



A family owned and operated company.

(800) 369-3003

dealerleads.com

7 YEAR PLUS

PARTNER CASE STUDY #55

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



"That's My Dealer"

DealerLeads.com "We have a better mousetrap."

OUR SIX FOCAL POINTS

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

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

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

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

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

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

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

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

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

THE MATH

Introducing
DealerLeads.com

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

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
	1,203,530 % of Total: 100.00% (1,203,530)	1,232,218 % of Total: 100.00% (1,232,218)	2,115,516 % of Total: 100.00% (2,115,516)	31.96% Avg for View: 31.96% (0.00%)	4.00 Avg for View: 4.00 (0.00%)	00:03:40 Avg for View: 00:03:40 (0.00%)	3.35% Avg for View: 3.35% (0.00%)	70,845 % of Total: 100.00% (70,845)	\$16,054.00 % of Total: 100.00% (\$16,054.00)
1. [blurred]	359,470 (27.65%)	343,491 (27.88%)	586,092 (27.70%)	28.13%	4.62	00:03:55	3.54%	20,765 (29.31%)	\$5,586.00 (35.42%)
2. [blurred]	277,400 (21.34%)	279,842 (22.71%)	480,377 (22.71%)	37.03%	3.58	00:03:37	3.01%	14,448 (20.39%)	\$3,816.00 (23.77%)
3. [blurred]	156,724 (12.05%)	141,589 (11.49%)	276,489 (13.07%)	17.10%	5.13	00:04:43	4.67%	12,915 (18.23%)	\$1,493.00 (9.30%)
4. [blurred]	106,339 (8.18%)	97,240 (7.89%)	141,943 (6.71%)	32.67%	3.75	00:02:57	4.94%	7,008 (9.89%)	\$1,289.00 (8.03%)
5. [blurred]	90,411 (6.95%)	89,255 (7.24%)	146,114 (6.91%)	60.02%	1.59	00:00:49	0.80%	1,162 (1.64%)	\$100.00 (0.62%)
6. dealerleads.com / referral	85,733 (6.59%)	78,369 (6.36%)	112,530 (5.32%)	36.66%	3.78	00:02:59	2.81%	3,166 (4.47%)	\$730.00 (4.55%)
7. [blurred]	33,494 (2.58%)	31,252 (2.54%)	60,781 (2.87%)	14.84%	5.81	00:05:07	3.71%	2,252 (3.18%)	\$946.00 (5.89%)
8. [blurred]	17,110 (1.32%)	15,543 (1.26%)	28,947 (1.37%)	16.86%	5.37	00:04:55	5.07%	1,468 (2.07%)	\$406.00 (2.53%)
9. [blurred]	16,427 (1.26%)	15,162 (1.21%)	20,029 (0.95%)	31.12%	1.30	00:01:21	2.66%	533 (0.75%)	\$0.00 (0.00%)
10. [blurred]	14,708 (1.13%)	14,635 (1.19%)	19,748 (0.93%)	19.33%	1.19	00:01:00	0.77%	152 (0.21%)	\$138.00 (0.86%)

Let's talk quickly about **conversions**. We use Google Analytics views to track two goal types: hard goal conversions and soft goal conversions.

A **hard goal conversion** completion is anytime your dealership gets the customer's information. (i.e.), a lead form completion from a VDP, a click-to-call, a click-to-chat, a click-to-text, or any CTA on your website that can capture customers' information in some form is considered a hard goal conversion. When one of these events occurs, Google Analytics records a completion under Google Goals.

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

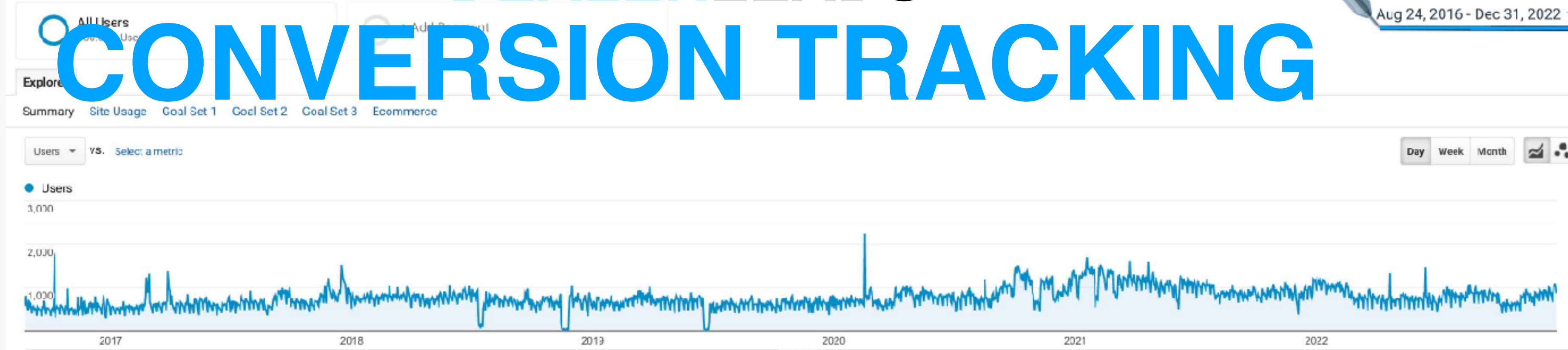
HARD GOAL CONVERSIONS

Introducing
DealerLeads.com

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

DEALERLEADS CONVERSION TRACKING

All Traffic



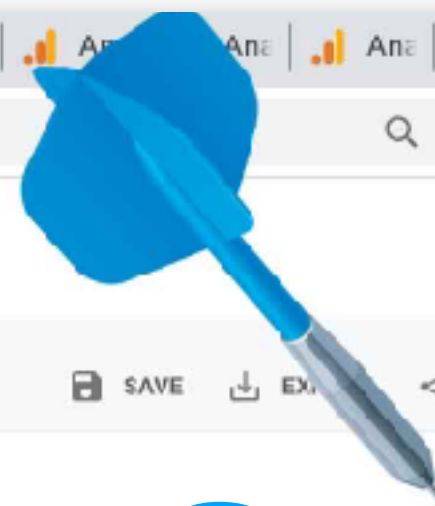
Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Value	Goal Value
	1,203,530 <small>% of Total: 100.00% (1,203,530)</small>	1,232,218 <small>% of Total: 100.00% (1,232,218)</small>	2,115,516 <small>% of Total: 100.00% (2,115,516)</small>	31.96% <small>Avg for View: 31.96% (0.00%)</small>	4.00 <small>Avg for View: 4.00 (0.00%)</small>	00:02:40			
1. [blurred]	359,470 (27.65%)	343,491 (27.88%)	586,092 (27.70%)						
2. [blurred]	277,400 (21.34%)	279,842 (22.71%)	480,377 (22.71%)						
3. [blurred]	156,724 (12.05%)	141,589 (11.49%)	276,489 (13.07%)						
4. [blurred]	106,339 (8.18%)	97,240 (7.89%)	141,943 (6.71%)	32.67%	3.75	00:01:57	4.94%	7,008 (9.39%)	\$1,289.00 (8.03%)
5. [blurred]	90,411 (6.95%)	89,255 (7.24%)	146,114 (6.91%)	60.02%	1.59	00:00:49	0.80%	1,162 (1.64%)	\$100.00 (0.62%)
6. dealerleads.com / referral	85,733 (6.59%)	78,369 (6.36%)	112,530 (5.32%)	36.66%	3.78	00:02:59	2.81%	3,166 (4.47%)	\$730.00 (4.55%)
7. [blurred]	33,494 (2.58%)	31,252 (2.54%)	60,781 (2.87%)	14.84%	5.81	00:05:07	3.71%	2,252 (3.18%)	\$946.00 (5.89%)
8. [blurred]	17,110 (1.32%)	15,543 (1.26%)	28,947 (1.37%)	16.86%	5.37	00:04:55	5.07%	1,468 (2.07%)	\$406.00 (2.53%)
9. [blurred]	16,427 (1.26%)	15,162 (1.31%)	20,029 (0.95%)	31.12%	1.30	00:01:21	2.66%	533 (0.75%)	\$0.00 (0.00%)
10. [blurred]	14,708 (1.13%)	14,635 (1.19%)	19,748 (0.93%)	19.33%	1.19	00:01:00	0.77%	152 (0.21%)	\$138.00 (0.86%)

All Goals

- ✓ All Goals
- Goal 1: Lead Form | Contact Us
- Goal 4: Lead Form | Get McRee Price
- Goal 5: Lead Form | Send To Mobile
- Goal 6: Click to Call
- Goal 7: Click to Chat
- Goal 14: PERQ All Clicks
- Goal 15: PERQ All Leads



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



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
- Attribution BETA
- Discover
- Admin

DEALERLEADS

TRAFFIC CITY LOCALE

and the relationship to the dealer's location



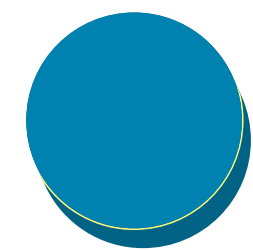
Primary Dimension: Source / Medium Other

Secondary dimension: City Sort Type: Default

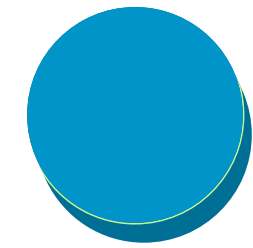
Source / Medium	City	Acquisition			Behavior		Conversions			
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		28,592 <small>% of Total: 2.38% (1,203,530)</small>	27,235 <small>% of Total: 2.21% (1,232,218)</small>	32,916 <small>% of Total: 1.56% (2,115,315)</small>	50.87% <small>Avg for View: 31.96% (59.37%)</small>	2.47 <small>Avg for View: 4.00 (-39.35%)</small>	00:01:34 <small>Avg for View: 00:03:40 (-57.11%)</small>	2.41% <small>Avg for View: 3.35% (-28.05%)</small>	812 <small>% of Total: 1.15% (70,845)</small>	\$97.02 <small>% of Total: 0.60% (\$16,054.00)</small>
1. dealerleads.com / referral	Houston	9,295 (31.54%)	8,683 (31.88%)	10,407 (31.52%)	63.02%	2.06	00:01:11	2.37%	247 (30.42%)	\$29.11 (30.00%)
2. dealerleads.com / referral	(no. set)	3,412 (11.58%)	3,389 (12.44%)	3,441 (10.45%)	10.06%	2.83	00:01:22	0.32%	11 (1.35%)	\$0.00 (0.00%)
3. dealerleads.com / referral	League City	1,457 (4.94%)	1,117 (4.10%)	2,498 (7.59%)	29.56%	3.69	00:03:53	2.60%	65 (8.00%)	\$12.94 (13.33%)
4. dealerleads.com / referral	Dallas	878 (2.98%)	786 (2.89%)	959 (2.94%)	47.37%	2.83	00:02:05	2.99%	29 (3.57%)	\$1.62 (1.67%)
5. dealerleads.com / referral	Texas C-ty	524 (1.78%)	430 (1.58%)	535 (1.78%)	34.36%	3.79	00:02:39	3.08%	18 (2.22%)	\$4.85 (5.00%)
6. dealerleads.com / referral	Conroe	430 (1.46%)	412 (1.51%)	456 (1.39%)	66.57%	1.90	00:00:39	1.10%	5 (0.62%)	\$0.00 (0.00%)
7. dealerleads.com / referral	Cypress	414 (1.40%)	398 (1.46%)	453 (1.38%)	69.32%	1.78	00:00:42	1.32%	6 (0.74%)	\$1.62 (1.67%)
8. dealerleads.com / referral	Galveston	411 (1.39%)	349 (1.28%)	505 (1.53%)	39.01%	3.56	00:02:42	7.33%	37 (4.56%)	\$6.47 (6.67%)
9. dealerleads.com / referral	Pasadena	341 (1.16%)	258 (1.09%)	412 (1.25%)	48.79%	2.85	00:01:51	1.21%	5 (0.62%)	\$1.62 (1.67%)
10. dealerleads.com / referral	Peerland	335 (1.14%)	299 (1.10%)	374 (1.14%)	47.06%	3.07	00:01:45	4.28%	16 (1.97%)	\$1.62 (1.67%)

LET'S GO

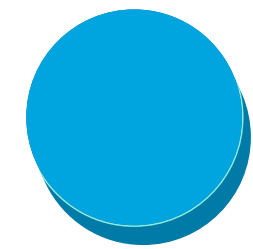
Quarter by Quarter



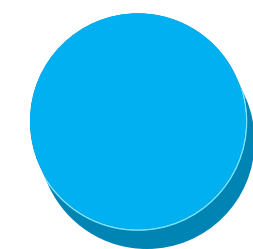
1ST QUARTER REPORTING
JAN 1 thru MAR 31



2ND QUARTER REPORTING
APR 1 thru JUN 30



3RD QUARTER REPORTING
JUL 1 thru SEP 30

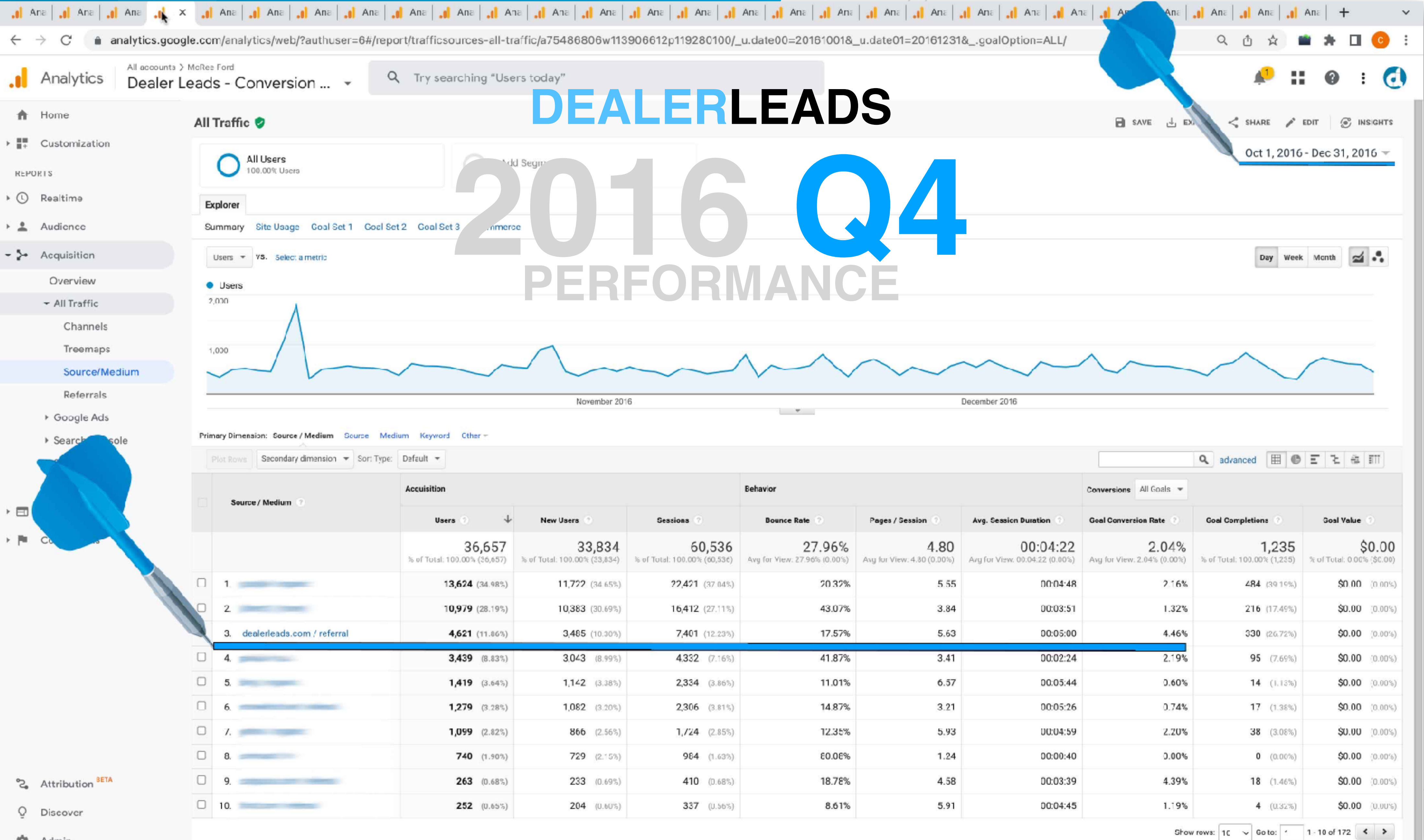


4TH QUARTER REPORTING
OCT 1 thru DEC 31



DEALERLEADS

2016 Q4 PERFORMANCE



DEALERLEADS

2017 Q1 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

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

Users vs. Select a metric

Users

1,530

1,000

500

February 2017

March 2017

Primary Dimension: Source / Medium Source Medium Keyword Other

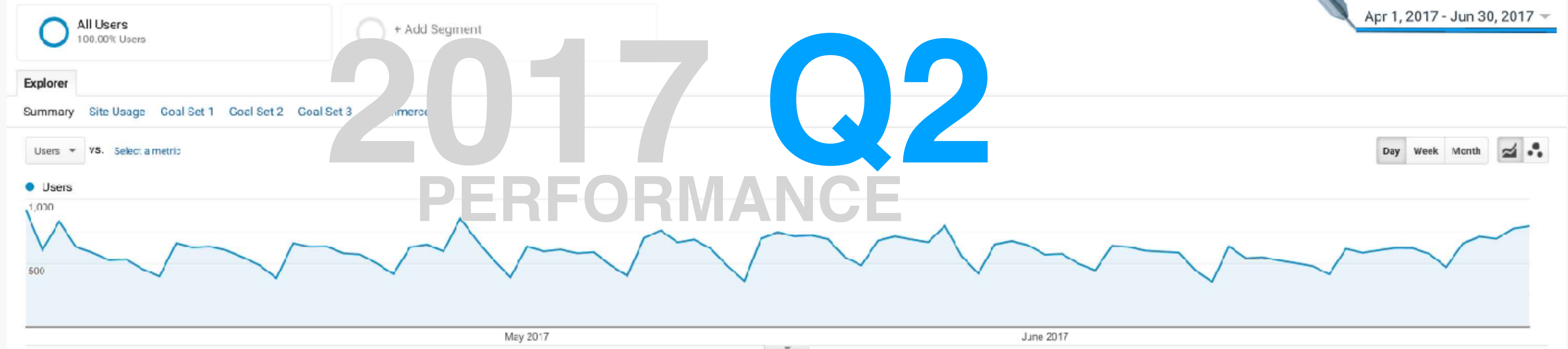
Plot Rows Secondary dimension Sor: Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	38,118 <small>% of Total: 100.00% (38,118)</small>	35,140 <small>% of Total: 100.00% (35,140)</small>	64,155 <small>% of Total: 100.00% (64,155)</small>	27.69% <small>Avg for View: 27.69% (0.00%)</small>	4.72 <small>Avg for View: 4.72 (0.00%)</small>	00:04:20 <small>Avg for View: 00:04:20 (0.00%)</small>	2.36% <small>Avg for View: 2.35% (0.00%)</small>	1,517 <small>% of Total: 100.00% (1,517)</small>	\$229.00 <small>% of Total: 100.00% (\$229.00)</small>
1. [blurred]	13,924 (34.39%)	11,812 (33.61%)	22,885 (35.67%)	19.38%	5.58	00:04:47	2.60%	596 (39.29%)	\$66.00 (28.82%)
2. [blurred]	8,163 (20.16%)	7,731 (22.00%)	13,795 (21.50%)	30.14%	4.32	00:04:33	2.52%	348 (22.94%)	\$112.00 (48.91%)
3. dealerleads.com / referral	4,425 (10.93%)	3,303 (9.40%)	7,395 (11.53%)	17.96%	5.59	00:05:03	3.89%	288 (19.08%)	\$13.00 (5.68%)
4. [blurred]	4,139 (10.22%)	3,711 (10.56%)	5,260 (8.20%)	42.83%	3.46	00:02:36	2.40%	126 (8.31%)	\$10.00 (4.37%)
5. [blurred]	2,823 (6.97%)	2,759 (7.97%)	3,074 (4.79%)	73.78%	1.45	00:00:52	0.03%	1 (0.07%)	\$0.00 (0.00%)
6. [blurred]	1,530 (3.78%)	1,254 (3.57%)	2,663 (4.15%)	9.76%	6.57	00:05:40	1.73%	34 (2.24%)	\$13.00 (5.68%)
7. [blurred]	1,306 (3.23%)	1,022 (2.91%)	2,387 (3.72%)	21.16%	2.73	00:03:59	1.01%	24 (1.58%)	\$2.00 (0.87%)
8. [blurred]	1,137 (2.91%)	908 (2.58%)	1,825 (2.85%)	13.58%	5.79	00:05:14	2.90%	53 (3.49%)	\$4.00 (1.75%)
9. [blurred]	537 (1.33%)	508 (1.45%)	642 (1.00%)	68.38%	1.82	00:01:08	0.15%	1 (0.07%)	\$0.00 (0.00%)
10. [blurred]	410 (1.01%)	353 (1.00%)	1,291 (2.01%)	73.51%	1.45	00:03:55	0.00%	0 (0.00%)	\$0.00 (0.00%)

DEALERLEADS

2017 Q2 PERFORMANCE

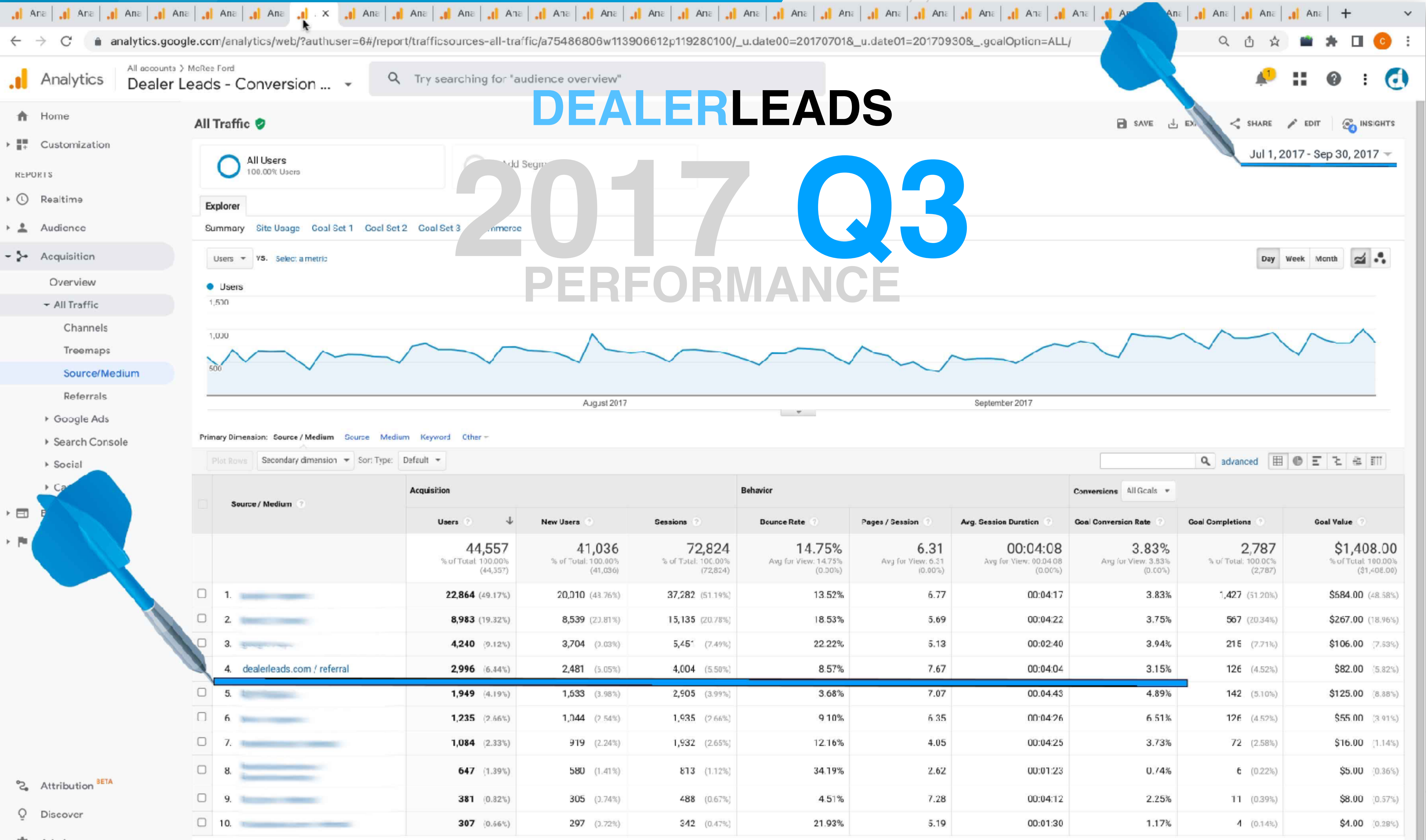
All Traffic



Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	38,092 <small>% of Total: 100.00% (38,092)</small>	35,198 <small>% of Total: 100.00% (35,198)</small>	65,363 <small>% of Total: 100.00% (65,363)</small>	20.39% <small>Arg for View: 20.39% (0.00%)</small>	5.65 <small>Arg for View: 5.65 (0.00%)</small>	00:04:32 <small>Arg for View: 00:04:32 (0.00%)</small>	3.41% <small>Arg for View: 3.41% (0.00%)</small>	2,231 <small>% of Total: 100.00% (2,231)</small>	\$811.00 <small>% of Total: 100.00% (\$811.00)</small>
1. [blurred]	15,580 (38.31%)	13,266 (37.69%)	26,591 (40.63%)	14.79%	6.66	00:04:55	3.37%	896 (40.16%)	\$290.00 (35.76%)
2. [blurred]	9,063 (22.29%)	8,563 (24.33%)	15,502 (23.72%)	22.90%	4.85	00:04:40	3.44%	533 (23.89%)	\$245.00 (30.21%)
3. [blurred]	4,719 (11.50%)	4,210 (11.96%)	6,190 (9.47%)	34.39%	4.09	00:02:37	3.10%	152 (6.81%)	\$51.00 (6.29%)
4. dealerleads.com / referral	3,528 (8.58%)	2,635 (7.49%)	5,782 (8.85%)	16.27%	6.02	00:05:09	3.91%	226 (10.13%)	\$61.00 (7.52%)
5. [blurred]	1,416 (3.48%)	1,131 (3.21%)	2,292 (3.51%)	8.86%	7.46	00:05:46	2.35%	54 (2.42%)	\$42.00 (5.18%)
6. [blurred]	1,414 (3.48%)	1,170 (3.32%)	2,435 (3.73%)	16.18%	3.14	00:03:54	5.27%	127 (5.69%)	\$12.00 (1.48%)
7. [blurred]	1,076 (2.55%)	873 (2.48%)	1,717 (2.63%)	12.29%	6.68	00:05:19	4.02%	69 (3.09%)	\$17.00 (2.10%)
8. [blurred]	831 (2.04%)	768 (2.18%)	1,019 (1.55%)	57.31%	2.12	00:01:13	0.10%	1 (0.04%)	\$0.00 (0.00%)
9. [blurred]	565 (1.39%)	545 (1.55%)	607 (0.93%)	95.06%	1.06	00:00:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. [blurred]	294 (0.72%)	237 (0.67%)	390 (0.60%)	7.69%	8.20	00:05:10	1.23%	5 (0.22%)	\$3.00 (0.37%)

DEALERLEADS

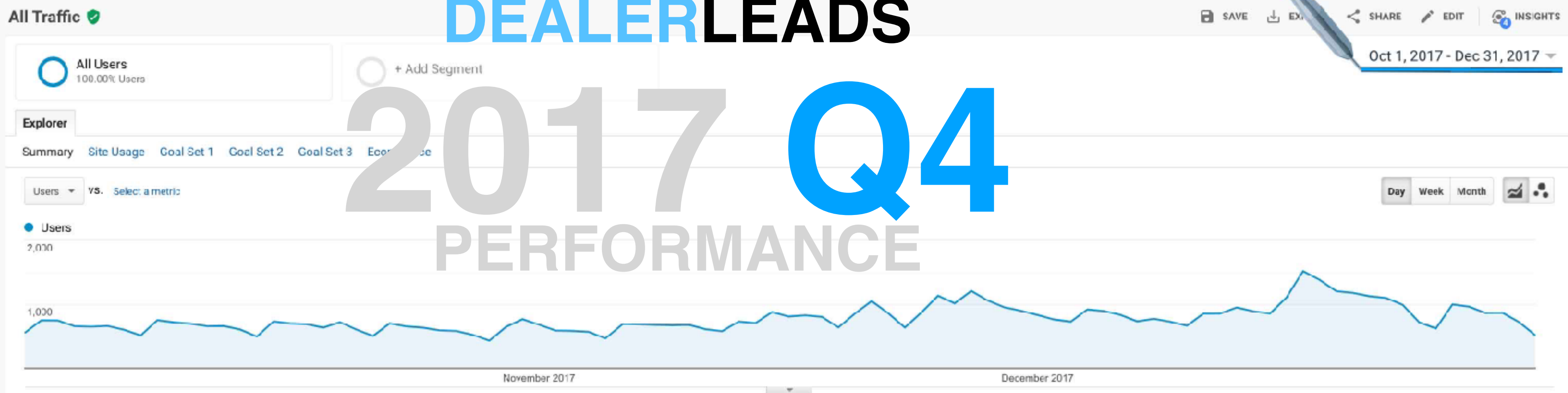
2017 Q3 PERFORMANCE



DEALERLEADS

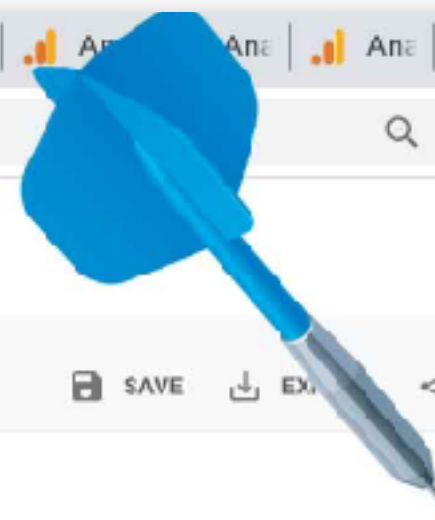
2017 Q4

PERFORMANCE



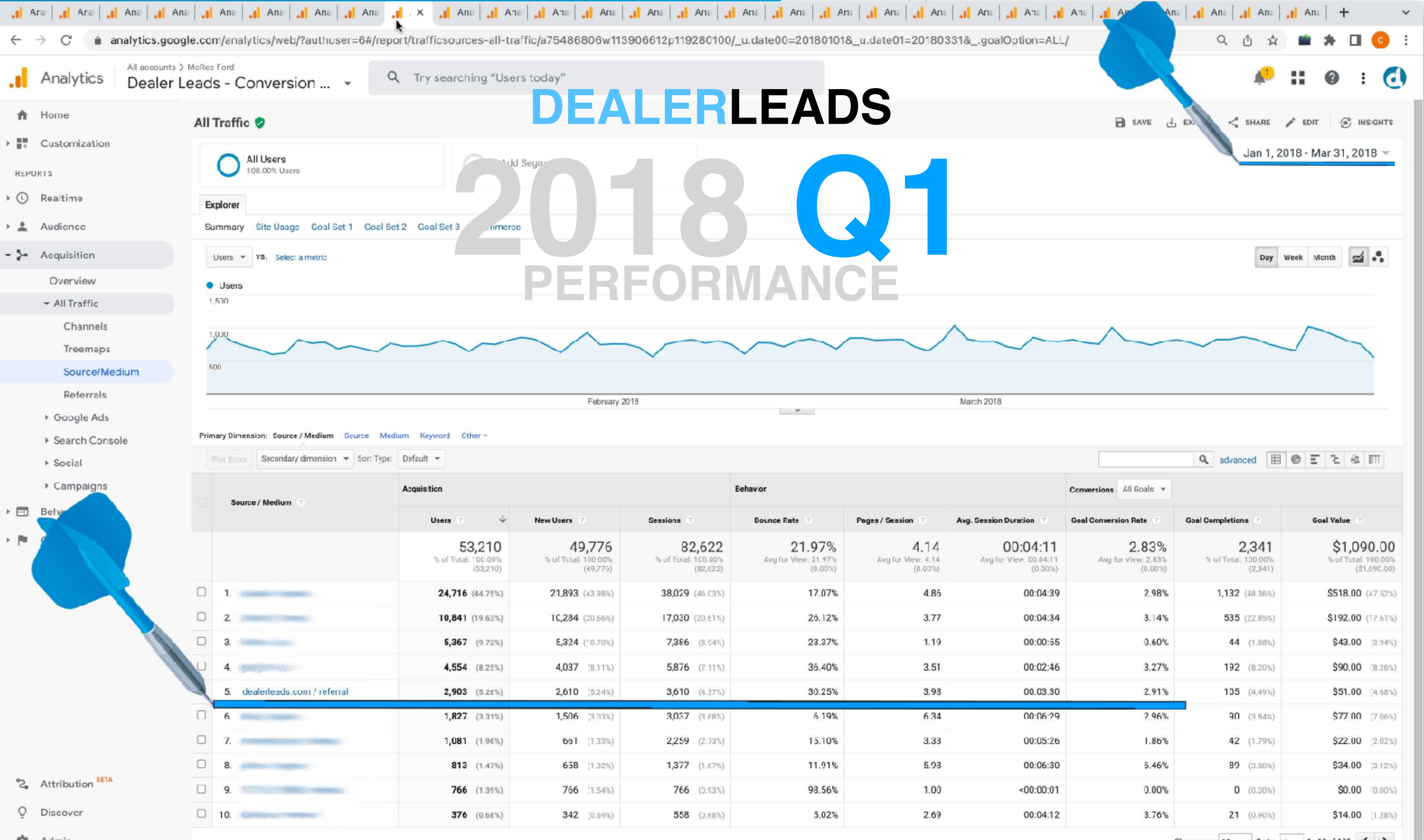
Primary Dimension: Source / Medium

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	54,675 % of Total: 100.00% (54,675)	50,802 % of Total: 100.00% (50,802)	83,075 % of Total: 100.00% (83,075)	18.80% Avg for View: 18.80% (0.00%)	4.01 Avg for View: 4.01 (0.00%)	00:03:48 Avg for View: 00:03:48 (0.00%)	3.00% Avg for View: 3.00% (0.00%)	2,491 % of Total: 100.00% (2,491)	\$1,076.00 % of Total: 100.00% (1,076.00)
1. [blurred]	30,054 (53.01%)	27,046 (53.24%)	43,814 (52.74%)	16.13%	4.11	00:03:47	2.97%	1,302 (52.27%)	\$596.00 (55.39%)
2. [blurred]	10,232 (18.05%)	9,716 (19.13%)	16,863 (20.30%)	21.34%	4.01	00:04:31	3.45%	582 (23.36%)	\$167.00 (15.52%)
3. [blurred]	4,459 (7.87%)	3,894 (7.67%)	5,623 (6.77%)	35.57%	3.59	00:02:39	3.75%	211 (8.47%)	\$87.00 (8.09%)
4. dealerleads.com / referral	3,203 (5.65%)	2,797 (5.51%)	3,917 (4.72%)	22.31%	4.65	00:03:27	2.40%	94 (3.77%)	\$37.00 (3.44%)
5. [blurred]	3,009 (5.31%)	2,946 (5.80%)	3,905 (4.70%)	15.52%	1.18	00:01:05	0.44%	17 (0.68%)	\$8.00 (0.74%)
6. [blurred]	2,001 (3.53%)	1,650 (3.27%)	3,391 (4.08%)	6.40%	6.14	00:05:36	2.80%	95 (3.81%)	\$77.00 (7.16%)
7. [blurred]	1,135 (2.00%)	635 (1.25%)	1,915 (2.31%)	18.49%	2.95	00:04:02	1.83%	35 (1.41%)	\$15.00 (1.39%)
8. [blurred]	691 (1.22%)	511 (1.01%)	1,143 (1.38%)	11.02%	5.83	00:05:24	5.74%	77 (3.09%)	\$43.00 (4.00%)
9. [blurred]	261 (0.46%)	235 (0.46%)	340 (0.41%)	8.24%	3.05	00:03:52	4.12%	14 (0.56%)	\$12.00 (1.12%)
10. [blurred]	239 (0.42%)	150 (0.30%)	367 (0.44%)	25.98%	4.14	00:04:02	4.09%	15 (0.50%)	\$6.00 (0.56%)



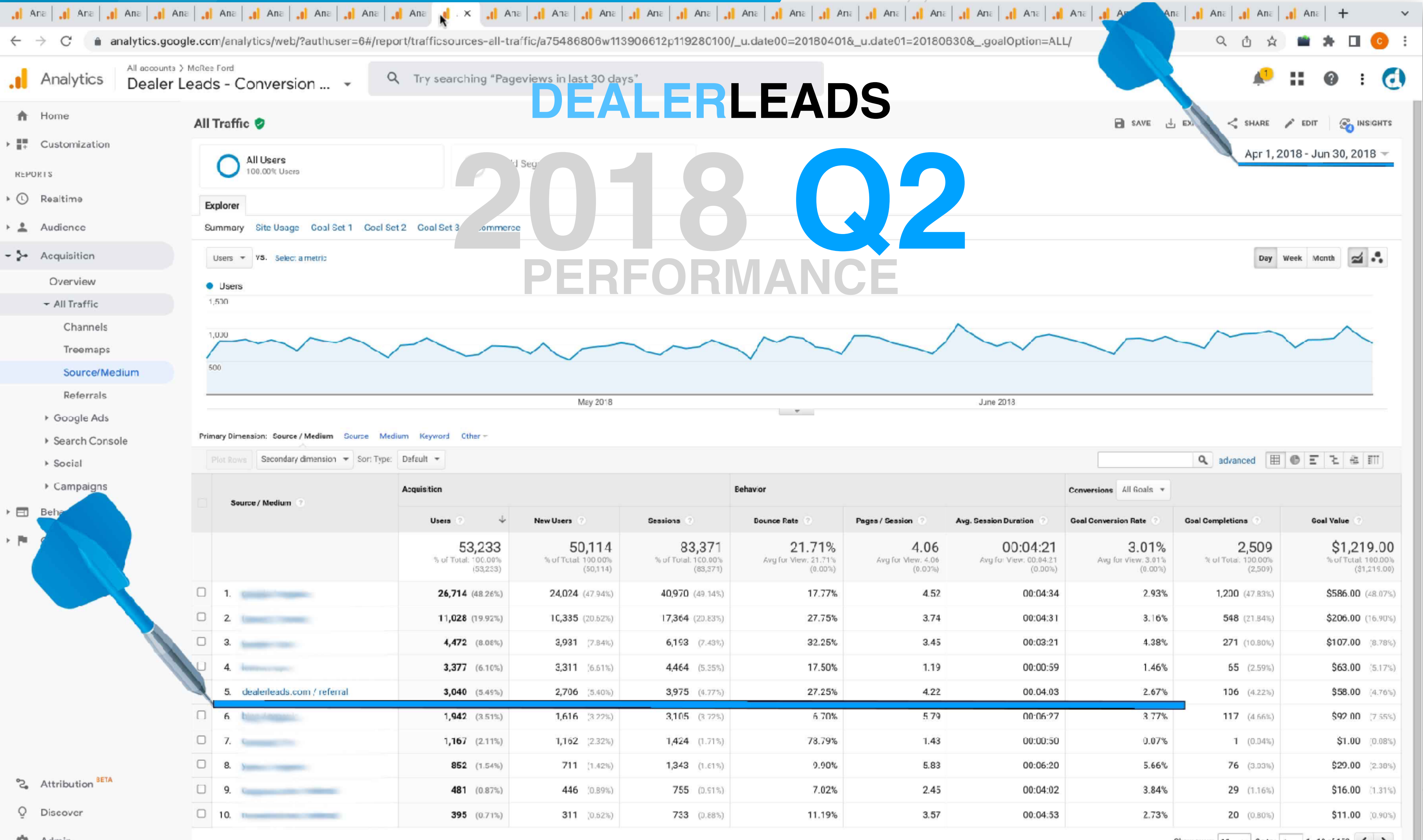
DEALERLEADS

2018 Q1 PERFORMANCE



DEALERLEADS

2018 Q2 PERFORMANCE



DEALERLEADS

2018 Q3 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

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

Users vs. Select a metric

Users



Primary Dimension: Source / Medium

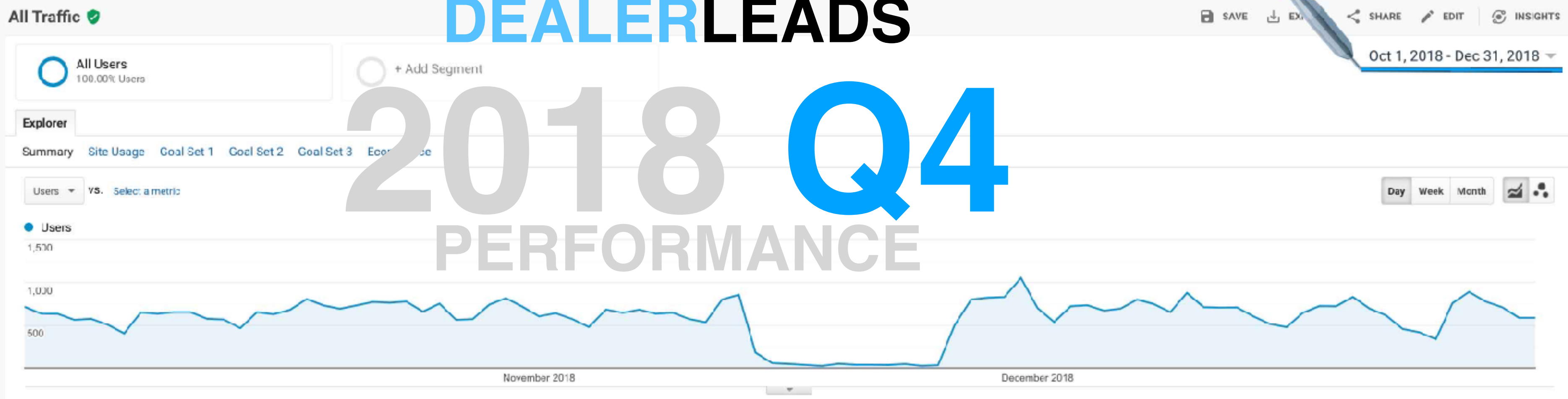
Plot Rows Secondary dimension Sor: Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	45,899 <small>% of Total: 100.00% (45,899)</small>	42,836 <small>% of Total: 100.00% (42,836)</small>	72,103 <small>% of Total: 100.00% (72,103)</small>	32.63% <small>Avg for View: 32.63% (0.00%)</small>	2.68 <small>Avg for View: 2.58 (0.00%)</small>	00:03:20 <small>Avg for View: 00:03:20 (0.00%)</small>	2.41% <small>Avg for View: 2.41% (0.00%)</small>	1,739 <small>% of Total: 100.00% (1,739)</small>	\$878.00 <small>% of Total: 100.00% (878.00)</small>
1. [blurred]	20,883 (43.55%)	18,151 (42.37%)	33,330 (46.25%)	29.33%	2.98	00:03:39	2.54%	848 (43.76%)	\$386.00 (43.96%)
2. [blurred]	10,731 (22.38%)	10,134 (23.65%)	16,308 (22.62%)	39.24%	2.50	00:03:16	2.37%	387 (22.25%)	\$217.00 (24.72%)
3. [blurred]	3,164 (6.60%)	2,694 (6.29%)	4,183 (5.80%)	37.22%	2.72	00:02:46	3.16%	132 (7.59%)	\$68.00 (7.74%)
4. dealerleads.com / referral	2,998 (6.25%)	2,625 (6.13%)	3,936 (5.46%)	32.32%	2.35	00:03:20	2.26%	89 (5.12%)	\$55.00 (6.26%)
5. [blurred]	2,901 (6.05%)	2,853 (6.63%)	3,739 (5.19%)	17.14%	1.20	00:01:00	0.59%	22 (1.27%)	\$22.00 (2.51%)
6. [blurred]	1,846 (3.85%)	1,525 (3.55%)	2,696 (3.74%)	74.78%	2.95	00:04:00	3.73%	87 (5.00%)	\$63.00 (7.18%)
7. [blurred]	1,425 (2.97%)	1,425 (3.33%)	1,447 (2.01%)	52.04%	1.88	00:01:26	2.97%	43 (2.47%)	\$0.00 (0.00%)
8. [blurred]	918 (1.91%)	771 (1.81%)	1,618 (2.24%)	19.90%	3.10	00:03:49	2.90%	47 (2.70%)	\$18.00 (2.05%)
9. [blurred]	746 (1.56%)	732 (1.71%)	882 (1.22%)	78.80%	1.32	00:00:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. [blurred]	633 (1.22%)	583 (1.35%)	919 (1.27%)	58.32%	1.58	00:02:03	3.26%	30 (1.73%)	\$14.00 (1.59%)

DEALERLEADS

2018 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
	41,370 <small>% of Total: 100.00% (41,370)</small>	38,425 <small>% of Total: 100.00% (38,425)</small>	62,563 <small>% of Total: 100.00% (62,563)</small>	41.60% <small>Avg for View: 41.60% (0.00%)</small>	2.31 <small>Avg for View: 2.31 (0.00%)</small>	00:02:35 <small>Avg for View: 00:02:35 (0.00%)</small>	3.52% <small>Avg for View: 3.52% (0.00%)</small>	2,202 <small>% of Total: 100.00% (2,202)</small>	\$869.00 <small>% of Total: 100.00% (\$869.00)</small>
1. [blurred]	14,663 (35.24%)	12,541 (32.64%)	21,095 (33.72%)	46.36%	2.23	00:02:28	3.21%	677 (30.74%)	\$245.00 (28.19%)
2. [blurred]	8,773 (21.19%)	8,111 (21.11%)	13,012 (20.80%)	43.35%	2.17	00:02:40	4.23%	550 (24.98%)	\$295.00 (33.95%)
3. [blurred]	5,256 (12.70%)	4,179 (10.88%)	8,116 (12.97%)	18.63%	3.13	00:03:34	4.09%	332 (15.08%)	\$100.00 (11.51%)
4. [blurred]	3,977 (9.61%)	3,725 (9.69%)	4,927 (7.88%)	55.77%	1.89	00:01:41	2.44%	120 (5.45%)	\$19.00 (2.19%)
5. dealerleads.com / referral	3,044 (7.36%)	3,288 (8.56%)	4,389 (7.02%)	41.76%	2.21	00:01:58	2.10%	92 (4.18%)	\$32.00 (3.68%)
6. [blurred]	2,951 (7.13%)	2,530 (6.58%)	3,732 (5.97%)	49.33%	2.11	00:02:05	3.97%	148 (6.72%)	\$56.00 (6.44%)
7. [blurred]	1,438 (3.48%)	1,147 (2.99%)	2,154 (3.44%)	31.52%	2.51	00:03:13	4.46%	96 (4.36%)	\$46.00 (5.29%)
8. [blurred]	779 (1.88%)	648 (1.69%)	1,255 (2.01%)	24.86%	2.62	00:03:11	4.94%	62 (2.82%)	\$23.00 (2.65%)
9. [blurred]	433 (1.05%)	386 (1.00%)	625 (1.00%)	62.72%	1.67	00:02:11	5.60%	35 (1.59%)	\$13.00 (1.50%)
10. [blurred]	348 (0.84%)	340 (0.88%)	406 (0.65%)	49.26%	2.04	00:01:31	0.99%	4 (0.18%)	\$3.00 (0.35%)

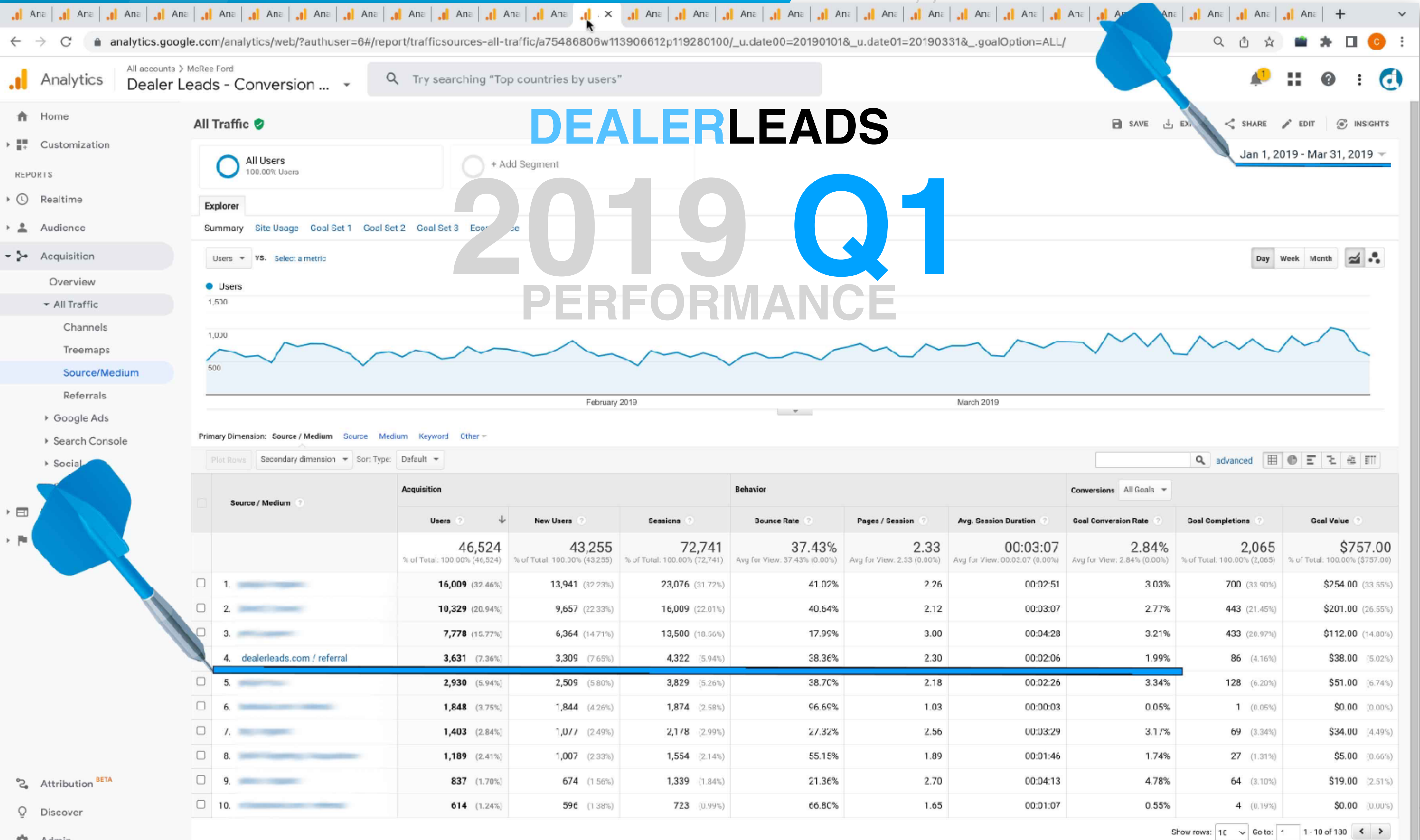
Attribution BETA

Discover

Admin

DEALERLEADS

2019 Q1 PERFORMANCE



DEALERLEADS

2019 Q2 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

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

Users vs. Select a metric

Users

1,000



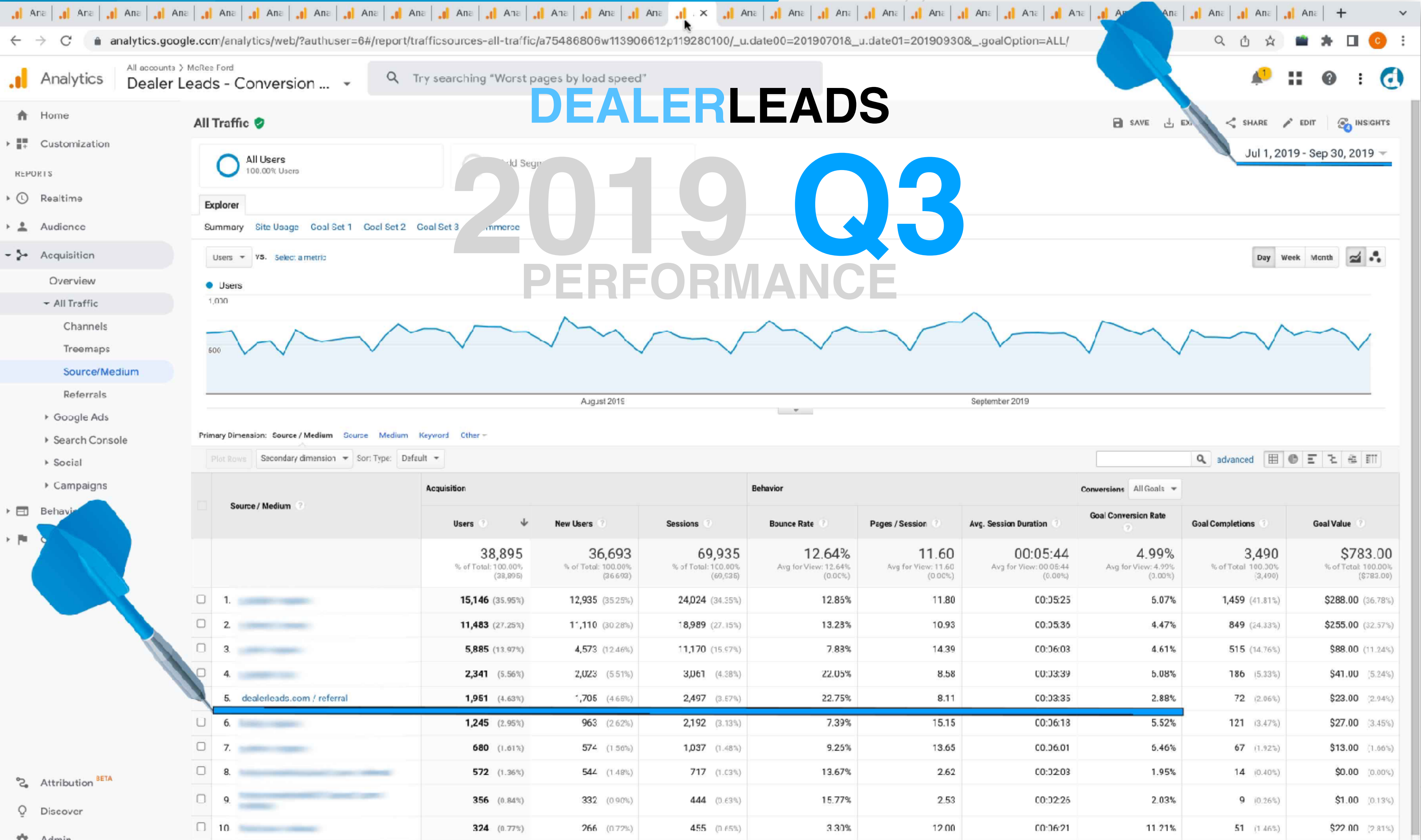
Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	41,415 <small>% of Total: 100.00% (41,415)</small>	38,445 <small>% of Total: 100.00% (38,445)</small>	68,632 <small>% of Total: 100.00% (68,632)</small>	30.43% <small>Avg for View: 30.43% (0.00%)</small>	2.91 <small>Avg for View: 2.91 (0.00%)</small>	00:04:03 <small>Avg for View: 00:04:03 (0.00%)</small>	3.16% <small>Avg for View: 3.16% (0.00%)</small>	2,167 <small>% of Total: 100.00% (2,167)</small>	\$864.00 <small>% of Total: 100.00% (\$864.00)</small>
1. [blurred]	13,953 (31.84%)	12,730 (31.81%)	19,540 (28.47%)	40.98%	2.55	00:03:27	2.63%	514 (23.77%)	\$167.00 (19.33%)
2. [blurred]	9,815 (22.40%)	8,046 (20.93%)	18,222 (26.55%)	15.16%	3.60	00:05:12	2.85%	519 (23.95%)	\$108.00 (12.50%)
3. [blurred]	8,692 (19.84%)	8,246 (21.45%)	15,041 (21.92%)	31.85%	2.73	00:04:00	4.80%	722 (33.32%)	\$462.00 (53.47%)
4. dealerleads.com / referral	3,497 (7.98%)	3,234 (8.41%)	4,120 (6.00%)	36.00%	2.46	00:02:14	1.60%	66 (3.05%)	\$24.00 (2.78%)
5. [blurred]	2,436 (5.56%)	2,114 (5.50%)	3,178 (4.63%)	29.32%	2.42	00:02:47	3.90%	124 (5.72%)	\$32.00 (3.70%)
6. [blurred]	1,351 (3.08%)	1,085 (2.82%)	2,181 (3.18%)	21.87%	3.49	00:04:50	2.75%	60 (2.77%)	\$23.00 (2.66%)
7. [blurred]	784 (1.79%)	668 (1.74%)	1,263 (1.84%)	18.55%	3.36	00:05:31	4.75%	60 (2.77%)	\$17.00 (1.97%)
8. [blurred]	607 (1.39%)	605 (1.57%)	628 (0.92%)	94.11%	1.07	00:00:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. [blurred]	325 (0.74%)	314 (0.82%)	361 (0.53%)	61.77%	1.85	00:01:08	0.55%	2 (0.09%)	\$1.00 (0.12%)
10. [blurred]	322 (0.73%)	215 (0.56%)	482 (0.70%)	33.82%	4.54	00:03:52	0.41%	2 (0.09%)	\$2.00 (0.23%)

DEALERLEADS

2019 Q3 PERFORMANCE



DEALERLEADS

2019 Q4 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

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

Users vs. Select a metric

Users

1,000



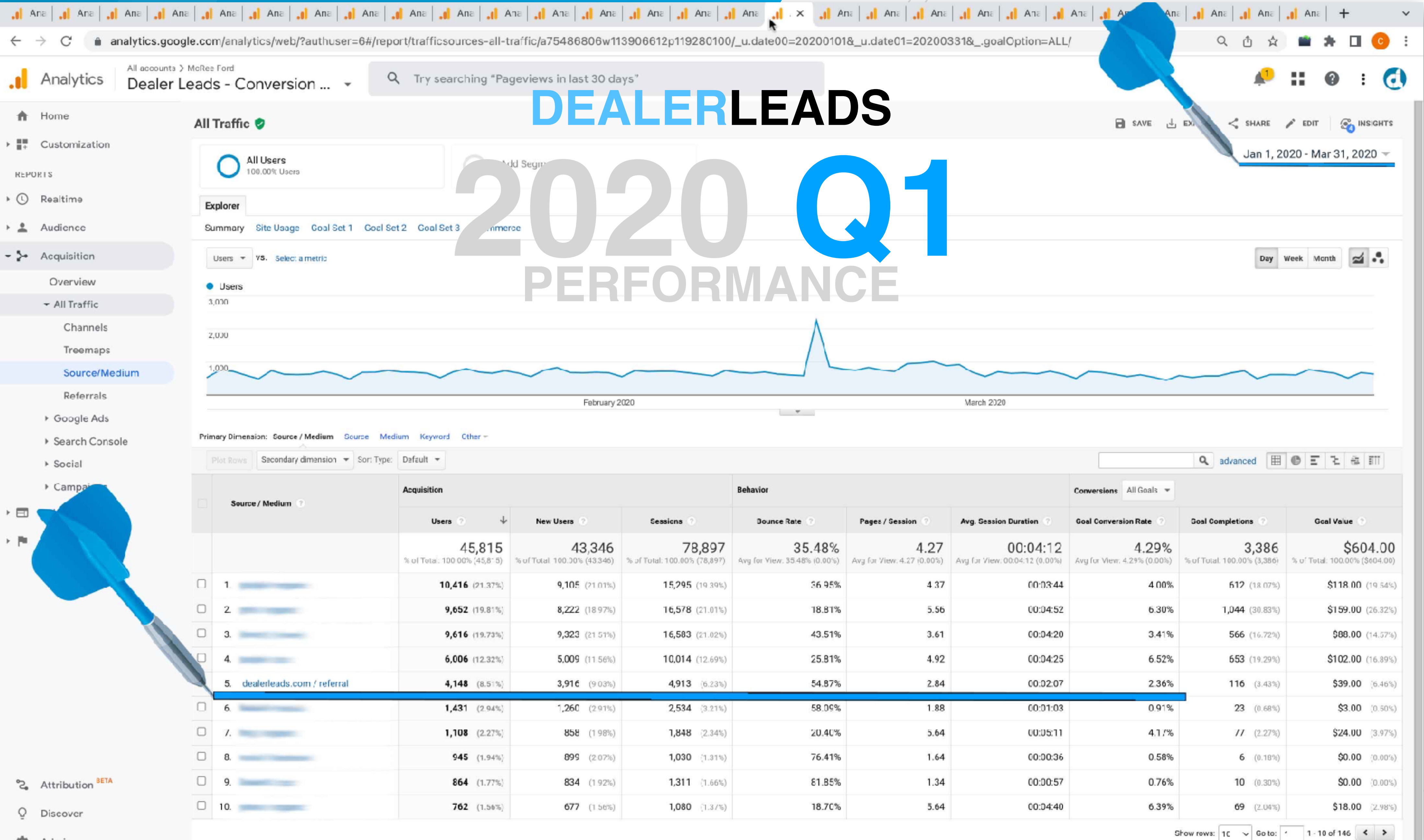
Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sor: Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	40,742 <small>% of Total: 100.00% (40,742)</small>	38,489 <small>% of Total: 100.00% (38,489)</small>	73,141 <small>% of Total: 100.00% (73,141)</small>	28.45% <small>Avg for View: 28.45% (0.00%)</small>	5.18 <small>Avg for View: 5.18 (0.00%)</small>	00:04:50 <small>Avg for View: 00:04:50 (0.00%)</small>	4.68% <small>Avg for View: 4.68% (0.00%)</small>	3,422 <small>% of Total: 100.00% (3,422)</small>	\$613.00 <small>% of Total: 100.00% (\$613.00)</small>
1. [blurred]	12,633 (28.99%)	10,822 (28.12%)	20,146 (27.54%)	26.01%	5.03	00:04:35	5.49%	1,106 (32.32%)	\$216.00 (35.24%)
2. [blurred]	10,388 (23.84%)	10,115 (26.28%)	18,662 (25.52%)	33.42%	4.63	00:04:49	3.97%	740 (21.62%)	\$132.00 (21.53%)
3. [blurred]	7,614 (17.47%)	6,447 (16.75%)	13,103 (17.91%)	18.35%	5.79	00:05:16	5.95%	780 (22.79%)	\$83.00 (13.54%)
4. [blurred]	3,296 (7.56%)	2,750 (7.14%)	4,783 (6.54%)	28.18%	4.73	00:03:45	7.38%	353 (10.32%)	\$70.00 (11.42%)
5. dealerleads.com / referral	3,222 (7.39%)	3,050 (7.92%)	3,879 (5.30%)	42.45%	3.42	00:02:54	1.73%	67 (1.96%)	\$14.00 (2.28%)
6. [blurred]	1,519 (3.49%)	1,331 (3.46%)	2,398 (3.28%)	54.38%	1.72	00:01:04	0.63%	15 (0.44%)	\$3.00 (0.49%)
7. [blurred]	994 (2.28%)	742 (1.93%)	1,712 (2.34%)	19.04%	7.00	00:06:00	4.03%	69 (2.02%)	\$21.00 (3.43%)
8. [blurred]	706 (1.62%)	594 (1.54%)	1,017 (1.39%)	17.90%	7.00	00:05:55	6.98%	71 (2.07%)	\$17.00 (2.77%)
9. [blurred]	415 (0.95%)	386 (1.00%)	586 (0.80%)	43.86%	2.49	00:03:34	5.97%	35 (1.02%)	\$7.00 (1.14%)
10. [blurred]	379 (0.87%)	368 (0.96%)	477 (0.65%)	61.01%	2.53	00:01:51	1.47%	7 (0.20%)	\$2.00 (0.33%)

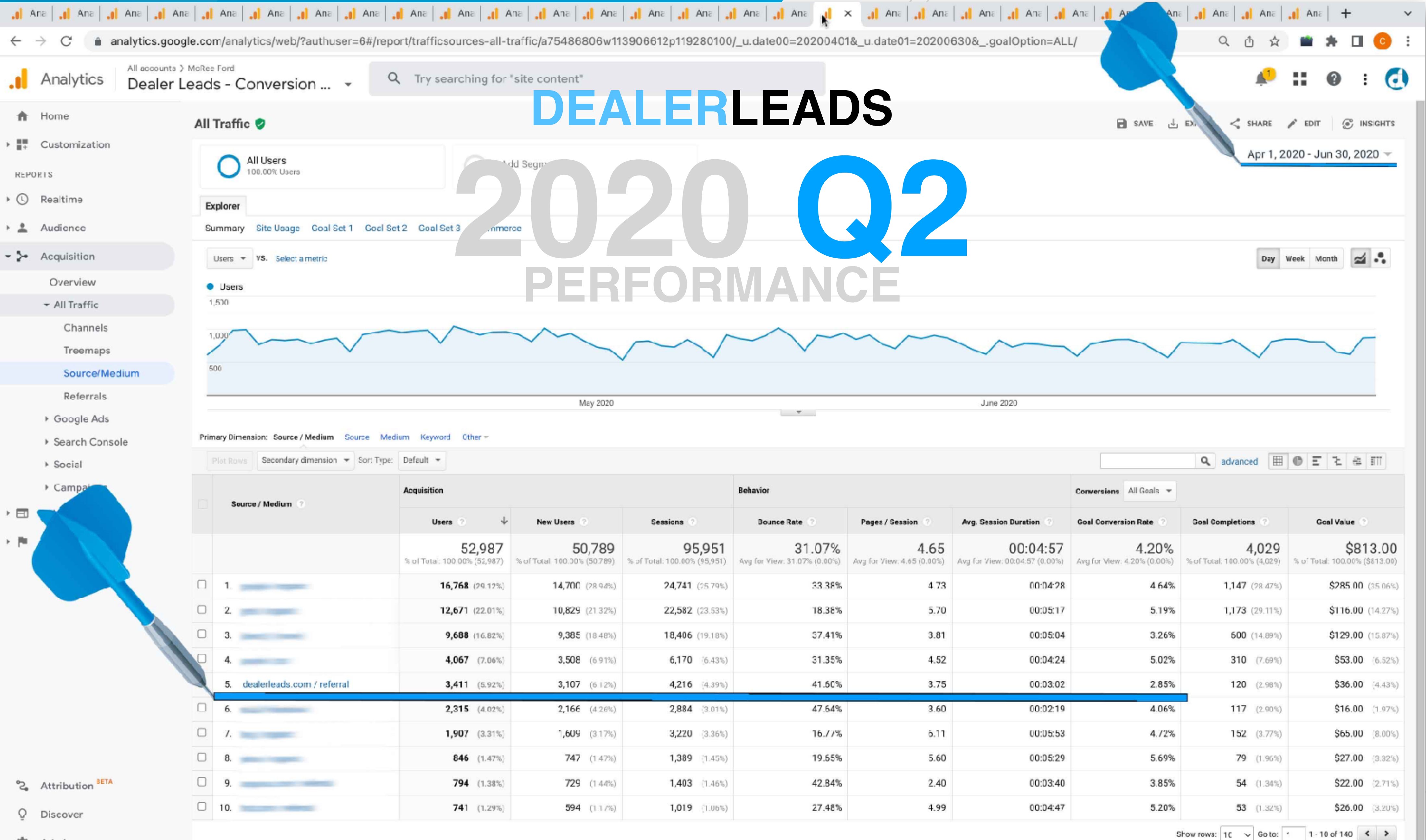
DEALERLEADS

2020 Q1 PERFORMANCE



DEALERLEADS

2020 Q2 PERFORMANCE



DEALERLEADS

2020 Q3

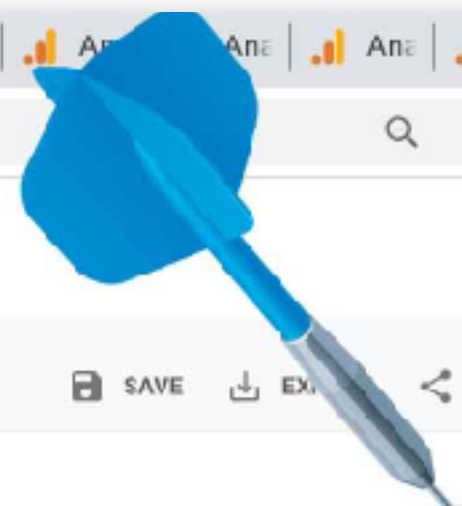
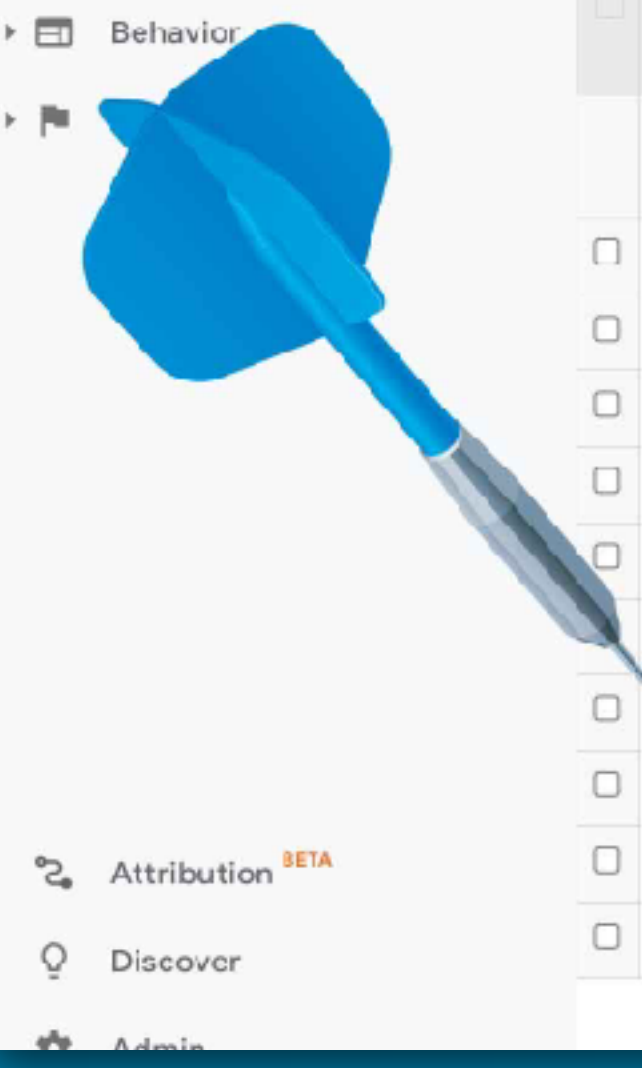
PERFORMANCE



Primary Dimension: Source / Medium Source Medium Keyword Other

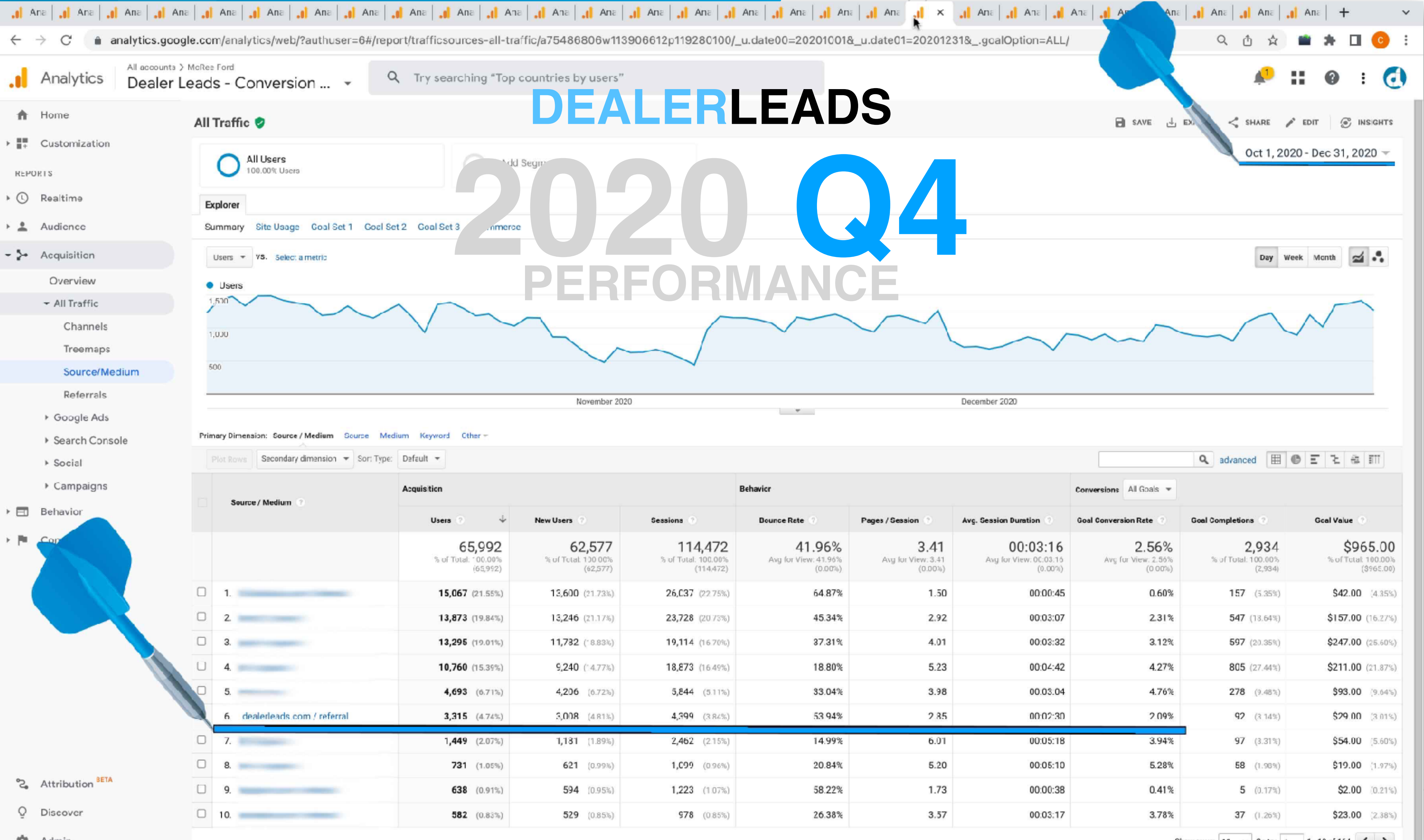
Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	53,005 <small>% of Total: 100.00% (53,005)</small>	50,719 <small>% of Total: 100.00% (50,719)</small>	91,926 <small>% of Total: 100.00% (91,926)</small>	33.58% <small>Avg for View: 33.58% (0.00%)</small>	4.02 <small>Avg for View: 4.02 (0.00%)</small>	00:04:14 <small>Avg for View: 00:04:14 (0.00%)</small>	3.81% <small>Avg for View: 3.81% (0.00%)</small>	3,500 <small>% of Total: 100.00% (3,500)</small>	\$926.00 <small>% of Total: 100.00% (\$926.00)</small>
1. [blurred]	16,368 (28.80%)	14,456 (28.50%)	25,150 (27.36%)	32.10%	4.29	00:04:00	4.37%	1,100 (31.43%)	\$287.00 (30.99%)
2. [blurred]	9,973 (17.55%)	9,829 (19.38%)	18,195 (19.79%)	39.88%	3.31	00:04:11	3.26%	593 (16.94%)	\$153.00 (16.52%)
3. [blurred]	8,685 (15.28%)	7,265 (14.32%)	14,322 (15.58%)	17.13%	5.24	00:04:42	4.93%	706 (20.17%)	\$153.00 (16.52%)
4. [blurred]	5,672 (9.98%)	4,968 (9.80%)	7,746 (8.43%)	33.42%	4.00	00:03:38	5.29%	410 (11.71%)	\$95.00 (10.26%)
5. [blurred]	4,490 (7.90%)	4,303 (8.48%)	6,524 (7.10%)	59.07%	1.54	00:00:51	1.01%	66 (1.89%)	\$6.00 (0.65%)
6. dealerleads.com / referral	3,156 (5.55%)	2,848 (5.62%)	3,969 (4.32%)	44.16%	3.38	00:02:50	3.33%	132 (3.77%)	\$40.00 (4.32%)
7. [blurred]	1,702 (3.00%)	1,412 (2.78%)	3,024 (3.29%)	16.34%	5.69	00:05:51	3.47%	105 (3.00%)	\$60.00 (6.48%)
8. [blurred]	871 (1.53%)	782 (1.54%)	1,437 (1.56%)	24.15%	3.67	00:03:46	5.08%	73 (2.09%)	\$26.00 (2.81%)
9. [blurred]	811 (1.43%)	706 (1.39%)	1,296 (1.41%)	18.83%	5.35	00:05:32	4.78%	62 (1.77%)	\$25.00 (2.70%)
10. [blurred]	735 (1.29%)	538 (1.06%)	1,390 (1.51%)	52.73%	2.00	00:02:09	2.23%	31 (0.89%)	\$14.00 (1.51%)



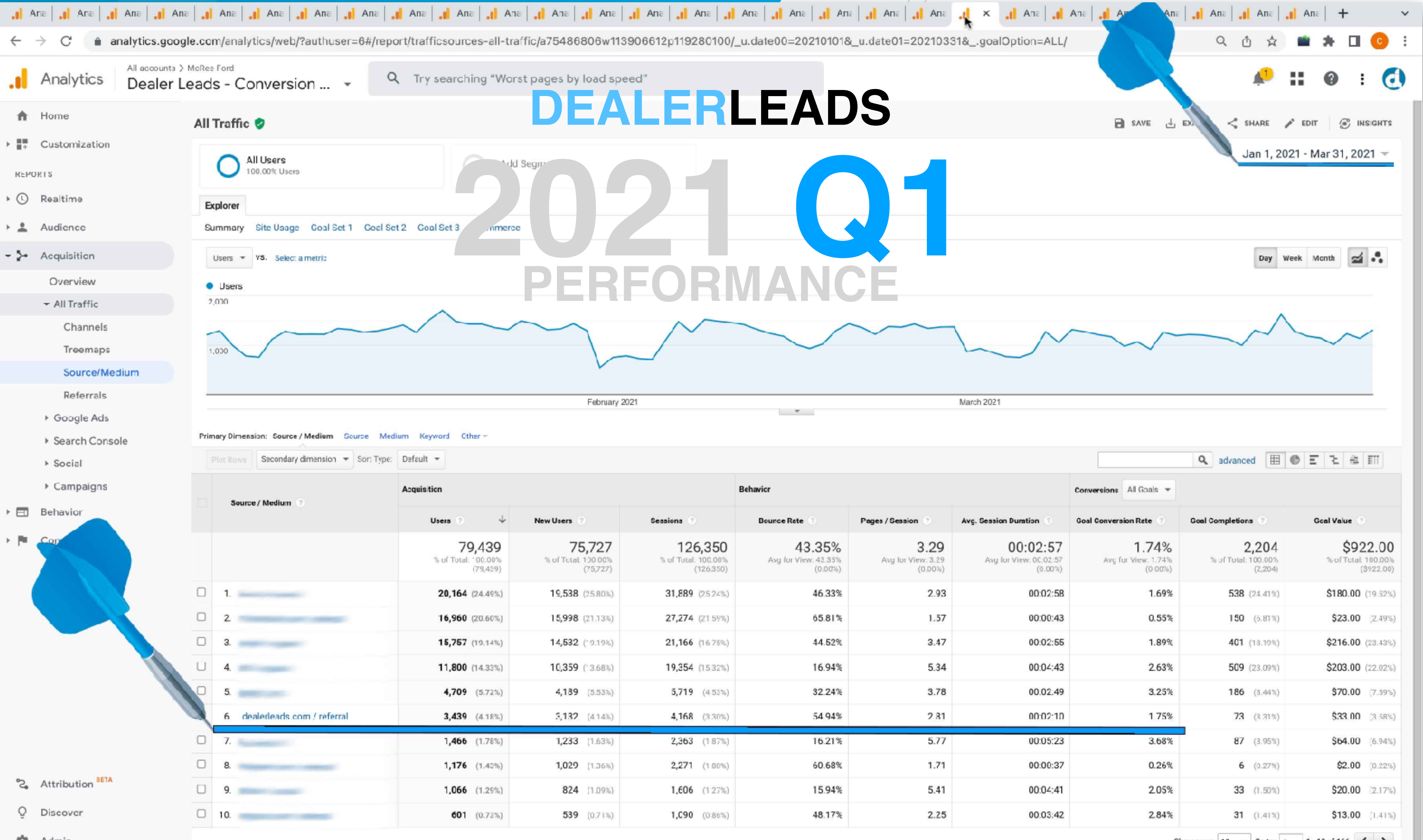
DEALERLEADS

2020 Q4 PERFORMANCE



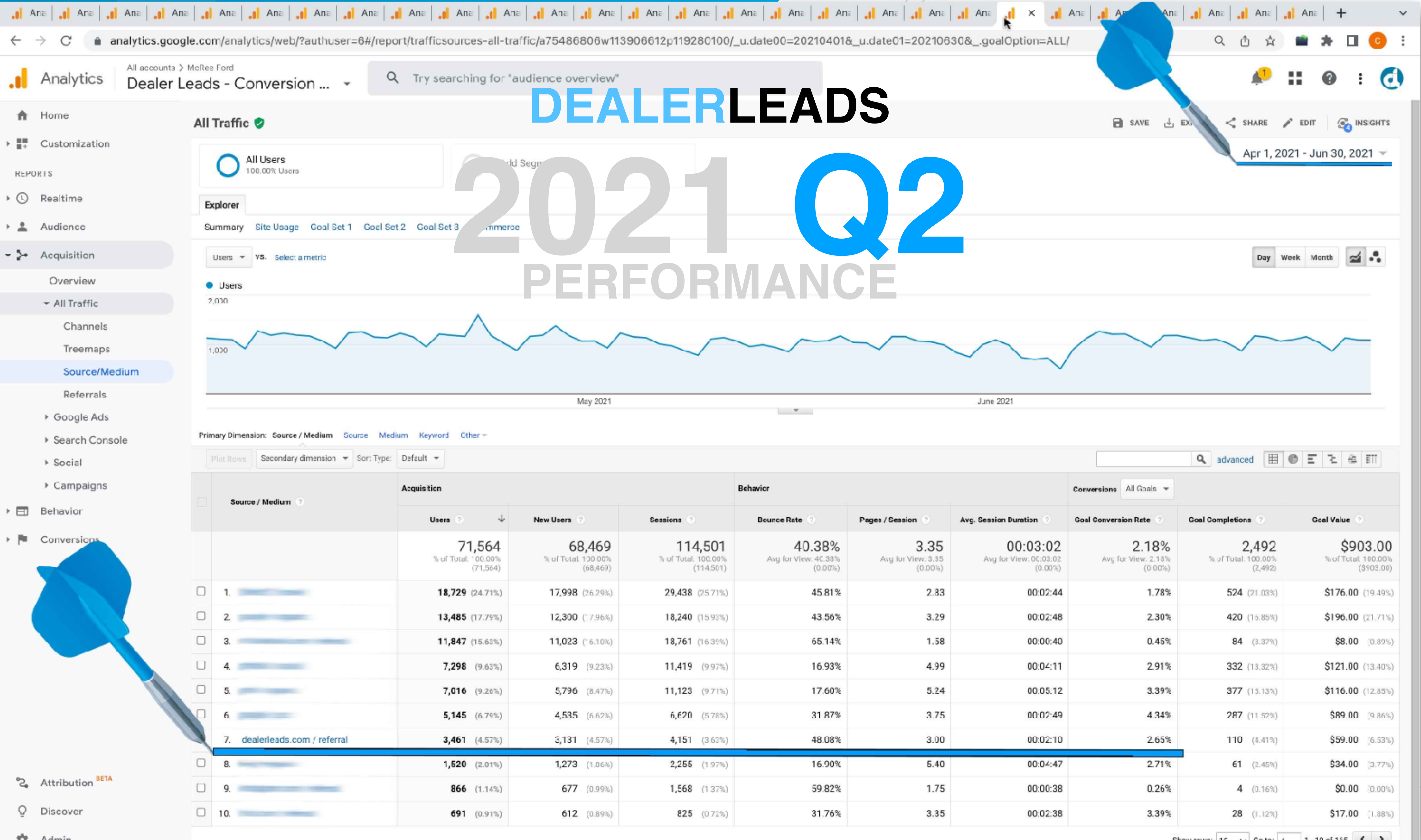
DEALERLEADS

2021 Q1 PERFORMANCE



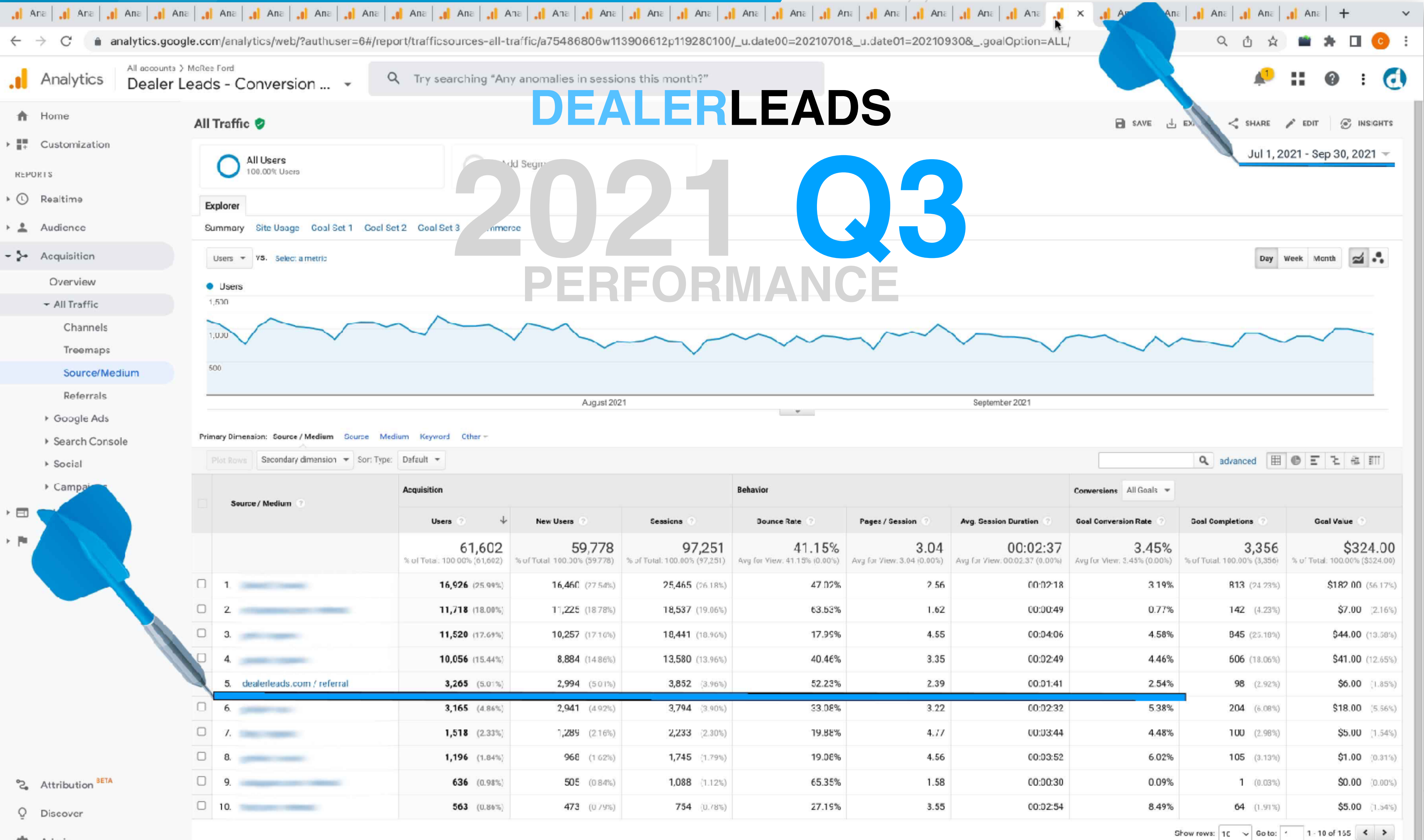
DEALERLEADS

2021 Q2 PERFORMANCE



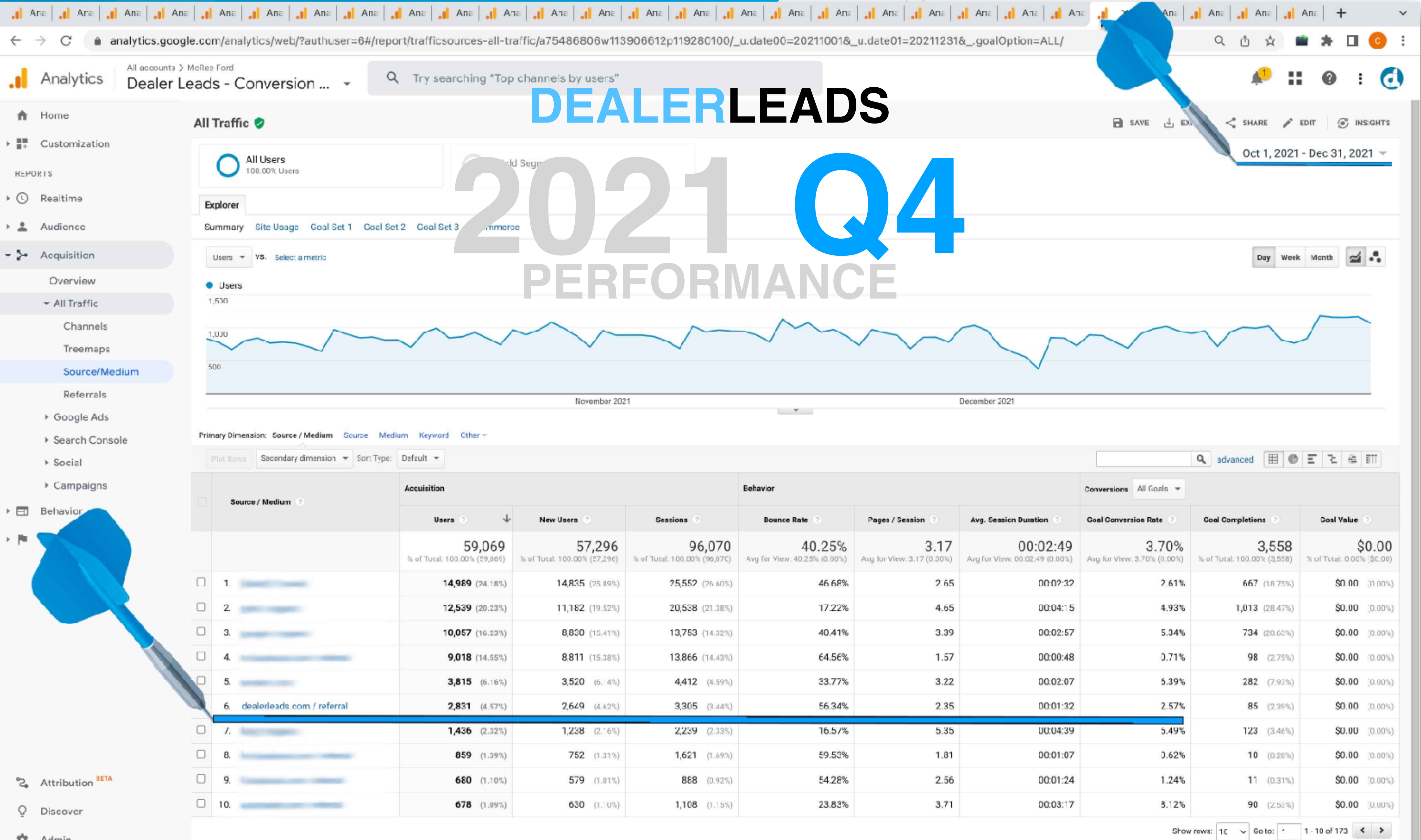
DEALERLEADS

2021 Q3 PERFORMANCE



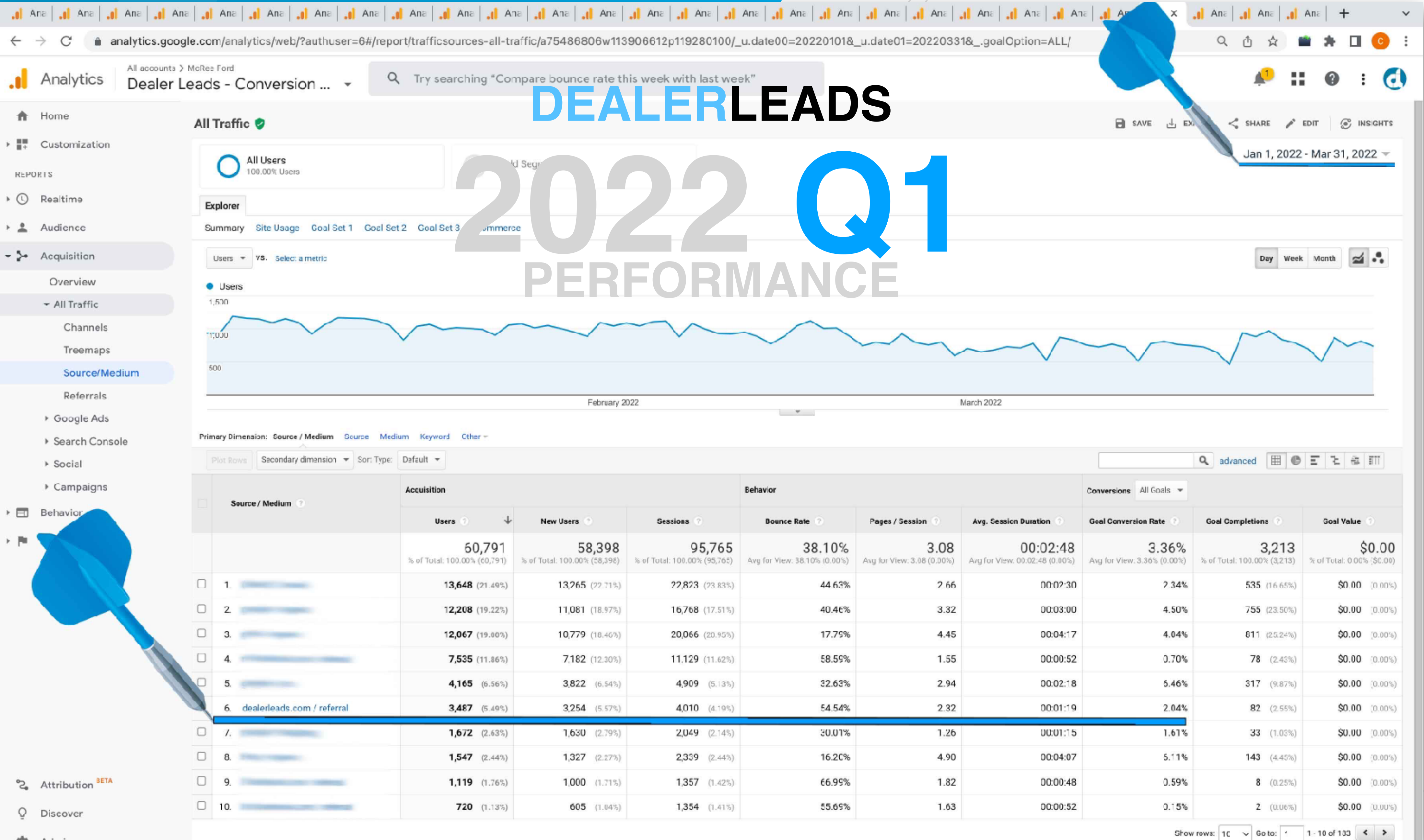
DEALERLEADS

2021 Q4 PERFORMANCE



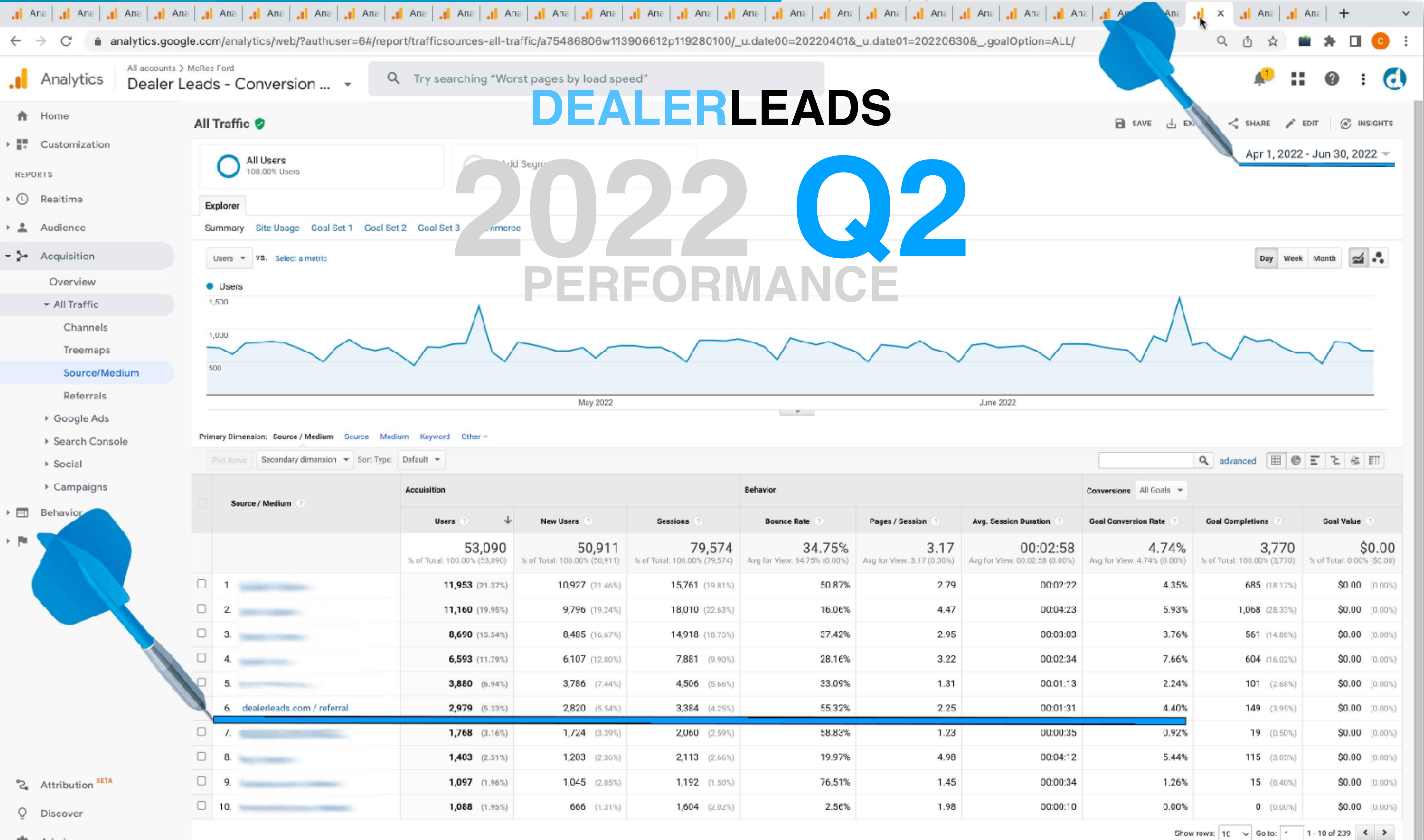
DEALERLEADS

2022 Q1 PERFORMANCE



DEALERLEADS

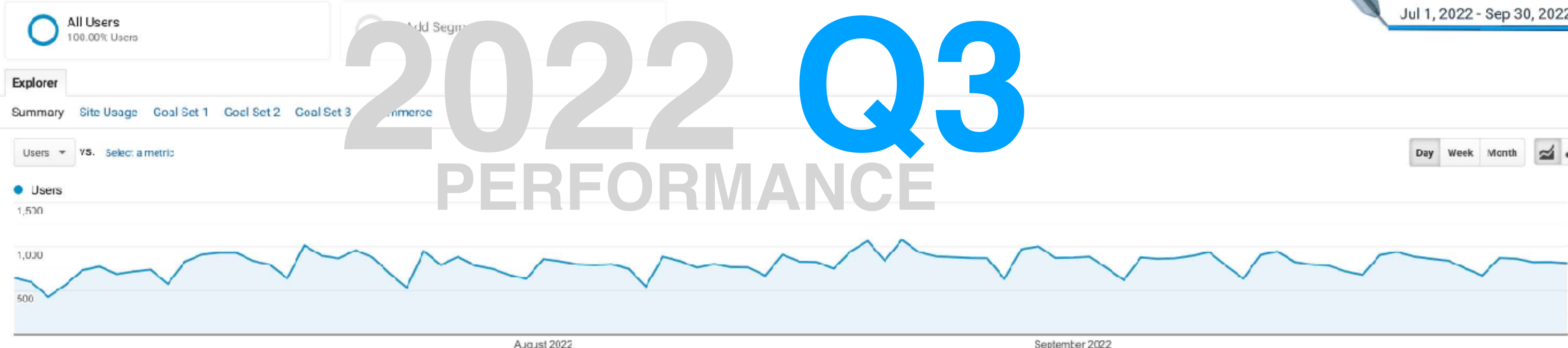
2022 Q2 PERFORMANCE



DEALERLEADS

2022 Q3 PERFORMANCE

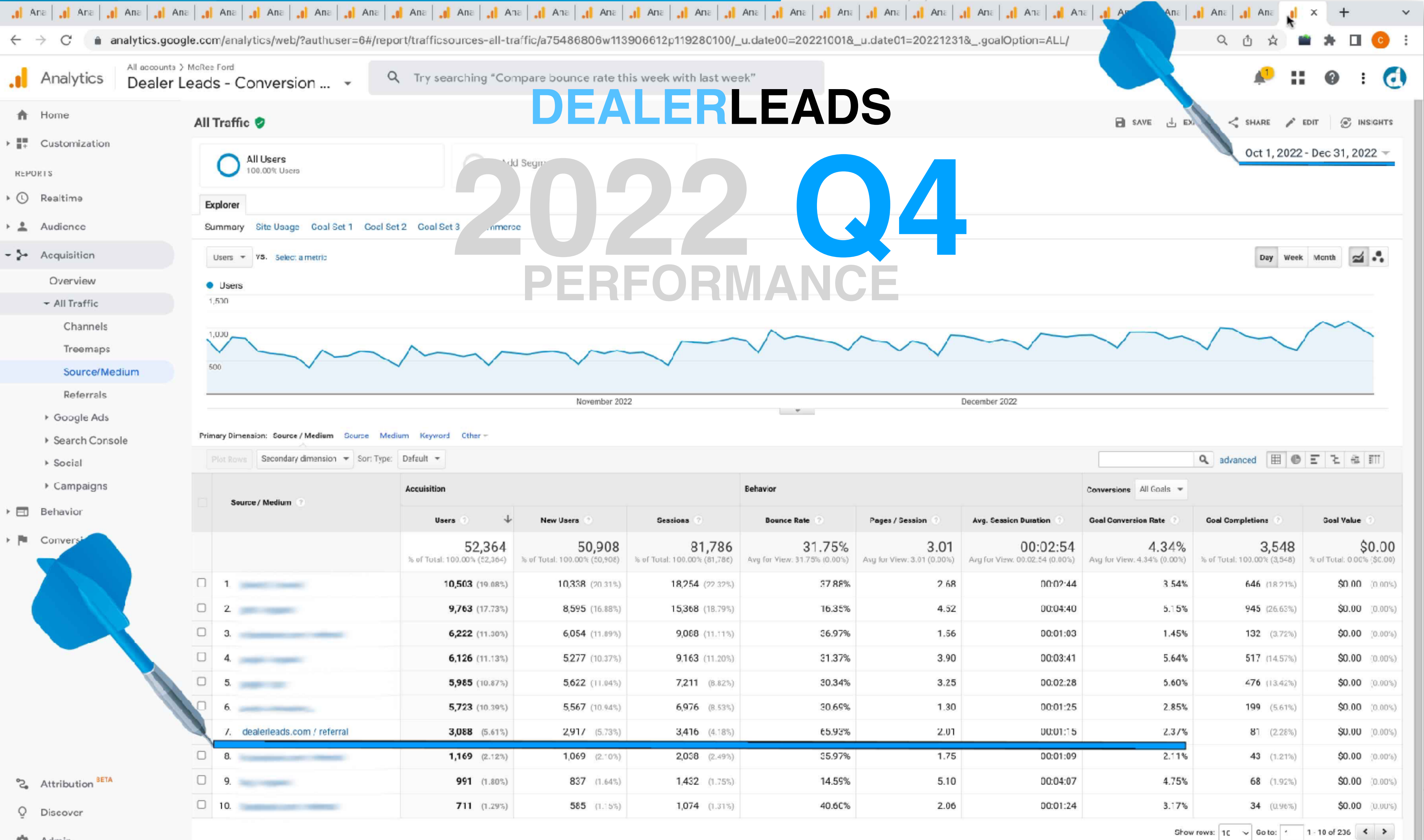
All Traffic



Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	58,204 <small>% of Total: 100.00% (58,204)</small>	56,424 <small>% of Total: 100.00% (56,424)</small>	87,687 <small>% of Total: 100.00% (87,687)</small>	29.48% <small>Avg for View: 29.48% (0.00%)</small>	3.06 <small>Avg for View: 3.06 (0.00%)</small>	00:02:55 <small>Avg for View: 00:02:55 (0.00%)</small>	4.67% <small>Avg for View: 4.67% (0.00%)</small>	4,091 <small>% of Total: 100.00% (4,091)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	11,146 (18.47%)	11,016 (19.52%)	19,117 (21.80%)	34.98%	2.75	00:02:51	3.80%	726 (17.75%)	\$0.00 (0.00%)
2. [blurred]	10,769 (17.85%)	9,660 (17.12%)	17,123 (19.53%)	17.29%	4.47	00:04:40	5.07%	1,040 (25.42%)	\$0.00 (0.00%)
3. [blurred]	7,100 (11.77%)	6,181 (10.95%)	10,198 (11.63%)	34.40%	3.61	00:03:19	5.19%	631 (15.42%)	\$0.00 (0.00%)
4. [blurred]	6,757 (11.20%)	6,361 (11.27%)	8,028 (9.16%)	29.78%	3.21	00:02:28	7.36%	591 (14.45%)	\$0.00 (0.00%)
5. dealerleads.com / referral	6,095 (10.10%)	5,907 (10.47%)	6,491 (7.40%)	33.42%	2.47	00:01:25	1.93%	125 (3.06%)	\$0.00 (0.00%)
6. [blurred]	5,981 (9.91%)	5,947 (10.54%)	8,798 (10.03%)	31.50%	1.74	00:01:08	2.19%	193 (4.72%)	\$0.00 (0.00%)
7. [blurred]	5,349 (8.87%)	5,179 (9.18%)	6,498 (7.41%)	30.58%	1.29	00:01:25	3.08%	200 (4.85%)	\$0.00 (0.00%)
8. [blurred]	912 (1.51%)	811 (1.44%)	1,296 (1.48%)	49.61%	1.94	00:01:22	1.62%	21 (0.51%)	\$0.00 (0.00%)
9. [blurred]	884 (1.47%)	730 (1.29%)	1,350 (1.54%)	13.26%	4.72	00:03:56	5.19%	70 (1.71%)	\$0.00 (0.00%)
10. [blurred]	730 (1.21%)	697 (1.24%)	1,236 (1.41%)	36.08%	1.71	00:00:59	1.70%	21 (0.51%)	\$0.00 (0.00%)

DEALERLEADS

2022 Q4 PERFORMANCE



11 THINGS WE WANT YOU TO KNOW

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

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

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

Steve Tackett CEO 818-262-8923

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

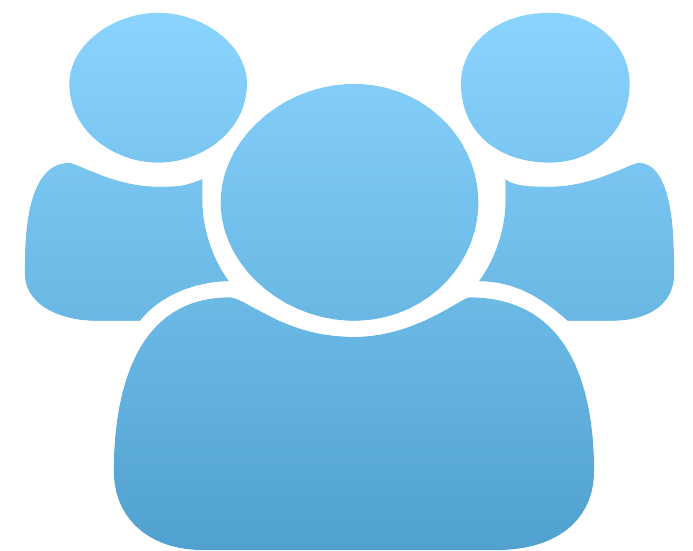
2023

Knowledge is power... never stop learning.

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



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



DEALER LEADS.com