



A family owned and operated company.
(800) 369-3003 dealerleads.com

5 YEAR PLUS

PARTNER CASE STUDY #65

The logo for Bellamy Strickland consists of the word 'BELLAMY' in white, bold, sans-serif letters on a blue rectangular background. Below this, the word 'STRICKLAND' is written in black, bold, serif letters. Underneath 'STRICKLAND', the phrase 'THE TRUCK CAPITAL OF GEORGIA' is written in a smaller, red, serif font.

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DealerLeads.com "We have a better mousetrap."

OUR SIX FOCAL POINTS

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

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

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

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

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

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

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

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

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

THE MATH

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

DEALERLEADS

2018-2022 PERFORMANCE



Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	1,285,110 <small>% of Total: 100.00% (1,285,110)</small>	1,288,883 <small>% of Total: 100.00% (1,288,883)</small>	1,830,951 <small>% of Total: 100.00% (1,830,951)</small>	40.13% <small>Avg for View: 40.13% (0.00%)</small>	2.46 <small>Avg for View: 2.46 (0.00%)</small>	00:03:06 <small>Avg for View: 00:03:06 (0.00%)</small>	1.77% <small>Avg for View: 1.77% (0.00%)</small>	32,348 <small>% of Total: 100.00% (32,348)</small>	\$92.00 <small>% of Total: 100.00% (92.00)</small>
1. [blurred]	330,553 (24.93%)	319,453 (24.79%)	547,018 (29.88%)	33.78%	3.00	00:03:51	2.68%	14,644 (45.27%)	\$53.00 (57.61%)
2. [blurred]	261,515 (19.72%)	263,914 (20.48%)	378,662 (20.68%)	46.13%	2.26	00:02:55	1.96%	7,431 (22.97%)	\$17.00 (18.48%)
3. [blurred]	169,172 (12.76%)	171,369 (13.30%)	175,840 (9.60%)	25.48%	1.89	00:02:00	0.06%	108 (0.33%)	\$0.00 (0.00%)
4. [blurred]	158,310 (11.94%)	159,529 (12.38%)	171,166 (9.35%)	61.67%	1.52	00:01:47	0.39%	674 (2.08%)	\$0.00 (0.00%)
5. [blurred]	67,604 (5.10%)	66,346 (5.15%)	70,419 (3.85%)	39.66%	2.42	00:02:18	0.03%	24 (0.07%)	\$0.00 (0.00%)
6. dealerleads.com / referral	43,987 (3.32%)	37,657 (2.92%)	69,493 (3.80%)	24.24%	3.16	00:04:13	3.15%	2,189 (6.77%)	\$9.00 (9.78%)
7. [blurred]	41,922 (3.16%)	37,158 (2.88%)	69,470 (3.79%)	32.50%	3.24	00:03:40	6.02%	4,180 (12.92%)	\$0.00 (0.00%)
8. [blurred]	26,254 (1.98%)	26,307 (2.04%)	27,327 (1.49%)	21.87%	3.05	00:03:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. [blurred]	25,307 (1.91%)	24,431 (1.90%)	41,698 (2.28%)	47.10%	1.68	00:01:26	0.82%	344 (1.06%)	\$0.00 (0.00%)
10. [blurred]	22,515 (1.70%)	22,206 (1.72%)	22,502 (1.23%)	93.54%	1.07	00:00:02	<0.01%	1 (0.00%)	\$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.

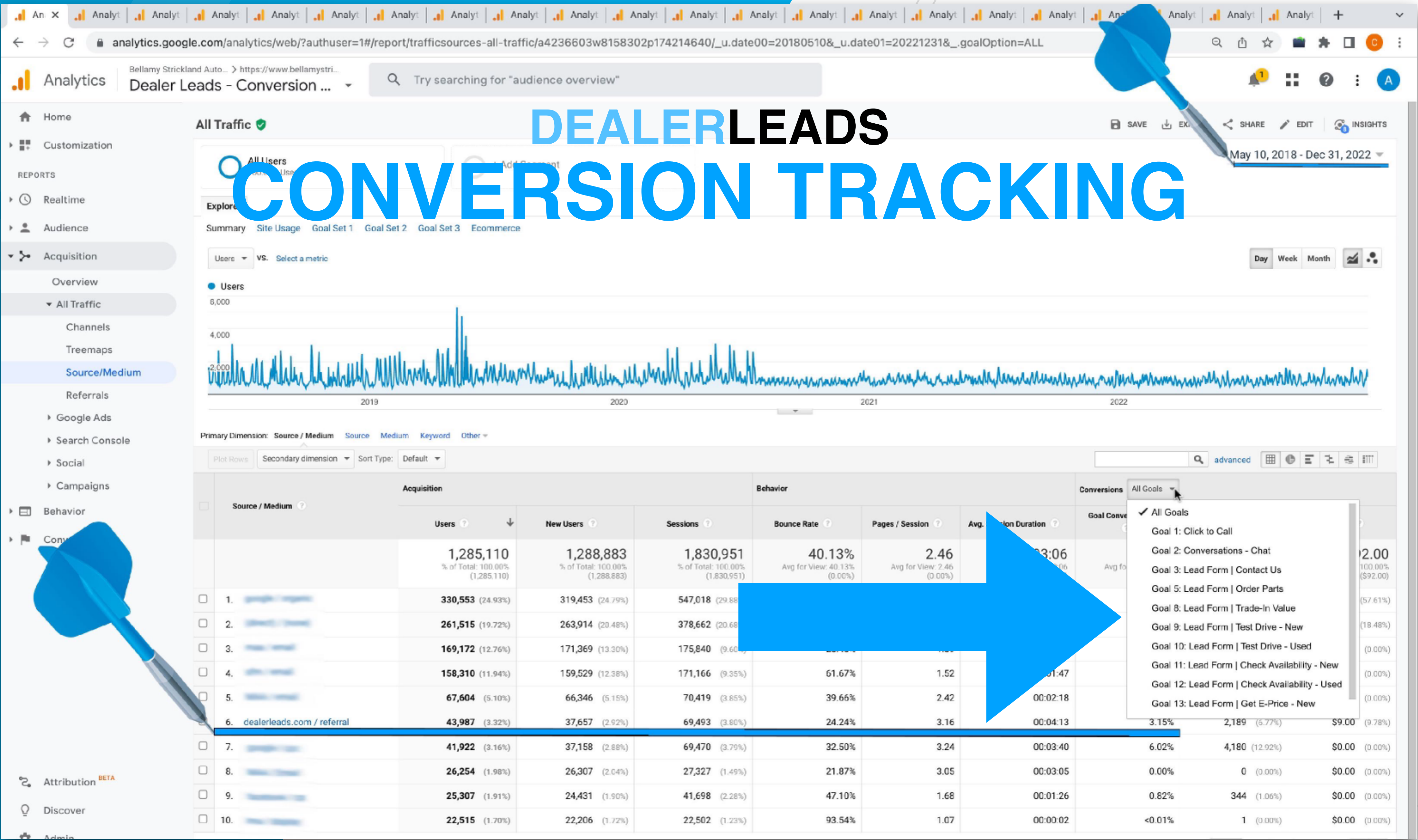
The Google Analytics dashboard allows an in-depth comparison of several traffic sources simultaneously, based entirely on the math in an unbiased reporting platform. In this case study, we are looking at hard goal conversions and hard goal completion conversion rates.

HARD GOAL CONVERSIONS

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



The following two slides document our ability to maintain consistent shopper traffic patterns to the dealer's website, as well as the originating city location of that traffic.

Traffic sustainability: This metric shows our ability to maintain a constant, consistent, reliable supply of SHOPPER / CUSTOMER traffic to any particular dealership website month after month, year after year. These metrics are necessary for a dealership to maintain controllable growth patterns and predictable inventory turn rates.

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

OUR TRAFFIC & CITY LOCATION

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

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

SAVE EXPORT SHARE EDIT INSIGHTS

May 10, 2018 - Dec 31, 2022

All Traffic

ALL » SOURCE / MEDIUM: dealerleads.com / referral

All Users 3.42% Users

Explorer

Summary Site Us Google

Users VS. Select a metric

Users

200



Day Week Month

Primary Dimension: Source / Medium Other

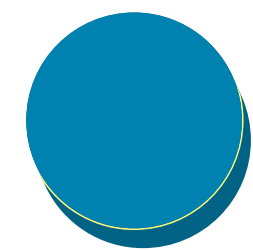
Plot Rows Secondary dimension: City Sort Type: Default

advanced [Grid] [Table] [List] [Filter] [Export]

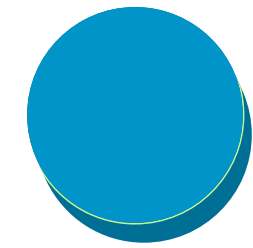
Source / Medium	City	Acquisition			Behavior			Conversions		
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		32,803 % of Total: 2.55% (1,285,110)	28,425 % of Total: 2.21% (1,288,883)	48,264 % of Total: 2.64% (1,830,951)	25.49% Avg for View: 40.33% (36.48%)	3.02 Avg for View: 2.46 (23.14%)	00:03:51 Avg for View: 00:03:06 (24.45%)	1.65% Avg for View: 1.77% (-6.34%)	817 % of Total: 2.53% (32,348)	\$7.65 % of Total: 8.31% (\$92.00)
1. dealerleads.com / referral	Atlanta	8,600 (24.40%)	7,058 (24.83%)	10,804 (22.39%)	32.98%	2.86	00:02:54	2.57%	278 (34.03%)	\$2.55 (33.33%)
2. dealerleads.com / referral	McDonough	3,895 (11.05%)	2,692 (9.47%)	9,986 (20.69%)	16.51%	2.93	00:06:16	0.99%	99 (12.12%)	\$2.55 (33.33%)
3. dealerleads.com / referral	(not set)	1,463 (4.15%)	1,218 (4.28%)	1,746 (3.62%)	31.67%	2.90	00:03:17	1.60%	28 (3.43%)	\$0.00 (0.00%)
4. dealerleads.com / referral	Stockbridge	1,104 (3.13%)	757 (2.66%)	1,593 (3.30%)	16.95%	3.71	00:04:53	1.26%	20 (2.45%)	\$0.00 (0.00%)
5. dealerleads.com / referral	Griffin	836 (2.37%)	586 (2.06%)	1,091 (2.26%)	16.13%	3.51	00:04:21	2.57%	28 (3.43%)	\$0.00 (0.00%)
6. dealerleads.com / referral	Columbus	500 (1.42%)	461 (1.62%)	681 (1.41%)	30.25%	2.72	00:02:10	1.91%	13 (1.59%)	\$0.00 (0.00%)
7. dealerleads.com / referral	Macon	500 (1.42%)	431 (1.52%)	614 (1.27%)	20.36%	3.07	00:02:49	2.12%	13 (1.59%)	\$0.00 (0.00%)
8. dealerleads.com / referral	Covington	472 (1.34%)	344 (1.21%)	632 (1.31%)	18.20%	4.08	00:04:50	2.37%	15 (1.84%)	\$0.00 (0.00%)
9. dealerleads.com / referral	New York	431 (1.22%)	364 (1.28%)	523 (1.08%)	37.48%	2.48	00:03:15	3.44%	18 (2.20%)	\$0.00 (0.00%)
10. dealerleads.com / referral	Marietta	423 (1.20%)	352 (1.24%)	538 (1.11%)	30.30%	2.99	00:02:36	1.49%	8 (0.98%)	\$0.00 (0.00%)

LET'S GO

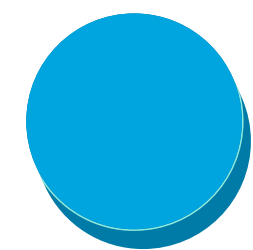
Quarter by Quarter



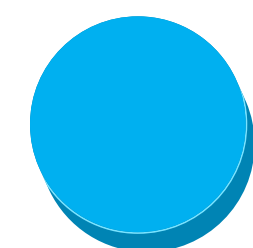
1ST QUARTER REPORTING
JAN 1 thru MAR 31



2ND QUARTER REPORTING
APR 1 thru JUN 30



3RD QUARTER REPORTING
JUL 1 thru SEP 30



4TH QUARTER REPORTING
OCT 1 thru DEC 31



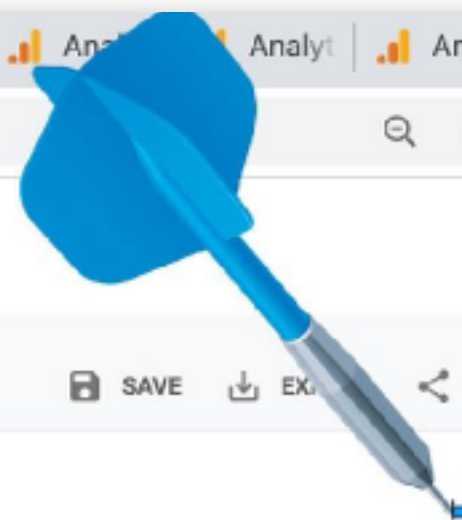
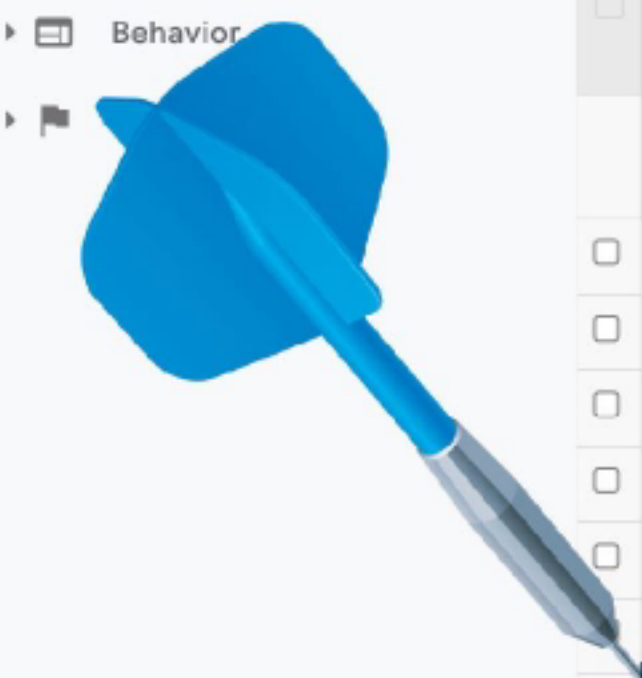
DEALERLEADS

2018 Q2

PERFORMANCE



Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	54,476 <small>% of Total: 100.00% (54,476)</small>	52,730 <small>% of Total: 100.00% (52,730)</small>	75,689 <small>% of Total: 100.00% (75,689)</small>	33.56% <small>Avg for View: 33.56% (0.00%)</small>	2.81 <small>Avg for View: 2.81 (0.00%)</small>	00:03:04 <small>Avg for View: 00:03:04 (0.00%)</small>	3.67% <small>Avg for View: 3.67% (0.00%)</small>	2,777 <small>% of Total: 100.00% (2,777)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	24,572 (42.92%)	24,645 (46.74%)	25,149 (33.23%)	26.14%	1.77	00:01:55	0.15%	38 (1.37%)	\$0.00 (0.00%)
2. [blurred]	11,091 (19.37%)	10,495 (19.90%)	16,338 (21.59%)	42.30%	3.07	00:03:27	5.52%	902 (32.48%)	\$0.00 (0.00%)
3. [blurred]	6,935 (12.11%)	5,847 (11.09%)	11,187 (14.78%)	32.28%	3.62	00:03:44	5.29%	592 (21.32%)	\$0.00 (0.00%)
4. [blurred]	6,351 (11.09%)	4,949 (9.39%)	10,945 (14.46%)	26.93%	3.80	00:04:28	7.23%	791 (28.48%)	\$0.00 (0.00%)
5. [blurred]	1,028 (1.80%)	776 (1.47%)	1,906 (2.52%)	61.33%	2.09	00:01:32	2.78%	53 (1.91%)	\$0.00 (0.00%)
6. dealerleads.com / referral	1,000 (1.75%)	776 (1.47%)	1,369 (1.81%)	21.26%	4.05	00:03:52	10.88%	149 (5.37%)	\$0.00 (0.00%)
7. [blurred]	756 (1.32%)	594 (1.13%)	900 (1.19%)	52.44%	2.49	00:02:37	5.33%	48 (1.73%)	\$0.00 (0.00%)
8. [blurred]	623 (1.09%)	609 (1.15%)	744 (0.98%)	67.34%	1.96	00:01:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. [blurred]	608 (1.06%)	473 (0.90%)	1,020 (1.35%)	19.31%	4.83	00:05:51	2.94%	30 (1.08%)	\$0.00 (0.00%)
10. [blurred]	523 (0.91%)	414 (0.79%)	831 (1.10%)	23.71%	4.44	00:05:05	3.25%	27 (0.97%)	\$0.00 (0.00%)



DEALERLEADS

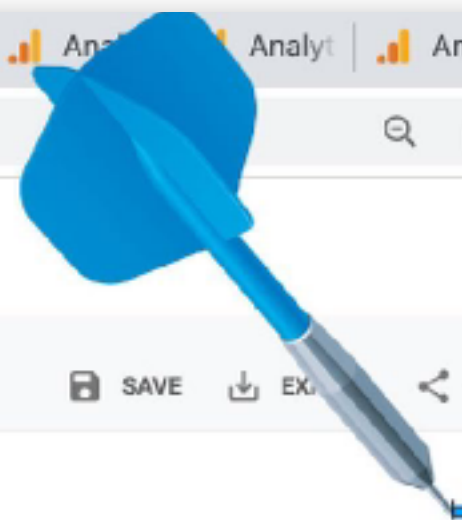
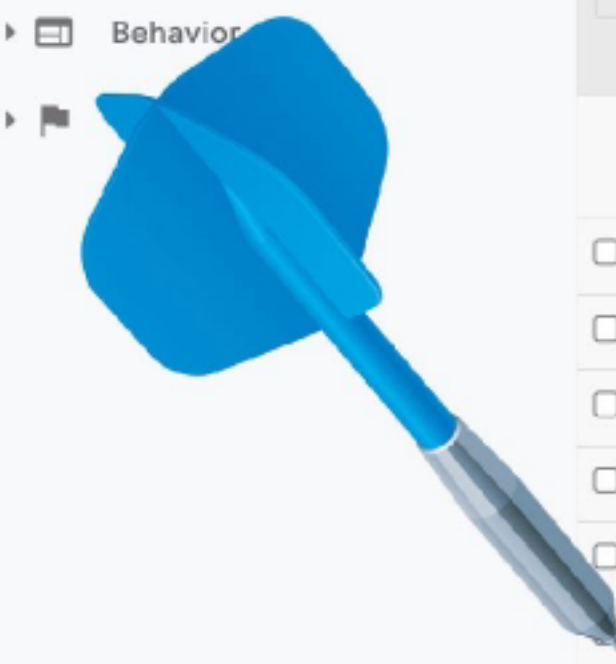
2018 Q3

PERFORMANCE



Primary Dimension: Source / Medium

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	72,668 % of Total: 100.00% (72,668)	69,810 % of Total: 100.00% (69,810)	101,705 % of Total: 100.00% (101,705)	33.55% Avg for View: 33.55% (0.00%)	2.79 Avg for View: 2.79 (0.00%)	00:02:59 Avg for View: 00:02:59 (0.00%)	4.88% Avg for View: 4.88% (0.00%)	4,961 % of Total: 100.00% (4,961)	\$0.00 % of Total: 0.00% (\$0.00)
1. [blurred]	32,218 (42.29%)	32,346 (46.33%)	33,090 (32.54%)	25.44%	1.82	00:01:57	0.07%	23 (0.46%)	\$0.00 (0.00%)
2. [blurred]	11,922 (15.65%)	11,205 (15.05%)	17,879 (17.58%)	42.77%	2.98	00:03:23	7.19%	1,285 (25.90%)	\$0.00 (0.00%)
3. [blurred]	10,230 (13.43%)	8,393 (12.02%)	16,474 (16.20%)	28.88%	3.62	00:03:59	10.32%	1,700 (34.27%)	\$0.00 (0.00%)
4. [blurred]	9,459 (12.42%)	7,950 (11.39%)	15,320 (15.06%)	31.83%	3.70	00:03:40	7.55%	1,156 (23.30%)	\$0.00 (0.00%)
5. [blurred]	2,137 (2.80%)	1,776 (2.54%)	3,882 (3.82%)	61.64%	1.82	00:01:29	1.62%	63 (1.27%)	\$0.00 (0.00%)
6. dealerleads.com / referral	2,081 (2.73%)	1,610 (2.31%)	2,889 (2.84%)	24.26%	3.67	00:03:35	11.11%	321 (6.47%)	\$0.00 (0.00%)
7. [blurred]	1,087 (1.43%)	880 (1.26%)	1,761 (1.73%)	20.39%	4.32	00:04:56	3.75%	66 (1.33%)	\$0.00 (0.00%)
8. [blurred]	837 (1.10%)	688 (0.99%)	1,316 (1.29%)	22.87%	3.97	00:04:25	4.79%	63 (1.27%)	\$0.00 (0.00%)
9. [blurred]	668 (0.88%)	446 (0.64%)	1,232 (1.21%)	37.42%	3.38	00:04:04	7.39%	91 (1.83%)	\$0.00 (0.00%)
10. [blurred]	425 (0.56%)	422 (0.60%)	534 (0.53%)	86.70%	1.25	00:00:26	0.56%	3 (0.06%)	\$0.00 (0.00%)



DEALERLEADS

2018 Q4 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

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

Users vs. Select a metric

Users

4,000



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	72,651 % of Total: 100.00% (72,651)	69,117 % of Total: 100.00% (69,117)	99,223 % of Total: 100.00% (99,223)	28.87% Avg for View: 28.87% (0.00%)	2.73 Avg for View: 2.73 (0.00%)	00:03:29 Avg for View: 00:03:29 (0.00%)	3.25% Avg for View: 3.25% (0.00%)	3,223 % of Total: 100.00% (3,223)	\$0.00 % of Total: 0.00% (\$0.00)
1. [redacted]	35,639 (47.63%)	35,532 (51.41%)	36,592 (36.86%)	25.40%	1.76	00:01:55	0.11%	41 (1.27%)	\$0.00 (0.00%)
2. [redacted]	11,895 (15.90%)	10,029 (14.51%)	20,371 (20.53%)	24.25%	3.73	00:05:01	6.34%	1,292 (40.09%)	\$0.00 (0.00%)
3. [redacted]	8,614 (11.51%)	8,025 (11.61%)	13,216 (13.32%)	37.32%	3.09	00:04:18	4.43%	585 (18.15%)	\$0.00 (0.00%)
4. [redacted]	5,732 (7.66%)	4,636 (6.71%)	8,984 (9.05%)	27.24%	3.65	00:03:58	7.84%	704 (21.84%)	\$0.00 (0.00%)
5. dealerleads.com / referral	2,445 (3.27%)	1,957 (2.83%)	3,627 (3.66%)	22.66%	3.78	00:04:49	6.64%	241 (7.48%)	\$0.00 (0.00%)
6. [redacted]	2,109 (2.82%)	1,662 (2.40%)	3,770 (3.80%)	49.44%	1.86	00:02:10	1.64%	62 (1.92%)	\$0.00 (0.00%)
7. [redacted]	633 (0.85%)	480 (0.69%)	1,052 (1.06%)	20.53%	4.17	00:05:43	2.76%	29 (0.90%)	\$0.00 (0.00%)
8. [redacted]	617 (0.82%)	617 (0.89%)	1,015 (1.02%)	6.11%	4.17	00:02:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. [redacted]	563 (0.75%)	485 (0.70%)	798 (0.80%)	15.79%	4.52	00:05:58	4.14%	33 (1.02%)	\$0.00 (0.00%)
10. [redacted]	508 (0.68%)	496 (0.72%)	658 (0.66%)	90.73%	1.12	00:00:23	0.30%	2 (0.06%)	\$0.00 (0.00%)

DEALERLEADS

2019 Q1 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

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

Users vs. Select a metric

Users

3,000

2,000

1,000

February 2019

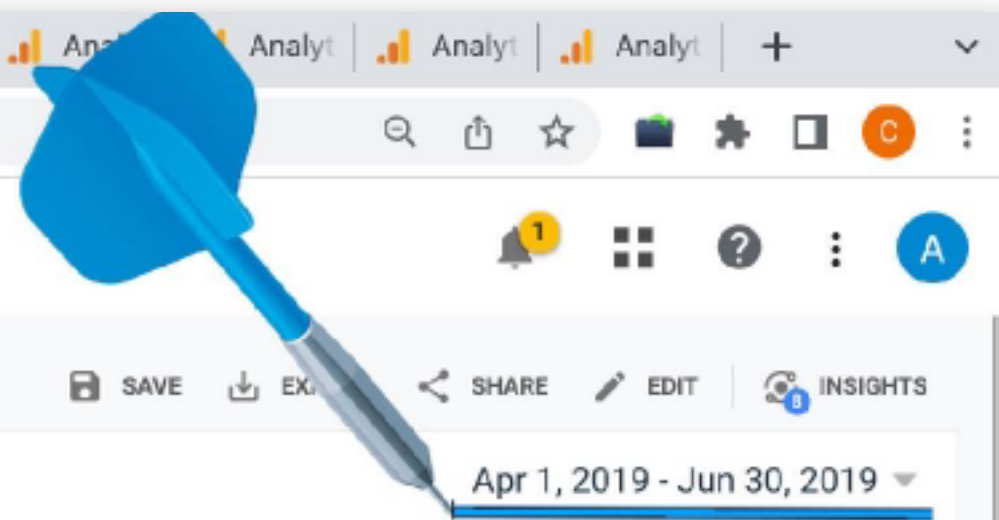
March 2019

Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	81,615 <small>% of Total: 100.00% (81,615)</small>	79,080 <small>% of Total: 100.00% (79,080)</small>	110,160 <small>% of Total: 100.00% (110,160)</small>	24.02% <small>Avg for View: 24.02% (0.00%)</small>	2.56 <small>Avg for View: 2.56 (0.00%)</small>	00:03:32 <small>Avg for View: 00:03:32 (0.00%)</small>	2.78% <small>Avg for View: 2.78% (0.00%)</small>	3,061 <small>% of Total: 100.00% (3,061)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	38,420 (45.61%)	38,579 (48.78%)	39,122 (35.51%)	13.83%	1.87	00:02:13	0.01%	5 (0.16%)	\$0.00 (0.00%)
2. [blurred]	14,685 (17.43%)	12,858 (15.26%)	24,015 (21.80%)	27.34%	3.48	00:04:41	5.78%	1,389 (45.38%)	\$0.00 (0.00%)
3. [blurred]	7,800 (9.26%)	7,367 (9.32%)	13,560 (12.31%)	31.22%	2.72	00:05:10	3.86%	523 (17.09%)	\$0.00 (0.00%)
4. [blurred]	4,701 (5.58%)	4,675 (5.91%)	4,732 (4.30%)	11.81%	1.89	00:02:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. [blurred]	4,598 (5.46%)	3,798 (4.80%)	6,611 (6.00%)	34.34%	3.02	00:03:22	7.67%	507 (16.56%)	\$0.00 (0.00%)
6. [blurred]	3,104 (3.69%)	2,686 (3.40%)	4,797 (4.35%)	51.64%	1.71	00:01:16	1.58%	76 (2.48%)	\$0.00 (0.00%)
7. dealerleads.com / referral	2,542 (3.02%)	1,845 (2.33%)	4,379 (3.98%)	18.41%	3.65	00:05:36	6.74%	295 (9.64%)	\$0.00 (0.00%)
8. [blurred]	1,506 (1.79%)	1,486 (1.88%)	1,794 (1.63%)	16.50%	2.20	00:02:33	0.17%	3 (0.10%)	\$0.00 (0.00%)
9. [blurred]	1,292 (1.53%)	1,255 (1.59%)	1,433 (1.30%)	77.25%	1.45	00:00:49	0.84%	12 (0.39%)	\$0.00 (0.00%)
10. [blurred]	637 (0.76%)	520 (0.66%)	1,150 (1.04%)	18.61%	3.59	00:05:23	3.30%	38 (1.24%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 271



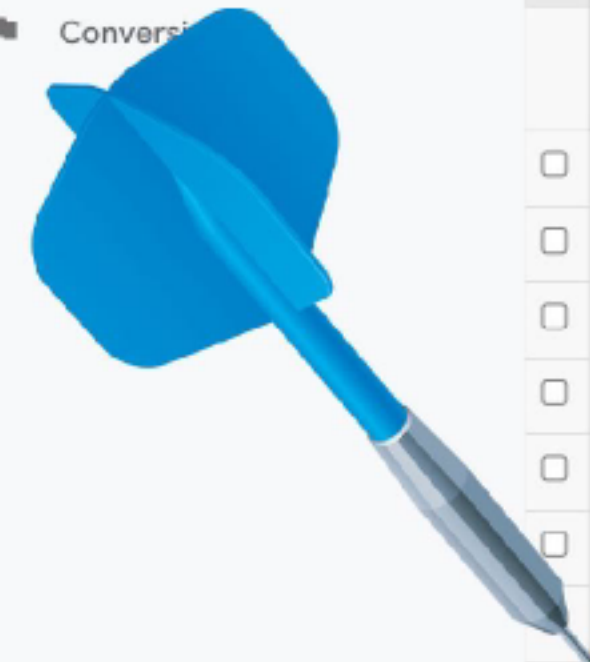
DEALERLEADS

2019 Q2 PERFORMANCE

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



Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	97,306 <small>% of Total: 100.00% (97,306)</small>	94,282 <small>% of Total: 100.00% (94,282)</small>	125,408 <small>% of Total: 100.00% (125,408)</small>	35.69% <small>Avg for View: 35.69% (0.00%)</small>	2.45 <small>Avg for View: 2.45 (0.00%)</small>	00:03:07 <small>Avg for View: 00:03:07 (0.00%)</small>	2.32% <small>Avg for View: 2.32% (0.00%)</small>	2,915 <small>% of Total: 100.00% (2,915)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	30,750 (30.79%)	30,375 (32.22%)	31,362 (25.01%)	34.69%	1.93	00:01:47	0.01%	4 (0.14%)	\$0.00 (0.00%)
2. [blurred]	19,612 (19.64%)	17,495 (18.56%)	29,175 (23.26%)	38.79%	3.03	00:03:38	4.54%	1,326 (45.49%)	\$0.00 (0.00%)
3. [blurred]	18,213 (18.24%)	18,020 (19.11%)	18,634 (14.86%)	30.85%	2.18	00:02:51	0.03%	6 (0.21%)	\$0.00 (0.00%)
4. [blurred]	12,902 (12.92%)	12,606 (13.37%)	19,188 (15.30%)	35.06%	2.37	00:04:08	2.92%	560 (19.21%)	\$0.00 (0.00%)
5. [blurred]	6,047 (6.05%)	5,088 (5.40%)	8,757 (6.98%)	36.37%	2.97	00:03:19	6.24%	546 (18.73%)	\$0.00 (0.00%)
6. [blurred]	4,240 (4.25%)	4,205 (4.46%)	4,298 (3.43%)	62.42%	1.39	00:00:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. dealerleads.com / referral	2,087 (2.09%)	1,586 (1.68%)	3,884 (3.10%)	18.87%	3.34	00:05:15	5.48%	213 (7.31%)	\$0.00 (0.00%)
8. [blurred]	723 (0.72%)	576 (0.61%)	1,307 (1.04%)	20.58%	4.18	00:06:43	2.75%	36 (1.23%)	\$0.00 (0.00%)
9. [blurred]	477 (0.48%)	388 (0.41%)	824 (0.66%)	18.08%	3.69	00:06:02	5.10%	42 (1.44%)	\$0.00 (0.00%)
10. [blurred]	421 (0.42%)	401 (0.43%)	456 (0.36%)	92.54%	1.23	00:00:15	0.44%	2 (0.07%)	\$0.00 (0.00%)



DEALERLEADS

2019 Q3 PERFORMANCE



Primary Dimension: Source / Medium

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	87,491 % of Total: 100.00% (87,491)	85,019 % of Total: 100.00% (85,019)	118,608 % of Total: 100.00% (118,608)	41.89% Avg for View: 41.89% (0.00%)	2.24 Avg for View: 2.24 (0.00%)	00:02:45 Avg for View: 00:02:45 (0.00%)	2.66% Avg for View: 2.66% (0.00%)	3,157 % of Total: 100.00% (3,157)	\$0.00 % of Total: 0.00% (\$0.00)
1. [blurred]	25,025 (27.74%)	24,758 (29.12%)	31,942 (26.93%)	48.37%	1.79	00:02:43	1.92%	614 (19.45%)	\$0.00 (0.00%)
2. [blurred]	22,381 (24.81%)	20,243 (23.81%)	33,866 (28.55%)	39.18%	2.61	00:03:08	4.28%	1,449 (45.90%)	\$0.00 (0.00%)
3. [blurred]	12,036 (13.34%)	12,087 (14.22%)	12,551 (10.58%)	59.13%	1.40	00:01:19	0.15%	19 (0.60%)	\$0.00 (0.00%)
4. [blurred]	10,688 (11.85%)	10,681 (12.56%)	11,327 (9.55%)	35.70%	2.70	00:02:29	0.03%	3 (0.10%)	\$0.00 (0.00%)
5. [blurred]	6,664 (7.39%)	5,591 (6.58%)	9,922 (8.37%)	34.91%	2.66	00:03:08	5.79%	574 (18.18%)	\$0.00 (0.00%)
6. dealerleads.com / referral	2,278 (2.52%)	1,799 (2.12%)	4,159 (3.51%)	20.68%	2.88	00:04:30	4.59%	191 (6.05%)	\$0.00 (0.00%)
7. [blurred]	1,957 (2.17%)	1,946 (2.29%)	1,985 (1.67%)	4.38%	1.97	00:00:19	0.05%	1 (0.03%)	\$0.00 (0.00%)
8. [blurred]	1,040 (1.15%)	1,040 (1.22%)	1,045 (0.88%)	82.68%	1.16	00:00:12	0.10%	1 (0.03%)	\$0.00 (0.00%)
9. [blurred]	1,000 (1.11%)	926 (1.09%)	1,245 (1.05%)	41.85%	2.01	00:01:34	2.17%	27 (0.86%)	\$0.00 (0.00%)
10. [blurred]	878 (0.97%)	866 (1.02%)	949 (0.80%)	28.24%	1.66	00:01:02	0.00%	0 (0.00%)	\$0.00 (0.00%)

DEALERLEADS

2019 Q4 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

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

Users vs. Select a metric

Users

3,000



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	64,898 <small>% of Total: 100.00% (64,898)</small>	62,703 <small>% of Total: 100.00% (62,703)</small>	93,456 <small>% of Total: 100.00% (93,456)</small>	36.70% <small>Avg for View: 36.70% (0.00%)</small>	2.66 <small>Avg for View: 2.66 (0.00%)</small>	00:03:23 <small>Avg for View: 00:03:23 (0.00%)</small>	1.27% <small>Avg for View: 1.27% (0.00%)</small>	1,187 <small>% of Total: 100.00% (1,187)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	20,289 (30.10%)	18,387 (29.32%)	32,043 (34.25%)	35.19%	2.99	00:03:43	1.85%	594 (50.04%)	\$0.00 (0.00%)
2. [blurred]	16,169 (23.99%)	15,987 (25.50%)	17,111 (18.31%)	40.83%	2.60	00:02:19	0.01%	2 (0.17%)	\$0.00 (0.00%)
3. [blurred]	12,825 (19.03%)	12,552 (20.02%)	19,023 (20.36%)	34.39%	2.24	00:03:46	1.35%	257 (21.65%)	\$0.00 (0.00%)
4. [blurred]	2,358 (3.50%)	1,791 (2.86%)	3,741 (4.00%)	27.91%	3.10	00:04:13	3.05%	114 (9.60%)	\$0.00 (0.00%)
5. [blurred]	2,214 (3.29%)	2,178 (3.47%)	2,274 (2.43%)	52.81%	1.86	00:01:43	0.13%	3 (0.25%)	\$0.00 (0.00%)
6. [blurred]	2,071 (3.07%)	2,056 (3.28%)	2,134 (2.28%)	33.69%	2.79	00:02:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. dealerleads.com / referral	2,009 (2.98%)	1,534 (2.45%)	3,308 (3.54%)	17.41%	3.22	00:04:27	2.63%	87 (7.33%)	\$0.00 (0.00%)
8. [blurred]	1,673 (2.48%)	1,558 (2.48%)	2,136 (2.29%)	60.02%	1.77	00:01:06	0.28%	6 (0.51%)	\$0.00 (0.00%)
9. [blurred]	931 (1.38%)	906 (1.44%)	996 (1.07%)	54.22%	1.65	00:01:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. [blurred]	604 (0.90%)	488 (0.78%)	953 (1.02%)	23.92%	3.47	00:05:01	1.26%	12 (1.01%)	\$0.00 (0.00%)

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

DEALERLEADS

2020 Q1 PERFORMANCE



Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	81,129 <small>% of Total: 100.00% (81,129)</small>	78,014 <small>% of Total: 100.00% (78,014)</small>	111,188 <small>% of Total: 100.00% (111,188)</small>	39.78% <small>Avg for View: 39.78% (0.00%)</small>	2.73 <small>Avg for View: 2.73 (0.00%)</small>	00:03:04 <small>Avg for View: 00:03:04 (0.00%)</small>	0.70% <small>Avg for View: 0.70% (0.00%)</small>	775 <small>% of Total: 100.00% (775)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	23,356 (27.92%)	23,058 (29.56%)	24,028 (21.61%)	42.20%	2.58	00:02:17	<0.01%	1 (0.13%)	\$0.00 (0.00%)
2. [blurred]	22,065 (26.37%)	19,811 (25.39%)	35,147 (31.61%)	37.13%	3.12	00:03:47	1.16%	409 (52.77%)	\$0.00 (0.00%)
3. [blurred]	11,271 (13.47%)	10,751 (13.78%)	17,321 (15.58%)	38.63%	2.57	00:03:12	1.35%	234 (30.19%)	\$0.00 (0.00%)
4. [blurred]	6,833 (8.17%)	6,817 (8.74%)	7,148 (6.43%)	14.94%	3.36	00:03:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. [blurred]	2,783 (3.33%)	2,694 (3.45%)	3,038 (2.73%)	64.25%	1.63	00:01:58	0.20%	6 (0.77%)	\$0.00 (0.00%)
6. dealerleads.com / referral	2,681 (3.20%)	2,134 (2.74%)	3,864 (3.48%)	23.65%	3.49	00:04:01	1.32%	51 (6.58%)	\$0.00 (0.00%)
7. [blurred]	2,104 (2.51%)	1,796 (2.30%)	2,946 (2.65%)	48.20%	2.40	00:02:32	0.48%	14 (1.81%)	\$0.00 (0.00%)
8. [blurred]	2,071 (2.48%)	1,905 (2.44%)	2,692 (2.42%)	51.52%	1.73	00:01:06	0.07%	2 (0.26%)	\$0.00 (0.00%)
9. [blurred]	1,336 (1.60%)	1,336 (1.71%)	1,336 (1.20%)	73.88%	1.26	<00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. [blurred]	761 (0.91%)	712 (0.91%)	781 (0.70%)	97.31%	1.03	00:00:07	0.00%	0 (0.00%)	\$0.00 (0.00%)

DEALERLEADS

2020 Q2 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

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

Users vs. Select a metric

Users

4,000

2,000

May 2020

June 2020

Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	80,453 <small>% of Total: 100.00% (80,453)</small>	76,864 <small>% of Total: 100.00% (76,864)</small>	115,064 <small>% of Total: 100.00% (115,064)</small>	40.03% <small>Avg for View: 40.03% (0.00%)</small>	2.60 <small>Avg for View: 2.60 (0.00%)</small>	00:02:59 <small>Avg for View: 00:02:59 (0.00%)</small>	1.04% <small>Avg for View: 1.04% (0.00%)</small>	1,201 <small>% of Total: 100.00% (1,201)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	23,789 (28.56%)	21,394 (27.83%)	35,228 (30.62%)	40.19%	2.96	00:03:20	1.78%	627 (52.21%)	\$0.00 (0.00%)
2. [blurred]	12,510 (15.03%)	12,082 (15.72%)	15,007 (13.04%)	81.05%	1.35	00:01:05	0.05%	8 (0.67%)	\$0.00 (0.00%)
3. [blurred]	12,070 (14.50%)	12,102 (15.74%)	12,405 (10.78%)	13.05%	3.41	00:03:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. [blurred]	11,785 (14.16%)	11,095 (14.43%)	17,775 (15.45%)	39.77%	2.51	00:03:12	2.06%	367 (30.56%)	\$0.00 (0.00%)
5. [blurred]	6,595 (7.92%)	6,615 (8.61%)	7,694 (6.69%)	22.24%	3.11	00:03:26	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. [blurred]	6,162 (7.40%)	5,468 (7.11%)	10,225 (8.89%)	35.27%	1.56	00:01:26	0.15%	15 (1.25%)	\$0.00 (0.00%)
7. dealerleads.com / referral	2,576 (3.09%)	2,020 (2.63%)	4,044 (3.51%)	23.47%	3.32	00:04:09	1.93%	78 (6.49%)	\$0.00 (0.00%)
8. [blurred]	748 (0.90%)	624 (0.81%)	1,128 (0.98%)	14.45%	3.63	00:04:26	0.71%	8 (0.67%)	\$0.00 (0.00%)
9. [blurred]	740 (0.89%)	559 (0.73%)	1,365 (1.19%)	36.34%	2.65	00:03:33	0.81%	11 (0.92%)	\$0.00 (0.00%)
10. [blurred]	619 (0.74%)	395 (0.51%)	1,347 (1.17%)	18.86%	3.62	00:06:16	2.38%	32 (2.66%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 293

DEALERLEADS

2020 Q3 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

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

Users vs. Select a metric

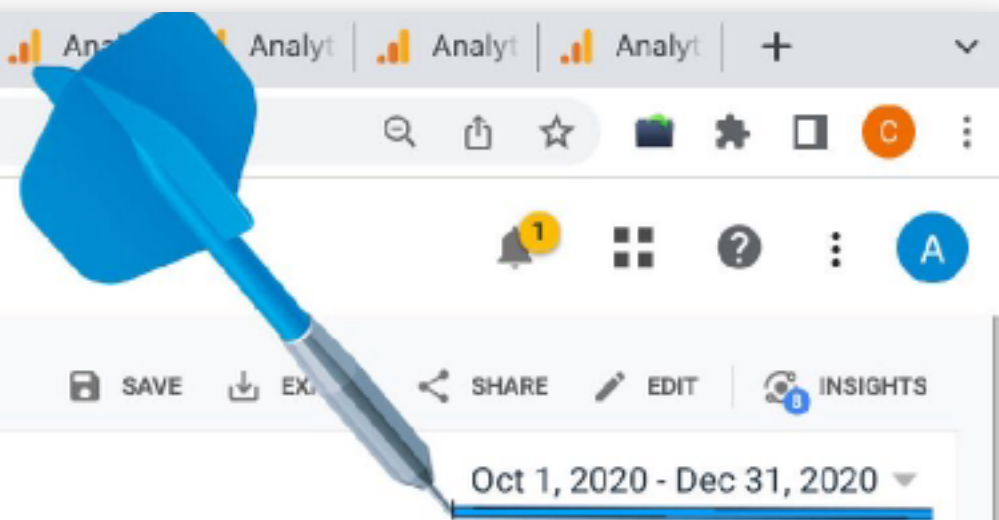
Users



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	65,013 <small>% of Total: 100.00% (65,013)</small>	61,503 <small>% of Total: 100.00% (61,503)</small>	92,529 <small>% of Total: 100.00% (92,529)</small>	45.60% <small>Avg for View: 45.60% (0.00%)</small>	2.44 <small>Avg for View: 2.44 (0.00%)</small>	00:03:04 <small>Avg for View: 00:03:04 (0.00%)</small>	1.49% <small>Avg for View: 1.49% (0.00%)</small>	1,378 <small>% of Total: 100.00% (1,378)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	25,940 (38.63%)	23,693 (38.52%)	36,775 (39.74%)	43.21%	2.71	00:03:08	1.83%	674 (48.91%)	\$0.00 (0.00%)
2. [blurred]	13,705 (20.41%)	13,234 (21.52%)	16,347 (17.67%)	82.42%	1.28	00:01:22	0.29%	47 (3.41%)	\$0.00 (0.00%)
3. [blurred]	9,795 (14.59%)	9,297 (15.12%)	14,608 (15.79%)	40.73%	2.36	00:02:54	3.19%	466 (33.82%)	\$0.00 (0.00%)
4. [blurred]	3,522 (5.24%)	3,521 (5.72%)	3,845 (4.16%)	17.84%	3.23	00:03:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. [blurred]	3,182 (4.74%)	3,182 (5.17%)	3,472 (3.75%)	17.34%	3.21	00:03:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. dealerleads.com / referral	2,946 (4.39%)	2,288 (3.72%)	4,957 (5.36%)	19.35%	3.34	00:05:06	2.10%	104 (7.55%)	\$0.00 (0.00%)
7. [blurred]	1,150 (1.71%)	936 (1.52%)	1,565 (1.69%)	43.00%	1.75	00:01:41	0.45%	7 (0.51%)	\$0.00 (0.00%)
8. [blurred]	972 (1.45%)	826 (1.34%)	1,414 (1.53%)	21.92%	3.05	00:04:12	0.42%	6 (0.44%)	\$0.00 (0.00%)
9. [blurred]	868 (1.29%)	688 (1.12%)	1,213 (1.31%)	40.56%	2.75	00:03:09	2.06%	25 (1.81%)	\$0.00 (0.00%)
10. [blurred]	559 (0.83%)	548 (0.89%)	570 (0.62%)	76.49%	1.35	00:00:32	1.40%	8 (0.58%)	\$0.00 (0.00%)



DEALERLEADS

2020 Q4 PERFORMANCE

All Traffic

All Users
100.00% Users

+ Add Segment

Explorer

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

Users vs. Select a metric

Users



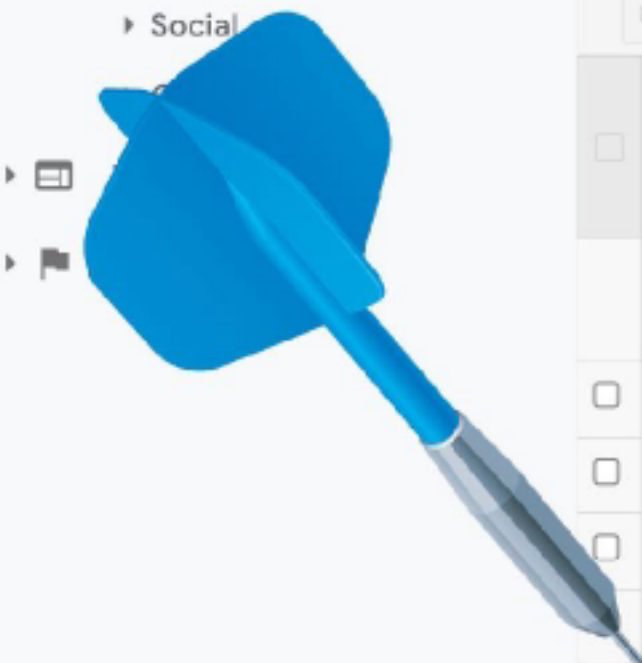
Day Week Month

Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sort Type: Default

advanced

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	60,481 <small>% of Total: 100.00% (60,481)</small>	58,440 <small>% of Total: 100.00% (58,440)</small>	84,000 <small>% of Total: 100.00% (84,000)</small>	46.38% <small>Avg for View: 46.38% (0.00%)</small>	2.42 <small>Avg for View: 2.42 (0.00%)</small>	00:03:00 <small>Avg for View: 00:03:00 (0.00%)</small>	1.03% <small>Avg for View: 1.03% (0.00%)</small>	868 <small>% of Total: 100.00% (868)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	24,335 (39.12%)	22,785 (38.99%)	34,600 (41.19%)	44.26%	2.67	00:03:15	1.18%	410 (47.24%)	\$0.00 (0.00%)
2. [blurred]	14,501 (23.31%)	14,405 (24.65%)	19,980 (23.79%)	33.93%	2.59	00:02:36	0.89%	177 (20.39%)	\$0.00 (0.00%)
3. [blurred]	12,493 (20.08%)	12,282 (21.02%)	12,836 (15.28%)	84.01%	1.20	00:01:10	0.66%	85 (9.79%)	\$0.00 (0.00%)
4. dealerleads.com / referral	2,690 (4.32%)	2,194 (3.75%)	3,978 (4.74%)	21.34%	3.30	00:04:04	1.94%	77 (8.87%)	\$0.00 (0.00%)
5. [blurred]	1,729 (2.78%)	1,587 (2.72%)	2,497 (2.97%)	40.49%	1.59	00:01:34	0.08%	2 (0.23%)	\$0.00 (0.00%)
6. [blurred]	866 (1.39%)	866 (1.48%)	866 (1.03%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. [blurred]	852 (1.37%)	710 (1.21%)	1,504 (1.79%)	20.01%	3.88	00:05:50	1.00%	15 (1.73%)	\$0.00 (0.00%)
8. [blurred]	600 (0.96%)	439 (0.75%)	1,146 (1.36%)	20.42%	2.75	00:06:00	2.44%	28 (3.23%)	\$0.00 (0.00%)
9. [blurred]	388 (0.62%)	308 (0.53%)	501 (0.60%)	37.52%	2.75	00:02:51	0.40%	2 (0.23%)	\$0.00 (0.00%)
10. [blurred]	356 (0.57%)	317 (0.54%)	502 (0.60%)	25.90%	3.00	00:03:57	2.59%	13 (1.50%)	\$0.00 (0.00%)



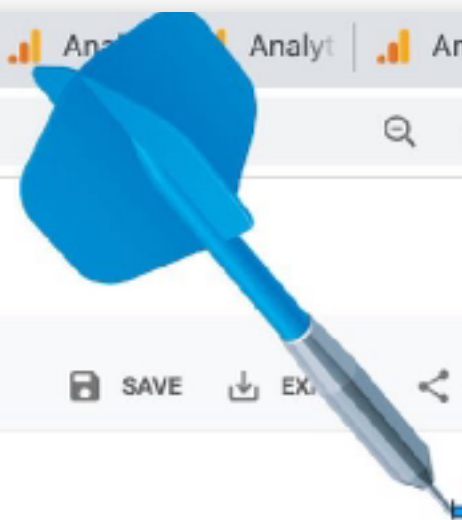
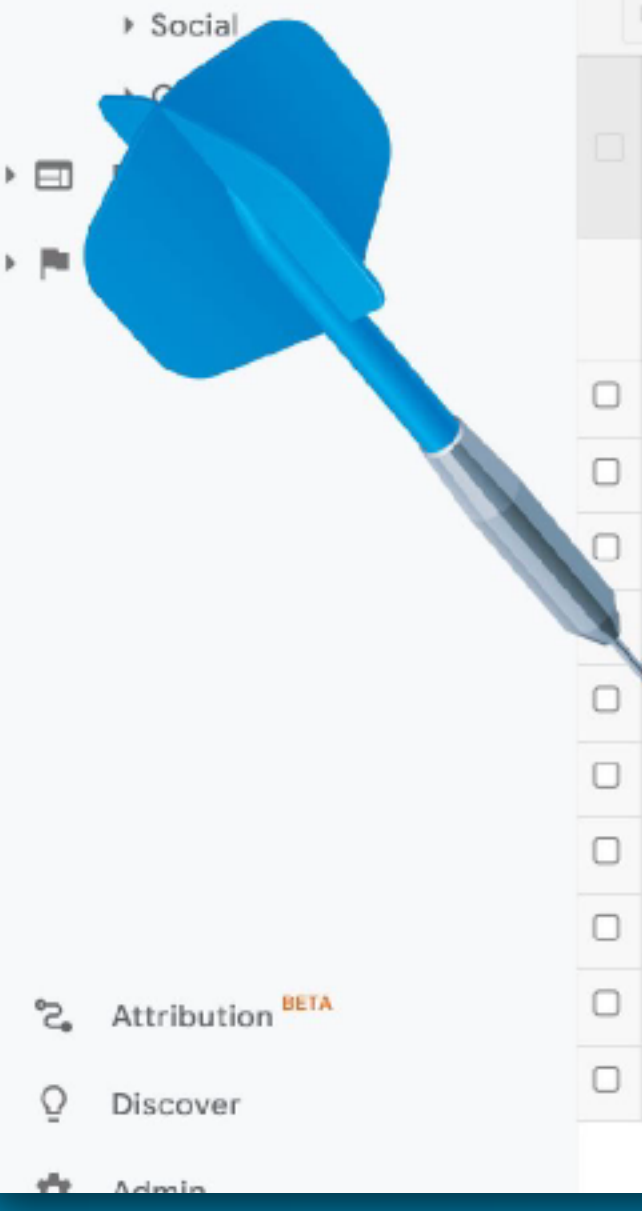
DEALERLEADS

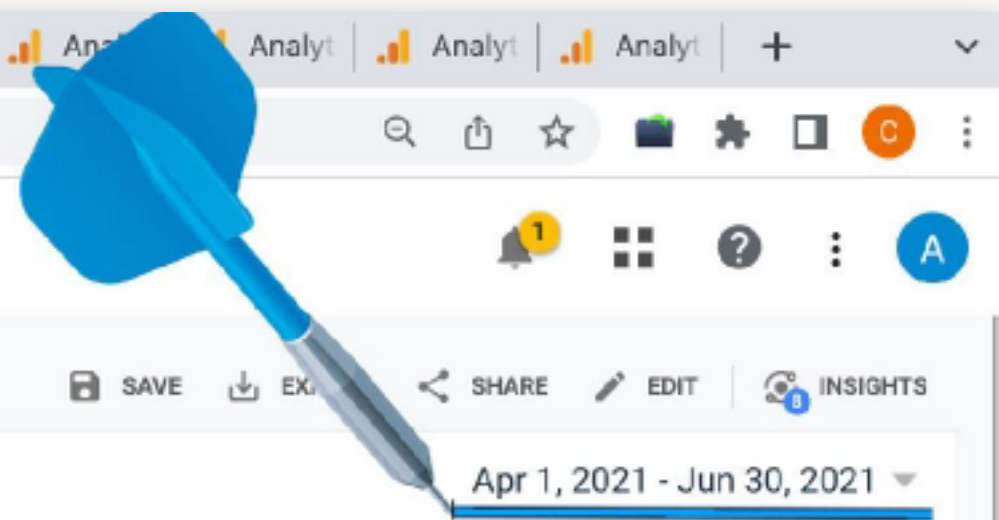
2021 Q1 PERFORMANCE



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
	64,023 <small>% of Total: 100.00% (64,023)</small>	62,346 <small>% of Total: 100.00% (62,346)</small>	90,501 <small>% of Total: 100.00% (90,501)</small>	37.60% <small>Avg for View: 37.60% (0.00%)</small>	2.54 <small>Avg for View: 2.54 (0.00%)</small>	00:03:12 <small>Avg for View: 00:03:12 (0.00%)</small>	1.31% <small>Avg for View: 1.31% (0.00%)</small>	1,183 <small>% of Total: 100.00% (1,183)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	22,932 (34.88%)	21,599 (34.64%)	35,388 (39.10%)	33.23%	2.88	00:03:47	1.51%	536 (45.31%)	\$0.00 (0.00%)
2. [blurred]	16,887 (25.69%)	16,611 (26.64%)	22,485 (24.85%)	29.91%	2.76	00:02:32	1.08%	243 (20.54%)	\$0.00 (0.00%)
3. [blurred]	12,794 (19.46%)	12,807 (20.54%)	13,354 (14.76%)	69.37%	1.22	00:01:30	1.52%	203 (17.16%)	\$0.00 (0.00%)
4. dealerleads.com / referral	2,956 (4.50%)	2,416 (3.88%)	4,415 (4.88%)	15.83%	3.37	00:04:33	1.59%	70 (5.92%)	\$0.00 (0.00%)
5. [blurred]	2,703 (4.11%)	2,554 (4.10%)	3,659 (4.04%)	40.12%	1.45	00:01:11	0.36%	13 (1.10%)	\$0.00 (0.00%)
6. [blurred]	1,020 (1.55%)	845 (1.36%)	1,766 (1.95%)	17.33%	3.63	00:06:02	1.25%	22 (1.86%)	\$0.00 (0.00%)
7. [blurred]	713 (1.08%)	668 (1.07%)	767 (0.85%)	36.77%	2.23	00:01:43	0.39%	3 (0.25%)	\$0.00 (0.00%)
8. [blurred]	440 (0.67%)	379 (0.61%)	487 (0.54%)	54.00%	1.71	00:01:14	0.21%	1 (0.08%)	\$0.00 (0.00%)
9. [blurred]	380 (0.58%)	340 (0.55%)	465 (0.51%)	9.46%	2.08	00:01:00	1.08%	5 (0.42%)	\$0.00 (0.00%)
10. [blurred]	357 (0.54%)	321 (0.51%)	477 (0.53%)	24.95%	3.10	00:04:09	3.77%	18 (1.52%)	\$0.00 (0.00%)





DEALERLEADS

2021 Q2 PERFORMANCE

All Traffic

All Users 100.00% Users + Add Segment

Explorer

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

Users vs. Select a metric

Users

2,000

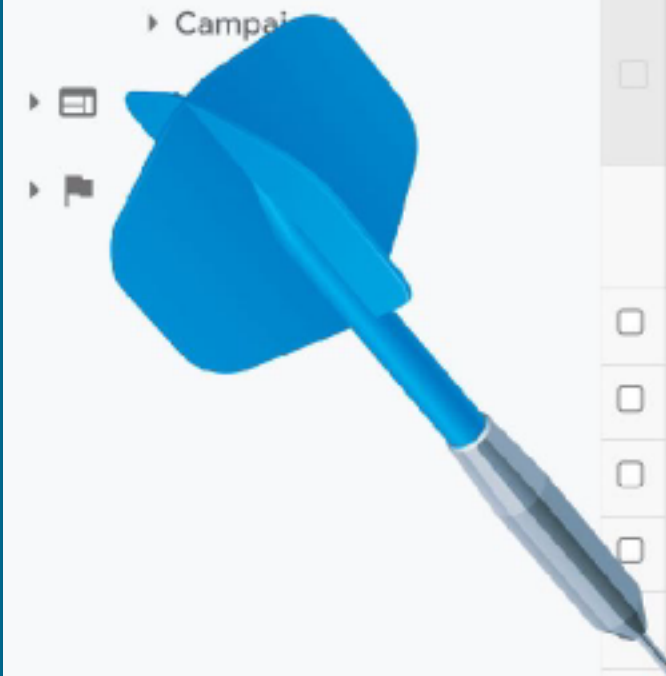


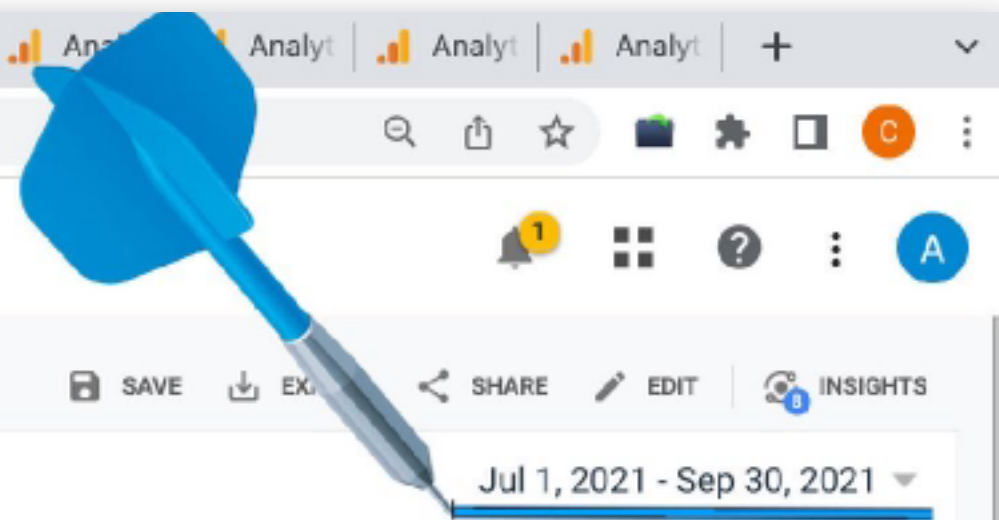
Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

advanced

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	63,984 <small>% of Total: 100.00% (63,984)</small>	61,982 <small>% of Total: 100.00% (61,982)</small>	90,593 <small>% of Total: 100.00% (90,593)</small>	43.18% <small>Avg for View: 43.18% (0.00%)</small>	2.38 <small>Avg for View: 2.38 (0.00%)</small>	00:03:27 <small>Avg for View: 00:03:27 (0.00%)</small>	1.31% <small>Avg for View: 1.31% (0.00%)</small>	1,189 <small>% of Total: 100.00% (1,189)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	21,220 (32.34%)	19,614 (31.64%)	33,544 (37.03%)	29.18%	3.02	00:04:08	1.50%	503 (42.30%)	\$0.00 (0.00%)
2. [blurred]	16,912 (25.77%)	16,598 (26.78%)	23,144 (25.55%)	49.29%	2.13	00:02:57	1.12%	259 (21.78%)	\$0.00 (0.00%)
3. [blurred]	12,623 (19.24%)	12,598 (20.33%)	13,069 (14.43%)	68.94%	1.33	00:01:53	1.92%	251 (21.11%)	\$0.00 (0.00%)
4. [blurred]	2,676 (4.08%)	2,551 (4.12%)	3,350 (3.70%)	56.69%	1.40	00:00:59	0.30%	10 (0.84%)	\$0.00 (0.00%)
5. dealerleads.com / referral	2,373 (3.62%)	1,962 (3.17%)	3,820 (4.22%)	20.92%	3.05	00:05:21	1.18%	45 (3.78%)	\$0.00 (0.00%)
6. [blurred]	2,026 (3.09%)	2,014 (3.25%)	2,010 (2.22%)	74.48%	1.16	00:01:42	1.49%	30 (2.52%)	\$0.00 (0.00%)
7. [blurred]	1,063 (1.62%)	888 (1.43%)	1,762 (1.94%)	22.42%	3.31	00:05:01	1.65%	29 (2.44%)	\$0.00 (0.00%)
8. [blurred]	907 (1.38%)	869 (1.40%)	991 (1.09%)	44.70%	2.08	00:01:31	0.30%	3 (0.25%)	\$0.00 (0.00%)
9. [blurred]	457 (0.70%)	458 (0.74%)	457 (0.50%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. [blurred]	418 (0.64%)	372 (0.60%)	649 (0.72%)	20.96%	3.04	00:04:06	1.54%	10 (0.84%)	\$0.00 (0.00%)





DEALERLEADS

2021 Q3 PERFORMANCE

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



Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	68,150 <small>% of Total: 100.00% (68,150)</small>	66,733 <small>% of Total: 100.00% (66,733)</small>	93,248 <small>% of Total: 100.00% (93,248)</small>	45.40% <small>Avg for View: 45.40% (0.00%)</small>	2.22 <small>Avg for View: 2.22 (0.00%)</small>	00:03:01 <small>Avg for View: 00:03:01 (0.00%)</small>	1.24% <small>Avg for View: 1.24% (0.00%)</small>	1,154 <small>% of Total: 100.00% (1,154)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	20,273 (28.79%)	18,832 (28.22%)	32,755 (35.13%)	29.70%	2.93	00:04:06	2.14%	702 (60.83%)	\$0.00 (0.00%)
2. [blurred]	19,704 (27.99%)	19,462 (29.16%)	24,587 (26.37%)	59.13%	1.79	00:01:48	1.03%	253 (21.92%)	\$0.00 (0.00%)
3. [blurred]	16,204 (23.02%)	16,120 (24.16%)	16,709 (17.92%)	54.07%	1.47	00:02:00	0.38%	63 (5.46%)	\$0.00 (0.00%)
4. dealerleads.com / referral	2,051 (2.91%)	1,730 (2.59%)	3,290 (3.53%)	26.17%	2.83	00:05:11	1.28%	42 (3.64%)	\$0.00 (0.00%)
5. [blurred]	1,325 (1.88%)	1,287 (1.93%)	1,352 (1.45%)	49.78%	1.49	00:01:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. [blurred]	1,112 (1.58%)	1,112 (1.67%)	1,112 (1.19%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. [blurred]	1,085 (1.54%)	905 (1.36%)	1,707 (1.83%)	22.50%	3.16	00:04:34	1.29%	22 (1.91%)	\$0.00 (0.00%)
8. [blurred]	1,060 (1.51%)	1,016 (1.52%)	1,206 (1.29%)	49.17%	2.01	00:01:22	0.08%	1 (0.09%)	\$0.00 (0.00%)
9. [blurred]	740 (1.05%)	712 (1.07%)	927 (0.99%)	53.51%	1.54	00:01:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. [blurred]	467 (0.66%)	428 (0.64%)	746 (0.80%)	25.74%	2.85	00:04:19	3.35%	25 (2.17%)	\$0.00 (0.00%)



DEALERLEADS

2021 Q4 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

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

Users vs. Select a metric

Users



Primary Dimension: Source / Medium

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
	63,086 <small>% of Total: 100.00% (63,086)</small>	61,491 <small>% of Total: 100.00% (61,491)</small>	87,082 <small>% of Total: 100.00% (87,082)</small>	46.52% <small>Avg for View: 46.52% (0.00%)</small>	2.25 <small>Avg for View: 2.25 (0.00%)</small>	00:03:01 <small>Avg for View: 00:03:01 (0.00%)</small>	0.82% <small>Avg for View: 0.82% (0.00%)</small>	710 <small>% of Total: 100.00% (710)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	19,230 (29.75%)	18,949 (30.82%)	24,888 (28.58%)	59.76%	1.86	00:02:15	0.54%	134 (18.87%)	\$0.00 (0.00%)
2. [blurred]	19,023 (29.43%)	17,819 (28.98%)	30,346 (34.85%)	31.08%	2.89	00:04:00	1.58%	478 (67.32%)	\$0.00 (0.00%)
3. [blurred]	16,559 (25.61%)	16,476 (26.79%)	17,120 (19.66%)	59.02%	1.64	00:01:43	<0.01%	1 (0.14%)	\$0.00 (0.00%)
4. dealerleads.com / referral	1,550 (2.40%)	1,315 (2.14%)	2,161 (2.48%)	30.73%	2.61	00:02:45	1.25%	27 (3.80%)	\$0.00 (0.00%)
5. [blurred]	1,182 (1.83%)	1,040 (1.69%)	1,782 (2.05%)	44.61%	2.23	00:03:30	0.11%	2 (0.28%)	\$0.00 (0.00%)
6. [blurred]	959 (1.48%)	784 (1.27%)	1,522 (1.75%)	26.94%	3.01	00:03:45	0.99%	15 (2.11%)	\$0.00 (0.00%)
7. [blurred]	767 (1.19%)	710 (1.15%)	841 (0.97%)	47.09%	1.99	00:01:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. [blurred]	549 (0.85%)	510 (0.83%)	669 (0.77%)	51.72%	1.49	00:01:18	0.15%	1 (0.14%)	\$0.00 (0.00%)
9. [blurred]	435 (0.67%)	394 (0.64%)	714 (0.82%)	26.47%	2.68	00:04:07	2.52%	18 (2.54%)	\$0.00 (0.00%)
10. [blurred]	331 (0.51%)	19 (0.03%)	697 (0.80%)	37.02%	2.73	00:03:56	0.86%	6 (0.85%)	\$0.00 (0.00%)

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

All Traffic

DEALERLEADS

2022 Q1 PERFORMANCE

All Users
100.00% Users

+ Add Segment

Explorer

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

Users vs. Select a metric

Users



Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	63,629 <small>% of Total: 100.00% (63,629)</small>	62,815 <small>% of Total: 100.00% (62,815)</small>	88,111 <small>% of Total: 100.00% (88,111)</small>	47.73% <small>Avg for View: 47.73% (0.00%)</small>	2.25 <small>Avg for View: 2.25 (0.00%)</small>	00:02:57 <small>Avg for View: 00:02:57 (0.00%)</small>	0.58% <small>Avg for View: 0.58% (0.00%)</small>	514 <small>% of Total: 100.00% (514)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	18,435 (27.85%)	17,182 (27.35%)	29,301 (33.25%)	30.27%	2.97	00:03:51	1.19%	350 (68.09%)	\$0.00 (0.00%)
2. [blurred]	17,254 (26.06%)	17,267 (27.49%)	23,022 (26.13%)	58.61%	1.90	00:02:06	0.42%	97 (18.87%)	\$0.00 (0.00%)
3. [blurred]	14,374 (21.71%)	14,406 (22.93%)	14,859 (16.86%)	56.31%	1.74	00:02:27	0.02%	3 (0.58%)	\$0.00 (0.00%)
4. dealerleads.com / referral	2,345 (3.54%)	2,085 (3.32%)	3,223 (3.66%)	29.07%	2.65	00:02:58	0.74%	24 (4.67%)	\$0.00 (0.00%)
5. [blurred]	2,081 (3.14%)	2,063 (3.28%)	2,087 (2.37%)	92.96%	1.09	00:00:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. [blurred]	1,691 (2.55%)	1,688 (2.69%)	1,691 (1.92%)	93.67%	1.07	<00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. [blurred]	896 (1.35%)	747 (1.19%)	1,488 (1.69%)	27.22%	2.99	00:03:25	0.74%	11 (2.14%)	\$0.00 (0.00%)
8. [blurred]	844 (1.27%)	81 (0.13%)	844 (0.96%)	60.55%	1.57	00:01:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. [blurred]	538 (0.81%)	493 (0.78%)	605 (0.69%)	65.62%	1.53	00:01:12	0.17%	1 (0.19%)	\$0.00 (0.00%)
10. [blurred]	484 (0.73%)	417 (0.65%)	576 (0.65%)	47.74%	1.95	00:01:53	0.00%	0 (0.00%)	\$0.00 (0.00%)

DEALERLEADS

2022 Q2 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

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

Users vs. Select a metric

Users



Primary Dimension: Source / Medium Source Medium Keyword Other

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	61,467 <small>% of Total: 100.00% (61,467)</small>	60,828 <small>% of Total: 100.00% (60,828)</small>	84,444 <small>% of Total: 100.00% (84,444)</small>	45.97% <small>Avg for View: 45.97% (0.00%)</small>	2.22 <small>Avg for View: 2.22 (0.00%)</small>	00:02:53 <small>Avg for View: 00:02:53 (0.00%)</small>	0.65% <small>Avg for View: 0.65% (0.00%)</small>	551 <small>% of Total: 100.00% (551)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	16,474 (26.09%)	15,522 (25.52%)	26,822 (31.76%)	28.03%	3.02	00:03:56	1.30%	349 (63.34%)	\$0.00 (0.00%)
2. [blurred]	12,733 (20.16%)	12,616 (20.74%)	18,929 (22.42%)	51.32%	2.03	00:02:40	0.74%	140 (25.41%)	\$0.00 (0.00%)
3. [blurred]	12,626 (19.99%)	12,512 (20.57%)	12,790 (15.15%)	42.43%	1.73	00:02:10	<0.01%	1 (0.18%)	\$0.00 (0.00%)
4. [blurred]	5,326 (8.43%)	5,282 (8.68%)	5,324 (6.30%)	90.38%	1.10	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. [blurred]	5,240 (8.30%)	5,182 (8.52%)	5,293 (6.27%)	88.78%	1.12	00:00:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. dealerleads.com / referral	3,036 (4.81%)	2,737 (4.50%)	3,804 (4.50%)	39.06%	2.41	00:02:23	0.89%	34 (6.17%)	\$0.00 (0.00%)
7. [blurred]	864 (1.37%)	726 (1.19%)	1,264 (1.50%)	26.58%	3.17	00:03:51	0.16%	2 (0.35%)	\$0.00 (0.00%)
8. [blurred]	532 (0.84%)	501 (0.82%)	793 (0.94%)	23.71%	1.91	00:00:48	0.13%	1 (0.18%)	\$0.00 (0.00%)
9. [blurred]	451 (0.71%)	431 (0.71%)	502 (0.59%)	66.14%	1.64	00:01:27	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. [blurred]	344 (0.54%)	288 (0.47%)	573 (0.68%)	40.66%	2.29	00:04:06	0.17%	1 (0.18%)	\$0.00 (0.00%)

DEALERLEADS

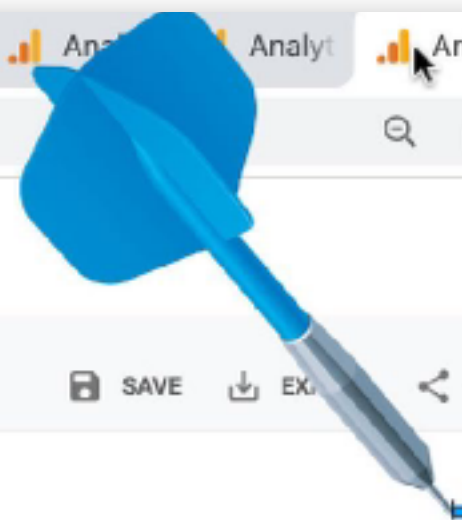
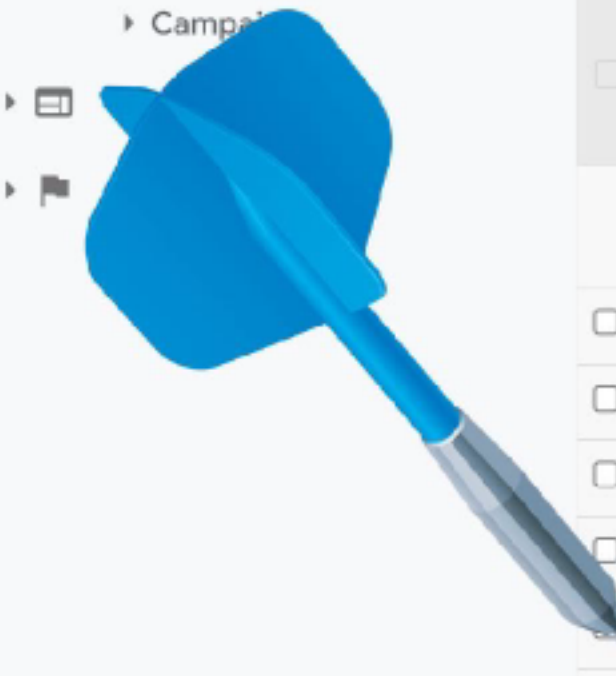
2022 Q3

PERFORMANCE



Primary Dimension: Source / Medium

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	65,451 <small>% of Total: 100.00% (65,451)</small>	64,433 <small>% of Total: 100.00% (64,433)</small>	88,809 <small>% of Total: 100.00% (88,809)</small>	44.03% <small>Avg for View: 44.03% (0.00%)</small>	2.23 <small>Avg for View: 2.23 (0.00%)</small>	00:03:08 <small>Avg for View: 00:03:08 (0.00%)</small>	1.01% <small>Avg for View: 1.01% (0.00%)</small>	894 <small>% of Total: 100.00% (894)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	16,862 (25.04%)	15,485 (24.03%)	26,759 (30.13%)	27.83%	2.94	00:04:15	2.07%	555 (62.08%)	\$0.00 (0.00%)
2. [blurred]	15,986 (23.74%)	15,937 (24.73%)	16,380 (18.44%)	34.05%	1.90	00:02:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. [blurred]	15,458 (22.95%)	15,281 (23.72%)	21,730 (24.47%)	55.65%	1.92	00:02:29	1.09%	237 (26.51%)	\$0.00 (0.00%)
4. [blurred]	5,802 (8.61%)	5,724 (8.88%)	5,825 (6.56%)	94.06%	1.06	00:00:02	0.02%	1 (0.11%)	\$0.00 (0.00%)
5. dealerleads.com / referral	2,969 (4.41%)	2,646 (4.11%)	3,785 (4.26%)	33.37%	2.67	00:03:01	1.08%	41 (4.59%)	\$0.00 (0.00%)
6. [blurred]	1,249 (1.85%)	1,227 (1.90%)	1,257 (1.42%)	93.24%	1.08	00:00:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. [blurred]	1,145 (1.70%)	1,023 (1.59%)	1,928 (2.17%)	25.57%	3.15	00:04:25	0.73%	14 (1.57%)	\$0.00 (0.00%)
8. [blurred]	1,100 (1.63%)	984 (1.53%)	1,552 (1.75%)	43.11%	2.17	00:02:56	0.26%	4 (0.45%)	\$0.00 (0.00%)
9. [blurred]	456 (0.68%)	429 (0.67%)	505 (0.57%)	60.79%	1.64	00:01:28	0.20%	1 (0.11%)	\$0.00 (0.00%)
10. [blurred]	354 (0.53%)	334 (0.52%)	428 (0.48%)	49.07%	1.55	00:01:45	0.00%	0 (0.00%)	\$0.00 (0.00%)



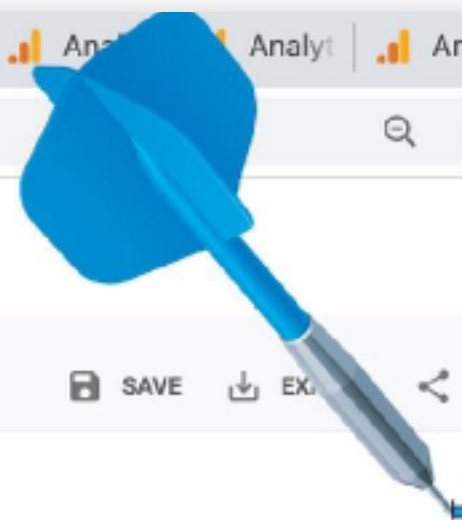
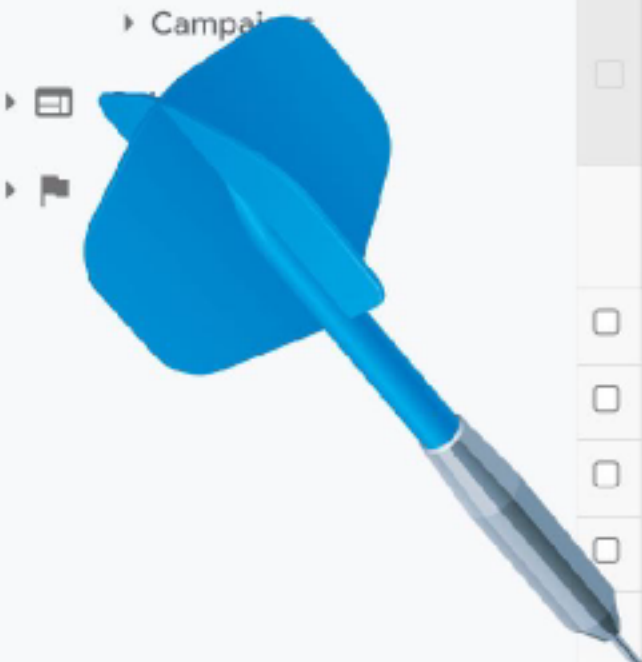
DEALERLEADS

2022 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
	70,211 <small>% of Total: 100.00% (70,211)</small>	68,959 <small>% of Total: 100.00% (68,959)</small>	94,133 <small>% of Total: 100.00% (94,133)</small>	51.53% <small>Avg for View: 51.53% (0.00%)</small>	2.13 <small>Avg for View: 2.13 (0.00%)</small>	00:02:49 <small>Avg for View: 00:02:49 (0.00%)</small>	1.12% <small>Avg for View: 1.12% (0.00%)</small>	1,057 <small>% of Total: 100.00% (1,057)</small>	\$92.00 <small>% of Total: 100.00% (\$92.00)</small>
1. [blurred]	17,446 (24.37%)	17,475 (25.34%)	18,661 (19.82%)	52.88%	1.71	00:01:40	0.03%	6 (0.57%)	\$0.00 (0.00%)
2. [blurred]	16,822 (23.50%)	16,720 (24.25%)	22,462 (23.86%)	63.37%	1.80	00:02:10	1.07%	241 (22.80%)	\$17.00 (18.48%)
3. [blurred]	15,758 (22.01%)	14,385 (20.86%)	25,878 (27.49%)	28.62%	3.01	00:04:37	2.44%	632 (59.79%)	\$53.00 (57.61%)
4. [blurred]	10,948 (15.29%)	11,004 (15.96%)	11,157 (11.85%)	94.81%	1.05	00:00:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. dealerleads.com / referral	3,401 (4.75%)	3,024 (4.39%)	4,541 (4.82%)	36.97%	2.54	00:03:15	2.18%	99 (9.37%)	\$9.00 (9.78%)
6. [blurred]	1,120 (1.56%)	991 (1.44%)	2,045 (2.17%)	24.01%	3.28	00:07:00	0.44%	9 (0.85%)	\$1.00 (1.09%)
7. [blurred]	861 (1.20%)	817 (1.18%)	1,280 (1.36%)	44.14%	1.73	00:01:45	0.31%	4 (0.38%)	\$0.00 (0.00%)
8. [blurred]	725 (1.01%)	613 (0.89%)	1,114 (1.18%)	39.14%	2.30	00:03:20	0.36%	4 (0.38%)	\$0.00 (0.00%)
9. [blurred]	562 (0.79%)	551 (0.80%)	576 (0.61%)	80.21%	1.30	00:00:23	1.22%	7 (0.66%)	\$2.00 (2.17%)
10. [blurred]	310 (0.43%)	300 (0.44%)	324 (0.34%)	64.81%	1.47	00:00:53	0.00%	0 (0.00%)	\$0.00 (0.00%)



DEALERLEADS

2023 Q1

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
	50,584 <small>% of Total: 100.00% (50,584)</small>	49,483 <small>% of Total: 100.00% (49,483)</small>	73,952 <small>% of Total: 100.00% (73,952)</small>	44.13% <small>Avg for View: 44.13% (0.00%)</small>	2.30 <small>Avg for View: 2.30 (0.00%)</small>	00:03:10 <small>Avg for View: 00:03:10 (0.00%)</small>	1.56% <small>Avg for View: 1.56% (0.00%)</small>	1,155 <small>% of Total: 100.00% (1,155)</small>	\$152.00 <small>% of Total: 100.00% (\$152.00)</small>
1. [blurred]	15,623 (30.87%)	14,594 (29.49%)	26,049 (35.22%)	26.98%	2.43	00:04:05	2.31%	601 (52.09%)	\$91.00 (59.87%)
2. [blurred]	14,854 (28.54%)	14,759 (29.83%)	20,089 (27.16%)	60.44%	1.85	00:02:10	1.45%	291 (25.19%)	\$26.00 (17.11%)
3. [blurred]	12,561 (24.14%)	12,345 (24.90%)	13,060 (17.66%)	62.57%	1.55	00:01:18	<0.01%	1 (0.09%)	\$0.00 (0.00%)
4. dealerleads.com / referral	4,367 (8.39%)	3,926 (7.93%)	5,804 (7.85%)	43.13%	2.45	00:02:57	2.31%	134 (11.60%)	\$16.00 (10.53%)
5. [blurred]	893 (1.72%)	755 (1.53%)	1,414 (1.91%)	19.24%	3.23	00:05:19	0.99%	14 (1.21%)	\$4.00 (2.63%)
6. [blurred]	636 (1.22%)	489 (0.99%)	1,307 (1.77%)	44.22%	2.26	00:03:45	0.92%	12 (1.04%)	\$2.00 (1.32%)
7. [blurred]	592 (1.14%)	531 (1.07%)	753 (1.02%)	43.56%	2.36	00:02:36	0.40%	3 (0.26%)	\$1.00 (0.66%)
8. [blurred]	422 (0.81%)	391 (0.79%)	618 (0.84%)	54.85%	1.59	00:01:26	0.32%	2 (0.17%)	\$0.00 (0.00%)
9. [blurred]	301 (0.58%)	263 (0.53%)	470 (0.64%)	22.55%	3.06	00:04:11	3.19%	15 (1.30%)	\$2.00 (1.32%)
10. [blurred]	171 (0.33%)	160 (0.32%)	209 (0.28%)	42.58%	2.40	00:02:53	3.83%	8 (0.69%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 - 10 of 132

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.

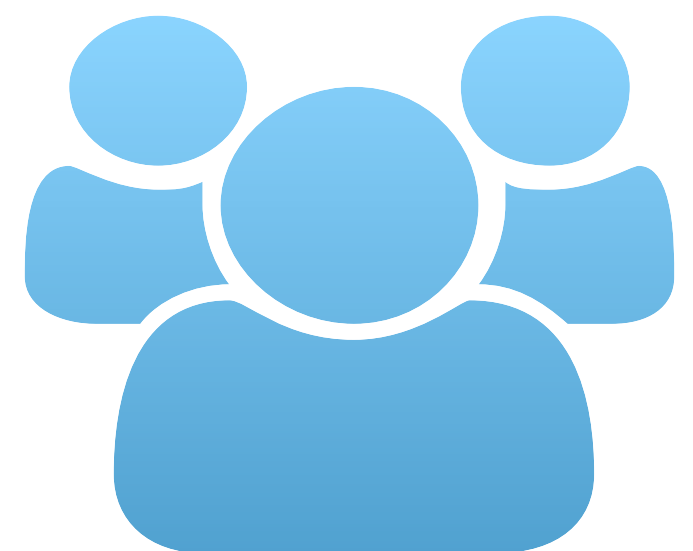
2023

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