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dealerleads.com

7 YEAR PLUS

PARTNER CASE STUDY #165

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CHEVROLET • CONROE 

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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?

https://storage.googleapis.com/wp_dealerleads/2023/04/565efc99-bellamy-stickland-5-year-case-study-updated-march-2023.mp4

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

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

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

THE MATH

Introducing
DealerLeads.com

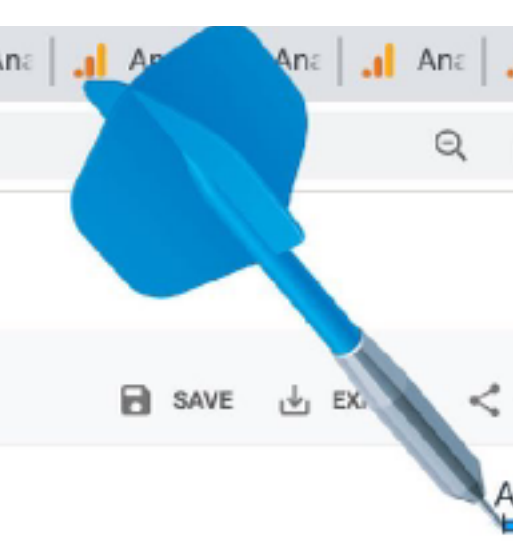
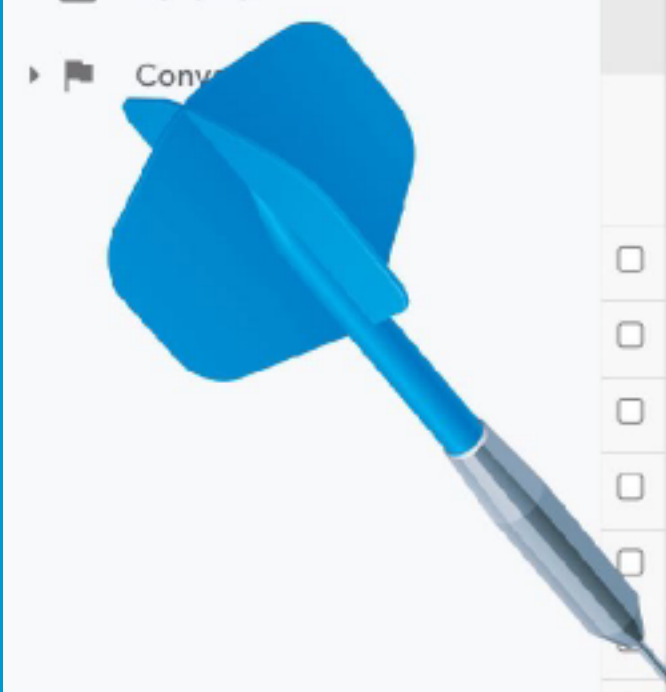
The following slide will show our platform's cumulative total for this client. It represents the entire time this dealership has been on our platform while using Google Analytics for tracking, accountability, and transparency.

DEALERLEADS

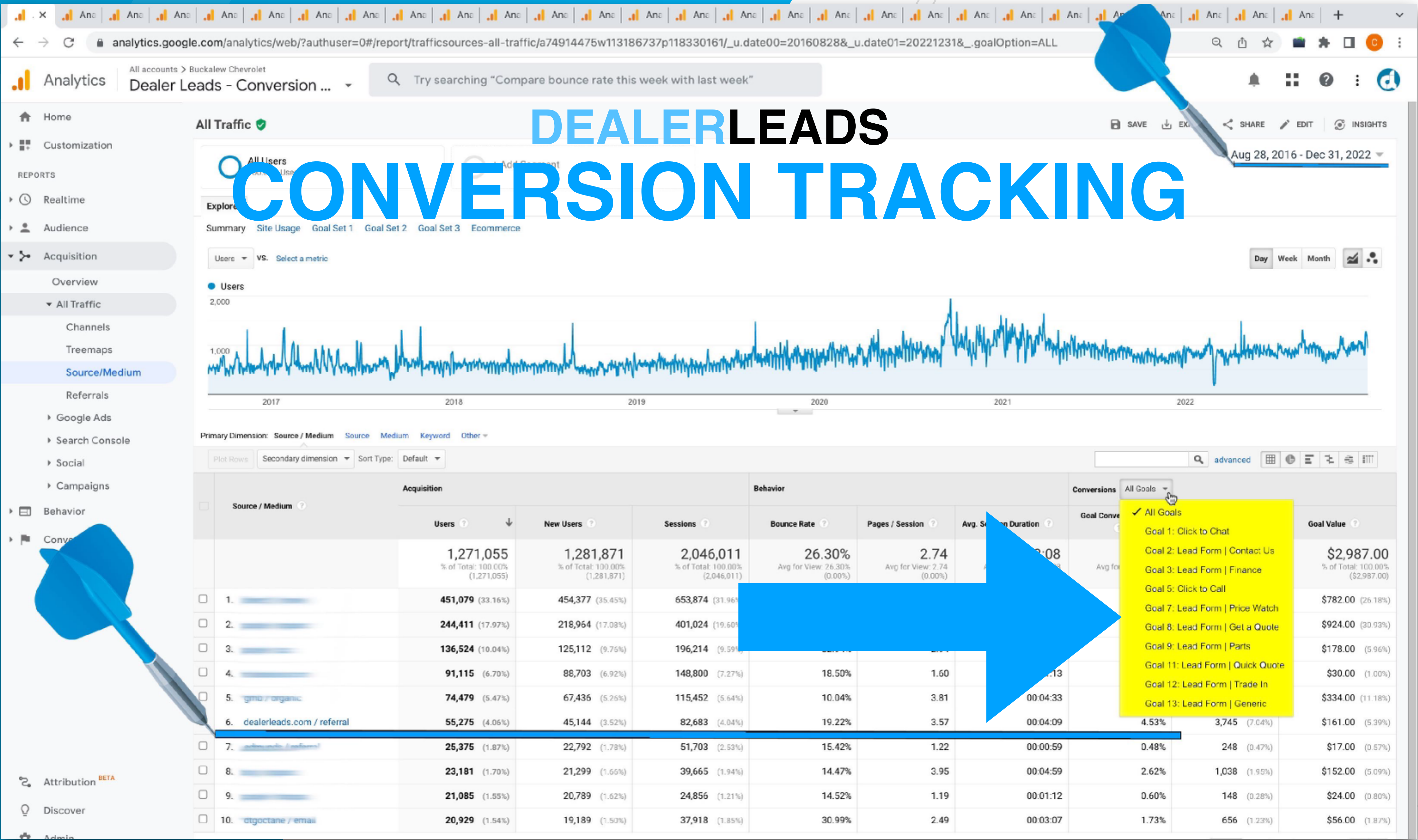
2016-2022 PERFORMANCE



Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	1,271,055 <small>% of Total: 100.00% (1,271,055)</small>	1,281,871 <small>% of Total: 100.00% (1,281,871)</small>	2,046,011 <small>% of Total: 100.00% (2,046,011)</small>	26.30% <small>Avg for View: 26.30% (0.00%)</small>	2.74 <small>Avg for View: 2.74 (0.00%)</small>	00:03:08 <small>Avg for View: 00:03:08 (0.00%)</small>	2.60% <small>Avg for View: 2.60% (0.00%)</small>	53,217 <small>% of Total: 100.00% (53,217)</small>	\$2,987.00 <small>% of Total: 100.00% (2,987.00)</small>
1. [blurred]	451,079 (33.16%)	454,377 (35.45%)	653,874 (31.96%)	29.01%	2.41	00:02:58	2.28%	14,916 (28.03%)	\$782.00 (26.18%)
2. [blurred]	244,411 (17.97%)	218,964 (17.08%)	401,024 (19.60%)	17.29%	3.74	00:04:28	3.67%	14,707 (27.64%)	\$924.00 (30.93%)
3. [blurred]	136,524 (10.04%)	125,112 (9.75%)	196,214 (9.59%)	32.94%	2.94	00:03:02	3.99%	7,835 (14.72%)	\$178.00 (5.96%)
4. [blurred]	91,115 (6.70%)	88,703 (6.92%)	148,800 (7.27%)	18.50%	1.60	00:01:13	0.40%	597 (1.12%)	\$30.00 (1.00%)
5. [blurred]	74,479 (5.47%)	67,436 (5.25%)	115,452 (5.64%)	10.04%	3.81	00:04:33	3.82%	4,410 (8.29%)	\$334.00 (11.18%)
6. dealerleads.com / referral	55,275 (4.06%)	45,144 (3.52%)	82,683 (4.04%)	19.22%	3.57	00:04:09	4.53%	3,745 (7.04%)	\$161.00 (5.39%)
7. [blurred]	25,375 (1.87%)	22,792 (1.78%)	51,703 (2.53%)	15.42%	1.22	00:00:59	0.48%	248 (0.47%)	\$17.00 (0.57%)
8. [blurred]	23,181 (1.70%)	21,299 (1.66%)	39,665 (1.94%)	14.47%	3.95	00:04:59	2.62%	1,038 (1.95%)	\$152.00 (5.09%)
9. [blurred]	21,085 (1.55%)	20,789 (1.62%)	24,856 (1.21%)	14.52%	1.19	00:01:12	0.60%	148 (0.28%)	\$24.00 (0.80%)
10. [blurred]	20,929 (1.54%)	19,189 (1.50%)	37,918 (1.85%)	30.99%	2.49	00:03:07	1.73%	656 (1.23%)	\$56.00 (1.87%)



DEALERLEADS CONVERSION TRACKING



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.

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.

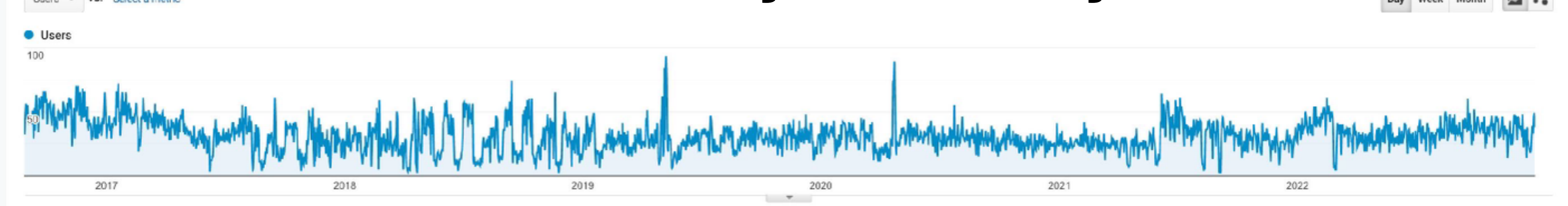
All Traffic SAVE EXPORT SHARE EDIT INSIGHTS Aug 28, 2016 - Dec 31, 2022

ALL » SOURCE / MEDIUM: dealerleads.com / referral

All Users 4.35% Use + Add Segment

Explorer Summary Site Usage

Users vs. Select a metric Day Week Month



Primary Dimension: Source / Medium 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
	55,275 % of Total: 4.35% (1,271,055)	45,144 % of Total: 3.52% (1,281,871)	82,683 % of Total: 4.04% (2,046,011)	19.22% Avg for View: 26.30% (-26.91%)	3.57 Avg for View: 2.74 (30.16%)	00:04:09 Avg for View: 00:03:08 (32.50%)	4.53% Avg for View: 2.60% (74.14%)	3,745 % of Total: 7.04% (53,217)	\$161.00 % of Total: 5.39% (\$2,987.00)
1. dealerleads.com / referral	55,275(100.00%)	45,144(100.00%)	82,683(100.00%)	19.22%	3.57	00:04:09	4.53%	3,745(100.00%)	\$161.00(100.00%)

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

This report was generated on 3/3/23 at 8:59:04PM - Refresh Report

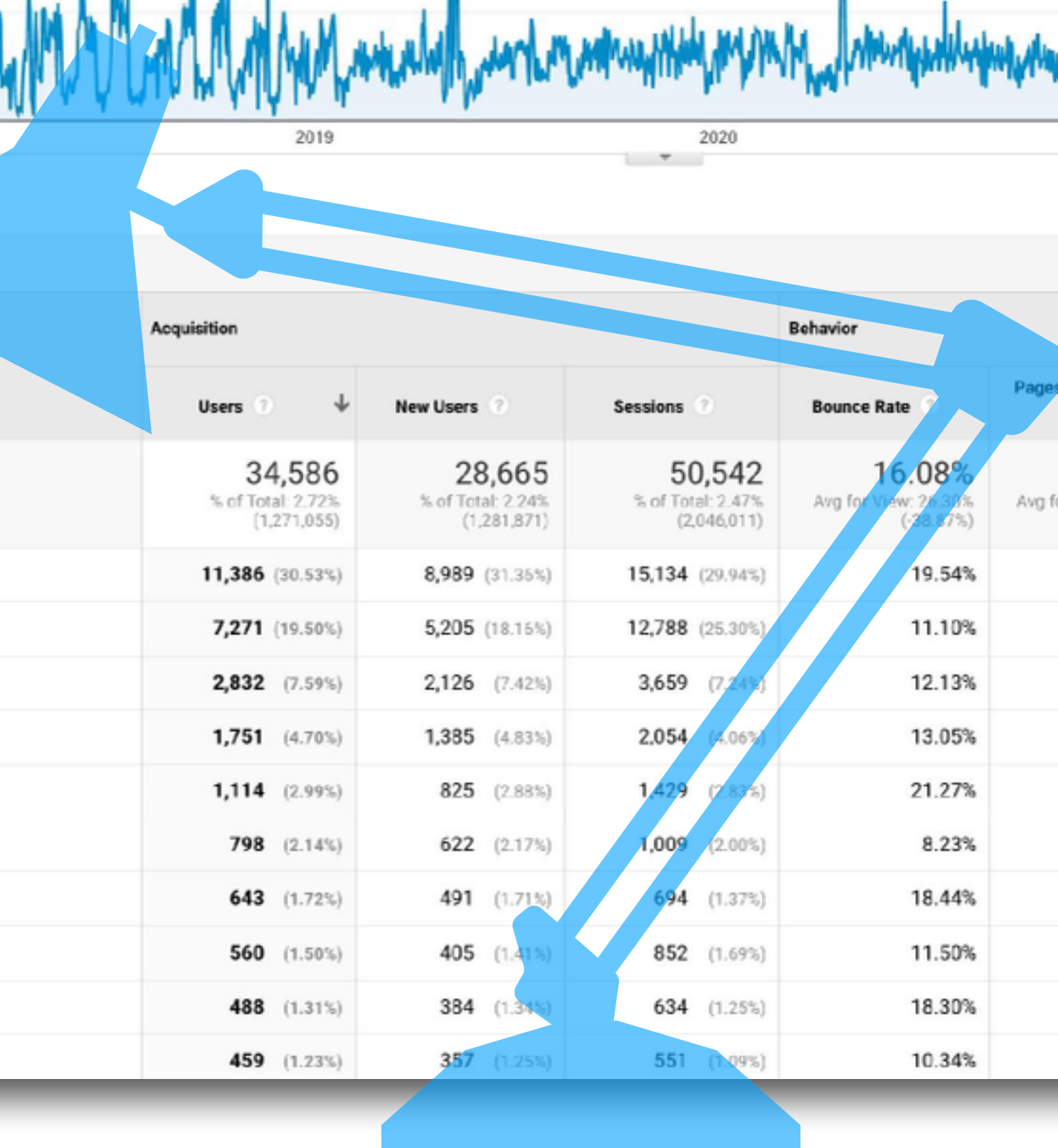
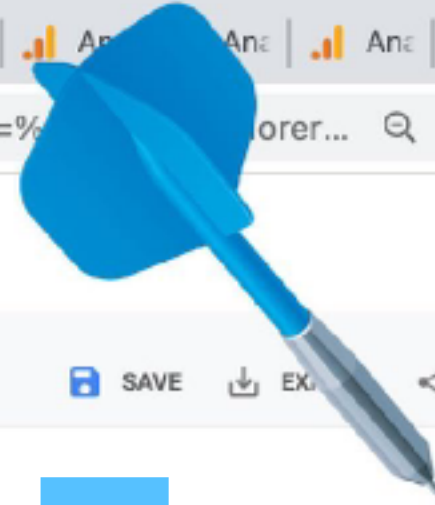
- Home
- Customization
- REPORTS
- Realtime
- Audience
- Acquisition
 - Overview
 - All Traffic
 - Channels
 - Treemaps
 - Source/Medium
 - Referrals
- Google Ads
- Search Console
- Social
- Campaigns
- Behavior
- Conversions

DEALERLEADS

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

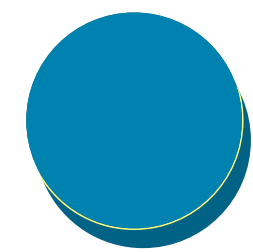


Source / Medium		Acquisition			Behavior			Conversions		
Source / Medium	City	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		34,586 % of Total: 2.72% (1,271,055)	28,665 % of Total: 2.24% (1,281,871)	50,542 % of Total: 2.47% (2,046,011)	16.08% Avg for View: 28.31% (28.87%)	3.56 Avg for View: 2.74 (29.93%)	00:04:18 Avg for View: 00:03:08 (37.00%)	4.10% Avg for View: 2.60% (57.51%)	2,073 % of Total: 3.90% (53,217)	\$154.83 % of Total: 5.18% (\$2,987.00)
1. dealerleads.com / referral	Houston	11,386 (30.53%)	8,989 (31.35%)	15,134 (29.94%)	19.54%	3.35	00:03:54	5.33%	807 (38.93%)	\$59.55 (38.46%)
2. dealerleads.com / referral	Conroe	7,271 (19.50%)	5,205 (18.15%)	12,788 (25.30%)	11.10%	4.07	00:05:30	3.86%	494 (23.83%)	\$35.73 (23.08%)
3. dealerleads.com / referral	The Woodlands	2,832 (7.59%)	2,126 (7.42%)	3,659 (7.24%)	12.13%	3.85	00:04:26	4.24%	155 (7.48%)	\$17.86 (11.54%)
4. dealerleads.com / referral	Dallas	1,751 (4.70%)	1,385 (4.83%)	2,054 (4.06%)	13.05%	3.24	00:03:28	2.63%	54 (2.60%)	\$5.95 (3.85%)
5. dealerleads.com / referral	Austin	1,114 (2.99%)	825 (2.88%)	1,429 (2.82%)	21.27%	3.22	00:03:58	7.70%	110 (5.31%)	\$0.00 (0.00%)
6. dealerleads.com / referral	Spring	798 (2.14%)	622 (2.17%)	1,009 (2.00%)	8.23%	4.08	00:04:19	5.05%	51 (2.46%)	\$8.93 (5.77%)
7. dealerleads.com / referral	(not set)	643 (1.72%)	491 (1.71%)	694 (1.37%)	18.44%	3.23	00:03:04	2.16%	15 (0.72%)	\$0.00 (0.00%)
8. dealerleads.com / referral	Huntsville	560 (1.50%)	405 (1.41%)	852 (1.69%)	11.50%	4.29	00:05:03	1.41%	12 (0.58%)	\$2.98 (1.92%)
9. dealerleads.com / referral	Cypress	488 (1.31%)	384 (1.34%)	634 (1.25%)	18.30%	3.29	00:03:59	1.89%	12 (0.58%)	\$0.00 (0.00%)
10. dealerleads.com / referral	Chicago	459 (1.23%)	357 (1.25%)	551 (1.09%)	10.34%	3.47	00:03:25	2.18%	12 (0.58%)	\$0.00 (0.00%)

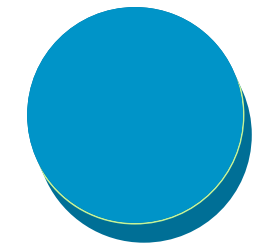


LET'S GO

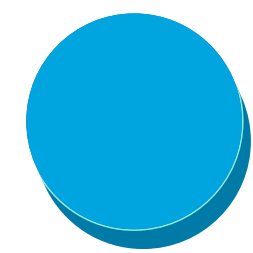
Quarter by Quarter



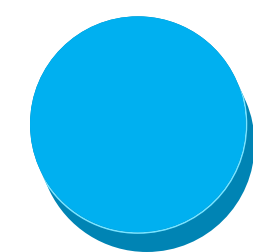
1ST QUARTER REPORTING
JAN 1 thru MAR 31



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

2016 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



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
	39,981 <small>% of Total: 100.00% (39,981)</small>	37,270 <small>% of Total: 100.00% (37,270)</small>	62,882 <small>% of Total: 100.00% (62,882)</small>	39.95% <small>Avg for View: 39.95% (0.00%)</small>	3.06 <small>Avg for View: 3.06 (0.00%)</small>	00:03:11 <small>Avg for View: 00:03:11 (0.00%)</small>	2.34% <small>Avg for View: 2.34% (0.00%)</small>	1,473 <small>% of Total: 100.00% (1,473)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	16,358 (37.41%)	15,589 (41.83%)	23,073 (36.65%)	44.24%	2.84	00:03:06	2.74%	633 (42.97%)	\$0.00 (0.00%)
2. [blurred]	7,910 (18.09%)	5,347 (14.35%)	12,810 (20.37%)	24.93%	3.98	00:04:19	2.33%	298 (20.23%)	\$0.00 (0.00%)
3. [blurred]	5,374 (12.29%)	4,575 (12.28%)	7,359 (11.70%)	42.38%	2.89	00:02:35	3.29%	242 (16.43%)	\$0.00 (0.00%)
4. dealerleads.com / referral	3,320 (7.59%)	2,559 (6.87%)	4,744 (7.54%)	24.70%	3.56	00:03:31	3.65%	173 (11.74%)	\$0.00 (0.00%)
5. [blurred]	2,346 (5.36%)	2,330 (6.25%)	2,416 (3.84%)	60.14%	1.77	00:01:22	0.33%	8 (0.54%)	\$0.00 (0.00%)
6. [blurred]	1,591 (3.64%)	1,298 (3.48%)	2,753 (4.38%)	20.41%	3.94	00:04:31	0.58%	16 (1.09%)	\$0.00 (0.00%)
7. [blurred]	1,054 (2.41%)	1,030 (2.76%)	1,221 (1.94%)	84.03%	1.30	00:00:39	0.16%	2 (0.14%)	\$0.00 (0.00%)
8. [blurred]	821 (1.88%)	536 (1.44%)	1,463 (2.33%)	21.67%	3.66	00:04:18	1.64%	24 (1.63%)	\$0.00 (0.00%)
9. [blurred]	546 (1.25%)	342 (0.92%)	766 (1.22%)	55.22%	2.36	00:02:35	0.52%	4 (0.27%)	\$0.00 (0.00%)
10. [blurred]	501 (1.15%)	497 (1.33%)	794 (1.26%)	96.22%	1.05	00:00:16	0.25%	2 (0.14%)	\$0.00 (0.00%)

analytics.google.com/analytics/web/?authuser=0#/report/trafficsources-all-traffic/a74914475w113186737p118330161/_u.date0=20170101&_u.date1=20170331&_goalOption=ALL/

Analytics Dealer Leads - Conversion ... Try searching "Top channels by users"

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

DEALERLEADS

2017 Q1

PERFORMANCE

Jan 1, 2017 - Mar 31, 2017

SAVE EXPORT SHARE EDIT INSIGHTS

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

February 2017 March 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
	43,779 % of Total: 100.00% (43,779)	41,428 % of Total: 100.00% (41,428)	69,262 % of Total: 100.00% (69,262)	39.24% Avg for View: 39.24% (0.00%)	3.10 Avg for View: 3.10 (0.00%)	00:03:16 Avg for View: 00:03:16 (0.00%)	2.54% Avg for View: 2.54% (0.00%)	1,762 % of Total: 100.00% (1,762)	\$0.00 % of Total: 0.00% (\$0.00)
1. [blurred]	17,005 (35.67%)	16,314 (39.38%)	24,728 (35.70%)	38.97%	2.97	00:03:25	3.13%	775 (43.98%)	\$0.00 (0.00%)
2. [blurred]	8,022 (16.83%)	5,470 (13.20%)	13,385 (19.33%)	25.33%	3.92	00:04:07	2.58%	345 (19.58%)	\$0.00 (0.00%)
3. [blurred]	7,329 (15.37%)	6,458 (15.59%)	9,891 (14.28%)	46.00%	2.81	00:02:24	2.57%	254 (14.42%)	\$0.00 (0.00%)
4. [blurred]	5,431 (11.39%)	5,371 (12.96%)	5,920 (8.55%)	69.76%	1.72	00:01:10	0.56%	33 (1.87%)	\$0.00 (0.00%)
5. dealerleads.com / referral	3,178 (6.67%)	2,336 (5.64%)	4,558 (6.58%)	22.44%	3.91	00:04:01	5.79%	264 (14.98%)	\$0.00 (0.00%)
6. [blurred]	1,603 (3.36%)	1,324 (3.20%)	2,759 (3.98%)	20.91%	3.94	00:04:28	0.58%	16 (0.91%)	\$0.00 (0.00%)
7. [blurred]	690 (1.45%)	462 (1.12%)	1,271 (1.84%)	26.04%	3.70	00:04:17	2.68%	34 (1.93%)	\$0.00 (0.00%)
8. [blurred]	616 (1.29%)	455 (1.10%)	994 (1.44%)	26.56%	4.08	00:03:34	0.30%	3 (0.17%)	\$0.00 (0.00%)
9. [blurred]	368 (0.77%)	364 (0.88%)	534 (0.77%)	89.51%	1.31	00:00:53	0.37%	2 (0.11%)	\$0.00 (0.00%)
10. [blurred]	352 (0.74%)	349 (0.84%)	364 (0.53%)	89.56%	1.39	00:00:18	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 244

DEALERLEADS

2017 Q2 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



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
	43,119 <small>% of Total: 100.00% (43,119)</small>	40,451 <small>% of Total: 100.00% (40,451)</small>	69,238 <small>% of Total: 100.00% (69,238)</small>	41.48% <small>Avg for View: 41.48% (0.00%)</small>	3.00 <small>Avg for View: 3.00 (0.00%)</small>	00:03:08 <small>Avg for View: 00:03:08 (0.00%)</small>	2.12% <small>Avg for View: 2.12% (0.00%)</small>	1,470 <small>% of Total: 100.00% (1,470)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	15,140 (32.14%)	14,144 (34.97%)	22,389 (32.34%)	40.01%	2.96	00:03:38	2.93%	656 (44.63%)	\$0.00 (0.00%)
2. [blurred]	8,289 (17.60%)	5,888 (14.56%)	13,252 (19.14%)	25.07%	3.96	00:04:05	2.22%	294 (20.00%)	\$0.00 (0.00%)
3. [blurred]	7,305 (15.51%)	6,096 (15.07%)	10,396 (15.01%)	37.35%	3.08	00:02:48	2.44%	254 (17.28%)	\$0.00 (0.00%)
4. [blurred]	3,933 (8.35%)	3,824 (9.45%)	4,405 (6.36%)	85.56%	1.26	00:00:33	0.79%	35 (2.38%)	\$0.00 (0.00%)
5. [blurred]	2,366 (5.02%)	2,354 (5.82%)	2,801 (4.05%)	63.98%	1.60	00:01:06	0.68%	19 (1.29%)	\$0.00 (0.00%)
6. dealerleads.com / referral	2,353 (5.00%)	1,715 (4.24%)	3,213 (4.64%)	20.85%	3.81	00:03:58	3.64%	117 (7.96%)	\$0.00 (0.00%)
7. [blurred]	2,114 (4.49%)	2,084 (5.15%)	3,987 (5.76%)	88.56%	1.16	00:00:42	0.73%	29 (1.97%)	\$0.00 (0.00%)
8. [blurred]	1,424 (3.02%)	1,125 (2.78%)	2,572 (3.71%)	18.51%	4.16	00:05:07	0.27%	7 (0.48%)	\$0.00 (0.00%)
9. [blurred]	796 (1.69%)	571 (1.41%)	1,232 (1.78%)	23.54%	3.53	00:03:30	1.30%	16 (1.09%)	\$0.00 (0.00%)
10. [blurred]	609 (1.29%)	438 (1.08%)	917 (1.32%)	28.46%	3.36	00:02:43	0.44%	4 (0.27%)	\$0.00 (0.00%)

DEALERLEADS

2017 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
	40,171 <small>% of Total: 100.00% (40,171)</small>	37,570 <small>% of Total: 100.00% (37,570)</small>	64,836 <small>% of Total: 100.00% (64,836)</small>	37.83% <small>Avg for View: 37.83% (0.00%)</small>	3.05 <small>Avg for View: 3.05 (0.00%)</small>	00:03:21 <small>Avg for View: 00:03:21 (0.00%)</small>	3.13% <small>Avg for View: 3.13% (0.00%)</small>	2,028 <small>% of Total: 100.00% (2,028)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	14,300 (33.39%)	13,615 (36.24%)	21,344 (32.92%)	40.20%	2.88	00:03:37	3.61%	771 (38.02%)	\$0.00 (0.00%)
2. [blurred]	11,124 (25.97%)	9,721 (25.87%)	15,965 (24.62%)	38.54%	2.88	00:02:46	3.55%	566 (27.91%)	\$0.00 (0.00%)
3. [blurred]	8,838 (20.64%)	7,369 (19.61%)	13,988 (21.57%)	24.57%	3.78	00:03:59	3.00%	420 (20.71%)	\$0.00 (0.00%)
4. dealerleads.com / referral	1,921 (4.49%)	1,427 (3.80%)	3,094 (4.77%)	22.30%	3.83	00:04:44	3.91%	121 (5.97%)	\$0.00 (0.00%)
5. [blurred]	1,011 (2.36%)	955 (2.54%)	1,652 (2.55%)	91.77%	1.15	00:00:24	0.48%	8 (0.39%)	\$0.00 (0.00%)
6. [blurred]	831 (1.94%)	593 (1.58%)	1,349 (2.08%)	35.14%	3.18	00:02:59	1.48%	20 (0.99%)	\$0.00 (0.00%)
7. [blurred]	826 (1.93%)	684 (1.82%)	1,269 (1.96%)	26.40%	3.43	00:03:52	2.92%	37 (1.82%)	\$0.00 (0.00%)
8. [blurred]	651 (1.52%)	513 (1.37%)	1,095 (1.69%)	92.69%	1.12	00:00:20	0.37%	4 (0.20%)	\$0.00 (0.00%)
9. [blurred]	598 (1.40%)	521 (1.39%)	863 (1.33%)	55.04%	2.40	00:01:43	1.74%	15 (0.74%)	\$0.00 (0.00%)
10. [blurred]	579 (1.35%)	507 (1.35%)	954 (1.47%)	63.10%	1.92	00:03:12	0.52%	5 (0.25%)	\$0.00 (0.00%)

DEALERLEADS

2017 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 2017

December 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
	41,264 <small>% of Total: 100.00% (41,264)</small>	38,368 <small>% of Total: 100.00% (38,368)</small>	65,681 <small>% of Total: 100.00% (65,681)</small>	36.92% <small>Avg for View: 36.92% (0.00%)</small>	3.01 <small>Avg for View: 3.01 (0.00%)</small>	00:03:14 <small>Avg for View: 00:03:14 (0.00%)</small>	3.36% <small>Avg for View: 3.36% (0.00%)</small>	2,208 <small>% of Total: 100.00% (2,208)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	14,355 (32.70%)	13,680 (35.65%)	21,119 (32.15%)	40.46%	2.85	00:03:17	3.51%	742 (33.61%)	\$0.00 (0.00%)
2. [blurred]	11,307 (25.76%)	9,770 (25.46%)	15,981 (24.33%)	37.44%	2.93	00:02:54	3.85%	615 (27.85%)	\$0.00 (0.00%)
3. [blurred]	9,755 (22.22%)	8,210 (21.40%)	15,157 (23.08%)	24.26%	3.69	00:04:02	3.64%	551 (24.95%)	\$0.00 (0.00%)
4. dealerleads.com / referral	1,933 (4.40%)	1,381 (3.60%)	2,949 (4.49%)	24.72%	3.69	00:04:11	4.88%	144 (6.52%)	\$0.00 (0.00%)
5. [blurred]	1,268 (2.89%)	1,051 (2.74%)	2,675 (4.07%)	93.27%	1.10	00:00:25	1.16%	31 (1.40%)	\$0.00 (0.00%)
6. [blurred]	980 (2.23%)	744 (1.94%)	1,523 (2.32%)	38.35%	2.81	00:02:37	1.25%	19 (0.86%)	\$0.00 (0.00%)
7. [blurred]	601 (1.37%)	555 (1.45%)	675 (1.03%)	25.93%	3.13	00:02:23	1.04%	7 (0.32%)	\$0.00 (0.00%)
8. [blurred]	537 (1.22%)	508 (1.32%)	655 (1.00%)	25.34%	1.19	00:01:30	0.61%	4 (0.18%)	\$0.00 (0.00%)
9. [blurred]	508 (1.16%)	422 (1.10%)	807 (1.23%)	25.28%	3.46	00:03:46	2.48%	20 (0.91%)	\$0.00 (0.00%)
10. [blurred]	472 (1.08%)	328 (0.85%)	707 (1.08%)	37.06%	2.92	00:02:44	2.40%	17 (0.77%)	\$0.00 (0.00%)

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DEALERLEADS

2018 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
	40,467 <small>% of Total: 100.00% (40,467)</small>	37,899 <small>% of Total: 100.00% (37,899)</small>	64,303 <small>% of Total: 100.00% (64,303)</small>	31.91% <small>Avg for View: 31.91% (0.00%)</small>	3.02 <small>Avg for View: 3.02 (0.00%)</small>	00:03:30 <small>Avg for View: 00:03:30 (0.00%)</small>	3.25% <small>Avg for View: 3.25% (0.00%)</small>	2,090 <small>% of Total: 100.00% (2,090)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	16,172 (37.22%)	15,343 (40.48%)	23,893 (37.16%)	35.53%	2.87	00:03:37	3.47%	830 (39.71%)	\$0.00 (0.00%)
2. [blurred]	10,948 (25.20%)	9,510 (25.09%)	15,217 (23.66%)	34.51%	3.07	00:03:06	3.74%	569 (27.22%)	\$0.00 (0.00%)
3. [blurred]	7,840 (18.05%)	6,090 (16.07%)	12,559 (19.53%)	20.22%	3.69	00:04:23	3.31%	416 (19.90%)	\$0.00 (0.00%)
4. dealerleads.com / referral	1,822 (4.19%)	1,299 (3.43%)	2,950 (4.59%)	21.56%	3.56	00:04:07	5.46%	161 (7.70%)	\$0.00 (0.00%)
5. [blurred]	1,473 (3.39%)	1,446 (3.82%)	1,975 (3.07%)	21.11%	1.28	00:01:18	0.30%	6 (0.29%)	\$0.00 (0.00%)
6. [blurred]	943 (2.17%)	679 (1.79%)	1,811 (2.82%)	43.51%	2.75	00:02:43	1.21%	22 (1.05%)	\$0.00 (0.00%)
7. [blurred]	680 (1.57%)	680 (1.79%)	680 (1.06%)	98.09%	1.00	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. [blurred]	540 (1.24%)	497 (1.31%)	629 (0.98%)	19.40%	3.53	00:03:29	2.23%	14 (0.67%)	\$0.00 (0.00%)
9. [blurred]	476 (1.10%)	369 (0.97%)	814 (1.27%)	19.41%	3.57	00:04:22	2.21%	18 (0.86%)	\$0.00 (0.00%)
10. [blurred]	407 (0.94%)	319 (0.84%)	808 (1.26%)	20.67%	1.82	00:01:56	0.25%	2 (0.10%)	\$0.00 (0.00%)

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

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
	38,798 <small>% of Total: 100.00% (38,798)</small>	35,605 <small>% of Total: 100.00% (35,605)</small>	62,558 <small>% of Total: 100.00% (62,558)</small>	32.90% <small>Avg for View: 32.90% (0.00%)</small>	2.99 <small>Avg for View: 2.99 (0.00%)</small>	00:03:25 <small>Avg for View: 00:03:25 (0.00%)</small>	3.25% <small>Avg for View: 3.25% (0.00%)</small>	2,036 <small>% of Total: 100.00% (2,036)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	15,478 (37.32%)	14,518 (40.78%)	24,177 (38.65%)	37.09%	2.78	00:03:22	3.07%	743 (36.49%)	\$0.00 (0.00%)
2. [blurred]	8,760 (21.12%)	6,839 (19.21%)	14,024 (22.42%)	21.35%	3.57	00:04:12	3.04%	427 (20.97%)	\$0.00 (0.00%)
3. [blurred]	8,753 (21.10%)	7,324 (20.57%)	12,187 (19.48%)	32.08%	3.02	00:03:04	4.53%	552 (27.11%)	\$0.00 (0.00%)
4. dealerleads.com / referral	1,979 (4.77%)	1,525 (4.28%)	2,795 (4.47%)	27.44%	3.20	00:03:40	5.83%	163 (8.01%)	\$0.00 (0.00%)
5. [blurred]	929 (2.24%)	676 (1.90%)	1,628 (2.60%)	39.19%	2.80	00:02:48	1.72%	28 (1.38%)	\$0.00 (0.00%)
6. [blurred]	629 (1.52%)	479 (1.35%)	1,006 (1.61%)	24.35%	3.64	00:04:05	2.78%	28 (1.38%)	\$0.00 (0.00%)
7. [blurred]	595 (1.43%)	594 (1.67%)	656 (1.05%)	91.16%	1.14	00:00:14	0.76%	5 (0.25%)	\$0.00 (0.00%)
8. [blurred]	509 (1.23%)	377 (1.06%)	812 (1.30%)	20.69%	3.57	00:04:55	1.35%	11 (0.54%)	\$0.00 (0.00%)
9. [blurred]	501 (1.21%)	449 (1.26%)	557 (0.89%)	20.83%	3.14	00:02:55	0.72%	4 (0.20%)	\$0.00 (0.00%)
10. [blurred]	444 (1.07%)	440 (1.24%)	540 (0.86%)	87.96%	1.16	00:00:14	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 257

DEALERLEADS

2018 Q3 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

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

Users vs. Select a metric

Users



Primary Dimension: Source / Medium

Plot Rows Secondary dimension 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
	40,990 <small>% of Total: 100.00% (40,990)</small>	37,888 <small>% of Total: 100.00% (37,888)</small>	63,152 <small>% of Total: 100.00% (63,152)</small>	31.70% <small>Avg for View: 31.70% (0.00%)</small>	3.04 <small>Avg for View: 3.04 (0.00%)</small>	00:03:28 <small>Avg for View: 00:03:28 (0.00%)</small>	4.20% <small>Avg for View: 4.20% (0.00%)</small>	2,650 <small>% of Total: 100.00% (2,650)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	12,443 (28.41%)	11,661 (30.78%)	18,845 (29.84%)	35.88%	2.86	00:03:32	4.14%	781 (29.47%)	\$0.00 (0.00%)
2. [blurred]	9,952 (22.72%)	8,021 (21.17%)	14,906 (23.60%)	20.54%	3.67	00:04:18	4.29%	639 (24.11%)	\$0.00 (0.00%)
3. [blurred]	9,094 (20.76%)	7,644 (20.18%)	13,162 (20.84%)	32.27%	2.98	00:03:06	5.91%	778 (29.36%)	\$0.00 (0.00%)
4. dealerleads.com / referral	2,187 (4.99%)	1,669 (4.41%)	2,964 (4.69%)	28.31%	3.21	00:03:23	6.34%	188 (7.09%)	\$0.00 (0.00%)
5. [blurred]	1,892 (4.32%)	1,887 (4.98%)	1,895 (3.00%)	21.37%	2.69	00:02:44	2.22%	42 (1.58%)	\$0.00 (0.00%)
6. [blurred]	972 (2.22%)	722 (1.91%)	1,701 (2.69%)	39.04%	2.92	00:03:08	2.18%	37 (1.40%)	\$0.00 (0.00%)
7. [blurred]	951 (2.17%)	758 (2.00%)	1,385 (2.19%)	19.57%	3.76	00:04:55	2.89%	40 (1.51%)	\$0.00 (0.00%)
8. [blurred]	882 (2.01%)	880 (2.32%)	911 (1.44%)	50.16%	2.05	00:01:44	2.85%	26 (0.98%)	\$0.00 (0.00%)
9. [blurred]	727 (1.66%)	566 (1.49%)	1,102 (1.74%)	19.15%	3.70	00:04:23	3.72%	41 (1.55%)	\$0.00 (0.00%)
10. [blurred]	599 (1.37%)	594 (1.57%)	647 (1.02%)	89.80%	1.14	00:00:12	0.15%	1 (0.04%)	\$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

1,000

500

November 2018

December 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
	38,371 <small>% of Total: 100.00% (38,371)</small>	35,585 <small>% of Total: 100.00% (35,585)</small>	60,717 <small>% of Total: 100.00% (60,717)</small>	25.16% <small>Avg for View: 25.16% (0.00%)</small>	3.20 <small>Avg for View: 3.20 (0.00%)</small>	00:04:15 <small>Avg for View: 00:04:15 (0.00%)</small>	3.56% <small>Avg for View: 3.56% (0.00%)</small>	2,160 <small>% of Total: 100.00% (2,160)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	9,386 (22.69%)	8,812 (24.76%)	15,353 (25.29%)	28.05%	2.93	00:04:25	3.08%	473 (21.90%)	\$0.00 (0.00%)
2. [blurred]	8,497 (20.54%)	6,894 (19.37%)	13,182 (21.71%)	15.93%	3.81	00:05:21	3.99%	526 (24.35%)	\$0.00 (0.00%)
3. [blurred]	7,753 (18.74%)	6,512 (18.30%)	11,236 (18.51%)	25.79%	3.15	00:03:45	4.81%	540 (25.00%)	\$0.00 (0.00%)
4. [blurred]	3,405 (8.23%)	3,140 (8.82%)	4,097 (6.75%)	41.91%	2.48	00:02:35	3.25%	133 (6.16%)	\$0.00 (0.00%)
5. [blurred]	2,461 (5.95%)	1,936 (5.44%)	3,491 (5.75%)	9.74%	4.31	00:05:16	4.01%	140 (6.48%)	\$0.00 (0.00%)
6. dealerleads.com / referral	2,052 (4.96%)	1,595 (4.48%)	2,957 (4.87%)	21.81%	3.46	00:04:29	6.36%	188 (8.70%)	\$0.00 (0.00%)
7. [blurred]	917 (2.22%)	724 (2.03%)	1,460 (2.40%)	13.15%	3.85	00:05:44	2.12%	31 (1.44%)	\$0.00 (0.00%)
8. [blurred]	859 (2.08%)	634 (1.78%)	1,382 (2.28%)	30.61%	2.64	00:03:45	1.23%	17 (0.79%)	\$0.00 (0.00%)
9. [blurred]	807 (1.95%)	670 (1.88%)	1,226 (2.02%)	17.37%	3.62	00:05:13	4.08%	50 (2.31%)	\$0.00 (0.00%)
10. [blurred]	795 (1.92%)	747 (2.10%)	886 (1.46%)	14.33%	3.38	00:03:31	1.35%	12 (0.56%)	\$0.00 (0.00%)

DEALERLEADS

2019 Q1 PERFORMANCE

All Traffic

All Users
100.00% Users

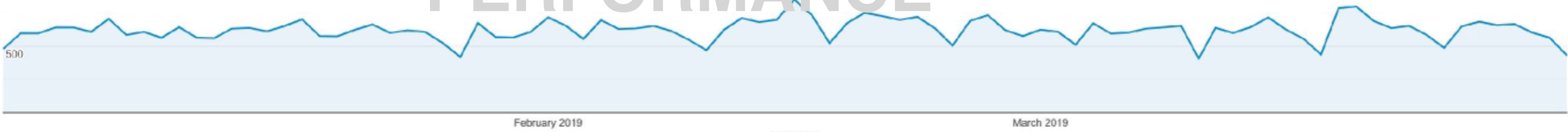
Explorer

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

Users vs. Select a metric

Users

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
	42,208 <small>% of Total: 100.00% (42,208)</small>	39,325 <small>% of Total: 100.00% (39,325)</small>	66,264 <small>% of Total: 100.00% (66,264)</small>	25.94% <small>Avg for View: 25.94% (0.00%)</small>	3.02 <small>Avg for View: 3.02 (0.00%)</small>	00:04:06 <small>Avg for View: 00:04:06 (0.00%)</small>	4.20% <small>Avg for View: 4.20% (0.00%)</small>	2,786 <small>% of Total: 100.00% (2,786)</small>	\$93.00 <small>% of Total: 100.00% (\$93.00)</small>
1. [blurred]	10,416 (22.85%)	9,895 (25.16%)	15,866 (23.94%)	25.82%	2.63	00:04:12	4.08%	648 (23.26%)	\$55.00 (59.14%)
2. [blurred]	8,959 (19.66%)	7,638 (19.42%)	12,971 (19.57%)	27.12%	3.09	00:03:41	5.71%	740 (26.56%)	\$10.00 (10.75%)
3. [blurred]	6,396 (14.03%)	5,076 (12.91%)	9,920 (14.97%)	19.54%	3.35	00:04:44	4.08%	405 (14.54%)	\$13.00 (13.98%)
4. [blurred]	6,074 (13.33%)	4,958 (12.61%)	9,198 (13.88%)	10.24%	4.08	00:05:20	5.43%	499 (17.91%)	\$7.00 (7.53%)
5. [blurred]	2,815 (6.18%)	2,552 (6.49%)	3,486 (5.26%)	55.08%	2.16	00:02:04	2.21%	77 (2.76%)	\$0.00 (0.00%)
6. dealerleads.com / referral	2,014 (4.42%)	1,596 (4.06%)	2,610 (3.94%)	24.02%	3.32	00:04:16	6.36%	166 (5.96%)	\$2.00 (2.15%)
7. [blurred]	1,107 (2.43%)	847 (2.15%)	1,890 (2.85%)	33.17%	2.38	00:03:37	1.69%	32 (1.15%)	\$1.00 (1.08%)
8. [blurred]	981 (2.15%)	794 (2.02%)	1,648 (2.49%)	13.35%	3.78	00:05:24	1.76%	29 (1.04%)	\$0.00 (0.00%)
9. [blurred]	734 (1.61%)	682 (1.73%)	811 (1.22%)	16.65%	3.48	00:03:26	3.21%	26 (0.93%)	\$1.00 (1.08%)
10. [blurred]	690 (1.51%)	567 (1.44%)	1,008 (1.52%)	15.67%	3.49	00:04:45	3.87%	39 (1.40%)	\$0.00 (0.00%)

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DEALERLEADS

2019 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

1,000



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	41,151 <small>% of Total: 100.00% (41,151)</small>	37,881 <small>% of Total: 100.00% (37,881)</small>	64,221 <small>% of Total: 100.00% (64,221)</small>	23.88% <small>Avg for View: 23.88% (0.00%)</small>	3.11 <small>Avg for View: 3.11 (0.00%)</small>	00:04:04 <small>Avg for View: 00:04:04 (0.00%)</small>	5.22% <small>Avg for View: 5.22% (0.00%)</small>	3,354 <small>% of Total: 100.00% (3,354)</small>	\$217.00 <small>% of Total: 100.00% (\$217.00)</small>
1. [blurred]	11,265 (25.81%)	10,775 (28.44%)	17,100 (26.63%)	24.82%	2.59	00:03:52	4.87%	833 (24.84%)	\$136.00 (62.67%)
2. [blurred]	7,182 (16.46%)	6,016 (15.88%)	10,149 (15.80%)	27.63%	2.98	00:03:39	6.64%	674 (20.10%)	\$16.00 (7.37%)
3. [blurred]	7,108 (16.29%)	5,808 (15.33%)	10,486 (16.33%)	17.44%	3.79	00:04:53	5.25%	551 (16.43%)	\$26.00 (11.98%)
4. [blurred]	5,860 (13.43%)	4,742 (12.52%)	9,594 (14.94%)	12.16%	4.18	00:05:17	6.89%	661 (19.71%)	\$14.00 (6.45%)
5. dealerleads.com / referral	2,116 (4.85%)	1,724 (4.55%)	2,892 (4.50%)	20.40%	3.40	00:04:08	7.85%	227 (6.77%)	\$7.00 (3.23%)
6. [blurred]	1,528 (3.50%)	1,378 (3.64%)	1,901 (2.96%)	55.08%	2.05	00:02:13	3.00%	57 (1.70%)	\$2.00 (0.92%)
7. [blurred]	1,188 (2.72%)	888 (2.34%)	2,134 (3.32%)	33.79%	2.50	00:03:25	2.16%	46 (1.37%)	\$1.00 (0.46%)
8. [blurred]	1,156 (2.65%)	1,124 (2.97%)	1,584 (2.47%)	12.18%	1.56	00:01:14	0.69%	11 (0.33%)	\$1.00 (0.46%)
9. [blurred]	988 (2.26%)	839 (2.21%)	1,554 (2.42%)	11.26%	4.00	00:05:54	3.93%	61 (1.82%)	\$6.00 (2.76%)
10. [blurred]	647 (1.48%)	542 (1.43%)	914 (1.42%)	14.00%	3.89	00:05:24	6.67%	61 (1.82%)	\$1.00 (0.46%)

Show rows: 10 Go to: 1 1 - 10 of 302

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



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
	51,187 <small>% of Total: 100.00% (51,187)</small>	48,393 <small>% of Total: 100.00% (48,393)</small>	79,796 <small>% of Total: 100.00% (79,796)</small>	23.87% <small>Avg for View: 23.87% (0.00%)</small>	3.02 <small>Avg for View: 3.02 (0.00%)</small>	00:03:55 <small>Avg for View: 00:03:55 (0.00%)</small>	3.51% <small>Avg for View: 3.51% (0.00%)</small>	2,799 <small>% of Total: 100.00% (2,799)</small>	\$216.00 <small>% of Total: 100.00% (\$216.00)</small>
1. [blurred]	15,331 (28.15%)	14,892 (30.77%)	22,737 (28.49%)	23.74%	2.43	00:04:00	3.15%	717 (25.62%)	\$62.00 (28.70%)
2. [blurred]	7,368 (13.53%)	6,147 (12.70%)	12,811 (16.05%)	12.30%	4.37	00:05:34	5.66%	725 (25.90%)	\$41.00 (18.98%)
3. [blurred]	7,365 (13.52%)	6,084 (12.57%)	10,994 (13.78%)	16.00%	4.04	00:05:06	4.04%	444 (15.86%)	\$44.00 (20.37%)
4. [blurred]	6,802 (12.49%)	5,987 (12.37%)	8,853 (11.09%)	30.93%	3.08	00:03:16	4.06%	359 (12.83%)	\$26.00 (12.04%)
5. [blurred]	2,791 (5.12%)	2,557 (5.28%)	4,502 (5.64%)	11.13%	1.37	00:01:13	0.42%	19 (0.68%)	\$1.00 (0.46%)
6. dealerleads.com / referral	2,089 (3.84%)	1,607 (3.32%)	3,304 (4.14%)	18.43%	3.80	00:05:13	6.63%	219 (7.82%)	\$10.00 (4.63%)
7. [blurred]	1,429 (2.62%)	1,422 (2.94%)	1,446 (1.81%)	82.64%	1.20	00:00:19	0.14%	2 (0.07%)	\$0.00 (0.00%)
8. [blurred]	1,416 (2.60%)	1,398 (2.89%)	1,614 (2.02%)	70.76%	1.53	00:00:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. [blurred]	1,359 (2.49%)	1,060 (2.19%)	2,120 (2.66%)	12.22%	1.35	00:01:10	0.05%	1 (0.04%)	\$0.00 (0.00%)
10. [blurred]	1,206 (2.21%)	962 (1.99%)	2,031 (2.55%)	28.16%	2.72	00:03:35	2.71%	55 (1.96%)	\$5.00 (2.31%)

Show rows: 10 Go to: 1 1 - 10 of 381

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

1,500



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
	53,986 <small>% of Total: 100.00% (53,986)</small>	51,770 <small>% of Total: 100.00% (51,770)</small>	83,290 <small>% of Total: 100.00% (83,290)</small>	21.75% <small>Avg for View: 21.75% (0.00%)</small>	2.85 <small>Avg for View: 2.85 (0.00%)</small>	00:03:40 <small>Avg for View: 00:03:40 (0.00%)</small>	2.42% <small>Avg for View: 2.42% (0.00%)</small>	2,012 <small>% of Total: 100.00% (2,012)</small>	\$167.00 <small>% of Total: 100.00% (\$167.00)</small>
1. [blurred]	18,814 (33.07%)	18,487 (35.71%)	26,406 (31.70%)	17.01%	2.18	00:03:26	2.10%	555 (27.58%)	\$28.00 (16.77%)
2. [blurred]	13,722 (24.12%)	12,063 (23.30%)	22,405 (26.90%)	13.05%	4.14	00:05:20	3.19%	714 (35.49%)	\$71.00 (42.51%)
3. [blurred]	4,994 (8.78%)	4,429 (8.56%)	6,597 (7.92%)	29.41%	3.19	00:03:39	3.74%	247 (12.28%)	\$22.00 (13.17%)
4. [blurred]	3,378 (5.94%)	2,888 (5.58%)	5,974 (7.17%)	14.56%	1.23	00:01:07	0.33%	20 (0.99%)	\$2.00 (1.20%)
5. [blurred]	2,153 (3.78%)	1,841 (3.56%)	3,174 (3.81%)	32.51%	1.90	00:01:19	0.95%	30 (1.49%)	\$2.00 (1.20%)
6. dealerleads.com / referral	2,051 (3.61%)	1,592 (3.08%)	3,203 (3.85%)	19.14%	3.75	00:04:48	4.81%	154 (7.65%)	\$10.00 (5.99%)
7. [blurred]	1,273 (2.24%)	1,097 (2.12%)	1,698 (2.04%)	46.23%	2.05	00:01:33	0.88%	15 (0.75%)	\$2.00 (1.20%)
8. [blurred]	1,191 (2.09%)	1,188 (2.29%)	1,211 (1.45%)	86.21%	1.16	00:00:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. [blurred]	1,121 (1.97%)	934 (1.80%)	2,057 (2.47%)	25.52%	2.77	00:04:07	1.94%	40 (1.99%)	\$2.00 (1.20%)
10. [blurred]	1,037 (1.82%)	971 (1.88%)	1,192 (1.43%)	70.55%	1.62	00:00:43	0.25%	3 (0.15%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 367

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



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
	56,577 <small>% of Total: 100.00% (56,577)</small>	55,055 <small>% of Total: 100.00% (55,055)</small>	86,896 <small>% of Total: 100.00% (86,896)</small>	24.42% <small>Avg for View: 24.42% (0.00%)</small>	2.78 <small>Avg for View: 2.78 (0.00%)</small>	00:03:30 <small>Avg for View: 00:03:30 (0.00%)</small>	2.25% <small>Avg for View: 2.25% (0.00%)</small>	1,953 <small>% of Total: 100.00% (1,953)</small>	\$173.00 <small>% of Total: 100.00% (\$173.00)</small>
1. [blurred]	21,051 (34.78%)	21,076 (38.28%)	28,553 (32.86%)	24.50%	2.09	00:03:08	1.64%	467 (23.91%)	\$33.00 (19.08%)
2. [blurred]	14,159 (23.39%)	12,570 (22.83%)	22,555 (25.96%)	12.67%	4.07	00:05:09	3.42%	771 (39.48%)	\$77.00 (44.51%)
3. [blurred]	4,549 (7.52%)	4,012 (7.29%)	5,951 (6.85%)	27.58%	3.02	00:03:27	3.31%	197 (10.09%)	\$9.00 (5.20%)
4. [blurred]	3,474 (5.74%)	2,859 (5.19%)	6,159 (7.09%)	14.92%	1.23	00:01:05	0.24%	15 (0.77%)	\$1.00 (0.58%)
5. [blurred]	3,281 (5.42%)	2,744 (4.98%)	4,586 (5.28%)	44.79%	2.16	00:01:38	0.63%	29 (1.48%)	\$4.00 (2.31%)
6. dealerleads.com / referral	2,178 (3.60%)	1,750 (3.18%)	3,207 (3.69%)	16.59%	3.79	00:04:38	4.68%	150 (7.68%)	\$15.00 (8.67%)
7. [blurred]	1,184 (1.96%)	997 (1.81%)	1,816 (2.09%)	34.03%	2.54	00:03:26	1.27%	23 (1.18%)	\$2.00 (1.16%)
8. [blurred]	1,022 (1.69%)	853 (1.55%)	1,709 (1.97%)	9.36%	4.25	00:06:03	2.52%	43 (2.20%)	\$9.00 (5.20%)
9. [blurred]	926 (1.53%)	622 (1.13%)	1,380 (1.59%)	38.12%	2.59	00:01:15	0.65%	9 (0.46%)	\$0.00 (0.00%)
10. [blurred]	781 (1.29%)	710 (1.29%)	864 (0.99%)	18.06%	3.05	00:02:25	0.35%	3 (0.15%)	\$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



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
	61,637 <small>% of Total: 100.00% (61,637)</small>	59,504 <small>% of Total: 100.00% (59,504)</small>	93,498 <small>% of Total: 100.00% (93,498)</small>	23.37% <small>Avg for View: 23.37% (0.00%)</small>	2.80 <small>Avg for View: 2.80 (0.00%)</small>	00:03:40 <small>Avg for View: 00:03:40 (0.00%)</small>	2.74% <small>Avg for View: 2.74% (0.00%)</small>	2,565 <small>% of Total: 100.00% (2,565)</small>	\$194.00 <small>% of Total: 100.00% (\$194.00)</small>
1. [blurred]	23,783 (36.43%)	23,631 (39.71%)	31,602 (33.80%)	26.61%	2.04	00:02:58	1.62%	512 (19.96%)	\$25.00 (12.89%)
2. [blurred]	16,833 (25.78%)	15,061 (25.31%)	26,998 (28.88%)	12.09%	4.00	00:05:16	4.14%	1,119 (43.63%)	\$87.00 (44.85%)
3. [blurred]	6,094 (9.33%)	5,512 (9.26%)	7,757 (8.30%)	32.18%	2.81	00:03:06	3.34%	259 (10.10%)	\$18.00 (9.28%)
4. [blurred]	3,300 (5.05%)	2,690 (4.52%)	5,714 (6.11%)	16.28%	1.23	00:01:05	0.63%	36 (1.40%)	\$0.00 (0.00%)
5. dealerleads.com / referral	2,344 (3.59%)	1,853 (3.11%)	3,173 (3.39%)	16.36%	3.78	00:04:48	4.10%	130 (5.07%)	\$14.00 (7.22%)
6. [blurred]	1,927 (2.95%)	1,506 (2.53%)	2,424 (2.59%)	56.93%	1.92	00:01:10	0.45%	11 (0.43%)	\$0.00 (0.00%)
7. [blurred]	1,759 (2.69%)	1,552 (2.61%)	2,781 (2.97%)	30.92%	2.52	00:03:12	1.91%	53 (2.07%)	\$6.00 (3.09%)
8. [blurred]	1,291 (1.98%)	1,117 (1.88%)	1,985 (2.12%)	11.13%	4.33	00:06:13	4.03%	80 (3.12%)	\$14.00 (7.22%)
9. [blurred]	978 (1.50%)	648 (1.09%)	2,051 (2.19%)	29.55%	2.82	00:04:41	8.34%	171 (6.67%)	\$4.00 (2.06%)
10. [blurred]	937 (1.44%)	769 (1.29%)	1,150 (1.23%)	15.91%	1.26	00:00:50	0.35%	4 (0.16%)	\$0.00 (0.00%)

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

2,000

1,000

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
	71,502 % of Total: 100.00% (71,502)	68,894 % of Total: 100.00% (68,894)	105,821 % of Total: 100.00% (105,821)	20.67% Avg for View: 20.67% (0.00%)	2.56 Avg for View: 2.56 (0.00%)	00:03:02 Avg for View: 00:03:02 (0.00%)	2.38% Avg for View: 2.38% (0.00%)	2,519 % of Total: 100.00% (2,519)	\$199.00 % of Total: 100.00% (\$199.00)
1. [blurred]	27,922 (37.46%)	27,691 (40.19%)	35,819 (33.85%)	23.73%	2.19	00:02:41	1.67%	597 (23.70%)	\$37.00 (18.59%)
2. [blurred]	15,192 (20.38%)	13,424 (19.49%)	25,019 (23.64%)	11.63%	3.87	00:05:00	4.36%	1,091 (43.31%)	\$93.00 (46.73%)
3. [blurred]	8,608 (11.55%)	8,043 (11.67%)	11,082 (10.47%)	17.99%	1.47	00:01:05	0.38%	42 (1.67%)	\$3.00 (1.51%)
4. [blurred]	5,073 (6.81%)	4,279 (6.21%)	9,901 (9.36%)	15.15%	1.19	00:00:56	0.58%	57 (2.26%)	\$3.00 (1.51%)
5. [blurred]	4,881 (6.55%)	4,361 (6.33%)	6,147 (5.81%)	28.70%	2.78	00:02:53	3.03%	186 (7.38%)	\$16.00 (8.04%)
6. dealerleads.com / referral	2,185 (2.93%)	1,718 (2.49%)	3,127 (2.95%)	14.33%	3.83	00:04:53	3.65%	114 (4.53%)	\$10.00 (5.03%)
7. [blurred]	1,423 (1.91%)	1,222 (1.77%)	2,261 (2.14%)	28.22%	2.40	00:03:15	1.90%	43 (1.71%)	\$1.00 (0.50%)
8. [blurred]	1,115 (1.50%)	920 (1.34%)	1,591 (1.50%)	10.43%	4.25	00:05:24	3.77%	60 (2.38%)	\$13.00 (6.53%)
9. [blurred]	988 (1.33%)	713 (1.03%)	1,921 (1.82%)	22.80%	2.70	00:04:30	7.29%	140 (5.56%)	\$5.00 (2.51%)
10. [blurred]	885 (1.19%)	885 (1.28%)	885 (0.84%)	99.32%	1.00	<00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)

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

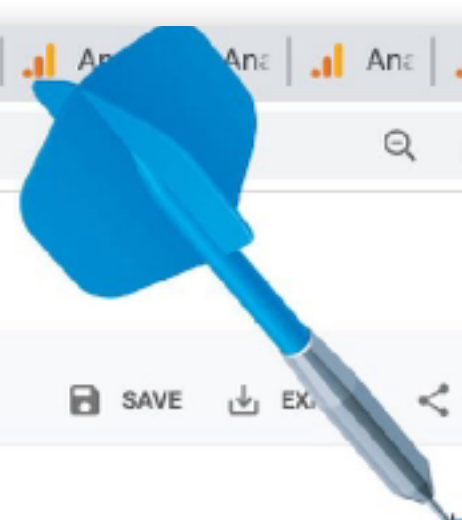
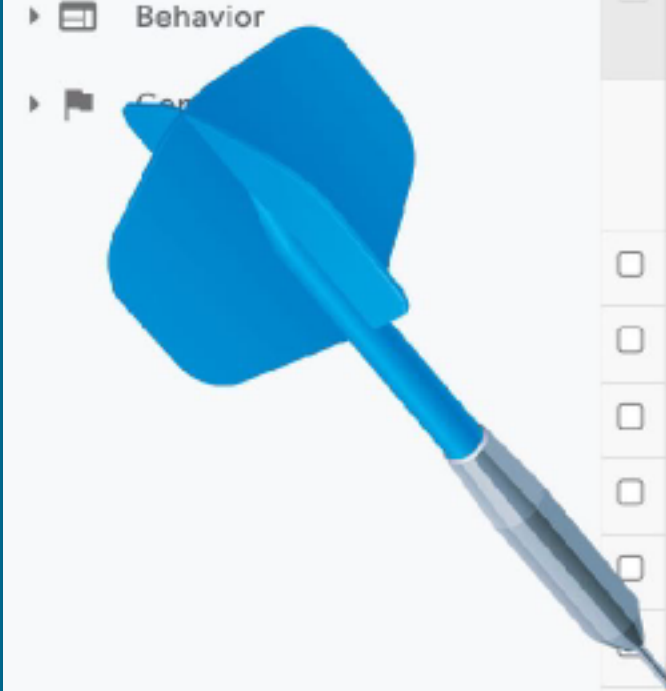
Users vs. Select a metric

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
	74,722 % of Total: 100.00% (74,722)	71,715 % of Total: 100.00% (71,715)	112,897 % of Total: 100.00% (112,897)	19.72% Avg for View: 19.72% (0.00%)	2.64 Avg for View: 2.64 (0.00%)	00:02:41 Avg for View: 00:02:41 (0.00%)	1.98% Avg for View: 1.98% (0.00%)	2,230 % of Total: 100.00% (2,230)	\$213.00 % of Total: 100.00% (\$213.00)
1. [blurred]	31,165 (39.64%)	30,758 (42.89%)	39,584 (35.06%)	23.51%	2.44	00:02:03	1.17%	465 (20.85%)	\$35.00 (16.43%)
2. [blurred]	15,589 (19.83%)	13,946 (19.45%)	24,536 (21.73%)	12.21%	3.96	00:04:42	3.82%	938 (42.06%)	\$92.00 (43.19%)
3. [blurred]	9,976 (12.69%)	8,674 (12.10%)	16,766 (14.85%)	10.71%	1.55	00:01:19	0.42%	70 (3.14%)	\$3.00 (1.41%)
4. [blurred]	4,096 (5.21%)	3,054 (4.26%)	7,501 (6.64%)	16.73%	1.22	00:00:52	0.55%	41 (1.84%)	\$2.00 (0.94%)
5. [blurred]	3,827 (4.87%)	3,358 (4.68%)	4,777 (4.23%)	25.29%	2.96	00:02:52	3.14%	150 (6.73%)	\$10.00 (4.69%)
6. dealerleads.com / referral	1,909 (2.43%)	1,460 (2.04%)	2,624 (2.32%)	13.45%	3.92	00:04:33	3.05%	80 (3.59%)	\$12.00 (5.63%)
7. [blurred]	1,478 (1.88%)	1,263 (1.76%)	2,357 (2.09%)	29.49%	2.45	00:02:58	2.04%	48 (2.15%)	\$9.00 (4.23%)
8. [blurred]	1,302 (1.66%)	1,302 (1.82%)	1,302 (1.15%)	99.69%	1.00	<00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. [blurred]	1,164 (1.48%)	1,100 (1.53%)	1,261 (1.12%)	18.56%	3.18	00:02:30	1.27%	16 (0.72%)	\$1.00 (0.47%)
10. [blurred]	1,071 (1.36%)	904 (1.26%)	1,582 (1.40%)	8.22%	4.41	00:05:23	3.48%	55 (2.47%)	\$13.00 (6.10%)



analytics.google.com/analytics/web/?authuser=0#/report/trafficsources-all-traffic/a74914475w113186737p118330161/_u.date0=20210101&_u.date1=20210331&_goalOption=ALL/

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

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

DEALERLEADS

2021 Q1

PERFORMANCE

Jan 1, 2021 - Mar 31, 2021

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

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
	77,071 % of Total: 100.00% (77,071)	73,787 % of Total: 100.00% (73,787)	117,101 % of Total: 100.00% (117,101)	17.40% Avg for View: 17.40% (0.00%)	2.63 Avg for View: 2.63 (0.00%)	00:02:41 Avg for View: 00:02:41 (0.00%)	1.96% Avg for View: 1.96% (0.00%)	2,297 % of Total: 100.00% (2,297)	\$235.00 % of Total: 100.00% (\$235.00)
1. [blurred]	30,142 (37.63%)	30,125 (40.83%)	39,006 (33.31%)	19.25%	2.50	00:02:22	1.42%	553 (24.07%)	\$59.00 (25.11%)
2. [blurred]	16,619 (20.75%)	14,957 (20.27%)	26,266 (22.43%)	13.09%	3.95	00:04:31	3.75%	986 (42.93%)	\$96.00 (40.85%)
3. [blurred]	11,571 (14.44%)	10,449 (14.16%)	18,626 (15.91%)	10.58%	1.67	00:01:19	0.30%	55 (2.39%)	\$2.00 (0.85%)
4. [blurred]	5,616 (7.01%)	4,577 (6.20%)	11,017 (9.41%)	15.20%	1.16	00:00:50	0.31%	34 (1.48%)	\$3.00 (1.28%)
5. [blurred]	4,237 (5.29%)	3,692 (5.00%)	5,342 (4.56%)	25.46%	2.95	00:02:48	3.43%	183 (7.97%)	\$6.00 (2.55%)
6. dealerleads.com / referral	1,884 (2.35%)	1,463 (1.98%)	2,577 (2.20%)	13.50%	3.81	00:04:19	3.57%	92 (4.01%)	\$14.00 (5.96%)
7. [blurred]	1,305 (1.63%)	1,112 (1.51%)	1,844 (1.57%)	10.30%	4.27	00:05:30	4.18%	77 (3.35%)	\$21.00 (8.94%)
8. [blurred]	1,289 (1.61%)	1,093 (1.48%)	2,045 (1.75%)	26.26%	2.44	00:02:56	1.86%	38 (1.65%)	\$3.00 (1.28%)
9. [blurred]	1,085 (1.35%)	786 (1.07%)	2,311 (1.97%)	12.64%	2.02	00:03:09	4.07%	94 (4.09%)	\$6.00 (2.55%)
10. [blurred]	761 (0.95%)	698 (0.95%)	1,073 (0.92%)	13.42%	3.60	00:04:12	3.26%	35 (1.52%)	\$6.00 (2.55%)

DEALERLEADS

2021 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
	66,608 <small>% of Total: 100.00% (66,608)</small>	63,906 <small>% of Total: 100.00% (63,906)</small>	99,203 <small>% of Total: 100.00% (99,203)</small>	21.56% <small>Avg for View: 21.56% (0.00%)</small>	2.58 <small>Avg for View: 2.58 (0.00%)</small>	00:02:50 <small>Avg for View: 00:02:50 (0.00%)</small>	2.23% <small>Avg for View: 2.23% (0.00%)</small>	2,210 <small>% of Total: 100.00% (2,210)</small>	\$223.00 <small>% of Total: 100.00% (\$223.00)</small>
1. [blurred]	29,002 (42.00%)	28,627 (44.80%)	38,690 (39.00%)	26.60%	2.09	00:02:33	1.59%	614 (27.78%)	\$62.00 (27.80%)
2. [blurred]	18,994 (27.50%)	17,144 (26.83%)	28,557 (28.79%)	13.95%	3.72	00:04:07	3.65%	1,042 (47.15%)	\$102.00 (45.74%)
3. [blurred]	7,781 (11.27%)	7,015 (10.98%)	12,872 (12.98%)	17.51%	1.59	00:01:12	0.54%	69 (3.12%)	\$5.00 (2.24%)
4. dealerleads.com / referral	2,126 (3.08%)	1,695 (2.65%)	2,854 (2.88%)	15.84%	3.39	00:03:49	4.03%	115 (5.20%)	\$15.00 (6.73%)
5. [blurred]	1,690 (2.45%)	1,408 (2.20%)	2,048 (2.06%)	26.61%	2.80	00:02:40	2.73%	56 (2.53%)	\$5.00 (2.24%)
6. [blurred]	1,651 (2.39%)	1,294 (2.02%)	3,111 (3.14%)	16.84%	1.24	00:01:04	0.77%	24 (1.09%)	\$3.00 (1.35%)
7. [blurred]	1,314 (1.90%)	1,132 (1.77%)	2,155 (2.17%)	29.65%	2.44	00:02:41	1.76%	38 (1.72%)	\$3.00 (1.35%)
8. [blurred]	1,209 (1.75%)	1,017 (1.59%)	1,716 (1.73%)	11.77%	4.02	00:04:34	3.44%	59 (2.67%)	\$13.00 (5.83%)
9. [blurred]	744 (1.08%)	679 (1.06%)	1,033 (1.04%)	15.59%	3.62	00:03:47	3.87%	40 (1.81%)	\$6.00 (2.69%)
10. [blurred]	698 (1.01%)	591 (0.92%)	1,170 (1.18%)	16.75%	1.52	00:01:04	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10 | Go to: 1 | 1 - 10 of 394

DEALERLEADS

2021 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

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
	59,900 <small>% of Total: 100.00% (59,900)</small>	58,781 <small>% of Total: 100.00% (58,781)</small>	89,229 <small>% of Total: 100.00% (89,229)</small>	22.35% <small>Avg for View: 22.35% (0.00%)</small>	2.48 <small>Avg for View: 2.48 (0.00%)</small>	00:02:43 <small>Avg for View: 00:02:43 (0.00%)</small>	2.17% <small>Avg for View: 2.17% (0.00%)</small>	1,934 <small>% of Total: 100.00% (1,934)</small>	\$175.00 <small>% of Total: 100.00% (\$175.00)</small>
1. [blurred]	24,525 (39.08%)	24,242 (41.24%)	32,227 (36.12%)	31.43%	1.95	00:02:13	1.63%	524 (27.09%)	\$79.00 (45.14%)
2. [blurred]	14,483 (23.08%)	13,236 (22.52%)	21,649 (24.26%)	16.67%	3.43	00:03:58	3.72%	805 (41.62%)	\$50.00 (28.57%)
3. [blurred]	9,748 (15.53%)	9,327 (15.87%)	16,233 (18.19%)	12.63%	1.59	00:01:18	0.28%	46 (2.38%)	\$1.00 (0.57%)
4. [blurred]	3,366 (5.36%)	2,916 (4.96%)	4,730 (5.30%)	9.81%	3.81	00:04:06	3.23%	153 (7.91%)	\$12.00 (6.86%)
5. dealerleads.com / referral	2,548 (4.06%)	2,095 (3.56%)	3,524 (3.95%)	16.09%	3.46	00:03:58	3.83%	135 (6.98%)	\$7.00 (4.00%)
6. [blurred]	1,429 (2.28%)	1,261 (2.15%)	1,652 (1.85%)	28.69%	2.68	00:02:40	3.51%	58 (3.00%)	\$9.00 (5.14%)
7. [blurred]	1,183 (1.89%)	1,032 (1.76%)	1,612 (1.81%)	13.34%	3.52	00:03:52	3.23%	52 (2.69%)	\$7.00 (4.00%)
8. [blurred]	996 (1.59%)	809 (1.38%)	1,530 (1.71%)	30.59%	2.26	00:02:31	1.37%	21 (1.09%)	\$1.00 (0.57%)
9. [blurred]	546 (0.87%)	503 (0.86%)	818 (0.92%)	21.39%	2.79	00:03:39	4.40%	36 (1.86%)	\$0.00 (0.00%)
10. [blurred]	546 (0.87%)	487 (0.83%)	703 (0.79%)	14.79%	3.59	00:03:48	4.13%	29 (1.50%)	\$2.00 (1.14%)

Show rows: 10 Go to: 1 1 - 10 of 3/5

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
	52,790 <small>% of Total: 100.00% (52,790)</small>	51,517 <small>% of Total: 100.00% (51,517)</small>	79,168 <small>% of Total: 100.00% (79,168)</small>	22.90% <small>Avg for View: 22.90% (0.00%)</small>	2.50 <small>Avg for View: 2.50 (0.00%)</small>	00:02:38 <small>Avg for View: 00:02:38 (0.00%)</small>	2.34% <small>Avg for View: 2.34% (0.00%)</small>	1,851 <small>% of Total: 100.00% (1,851)</small>	\$217.00 <small>% of Total: 100.00% (\$217.00)</small>
1. [blurred]	19,217 (34.86%)	19,077 (37.03%)	26,374 (33.31%)	29.44%	2.08	00:02:14	1.62%	427 (23.07%)	\$40.00 (18.43%)
2. [blurred]	10,091 (18.31%)	9,114 (17.69%)	14,696 (18.56%)	9.46%	3.79	00:04:11	3.67%	539 (29.12%)	\$64.00 (29.49%)
3. [blurred]	8,029 (14.57%)	7,734 (15.01%)	13,365 (16.88%)	15.74%	1.60	00:01:13	0.55%	73 (3.94%)	\$6.00 (2.76%)
4. [blurred]	6,919 (12.55%)	6,075 (11.79%)	9,424 (11.90%)	24.36%	2.90	00:03:12	3.92%	369 (19.94%)	\$49.00 (22.58%)
5. dealerleads.com / referral	1,996 (3.62%)	1,645 (3.19%)	2,806 (3.54%)	15.57%	3.41	00:03:51	4.81%	135 (7.29%)	\$12.00 (5.53%)
6. google / cpc	1,493 (2.71%)	1,350 (2.62%)	1,766 (2.23%)	29.39%	2.59	00:02:21	3.06%	54 (2.92%)	\$8.00 (3.69%)
7. [blurred]	1,137 (2.06%)	993 (1.93%)	1,644 (2.08%)	12.53%	3.71	00:04:20	3.77%	62 (3.35%)	\$13.00 (5.99%)
8. [blurred]	983 (1.78%)	836 (1.62%)	1,995 (2.52%)	31.78%	1.49	00:01:01	0.45%	9 (0.49%)	\$0.00 (0.00%)
9. [blurred]	720 (1.31%)	604 (1.17%)	1,083 (1.37%)	30.56%	2.53	00:03:01	1.57%	17 (0.92%)	\$5.00 (2.30%)
10. yahoo / organic	632 (1.15%)	584 (1.13%)	824 (1.04%)	15.66%	3.06	00:03:30	5.10%	42 (2.27%)	\$5.00 (2.30%)

Show rows: 10 Go to: 1 1 - 10 of 439

DEALERLEADS

2022 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

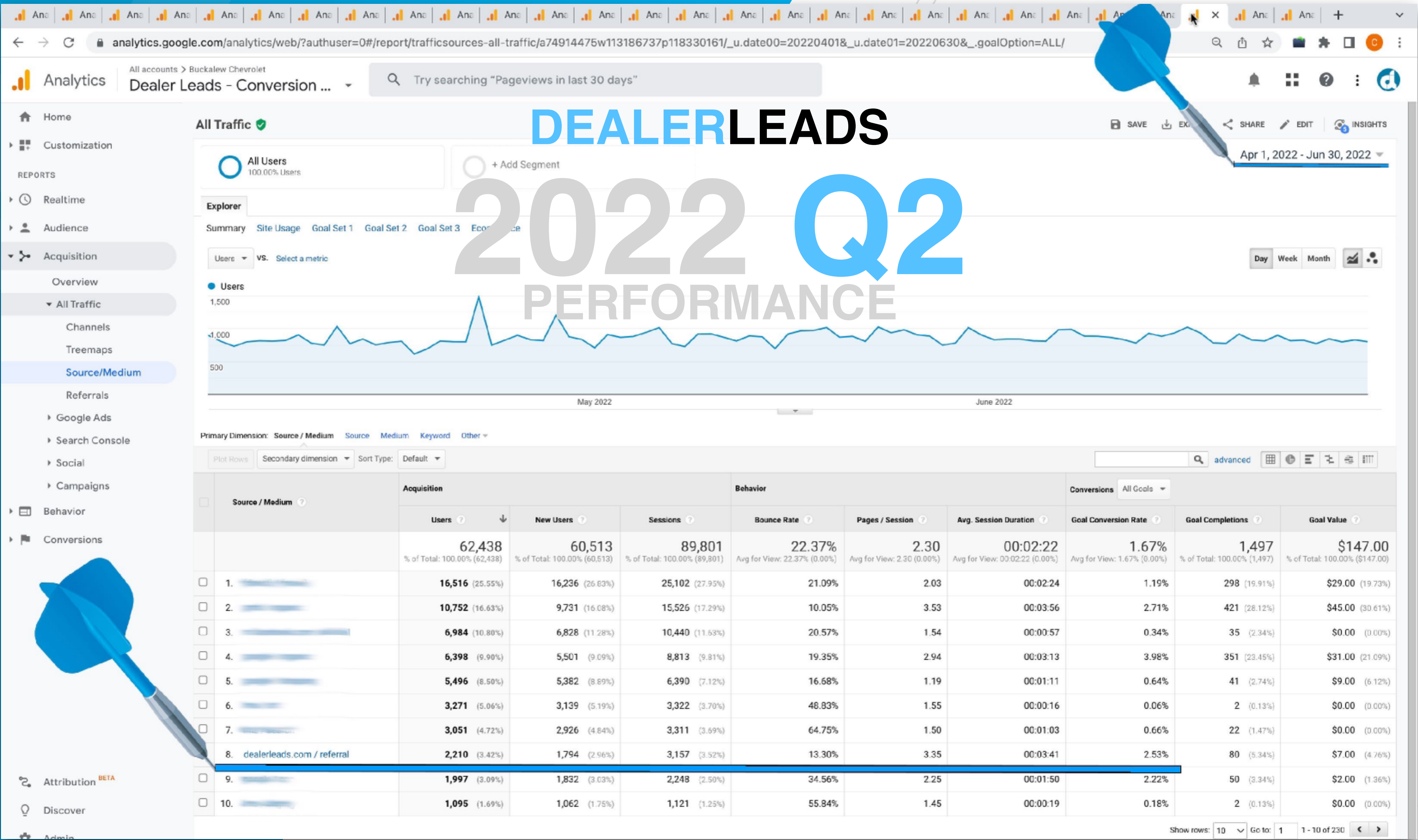


Primary Dimension: Source / Medium Source Medium Keyword Other

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
	56,958 <small>% of Total: 100.00% (56,958)</small>	55,125 <small>% of Total: 100.00% (55,125)</small>	81,065 <small>% of Total: 100.00% (81,065)</small>	23.44% <small>Avg for View: 23.44% (0.00%)</small>	2.37 <small>Avg for View: 2.37 (0.00%)</small>	00:02:28 <small>Avg for View: 00:02:28 (0.00%)</small>	2.12% <small>Avg for View: 2.12% (0.00%)</small>	1,717 <small>% of Total: 100.00% (1,717)</small>	\$164.00 <small>% of Total: 100.00% (\$164.00)</small>
1. [blurred]	18,491 (31.27%)	18,099 (32.83%)	25,473 (31.42%)	24.93%	2.04	00:02:14	1.57%	401 (23.35%)	\$39.00 (23.78%)
2. [blurred]	10,926 (18.48%)	9,944 (18.04%)	15,466 (19.08%)	9.78%	3.51	00:03:55	3.33%	515 (29.99%)	\$47.00 (28.66%)
3. [blurred]	7,151 (12.09%)	6,337 (11.50%)	9,147 (11.28%)	25.91%	2.75	00:03:00	4.11%	376 (21.90%)	\$32.00 (19.51%)
4. [blurred]	6,447 (10.90%)	6,187 (11.22%)	9,714 (11.98%)	21.47%	1.53	00:01:03	0.19%	18 (1.05%)	\$2.00 (1.22%)
5. dealerleads.com / referral	2,857 (4.83%)	2,456 (4.46%)	3,742 (4.62%)	20.87%	3.13	00:03:17	3.42%	128 (7.45%)	\$17.00 (10.37%)
6. [blurred]	1,880 (3.18%)	1,067 (3.39%)	2,144 (2.64%)	10.31%	1.15	00:01:18	0.56%	12 (0.70%)	\$1.00 (0.61%)
7. [blurred]	1,660 (2.81%)	1,516 (2.75%)	1,880 (2.32%)	32.77%	2.39	00:02:01	3.94%	74 (4.31%)	\$8.00 (4.88%)
8. [blurred]	1,243 (2.10%)	1,231 (2.23%)	1,261 (1.56%)	76.37%	1.08	00:00:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. [blurred]	1,188 (2.01%)	1,015 (1.84%)	2,109 (2.60%)	35.09%	1.44	00:01:01	0.47%	10 (0.58%)	\$0.00 (0.00%)
10. [blurred]	1,147 (1.94%)	1,086 (1.97%)	1,149 (1.42%)	59.70%	1.42	00:00:09	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 294



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

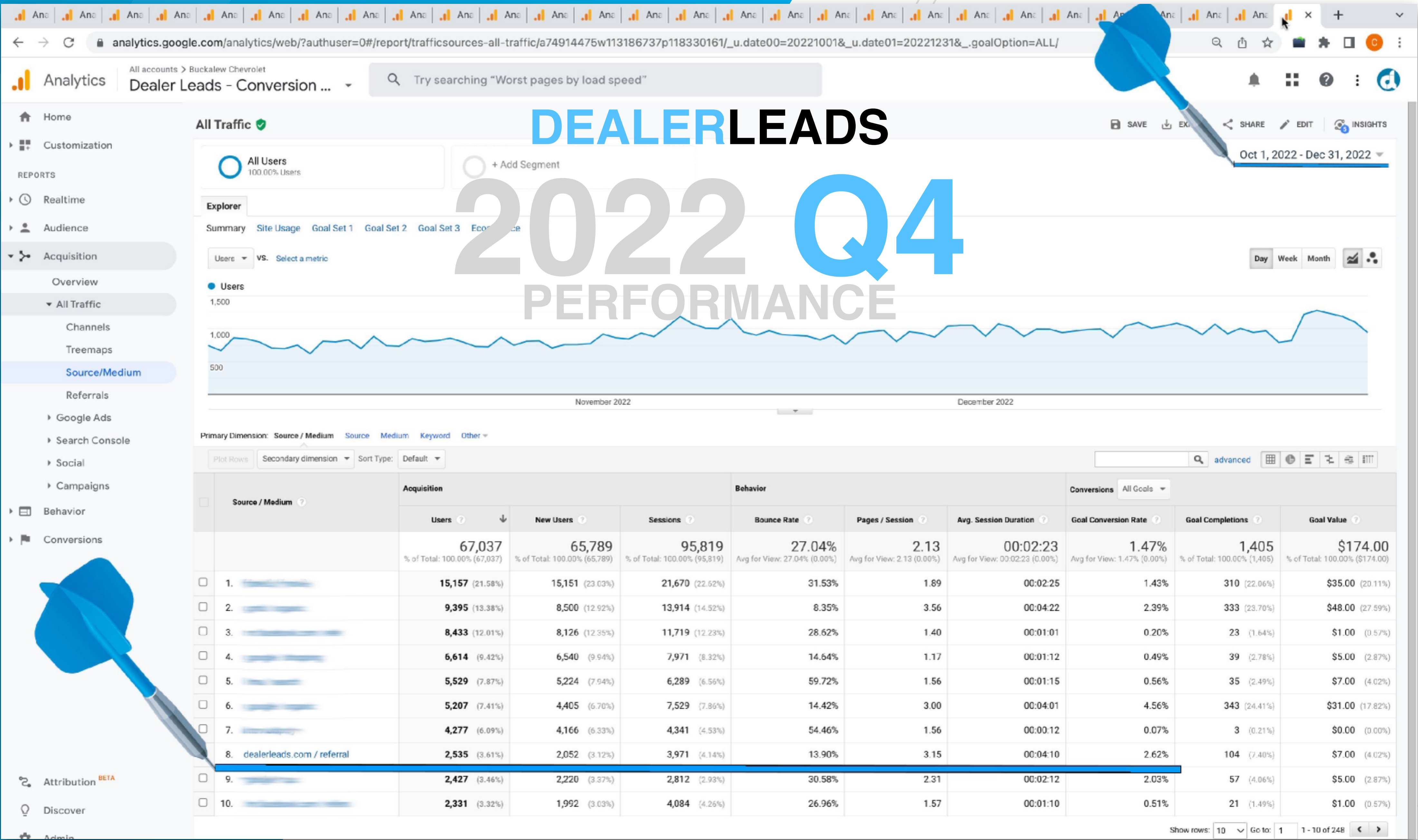
September 2022

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
	65,454 <small>% of Total: 100.00% (65,454)</small>	63,873 <small>% of Total: 100.00% (63,873)</small>	96,353 <small>% of Total: 100.00% (96,353)</small>	22.16% <small>Avg for View: 22.16% (0.00%)</small>	2.32 <small>Avg for View: 2.32 (0.00%)</small>	00:02:32 <small>Avg for View: 00:02:32 (0.00%)</small>	1.65% <small>Avg for View: 1.65% (0.00%)</small>	1,594 <small>% of Total: 100.00% (1,594)</small>	\$180.00 <small>% of Total: 100.00% (\$180.00)</small>
1. [blurred]	15,291 (22.32%)	14,791 (23.16%)	22,638 (23.49%)	22.33%	2.12	00:02:41	1.44%	326 (20.45%)	\$28.00 (15.56%)
2. [blurred]	10,382 (15.15%)	9,390 (14.70%)	15,439 (16.02%)	8.98%	3.67	00:04:26	2.71%	418 (26.22%)	\$55.00 (30.56%)
3. [blurred]	9,914 (14.47%)	9,668 (15.14%)	15,572 (16.16%)	20.56%	1.63	00:01:03	0.30%	46 (2.89%)	\$5.00 (2.78%)
4. [blurred]	7,176 (10.47%)	7,000 (10.96%)	8,351 (8.67%)	13.84%	1.20	00:01:13	0.67%	56 (3.51%)	\$9.00 (5.00%)
5. [blurred]	5,857 (8.55%)	5,589 (8.75%)	6,587 (6.84%)	59.65%	1.59	00:01:16	0.65%	43 (2.70%)	\$7.00 (3.89%)
6. [blurred]	5,590 (8.16%)	4,770 (7.47%)	8,038 (8.34%)	15.43%	3.09	00:03:45	4.52%	363 (22.77%)	\$30.00 (16.67%)
7. dealerleads.com / referral	2,612 (3.81%)	2,122 (3.32%)	3,806 (3.95%)	11.32%	3.55	00:04:08	2.18%	83 (5.21%)	\$2.00 (1.11%)
8. [blurred]	2,051 (2.99%)	1,878 (2.94%)	2,305 (2.39%)	30.20%	2.33	00:02:01	2.86%	66 (4.14%)	\$8.00 (4.44%)
9. [blurred]	1,483 (2.16%)	1,440 (2.25%)	1,512 (1.57%)	64.02%	1.39	00:00:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. [blurred]	1,170 (1.71%)	1,019 (1.60%)	1,637 (1.70%)	12.71%	3.62	00:04:16	3.91%	64 (4.02%)	\$13.00 (7.22%)

Show rows: 10 Go to: 1 1 - 10 of 213



DEALERLEADS

2023 Q1 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

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
	76,491 <small>% of Total: 100.00% (76,491)</small>	73,956 <small>% of Total: 100.00% (73,956)</small>	111,272 <small>% of Total: 100.00% (111,272)</small>	22.49% <small>Avg for View: 22.49% (0.00%)</small>	2.28 <small>Avg for View: 2.28 (0.00%)</small>	00:02:36 <small>Avg for View: 00:02:35 (0.00%)</small>	1.43% <small>Avg for View: 1.43% (0.00%)</small>	1,592 <small>% of Total: 100.00% (1,592)</small>	\$157.00 <small>% of Total: 100.00% (\$157.00)</small>
1. [blurred]	17,607 (22.01%)	17,246 (23.32%)	25,115 (22.57%)	27.70%	2.04	00:02:34	1.29%	325 (20.41%)	\$34.00 (21.66%)
2. [blurred]	12,674 (15.84%)	11,342 (15.34%)	19,036 (17.11%)	8.80%	3.77	00:04:36	2.14%	408 (25.63%)	\$43.00 (27.39%)
3. [blurred]	9,564 (11.96%)	9,176 (12.41%)	11,669 (10.46%)	10.97%	1.25	00:01:28	0.63%	73 (4.60%)	\$7.00 (4.46%)
4. [blurred]	9,562 (11.95%)	9,200 (12.44%)	13,931 (12.52%)	23.70%	1.46	00:01:08	0.33%	46 (2.89%)	\$3.00 (1.91%)
5. [blurred]	5,026 (6.26%)	4,171 (5.64%)	7,215 (6.48%)	14.61%	3.29	00:04:15	4.41%	318 (19.97%)	\$29.00 (18.47%)
6. [blurred]	4,261 (5.32%)	4,197 (5.67%)	4,297 (3.86%)	45.29%	1.58	00:00:11	0.02%	1 (0.06%)	\$0.00 (0.00%)
7. [blurred]	3,763 (4.70%)	3,409 (4.61%)	4,459 (4.01%)	31.29%	2.32	00:02:14	1.70%	76 (4.77%)	\$7.00 (4.46%)
8. dealerleads.com / referral	2,950 (3.65%)	2,438 (3.30%)	4,428 (3.96%)	16.03%	3.40	00:04:23	2.85%	126 (7.91%)	\$13.00 (8.20%)
9. [blurred]	2,865 (3.58%)	2,707 (3.66%)	3,127 (2.81%)	61.94%	1.50	00:01:13	0.48%	15 (0.94%)	\$1.00 (0.64%)
10. [blurred]	2,604 (3.26%)	2,034 (2.82%)	4,691 (4.22%)	22.64%	1.59	00:01:13	0.34%	16 (1.01%)	\$2.00 (1.27%)



- Attribution BETA
- Discover
- Goals
- Discover
- Attribution

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.

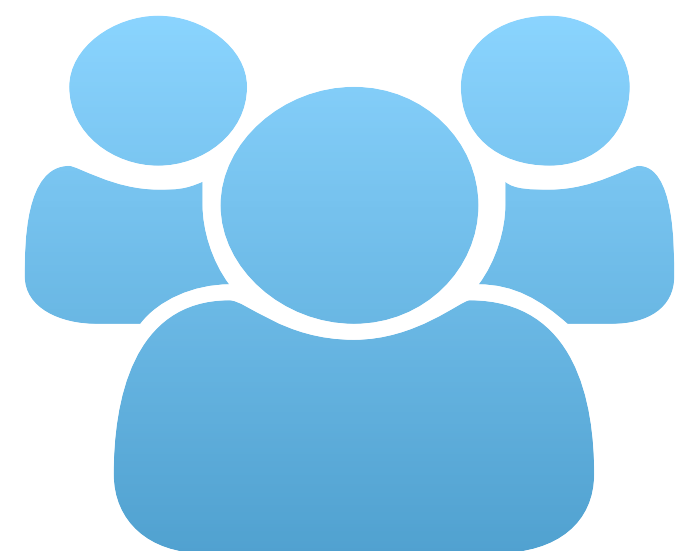
2023

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