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[dealerleads.com](http://dealerleads.com)

# 2 YEAR PLUS

PARTNER CASE STUDY #187

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David Wilson's  
**Freeway Honda**

[DealerLeads.com](http://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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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

# 2021-2022 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
	293,866 <small>% of Total: 100.00% (293,866)</small>	293,414 <small>% of Total: 100.03% (293,182)</small>	448,799 <small>% of Total: 100.00% (448,799)</small>	46.40% <small>Avg for View: 46.40% (0.00%)</small>	2.31 <small>Avg for View: 2.31 (0.00%)</small>	00:01:54 <small>Avg for View: 00:01:54 (0.00%)</small>	5.09% <small>Avg for View: 5.09% (0.00%)</small>	22,834 <small>% of Total: 100.00% (22,834)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	72,595 (23.19%)	68,270 (23.27%)	108,876 (24.26%)	21.60%	3.13	00:02:51	8.90%	9,692 (42.45%)	\$0.00 (0.00%)
2. [blurred]	53,988 (17.25%)	53,778 (18.33%)	78,181 (17.42%)	40.09%	2.42	00:02:17	6.57%	5,135 (22.49%)	\$0.00 (0.00%)
3. [blurred]	53,335 (17.04%)	49,025 (16.71%)	74,717 (16.65%)	47.98%	2.24	00:01:58	5.52%	4,127 (18.07%)	\$0.00 (0.00%)
4. [blurred]	33,325 (10.65%)	31,475 (10.73%)	60,206 (13.41%)	83.08%	1.26	00:00:17	0.43%	257 (1.13%)	\$0.00 (0.00%)
5. dealerleads.com / referral	25,370 (8.10%)	24,410 (8.32%)	27,367 (6.10%)	59.08%	1.96	00:01:01	1.90%	519 (2.27%)	\$0.00 (0.00%)
6. [blurred]	14,967 (4.78%)	14,018 (4.78%)	19,035 (4.24%)	71.82%	1.52	00:00:37	0.46%	88 (0.39%)	\$0.00 (0.00%)
7. [blurred]	9,832 (3.14%)	8,936 (3.05%)	12,338 (2.75%)	27.39%	3.07	00:02:47	4.62%	570 (2.50%)	\$0.00 (0.00%)
8. [blurred]	8,133 (2.60%)	7,234 (2.47%)	11,281 (2.51%)	46.66%	2.19	00:02:03	6.13%	691 (3.03%)	\$0.00 (0.00%)
9. [blurred]	6,523 (2.08%)	6,061 (2.07%)	8,037 (1.79%)	64.30%	1.60	00:00:36	0.44%	35 (0.15%)	\$0.00 (0.00%)
10. [blurred]	4,299 (1.37%)	3,138 (1.07%)	5,432 (1.21%)	69.66%	1.51	00:00:31	0.46%	25 (0.11%)	\$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.

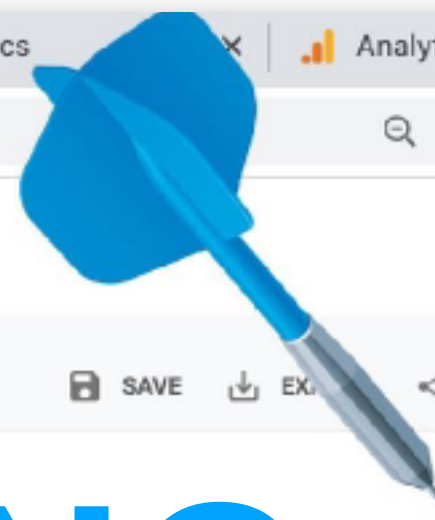
The Google Analytics dashboard allows an in-depth comparison of several traffic sources simultaneously, based entirely on the math in an unbiased reporting platform. In this case study, we are looking at hard goal conversions and hard goal completion conversion rates.

# HARD GOAL CONVERSIONS

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[DealerLeads.com](https://DealerLeads.com)

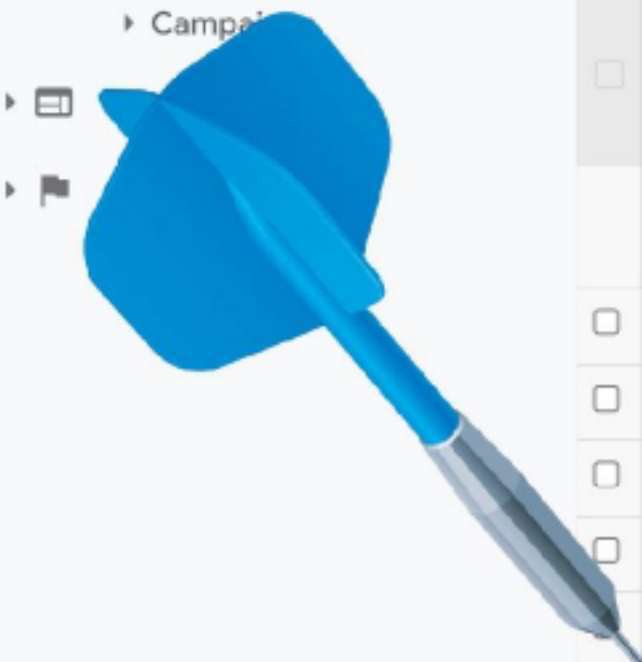
We use Google Goals to track these goal events' completion, then compare our conversion rates to our competitors. We focus on these metrics in this case study and our monthly reporting to our clients.

# DEALERLEADS CONVERSION TRACKING



Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Value	Goal Value
<b>5. dealerleads.com / referral</b>	<b>14,576</b> (6.66%)	<b>61.98%</b>	<b>9,034</b> (7.13%)	<b>29.03%</b>	<b>4.82</b>	<b>00:03:55</b>			
6.	4,215 (1.92%)	54.05%	2,278 (1.80%)	28.59%	4.51	00:05:22	2.66%	112 (1.87%)	\$0.00 (0.00%)
7.	4,002 (1.83%)	56.17%	2,248 (1.77%)	15.89%	5.48	00:05:11	2.85%	114 (1.90%)	\$0.00 (0.00%)
8.	3,663 (1.67%)	0.08%	3 (0.00%)	22.11%	4.51	00:05:05	1.88%	69 (1.15%)	\$0.00 (0.00%)
9.	2,945 (1.34%)	39.25%	1,156 (0.91%)	51.61%	3.15	00:02:49	1.43%	42 (0.70%)	\$0.00 (0.00%)
10.	2,639 (1.21%)	41.91%	1,106 (0.87%)	57.64%	2.55	00:02:08	1.17%	31 (0.52%)	\$0.00 (0.00%)

- ✓ All Goals
- Goal 1: Click to Call
- Goal 2: Click to Chat
- Goal 4: Lead Form | Car Finder
- Goal 5: Lead Form | Finance
- Goal 6: Lead Form | Order Parts
- Goal 7: Lead Form | Rental
- Goal 8: Lead Form | Value My Trade
- Goal 9: Lead Form | VDP Best Price
- Goal 10: Lead Form | VIP Concierge



Analytics Dashboard: Dealer Leads - Conversion ...

Primary Dimension: Source / Medium

Secondary dimension: [Dropdown]

Sort Type: Default

Advanced filters and table controls are visible at the top of the table.

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.

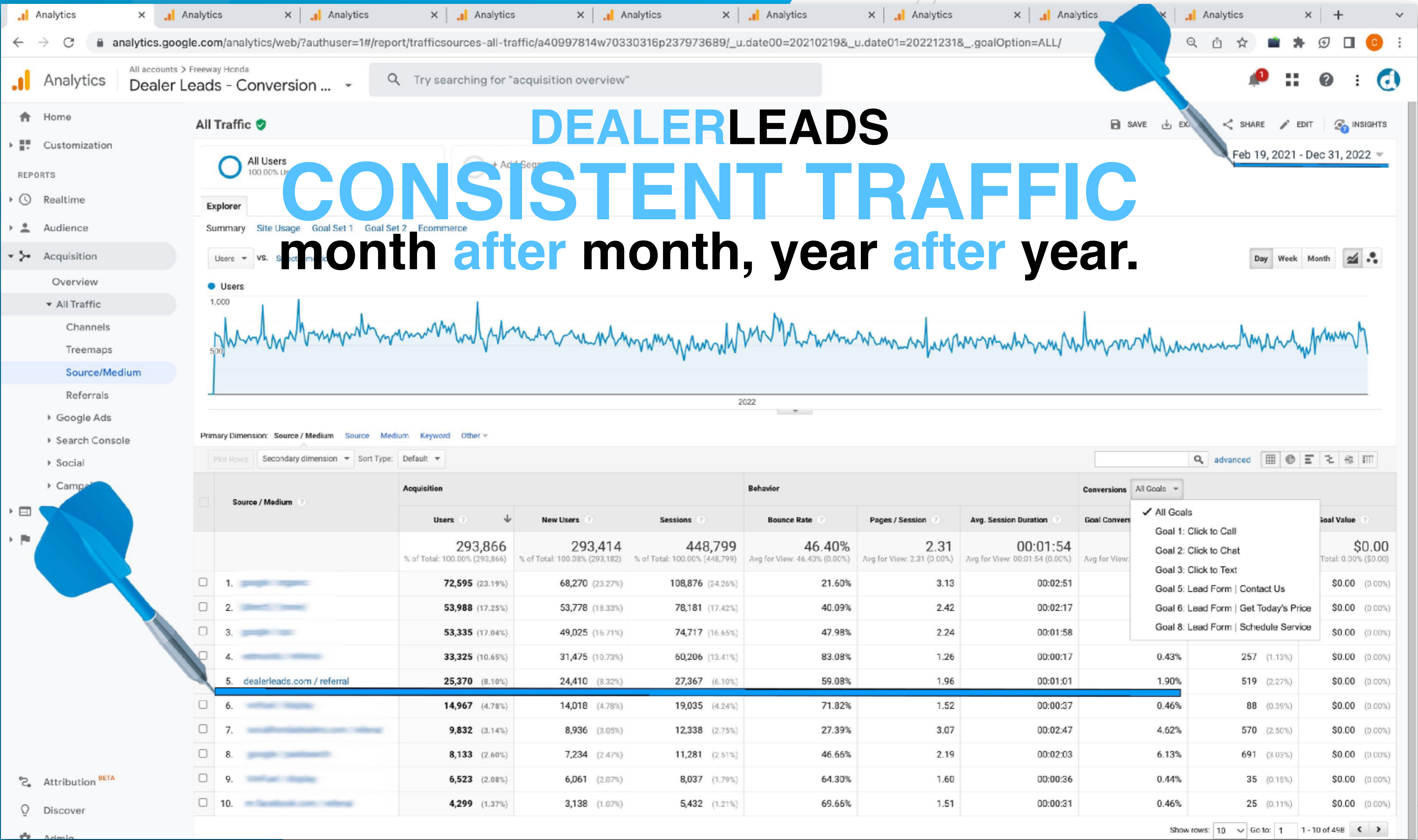
**City Location:** We document our platform's consistent, relevant local shopper traffic to the dealership's website from locations where the dealership can sell cars. It's that simple.

# OUR TRAFFIC & CITY LOCATION

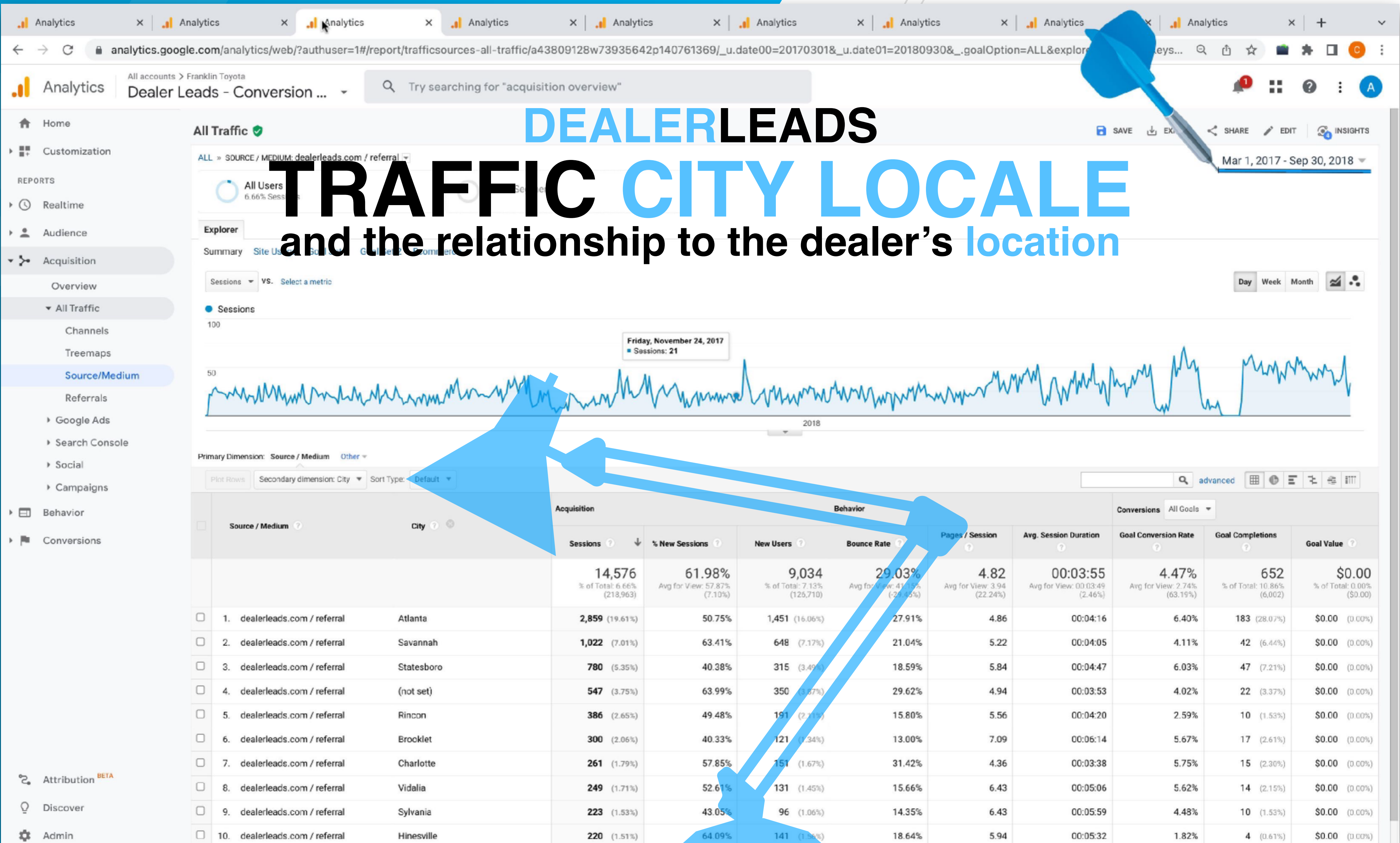
Introducing  
[DealerLeads.com](https://DealerLeads.com)

The dealer Leads program provides an economically viable, predictable, sustainable, trackable program dealers rely on to turn inventory quickly and grow their dealerships.

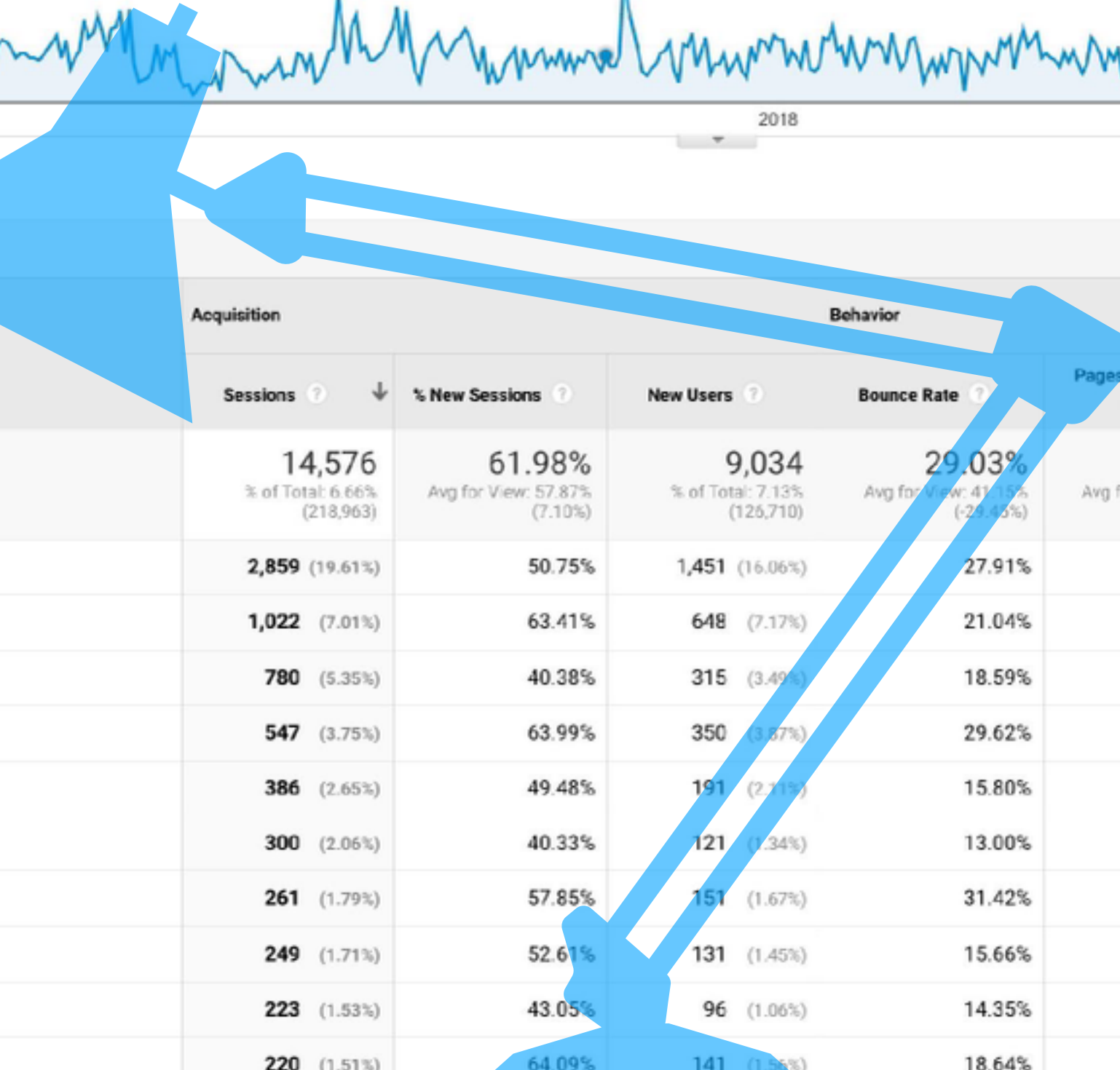
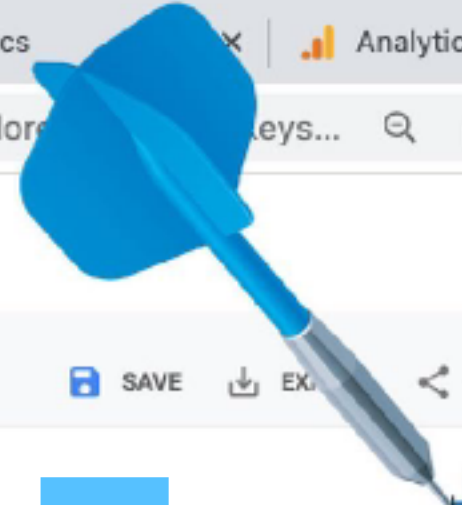
# DEALERLEADS CONSISTENT TRAFFIC month after month, year after year.





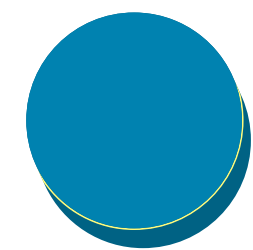


# DEALERLEADS TRAFFIC CITY LOCALE and the relationship to the dealer's location

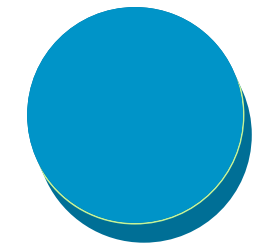


# LET'S GO

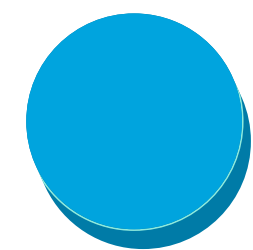
## Quarter by Quarter



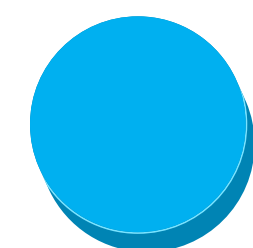
1ST QUARTER REPORTING  
JAN 1 thru MAR 31



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

# 2021 Q1 PERFORMANCE

All Traffic

All Users  
100.00% Users

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce

Users vs. Select a metric

Users

1,000

500

February 2021

March 2021

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
	16,605 <small>% of Total: 100.00% (16,605)</small>	15,772 <small>% of Total: 100.10% (15,756)</small>	25,669 <small>% of Total: 100.00% (25,669)</small>	38.28% <small>Avg for View: 38.28% (0.00%)</small>	3.35 <small>Avg for View: 3.35 (0.00%)</small>	00:02:25 <small>Avg for View: 00:02:25 (0.00%)</small>	4.40% <small>Avg for View: 4.40% (0.00%)</small>	1,130 <small>% of Total: 100.00% (1,130)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	4,472 (25.18%)	3,975 (25.20%)	6,359 (24.77%)	18.64%	4.67	00:03:36	7.80%	496 (43.89%)	\$0.00 (0.00%)
2. [blurred]	3,626 (20.42%)	3,209 (20.35%)	5,101 (19.87%)	32.41%	3.59	00:02:40	4.74%	242 (21.42%)	\$0.00 (0.00%)
3. [blurred]	3,253 (18.32%)	3,171 (20.11%)	4,734 (18.44%)	29.36%	3.45	00:02:54	5.79%	274 (24.25%)	\$0.00 (0.00%)
4. [blurred]	2,073 (11.67%)	1,778 (11.27%)	4,071 (15.86%)	82.68%	1.22	00:00:14	0.34%	14 (1.24%)	\$0.00 (0.00%)
5. [blurred]	1,353 (7.62%)	1,153 (7.31%)	1,661 (6.47%)	60.87%	2.02	00:00:42	0.60%	10 (0.88%)	\$0.00 (0.00%)
6. dealerleads.com / referral	789 (4.44%)	748 (4.74%)	842 (3.28%)	49.41%	2.32	00:01:15	2.14%	18 (1.59%)	\$0.00 (0.00%)
7. [blurred]	644 (3.63%)	567 (3.59%)	772 (3.01%)	12.95%	5.33	00:03:11	3.24%	25 (2.21%)	\$0.00 (0.00%)
8. [blurred]	466 (2.62%)	297 (1.88%)	598 (2.33%)	64.55%	1.92	00:00:38	0.33%	2 (0.18%)	\$0.00 (0.00%)
9. [blurred]	167 (0.94%)	141 (0.89%)	220 (0.86%)	7.73%	4.73	00:04:11	4.55%	10 (0.88%)	\$0.00 (0.00%)
10. [blurred]	165 (0.93%)	130 (0.82%)	260 (1.01%)	15.77%	5.34	00:04:04	4.23%	11 (0.97%)	\$0.00 (0.00%)

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analytics.google.com/analytics/web/?authuser=1#/report/trafficsources-all-traffic/a40997814w70330316p237973689/\_u.date00=20210401&\_u.date01=20210630&\_goalOption=ALL/

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

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

# 2021 Q2

## PERFORMANCE

SAVE EXPORT SHARE EDIT INSIGHTS

Apr 1, 2021 - Jun 30, 2021

All Users 100.00% Users + Add Segment

Explorer Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce

Users vs. Select a metric

Users

Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	44,028 % of Total: 100.00% (44,028)	42,800 % of Total: 100.07% (42,770)	64,815 % of Total: 100.00% (64,815)	37.77% Avg for View: 37.77% (0.00%)	2.45 Avg for View: 2.45 (0.00%)	00:02:05 Avg for View: 00:02:05 (0.00%)	4.96% Avg for View: 4.96% (0.00%)	3,213 % of Total: 100.00% (3,213)	\$0.00 % of Total: 0.00% (\$0.00)
1. [blurred]	11,803 (25.38%)	10,706 (25.01%)	16,804 (25.93%)	18.60%	3.22	00:02:51	8.09%	1,360 (42.33%)	\$0.00 (0.00%)
2. [blurred]	8,435 (18.14%)	7,685 (17.96%)	11,713 (18.07%)	40.08%	2.38	00:02:11	4.23%	496 (15.44%)	\$0.00 (0.00%)
3. [blurred]	7,798 (16.77%)	7,690 (17.97%)	11,596 (17.89%)	29.46%	2.54	00:02:39	7.90%	916 (28.51%)	\$0.00 (0.00%)
4. [blurred]	5,669 (12.19%)	5,282 (12.34%)	8,572 (13.23%)	69.90%	1.56	00:00:27	0.35%	30 (0.93%)	\$0.00 (0.00%)
5. [blurred]	3,942 (8.48%)	3,671 (8.58%)	4,823 (7.44%)	61.85%	1.50	00:00:37	0.35%	17 (0.53%)	\$0.00 (0.00%)
6. dealerleads.com / referral	2,956 (6.36%)	2,786 (6.51%)	3,194 (4.93%)	48.43%	1.92	00:01:12	2.41%	77 (2.40%)	\$0.00 (0.00%)
7. [blurred]	966 (2.08%)	748 (1.75%)	1,237 (1.91%)	75.18%	1.35	00:00:20	0.08%	1 (0.03%)	\$0.00 (0.00%)
8. [blurred]	925 (1.99%)	813 (1.90%)	1,156 (1.78%)	13.32%	3.79	00:03:08	3.11%	36 (1.12%)	\$0.00 (0.00%)
9. [blurred]	648 (1.39%)	533 (1.25%)	816 (1.26%)	30.15%	2.71	00:02:35	7.35%	60 (1.87%)	\$0.00 (0.00%)
10. [blurred]	490 (1.05%)	387 (0.90%)	736 (1.14%)	10.46%	3.24	00:02:54	6.52%	48 (1.49%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 99

Analytics x Analytics x Analytics x Analytics x Analytics x Analytics x Analytics x Analytics x Analytics x Analytics

analytics.google.com/analytics/web/?authuser=1#/report/trafficsources-all-traffic/a40997814w70330316p237973689/\_u.date00=20210701&\_u.date01=20210930&\_goalOption=ALL/

Analytics Dealer Leads - Conversion ... Try searching for "audience overview"

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

# DEALERLEADS

# 2021 Q3

# PERFORMANCE

Jul 1, 2021 - Sep 30, 2021

All Traffic All Users 100.00% Users + Add Segment

Explorer Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce

Users vs. Select a metric

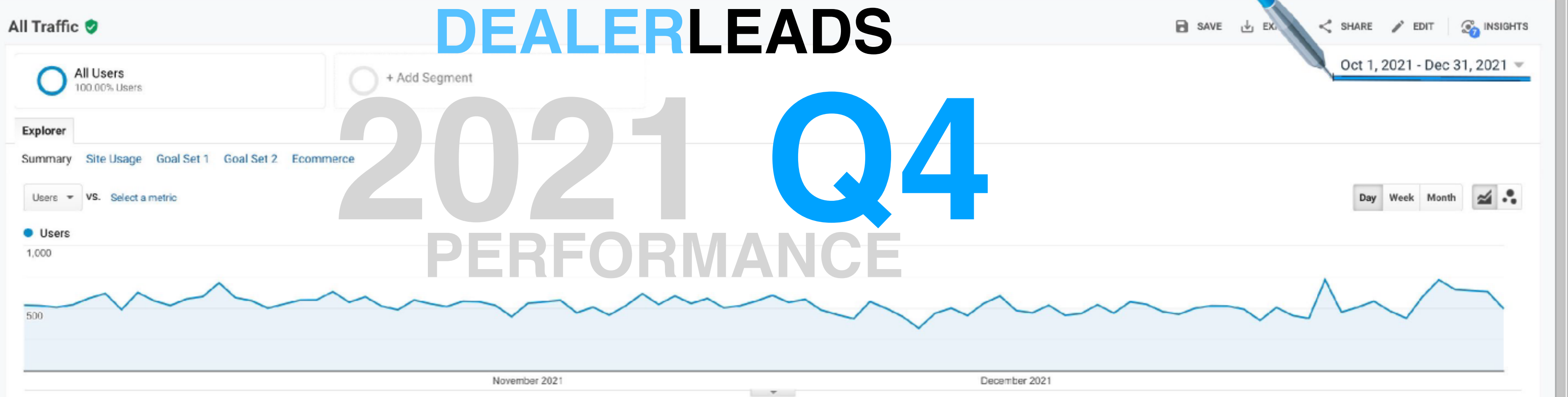
Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	45,185 <small>% of Total: 100.00% (45,185)</small>	43,645 <small>% of Total: 100.08% (43,608)</small>	65,847 <small>% of Total: 100.00% (65,847)</small>	46.06% <small>Avg for View: 46.06% (0.00%)</small>	2.22 <small>Avg for View: 2.22 (0.00%)</small>	00:01:54 <small>Avg for View: 00:01:54 (0.00%)</small>	5.13% <small>Avg for View: 5.13% (0.00%)</small>	3,377 <small>% of Total: 100.00% (3,377)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	11,347 (23.71%)	10,175 (23.31%)	16,361 (24.85%)	20.37%	2.97	00:02:51	8.67%	1,418 (41.99%)	\$0.00 (0.00%)
2. [blurred]	8,313 (17.37%)	8,204 (18.80%)	11,840 (17.98%)	43.23%	2.26	00:02:12	6.59%	780 (23.10%)	\$0.00 (0.00%)
3. [blurred]	8,255 (17.25%)	7,500 (17.18%)	11,091 (16.84%)	50.73%	2.03	00:01:47	5.60%	621 (18.39%)	\$0.00 (0.00%)
4. [blurred]	4,995 (10.44%)	4,636 (10.62%)	7,552 (11.47%)	82.55%	1.28	00:00:17	0.57%	43 (1.27%)	\$0.00 (0.00%)
5. dealerleads.com / referral	3,102 (6.48%)	2,919 (6.69%)	3,470 (5.27%)	56.02%	1.87	00:01:17	2.65%	92 (2.72%)	\$0.00 (0.00%)
6. [blurred]	2,275 (4.75%)	2,078 (4.76%)	2,841 (4.31%)	73.60%	1.44	00:00:30	0.35%	10 (0.30%)	\$0.00 (0.00%)
7. [blurred]	1,308 (2.73%)	1,217 (2.79%)	1,527 (2.32%)	75.18%	1.43	00:00:24	0.52%	8 (0.24%)	\$0.00 (0.00%)
8. [blurred]	1,235 (2.58%)	1,093 (2.50%)	1,477 (2.24%)	28.03%	2.90	00:02:44	4.94%	73 (2.16%)	\$0.00 (0.00%)
9. [blurred]	1,139 (2.38%)	897 (2.06%)	1,512 (2.30%)	26.46%	2.95	00:02:30	6.28%	95 (2.81%)	\$0.00 (0.00%)
10. [blurred]	1,068 (2.23%)	847 (1.94%)	1,288 (1.96%)	68.32%	1.50	00:00:32	0.62%	8 (0.24%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 104

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



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
	38,823 <small>% of Total: 100.00% (38,823)</small>	38,276 <small>% of Total: 100.06% (38,252)</small>	57,013 <small>% of Total: 100.00% (57,013)</small>	48.88% <small>Avg for View: 48.88% (0.00%)</small>	2.17 <small>Avg for View: 2.17 (0.00%)</small>	00:01:38 <small>Avg for View: 00:01:38 (0.00%)</small>	4.82% <small>Avg for View: 4.82% (0.00%)</small>	2,747 <small>% of Total: 100.00% (2,747)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	9,173 (22.08%)	8,310 (21.71%)	12,905 (22.64%)	21.23%	2.95	00:02:28	8.52%	1,100 (40.04%)	\$0.00 (0.00%)
2. [blurred]	7,107 (17.11%)	6,980 (18.24%)	9,787 (17.17%)	43.28%	2.29	00:02:03	5.79%	567 (20.64%)	\$0.00 (0.00%)
3. [blurred]	6,106 (14.70%)	5,454 (14.25%)	8,564 (15.02%)	47.71%	2.11	00:01:43	6.25%	535 (19.48%)	\$0.00 (0.00%)
4. [blurred]	4,000 (9.63%)	3,723 (9.73%)	6,680 (11.72%)	87.14%	1.18	00:00:14	0.36%	24 (0.87%)	\$0.00 (0.00%)
5. dealerleads.com / referral	3,216 (7.74%)	3,114 (8.14%)	3,412 (5.98%)	64.07%	1.82	00:00:56	1.64%	56 (2.04%)	\$0.00 (0.00%)
6. [blurred]	3,200 (7.70%)	2,939 (7.68%)	4,193 (7.35%)	72.88%	1.44	00:00:31	0.50%	21 (0.76%)	\$0.00 (0.00%)
7. [blurred]	2,044 (4.92%)	1,810 (4.73%)	2,602 (4.56%)	50.31%	2.10	00:01:31	6.23%	162 (5.90%)	\$0.00 (0.00%)
8. [blurred]	1,903 (4.58%)	1,712 (4.47%)	2,343 (4.11%)	30.22%	2.90	00:02:26	3.97%	93 (3.39%)	\$0.00 (0.00%)
9. [blurred]	803 (1.93%)	734 (1.92%)	970 (1.70%)	78.25%	1.60	00:00:47	0.72%	7 (0.25%)	\$0.00 (0.00%)
10. [blurred]	674 (1.62%)	594 (1.55%)	1,101 (1.93%)	64.94%	1.94	00:01:43	2.54%	28 (1.02%)	\$0.00 (0.00%)

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

Analytics x Analytics x Analytics x Analytics x Analytics x Analytics x Analytics x Analytics x Analytics x

analytics.google.com/analytics/web/?authuser=1#/report/trafficsources-all-traffic/a40997814w70330316p237973689/\_u.date00=20220101&\_u.date01=20220331&\_.goalOption=ALL/

Analytics Dealer Leads - Conversion ... Try searching for "acquisition overview"

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

DEALERLEADS

2022 Q1 PERFORMANCE

SAVE EXPORT SHARE EDIT INSIGHTS

Jan 1, 2022 - Mar 31, 2022

All Users 100.00% Users + Add Segment

Explorer Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce

Users vs. Select a metric

Users

1,000 500

February 2022 March 2022

Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	41,964 % of Total: 100.00% (41,964)	41,024 % of Total: 100.08% (40,990)	61,611 % of Total: 100.00% (61,611)	47.53% Avg for View: 47.53% (0.00%)	2.35 Avg for View: 2.35 (0.00%)	00:01:57 Avg for View: 00:01:57 (0.00%)	5.20% Avg for View: 5.20% (0.00%)	3,202 % of Total: 100.00% (3,202)	\$0.00 % of Total: 0.00% (\$0.00)
1. [blurred]	10,397 (23.56%)	9,498 (23.15%)	15,427 (25.04%)	23.21%	3.08	00:02:57	8.70%	1,342 (41.91%)	\$0.00 (0.00%)
2. [blurred]	7,151 (16.21%)	7,113 (17.34%)	10,275 (16.68%)	43.28%	2.46	00:02:25	7.07%	726 (22.67%)	\$0.00 (0.00%)
3. dealerleads.com / referral	5,842 (13.24%)	5,744 (14.00%)	6,222 (10.10%)	55.93%	2.56	00:00:56	1.00%	62 (1.94%)	\$0.00 (0.00%)
4. [blurred]	5,574 (12.63%)	4,911 (11.97%)	7,923 (12.86%)	47.78%	2.24	00:02:01	6.98%	553 (17.27%)	\$0.00 (0.00%)
5. [blurred]	4,630 (10.49%)	4,342 (10.58%)	7,663 (12.44%)	85.54%	1.22	00:00:16	0.40%	31 (0.97%)	\$0.00 (0.00%)
6. [blurred]	2,685 (6.08%)	2,527 (6.16%)	3,309 (5.37%)	67.91%	1.65	00:00:48	0.51%	17 (0.53%)	\$0.00 (0.00%)
7. [blurred]	2,575 (5.84%)	2,268 (5.53%)	3,523 (5.72%)	47.32%	2.21	00:02:02	5.34%	188 (5.87%)	\$0.00 (0.00%)
8. [blurred]	1,267 (2.87%)	1,126 (2.74%)	1,601 (2.60%)	30.48%	2.87	00:03:11	5.50%	88 (2.75%)	\$0.00 (0.00%)
9. [blurred]	881 (2.00%)	838 (2.04%)	1,052 (1.71%)	84.03%	1.31	00:00:23	0.19%	2 (0.06%)	\$0.00 (0.00%)
10. [blurred]	592 (1.34%)	531 (1.29%)	767 (1.24%)	30.12%	2.73	00:02:49	6.65%	51 (1.59%)	\$0.00 (0.00%)

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- Google Ads
- Search Console
- Social
- Campaigns
- Attribution BETA
- Discover
- Admin

All Traffic ✓ **DEALERLEADS** SAVE EXPORT SHARE EDIT INSIGHTS

All Users 100.00% Users + Add Segment Apr 1, 2022 - Jun 30, 2022



# 2022 Q2 PERFORMANCE

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
	37,771 <small>% of Total: 100.00% (37,771)</small>	36,702 <small>% of Total: 100.09% (36,670)</small>	57,401 <small>% of Total: 100.00% (57,401)</small>	47.69% <small>Avg for View: 47.69% (0.00%)</small>	2.23 <small>Avg for View: 2.23 (0.00%)</small>	00:01:52 <small>Avg for View: 00:01:52 (0.00%)</small>	6.03% <small>Avg for View: 6.03% (0.00%)</small>	3,463 <small>% of Total: 100.00% (3,463)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	10,397 (26.09%)	9,552 (26.03%)	15,289 (26.64%)	24.77%	2.96	00:02:39	9.71%	1,485 (42.88%)	\$0.00 (0.00%)
2. [blurred]	7,040 (17.66%)	6,917 (18.85%)	9,787 (17.05%)	41.46%	2.40	00:02:09	7.32%	716 (20.68%)	\$0.00 (0.00%)
3. [blurred]	5,185 (13.01%)	4,587 (12.50%)	7,421 (12.93%)	50.38%	2.10	00:01:57	7.42%	551 (15.91%)	\$0.00 (0.00%)
4. [blurred]	3,904 (9.80%)	3,572 (9.73%)	7,772 (13.54%)	86.10%	1.21	00:00:18	0.48%	37 (1.07%)	\$0.00 (0.00%)
5. dealerleads.com / referral	3,183 (7.99%)	3,073 (8.37%)	3,453 (6.02%)	66.43%	1.60	00:00:51	2.75%	95 (2.74%)	\$0.00 (0.00%)
6. [blurred]	2,708 (6.79%)	2,382 (6.49%)	3,814 (6.64%)	45.36%	2.24	00:02:15	6.58%	251 (7.25%)	\$0.00 (0.00%)
7. [blurred]	2,208 (5.54%)	2,070 (5.64%)	2,779 (4.84%)	68.48%	1.63	00:00:44	0.65%	18 (0.52%)	\$0.00 (0.00%)
8. [blurred]	1,463 (3.67%)	1,327 (3.62%)	1,806 (3.15%)	32.23%	2.65	00:02:30	4.71%	85 (2.45%)	\$0.00 (0.00%)
9. [blurred]	632 (1.59%)	565 (1.54%)	827 (1.44%)	27.09%	2.81	00:02:49	7.86%	65 (1.88%)	\$0.00 (0.00%)
10. [blurred]	433 (1.09%)	417 (1.14%)	475 (0.83%)	86.74%	1.16	00:00:21	0.21%	1 (0.03%)	\$0.00 (0.00%)



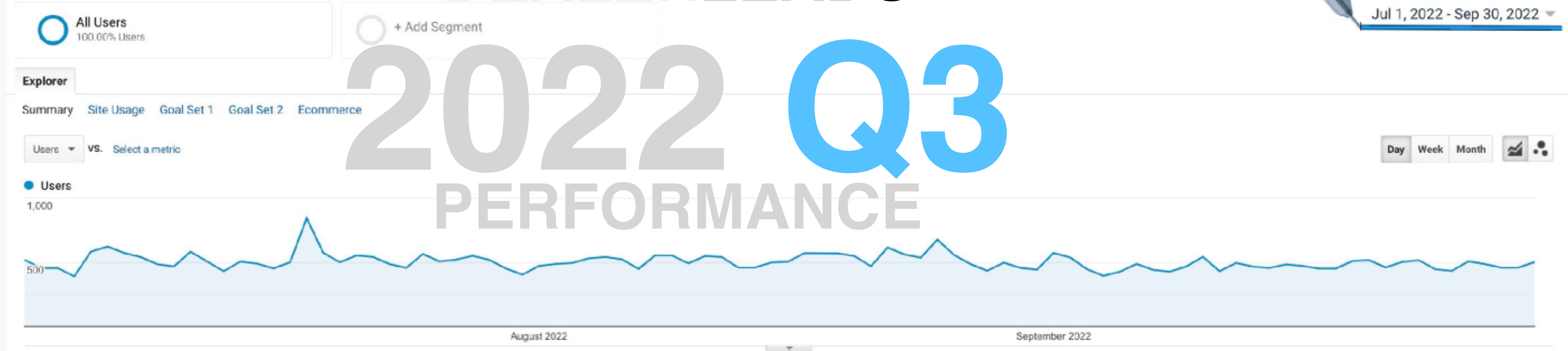
- Home
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All Traffic 100.00% Users + Add Segment SAVE EXPORT SHARE EDIT INSIGHTS Jul 1, 2022 - Sep 30, 2022

# DEALERLEADS

# 2022 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
	36,801 <small>% of Total: 100.00% (36,801)</small>	36,033 <small>% of Total: 100.08% (36,004)</small>	56,391 <small>% of Total: 100.00% (56,391)</small>	47.71% <small>Avg for View: 47.71% (0.00%)</small>	2.20 <small>Avg for View: 2.20 (0.00%)</small>	00:01:53 <small>Avg for View: 00:01:53 (0.00%)</small>	5.55% <small>Avg for View: 5.55% (0.00%)</small>	3,132 <small>% of Total: 100.00% (3,132)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	9,855 (25.23%)	8,990 (24.95%)	14,347 (25.44%)	22.14%	3.00	00:02:57	10.10%	1,449 (46.26%)	\$0.00 (0.00%)
2. [blurred]	6,880 (17.62%)	6,764 (18.77%)	10,173 (18.04%)	41.67%	2.33	00:02:07	6.39%	650 (20.75%)	\$0.00 (0.00%)
3. [blurred]	5,907 (15.12%)	5,331 (14.79%)	7,976 (14.14%)	46.56%	2.20	00:02:02	5.88%	469 (14.97%)	\$0.00 (0.00%)
4. [blurred]	4,730 (12.11%)	4,418 (12.26%)	9,211 (16.33%)	85.41%	1.20	00:00:16	0.58%	53 (1.69%)	\$0.00 (0.00%)
5. dealerleads.com / referral	3,229 (8.27%)	3,098 (8.60%)	3,542 (6.28%)	62.62%	1.64	00:01:00	2.20%	78 (2.49%)	\$0.00 (0.00%)
6. [blurred]	1,565 (4.01%)	1,474 (4.09%)	1,982 (3.51%)	71.75%	1.54	00:00:39	0.35%	7 (0.22%)	\$0.00 (0.00%)
7. [blurred]	1,396 (3.57%)	1,224 (3.40%)	1,888 (3.35%)	61.18%	1.86	00:01:41	2.60%	49 (1.56%)	\$0.00 (0.00%)
8. [blurred]	1,344 (3.44%)	1,203 (3.34%)	1,693 (3.00%)	30.36%	2.77	00:02:50	5.61%	95 (3.03%)	\$0.00 (0.00%)
9. [blurred]	908 (2.32%)	774 (2.15%)	1,329 (2.36%)	41.53%	2.19	00:02:31	6.77%	90 (2.87%)	\$0.00 (0.00%)
10. [blurred]	598 (1.53%)	536 (1.49%)	786 (1.39%)	21.12%	2.81	00:02:36	6.23%	49 (1.56%)	\$0.00 (0.00%)

analytics.google.com/analytics/web/?authuser=1#/report/trafficsources-all-traffic/a40997814w70330316p237973689/\_u.date00=20221001&\_u.date01=20221231&\_goalOption=ALL/

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

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

All Traffic **DEALERLEADS** 2022 Q4 PERFORMANCE

Oct 1, 2022 - Dec 31, 2022

Users vs. Select a metric

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
	40,143 % of Total: 100.00% (40,143)	39,162 % of Total: 100.07% (39,134)	60,052 % of Total: 100.00% (60,052)	53.59% Avg for View: 53.59% (0.00%)	2.06 Avg for View: 2.06 (0.00%)	00:01:41 Avg for View: 00:01:41 (0.00%)	4.28% Avg for View: 4.28% (0.00%)	2,570 % of Total: 100.00% (2,570)	\$0.00 % of Total: 0.00% (\$0.00)
1. [blurred]	10,963 (26.05%)	10,348 (26.42%)	14,928 (24.86%)	57.30%	1.98	00:01:44	4.42%	660 (25.68%)	\$0.00 (0.00%)
2. [blurred]	7,758 (18.43%)	7,064 (18.04%)	11,384 (18.96%)	22.77%	2.99	00:02:51	9.15%	1,042 (40.54%)	\$0.00 (0.00%)
3. [blurred]	7,034 (16.71%)	6,939 (17.72%)	9,989 (16.63%)	44.43%	2.21	00:02:03	5.07%	506 (19.69%)	\$0.00 (0.00%)
4. [blurred]	4,124 (9.80%)	3,724 (9.51%)	8,685 (14.46%)	86.25%	1.17	00:00:14	0.29%	25 (0.97%)	\$0.00 (0.00%)
5. [blurred]	3,130 (7.44%)	2,930 (7.48%)	3,931 (6.55%)	75.10%	1.47	00:00:35	0.38%	15 (0.58%)	\$0.00 (0.00%)
6. dealerleads.com / referral	3,000 (7.13%)	2,928 (7.48%)	3,232 (5.38%)	64.45%	1.70	00:00:52	1.27%	41 (1.60%)	\$0.00 (0.00%)
7. [blurred]	1,209 (2.87%)	1,095 (2.80%)	1,490 (2.46%)	28.12%	2.89	00:02:46	5.03%	75 (2.92%)	\$0.00 (0.00%)
8. [blurred]	976 (2.32%)	921 (2.35%)	1,143 (1.90%)	81.80%	1.32	00:00:31	0.79%	9 (0.35%)	\$0.00 (0.00%)
9. [blurred]	755 (1.79%)	605 (1.54%)	1,120 (1.87%)	50.80%	2.23	00:02:35	3.12%	35 (1.36%)	\$0.00 (0.00%)
10. [blurred]	477 (1.13%)	426 (1.09%)	659 (1.10%)	16.84%	3.07	00:02:47	6.83%	45 (1.75%)	\$0.00 (0.00%)

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# DEALERLEADS

# 2023 Q1

## PERFORMANCE

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  - Referrals
  - Google
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- Attribution BETA
- Discover
- Admin



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
	61,364 <small>% of Total: 100.00% (€1,364)</small>	60,306 <small>% of Total: 100.05% (€0,273)</small>	89,907 <small>% of Total: 100.00% (89,907)</small>	31.33% <small>Avg for View: 31.33% (0.00%)</small>	1.91 <small>Avg for View: 1.91 (0.00%)</small>	00:01:29 <small>Avg for View: 00:01:29 (0.00%)</small>	3.21% <small>Avg for View: 3.21% (0.00%)</small>	2,889 <small>% of Total: 100.00% (2,889)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. dealerleads.com / referral	18,895 (30.77%)	18,058 (29.94%)	25,881 (28.79%)	29.38%	1.76	00:01:25	3.02%	787 (27.07%)	\$0.00 (0.00%)
2. dealerleads.com / referral	10,773 (16.69%)	10,481 (17.38%)	11,204 (12.46%)	33.00%	1.41	00:00:44	0.91%	102 (3.53%)	\$0.00 (0.00%)
3. google / organic	9,461 (14.65%)	8,598 (14.26%)	14,015 (15.59%)	17.40%	3.01	00:03:00	3.36%	1,172 (40.57%)	\$0.00 (0.00%)
4. google / organic	8,204 (12.71%)	8,078 (13.40%)	11,204 (12.46%)	28.30%	2.25	00:01:58	4.67%	523 (18.10%)	\$0.00 (0.00%)
5. google / organic	5,958 (9.23%)	5,397 (8.95%)	13,003 (14.46%)	40.67%	1.12	00:00:13	0.18%	23 (0.80%)	\$0.00 (0.00%)
6. google / organic	3,041 (4.71%)	2,717 (4.51%)	3,939 (4.38%)	36.56%	1.53	00:00:41	0.30%	12 (0.42%)	\$0.00 (0.00%)
7. google / organic	1,516 (2.35%)	1,397 (2.32%)	1,818 (2.02%)	66.12%	1.28	00:00:28	0.61%	11 (0.38%)	\$0.00 (0.00%)
8. google / organic	1,219 (1.89%)	1,111 (1.84%)	1,498 (1.67%)	17.85%	2.93	00:02:35	3.34%	50 (1.72%)	\$0.00 (0.00%)
9. google / organic	1,109 (1.72%)	903 (1.50%)	1,639 (1.82%)	35.08%	2.16	00:02:32	3.60%	59 (2.04%)	\$0.00 (0.00%)
10. google / organic	754 (1.17%)	438 (0.73%)	923 (1.03%)	79.52%	1.30	00:00:25	0.43%	4 (0.14%)	\$0.00 (0.00%)

# 11 THINGS WE WANT YOU TO KNOW

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

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

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

*Steve Tackett* CEO 818-262-8923

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

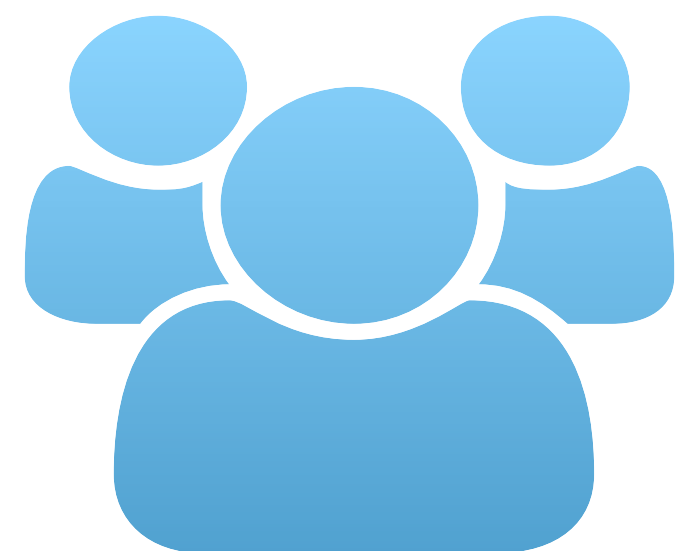
# 2023

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**DEALER LEADS.com**