurred]	6,230 (3.16%)	52.18%	3,251 (2.49%)	48.17%	1.48	00:01:00	0.21%	13 (0.51%)	\$2.00 (0.38%)
6. [blurred]	5,757 (2.92%)	56.00%	3,224 (2.47%)	54.18%	1.60	00:00:46	0.19%	11 (0.43%)	\$0.00 (0.00%)
7. [blurred]	5,593 (2.84%)	68.14%	3,811 (2.92%)	39.21%	2.51	00:01:53	1.57%	88 (3.46%)	\$10.00 (1.92%)
8. [blurred]	4,948 (2.51%)	95.63%	4,732 (3.63%)	98.16%	1.03	00:00:04	0.02%	1 (0.04%)	\$1.00 (0.19%)
9. [blurred]	3,796 (1.93%)	58.09%	2,205 (1.69%)	18.34%	3.79	00:02:51	1.92%	73 (2.87%)	\$28.00 (5.37%)
10. [blurred]	3,281 (1.66%)	73.24%	2,403 (1.84%)	50.78%	1.97	00:01:00	1.15%	38 (1.50%)	\$17.00 (3.26%)

DEALERLEADS

2021 Q4

PERFORMANCE



Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sor: Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	182,897 % of Total: 100.00% (182,897)	65.91% Avg for View: 65.91% (0.00%)	120,542 % of Total: 100.00% (120,542)	33.10% Avg for View: 33.10% (0.00%)	2.86 Avg for View: 2.86 (0.00%)	00:02:11 Avg for View: 00:02:11 (0.00%)	2.05% Avg for View: 2.05% (0.00%)	3,745 % of Total: 100.00% (3,745)	\$448.00 % of Total: 100.00% (\$448.00)
1. [blurred]	52,795 (23.87%)	68.49%	36,158 (30.00%)	27.46%	2.99	00:02:16	2.21%	1,166 (31.13%)	\$121.00 (27.01%)
2. [blurred]	50,744 (27.74%)	59.20%	30,040 (24.92%)	18.26%	3.65	00:02:55	2.56%	1,297 (34.63%)	\$192.00 (42.86%)
3. [blurred]	27,647 (15.12%)	70.94%	19,614 (16.27%)	46.52%	2.44	00:02:03	1.88%	520 (13.89%)	\$42.00 (9.38%)
4. [blurred]	6,712 (3.67%)	97.74%	6,560 (5.44%)	98.05%	1.03	00:00:03	0.01%	1 (0.03%)	\$0.00 (0.00%)
5. [blurred]	5,893 (3.22%)	53.72%	3,166 (2.63%)	59.92%	1.51	00:00:44	0.29%	17 (0.45%)	\$0.00 (0.00%)
6. dealerleads.com / referral	5,244 (2.87%)	76.85%	4,050 (3.34%)	33.83%	2.86	00:01:44	1.72%	90 (2.40%)	\$8.00 (1.79%)
7. [blurred]	4,834 (2.64%)	47.85%	2,313 (1.92%)	46.94%	1.50	00:01:04	0.31%	15 (0.40%)	\$0.00 (0.00%)
8. [blurred]	4,600 (2.52%)	69.43%	3,194 (2.65%)	36.20%	2.46	00:01:50	2.76%	127 (3.39%)	\$10.00 (2.23%)
9. [blurred]	3,701 (2.02%)	58.47%	2,164 (1.80%)	17.40%	3.58	00:02:41	2.03%	75 (2.00%)	\$8.00 (1.79%)
10. [blurred]	3,376 (1.85%)	70.23%	2,371 (1.97%)	39.25%	2.07	00:01:13	2.73%	92 (2.46%)	\$20.00 (4.46%)

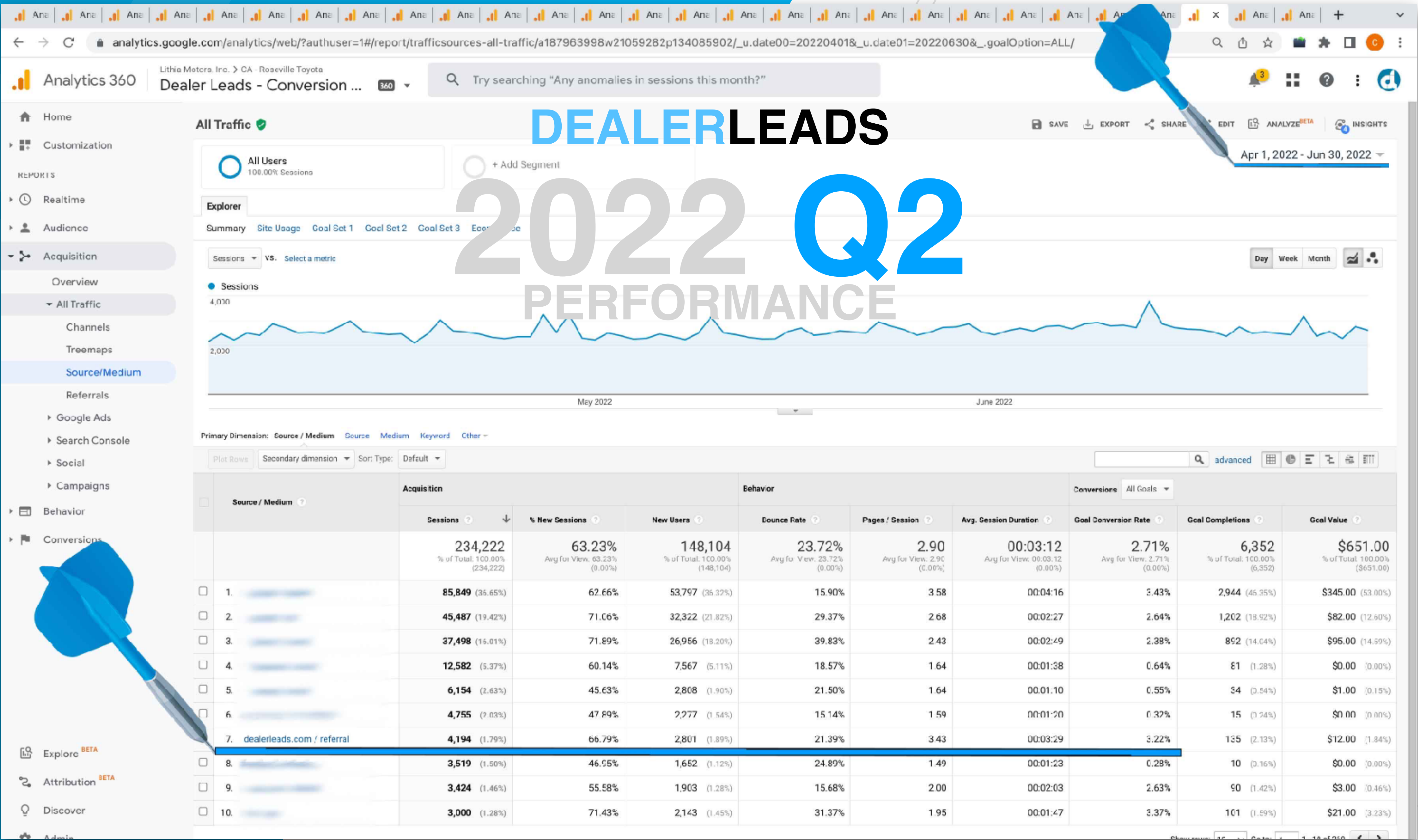
DEALERLEADS

2022 Q1 PERFORMANCE



Primary Dimension: Source / Medium

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	186,169 % of Total: 100.00% (186,169)	65.65% Avg for View: 65.65% (0.00%)	122,214 % of Total: 100.00% (122,214)	28.58% Avg for View: 28.58% (0.00%)	2.76 Avg for View: 2.76 (0.00%)	00:02:18 Avg for View: 00:02:18 (0.00%)	2.75% Avg for View: 2.75% (0.00%)	5,123 % of Total: 100.00% (5,123)	\$490.00 % of Total: 100.00% (\$490.00)
1. [blurred]	65,220 (35.03%)	62.41%	40,706 (33.31%)	16.13%	3.46	00:02:59	3.36%	2,193 (42.81%)	\$267.00 (54.49%)
2. [blurred]	28,310 (15.21%)	69.34%	19,631 (16.06%)	41.70%	2.42	00:02:11	2.59%	732 (14.29%)	\$55.00 (11.22%)
3. [blurred]	23,844 (12.81%)	75.31%	17,957 (14.69%)	33.99%	2.21	00:01:40	3.36%	800 (15.62%)	\$33.00 (6.73%)
4. [blurred]	21,478 (11.54%)	69.78%	14,987 (12.26%)	26.00%	2.87	00:02:07	2.42%	519 (10.13%)	\$48.00 (9.80%)
5. [blurred]	6,956 (3.74%)	48.58%	3,379 (2.76%)	38.82%	1.11	00:00:46	0.43%	30 (0.59%)	\$0.00 (0.00%)
6. [blurred]	5,629 (3.02%)	49.72%	2,799 (2.29%)	37.41%	1.47	00:01:10	0.55%	31 (0.61%)	\$0.00 (0.00%)
7. dealerleads.com / referral	4,032 (2.17%)	72.42%	2,920 (2.39%)	27.46%	2.96	00:02:11	2.23%	90 (1.76%)	\$8.00 (1.63%)
8. [blurred]	3,289 (1.77%)	97.81%	3,217 (2.63%)	97.72%	1.03	00:00:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. [blurred]	3,177 (1.71%)	69.41%	2,205 (1.80%)	35.38%	2.00	00:01:31	4.50%	143 (2.79%)	\$14.00 (2.86%)
10. [blurred]	2,385 (1.28%)	59.50%	1,419 (1.16%)	11.70%	4.24	00:04:07	2.18%	52 (1.02%)	\$10.00 (2.04%)



DEALERLEADS

2022 Q2

PERFORMANCE

All Traffic

All Users
100.00% Sessions

Explorer

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

Sessions vs. Select a metric

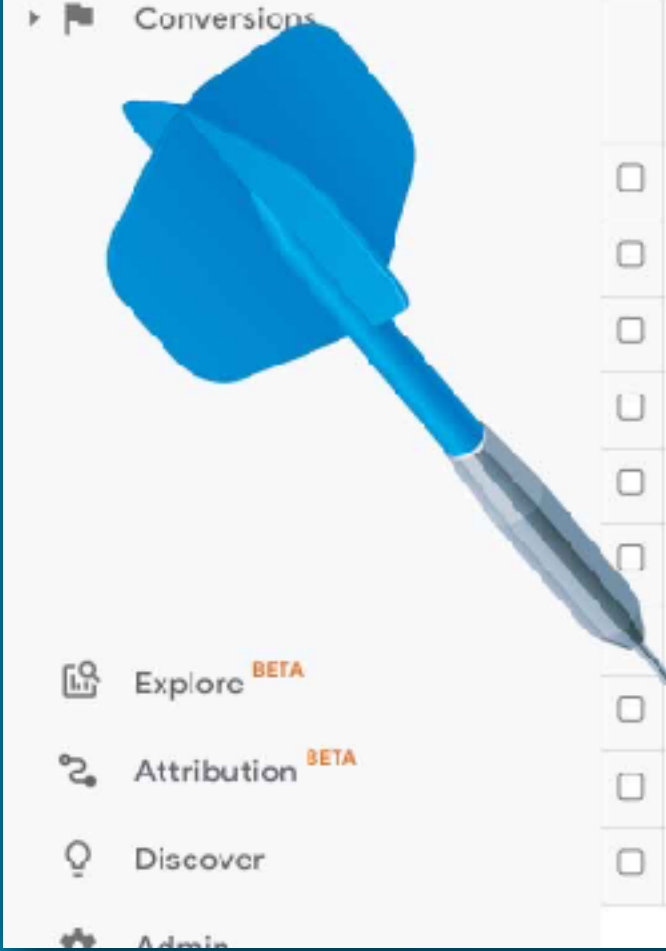
Sessions



Primary Dimension: Source / Medium

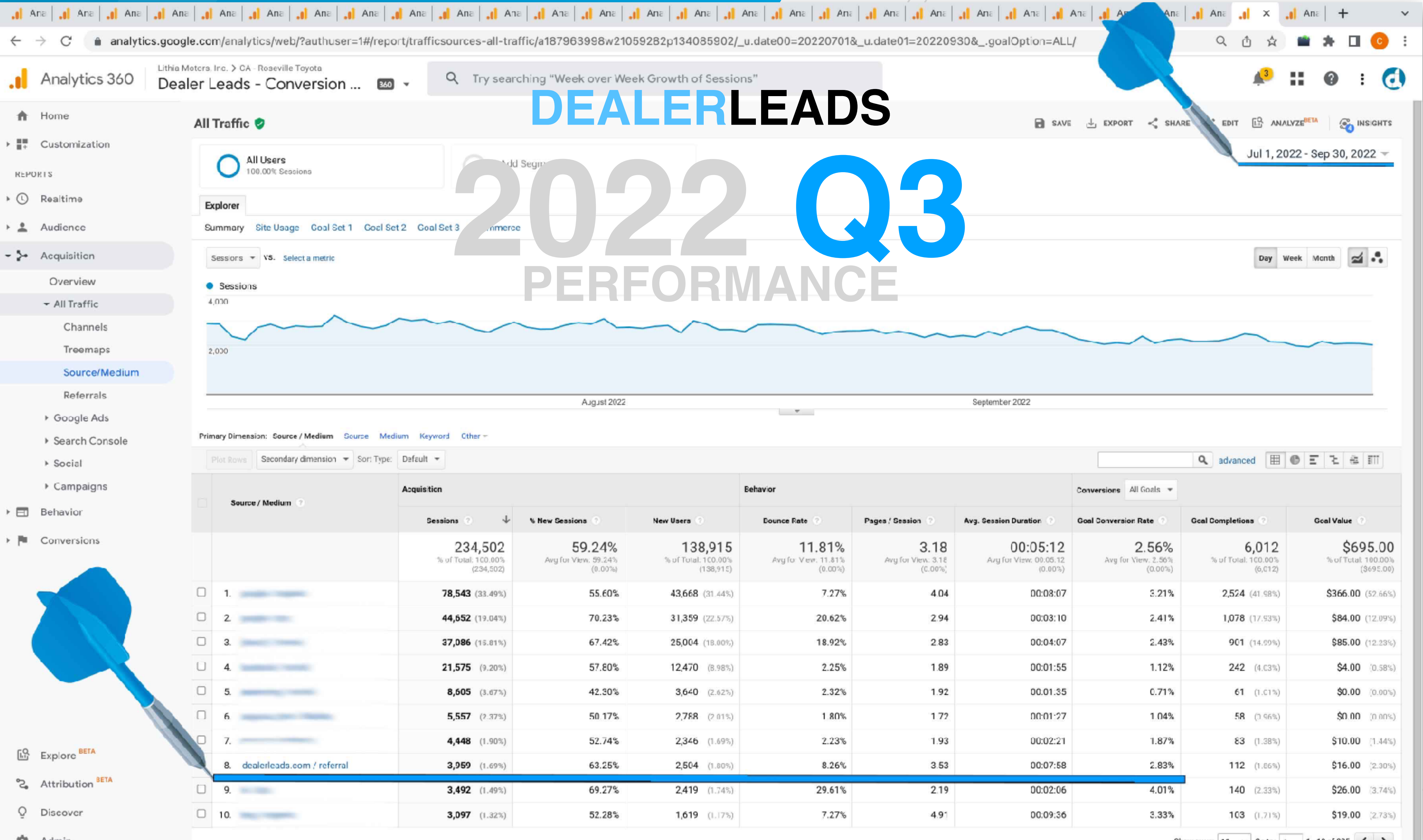
Plot Rows Secondary dimension Sor: Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	234,222 <small>% of Total: 100.00% (234,222)</small>	63.23% <small>Avg for View: 63.23% (0.00%)</small>	148,104 <small>% of Total: 100.00% (148,104)</small>	23.72% <small>Avg for View: 23.72% (0.00%)</small>	2.90 <small>Avg for View: 2.90 (0.00%)</small>	00:03:12 <small>Avg for View: 00:03:12 (0.00%)</small>	2.71% <small>Avg for View: 2.71% (0.00%)</small>	6,352 <small>% of Total: 100.00% (6,352)</small>	\$651.00 <small>% of Total: 100.00% (651.00)</small>
1. [blurred]	85,849 (36.65%)	62.66%	53,797 (36.32%)	15.90%	3.58	00:04:16	3.43%	2,944 (46.35%)	\$345.00 (53.00%)
2. [blurred]	45,487 (19.42%)	71.06%	32,322 (21.82%)	29.37%	2.68	00:02:27	2.64%	1,202 (18.92%)	\$82.00 (12.60%)
3. [blurred]	37,498 (16.01%)	71.89%	26,956 (18.20%)	39.83%	2.43	00:02:49	2.38%	892 (14.04%)	\$95.00 (14.59%)
4. [blurred]	12,582 (5.37%)	60.14%	7,567 (5.11%)	18.57%	1.64	00:01:38	0.64%	81 (1.28%)	\$0.00 (0.00%)
5. [blurred]	6,154 (2.63%)	45.63%	2,808 (1.90%)	21.50%	1.64	00:01:10	0.55%	34 (0.54%)	\$1.00 (0.15%)
6. [blurred]	4,755 (2.03%)	47.89%	2,277 (1.54%)	15.14%	1.59	00:01:20	0.32%	15 (0.24%)	\$0.00 (0.00%)
7. dealerleads.com / referral	4,194 (1.79%)	66.79%	2,801 (1.89%)	21.39%	3.43	00:03:29	3.22%	135 (2.13%)	\$12.00 (1.84%)
8. [blurred]	3,519 (1.50%)	46.55%	1,652 (1.12%)	24.89%	1.49	00:01:23	0.28%	10 (0.16%)	\$0.00 (0.00%)
9. [blurred]	3,424 (1.46%)	55.58%	1,903 (1.28%)	15.68%	2.00	00:02:03	2.63%	90 (1.42%)	\$3.00 (0.46%)
10. [blurred]	3,000 (1.28%)	71.43%	2,143 (1.45%)	31.37%	1.95	00:01:47	3.37%	101 (1.59%)	\$21.00 (3.23%)



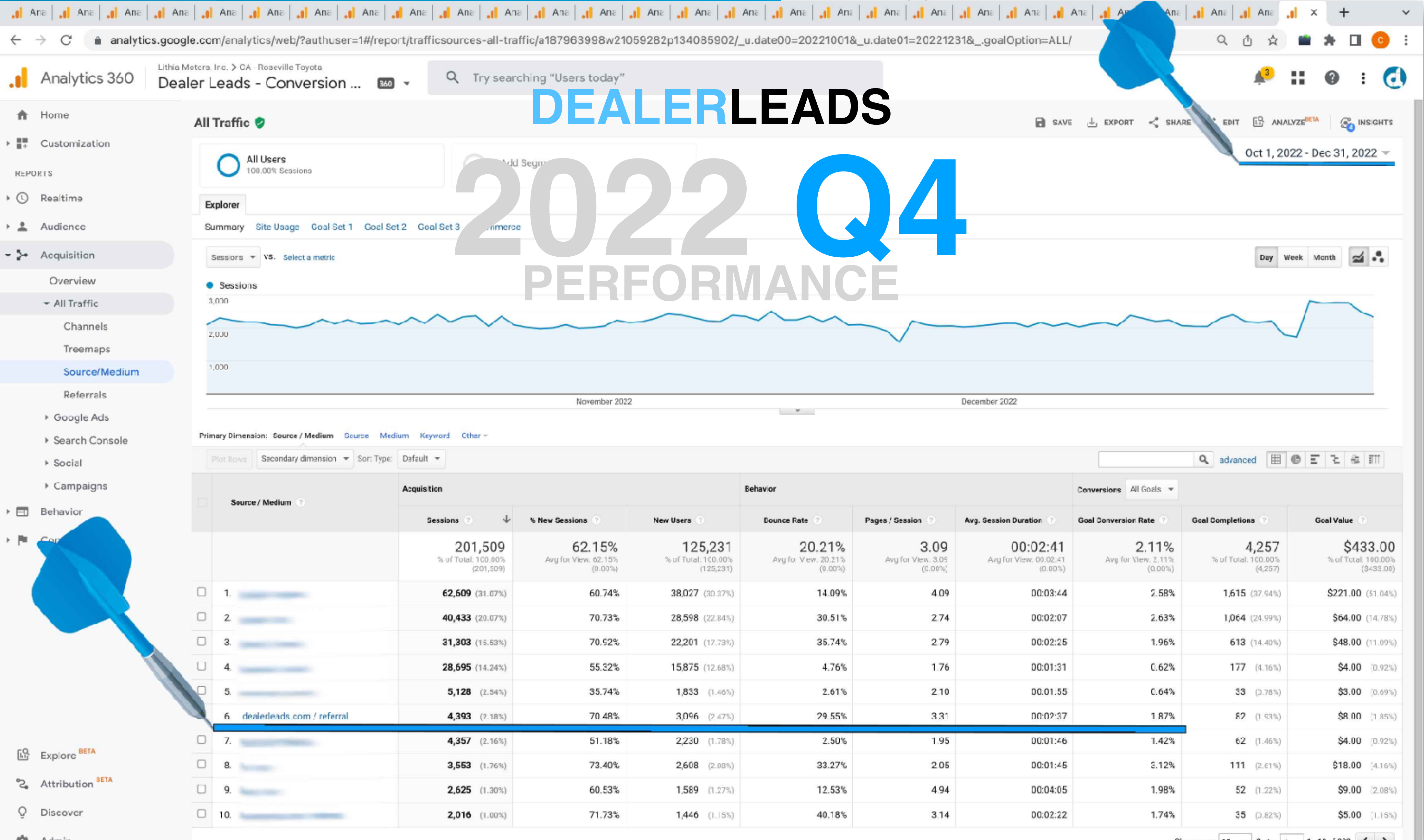
DEALERLEADS

2022 Q3 PERFORMANCE



DEALERLEADS

2022 Q4 PERFORMANCE



Analytics 360

analytics.google.com/analytics/web/?authuser=9#/report/traffic-sources-all-traffic/a187963998w21059282p134085902/_u.date00=20230101&_u.date01=20230331&_goalOption=ALL/

Lithia Motors Inc. > CA - Roseville Toyota

Dealer Leads - Conversion ...

Try searching "Compare bounce rate this week with last week"

DEALERLEADS

2023 Q1 PERFORMANCE

Jan 1, 2023 - Mar 31, 2023

SAVE EXPORT SHARE EDIT ANALYZE BETA INSIGHTS

All Traffic

All Users 100.00% Sessions

+ Add Segment

Explorer

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

Sessions vs. Select a metric

Sessions

4,000

2,000

February 2023 March 2023

Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	233,896 % of Total: 100.00% (233,896)	65.32% Avg for View: 65.32% (0.00%)	152,780 % of Total: 100.00% (152,780)	21.77% Avg for View: 21.77% (0.00%)	2.73 Avg for View: 2.73 (0.00%)	00:02:19 Avg for View: 00:02:19 (0.00%)	1.89% Avg for View: 1.89% (0.00%)	4,431 % of Total: 100.00% (4,431)	\$459.00 % of Total: 100.00% (\$459.00)
1. [Channel]	66,278 (28.34%)	63.88%	42,336 (27.71%)	15.49%	3.69	00:03:17	2.17%	1,437 (32.43%)	\$200.00 (43.57%)
2. [Channel]	65,455 (27.98%)	69.67%	45,604 (29.85%)	27.67%	2.36	00:01:49	2.11%	1,382 (31.19%)	\$84.00 (18.30%)
3. [Channel]	34,950 (14.94%)	60.40%	21,111 (13.82%)	9.95%	1.63	00:01:19	0.42%	148 (3.34%)	\$3.00 (0.65%)
4. [Channel]	31,975 (13.67%)	71.44%	22,842 (14.95%)	35.25%	2.53	00:02:15	2.15%	689 (15.55%)	\$61.00 (13.29%)
5. [Channel]	4,807 (2.06%)	54.34%	2,612 (1.71%)	4.29%	1.81	00:01:35	0.81%	39 (0.88%)	\$2.00 (0.44%)
6. dealerleads.com / referral	4,355 (1.86%)	83.35%	3,630 (2.38%)	46.04%	2.54	00:01:39	1.35%	59 (1.33%)	\$8.00 (1.74%)
7. [Channel]	3,822 (1.63%)	71.40%	2,729 (1.79%)	32.47%	2.09	00:01:36	4.11%	157 (3.54%)	\$29.00 (6.32%)
8. [Channel]	3,252 (1.39%)	61.53%	2,001 (1.31%)	12.92%	4.64	00:03:47	2.24%	73 (1.65%)	\$11.00 (2.40%)
9. [Channel]	1,924 (0.82%)	76.61%	1,474 (0.96%)	43.92%	2.52	00:02:03	1.56%	30 (0.68%)	\$5.00 (1.09%)
10. [Channel]	1,682 (0.72%)	58.86%	990 (0.65%)	10.70%	4.75	00:03:57	1.84%	31 (0.70%)	\$5.00 (1.09%)

Explore BETA Attribution BETA Discover Admin

11 THINGS WE WANT YOU TO KNOW

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

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

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

Steve Tackett CEO 818-262-8923

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

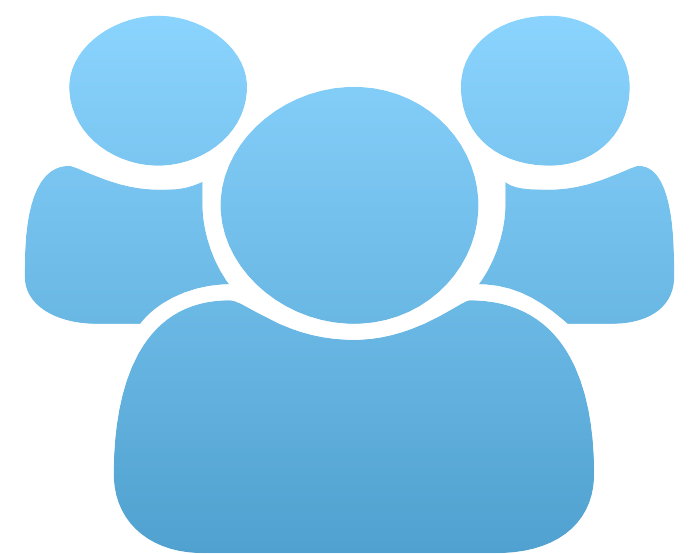
2023

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