



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

7 YEAR PLUS

PARTNER CASE STUDY #62

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FH Dailey
CHEVROLET
Est. 1910

Drive a Little... Save A Lot

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.

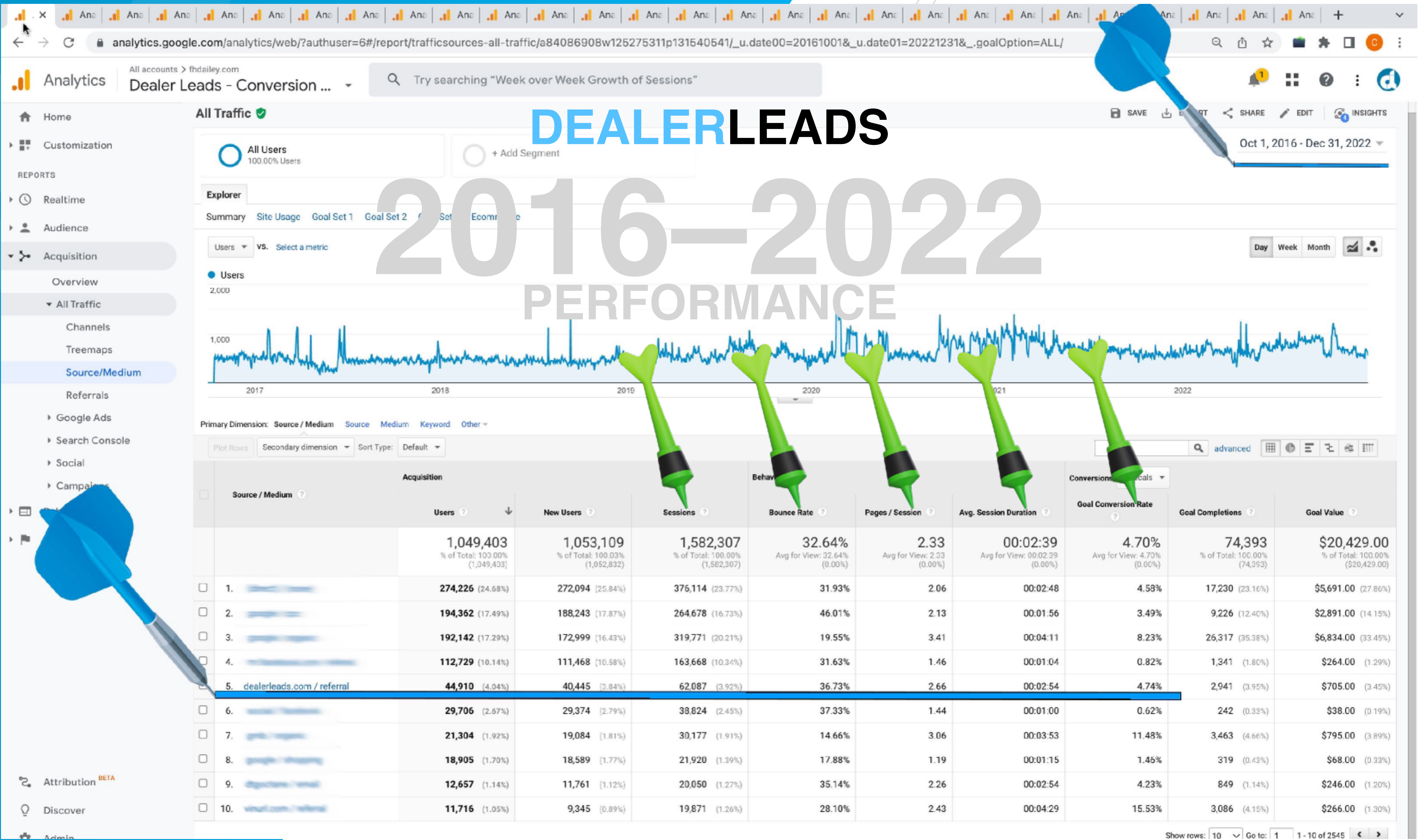
You won't find cool pictures of pretty people doing extraordinary things. There are no pie charts, bar graphs, or staircases with lightning bolt arrows pointing upward showing how much money you will make. At the end of the month, your P&L statement is all about the math, and so is this case study.

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.



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

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

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

HARD GOAL CONVERSIONS

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

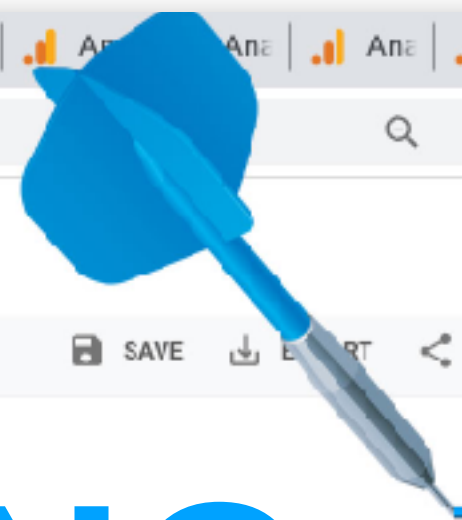
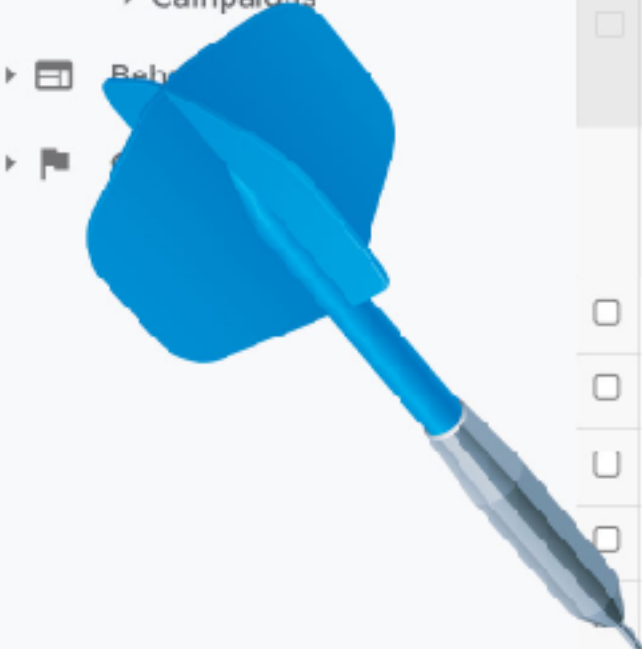
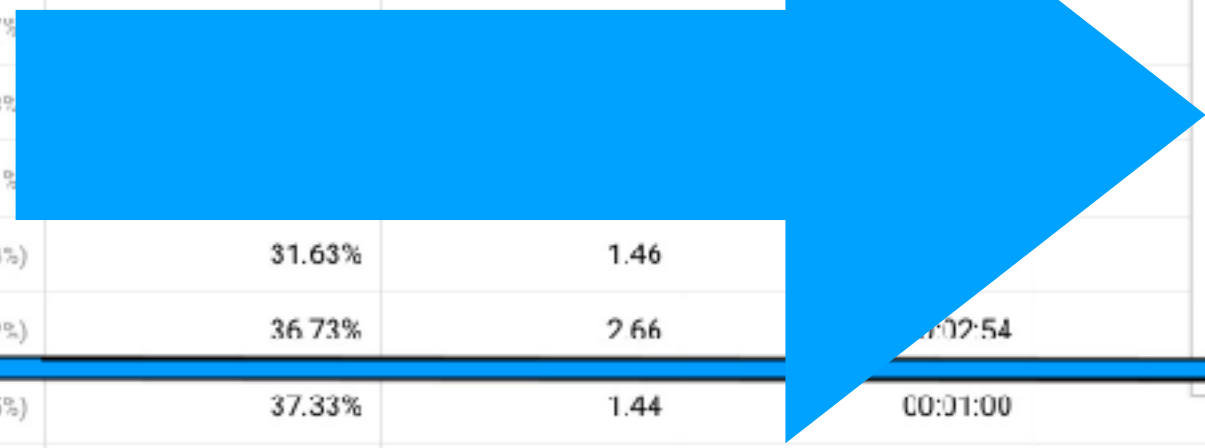
DEALERLEADS CONVERSION TRACKING



Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Value	Revenue
dealerleads.com / referral	44,910 (4.04%)	40,445 (5.84%)	62,087 (3.92%)	36.73%	2.66	00:02:54	15.53%	3,086 (4.15%)	\$266.00 (1.30%)
1. [blurred]	274,226 (24.58%)	272,094 (25.84%)	376,114 (23.77%)	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]
2. [blurred]	194,362 (17.49%)	188,243 (17.87%)	264,678 (16.73%)	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]
3. [blurred]	192,142 (17.29%)	172,999 (16.43%)	319,771 (20.21%)	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]
4. [blurred]	112,729 (10.14%)	111,468 (10.58%)	163,668 (10.34%)	31.63%	1.46	[blurred]	[blurred]	[blurred]	[blurred]
6. [blurred]	29,706 (2.67%)	29,374 (2.79%)	38,824 (2.45%)	37.33%	1.44	00:01:00	0.62%	242 (0.33%)	\$38.00 (0.19%)
7. [blurred]	21,304 (1.92%)	19,084 (1.81%)	30,177 (1.91%)	14.66%	3.06	00:03:53	11.48%	3,463 (4.66%)	\$795.00 (3.89%)
8. [blurred]	18,905 (1.70%)	18,589 (1.77%)	21,920 (1.39%)	17.88%	1.19	00:01:15	1.46%	319 (0.43%)	\$68.00 (0.33%)
9. [blurred]	12,657 (1.14%)	11,761 (1.12%)	20,050 (1.27%)	35.14%	2.26	00:02:54	4.23%	849 (1.14%)	\$246.00 (1.20%)
10. [blurred]	11,716 (1.05%)	9,345 (0.89%)	19,871 (1.26%)	28.10%	2.43	00:04:29	15.53%	3,086 (4.15%)	\$266.00 (1.30%)

All Goals

- All Goals
- Goal 1: Lead Form | Contact Us
- Goal 2: Lead Form | Finance
- Goal 3: Lead Form | Parts
- Goal 4: Lead Form | VDP Get A Quote
- Goal 5: Lead Form | VDP Get ePrice
- Goal 6: Click to Call
- Goal 7: Click to Chat
- Goal 8: Lead Form | Price Watch
- Goal 9: Lead Form | Value Trade In
- Goal 10: Lead Form | Generic



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.



DEALERLEADS

TRAFFIC CITY LOCALE

and the relationship to the dealer's location

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



Primary Dimension: Source / Medium Other

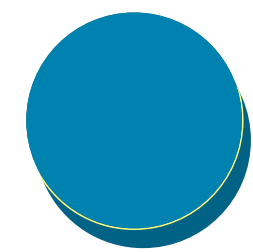
Secondary dimension: City Sort Type: Default

Source / Medium	City	Acquisition			Behavior			Conversions		
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		17,814 % of Total: 1.70% (1,049,403)	16,373 % of Total: 1.56% (1,052,832)	21,277 % of Total: 1.34% (1,582,307)	48.11% Avg for View: 32.64% (47.33%)	2.03 Avg for View: 2.33 (-12.61%)	00:01:58 Avg for View: 00:02:39 (-25.78%)	4.04% Avg for View: 4.70% (-14.13%)	848 % of Total: 1.14% (74,393)	\$211.32 % of Total: 1.03% (\$20,429.00)
1. dealerleads.com / referral	San Francisco	2,655 (14.73%)	2,332 (14.24%)	2,951 (13.87%)	51.64%	1.82	00:01:32	4.74%	140 (16.51%)	\$35.64 (16.87%)
2. dealerleads.com / referral	(not set)	1,304 (7.23%)	1,287 (7.86%)	1,353 (6.36%)	70.95%	1.30	00:00:40	1.77%	24 (2.83%)	\$2.55 (1.20%)
3. dealerleads.com / referral	San Jose	1,118 (6.20%)	1,020 (6.23%)	1,211 (5.66%)	56.73%	1.84	00:01:26	4.21%	51 (6.01%)	\$12.73 (6.02%)
4. dealerleads.com / referral	Sacramento	913 (5.06%)	864 (5.26%)	992 (4.66%)	63.00%	1.49	00:00:55	2.32%	23 (2.71%)	\$6.36 (3.01%)
5. dealerleads.com / referral	Los Angeles	740 (4.10%)	707 (4.32%)	756 (3.66%)	11.11%	3.48	00:00:59	1.46%	11 (1.30%)	\$3.82 (1.81%)
6. dealerleads.com / referral	Oakland	694 (3.85%)	555 (3.35%)	824 (3.87%)	34.34%	2.64	00:02:49	9.71%	80 (9.43%)	\$24.19 (11.45%)
7. dealerleads.com / referral	Hayward	462 (2.56%)	368 (2.25%)	564 (2.65%)	26.42%	3.10	00:03:41	9.40%	53 (6.25%)	\$15.28 (7.23%)
8. dealerleads.com / referral	San Leandro	440 (2.44%)	306 (1.87%)	1,875 (8.81%)	12.27%	3.49	00:06:27	2.45%	46 (5.42%)	\$15.28 (7.23%)
9. dealerleads.com / referral	Stockton	302 (1.68%)	283 (1.73%)	325 (1.53%)	61.23%	1.70	00:01:08	2.46%	8 (0.94%)	\$1.27 (0.60%)
10. dealerleads.com / referral	Fresno	215 (1.19%)	209 (1.28%)	232 (1.09%)	56.47%	1.57	00:01:16	3.88%	9 (1.05%)	\$0.00 (0.00%)

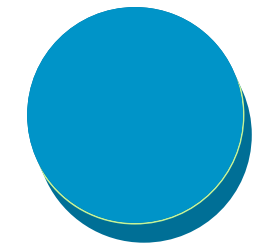
- Attribution BETA
- Discover
- Admin

LET'S GO

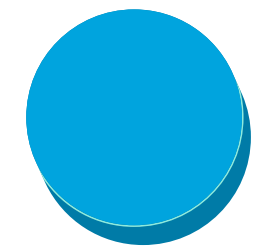
Quarter by Quarter



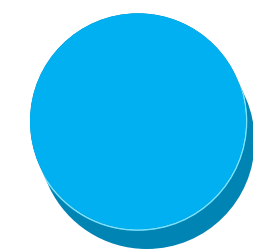
1ST QUARTER REPORTING
JAN 1 thru MAR 31



2ND QUARTER REPORTING
APR 1 thru JUN 30

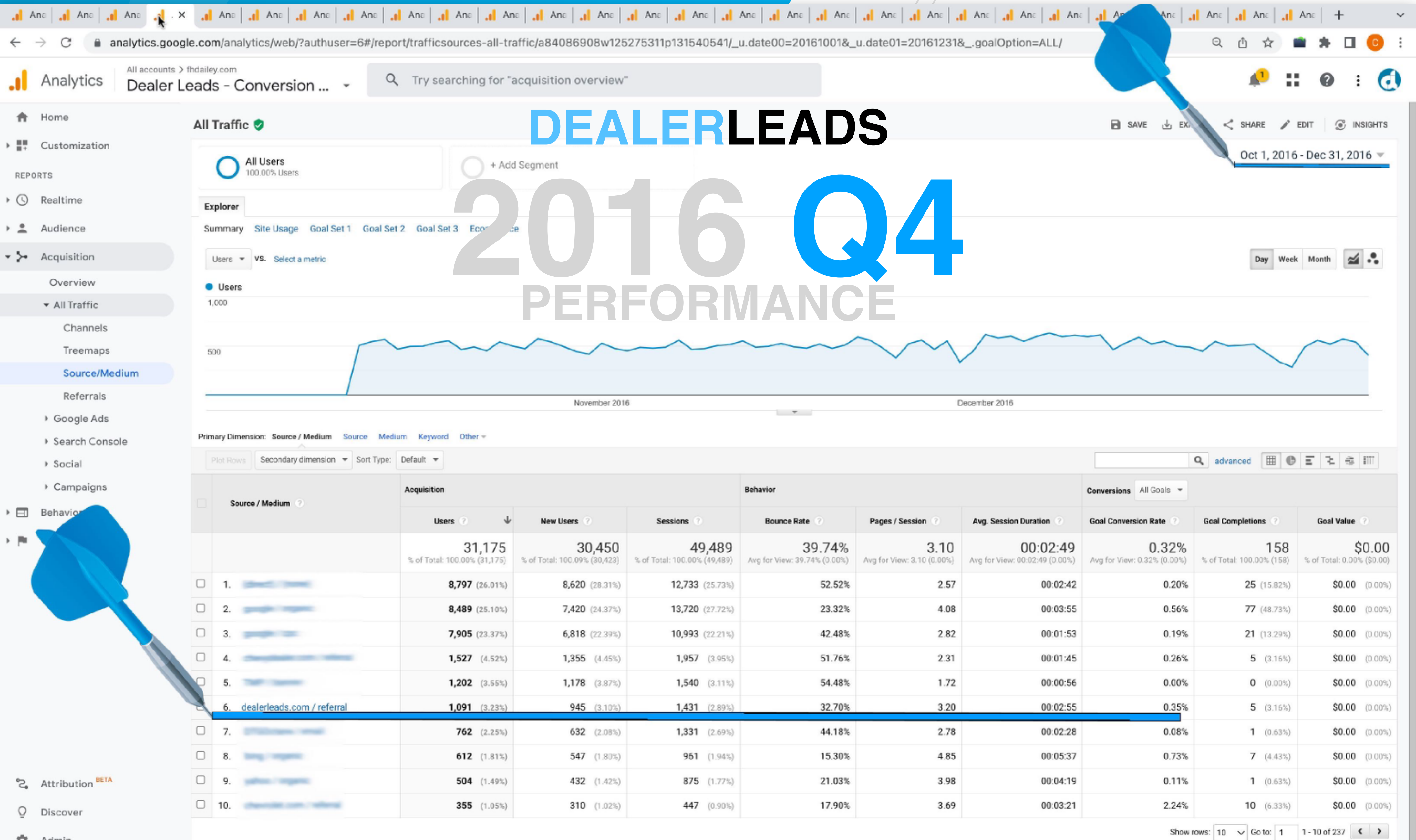


3RD QUARTER REPORTING
JUL 1 thru SEP 30



4TH QUARTER REPORTING
OCT 1 thru DEC 31





DEALERLEADS

2017 Q1

PERFORMANCE

- 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



Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	38,509 <small>% of Total: 100.00% (38,509)</small>	36,887 <small>% of Total: 100.10% (36,849)</small>	59,294 <small>% of Total: 100.00% (59,294)</small>	37.49% <small>Avg for View: 37.49% (0.00%)</small>	3.04 <small>Avg for View: 3.04 (0.00%)</small>	00:02:44 <small>Avg for View: 00:02:44 (0.00%)</small>	1.62% <small>Avg for View: 1.62% (0.00%)</small>	958 <small>% of Total: 100.00% (958)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	10,221 (24.82%)	8,657 (23.47%)	17,118 (28.87%)	22.37%	3.94	00:03:55	2.36%	404 (42.17%)	\$0.00 (0.00%)
2. [blurred]	8,880 (21.56%)	7,629 (20.68%)	12,624 (21.29%)	39.88%	2.73	00:01:50	1.12%	141 (14.72%)	\$0.00 (0.00%)
3. [blurred]	8,308 (20.17%)	8,034 (21.78%)	11,941 (20.14%)	45.26%	2.75	00:02:40	1.96%	234 (24.43%)	\$0.00 (0.00%)
4. [blurred]	2,199 (5.34%)	2,188 (5.93%)	2,373 (4.00%)	54.61%	1.94	00:01:40	0.59%	14 (1.46%)	\$0.00 (0.00%)
5. [blurred]	2,097 (5.09%)	2,084 (5.65%)	2,278 (3.84%)	51.84%	2.21	00:01:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. dealerleads.com / referral	1,840 (4.47%)	1,508 (4.09%)	2,433 (4.10%)	31.36%	3.18	00:02:30	2.63%	64 (6.68%)	\$0.00 (0.00%)
7. [blurred]	1,115 (2.71%)	1,071 (2.90%)	1,541 (2.60%)	57.17%	1.65	00:01:08	0.06%	1 (0.10%)	\$0.00 (0.00%)
8. [blurred]	741 (1.80%)	656 (1.78%)	1,198 (2.02%)	18.53%	4.20	00:05:10	2.67%	32 (3.34%)	\$0.00 (0.00%)
9. [blurred]	685 (1.66%)	499 (1.35%)	1,232 (2.08%)	44.40%	2.65	00:02:14	0.49%	6 (0.63%)	\$0.00 (0.00%)
10. [blurred]	503 (1.22%)	404 (1.10%)	908 (1.53%)	24.67%	3.81	00:04:11	2.53%	23 (2.40%)	\$0.00 (0.00%)

DEALERLEADS

2017 Q2 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

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

Users vs. Select a metric

Users

1,500

1,000

500

May 2017

June 2017

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
	28,537 <small>% of Total: 100.00% (28,537)</small>	27,074 <small>% of Total: 100.00% (27,049)</small>	42,788 <small>% of Total: 100.00% (42,788)</small>	25.16% <small>Avg for View: 25.16% (0.00%)</small>	3.44 <small>Avg for View: 3.44 (0.00%)</small>	00:02:32 <small>Avg for View: 00:02:32 (0.00%)</small>	2.11% <small>Avg for View: 2.11% (0.00%)</small>	901 <small>% of Total: 100.00% (901)</small>	\$383.00 <small>% of Total: 100.00% (\$383.00)</small>
1. Direct / Direct	10,839 (35.47%)	10,593 (35.13%)	13,798 (32.25%)	25.74%	2.91	00:02:08	1.96%	270 (29.97%)	\$164.00 (42.82%)
2. Search / Organic	6,001 (19.64%)	4,714 (17.41%)	10,139 (23.70%)	15.18%	4.60	00:03:36	2.66%	270 (29.97%)	\$93.00 (24.28%)
3. Search / Paid	5,894 (19.29%)	5,021 (18.55%)	8,430 (19.70%)	27.67%	3.22	00:02:07	2.35%	198 (21.98%)	\$84.00 (21.93%)
4. Referral	2,713 (8.88%)	2,698 (9.97%)	2,932 (6.85%)	54.81%	1.74	00:01:14	1.71%	50 (5.55%)	\$0.00 (0.00%)
5. dealerleads.com / referral	1,261 (4.13%)	1,020 (3.77%)	1,853 (4.33%)	18.83%	4.46	00:03:15	1.62%	30 (3.33%)	\$10.00 (2.61%)
6. Display / Paid	710 (2.32%)	524 (1.94%)	1,247 (2.91%)	27.91%	3.28	00:02:30	1.12%	14 (1.55%)	\$9.00 (2.35%)
7. Email / Newsletter	432 (1.41%)	394 (1.46%)	527 (1.23%)	44.97%	2.08	00:00:52	0.38%	2 (0.22%)	\$0.00 (0.00%)
8. Display / Display	328 (1.07%)	265 (0.98%)	450 (1.05%)	12.00%	4.80	00:02:34	2.44%	11 (1.22%)	\$2.00 (0.52%)
9. Display / Video	328 (1.07%)	250 (0.92%)	792 (1.85%)	14.52%	4.43	00:05:03	1.14%	9 (1.00%)	\$3.00 (0.78%)
10. Display / Display	227 (0.74%)	141 (0.52%)	359 (0.84%)	8.91%	4.82	00:03:40	2.51%	9 (1.00%)	\$6.00 (1.57%)

Show rows: 10 Go to: 1 1 - 10 of 199

DEALERLEADS

2017 Q3 PERFORMANCE

All Traffic

All Users
100.00% Users

+ Add Segment

Explorer

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

Users vs. Select a metric

Users



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	30,904 <small>% of Total: 100.00% (30,904)</small>	29,680 <small>% of Total: 100.11% (29,646)</small>	50,084 <small>% of Total: 100.00% (50,084)</small>	42.25% <small>Avg for View: 42.25% (0.00%)</small>	2.65 <small>Avg for View: 2.65 (0.00%)</small>	00:02:55 <small>Avg for View: 00:02:55 (0.00%)</small>	5.87% <small>Avg for View: 5.87% (0.00%)</small>	2,941 <small>% of Total: 100.00% (2,941)</small>	\$969.00 <small>% of Total: 100.00% (\$969.00)</small>
1. [blurred]	10,499 (31.68%)	9,441 (31.61%)	15,728 (31.40%)	50.99%	2.32	00:02:12	4.95%	778 (26.45%)	\$321.00 (33.13%)
2. [blurred]	9,092 (27.44%)	8,825 (29.73%)	12,724 (25.41%)	48.27%	2.42	00:02:46	5.78%	736 (25.03%)	\$215.00 (22.19%)
3. [blurred]	8,051 (24.30%)	6,804 (22.92%)	13,762 (27.48%)	26.11%	3.26	00:03:55	7.85%	1,081 (36.76%)	\$328.00 (33.85%)
4. dealerleads.com / referral	1,728 (5.21%)	1,480 (4.99%)	2,199 (4.39%)	42.29%	2.66	00:02:30	4.77%	105 (3.57%)	\$29.00 (2.99%)
5. [blurred]	742 (2.24%)	559 (1.88%)	1,371 (2.74%)	52.95%	2.26	00:02:02	2.33%	32 (1.09%)	\$10.00 (1.03%)
6. [blurred]	443 (1.34%)	370 (1.25%)	596 (1.19%)	11.91%	3.81	00:03:29	7.72%	46 (1.56%)	\$7.00 (0.72%)
7. [blurred]	438 (1.32%)	355 (1.20%)	891 (1.78%)	24.92%	3.40	00:05:03	6.62%	59 (2.01%)	\$19.00 (1.96%)
8. [blurred]	239 (0.72%)	214 (0.72%)	256 (0.51%)	71.09%	1.64	00:01:05	0.39%	1 (0.03%)	\$1.00 (0.10%)
9. [blurred]	147 (0.44%)	116 (0.39%)	232 (0.46%)	27.16%	3.81	00:04:59	7.33%	17 (0.58%)	\$5.00 (0.52%)
10. [blurred]	107 (0.32%)	99 (0.33%)	155 (0.31%)	19.35%	2.99	00:02:44	6.45%	10 (0.34%)	\$5.00 (0.52%)

DEALERLEADS

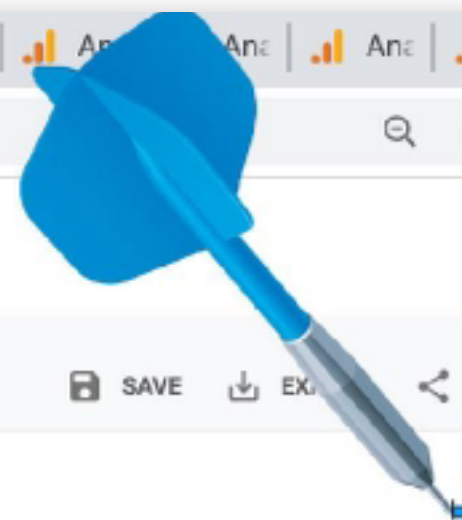
2017 Q4

PERFORMANCE



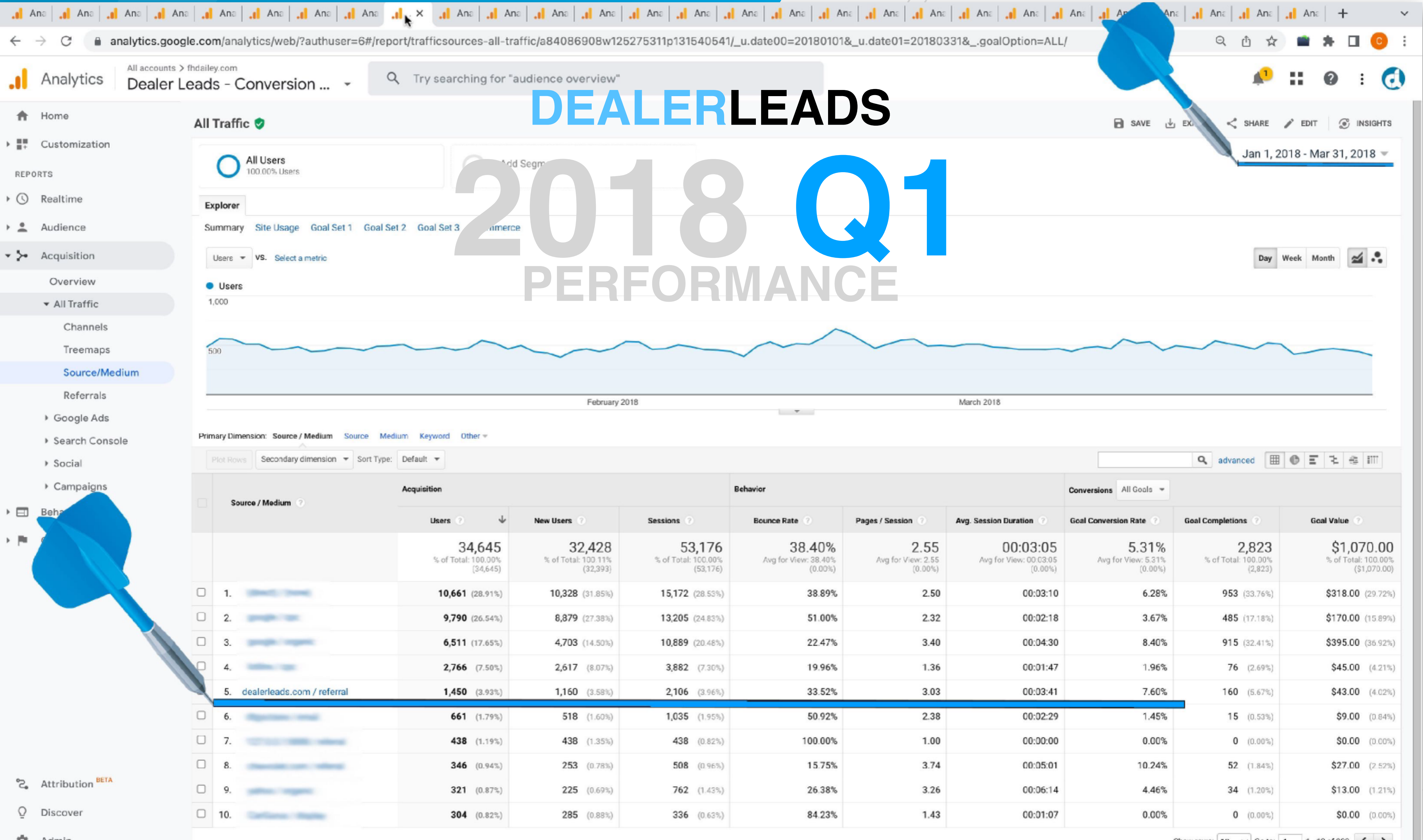
Primary Dimension: Source / Medium

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	31,619 % of Total: 100.00% (31,619)	30,061 % of Total: 100.08% (30,038)	49,788 % of Total: 100.00% (49,788)	40.48% Avg for View: 40.48% (0.00%)	2.70 Avg for View: 2.70 (0.00%)	00:03:04 Avg for View: 00:03:04 (0.00%)	5.95% Avg for View: 5.95% (0.00%)	2,962 % of Total: 100.00% (2,962)	\$1,027.00 % of Total: 100.00% (\$1,027.00)
1. [blurred]	9,817 (29.30%)	8,763 (29.15%)	13,882 (27.86%)	48.99%	2.40	00:02:17	4.44%	616 (20.80%)	\$242.00 (23.56%)
2. [blurred]	8,957 (26.73%)	8,614 (28.66%)	13,299 (26.71%)	46.26%	2.40	00:02:53	5.76%	766 (25.86%)	\$250.00 (24.34%)
3. [blurred]	8,024 (23.95%)	6,925 (23.04%)	13,260 (26.63%)	25.50%	3.36	00:04:13	9.37%	1,243 (41.96%)	\$398.00 (38.75%)
4. dealerleads.com / referral	1,254 (3.74%)	1,094 (3.64%)	1,744 (3.50%)	29.47%	3.62	00:02:58	3.96%	69 (2.33%)	\$17.00 (1.66%)
5. [blurred]	801 (2.39%)	769 (2.56%)	1,021 (2.05%)	23.31%	1.19	00:01:23	1.37%	14 (0.47%)	\$8.00 (0.78%)
6. [blurred]	654 (1.95%)	508 (1.69%)	937 (1.86%)	50.69%	2.56	00:02:44	2.35%	22 (0.74%)	\$8.00 (0.78%)
7. [blurred]	488 (1.46%)	413 (1.37%)	671 (1.35%)	19.97%	3.69	00:04:11	9.69%	65 (2.19%)	\$31.00 (3.02%)
8. [blurred]	340 (1.01%)	239 (0.80%)	636 (1.28%)	51.73%	2.38	00:03:32	3.46%	22 (0.74%)	\$10.00 (0.97%)
9. [blurred]	326 (0.97%)	258 (0.86%)	767 (1.54%)	27.90%	3.23	00:05:50	4.43%	34 (1.15%)	\$19.00 (1.85%)
10. [blurred]	295 (0.88%)	290 (0.96%)	317 (0.64%)	82.97%	1.48	00:00:43	0.00%	0 (0.00%)	\$0.00 (0.00%)



DEALERLEADS

2018 Q1 PERFORMANCE



DEALERLEADS

2018 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

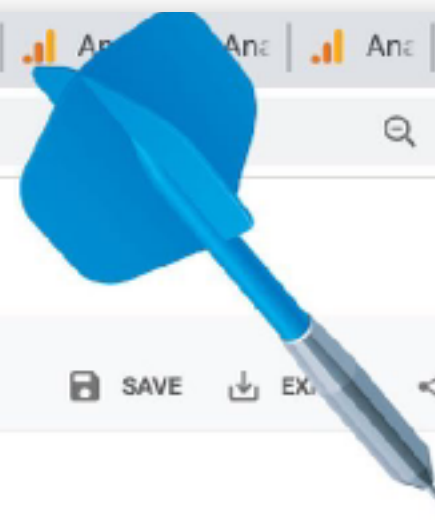
Users



Primary Dimension: Source / Medium

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
	32,023 % of Total: 100.00% (32,023)	29,855 % of Total: 100.11% (29,822)	49,421 % of Total: 100.00% (49,421)	38.03% Avg for View: 38.03% (0.00%)	2.63 Avg for View: 2.63 (0.00%)	00:03:12 Avg for View: 00:03:12 (0.00%)	5.66% Avg for View: 5.66% (0.00%)	2,795 % of Total: 100.00% (2,795)	\$1,085.00 % of Total: 100.00% (\$1,085.00)
1. [blurred]	12,442 (36.24%)	11,976 (40.11%)	16,567 (33.52%)	40.67%	2.49	00:03:03	6.14%	1,017 (36.39%)	\$362.00 (33.36%)
2. [blurred]	7,307 (21.29%)	6,524 (21.85%)	9,726 (19.68%)	49.83%	2.33	00:02:20	4.11%	400 (14.31%)	\$156.00 (14.38%)
3. [blurred]	5,972 (17.40%)	4,288 (14.36%)	10,298 (20.84%)	21.40%	3.42	00:04:29	8.63%	889 (31.81%)	\$366.00 (33.73%)
4. dealerleads.com / referral	1,727 (5.03%)	1,308 (4.38%)	2,806 (5.68%)	30.72%	2.98	00:03:53	6.95%	195 (6.98%)	\$61.00 (5.62%)
5. [blurred]	1,244 (3.62%)	1,209 (4.05%)	1,696 (3.43%)	17.81%	1.43	00:01:18	1.65%	28 (1.00%)	\$28.00 (2.58%)
6. [blurred]	711 (2.07%)	540 (1.81%)	1,112 (2.25%)	46.94%	2.52	00:03:10	4.68%	52 (1.86%)	\$23.00 (2.12%)
7. [blurred]	376 (1.10%)	367 (1.23%)	383 (0.77%)	79.37%	1.34	00:00:31	0.78%	3 (0.11%)	\$0.00 (0.00%)
8. [blurred]	361 (1.05%)	246 (0.82%)	729 (1.48%)	37.86%	2.70	00:04:21	4.39%	32 (1.14%)	\$8.00 (0.74%)
9. [blurred]	359 (1.05%)	316 (1.06%)	380 (0.77%)	63.68%	1.67	00:00:50	1.05%	4 (0.14%)	\$2.00 (0.18%)
10. [blurred]	296 (0.86%)	196 (0.66%)	704 (1.42%)	27.84%	3.34	00:05:50	3.69%	26 (0.93%)	\$13.00 (1.20%)



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

1,500

1,000

500

August 2018

September 2018

Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	31,802 <small>% of Total: 100.00% (31,802)</small>	30,155 <small>% of Total: 100.16% (30,108)</small>	49,045 <small>% of Total: 100.00% (49,045)</small>	40.34% <small>Avg for View: 40.34% (0.00%)</small>	2.60 <small>Avg for View: 2.60 (0.00%)</small>	00:03:03 <small>Avg for View: 00:03:03 (0.00%)</small>	5.60% <small>Avg for View: 5.60% (0.00%)</small>	2,746 <small>% of Total: 100.00% (2,746)</small>	\$974.00 <small>% of Total: 100.00% (\$974.00)</small>
1. [blurred]	11,405 (33.37%)	10,972 (36.39%)	15,071 (30.73%)	48.90%	2.28	00:02:41	5.79%	872 (31.76%)	\$359.00 (36.86%)
2. [blurred]	7,765 (22.72%)	6,277 (20.82%)	12,989 (26.48%)	21.24%	3.33	00:04:07	7.80%	1,013 (36.89%)	\$346.00 (35.52%)
3. [blurred]	7,535 (22.05%)	6,818 (22.61%)	9,905 (20.20%)	50.74%	2.22	00:02:12	3.98%	394 (14.35%)	\$127.00 (13.04%)
4. dealerleads.com / referral	2,477 (7.25%)	1,937 (6.42%)	3,967 (8.09%)	32.85%	2.89	00:03:27	6.43%	255 (9.29%)	\$71.00 (7.29%)
5. [blurred]	690 (2.02%)	522 (1.73%)	1,080 (2.20%)	51.67%	2.34	00:02:39	2.50%	27 (0.98%)	\$11.00 (1.13%)
6. [blurred]	524 (1.53%)	515 (1.71%)	536 (1.09%)	83.40%	1.22	00:00:19	0.19%	1 (0.04%)	\$0.00 (0.00%)
7. [blurred]	302 (0.88%)	214 (0.71%)	486 (0.99%)	38.07%	2.56	00:03:49	5.76%	28 (1.02%)	\$11.00 (1.13%)
8. [blurred]	274 (0.80%)	199 (0.66%)	531 (1.08%)	30.89%	3.22	00:04:06	5.08%	27 (0.98%)	\$7.00 (0.72%)
9. [blurred]	267 (0.78%)	206 (0.68%)	403 (0.82%)	21.59%	3.42	00:04:22	5.96%	24 (0.87%)	\$12.00 (1.23%)
10. [blurred]	224 (0.66%)	208 (0.69%)	240 (0.49%)	57.92%	1.95	00:01:32	1.25%	3 (0.11%)	\$2.00 (0.21%)

Show rows: 10 Go to: 1 1 - 10 of 268

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

1,000

.500

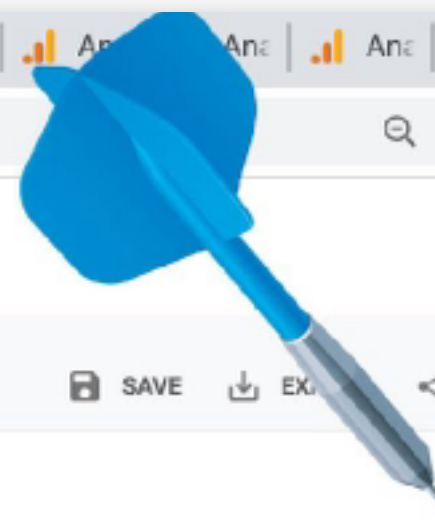
November 2018

December 2018

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
	32,707 % of Total: 100.00% (32,707)	31,680 % of Total: 100.04% (31,655)	50,427 % of Total: 100.00% (50,427)	32.48% Avg for View: 32.48% (0.00%)	2.51 Avg for View: 2.51 (0.00%)	00:03:25 Avg for View: 00:03:25 (0.00%)	5.79% Avg for View: 5.79% (0.00%)	2,921 % of Total: 100.00% (2,921)	\$1,046.00 % of Total: 100.00% (\$1,046.00)
1. [blurred]	8,622 (24.33%)	7,408 (23.38%)	14,336 (28.43%)	17.86%	3.25	00:04:47	7.07%	1,014 (34.71%)	\$299.00 (28.59%)
2. [blurred]	7,461 (21.05%)	7,215 (22.77%)	10,437 (20.70%)	36.80%	2.18	00:03:07	7.70%	804 (27.52%)	\$414.00 (39.58%)
3. [blurred]	7,192 (20.29%)	6,542 (20.65%)	9,362 (18.57%)	43.26%	2.19	00:02:26	4.45%	417 (14.28%)	\$152.00 (14.53%)
4. dealerleads.com / referral	2,273 (6.41%)	1,756 (5.54%)	3,514 (6.97%)	25.38%	2.94	00:04:14	6.29%	221 (7.57%)	\$55.00 (5.26%)
5. [blurred]	1,490 (4.20%)	1,409 (4.45%)	1,593 (3.16%)	54.11%	1.69	00:01:13	1.13%	18 (0.62%)	\$8.00 (0.76%)
6. [blurred]	807 (2.28%)	804 (2.54%)	826 (1.64%)	66.46%	1.36	00:00:42	0.12%	1 (0.03%)	\$0.00 (0.00%)
7. [blurred]	594 (1.68%)	472 (1.49%)	951 (1.89%)	34.49%	2.41	00:03:30	4.00%	38 (1.30%)	\$16.00 (1.53%)
8. [blurred]	554 (1.56%)	481 (1.52%)	753 (1.49%)	15.14%	3.22	00:03:54	5.84%	44 (1.51%)	\$15.00 (1.43%)
9. [blurred]	540 (1.52%)	446 (1.41%)	853 (1.69%)	20.63%	2.37	00:05:14	13.36%	114 (3.90%)	\$11.00 (1.05%)
10. [blurred]	419 (1.18%)	406 (1.28%)	557 (1.10%)	14.00%	1.24	00:01:38	1.97%	11 (0.38%)	\$4.00 (0.38%)



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

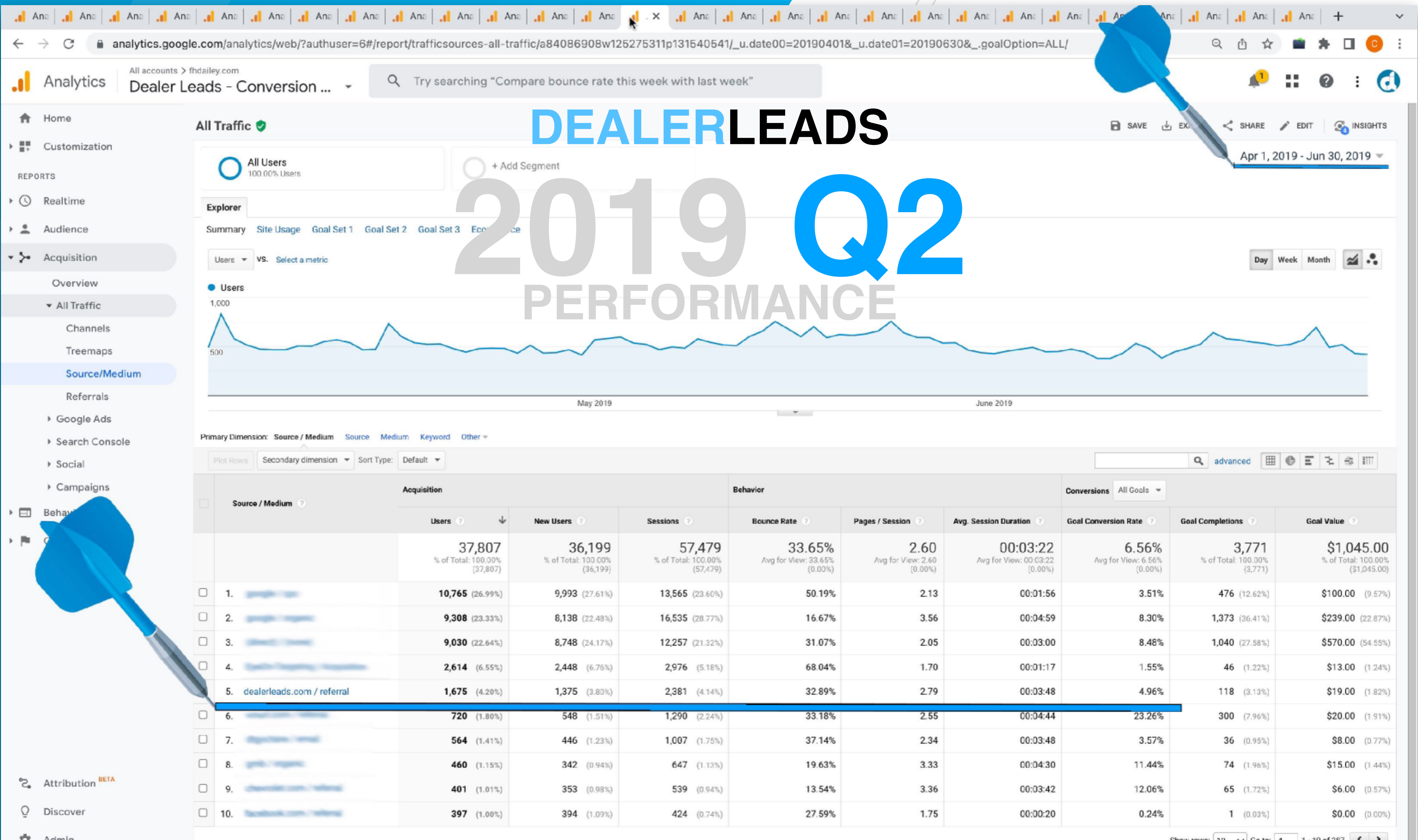
1,000



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
	36,487 % of Total: 100.00% (36,487)	35,121 % of Total: 100.00% (35,121)	57,093 % of Total: 100.00% (57,093)	33.90% Avg for View: 33.90% (0.00%)	2.57 Avg for View: 2.57 (0.00%)	00:03:28 Avg for View: 00:03:28 (0.00%)	7.35% Avg for View: 7.35% (0.00%)	4,198 % of Total: 100.00% (4,198)	\$1,092.00 % of Total: 100.00% (\$1,092.00)
1. [blurred]	9,672 (24.71%)	8,324 (23.70%)	16,133 (28.26%)	17.91%	3.37	00:04:42	8.98%	1,448 (34.49%)	\$314.00 (28.75%)
2. [blurred]	9,500 (24.27%)	8,709 (24.80%)	12,323 (21.58%)	46.69%	2.17	00:02:17	4.67%	575 (13.70%)	\$157.00 (14.38%)
3. [blurred]	7,763 (19.83%)	7,513 (21.39%)	11,139 (19.51%)	35.86%	2.22	00:03:16	9.11%	1,015 (24.18%)	\$450.00 (41.21%)
4. dealerleads.com / referral	2,022 (5.17%)	1,617 (4.60%)	3,506 (6.14%)	27.21%	2.84	00:04:36	5.22%	183 (4.36%)	\$20.00 (1.83%)
5. [blurred]	1,822 (4.65%)	1,746 (4.97%)	2,155 (3.77%)	81.30%	1.41	00:00:53	0.84%	18 (0.43%)	\$4.00 (0.37%)
6. [blurred]	883 (2.26%)	719 (2.05%)	1,619 (2.84%)	28.10%	2.46	00:05:22	29.09%	471 (11.22%)	\$36.00 (3.30%)
7. [blurred]	773 (1.97%)	770 (2.19%)	814 (1.43%)	24.20%	1.77	00:00:25	0.12%	1 (0.02%)	\$0.00 (0.00%)
8. [blurred]	554 (1.42%)	410 (1.17%)	876 (1.53%)	33.90%	2.34	00:03:14	3.77%	33 (0.79%)	\$5.00 (0.46%)
9. [blurred]	486 (1.24%)	412 (1.17%)	676 (1.18%)	13.46%	3.43	00:04:17	11.39%	77 (1.83%)	\$15.00 (1.37%)
10. [blurred]	351 (0.90%)	277 (0.79%)	529 (0.93%)	21.36%	3.22	00:04:23	9.26%	49 (1.17%)	\$11.00 (1.01%)



DEALERLEADS

2019 Q2

PERFORMANCE



Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	37,807 % of Total: 100.00% (37,807)	36,199 % of Total: 100.00% (36,199)	57,479 % of Total: 100.00% (57,479)	33.65% Avg for View: 33.65% (0.00%)	2.60 Avg for View: 2.60 (0.00%)	00:03:22 Avg for View: 00:03:22 (0.00%)	6.56% Avg for View: 6.56% (0.00%)	3,771 % of Total: 100.00% (3,771)	\$1,045.00 % of Total: 100.00% (\$1,045.00)
1. [blurred]	10,765 (26.99%)	9,993 (27.61%)	13,565 (23.60%)	50.19%	2.13	00:01:56	3.51%	476 (12.62%)	\$100.00 (9.57%)
2. [blurred]	9,308 (23.33%)	8,138 (22.48%)	16,535 (28.77%)	16.67%	3.56	00:04:59	8.30%	1,373 (36.41%)	\$239.00 (22.87%)
3. [blurred]	9,030 (22.64%)	8,748 (24.17%)	12,257 (21.32%)	31.07%	2.05	00:03:00	8.48%	1,040 (27.58%)	\$570.00 (54.55%)
4. [blurred]	2,614 (6.55%)	2,448 (6.76%)	2,976 (5.18%)	68.04%	1.70	00:01:17	1.55%	46 (1.22%)	\$13.00 (1.24%)
5. dealerleads.com / referral	1,675 (4.20%)	1,375 (3.80%)	2,381 (4.14%)	32.89%	2.79	00:03:48	4.96%	118 (3.13%)	\$19.00 (1.82%)
6. [blurred]	720 (1.80%)	548 (1.51%)	1,290 (2.24%)	33.18%	2.55	00:04:44	23.26%	300 (7.96%)	\$20.00 (1.91%)
7. [blurred]	564 (1.41%)	446 (1.23%)	1,007 (1.75%)	37.14%	2.34	00:03:48	3.57%	36 (0.95%)	\$8.00 (0.77%)
8. [blurred]	460 (1.15%)	342 (0.94%)	647 (1.13%)	19.63%	3.33	00:04:30	11.44%	74 (1.96%)	\$15.00 (1.44%)
9. [blurred]	401 (1.01%)	353 (0.98%)	539 (0.94%)	13.54%	3.36	00:03:42	12.06%	65 (1.72%)	\$6.00 (0.57%)
10. [blurred]	397 (1.00%)	394 (1.09%)	424 (0.74%)	27.59%	1.75	00:00:20	0.24%	1 (0.03%)	\$0.00 (0.00%)

DEALERLEADS

2019 Q3 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

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

Users vs. Select a metric

Users

1,500



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
	51,167 <small>% of Total: 100.00% (51,167)</small>	49,367 <small>% of Total: 100.00% (49,367)</small>	73,407 <small>% of Total: 100.00% (73,407)</small>	31.39% <small>Avg for View: 31.39% (0.00%)</small>	2.46 <small>Avg for View: 2.46 (0.00%)</small>	00:03:16 <small>Avg for View: 00:03:16 (0.00%)</small>	5.12% <small>Avg for View: 5.12% (0.00%)</small>	3,758 <small>% of Total: 100.00% (3,758)</small>	\$920.00 <small>% of Total: 100.00% (\$920.00)</small>
1. [blurred]	13,103 (24.66%)	12,747 (25.82%)	17,982 (24.50%)	24.87%	1.86	00:03:21	3.98%	715 (19.03%)	\$249.00 (27.07%)
2. [blurred]	11,197 (21.08%)	10,660 (21.59%)	13,409 (18.27%)	50.28%	1.87	00:01:51	3.16%	424 (11.28%)	\$113.00 (12.28%)
3. [blurred]	10,738 (20.21%)	9,412 (19.07%)	18,648 (25.40%)	17.79%	3.77	00:05:08	9.07%	1,691 (45.00%)	\$383.00 (41.63%)
4. [blurred]	5,083 (9.57%)	5,036 (10.20%)	6,291 (8.57%)	55.54%	1.66	00:01:24	1.10%	69 (1.84%)	\$13.00 (1.41%)
5. dealerleads.com / referral	1,598 (3.01%)	1,296 (2.63%)	2,302 (3.14%)	29.45%	3.24	00:04:08	6.65%	153 (4.07%)	\$41.00 (4.46%)
6. [blurred]	1,431 (2.69%)	1,431 (2.90%)	1,456 (1.98%)	2.61%	1.90	00:00:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. [blurred]	1,197 (2.25%)	1,146 (2.32%)	1,462 (1.99%)	22.02%	1.09	00:01:15	1.92%	28 (0.75%)	\$7.00 (0.76%)
8. [blurred]	627 (1.18%)	547 (1.11%)	879 (1.20%)	31.97%	2.34	00:03:34	4.21%	37 (0.98%)	\$6.00 (0.65%)
9. [blurred]	550 (1.04%)	515 (1.04%)	690 (0.94%)	2.75%	1.57	00:02:10	0.29%	2 (0.05%)	\$0.00 (0.00%)
10. [blurred]	521 (0.98%)	387 (0.78%)	953 (1.30%)	30.85%	2.71	00:05:14	23.40%	223 (5.93%)	\$13.00 (1.41%)

Show rows: 10 Go to: 1 1 - 10 of 357

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

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
	43,405 <small>% of Total: 100.00% (43,405)</small>	42,036 <small>% of Total: 100.00% (42,036)</small>	61,750 <small>% of Total: 100.00% (61,750)</small>	28.19% <small>Avg for View: 28.19% (0.00%)</small>	2.33 <small>Avg for View: 2.33 (0.00%)</small>	00:02:57 <small>Avg for View: 00:02:57 (0.00%)</small>	4.87% <small>Avg for View: 4.87% (0.00%)</small>	3,006 <small>% of Total: 100.00% (3,006)</small>	\$608.00 <small>% of Total: 100.00% (\$608.00)</small>
1. [blurred]	10,709 (23.64%)	10,513 (25.01%)	15,000 (24.29%)	20.77%	1.81	00:03:08	3.63%	545 (18.13%)	\$128.00 (21.05%)
2. [blurred]	10,341 (22.83%)	9,913 (23.58%)	12,384 (20.06%)	47.62%	1.74	00:01:38	2.97%	368 (12.24%)	\$86.00 (14.14%)
3. [blurred]	9,032 (19.94%)	7,970 (18.96%)	15,042 (24.36%)	16.87%	3.58	00:04:39	8.78%	1,321 (43.95%)	\$280.00 (46.05%)
4. [blurred]	2,475 (5.46%)	2,320 (5.52%)	2,665 (4.32%)	68.72%	1.23	00:00:44	0.90%	24 (0.80%)	\$2.00 (0.33%)
5. dealerleads.com / referral	2,349 (5.19%)	2,131 (5.07%)	2,780 (4.50%)	15.14%	3.06	00:02:19	5.04%	140 (4.66%)	\$23.00 (3.78%)
6. [blurred]	1,884 (4.16%)	1,767 (4.20%)	2,420 (3.92%)	23.84%	1.17	00:01:22	2.19%	53 (1.76%)	\$11.00 (1.81%)
7. [blurred]	1,223 (2.70%)	1,222 (2.91%)	1,238 (2.00%)	23.42%	1.69	00:00:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. [blurred]	1,055 (2.33%)	912 (2.17%)	1,469 (2.38%)	3.00%	1.48	00:02:07	1.23%	18 (0.60%)	\$1.00 (0.16%)
9. [blurred]	651 (1.44%)	521 (1.24%)	998 (1.62%)	30.26%	2.23	00:04:03	16.13%	161 (5.36%)	\$6.00 (0.99%)
10. [blurred]	500 (1.10%)	449 (1.07%)	691 (1.12%)	33.43%	2.27	00:03:04	3.04%	21 (0.70%)	\$4.00 (0.66%)

DEALERLEADS

2020 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

2,000

1,000



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
	54,823 <small>% of Total: 100.00% (54,823)</small>	53,701 <small>% of Total: 100.00% (53,701)</small>	76,363 <small>% of Total: 100.00% (76,363)</small>	27.19% <small>Avg for View: 27.19% (0.00%)</small>	2.15 <small>Avg for View: 2.15 (0.00%)</small>	00:02:29 <small>Avg for View: 00:02:29 (0.00%)</small>	3.82% <small>Avg for View: 3.82% (0.00%)</small>	2,914 <small>% of Total: 100.00% (2,914)</small>	\$701.00 <small>% of Total: 100.00% (\$701.00)</small>
1. [blurred]	14,421 (25.28%)	14,135 (26.32%)	18,089 (23.69%)	28.85%	1.43	00:00:58	0.46%	84 (2.88%)	\$12.00 (1.71%)
2. [blurred]	11,663 (20.44%)	11,461 (21.34%)	15,581 (20.40%)	20.41%	1.69	00:02:39	3.34%	520 (17.84%)	\$147.00 (20.97%)
3. [blurred]	11,152 (19.55%)	10,793 (20.10%)	13,550 (17.74%)	42.20%	1.70	00:01:33	2.48%	336 (11.53%)	\$110.00 (15.69%)
4. [blurred]	9,282 (16.27%)	8,235 (15.33%)	15,306 (20.04%)	16.12%	3.58	00:04:34	8.31%	1,272 (43.65%)	\$284.00 (40.51%)
5. dealerleads.com / referral	1,683 (2.95%)	1,403 (2.61%)	2,352 (3.08%)	25.64%	3.10	00:03:45	6.29%	148 (5.08%)	\$43.00 (6.13%)
6. [blurred]	805 (1.41%)	729 (1.36%)	1,045 (1.37%)	37.80%	2.15	00:02:48	4.40%	46 (1.58%)	\$10.00 (1.43%)
7. [blurred]	786 (1.38%)	644 (1.20%)	1,183 (1.55%)	32.80%	2.14	00:03:24	11.41%	135 (4.63%)	\$4.00 (0.57%)
8. [blurred]	721 (1.26%)	509 (0.95%)	934 (1.22%)	12.53%	3.87	00:04:37	7.39%	69 (2.37%)	\$17.00 (2.43%)
9. [blurred]	695 (1.22%)	576 (1.07%)	824 (1.08%)	41.87%	1.72	00:01:41	1.33%	11 (0.38%)	\$2.00 (0.29%)
10. [blurred]	638 (1.12%)	598 (1.11%)	782 (1.02%)	17.77%	1.29	00:01:34	2.56%	20 (0.69%)	\$1.00 (0.14%)

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

All Traffic

DEALERLEADS

2020 Q2 PERFORMANCE

SAVE EXPORT SHARE EDIT INSIGHTS

Apr 1, 2020 - Jun 30, 2020

All Users 100.00% Users

Explorer

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

Users vs. Select a metric



Primary Dimension: Source / Medium Source Medium Keyword Other

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	48,868 <small>% of Total: 100.00% (48,868)</small>	46,460 <small>% of Total: 100.00% (46,460)</small>	70,034 <small>% of Total: 100.00% (70,034)</small>	26.45% <small>Avg for View: 26.45% (0.00%)</small>	2.23 <small>Avg for View: 2.23 (0.00%)</small>	00:02:50 <small>Avg for View: 00:02:50 (0.00%)</small>	4.74% <small>Avg for View: 4.74% (0.00%)</small>	3,320 <small>% of Total: 100.00% (3,320)</small>	\$932.00 <small>% of Total: 100.00% (\$932.00)</small>
1.	11,917 (23.21%)	11,147 (23.99%)	15,439 (22.05%)	39.66%	1.78	00:01:40	2.93%	453 (13.64%)	\$151.00 (16.20%)
2.	11,172 (21.76%)	11,146 (23.99%)	15,242 (21.76%)	19.41%	1.77	00:03:06	4.34%	661 (19.91%)	\$183.00 (19.64%)
3.	10,111 (19.69%)	8,963 (19.29%)	15,561 (22.22%)	16.82%	3.44	00:04:36	8.59%	1,337 (40.27%)	\$392.00 (42.06%)
4.	9,379 (18.27%)	7,870 (16.94%)	11,729 (16.75%)	33.56%	1.38	00:00:53	0.55%	64 (1.93%)	\$11.00 (1.18%)
5.	1,389 (2.71%)	1,102 (2.37%)	1,953 (2.79%)	12.85%	3.92	00:04:51	8.86%	173 (5.21%)	\$36.00 (3.86%)
6.	1,205 (2.35%)	1,042 (2.24%)	1,361 (1.94%)	49.30%	1.53	00:01:11	1.10%	15 (0.45%)	\$2.00 (0.21%)
7.	1,038 (2.02%)	917 (1.97%)	1,428 (2.04%)	33.61%	2.04	00:02:46	6.65%	95 (2.86%)	\$24.00 (2.58%)
8.	621 (1.21%)	491 (1.06%)	746 (1.07%)	65.42%	1.60	00:00:46	1.21%	9 (0.27%)	\$3.00 (0.32%)
9.	517 (1.01%)	435 (0.94%)	697 (1.00%)	9.61%	1.76	00:02:04	2.15%	15 (0.45%)	\$4.00 (0.43%)
10.	477 (0.93%)	405 (0.87%)	717 (1.02%)	11.99%	3.72	00:05:08	8.79%	63 (1.90%)	\$40.00 (4.29%)

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

1,500

1,000

500

August 2020

September 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
	45,879 % of Total: 100.00% (45,879)	44,126 % of Total: 100.00% (44,126)	66,550 % of Total: 100.00% (66,550)	24.87% Avg for View: 24.87% (0.00%)	2.26 Avg for View: 2.26 (0.00%)	00:02:57 Avg for View: 00:02:57 (0.00%)	4.87% Avg for View: 4.87% (0.00%)	3,239 % of Total: 100.00% (3,239)	\$1,072.00 % of Total: 100.00% (\$1,072.00)
1. [blurred]	14,493 (30.19%)	14,380 (32.59%)	19,629 (29.50%)	25.25%	1.66	00:03:04	3.13%	615 (18.99%)	\$213.00 (19.87%)
2. [blurred]	10,549 (21.97%)	9,326 (21.13%)	16,032 (24.09%)	16.66%	3.34	00:04:04	8.10%	1,299 (40.10%)	\$420.00 (39.18%)
3. [blurred]	7,852 (16.35%)	7,217 (16.36%)	10,183 (15.30%)	35.99%	2.11	00:01:58	3.95%	402 (12.41%)	\$163.00 (15.21%)
4. [blurred]	4,657 (9.70%)	4,251 (9.63%)	6,615 (9.94%)	17.73%	1.50	00:01:28	1.19%	79 (2.44%)	\$15.00 (1.40%)
5. dealerleads.com / referral	1,962 (4.09%)	1,708 (3.87%)	2,468 (3.71%)	37.32%	2.49	00:02:48	3.93%	97 (2.99%)	\$32.00 (2.99%)
6. [blurred]	1,101 (2.29%)	973 (2.21%)	1,609 (2.42%)	29.65%	2.22	00:02:49	4.79%	77 (2.38%)	\$27.00 (2.52%)
7. [blurred]	762 (1.59%)	560 (1.27%)	1,283 (1.93%)	28.76%	2.24	00:03:56	12.78%	164 (5.06%)	\$28.00 (2.61%)
8. [blurred]	585 (1.22%)	434 (0.98%)	1,220 (1.83%)	16.97%	1.88	00:03:08	7.87%	96 (2.96%)	\$34.00 (3.17%)
9. [blurred]	494 (1.03%)	453 (1.03%)	694 (1.04%)	14.41%	2.93	00:03:36	7.93%	55 (1.70%)	\$28.00 (2.61%)
10. [blurred]	461 (0.96%)	408 (0.92%)	542 (0.81%)	9.59%	1.94	00:02:00	3.69%	20 (0.62%)	\$8.00 (0.75%)

DEALERLEADS

2020 Q4 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

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

Users vs. Select a metric

Users



Primary Dimension: Source / Medium

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	57,659 <small>% of Total: 100.00% (57,659)</small>	55,022 <small>% of Total: 100.00% (55,022)</small>	84,844 <small>% of Total: 100.00% (84,844)</small>	25.92% <small>Avg for View: 25.92% (0.00%)</small>	2.09 <small>Avg for View: 2.09 (0.00%)</small>	00:02:33 <small>Avg for View: 00:02:33 (0.00%)</small>	4.01% <small>Avg for View: 4.01% (0.00%)</small>	3,402 <small>% of Total: 100.00% (3,402)</small>	\$970.00 <small>% of Total: 100.00% (\$970.00)</small>
1. [blurred]	16,212 (26.93%)	15,994 (29.07%)	21,193 (24.98%)	26.97%	1.70	00:02:38	3.07%	650 (19.11%)	\$182.00 (18.76%)
2. [blurred]	12,527 (20.81%)	11,297 (20.53%)	20,970 (24.72%)	11.90%	1.48	00:01:31	0.90%	188 (5.53%)	\$42.00 (4.33%)
3. [blurred]	9,248 (15.36%)	8,113 (14.75%)	13,911 (16.40%)	16.09%	3.50	00:04:19	8.65%	1,203 (35.36%)	\$349.00 (35.98%)
4. [blurred]	8,465 (14.06%)	7,831 (14.23%)	10,745 (12.66%)	46.48%	1.93	00:01:48	4.08%	438 (12.87%)	\$145.00 (14.95%)
5. dealerleads.com / referral	2,464 (4.09%)	2,158 (3.92%)	3,095 (3.65%)	43.55%	2.39	00:02:52	4.26%	132 (3.88%)	\$31.00 (3.20%)
6. [blurred]	972 (1.61%)	865 (1.57%)	1,428 (1.68%)	32.98%	2.33	00:02:53	4.62%	66 (1.94%)	\$23.00 (2.37%)
7. [blurred]	936 (1.56%)	851 (1.55%)	983 (1.16%)	77.01%	1.24	00:00:26	1.42%	14 (0.41%)	\$8.00 (0.82%)
8. [blurred]	879 (1.46%)	671 (1.22%)	1,626 (1.92%)	12.92%	1.99	00:03:29	6.03%	98 (2.88%)	\$22.00 (2.27%)
9. [blurred]	609 (1.01%)	528 (0.96%)	640 (0.75%)	75.94%	1.28	00:00:24	1.56%	10 (0.29%)	\$7.00 (0.72%)
10. [blurred]	499 (0.83%)	460 (0.84%)	663 (0.78%)	12.22%	3.52	00:04:15	9.65%	64 (1.88%)	\$18.00 (1.86%)

DEALERLEADS

2021 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

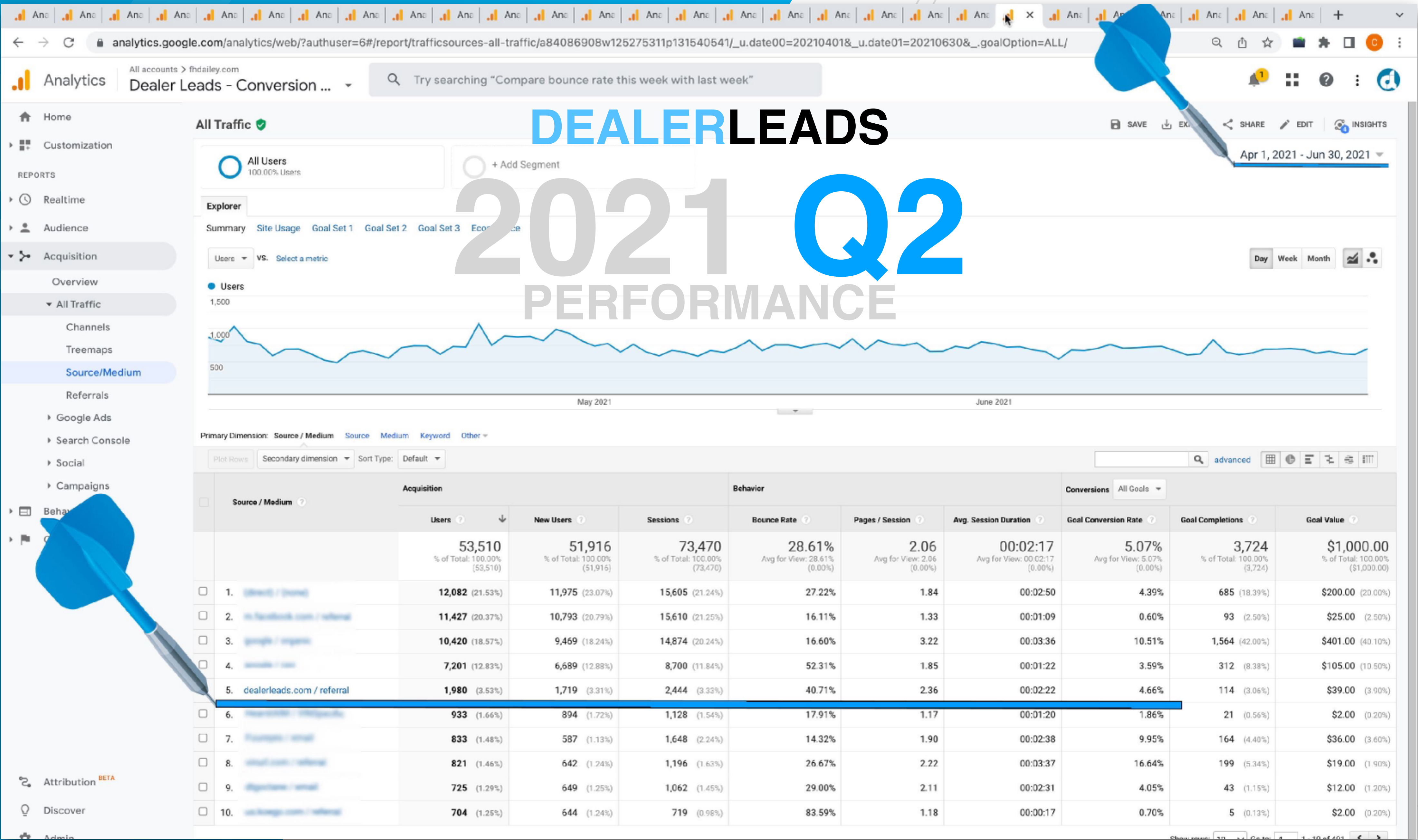
1,500



Primary Dimension: Source / Medium Source Medium Keyword Other

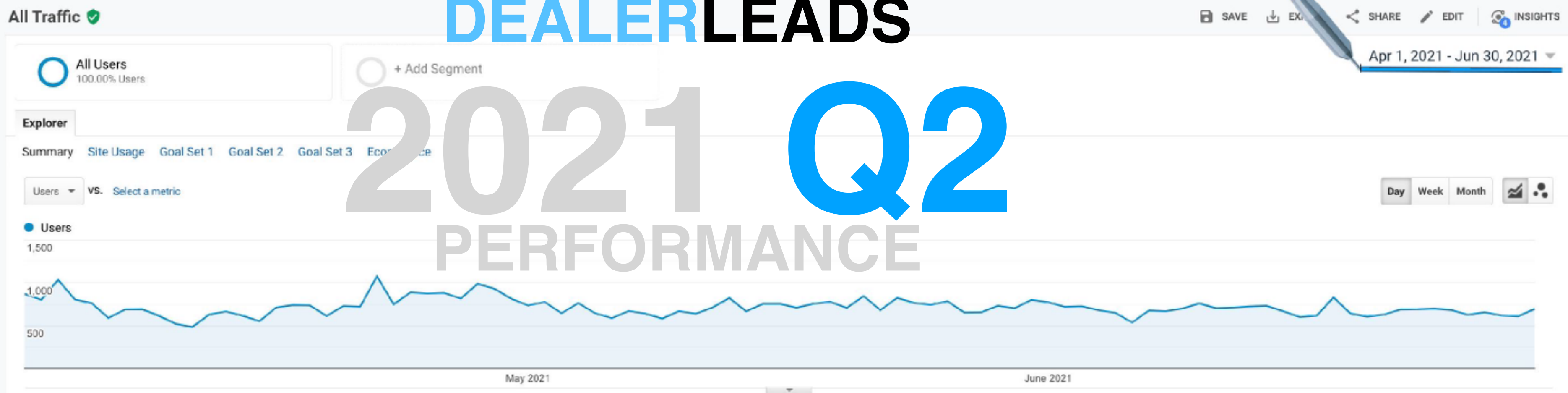
Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	65,287 <small>% of Total: 100.00% (65,287)</small>	63,348 <small>% of Total: 100.00% (63,348)</small>	91,244 <small>% of Total: 100.00% (91,244)</small>	25.91% <small>Avg for View: 25.91% (0.00%)</small>	2.05 <small>Avg for View: 2.05 (0.00%)</small>	00:02:15 <small>Avg for View: 00:02:15 (0.00%)</small>	3.99% <small>Avg for View: 3.99% (0.00%)</small>	3,639 <small>% of Total: 100.00% (3,639)</small>	\$995.00 <small>% of Total: 100.00% (\$995.00)</small>
1. Facebook.com / referral	17,928 (26.32%)	16,973 (26.79%)	25,644 (28.10%)	15.06%	1.39	00:01:14	0.75%	192 (5.28%)	\$45.00 (4.52%)
2. Direct / Direct	15,790 (23.18%)	15,630 (24.67%)	20,398 (22.36%)	23.02%	1.86	00:02:40	3.41%	695 (19.10%)	\$177.00 (17.79%)
3. Google / Organic	9,834 (14.44%)	8,866 (14.00%)	14,365 (15.74%)	18.45%	3.41	00:03:53	8.72%	1,252 (34.41%)	\$342.00 (34.37%)
4. Google / Paid	8,692 (12.76%)	8,086 (12.76%)	10,681 (11.71%)	46.63%	1.97	00:01:40	4.45%	475 (13.05%)	\$157.00 (15.78%)
5. dealerleads.com / referral	2,899 (4.26%)	2,599 (4.10%)	3,510 (3.85%)	46.84%	2.20	00:02:07	3.76%	132 (3.63%)	\$53.00 (5.33%)
6. Facebook.com / referral	1,158 (1.70%)	1,109 (1.75%)	1,299 (1.42%)	14.70%	2.67	00:02:01	0.15%	2 (0.05%)	\$0.00 (0.00%)
7. Facebook / Paid	875 (1.28%)	660 (1.04%)	1,640 (1.80%)	14.45%	1.93	00:02:59	8.60%	141 (3.87%)	\$34.00 (3.42%)
8. Facebook.com / referral	797 (1.17%)	618 (0.98%)	1,246 (1.37%)	28.25%	2.43	00:04:02	17.82%	222 (6.10%)	\$7.00 (0.70%)
9. Organic / Direct	773 (1.13%)	687 (1.08%)	1,104 (1.21%)	28.53%	2.35	00:02:44	3.62%	40 (1.10%)	\$12.00 (1.21%)
10. Direct / Organic	595 (0.87%)	526 (0.83%)	777 (0.85%)	26.38%	2.99	00:03:32	7.98%	62 (1.70%)	\$33.00 (3.32%)



DEALERLEADS

2021 Q2 PERFORMANCE



Primary Dimension: Source / Medium

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	53,510 % of Total: 100.00% (53,510)	51,916 % of Total: 100.00% (51,916)	73,470 % of Total: 100.00% (73,470)	28.61% Avg for View: 28.61% (0.00%)	2.06 Avg for View: 2.06 (0.00%)	00:02:17 Avg for View: 00:02:17 (0.00%)	5.07% Avg for View: 5.07% (0.00%)	3,724 % of Total: 100.00% (3,724)	\$1,000.00 % of Total: 100.00% (\$1,000.00)
1. [blurred]	12,082 (21.53%)	11,975 (23.07%)	15,605 (21.24%)	27.22%	1.84	00:02:50	4.39%	685 (18.39%)	\$200.00 (20.00%)
2. [blurred]	11,427 (20.37%)	10,793 (20.79%)	15,610 (21.25%)	16.11%	1.33	00:01:09	0.60%	93 (2.50%)	\$25.00 (2.50%)
3. [blurred]	10,420 (18.57%)	9,469 (18.24%)	14,874 (20.24%)	16.60%	3.22	00:03:36	10.51%	1,564 (42.00%)	\$401.00 (40.10%)
4. [blurred]	7,201 (12.83%)	6,689 (12.88%)	8,700 (11.84%)	52.31%	1.85	00:01:22	3.59%	312 (8.38%)	\$105.00 (10.50%)
5. dealerleads.com / referral	1,980 (3.53%)	1,719 (3.31%)	2,444 (3.33%)	40.71%	2.36	00:02:22	4.66%	114 (3.06%)	\$39.00 (3.90%)
6. [blurred]	933 (1.66%)	894 (1.72%)	1,128 (1.54%)	17.91%	1.17	00:01:20	1.86%	21 (0.56%)	\$2.00 (0.20%)
7. [blurred]	833 (1.48%)	587 (1.13%)	1,648 (2.24%)	14.32%	1.90	00:02:38	9.95%	164 (4.40%)	\$36.00 (3.60%)
8. [blurred]	821 (1.46%)	642 (1.24%)	1,196 (1.63%)	26.67%	2.22	00:03:37	16.64%	199 (5.34%)	\$19.00 (1.90%)
9. [blurred]	725 (1.29%)	649 (1.25%)	1,062 (1.45%)	29.00%	2.11	00:02:31	4.05%	43 (1.15%)	\$12.00 (1.20%)
10. [blurred]	704 (1.25%)	644 (1.24%)	719 (0.98%)	83.59%	1.18	00:00:17	0.70%	5 (0.13%)	\$2.00 (0.20%)

DEALERLEADS

2021 Q3 PERFORMANCE

All Traffic

All Users 100.00% Users + Add Segment

Explorer

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

Users vs. Select a metric



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
	49,773 <small>% of Total: 100.00% (49,773)</small>	48,930 <small>% of Total: 100.00% (48,930)</small>	68,049 <small>% of Total: 100.00% (68,049)</small>	35.17% <small>Avg for View: 35.17% (0.00%)</small>	1.93 <small>Avg for View: 1.93 (0.00%)</small>	00:02:03 <small>Avg for View: 00:02:03 (0.00%)</small>	5.03% <small>Avg for View: 5.03% (0.00%)</small>	3,426 <small>% of Total: 100.00% (3,426)</small>	\$902.00 <small>% of Total: 100.00% (\$902.00)</small>
1. Facebook.com / referral	12,724 (24.07%)	12,312 (25.16%)	17,013 (25.00%)	28.88%	1.45	00:01:07	0.84%	143 (4.17%)	\$32.00 (3.55%)
2. Direct / Direct	10,909 (20.64%)	10,652 (21.77%)	13,951 (20.50%)	35.97%	1.88	00:02:45	6.78%	946 (27.61%)	\$338.00 (37.47%)
3. Google / Organic	8,189 (15.49%)	7,277 (14.87%)	11,416 (16.78%)	18.40%	2.90	00:03:29	8.76%	1,000 (29.19%)	\$247.00 (27.38%)
4. Google / Paid	7,495 (14.18%)	7,017 (14.34%)	9,177 (13.49%)	48.17%	1.90	00:01:32	4.66%	428 (12.49%)	\$89.00 (9.87%)
5. dealerleads.com / referral	1,950 (3.69%)	1,794 (3.67%)	2,166 (3.18%)	50.18%	1.81	00:01:26	5.03%	109 (3.18%)	\$30.00 (3.33%)
6. Facebook / Paid	724 (1.37%)	527 (1.08%)	1,377 (2.02%)	16.41%	1.79	00:02:35	10.17%	140 (4.09%)	\$22.00 (2.44%)
7. Organic / Direct	593 (1.12%)	533 (1.09%)	844 (1.24%)	28.79%	1.92	00:02:26	6.28%	53 (1.55%)	\$11.00 (1.22%)
8. Google / Organic	528 (1.00%)	467 (0.95%)	688 (1.01%)	26.16%	2.64	00:03:13	8.43%	58 (1.69%)	\$17.00 (1.88%)
9. Direct / Referral	509 (0.96%)	374 (0.76%)	839 (1.23%)	28.37%	2.15	00:03:54	17.88%	150 (4.38%)	\$9.00 (1.00%)
10. Direct / Organic	413 (0.78%)	356 (0.73%)	494 (0.73%)	30.77%	2.76	00:03:00	6.28%	31 (0.90%)	\$14.00 (1.55%)

DEALERLEADS

2021 Q4 PERFORMANCE

All Traffic

All Users
100.00% Users

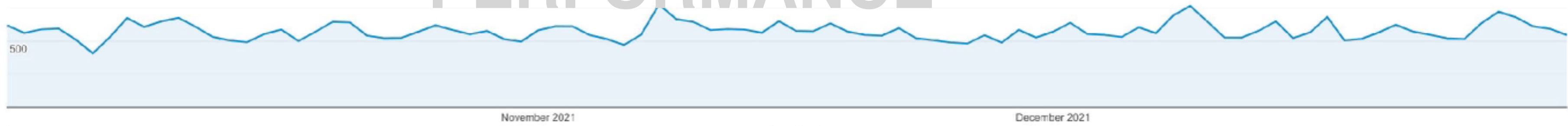
Explorer

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

Users VS. Select a metric

Users

1,000



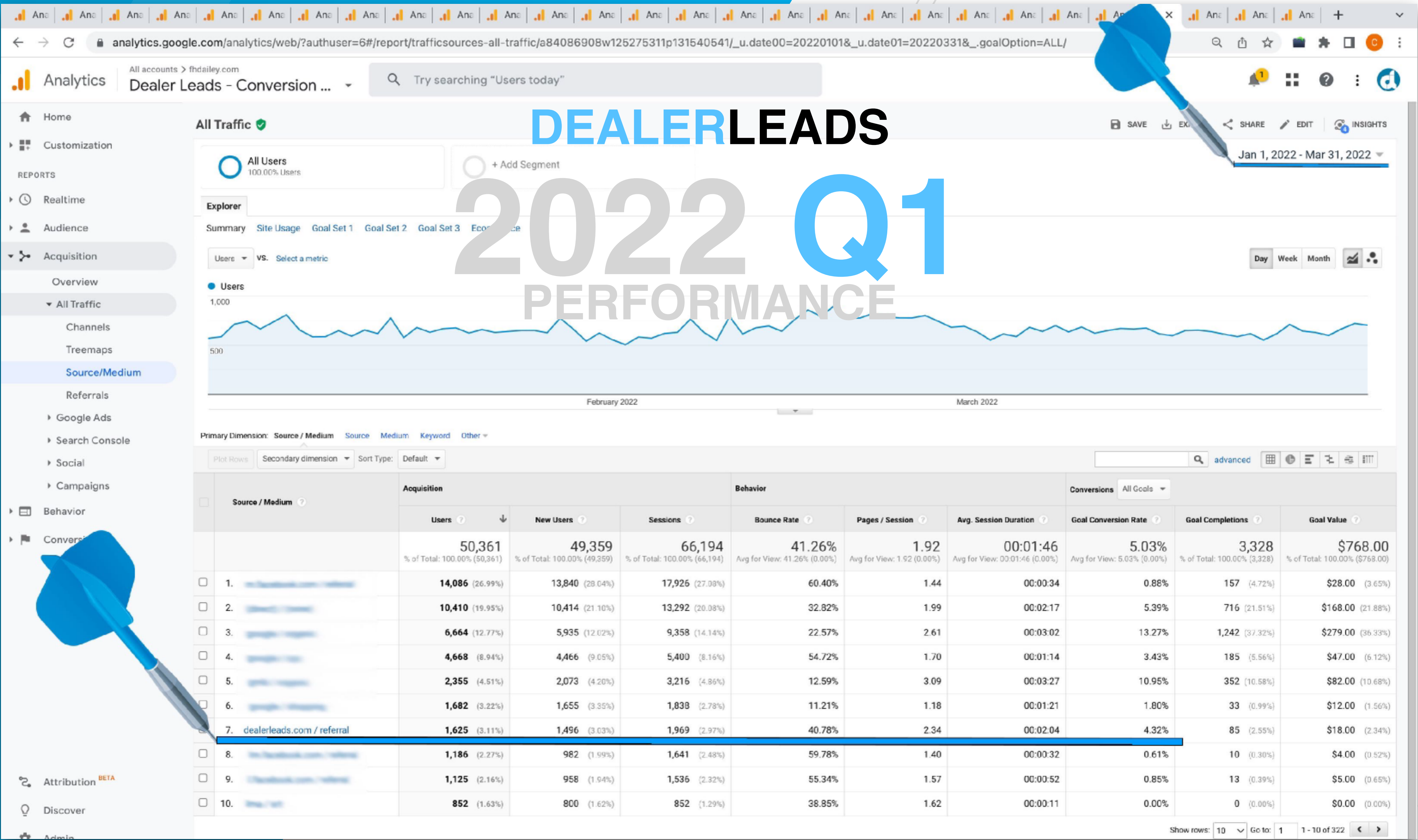
Primary Dimension: Source / Medium

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
	42,701 (100.00%)	42,192 (100.00%)	58,953 (100.00%)	41.16% (0.00%)	1.98 (0.00%)	00:01:54 (0.00%)	6.14% (0.00%)	3,621 (100.00%)	\$741.00 (100.00%)
1. facebook.com / referral	13,869 (30.92%)	13,447 (31.67%)	17,873 (30.32%)	54.83%	1.47	00:00:41	0.78%	140 (3.87%)	\$19.00 (2.56%)
2. google / organic	8,620 (19.22%)	7,915 (18.76%)	12,278 (20.83%)	22.08%	2.76	00:03:06	14.58%	1,790 (49.43%)	\$344.00 (46.42%)
3. direct / (none)	8,124 (18.11%)	8,060 (19.10%)	10,470 (17.76%)	36.91%	2.04	00:02:30	7.08%	741 (20.46%)	\$154.00 (20.78%)
4. google / ref	3,153 (7.03%)	3,097 (7.34%)	3,545 (6.01%)	68.43%	1.39	00:00:37	0.93%	33 (0.91%)	\$14.00 (1.89%)
5. dealerleads.com / referral	1,710 (3.81%)	1,533 (3.63%)	2,278 (3.86%)	38.98%	2.41	00:03:06	5.66%	129 (3.56%)	\$29.00 (3.91%)
6. facebook.com / referral	1,284 (2.86%)	1,071 (2.54%)	1,868 (3.17%)	55.03%	1.45	00:00:34	0.37%	7 (0.19%)	\$1.00 (0.13%)
7. Bing / organic	683 (1.52%)	622 (1.47%)	818 (1.39%)	30.93%	2.54	00:02:49	8.19%	67 (1.85%)	\$30.00 (4.05%)
8. email.com / referral	664 (1.48%)	539 (1.28%)	938 (1.59%)	30.17%	2.29	00:03:04	10.02%	94 (2.60%)	\$14.00 (1.89%)
9. facebook.com / referral	653 (1.46%)	504 (1.19%)	883 (1.50%)	45.07%	1.79	00:01:07	1.47%	13 (0.36%)	\$2.00 (0.27%)
10. Facebook / email	617 (1.38%)	460 (1.09%)	1,163 (1.97%)	14.88%	1.77	00:02:48	13.67%	159 (4.39%)	\$32.00 (4.32%)

DEALERLEADS

2022 Q1 PERFORMANCE



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

1,500

1,000

500

May 2022

June 2022

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
	48,309 <small>% of Total: 100.00% (48,309)</small>	47,643 <small>% of Total: 100.00% (47,643)</small>	65,372 <small>% of Total: 100.00% (65,372)</small>	32.51% <small>Avg for View: 32.51% (0.00%)</small>	1.98 <small>Avg for View: 1.98 (0.00%)</small>	00:02:10 <small>Avg for View: 00:02:10 (0.00%)</small>	5.17% <small>Avg for View: 5.17% (0.00%)</small>	3,380 <small>% of Total: 100.00% (3,380)</small>	\$777.00 <small>% of Total: 100.00% (\$777.00)</small>
1. [blurred]	11,452 (22.67%)	11,372 (23.87%)	15,435 (23.61%)	25.45%	1.88	00:02:23	4.74%	732 (21.66%)	\$185.00 (23.81%)
2. [blurred]	7,673 (15.19%)	7,467 (15.67%)	9,784 (14.97%)	48.56%	1.50	00:00:44	0.83%	81 (2.40%)	\$15.00 (1.93%)
3. [blurred]	6,671 (13.21%)	6,292 (13.21%)	8,079 (12.36%)	43.30%	1.85	00:01:42	4.25%	343 (10.15%)	\$83.00 (10.68%)
4. [blurred]	5,389 (10.67%)	4,882 (10.25%)	7,692 (11.77%)	12.56%	3.09	00:03:45	10.91%	839 (24.82%)	\$207.00 (26.64%)
5. [blurred]	3,352 (6.64%)	3,312 (6.95%)	3,783 (5.79%)	16.26%	1.16	00:01:09	1.43%	54 (1.60%)	\$16.00 (2.06%)
6. [blurred]	2,817 (5.58%)	2,357 (4.95%)	4,136 (6.33%)	27.06%	2.53	00:03:56	12.02%	497 (14.70%)	\$118.00 (15.19%)
7. dealerleads.com / referral	1,851 (3.66%)	1,780 (3.74%)	2,099 (3.21%)	42.07%	1.98	00:01:17	3.33%	70 (2.07%)	\$8.00 (1.03%)
8. [blurred]	1,165 (2.31%)	1,143 (2.40%)	1,221 (1.87%)	34.89%	1.19	00:00:39	1.15%	14 (0.41%)	\$0.00 (0.00%)
9. [blurred]	706 (1.40%)	557 (1.17%)	976 (1.49%)	51.33%	1.50	00:00:44	0.61%	6 (0.18%)	\$1.00 (0.13%)
10. [blurred]	701 (1.39%)	633 (1.33%)	965 (1.48%)	20.00%	2.65	00:03:07	6.84%	66 (1.95%)	\$32.00 (4.12%)

Show rows: 10 Go to: 1 1 - 10 of 342

DEALERLEADS

2022 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

1,500

1,000

500

August 2022

September 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
	61,470 <small>% of Total: 100.00% (61,470)</small>	60,231 <small>% of Total: 100.00% (60,231)</small>	86,430 <small>% of Total: 100.00% (86,430)</small>	26.94% <small>Avg for View: 26.94% (0.00%)</small>	1.91 <small>Avg for View: 1.91 (0.00%)</small>	00:02:17 <small>Avg for View: 00:02:17 (0.00%)</small>	4.32% <small>Avg for View: 4.32% (0.00%)</small>	3,732 <small>% of Total: 100.00% (3,732)</small>	\$747.00 <small>% of Total: 100.00% (\$747.00)</small>
1. direct / (none)	13,993 (22.05%)	14,080 (23.38%)	20,043 (23.19%)	19.13%	1.87	00:02:45	3.66%	733 (19.64%)	\$133.00 (17.80%)
2. facebook.com / referral	10,677 (16.83%)	10,505 (17.44%)	15,970 (18.48%)	25.87%	1.58	00:01:08	0.80%	128 (3.43%)	\$17.00 (2.28%)
3. google / shopping	7,418 (11.69%)	7,348 (12.20%)	8,845 (10.23%)	17.85%	1.21	00:01:17	1.56%	138 (3.70%)	\$26.00 (3.48%)
4. google / cpc	6,522 (10.28%)	6,031 (10.01%)	8,125 (9.40%)	44.84%	1.95	00:02:08	3.48%	283 (7.58%)	\$66.00 (8.84%)
5. google / organic	6,024 (9.49%)	5,430 (9.02%)	8,479 (9.81%)	14.42%	3.11	00:04:04	10.79%	915 (24.52%)	\$188.00 (25.17%)
6. google / organic	3,485 (5.49%)	2,904 (4.82%)	5,043 (5.83%)	24.05%	2.40	00:03:32	13.37%	674 (18.06%)	\$133.00 (17.80%)
7. dealerleads.com / referral	2,600 (4.10%)	2,493 (4.14%)	3,019 (3.49%)	56.08%	1.67	00:01:30	4.74%	143 (3.83%)	\$16.00 (2.14%)
8. facebook.com / referral	1,155 (1.82%)	934 (1.55%)	1,842 (2.13%)	21.93%	2.65	00:05:25	7.60%	140 (3.75%)	\$24.00 (3.21%)
9. facebook.com / referral	1,119 (1.76%)	978 (1.62%)	1,938 (2.24%)	32.09%	1.51	00:01:07	0.77%	15 (0.40%)	\$3.00 (0.40%)
10. facebook.com / referral	954 (1.50%)	830 (1.38%)	1,458 (1.69%)	33.81%	1.52	00:01:10	0.96%	14 (0.38%)	\$1.00 (0.13%)

Show rows: 10 Go to: 1 1 - 10 of 357

DEALERLEADS

2022 Q4 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

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

Users vs. Select a metric

Users

1,500

-1,000

500

November 2022

December 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
	50,350 <small>% of Total: 100.00% (50,350)</small>	49,188 <small>% of Total: 100.00% (49,188)</small>	71,563 <small>% of Total: 100.00% (71,563)</small>	35.53% <small>Avg for View: 35.53% (0.00%)</small>	1.88 <small>Avg for View: 1.88 (0.00%)</small>	00:02:07 <small>Avg for View: 00:02:07 (0.00%)</small>	3.81% <small>Avg for View: 3.81% (0.00%)</small>	2,730 <small>% of Total: 100.00% (2,730)</small>	\$605.00 <small>% of Total: 100.00% (\$605.00)</small>
1. [blurred]	12,583 (23.96%)	12,232 (24.67%)	17,155 (23.97%)	35.85%	1.79	00:02:23	3.17%	544 (19.93%)	\$132.00 (21.82%)
2. [blurred]	8,763 (16.69%)	8,445 (17.17%)	13,342 (18.64%)	44.28%	1.52	00:00:53	0.66%	88 (3.22%)	\$16.00 (2.64%)
3. [blurred]	6,412 (12.21%)	6,274 (12.76%)	7,454 (10.42%)	20.39%	1.19	00:01:14	1.26%	94 (3.44%)	\$14.00 (2.31%)
4. [blurred]	4,804 (9.15%)	4,265 (8.67%)	6,877 (9.51%)	14.37%	3.04	00:04:14	10.34%	711 (26.04%)	\$159.00 (26.28%)
5. [blurred]	4,203 (8.00%)	3,867 (7.86%)	5,518 (7.71%)	37.88%	2.20	00:02:41	4.44%	245 (8.97%)	\$53.00 (8.76%)
6. dealerleads.com / referral	3,243 (6.18%)	3,110 (6.32%)	3,598 (5.03%)	63.76%	1.56	00:01:19	2.11%	76 (2.78%)	\$16.00 (2.64%)
7. [blurred]	3,086 (5.88%)	2,599 (5.28%)	4,622 (6.46%)	24.79%	2.41	00:03:19	9.69%	448 (16.41%)	\$84.00 (13.88%)
8. [blurred]	1,362 (2.59%)	1,159 (2.36%)	2,365 (3.30%)	44.65%	1.61	00:00:52	0.68%	16 (0.59%)	\$5.00 (0.83%)
9. [blurred]	1,147 (2.18%)	975 (1.98%)	1,699 (2.37%)	47.09%	1.57	00:01:00	0.71%	12 (0.44%)	\$2.00 (0.33%)
10. [blurred]	789 (1.50%)	748 (1.52%)	1,008 (1.41%)	32.24%	2.30	00:03:09	3.17%	32 (1.17%)	\$12.00 (1.98%)

Show rows: 10 Go to: 1 1 - 10 of 299

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.

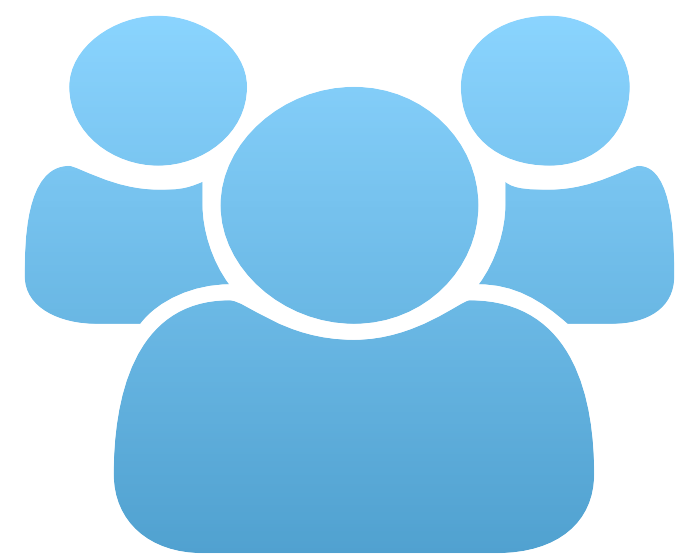
2023

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