



*A family owned and operated company.*

**(800) 369-3003**

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

# 6 YEAR PLUS

PARTNER CASE STUDY #18

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[DealerLeads.com](http://DealerLeads.com) "We have a better mousetrap."

# OUR SIX FOCAL POINTS

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

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

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

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

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

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

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

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

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

# THE MATH

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

# 2017-2022 PERFORMANCE



Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
<b>All Users</b>	<b>914,985</b> % of Total: 100.00% (914,985)	<b>941,282</b> % of Total: 100.00% (941,276)	<b>1,574,842</b> % of Total: 100.00% (1,574,842)	<b>27.83%</b> Avg for View: 27.83% (0.00%)	<b>3.02</b> Avg for View: 3.02 (0.00%)	<b>00:02:36</b> Avg for View: 00:02:36 (0.00%)	<b>2.08%</b> Avg for View: 2.08% (0.00%)	<b>32,711</b> % of Total: 100.00% (32,711)	<b>\$2,176,756,970,262.00</b> % of Total: 100.00% (2,176,756,970,262.00)
1. Direct / Direct	237,985 (23.27%)	240,365 (25.54%)	341,947 (21.71%)	41.28%	2.49	00:02:34	1.73%	5,916 (18.09%)	\$2,176,756,970,262.00 (100.00%)
2. Search / Organic	230,881 (22.57%)	213,708 (22.70%)	350,712 (22.27%)	19.79%	4.25	00:03:24	2.75%	9,651 (29.50%)	\$0.00 (0.00%)
3. Search / Paid	165,026 (16.13%)	151,412 (16.09%)	254,415 (16.15%)	34.39%	3.08	00:02:33	2.70%	6,875 (21.02%)	\$0.00 (0.00%)
4. Referral / Social	118,813 (11.62%)	114,947 (12.21%)	231,248 (14.68%)	13.64%	1.40	00:01:03	0.93%	2,148 (6.57%)	\$0.00 (0.00%)
5. Referral / Email	50,762 (4.96%)	34,152 (3.63%)	74,474 (4.73%)	22.79%	4.02	00:03:12	2.41%	1,795 (5.49%)	\$0.00 (0.00%)
6. dealerleads.com / referral	35,710 (3.49%)	30,289 (3.22%)	46,915 (2.98%)	23.78%	4.01	00:03:08	3.38%	1,588 (4.85%)	\$0.00 (0.00%)
7. Referral / Organic	22,274 (2.18%)	19,455 (2.07%)	36,088 (2.29%)	13.33%	3.72	00:03:13	3.92%	1,414 (4.32%)	\$0.00 (0.00%)
8. Referral / Social	17,347 (1.70%)	11,052 (1.17%)	26,235 (1.67%)	23.87%	2.09	00:01:12	0.38%	101 (0.31%)	\$0.00 (0.00%)
9. Referral / Social	15,779 (1.54%)	14,096 (1.50%)	20,161 (1.28%)	38.63%	1.48	00:00:44	0.47%	94 (0.29%)	\$0.00 (0.00%)
10. Referral / Social	13,489 (1.32%)	12,685 (1.35%)	19,139 (1.22%)	63.02%	1.70	00:00:54	0.41%	78 (0.24%)	\$0.00 (0.00%)

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

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

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

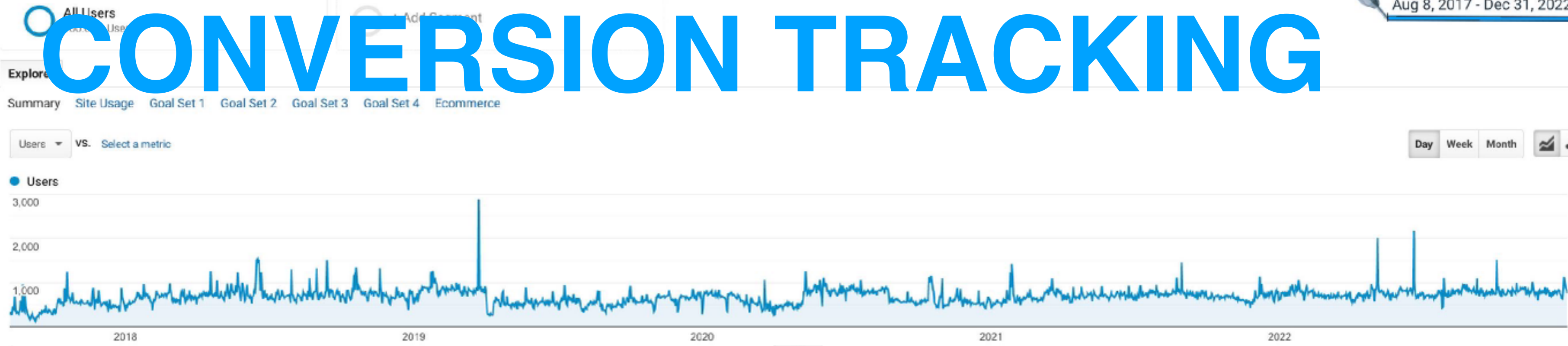
# HARD GOAL CONVERSIONS

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

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

# DEALERLEADS CONVERSION TRACKING

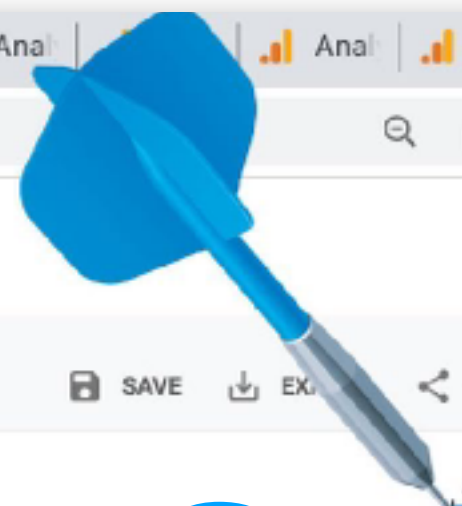
All Traffic



Primary Dimension: Source / Medium

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion	Value	% of Total
	914,985	941,282	1,574,842	27.83%	3.02	00:02:36			
1. [blurred]	237,985 (23.27%)	240,365 (25.54%)	341,947 (21.71%)						
2. [blurred]	230,881 (22.57%)	213,708 (22.70%)	350,712 (22.27%)						
3. [blurred]	165,026 (16.13%)	151,412 (16.09%)	254,415 (16.15%)						
4. [blurred]	118,813 (11.62%)	114,947 (12.21%)	231,248 (14.68%)	13.64%	1.40	00:01:03			
5. [blurred]	50,762 (4.96%)	34,152 (3.63%)	74,474 (4.73%)	22.79%	4.02	00:03:12			
6. dealerleads.com / referral	35,710 (3.49%)	30,289 (3.22%)	46,915 (2.98%)	23.78%	4.01	00:03:08	3.38%	1,588 (4.85%)	\$0.00 (0.00%)
7. [blurred]	22,274 (2.18%)	19,455 (2.07%)	36,088 (2.29%)	13.33%	3.72	00:03:13	3.92%	1,414 (4.32%)	\$0.00 (0.00%)
8. [blurred]	17,347 (1.70%)	11,052 (1.17%)	26,235 (1.67%)	23.87%	2.09	00:01:12	0.38%	101 (0.31%)	\$0.00 (0.00%)
9. [blurred]	15,779 (1.54%)	14,096 (1.50%)	20,161 (1.28%)	38.63%	1.48	00:00:44	0.47%	94 (0.29%)	\$0.00 (0.00%)
10. [blurred]	13,489 (1.32%)	12,685 (1.35%)	19,139 (1.22%)	63.02%	1.70	00:00:54	0.41%	78 (0.24%)	\$0.00 (0.00%)

- All Goals
- Goal 1: Lead Form | Contact Us
- Goal 2: Lead Form | Parts Contact
- Goal 3: Lead Form | Service Contact
- Goal 4: Lead Form | Order Parts
- Goal 5: Click to Call
- Goal 6: Click to Chat
- Goal 8: Lead Form | Confirm Availability
- Goal 9: Lead Form | Get E-Price
- Goal 10: Lead Form | Request Information
- Goal 11: Lead Form | Trade In



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

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

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

# OUR TRAFFIC & CITY LOCATION

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

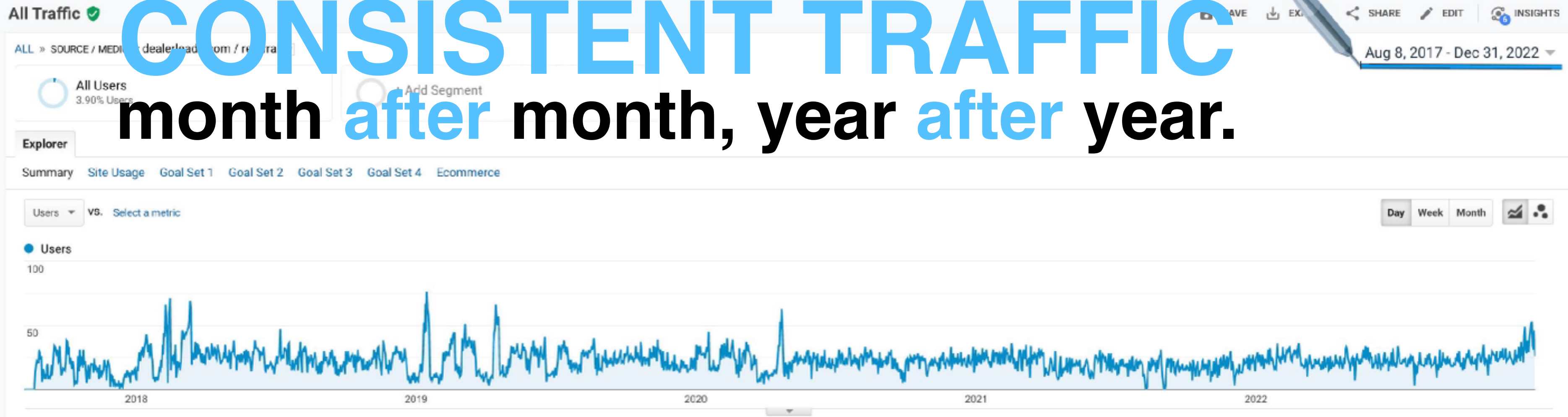
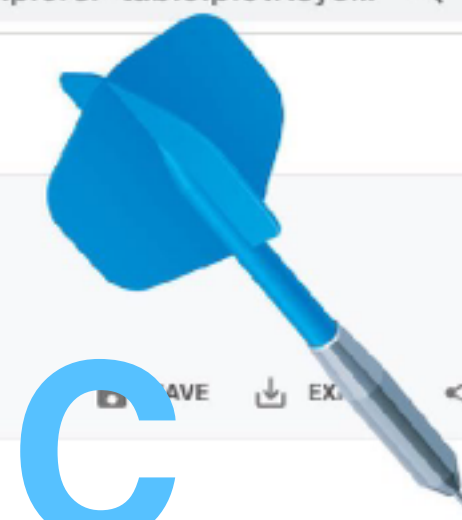
The dealer Leads program provides an economically viable, predictable, sustainable, trackable program dealers rely on to turn inventory quickly and grow their dealerships.

- Home
- Customization
- REPORTS
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  - Source/Medium
  - Referrals
  - Google Ads
  - Search Console
  - Social
  - Campaigns
- Behavior
- Conversions

# DEALERLEADS

# CONSISTENT TRAFFIC

month after month, year after year.



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
	35,710 <small>% of Total: 3.90% (914,985)</small>	30,289 <small>% of Total: 3.22% (941,276)</small>	46,915 <small>% of Total: 2.98% (1,574,842)</small>	23.78% <small>Avg for View: 27.83% (-14.57%)</small>	4.01 <small>Avg for View: 3.02 (32.85%)</small>	00:03:08 <small>Avg for View: 00:02:36 (20.18%)</small>	3.38% <small>Avg for View: 2.08% (62.96%)</small>	1,588 <small>% of Total: 4.85% (32,711)</small>	\$0.00 <small>% of Total: 0.00% (\$2,176,756,970,262.00)</small>
1. dealerleads.com / referral	35,710 (100.00%)	30,289 (100.00%)	46,915 (100.00%)	23.78%	4.01	00:03:08	3.38%	1,588 (100.00%)	\$0.00 (0.00%)

This report was generated on 2/28/23 at 2:00:25PM - Refresh Report

- Attribution BETA
- Discover
- Admin



- Home
- Customization
- REPORTS
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- Admin

# DEALERLEADS

# TRAFFIC CITY LOCALE

and the relationship to the dealer's location



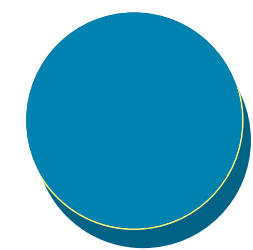
Primary Dimension: Source / Medium Other

Secondary dimension: City Sort Type: Default

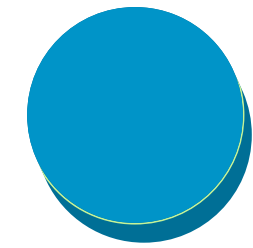
Source / Medium	City	Acquisition			Behavior			Conversions		
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		23,344 % of Total: 2.55% (914,985)	19,618 % of Total: 2.08% (941,276)	29,739 % of Total: 1.89% (1,574,842)	25.26% Avg for View: 27.83% (4.25%)	4.49 Avg for View: 3.02 (48.78%)	00:03:26 Avg for View: 00:02:36 (31.81%)	3.04% Avg for View: 2.08% (46.49%)	887 % of Total: 2.71% (32,711)	\$0.00 % of Total: 0.00% (\$2,176,756,970,262.00)
1. dealerleads.com / referral	Phoenix	6,544 (27.22%)	5,253 (26.78%)	8,116 (27.29%)	28.03%	4.31	00:03:10	2.91%	236 (26.61%)	\$0.00 (0.00%)
2. dealerleads.com / referral	Scottsdale	1,445 (6.01%)	1,047 (5.34%)	2,548 (8.57%)	18.17%	4.81	00:06:48	2.00%	51 (5.75%)	\$0.00 (0.00%)
3. dealerleads.com / referral	Mesa	1,070 (4.45%)	857 (4.37%)	1,323 (4.45%)	23.43%	4.92	00:03:18	2.95%	39 (4.40%)	\$0.00 (0.00%)
4. dealerleads.com / referral	Chandler	825 (3.43%)	672 (3.43%)	1,040 (3.60%)	18.46%	4.86	00:03:19	3.56%	37 (4.17%)	\$0.00 (0.00%)
5. dealerleads.com / referral	Los Angeles	815 (3.39%)	676 (3.45%)	975 (3.28%)	36.31%	3.69	00:02:14	4.51%	44 (4.96%)	\$0.00 (0.00%)
6. dealerleads.com / referral	Tempe	711 (2.96%)	593 (3.02%)	818 (2.75%)	26.04%	4.17	00:03:05	3.67%	30 (3.38%)	\$0.00 (0.00%)
7. dealerleads.com / referral	Peoria	665 (2.77%)	544 (2.77%)	864 (2.91%)	19.33%	5.02	00:03:24	2.66%	23 (2.59%)	\$0.00 (0.00%)
8. dealerleads.com / referral	Glendale	563 (2.34%)	456 (2.32%)	723 (2.43%)	19.23%	5.11	00:04:01	1.94%	14 (1.58%)	\$0.00 (0.00%)
9. dealerleads.com / referral	Tucson	514 (2.14%)	410 (2.09%)	720 (2.42%)	15.14%	4.68	00:02:49	2.92%	21 (2.37%)	\$0.00 (0.00%)
10. dealerleads.com / referral	Gilbert	461 (1.92%)	359 (1.83%)	556 (1.87%)	21.22%	4.76	00:03:11	0.90%	5 (0.56%)	\$0.00 (0.00%)

# LET'S GO

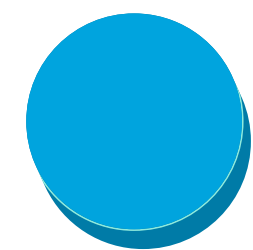
## Quarter by Quarter



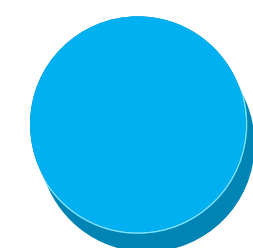
1ST QUARTER REPORTING  
JAN 1 thru MAR 31



2ND QUARTER REPORTING  
APR 1 thru JUN 30



3RD QUARTER REPORTING  
JUL 1 thru SEP 30



4TH QUARTER REPORTING  
OCT 1 thru DEC 31



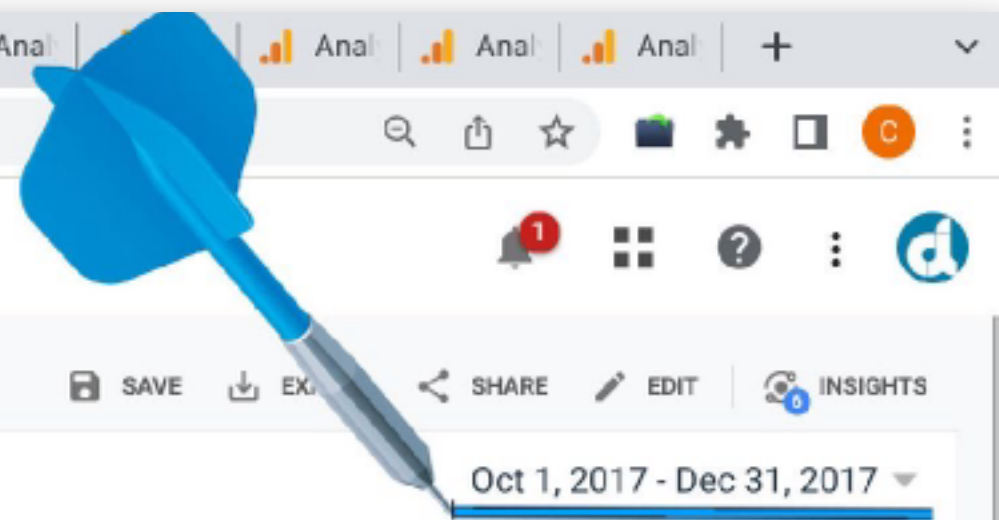
- Home
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  - Overview
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  - Referrals
- Google Ads
- Search Console
- Social
- Campaigns
- Behavior
- Attribution BETA
- Discover
- Admin

# DEALERLEADS

# 2017 Q3 PERFORMANCE



Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	14,394 <small>% of Total: 100.00% (14,394)</small>	13,266 <small>% of Total: 100.05% (13,260)</small>	20,968 <small>% of Total: 100.00% (20,968)</small>	39.19% <small>Avg for View: 39.19% (0.00%)</small>	2.89 <small>Avg for View: 2.89 (0.00%)</small>	00:02:39 <small>Avg for View: 00:02:39 (0.00%)</small>	3.19% <small>Avg for View: 3.19% (0.00%)</small>	668 <small>% of Total: 100.00% (668)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	6,130 (39.95%)	5,858 (44.16%)	8,119 (38.72%)	62.57%	2.03	00:01:55	3.14%	255 (38.17%)	\$0.00 (0.00%)
2. [blurred]	3,568 (23.25%)	2,927 (22.06%)	5,168 (24.65%)	28.04%	3.28	00:03:14	3.00%	155 (23.20%)	\$0.00 (0.00%)
3. [blurred]	2,026 (13.20%)	1,627 (12.26%)	2,885 (13.76%)	15.39%	3.84	00:03:02	2.91%	84 (12.57%)	\$0.00 (0.00%)
4. [blurred]	1,079 (7.03%)	827 (6.23%)	1,416 (6.75%)	32.91%	2.97	00:02:21	4.31%	61 (9.13%)	\$0.00 (0.00%)
5. [blurred]	807 (5.26%)	615 (4.64%)	1,081 (5.16%)	25.53%	3.55	00:03:29	2.50%	27 (4.04%)	\$0.00 (0.00%)
6. dealerleads.com / referral	672 (4.38%)	570 (4.30%)	799 (3.81%)	20.90%	3.43	00:02:44	5.26%	42 (6.29%)	\$0.00 (0.00%)
7. [blurred]	600 (3.91%)	485 (3.65%)	901 (4.30%)	16.43%	3.71	00:03:54	2.66%	24 (3.59%)	\$0.00 (0.00%)
8. [blurred]	191 (1.24%)	155 (1.17%)	251 (1.20%)	17.93%	4.14	00:03:59	5.58%	14 (2.10%)	\$0.00 (0.00%)
9. [blurred]	48 (0.31%)	23 (0.17%)	65 (0.31%)	50.77%	2.26	00:01:43	1.54%	1 (0.15%)	\$0.00 (0.00%)
10. [blurred]	24 (0.16%)	21 (0.16%)	29 (0.14%)	24.14%	3.41	00:02:58	3.45%	1 (0.15%)	\$0.00 (0.00%)



# DEALERLEADS

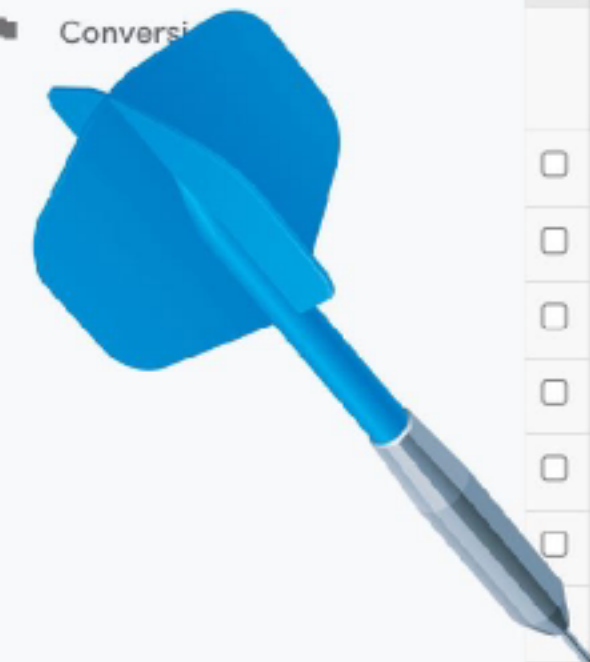
# 2017 Q4

## PERFORMANCE

- Home
- Customization
- REPORTS
- Realtime
- Audience
- Acquisition
  - Overview
  - All Traffic
  - Channels
  - Treemaps
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- Search Console
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- Campaigns
- Behavior
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Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	37,108 <small>% of Total: 100.00% (37,108)</small>	36,035 <small>% of Total: 100.00% (36,035)</small>	56,732 <small>% of Total: 100.00% (56,732)</small>	38.87% <small>Avg for View: 38.87% (0.00%)</small>	2.70 <small>Avg for View: 2.70 (0.00%)</small>	00:02:15 <small>Avg for View: 00:02:15 (0.00%)</small>	2.65% <small>Avg for View: 2.65% (0.00%)</small>	1,502 <small>% of Total: 100.00% (1,502)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	15,361 (38.38%)	15,153 (42.05%)	21,963 (38.71%)	47.77%	2.30	00:02:16	1.91%	419 (27.90%)	\$0.00 (0.00%)
2. [blurred]	9,625 (24.05%)	8,536 (23.69%)	13,680 (24.11%)	42.58%	2.55	00:01:50	3.82%	523 (34.82%)	\$0.00 (0.00%)
3. [blurred]	4,529 (11.31%)	3,517 (9.76%)	6,600 (11.63%)	27.55%	3.22	00:02:31	2.86%	189 (12.58%)	\$0.00 (0.00%)
4. [blurred]	3,542 (8.85%)	2,904 (8.06%)	5,306 (9.35%)	13.02%	3.78	00:02:46	3.71%	197 (13.12%)	\$0.00 (0.00%)
5. [blurred]	1,607 (4.01%)	1,550 (4.30%)	1,732 (3.05%)	70.90%	1.55	00:00:54	0.81%	14 (0.93%)	\$0.00 (0.00%)
6. [blurred]	1,601 (4.00%)	1,182 (3.28%)	2,371 (4.18%)	28.93%	3.22	00:02:49	1.60%	38 (2.53%)	\$0.00 (0.00%)
7. dealerleads.com / referral	1,135 (2.84%)	957 (2.66%)	1,371 (2.42%)	22.25%	3.45	00:02:24	3.79%	52 (3.46%)	\$0.00 (0.00%)
8. [blurred]	977 (2.44%)	805 (2.23%)	1,489 (2.62%)	15.72%	3.68	00:03:07	2.28%	34 (2.26%)	\$0.00 (0.00%)
9. [blurred]	581 (1.45%)	568 (1.58%)	651 (1.15%)	45.31%	1.94	00:00:33	0.15%	1 (0.07%)	\$0.00 (0.00%)
10. [blurred]	263 (0.66%)	213 (0.59%)	410 (0.72%)	11.71%	4.43	00:03:43	2.93%	12 (0.80%)	\$0.00 (0.00%)



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All Traffic

# DEALERLEADS

# 2018 Q1 PERFORMANCE

All Users 100.00% Users

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Goal Set 4 E-commerce

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
	43,379 (100.00%)	41,063 (100.00%)	66,852 (100.00%)	43.59%	2.62	00:02:16	2.15%	1,440	\$0.00
1. [blurred]	16,400 (34.63%)	15,477 (37.69%)	23,042 (34.47%)	49.05%	2.41	00:02:15	1.73%	399 (27.71%)	\$0.00 (0.00%)
2. [blurred]	10,775 (22.75%)	9,284 (22.61%)	15,418 (23.06%)	49.98%	2.38	00:02:01	2.69%	415 (28.82%)	\$0.00 (0.00%)
3. [blurred]	4,553 (9.61%)	3,816 (9.29%)	6,626 (9.91%)	14.56%	3.77	00:02:57	3.24%	215 (14.93%)	\$0.00 (0.00%)
4. [blurred]	4,187 (8.84%)	3,026 (7.37%)	6,172 (9.23%)	30.91%	3.10	00:02:40	2.48%	153 (10.62%)	\$0.00 (0.00%)
5. [blurred]	3,476 (7.34%)	3,216 (7.83%)	4,647 (6.95%)	68.80%	1.65	00:00:48	0.15%	7 (0.49%)	\$0.00 (0.00%)
6. dealerleads.com / referral	2,193 (4.63%)	1,796 (4.37%)	2,813 (4.21%)	23.78%	3.43	00:02:47	3.41%	96 (6.67%)	\$0.00 (0.00%)
7. [blurred]	1,392 (2.94%)	820 (2.00%)	2,053 (3.07%)	32.83%	3.17	00:03:11	2.39%	49 (3.40%)	\$0.00 (0.00%)
8. [blurred]	1,058 (2.23%)	975 (2.37%)	1,225 (1.83%)	65.80%	1.72	00:01:18	1.39%	17 (1.18%)	\$0.00 (0.00%)
9. [blurred]	834 (1.76%)	625 (1.52%)	1,219 (1.82%)	15.09%	3.44	00:03:01	1.89%	23 (1.60%)	\$0.00 (0.00%)
10. [blurred]	605 (1.28%)	508 (1.24%)	770 (1.15%)	43.51%	2.42	00:02:04	3.25%	25 (1.74%)	\$0.00 (0.00%)

# DEALERLEADS

# 2018 Q2 PERFORMANCE

**All Traffic** 100.00% 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
<b>dealerleads.com / referral</b>	<b>1,811</b> (3.06%)	<b>1,416</b> (2.72%)	<b>2,507</b> (3.07%)	<b>22.02%</b>	<b>3.45</b>	<b>00:02:50</b>	<b>4.79%</b>	<b>120</b> (6.55%)	<b>\$0.00</b> (0.00%)
1. [blurred]	20,073 (33.93%)	19,376 (37.20%)	26,411 (32.36%)	61.04%	2.03	00:01:33	1.61%	425 (23.21%)	\$0.00 (0.00%)
2. [blurred]	14,390 (24.33%)	12,533 (24.06%)	20,381 (24.97%)	49.57%	2.36	00:01:59	2.98%	608 (33.21%)	\$0.00 (0.00%)
3. [blurred]	5,890 (9.96%)	4,403 (8.45%)	8,763 (10.74%)	29.02%	3.01	00:02:37	2.17%	190 (10.38%)	\$0.00 (0.00%)
4. [blurred]	4,317 (7.30%)	3,551 (6.82%)	6,358 (7.79%)	15.59%	3.73	00:03:08	5.00%	318 (17.37%)	\$0.00 (0.00%)
5. [blurred]	3,686 (6.23%)	3,679 (7.06%)	3,706 (4.54%)	40.34%	2.36	00:02:10	0.13%	5 (0.27%)	\$0.00 (0.00%)
6. [blurred]	3,280 (5.54%)	2,804 (5.38%)	4,391 (5.38%)	67.34%	1.68	00:00:53	0.50%	22 (1.20%)	\$0.00 (0.00%)
8. [blurred]	1,317 (2.23%)	899 (1.73%)	1,942 (2.38%)	32.29%	2.97	00:02:45	2.63%	51 (2.79%)	\$0.00 (0.00%)
9. [blurred]	1,019 (1.72%)	763 (1.46%)	1,794 (2.20%)	17.61%	3.56	00:03:44	1.23%	22 (1.20%)	\$0.00 (0.00%)
10. [blurred]	794 (1.34%)	716 (1.37%)	896 (1.10%)	78.79%	1.42	00:00:59	0.89%	8 (0.44%)	\$0.00 (0.00%)

# DEALERLEADS

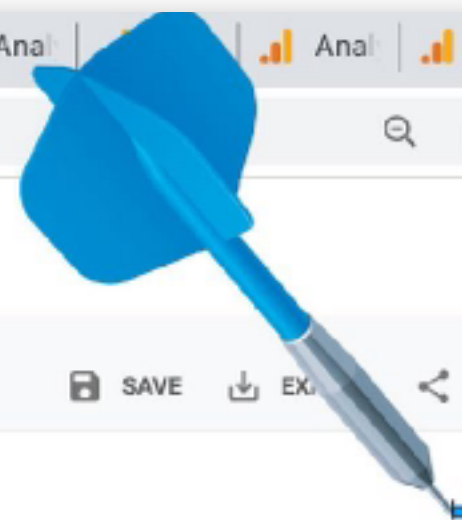
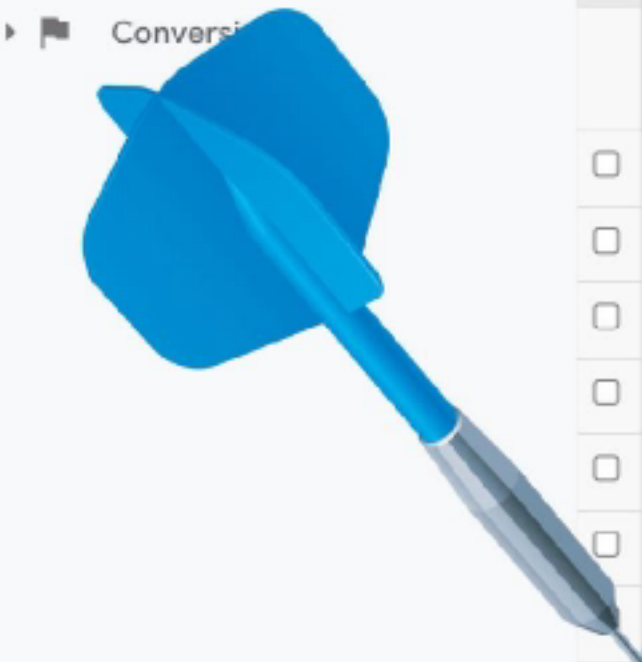
# 2018 Q3

## PERFORMANCE



Primary Dimension: Source / Medium

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	48,760 <small>% of Total: 100.00% (48,760)</small>	45,232 <small>% of Total: 100.00% (45,232)</small>	76,972 <small>% of Total: 100.00% (76,972)</small>	43.01% <small>Avg for View: 43.01% (0.00%)</small>	2.53 <small>Avg for View: 2.53 (0.00%)</small>	00:02:19 <small>Avg for View: 00:02:19 (0.00%)</small>	2.49% <small>Avg for View: 2.49% (0.00%)</small>	1,916 <small>% of Total: 100.00% (1,916)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	15,012 (28.33%)	14,265 (31.54%)	20,051 (26.05%)	56.45%	2.13	00:01:49	2.09%	420 (21.92%)	\$0.00 (0.00%)
2. [blurred]	14,298 (26.98%)	12,461 (27.55%)	20,816 (27.04%)	47.19%	2.33	00:02:01	3.04%	633 (33.04%)	\$0.00 (0.00%)
3. [blurred]	8,011 (15.12%)	6,473 (14.31%)	11,616 (15.09%)	28.83%	3.02	00:02:42	2.12%	246 (12.84%)	\$0.00 (0.00%)
4. [blurred]	3,968 (7.49%)	3,236 (7.15%)	6,095 (7.92%)	15.46%	3.53	00:03:16	4.28%	261 (13.62%)	\$0.00 (0.00%)
5. [blurred]	2,910 (5.49%)	2,355 (5.21%)	3,988 (5.18%)	68.56%	1.62	00:00:54	0.73%	29 (1.51%)	\$0.00 (0.00%)
6. [blurred]	2,030 (3.83%)	1,486 (3.29%)	2,801 (3.64%)	31.85%	3.02	00:03:10	1.43%	40 (2.09%)	\$0.00 (0.00%)
7. dealerleads.com / referral	1,623 (3.06%)	1,278 (2.83%)	2,224 (2.89%)	24.10%	3.19	00:02:57	5.13%	114 (5.95%)	\$0.00 (0.00%)
8. [blurred]	886 (1.67%)	727 (1.61%)	1,159 (1.51%)	43.66%	2.28	00:01:55	2.67%	31 (1.62%)	\$0.00 (0.00%)
9. [blurred]	736 (1.39%)	554 (1.22%)	1,053 (1.37%)	21.94%	3.35	00:03:28	1.04%	11 (0.57%)	\$0.00 (0.00%)
10. [blurred]	625 (1.18%)	440 (0.97%)	1,125 (1.46%)	19.91%	3.25	00:03:09	2.13%	24 (1.25%)	\$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 Goal Set 4 E-commerce

Users vs. Select a metric

Users

1,500

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
	48,948 <small>% of Total: 100.00% (48,948)</small>	45,988 <small>% of Total: 100.00% (45,988)</small>	69,507 <small>% of Total: 100.00% (69,507)</small>	29.40% <small>Avg for View: 29.40% (0.00%)</small>	2.83 <small>Avg for View: 2.83 (0.00%)</small>	00:02:46 <small>Avg for View: 00:02:46 (0.00%)</small>	2.46% <small>Avg for View: 2.46% (0.00%)</small>	1,712 <small>% of Total: 100.00% (1,712)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	13,499 (25.24%)	12,922 (28.10%)	16,382 (23.57%)	43.85%	2.24	00:02:08	1.87%	306 (17.87%)	\$0.00 (0.00%)
2. [blurred]	12,997 (24.30%)	11,267 (24.50%)	17,554 (25.26%)	33.27%	2.63	00:02:26	3.28%	576 (33.64%)	\$0.00 (0.00%)
3. [blurred]	8,971 (16.78%)	7,461 (16.22%)	12,306 (17.70%)	21.45%	3.22	00:03:10	1.76%	216 (12.62%)	\$0.00 (0.00%)
4. [blurred]	3,966 (7.42%)	3,181 (6.92%)	5,291 (7.61%)	6.16%	4.03	00:04:02	5.18%	274 (16.00%)	\$0.00 (0.00%)
5. [blurred]	2,647 (4.95%)	2,184 (4.75%)	3,153 (4.54%)	46.40%	1.98	00:01:02	0.48%	15 (0.88%)	\$0.00 (0.00%)
6. [blurred]	2,341 (4.38%)	1,730 (3.76%)	2,907 (4.18%)	21.57%	3.07	00:03:16	1.51%	44 (2.57%)	\$0.00 (0.00%)
7. dealerleads.com / referral	1,606 (3.00%)	1,245 (2.71%)	1,783 (2.57%)	9.98%	3.67	00:03:30	7.35%	131 (7.65%)	\$0.00 (0.00%)
8. [blurred]	1,532 (2.86%)	1,531 (3.33%)	1,539 (2.21%)	6.76%	4.51	00:02:30	1.04%	16 (0.93%)	\$0.00 (0.00%)
9. [blurred]	1,065 (1.99%)	859 (1.87%)	1,272 (1.83%)	31.05%	2.47	00:02:16	1.89%	24 (1.40%)	\$0.00 (0.00%)
10. [blurred]	964 (1.80%)	727 (1.58%)	1,295 (1.86%)	15.68%	3.63	00:03:54	1.31%	17 (0.99%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 301



# DEALERLEADS

# 2019 Q1 PERFORMANCE

All Traffic

All Users  
100.00% Users

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Goal Set 4 E-commerce

Users vs. Select a metric

Users

3,000

2,000

1,000

February 2019

March 2019

Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

advanced

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	56,983 <small>% of Total: 100.00% (56,983)</small>	53,510 <small>% of Total: 100.00% (53,510)</small>	88,018 <small>% of Total: 100.00% (88,018)</small>	27.65% <small>Avg for View: 27.65% (0.00%)</small>	2.16 <small>Avg for View: 2.16 (0.00%)</small>	00:02:47 <small>Avg for View: 00:02:47 (0.00%)</small>	1.19% <small>Avg for View: 1.19% (0.00%)</small>	1,047 <small>% of Total: 100.00% (1,047)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	18,533 (30.39%)	17,897 (33.45%)	28,353 (32.21%)	26.48%	1.26	00:02:35	0.63%	179 (17.10%)	\$0.00 (0.00%)
2. [blurred]	13,712 (22.49%)	11,821 (22.09%)	20,069 (22.80%)	32.53%	2.33	00:02:35	2.07%	415 (39.64%)	\$0.00 (0.00%)
3. [blurred]	12,306 (20.18%)	10,597 (19.80%)	17,381 (19.75%)	19.05%	3.11	00:03:05	1.27%	221 (21.11%)	\$0.00 (0.00%)
4. [blurred]	2,614 (4.29%)	1,865 (3.49%)	3,438 (3.91%)	26.12%	2.79	00:03:20	0.49%	17 (1.62%)	\$0.00 (0.00%)
5. [blurred]	1,838 (3.01%)	1,833 (3.43%)	1,879 (2.13%)	71.37%	1.18	00:00:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. [blurred]	1,820 (2.98%)	1,510 (2.82%)	2,223 (2.53%)	62.93%	1.52	00:00:58	0.18%	4 (0.38%)	\$0.00 (0.00%)
7. dealerleads.com / referral	1,760 (2.89%)	1,444 (2.70%)	2,328 (2.64%)	20.02%	2.94	00:03:11	2.84%	66 (6.30%)	\$0.00 (0.00%)
8. [blurred]	1,524 (2.50%)	1,130 (2.11%)	2,310 (2.62%)	11.43%	2.97	00:03:32	2.51%	58 (5.54%)	\$0.00 (0.00%)
9. [blurred]	1,039 (1.70%)	808 (1.51%)	1,462 (1.66%)	19.70%	3.35	00:04:01	0.21%	3 (0.29%)	\$0.00 (0.00%)
10. [blurred]	1,019 (1.67%)	814 (1.52%)	1,252 (1.42%)	32.99%	2.43	00:02:38	2.00%	25 (2.39%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 151

# DEALERLEADS

# 2019 Q2 PERFORMANCE

All Traffic

All Users  
100.00% Users

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Goal Set 4 E-commerce

Users vs. Select a metric

Users



Primary Dimension: Source / Medium

Secondary dimension: 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
	34,612 <small>% of Total: 100.00% (34,612)</small>	32,378 <small>% of Total: 100.00% (32,378)</small>	57,779 <small>% of Total: 100.00% (57,779)</small>	14.98% <small>Avg for View: 14.98% (0.00%)</small>	2.05 <small>Avg for View: 2.05 (0.00%)</small>	00:03:30 <small>Avg for View: 00:03:30 (0.00%)</small>	1.74% <small>Avg for View: 1.74% (0.00%)</small>	1,006 <small>% of Total: 100.00% (1,006)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	13,480 (36.36%)	12,813 (39.57%)	21,277 (36.82%)	14.89%	1.05	00:03:20	0.94%	199 (19.78%)	\$0.00 (0.00%)
2. [blurred]	8,868 (23.92%)	7,630 (23.57%)	13,463 (23.30%)	9.29%	3.22	00:03:57	2.47%	332 (33.00%)	\$0.00 (0.00%)
3. [blurred]	5,527 (14.91%)	4,700 (14.52%)	8,490 (14.69%)	20.09%	2.19	00:03:02	3.32%	282 (28.03%)	\$0.00 (0.00%)
4. dealerleads.com / referral	1,765 (4.76%)	1,422 (4.39%)	2,396 (4.15%)	16.65%	2.90	00:03:23	4.34%	104 (10.34%)	\$0.00 (0.00%)
5. [blurred]	1,469 (3.96%)	923 (2.85%)	2,375 (4.11%)	12.13%	2.76	00:04:02	0.76%	18 (1.79%)	\$0.00 (0.00%)
6. [blurred]	1,466 (3.95%)	1,222 (3.77%)	2,778 (4.81%)	18.50%	1.60	00:01:45	0.11%	3 (0.30%)	\$0.00 (0.00%)
7. [blurred]	692 (1.87%)	566 (1.75%)	945 (1.64%)	15.13%	2.76	00:04:10	0.63%	6 (0.60%)	\$0.00 (0.00%)
8. [blurred]	559 (1.51%)	494 (1.53%)	739 (1.28%)	41.54%	1.39	00:01:00	0.27%	2 (0.20%)	\$0.00 (0.00%)
9. [blurred]	447 (1.21%)	349 (1.08%)	580 (1.00%)	16.90%	1.96	00:03:21	1.38%	8 (0.80%)	\$0.00 (0.00%)
10. [blurred]	425 (1.15%)	369 (1.14%)	527 (0.91%)	37.00%	2.76	00:03:09	1.52%	8 (0.80%)	\$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 Goal Set 4 E-commerce

Users vs. Select a metric

Users



Primary Dimension: Source / Medium

Secondary dimension: 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
	35,966 % of Total: 100.00% (35,966)	33,637 % of Total: 100.00% (33,637)	57,973 % of Total: 100.00% (57,973)	20.94% Avg for View: 20.94% (0.00%)	3.68 Avg for View: 3.68 (0.00%)	00:03:06 Avg for View: 00:03:06 (0.00%)	1.07% Avg for View: 1.07% (0.00%)	618 % of Total: 100.00% (618)	\$947,703,714,944.00 % of Total: 100.00% (947,703,714,944.00)
1. [blurred]	9,905 (25.29%)	8,748 (26.01%)	14,750 (25.44%)	14.37%	4.97	00:03:39	1.36%	201 (32.52%)	\$0.00 (0.00%)
2. [blurred]	9,232 (23.57%)	8,731 (25.96%)	13,501 (23.29%)	26.71%	2.60	00:03:25	1.27%	171 (27.67%)	\$947,703,714,944.00 (100.00%)
3. [blurred]	4,953 (12.64%)	4,265 (12.68%)	7,392 (12.75%)	23.11%	3.99	00:02:51	1.54%	114 (18.45%)	\$0.00 (0.00%)
4. [blurred]	3,953 (10.09%)	3,240 (9.63%)	6,523 (11.25%)	15.73%	1.77	00:01:22	0.14%	9 (1.46%)	\$0.00 (0.00%)
5. [blurred]	2,029 (5.18%)	1,132 (3.37%)	3,523 (6.08%)	18.05%	5.49	00:04:06	0.85%	30 (4.85%)	\$0.00 (0.00%)
6. dealerleads.com / referral	1,876 (4.79%)	1,552 (4.61%)	2,398 (4.14%)	13.18%	5.12	00:03:34	1.71%	41 (6.63%)	\$0.00 (0.00%)
7. [blurred]	1,276 (3.26%)	1,140 (3.39%)	1,429 (2.46%)	48.78%	1.33	00:00:37	0.07%	1 (0.16%)	\$0.00 (0.00%)
8. [blurred]	1,141 (2.91%)	1,039 (3.09%)	1,320 (2.28%)	28.26%	2.16	00:01:02	0.15%	2 (0.32%)	\$0.00 (0.00%)
9. [blurred]	700 (1.79%)	577 (1.72%)	994 (1.71%)	15.90%	4.98	00:04:10	0.91%	9 (1.46%)	\$0.00 (0.00%)
10. [blurred]	619 (1.58%)	329 (0.98%)	808 (1.39%)	29.95%	2.57	00:01:12	0.00%	0 (0.00%)	\$0.00 (0.00%)

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

All Traffic

# DEALERLEADS

# 2019 Q4 PERFORMANCE

All Users 100.00% Users

Explorer

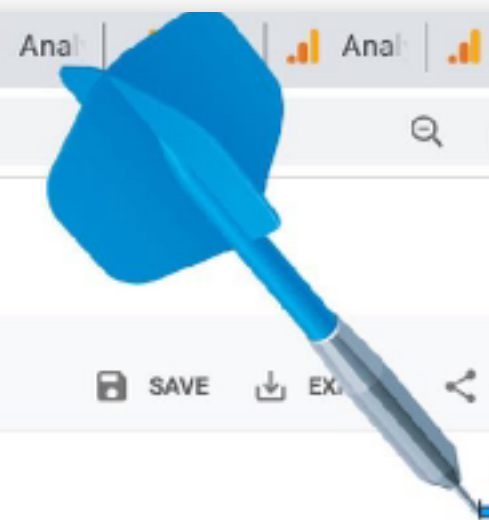
Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Goal Set 4 E-commerce

Users vs. Select a metric



Primary Dimension: Source / Medium

Source / Medium	Acquisition			Behavior			Conversions			Goal Value
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions		
	41,809 % of Total: 100.00% (41,809)	39,969 % of Total: 100.00% (39,969)	67,926 % of Total: 100.00% (67,926)	26.14% Avg for View: 26.14% (0.00%)	3.32 Avg for View: 3.32 (0.00%)	00:02:38 Avg for View: 00:02:38 (0.00%)	0.65% Avg for View: 0.65% (0.00%)	444 % of Total: 100.00% (444)	\$1,229,053,255,318.00 % of Total: 100.00% (\$1,229,053,255,318.00)	
1. [blurred]	10,777 (22.98%)	9,533 (23.85%)	15,660 (23.05%)	19.62%	4.88	00:03:30	0.89%	139 (31.31%)	\$0.00 (0.00%)	
2. [blurred]	10,328 (22.02%)	8,942 (22.37%)	15,618 (22.99%)	22.39%	1.37	00:01:05	0.05%	8 (1.80%)	\$0.00 (0.00%)	
3. [blurred]	5,222 (11.13%)	4,562 (11.41%)	8,101 (11.93%)	30.72%	3.87	00:03:21	0.56%	45 (10.14%)	\$0.00 (0.00%)	
4. [blurred]	4,625 (9.86%)	4,511 (11.25%)	7,044 (10.37%)	35.08%	3.51	00:03:09	1.83%	129 (29.05%)	\$1,229,053,255,318.00 (100.00%)	
5. [blurred]	4,134 (8.81%)	3,807 (9.52%)	4,554 (6.70%)	57.86%	1.18	00:00:22	0.04%	2 (0.45%)	\$0.00 (0.00%)	
6. [blurred]	2,367 (5.05%)	1,355 (3.39%)	3,812 (5.61%)	24.48%	4.67	00:03:16	1.00%	38 (8.56%)	\$0.00 (0.00%)	
7. [blurred]	2,202 (4.70%)	1,769 (4.43%)	2,863 (4.21%)	9.78%	1.33	00:01:13	0.03%	1 (0.23%)	\$0.00 (0.00%)	
8. dealerleads.com / referral	1,710 (3.65%)	1,377 (3.45%)	2,444 (3.60%)	18.13%	5.47	00:05:21	0.86%	21 (4.73%)	\$0.00 (0.00%)	
9. [blurred]	1,103 (2.35%)	470 (1.18%)	1,470 (2.15%)	16.87%	2.55	00:01:18	0.00%	0 (0.00%)	\$0.00 (0.00%)	
10. [blurred]	903 (1.93%)	755 (1.89%)	1,249 (1.84%)	21.62%	4.48	00:03:51	1.60%	20 (4.50%)	\$0.00 (0.00%)	



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

# DEALERLEADS

# 2020 Q1 PERFORMANCE



Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	39,119 <small>% of Total: 100.00% (39,119)</small>	36,637 <small>% of Total: 100.00% (36,637)</small>	63,957 <small>% of Total: 100.00% (63,957)</small>	27.01% <small>Avg for View: 27.01% (0.00%)</small>	3.26 <small>Avg for View: 3.26 (0.00%)</small>	00:02:38 <small>Avg for View: 00:02:38 (0.00%)</small>	1.26% <small>Avg for View: 1.26% (0.00%)</small>	803 <small>% of Total: 100.00% (803)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	10,754 (24.86%)	9,668 (26.39%)	15,273 (23.88%)	19.83%	4.73	00:03:25	1.83%	280 (34.87%)	\$0.00 (0.00%)
2. [blurred]	10,551 (24.39%)	8,782 (23.97%)	17,520 (27.39%)	21.93%	1.43	00:01:09	0.30%	53 (6.60%)	\$0.00 (0.00%)
3. [blurred]	5,684 (13.14%)	5,568 (15.20%)	8,282 (12.95%)	40.43%	3.20	00:02:48	1.80%	149 (18.56%)	\$0.00 (0.00%)
4. [blurred]	4,675 (10.81%)	4,100 (11.19%)	7,295 (11.41%)	26.99%	3.97	00:03:38	1.54%	112 (13.95%)	\$0.00 (0.00%)
5. [blurred]	2,766 (6.39%)	2,454 (6.70%)	3,026 (4.73%)	64.38%	1.26	00:00:23	0.07%	2 (0.25%)	\$0.00 (0.00%)
6. [blurred]	1,863 (4.31%)	1,075 (2.93%)	2,635 (4.12%)	27.32%	4.64	00:02:52	2.01%	53 (6.60%)	\$0.00 (0.00%)
7. dealerleads.com / referral	1,793 (4.14%)	1,463 (3.99%)	2,315 (3.62%)	21.51%	4.92	00:03:24	2.46%	57 (7.10%)	\$0.00 (0.00%)
8. [blurred]	1,371 (3.17%)	471 (1.29%)	1,892 (2.96%)	22.78%	2.39	00:01:05	0.21%	4 (0.50%)	\$0.00 (0.00%)
9. [blurred]	745 (1.72%)	596 (1.63%)	1,035 (1.62%)	23.67%	4.50	00:03:14	2.61%	27 (3.36%)	\$0.00 (0.00%)
10. [blurred]	445 (1.03%)	348 (0.95%)	649 (1.01%)	17.57%	4.45	00:03:50	1.69%	11 (1.37%)	\$0.00 (0.00%)

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

# DEALERLEADS

# 2020 Q2

## PERFORMANCE



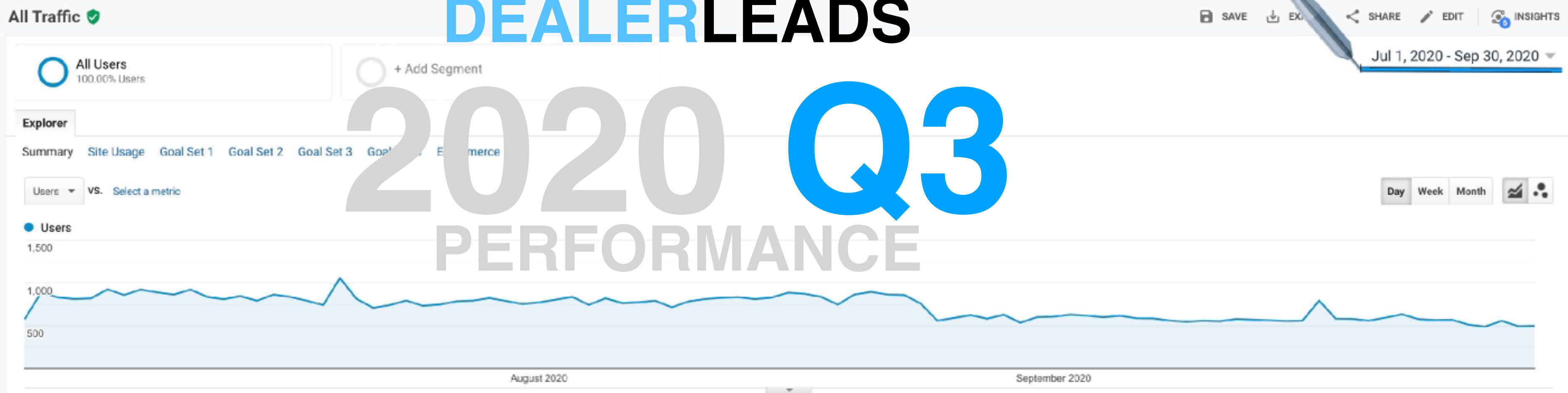
Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	41,247 <small>% of Total: 100.00% (41,247)</small>	38,728 <small>% of Total: 100.00% (38,728)</small>	72,818 <small>% of Total: 100.00% (72,818)</small>	14.22% <small>Avg for View: 14.22% (0.00%)</small>	4.41 <small>Avg for View: 4.41 (0.00%)</small>	00:02:43 <small>Avg for View: 00:02:43 (0.00%)</small>	1.09% <small>Avg for View: 1.09% (0.00%)</small>	795 <small>% of Total: 100.00% (795)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	12,597 (27.33%)	11,344 (29.29%)	18,278 (25.10%)	11.71%	6.38	00:03:26	1.67%	306 (38.49%)	\$0.00 (0.00%)
2. [blurred]	10,866 (23.57%)	9,116 (23.54%)	21,373 (29.35%)	10.22%	2.03	00:01:23	0.20%	43 (5.41%)	\$0.00 (0.00%)
3. [blurred]	5,331 (11.56%)	5,220 (13.48%)	8,260 (11.34%)	19.95%	4.67	00:03:14	1.57%	130 (16.35%)	\$0.00 (0.00%)
4. [blurred]	4,849 (10.52%)	4,187 (10.81%)	7,295 (10.02%)	19.70%	5.15	00:02:51	1.60%	117 (14.72%)	\$0.00 (0.00%)
5. [blurred]	2,605 (5.65%)	1,445 (3.73%)	3,747 (5.15%)	19.16%	5.76	00:03:08	1.79%	67 (8.43%)	\$0.00 (0.00%)
6. [blurred]	2,393 (5.19%)	1,965 (5.07%)	3,117 (4.28%)	24.61%	2.12	00:00:55	0.22%	7 (0.88%)	\$0.00 (0.00%)
7. [blurred]	1,661 (3.60%)	724 (1.87%)	2,120 (2.91%)	13.16%	2.81	00:00:57	0.05%	1 (0.13%)	\$0.00 (0.00%)
8. dealerleads.com / referral	1,645 (3.57%)	1,342 (3.47%)	2,154 (2.96%)	11.88%	6.22	00:03:16	1.86%	40 (5.03%)	\$0.00 (0.00%)
9. [blurred]	671 (1.46%)	541 (1.40%)	971 (1.33%)	9.17%	6.50	00:03:45	1.03%	10 (1.26%)	\$0.00 (0.00%)
10. [blurred]	557 (1.21%)	452 (1.17%)	727 (1.00%)	9.63%	6.80	00:04:20	1.38%	10 (1.26%)	\$0.00 (0.00%)

# DEALERLEADS

# 2020 Q3

## PERFORMANCE

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



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
	42,333 <small>% of Total: 100.00% (42,333)</small>	38,581 <small>% of Total: 100.00% (38,581)</small>	78,296 <small>% of Total: 100.00% (78,296)</small>	21.94% <small>Avg for View: 21.94% (0.00%)</small>	3.06 <small>Avg for View: 3.06 (0.00%)</small>	00:02:36 <small>Avg for View: 00:02:36 (0.00%)</small>	2.00% <small>Avg for View: 2.00% (0.00%)</small>	1,567 <small>% of Total: 100.00% (1,567)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	12,192 (25.15%)	10,979 (28.46%)	17,900 (22.86%)	18.39%	4.53	00:03:24	3.21%	575 (36.69%)	\$0.00 (0.00%)
2. [blurred]	10,363 (21.37%)	7,524 (19.50%)	22,430 (28.65%)	13.13%	1.52	00:01:15	0.64%	143 (9.13%)	\$0.00 (0.00%)
3. [blurred]	6,886 (14.20%)	6,697 (17.36%)	9,628 (12.30%)	39.47%	3.10	00:03:03	2.25%	217 (13.85%)	\$0.00 (0.00%)
4. [blurred]	4,984 (10.28%)	4,247 (11.01%)	7,984 (10.20%)	33.45%	3.46	00:02:50	3.13%	250 (15.95%)	\$0.00 (0.00%)
5. [blurred]	3,010 (6.21%)	1,693 (4.39%)	4,325 (5.52%)	23.63%	4.00	00:03:13	2.73%	118 (7.53%)	\$0.00 (0.00%)
6. [blurred]	2,588 (5.34%)	1,822 (4.72%)	3,595 (4.59%)	19.86%	1.50	00:00:54	0.64%	23 (1.47%)	\$0.00 (0.00%)
7. [blurred]	2,531 (5.22%)	875 (2.27%)	3,697 (4.72%)	21.34%	2.04	00:00:54	0.30%	11 (0.70%)	\$0.00 (0.00%)
8. dealerleads.com / referral	1,735 (3.58%)	1,417 (3.67%)	2,127 (2.72%)	21.91%	4.51	00:03:29	3.24%	69 (4.40%)	\$0.00 (0.00%)
9. [blurred]	610 (1.26%)	475 (1.23%)	927 (1.18%)	13.38%	4.71	00:03:51	2.91%	27 (1.72%)	\$0.00 (0.00%)
10. [blurred]	559 (1.15%)	435 (1.13%)	740 (0.95%)	18.51%	4.56	00:03:37	2.43%	18 (1.15%)	\$0.00 (0.00%)

# DEALERLEADS

# 2020 Q4 PERFORMANCE

All Traffic

All Users 100.00% Users + Add Segment

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Goal Set 4 E-commerce

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
	40,365 <small>% of Total: 100.00% (40,365)</small>	38,256 <small>% of Total: 100.00% (38,256)</small>	66,403 <small>% of Total: 100.00% (66,403)</small>	26.98% <small>Avg for View: 26.98% (0.00%)</small>	3.53 <small>Avg for View: 3.53 (0.00%)</small>	00:03:02 <small>Avg for View: 00:03:02 (0.00%)</small>	2.75% <small>Avg for View: 2.75% (0.00%)</small>	1,826 <small>% of Total: 100.00% (1,826)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	12,360 (27.61%)	11,104 (29.03%)	18,098 (27.25%)	17.44%	4.84	00:03:45	4.11%	744 (40.74%)	\$0.00 (0.00%)
2. [blurred]	8,622 (19.26%)	8,533 (22.30%)	12,100 (18.22%)	36.49%	3.30	00:03:38	1.85%	224 (12.27%)	\$0.00 (0.00%)
3. [blurred]	5,655 (12.63%)	4,862 (12.71%)	8,698 (13.10%)	33.33%	3.62	00:02:55	3.28%	285 (15.61%)	\$0.00 (0.00%)
4. [blurred]	3,861 (8.63%)	2,810 (7.35%)	7,950 (11.97%)	16.39%	1.62	00:01:24	1.47%	117 (6.41%)	\$0.00 (0.00%)
5. [blurred]	2,888 (6.45%)	1,584 (4.14%)	4,313 (6.50%)	21.19%	4.22	00:03:27	3.59%	155 (8.49%)	\$0.00 (0.00%)
6. [blurred]	2,237 (5.00%)	1,820 (4.76%)	2,942 (4.43%)	22.54%	1.48	00:01:01	1.26%	37 (2.03%)	\$0.00 (0.00%)
7. dealerleads.com / referral	1,778 (3.97%)	1,526 (3.99%)	2,227 (3.35%)	37.22%	3.72	00:02:46	3.32%	74 (4.05%)	\$0.00 (0.00%)
8. [blurred]	1,337 (2.99%)	1,316 (3.44%)	1,357 (2.04%)	81.58%	1.21	00:00:19	1.11%	15 (0.82%)	\$0.00 (0.00%)
9. [blurred]	817 (1.83%)	353 (0.92%)	1,123 (1.69%)	26.27%	2.19	00:01:06	0.71%	8 (0.44%)	\$0.00 (0.00%)
10. [blurred]	756 (1.69%)	738 (1.93%)	728 (1.10%)	84.34%	1.19	00:00:23	0.27%	2 (0.11%)	\$0.00 (0.00%)

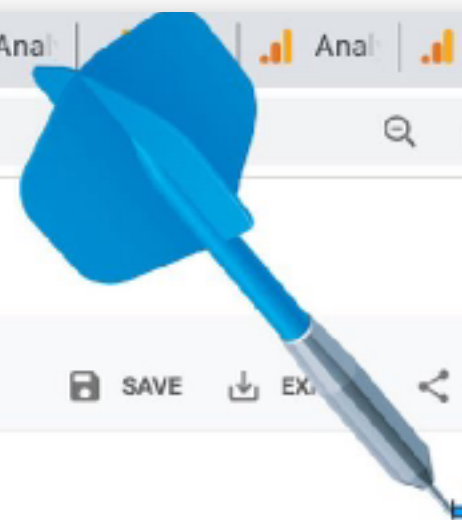


# DEALERLEADS

# 2021 Q1 PERFORMANCE

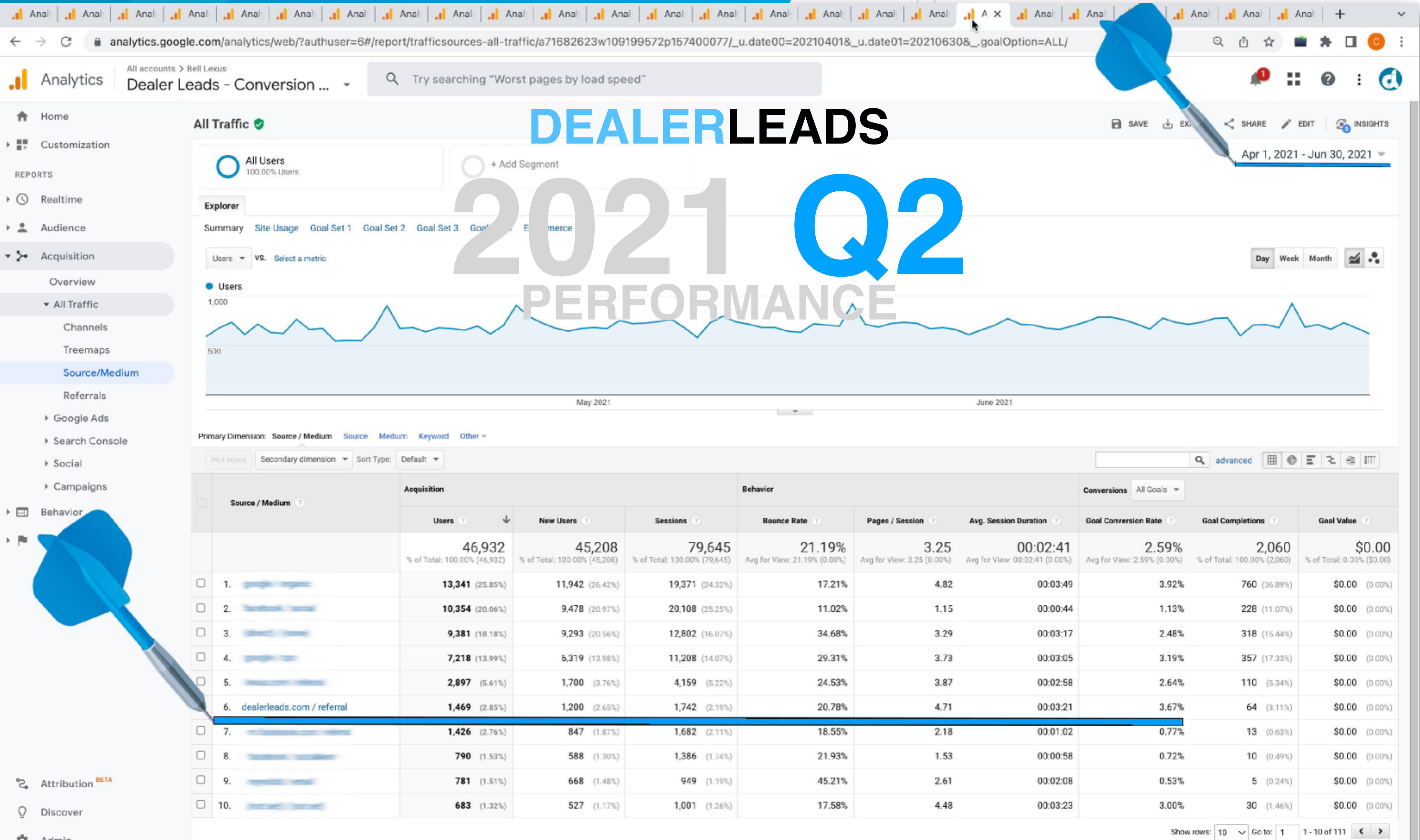


Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	46,387 <small>% of Total: 100.00% (46,387)</small>	44,444 <small>% of Total: 100.00% (44,444)</small>	75,107 <small>% of Total: 100.00% (75,107)</small>	22.97% <small>Avg for View: 22.97% (0.00%)</small>	3.34 <small>Avg for View: 3.34 (0.00%)</small>	00:02:58 <small>Avg for View: 00:02:58 (0.00%)</small>	2.79% <small>Avg for View: 2.79% (0.00%)</small>	2,097 <small>% of Total: 100.00% (2,097)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. google / organic	12,596 (24.88%)	11,246 (25.30%)	18,636 (24.81%)	17.27%	4.71	00:03:57	4.27%	796 (37.96%)	\$0.00 (0.00%)
2. direct / direct	9,830 (19.42%)	9,576 (21.55%)	13,373 (17.81%)	33.19%	3.44	00:04:04	2.61%	349 (16.64%)	\$0.00 (0.00%)
3. facebook / social	7,010 (13.85%)	6,355 (14.30%)	12,987 (17.29%)	14.68%	1.27	00:00:54	1.11%	144 (6.87%)	\$0.00 (0.00%)
4. google / ads	5,678 (11.22%)	4,972 (11.19%)	8,461 (11.27%)	31.28%	3.70	00:02:41	3.29%	278 (13.26%)	\$0.00 (0.00%)
5. youtube / video	2,722 (5.38%)	1,584 (3.56%)	3,850 (5.13%)	19.48%	4.24	00:03:23	4.18%	161 (7.68%)	\$0.00 (0.00%)
6. dealerleads.com / referral	1,892 (3.74%)	1,627 (3.66%)	2,405 (3.20%)	34.97%	3.94	00:03:05	3.41%	82 (3.91%)	\$0.00 (0.00%)
7. youtube / video	1,831 (3.62%)	1,829 (4.12%)	1,833 (2.44%)	27.17%	2.83	00:02:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. facebook / social	1,435 (2.84%)	1,273 (2.86%)	2,418 (3.22%)	11.41%	1.23	00:00:48	1.49%	36 (1.72%)	\$0.00 (0.00%)
9. facebook.com / referral	1,359 (2.68%)	833 (1.87%)	1,656 (2.20%)	25.79%	2.15	00:01:03	0.42%	7 (0.33%)	\$0.00 (0.00%)
10. facebook / social	1,158 (2.29%)	999 (2.25%)	1,409 (1.88%)	19.59%	1.57	00:01:18	1.56%	22 (1.05%)	\$0.00 (0.00%)



# DEALERLEADS

# 2021 Q2 PERFORMANCE



# DEALERLEADS

# 2021 Q3 PERFORMANCE

All Traffic

All Users  
100.00% Users

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Goal Set 4 E-commerce

Users vs. Select a metric

Users

1,500

1,000

500

August 2021

September 2021

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
	52,163 <small>% of Total: 100.00% (52,163)</small>	50,261 <small>% of Total: 100.00% (50,261)</small>	87,833 <small>% of Total: 100.00% (87,833)</small>	22.35% <small>Avg for View: 22.35% (0.00%)</small>	3.27 <small>Avg for View: 3.27 (0.00%)</small>	00:02:41 <small>Avg for View: 00:02:41 (0.00%)</small>	2.50% <small>Avg for View: 2.50% (0.00%)</small>	2,192 <small>% of Total: 100.00% (2,192)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	13,748 (24.17%)	12,313 (24.50%)	20,394 (23.22%)	19.54%	4.63	00:03:46	3.35%	683 (31.16%)	\$0.00 (0.00%)
2. [blurred]	11,937 (20.99%)	11,756 (23.39%)	16,409 (18.68%)	36.38%	3.27	00:02:57	2.20%	361 (16.47%)	\$0.00 (0.00%)
3. [blurred]	11,519 (20.25%)	10,550 (20.99%)	22,032 (25.08%)	10.59%	1.22	00:00:50	1.48%	325 (14.83%)	\$0.00 (0.00%)
4. [blurred]	7,749 (13.62%)	6,614 (13.16%)	11,802 (13.44%)	25.18%	4.05	00:03:13	3.07%	362 (16.51%)	\$0.00 (0.00%)
5. [blurred]	3,116 (5.48%)	1,989 (3.96%)	4,597 (5.23%)	18.40%	4.69	00:03:26	3.46%	159 (7.25%)	\$0.00 (0.00%)
6. [blurred]	2,175 (3.82%)	1,614 (3.21%)	2,408 (2.74%)	39.41%	1.92	00:00:45	0.75%	18 (0.82%)	\$0.00 (0.00%)
7. dealerleads.com / referral	1,410 (2.48%)	1,198 (2.38%)	1,720 (1.96%)	23.55%	4.57	00:02:59	2.79%	48 (2.19%)	\$0.00 (0.00%)
8. [blurred]	752 (1.32%)	643 (1.28%)	1,018 (1.16%)	52.85%	2.50	00:02:13	0.49%	5 (0.23%)	\$0.00 (0.00%)
9. [blurred]	667 (1.17%)	519 (1.03%)	1,018 (1.16%)	18.57%	4.45	00:04:20	2.85%	29 (1.32%)	\$0.00 (0.00%)
10. [blurred]	559 (0.98%)	435 (0.87%)	752 (0.86%)	15.56%	4.97	00:03:37	4.12%	31 (1.41%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 134

# DEALERLEADS

# 2021 Q4 PERFORMANCE

All Traffic

All Users  
100.00% Users

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Goal Set 4 E-commerce

Users vs. Select a metric

Users

1,500

1,000

500

November 2021

December 2021

Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	47,581 <small>% of Total: 100.00% (47,581)</small>	45,553 <small>% of Total: 100.00% (45,553)</small>	75,269 <small>% of Total: 100.00% (75,269)</small>	24.87% <small>Avg for View: 24.87% (0.00%)</small>	3.15 <small>Avg for View: 3.15 (0.00%)</small>	00:02:32 <small>Avg for View: 00:02:32 (0.00%)</small>	2.19% <small>Avg for View: 2.19% (0.00%)</small>	1,650 <small>% of Total: 100.00% (1,650)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	14,899 (29.19%)	13,278 (29.15%)	21,196 (28.16%)	20.66%	4.20	00:03:28	3.00%	636 (38.55%)	\$0.00 (0.00%)
2. [blurred]	9,317 (18.25%)	9,216 (20.23%)	12,761 (16.95%)	37.93%	3.02	00:02:42	1.92%	245 (14.85%)	\$0.00 (0.00%)
3. [blurred]	8,697 (17.04%)	8,083 (17.74%)	16,111 (21.40%)	14.50%	1.17	00:00:47	1.06%	170 (10.30%)	\$0.00 (0.00%)
4. [blurred]	7,223 (14.15%)	6,326 (13.89%)	10,448 (13.88%)	27.49%	3.53	00:02:44	2.43%	254 (15.39%)	\$0.00 (0.00%)
5. [blurred]	2,991 (5.86%)	2,124 (4.66%)	4,193 (5.57%)	18.60%	4.30	00:03:01	3.01%	126 (7.64%)	\$0.00 (0.00%)
6. dealerleads.com / referral	1,400 (2.74%)	1,152 (2.53%)	1,773 (2.36%)	29.22%	3.76	00:02:49	2.09%	37 (2.24%)	\$0.00 (0.00%)
7. [blurred]	1,057 (2.07%)	728 (1.60%)	1,174 (1.56%)	28.53%	2.13	00:01:01	0.34%	4 (0.24%)	\$0.00 (0.00%)
8. [blurred]	885 (1.73%)	734 (1.61%)	1,353 (1.80%)	22.03%	4.29	00:04:04	2.81%	38 (2.30%)	\$0.00 (0.00%)
9. [blurred]	688 (1.35%)	541 (1.19%)	932 (1.24%)	15.45%	4.47	00:03:21	3.43%	32 (1.94%)	\$0.00 (0.00%)
10. [blurred]	496 (0.97%)	444 (0.97%)	621 (0.83%)	14.17%	4.83	00:03:21	2.09%	13 (0.79%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 128

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

All Traffic

# DEALERLEADS

# 2022 Q1 PERFORMANCE

All Users 100.00% Users

+ Add Segment

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Goal Set 4 E-commerce

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
	51,650 <small>% of Total: 100.00% (51,650)</small>	49,865 <small>% of Total: 100.00% (49,865)</small>	80,368 <small>% of Total: 100.00% (80,368)</small>	23.50% <small>Avg for View: 23.50% (0.00%)</small>	3.12 <small>Avg for View: 3.12 (0.00%)</small>	00:02:37 <small>Avg for View: 00:02:37 (0.00%)</small>	2.50% <small>Avg for View: 2.50% (0.00%)</small>	2,010 <small>% of Total: 100.00% (2,010)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	16,459 (29.64%)	14,870 (29.82%)	23,668 (29.45%)	19.12%	4.12	00:03:26	3.34%	790 (39.30%)	\$0.00 (0.00%)
2. [blurred]	10,339 (18.62%)	10,181 (20.42%)	13,686 (17.05%)	41.01%	2.81	00:02:32	1.96%	268 (13.33%)	\$0.00 (0.00%)
3. [blurred]	9,126 (16.44%)	8,650 (17.35%)	16,117 (20.05%)	10.38%	1.18	00:00:56	1.21%	195 (9.70%)	\$0.00 (0.00%)
4. [blurred]	8,310 (14.97%)	7,332 (14.70%)	11,923 (14.84%)	28.77%	3.36	00:02:40	2.71%	323 (16.07%)	\$0.00 (0.00%)
5. [blurred]	3,370 (6.07%)	2,385 (4.78%)	4,520 (5.62%)	19.78%	4.37	00:03:22	3.21%	145 (7.21%)	\$0.00 (0.00%)
6. dealerleads.com / referral	1,870 (3.37%)	1,569 (3.15%)	2,306 (2.87%)	26.11%	3.90	00:02:50	4.16%	96 (4.78%)	\$0.00 (0.00%)
7. [blurred]	863 (1.55%)	684 (1.37%)	1,258 (1.57%)	17.49%	3.92	00:04:06	1.99%	25 (1.24%)	\$0.00 (0.00%)
8. [blurred]	827 (1.49%)	527 (1.06%)	884 (1.10%)	19.46%	2.10	00:01:09	0.23%	2 (0.10%)	\$0.00 (0.00%)
9. [blurred]	754 (1.36%)	607 (1.22%)	1,099 (1.37%)	15.20%	4.45	00:03:56	3.37%	37 (1.84%)	\$0.00 (0.00%)
10. [blurred]	510 (0.92%)	447 (0.90%)	634 (0.79%)	15.93%	4.21	00:03:25	2.52%	16 (0.80%)	\$0.00 (0.00%)

# DEALERLEADS

# 2022 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



Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	54,528 <small>% of Total: 100.00% (54,528)</small>	53,300 <small>% of Total: 100.00% (53,300)</small>	84,444 <small>% of Total: 100.00% (84,444)</small>	26.48% <small>Avg for View: 26.48% (0.00%)</small>	2.92 <small>Avg for View: 2.92 (0.00%)</small>	00:02:20 <small>Avg for View: 00:02:20 (0.00%)</small>	2.22% <small>Avg for View: 2.22% (0.00%)</small>	1,877 <small>% of Total: 100.00% (1,877)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	15,473 (26.57%)	13,749 (25.80%)	21,950 (25.99%)	19.49%	4.14	00:03:21	3.17%	695 (37.03%)	\$0.00 (0.00%)
2. [blurred]	14,306 (24.57%)	14,236 (26.71%)	17,810 (21.05%)	48.56%	2.67	00:02:09	1.34%	239 (12.73%)	\$0.00 (0.00%)
3. [blurred]	11,219 (19.27%)	10,938 (20.52%)	19,613 (23.23%)	10.75%	1.18	00:00:50	1.16%	228 (12.15%)	\$0.00 (0.00%)
4. [blurred]	7,598 (13.05%)	6,803 (12.76%)	11,547 (13.67%)	31.31%	3.25	00:02:35	2.56%	296 (15.77%)	\$0.00 (0.00%)
5. [blurred]	3,116 (5.35%)	2,095 (3.93%)	4,078 (4.83%)	22.78%	3.86	00:02:53	3.56%	145 (7.73%)	\$0.00 (0.00%)
6. dealerleads.com / referral	1,738 (2.98%)	1,480 (2.78%)	2,184 (2.59%)	31.46%	3.58	00:02:30	3.66%	80 (4.26%)	\$0.00 (0.00%)
7. [blurred]	710 (1.22%)	577 (1.08%)	937 (1.11%)	14.41%	4.11	00:03:09	3.09%	29 (1.55%)	\$0.00 (0.00%)
8. [blurred]	691 (1.19%)	547 (1.03%)	1,187 (1.41%)	22.58%	3.79	00:04:08	3.45%	41 (2.18%)	\$0.00 (0.00%)
9. [blurred]	498 (0.86%)	475 (0.89%)	673 (0.80%)	54.23%	1.63	00:01:51	3.42%	23 (1.23%)	\$0.00 (0.00%)
10. [blurred]	421 (0.72%)	385 (0.72%)	625 (0.74%)	21.28%	3.98	00:03:12	5.12%	32 (1.70%)	\$0.00 (0.00%)

# DEALERLEADS

# 2022 Q3 PERFORMANCE

All Traffic

All Users  
100.00% Users

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Goal Set 4 E-commerce

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
	53,916 <small>% of Total: 100.00% (53,916)</small>	52,762 <small>% of Total: 100.00% (52,762)</small>	81,118 <small>% of Total: 100.00% (81,118)</small>	29.07% <small>Avg for View: 29.07% (0.00%)</small>	2.96 <small>Avg for View: 2.96 (0.00%)</small>	00:02:22 <small>Avg for View: 00:02:22 (0.00%)</small>	2.40% <small>Avg for View: 2.40% (0.00%)</small>	1,947 <small>% of Total: 100.00% (1,947)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	15,763 (27.34%)	14,475 (27.43%)	22,122 (27.27%)	24.27%	4.04	00:03:13	3.46%	766 (39.34%)	\$0.00 (0.00%)
2. [blurred]	12,100 (20.99%)	11,327 (21.47%)	18,579 (22.90%)	11.37%	1.54	00:01:14	1.30%	242 (12.43%)	\$0.00 (0.00%)
3. [blurred]	11,848 (20.55%)	11,685 (22.15%)	15,207 (18.75%)	54.27%	2.42	00:01:54	1.52%	231 (11.86%)	\$0.00 (0.00%)
4. [blurred]	7,707 (13.37%)	6,884 (13.05%)	11,050 (13.62%)	28.53%	3.42	00:02:34	2.76%	305 (15.67%)	\$0.00 (0.00%)
5. [blurred]	2,872 (4.98%)	2,100 (3.98%)	3,684 (4.54%)	23.97%	3.71	00:02:44	3.23%	119 (6.11%)	\$0.00 (0.00%)
6. dealerleads.com / referral	1,592 (2.76%)	1,339 (2.54%)	2,110 (2.60%)	26.73%	3.89	00:02:54	3.70%	78 (4.01%)	\$0.00 (0.00%)
7. [blurred]	746 (1.29%)	598 (1.13%)	1,225 (1.51%)	21.96%	3.86	00:04:01	3.84%	47 (2.41%)	\$0.00 (0.00%)
8. [blurred]	652 (1.13%)	619 (1.17%)	697 (0.86%)	75.04%	1.62	00:00:32	0.29%	2 (0.10%)	\$0.00 (0.00%)
9. [blurred]	553 (0.96%)	524 (0.99%)	931 (1.15%)	52.09%	1.79	00:02:33	1.83%	17 (0.87%)	\$0.00 (0.00%)
10. [blurred]	489 (0.85%)	387 (0.73%)	648 (0.80%)	17.44%	4.08	00:03:19	3.24%	21 (1.08%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 131

# DEALERLEADS 2022 Q4 PERFORMANCE

**All Traffic** 100.00% 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
	55,619 (100.00%)	54,526 (100.00%)	85,245 (100.00%)	28.37%	2.87	00:02:14	2.00%	1,703	\$0.00
1. [blurred]	16,106 (27.13%)	14,425 (26.46%)	21,947 (25.75%)	23.92%	3.87	00:02:56	2.63%	578 (33.94%)	\$0.00 (0.00%)
2. [blurred]	12,826 (21.60%)	12,371 (22.69%)	20,789 (24.39%)	14.71%	1.50	00:01:10	1.21%	252 (14.80%)	\$0.00 (0.00%)
3. [blurred]	11,363 (19.14%)	11,401 (20.91%)	15,486 (18.17%)	48.37%	2.60	00:02:01	1.83%	283 (16.62%)	\$0.00 (0.00%)
4. [blurred]	9,352 (15.75%)	8,510 (15.61%)	13,387 (15.70%)	32.55%	3.07	00:02:13	1.97%	264 (15.50%)	\$0.00 (0.00%)
5. [blurred]	3,207 (5.40%)	2,371 (4.35%)	4,070 (4.77%)	23.61%	3.62	00:02:46	2.09%	85 (4.99%)	\$0.00 (0.00%)
6. <b>dealerleads.com / referral</b>	<b>2,190 (3.69%)</b>	<b>1,919 (3.52%)</b>	<b>2,789 (3.27%)</b>	<b>39.30%</b>	<b>3.33</b>	<b>00:02:24</b>	<b>2.72%</b>	<b>76 (4.46%)</b>	<b>\$0.00 (0.00%)</b>
7. [blurred]	912 (1.54%)	729 (1.34%)	1,375 (1.61%)	21.67%	3.91	00:03:39	3.13%	43 (2.52%)	\$0.00 (0.00%)
8. [blurred]	466 (0.78%)	427 (0.78%)	688 (0.81%)	18.90%	4.27	00:03:25	1.45%	10 (0.59%)	\$0.00 (0.00%)
9. [blurred]	356 (0.60%)	314 (0.58%)	586 (0.69%)	30.55%	3.81	00:02:39	3.07%	18 (1.06%)	\$0.00 (0.00%)
10. [blurred]	336 (0.57%)	301 (0.55%)	433 (0.51%)	60.51%	2.01	00:01:45	0.92%	4 (0.23%)	\$0.00 (0.00%)



Analytics Dealer Leads - Conversion ... Try searching for "site content"

# DEALERLEADS

# 2023 Q1

## PERFORMANCE

Jan 1, 2023 - Mar 31, 2023

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
	51,631 (100.00%)	49,957 (100.00%)	78,804 (100.00%)	29.85%	3.20	00:02:37	1.99%	1,567	\$0.00
1. [blurred]	16,713 (30.13%)	15,107 (30.24%)	24,050 (30.52%)	23.18%	4.06	00:03:24	2.37%	571 (36.44%)	\$0.00 (0.00%)
2. [blurred]	9,890 (17.83%)	8,872 (17.76%)	13,927 (17.67%)	34.29%	3.10	00:02:09	2.10%	292 (18.63%)	\$0.00 (0.00%)
3. [blurred]	9,649 (17.40%)	9,415 (18.85%)	13,420 (17.03%)	38.06%	2.99	00:02:30	1.92%	257 (16.40%)	\$0.00 (0.00%)
4. [blurred]	6,289 (11.34%)	5,698 (11.41%)	9,284 (11.78%)	18.96%	1.41	00:00:56	0.78%	72 (4.55%)	\$0.00 (0.00%)
5. [blurred]	2,804 (5.06%)	1,944 (3.89%)	3,854 (4.89%)	24.55%	3.92	00:03:04	2.23%	86 (5.49%)	\$0.00 (0.00%)
6. dealerleads.com / referral	2,655 (4.79%)	2,366 (4.74%)	3,299 (4.19%)	38.38%	3.57	00:02:41	2.33%	77 (4.91%)	\$0.00 (0.00%)
7. [blurred]	1,661 (2.99%)	1,639 (3.28%)	2,200 (2.79%)	85.36%	1.32	00:01:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. [blurred]	1,257 (2.27%)	1,153 (2.31%)	1,968 (2.50%)	18.39%	1.70	00:01:59	2.44%	48 (3.06%)	\$0.00 (0.00%)
9. [blurred]	1,039 (1.87%)	845 (1.69%)	1,497 (1.90%)	19.51%	4.29	00:03:45	3.27%	49 (3.15%)	\$0.00 (0.00%)
10. [blurred]	559 (1.01%)	503 (1.01%)	641 (0.81%)	67.39%	1.64	00:00:59	0.16%	1 (0.06%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 - 10 of 129

# 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.

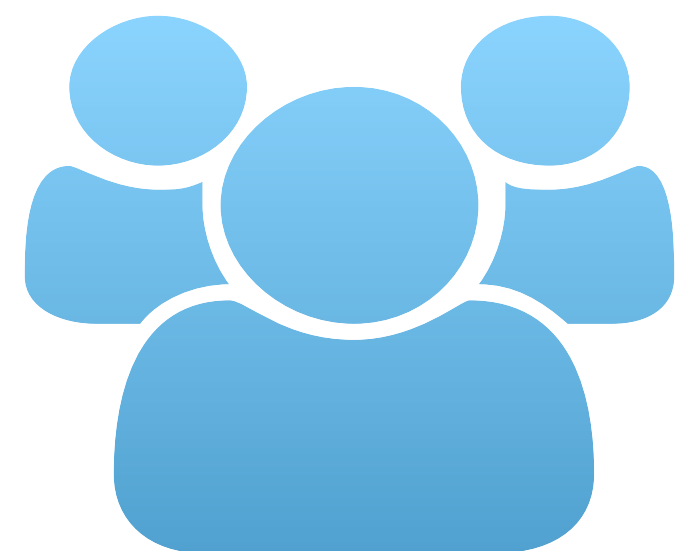
# 2023

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