



A family owned and operated company.

(800) 369-3003

dealerleads.com

4 YEAR PLUS

PARTNER CASE STUDY #42

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ARROWHEAD LEXUS

DealerLeads.com... "we have a better mousetrap"

OUR SIX FOCAL POINTS

1 Media Buy / The Budget

How much traffic is purchased? The budget is entirely up to the dealer, really 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 that traffic originated and its relevance in relationship to your dealerships location and or campaign.

3 Page 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.

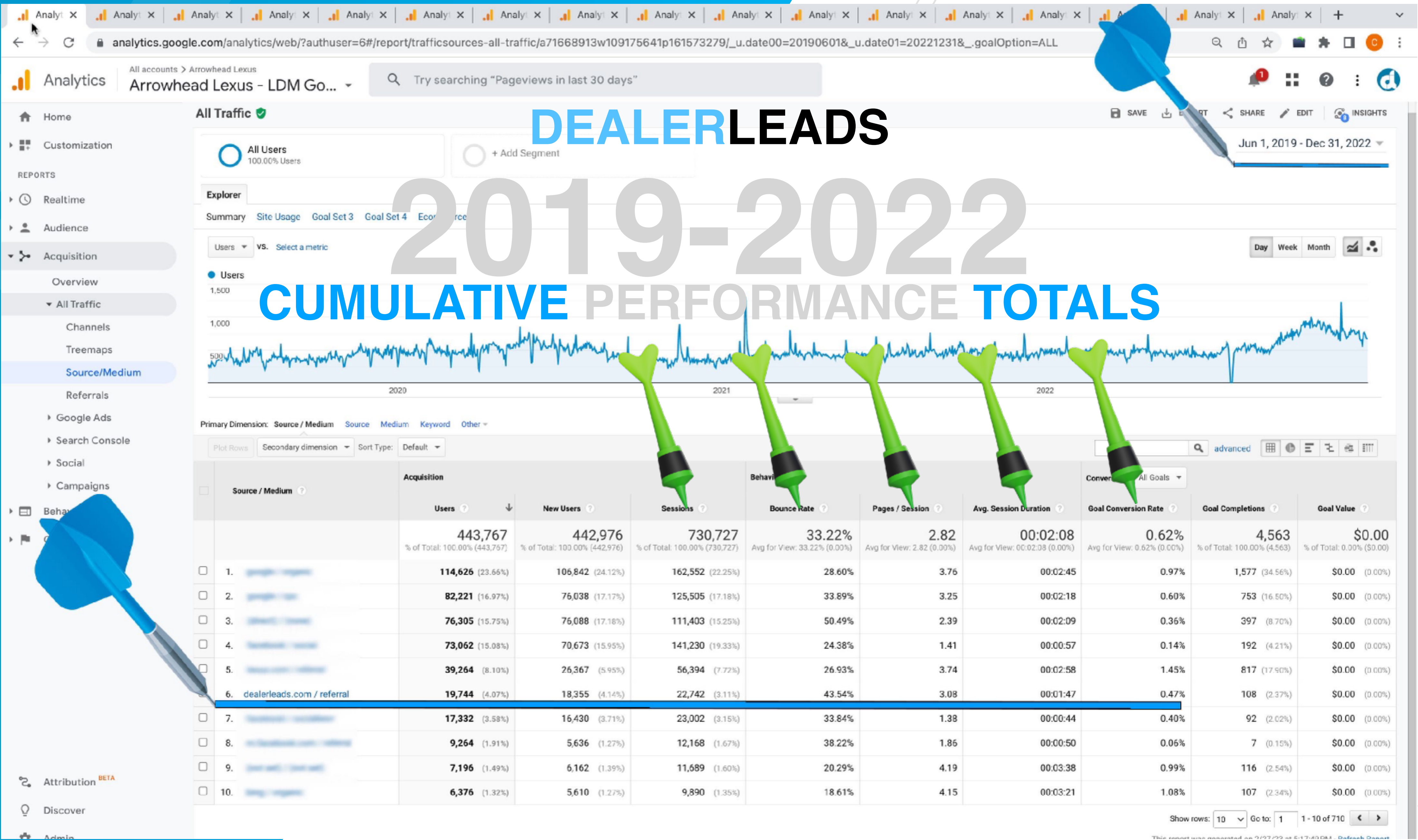
You won't find cool pictures of pretty people doing extraordinary things. There are no pie charts, bar graphs, or staircases with lightning bolt arrows pointing upward showing how much money you will make. At the end of the month, your P&L statement is all about the math, and so is this case study.

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

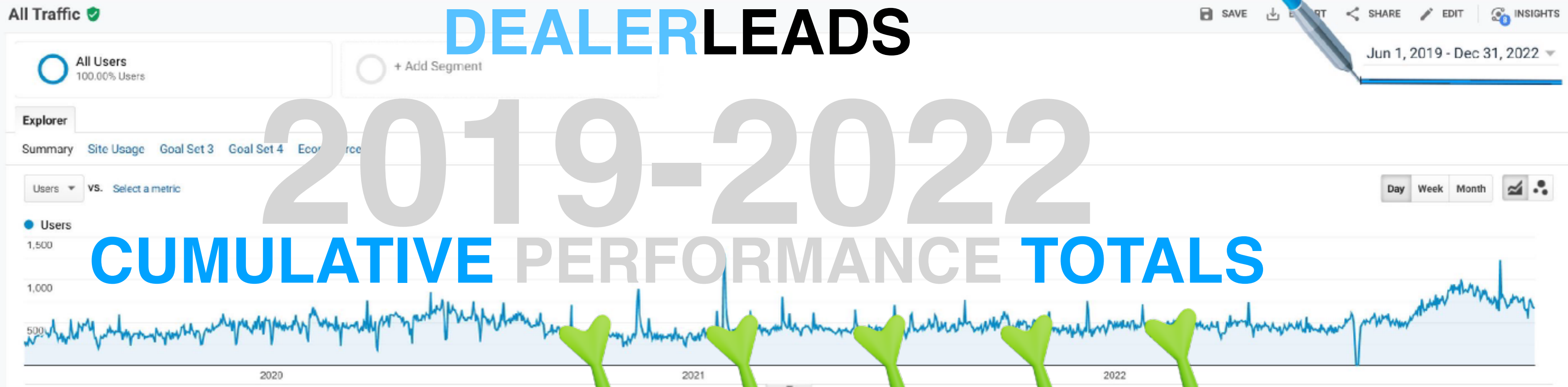
Introducing
[DealerLeads.com](https://dealerleads.com)

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

2019-2022 CUMULATIVE PERFORMANCE TOTALS



Primary Dimension: Source / Medium

Source / Medium	Acquisition			Behavior			Conversion			
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value	
	443,767 <small>% of Total: 100.00% (443,767)</small>	442,976 <small>% of Total: 100.00% (442,976)</small>	730,727 <small>% of Total: 100.00% (730,727)</small>	33.22% <small>Avg for View: 33.22% (0.00%)</small>	2.82 <small>Avg for View: 2.82 (0.00%)</small>	00:02:08 <small>Avg for View: 00:02:08 (0.00%)</small>	0.62% <small>Avg for View: 0.62% (0.00%)</small>	4,563 <small>% of Total: 100.00% (4,563)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>	
1. [blurred]	114,626 (23.66%)	106,842 (24.12%)	162,552 (22.25%)	28.60%	3.76	00:02:45	0.97%	1,577 (34.56%)	\$0.00 (0.00%)	
2. [blurred]	82,221 (16.97%)	76,038 (17.17%)	125,505 (17.18%)	33.89%	3.25	00:02:18	0.60%	753 (16.50%)	\$0.00 (0.00%)	
3. [blurred]	76,305 (15.75%)	76,088 (17.18%)	111,403 (15.25%)	50.49%	2.39	00:02:09	0.36%	397 (8.70%)	\$0.00 (0.00%)	
4. [blurred]	73,062 (15.08%)	70,673 (15.95%)	141,230 (19.33%)	24.38%	1.41	00:00:57	0.14%	192 (4.21%)	\$0.00 (0.00%)	
5. [blurred]	39,264 (8.10%)	26,367 (5.95%)	56,394 (7.72%)	26.93%	3.74	00:02:58	1.45%	817 (17.90%)	\$0.00 (0.00%)	
6. dealerleads.com / referral	19,744 (4.07%)	18,355 (4.14%)	22,742 (3.11%)	43.54%	3.08	00:01:47	0.47%	108 (2.37%)	\$0.00 (0.00%)	
7. [blurred]	17,332 (3.58%)	16,430 (3.71%)	23,002 (3.15%)	33.84%	1.38	00:00:44	0.40%	92 (2.02%)	\$0.00 (0.00%)	
8. [blurred]	9,264 (1.91%)	5,636 (1.27%)	12,168 (1.67%)	38.22%	1.86	00:00:50	0.06%	7 (0.15%)	\$0.00 (0.00%)	
9. [blurred]	7,196 (1.49%)	6,162 (1.39%)	11,689 (1.60%)	20.29%	4.19	00:03:38	0.99%	116 (2.54%)	\$0.00 (0.00%)	
10. [blurred]	6,376 (1.32%)	5,610 (1.27%)	9,890 (1.35%)	18.61%	4.15	00:03:21	1.08%	107 (2.34%)	\$0.00 (0.00%)	

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

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

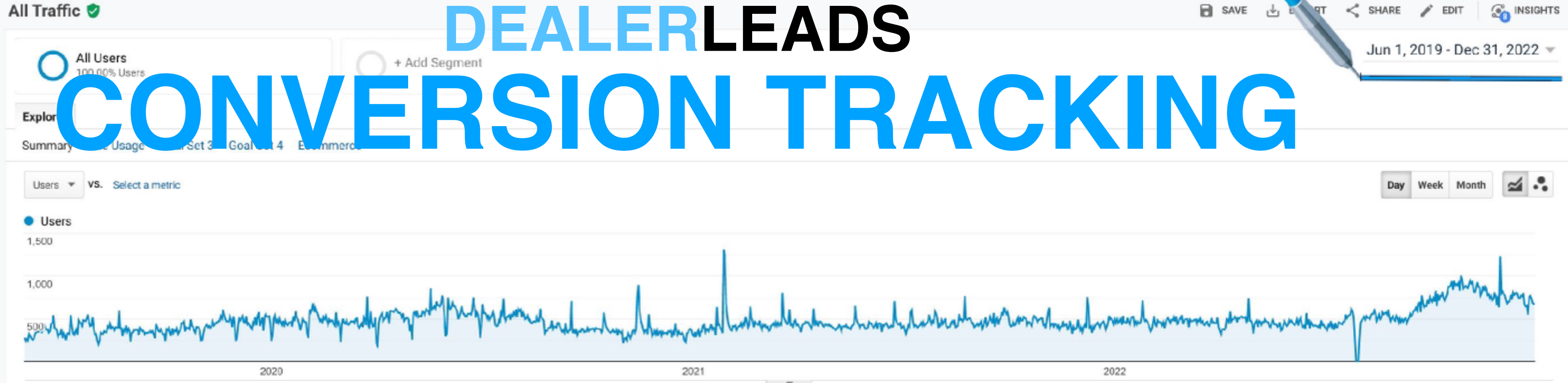
The Google Analytics dashboard allows an in-depth comparison of several traffic sources simultaneously, based entirely on the math in an unbiased reporting platform. In this case study, we are looking at hard goal conversions and hard goal completion conversion rates.

HARD GOAL CONVERSIONS

Introducing
DealerLeads.com

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

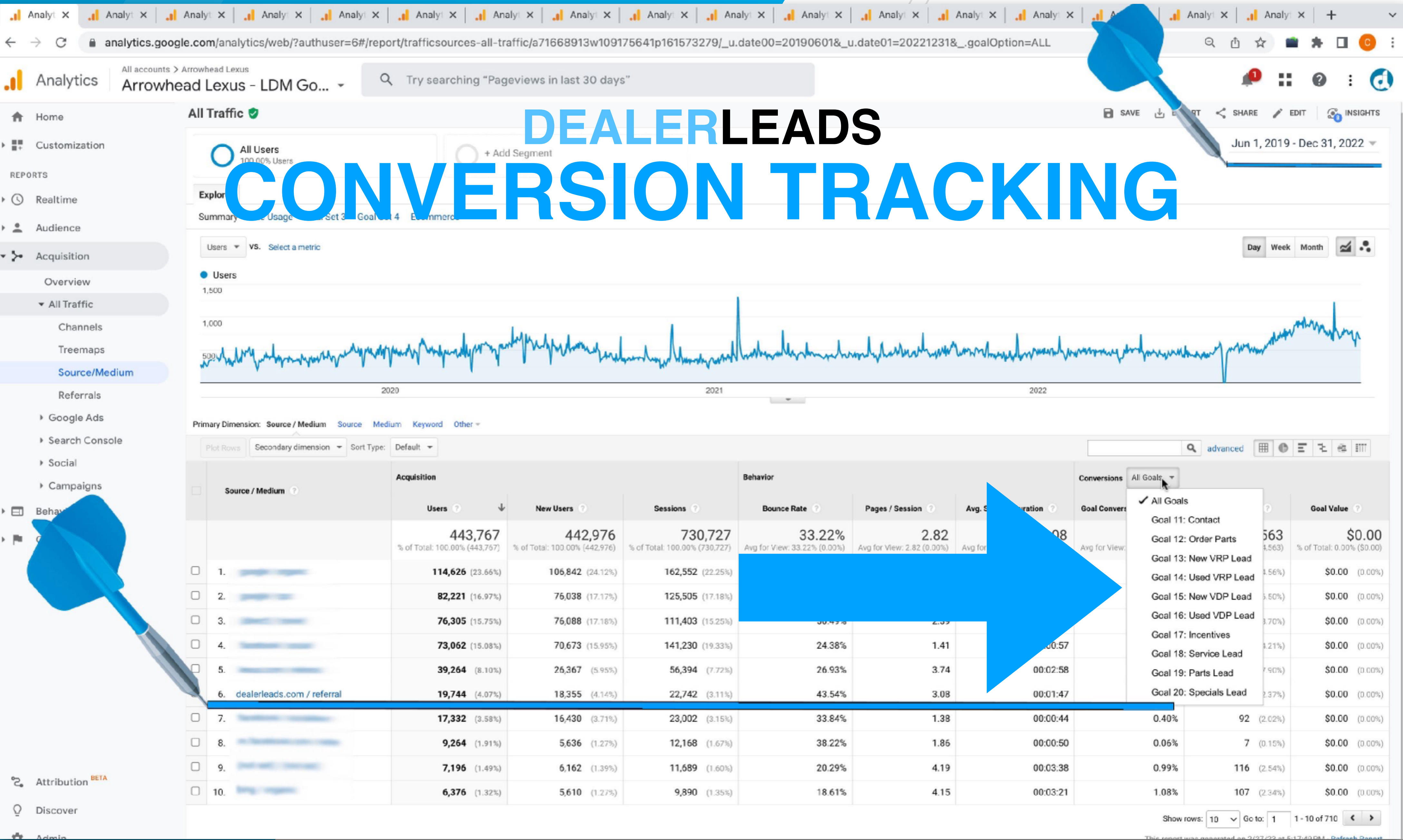
DEALERLEADS CONVERSION TRACKING



Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Value	Goal Value
	443,767	442,976	730,727	33.22%	2.82	00:01:08			
1. [blurred]	114,626 (23.66%)	106,842 (24.12%)	162,552 (22.25%)	[blurred]	[blurred]	[blurred]			
2. [blurred]	82,221 (16.97%)	76,038 (17.17%)	125,505 (17.18%)	[blurred]	[blurred]	[blurred]			
3. [blurred]	76,305 (15.75%)	76,088 (17.18%)	111,403 (15.25%)	[blurred]	[blurred]	[blurred]			
4. [blurred]	73,062 (15.08%)	70,673 (15.95%)	141,230 (19.33%)	24.38%	1.41	00:00:57			
5. [blurred]	39,264 (8.10%)	26,367 (5.95%)	56,394 (7.72%)	26.93%	3.74	00:02:58			
6. dealerleads.com / referral	19,744 (4.07%)	18,355 (4.14%)	22,742 (3.11%)	43.54%	3.08	00:01:47			
7. [blurred]	17,332 (3.58%)	16,430 (3.71%)	23,002 (3.15%)	33.84%	1.38	00:00:44	0.40%	92 (2.02%)	\$0.00 (0.00%)
8. [blurred]	9,264 (1.91%)	5,636 (1.27%)	12,168 (1.67%)	38.22%	1.86	00:00:50	0.06%	7 (0.15%)	\$0.00 (0.00%)
9. [blurred]	7,196 (1.49%)	6,162 (1.39%)	11,689 (1.60%)	20.29%	4.19	00:03:38	0.99%	116 (2.54%)	\$0.00 (0.00%)
10. [blurred]	6,376 (1.32%)	5,610 (1.27%)	9,890 (1.35%)	18.61%	4.15	00:03:21	1.08%	107 (2.34%)	\$0.00 (0.00%)



- All Goals
- Goal 11: Contact
- Goal 12: Order Parts
- Goal 13: New VRP Lead
- Goal 14: Used VRP Lead
- Goal 15: New VDP Lead
- Goal 16: Used VDP Lead
- Goal 17: Incentives
- Goal 18: Service Lead
- Goal 19: Parts Lead
- Goal 20: Specials Lead



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 the ability of our platform to continuously maintain consistent, relevant local shopper traffic areas to the dealer's website from locations where the dealership can sell cars.

OUR TRAFFIC & CITY LOCATION

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

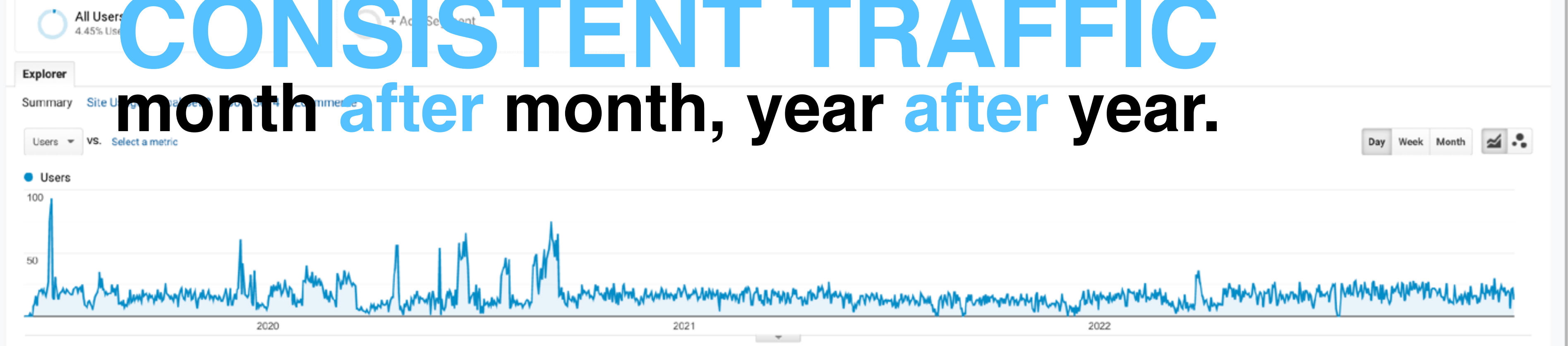
All Traffic SAVE EXPORT SHARE EDIT INSIGHTS

ALL » SOURCE / MEDIUM: dealerleads.com / referral Jun 1, 2019 - Dec 31, 2022

DEALERLEADS

CONSISTENT TRAFFIC

month after month, year after year.



Primary Dimension: Source / Medium Other

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	19,744 % of Total: 4.45% (443,767)	18,355 % of Total: 4.14% (442,976)	22,742 % of Total: 3.11% (730,727)	43.54% Avg for View: 33.22% (31.05%)	3.08 Avg for View: 2.82 (9.09%)	00:01:47 Avg for View: 00:02:08 (-15.98%)	0.47% Avg for View: 0.62% (-23.95%)	108 % of Total: 2.37% (4,563)	\$0.00 % of Total: 0.00% (\$0.00)
1. dealerleads.com / referral	19,744(100.00%)	18,355(100.00%)	22,742(100.00%)	43.54%	3.08	00:01:47	0.47%	108(100.00%)	\$0.00 (0.00%)

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

This report was generated on 2/27/23 at 5:17:54 PM - Refresh Report

- Attribution BETA
- Discover
- Admin

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

All Traffic

DEALERLEADS

TRAFFIC CITY LOCALE

and the relationship to the dealer's location



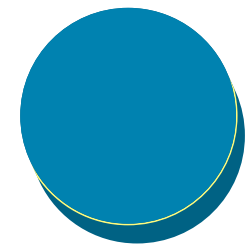
Primary Dimension: Source / Medium Other

Secondary dimension: City Sort Type: Default

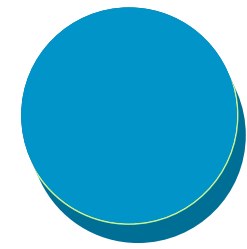
Source / Medium	City	Acquisition			Behavior			Conversions		
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		16,545 <small>% of Total: 3.73% (443,767)</small>	15,257 <small>% of Total: 3.44% (442,976)</small>	18,875 <small>% of Total: 2.58% (730,727)</small>	44.62% <small>Avg for View: 33.22% (34,32%)</small>	3.02 <small>Avg for View: 2.82 (7.14%)</small>	00:01:43 <small>Avg for View: 00:02:08 (-19.72%)</small>	0.59% <small>Avg for View: 0.62% (-5.72%)</small>	106 <small>% of Total: 2.32% (4,563)</small>	\$0.00 <small>% of Total: 0.00% (0.00)</small>
1. dealerleads.com / referral	Phoenix	5,298 (31.45%)	4,835 (31.69%)	6,238 (33.05%)	46.91%	2.95	00:01:40	0.50%	31 (29.25%)	\$0.00 (0.00%)
2. dealerleads.com / referral	Mesa	783 (4.65%)	697 (4.57%)	891 (4.72%)	43.32%	2.96	00:01:32	0.11%	1 (0.94%)	\$0.00 (0.00%)
3. dealerleads.com / referral	Scottsdale	599 (3.56%)	541 (3.55%)	688 (3.6%)	30.38%	3.69	00:02:04	1.74%	12 (11.32%)	\$0.00 (0.00%)
4. dealerleads.com / referral	Glendale	547 (3.25%)	473 (3.10%)	598 (3.17%)	40.30%	3.32	00:01:53	0.17%	1 (0.94%)	\$0.00 (0.00%)
5. dealerleads.com / referral	Los Angeles	542 (3.22%)	484 (3.17%)	592 (3.14%)	48.48%	2.87	00:01:30	0.84%	5 (4.72%)	\$0.00 (0.00%)
6. dealerleads.com / referral	Peoria	514 (3.05%)	422 (2.77%)	572 (3.03%)	33.92%	3.60	00:02:19	0.17%	1 (0.94%)	\$0.00 (0.00%)
7. dealerleads.com / referral	Tempe	504 (2.99%)	464 (3.04%)	538 (2.85%)	49.63%	2.71	00:01:08	0.93%	5 (4.72%)	\$0.00 (0.00%)
8. dealerleads.com / referral	Chandler	465 (2.76%)	425 (2.7%)	532 (2.82%)	36.84%	3.44	00:02:04	0.56%	3 (2.83%)	\$0.00 (0.00%)
9. dealerleads.com / referral	Surprise	353 (2.10%)	295 (1.93%)	391 (2.07%)	37.85%	3.32	00:02:17	0.77%	3 (2.83%)	\$0.00 (0.00%)
10. dealerleads.com / referral	Buckeye	349 (2.07%)	291 (1.91%)	397 (2.10%)	29.72%	3.97	00:02:20	1.01%	4 (3.77%)	\$0.00 (0.00%)

- Attribution BETA
- Discover
- Admin

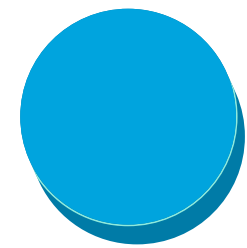
LET'S GO



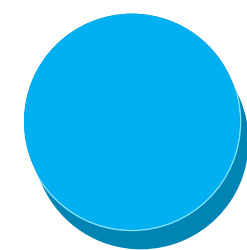
1ST QUARTER REPORTING
JAN 1 thru MARCH 31



2ND QUARTER REPORTING
APR 1 thru JUN 30



3RD QUARTER REPORTING
JUL 1 thru SEP 30



4TH QUARTER REPORTING
OCT 1 thru DEC 31



analytics.google.com/analytics/web/?authuser=6#/report/trafficsources-all-traffic/a71668913w109175641p161573279/_u.date00=20190701&_u.date01=20190930&_.goalOption=ALL/

Analytics Arrowhead Lexus - LDM Go... Try searching "Users today"

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

All Traffic All Users 100.00% Users + Add Segment

Explorer Summary Site Usage Goal Set 3 Goal Set 4 Ecommerce

Users vs. Select a metric

Users 1,000

August 2019 September 2019

Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

advanced

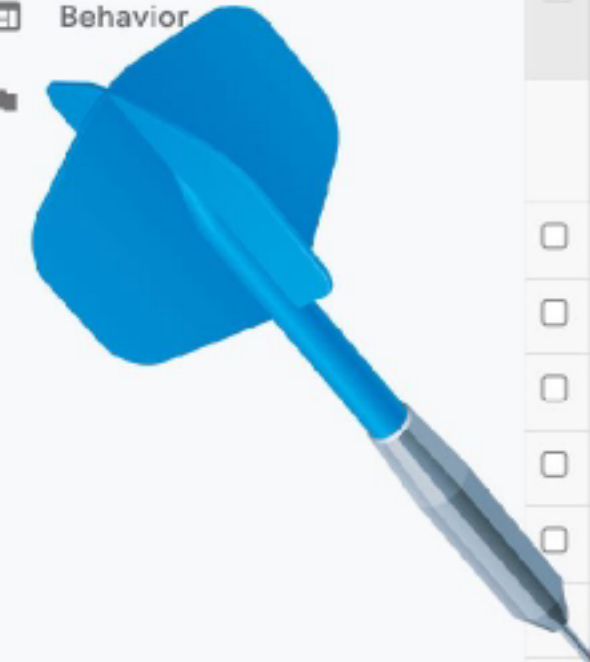
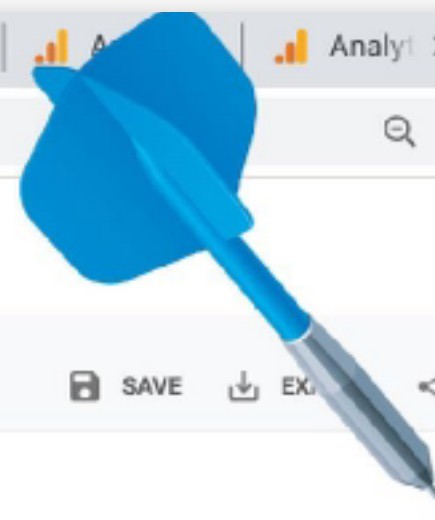
Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	24,074 % of Total: 100.00% (24,074)	22,789 % of Total: 100.00% (22,789)	41,059 % of Total: 100.00% (41,059)	32.75% Avg for View: 32.75% (0.00%)	2.95 Avg for View: 2.95 (0.00%)	00:03:00 Avg for View: 00:03:00 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. [blurred]	6,656 (25.11%)	6,262 (27.48%)	10,722 (26.11%)	42.02%	1.73	00:02:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. [blurred]	5,273 (19.85%)	4,617 (20.26%)	7,709 (18.78%)	18.37%	4.10	00:03:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. [blurred]	4,974 (18.76%)	4,347 (19.07%)	7,779 (18.95%)	27.11%	3.45	00:03:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. [blurred]	1,862 (7.02%)	1,657 (7.27%)	3,814 (9.29%)	40.27%	1.79	00:01:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. [blurred]	1,804 (6.81%)	961 (4.22%)	2,990 (7.28%)	24.15%	4.52	00:05:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. dealerleads.com / referral	1,363 (5.14%)	1,224 (5.37%)	1,628 (3.97%)	37.53%	3.30	00:02:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. [blurred]	909 (3.43%)	821 (3.60%)	1,052 (2.56%)	68.35%	1.46	00:00:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. [blurred]	588 (2.22%)	385 (1.69%)	802 (1.95%)	53.37%	1.72	00:00:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. [blurred]	582 (2.20%)	494 (2.17%)	903 (2.20%)	19.82%	4.15	00:04:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. [blurred]	385 (1.45%)	312 (1.37%)	556 (1.35%)	20.14%	4.33	00:04:11	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 111

DEALERLEADS

2019 Q3

PERFORMANCE



DEALERLEADS

2019 Q4 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

Summary Site Usage Goal Set 3 Goal Set 4 Ecommerce

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
	27,102 % of Total: 100.00% (27,102)	25,712 % of Total: 100.00% (25,712)	45,707 % of Total: 100.00% (45,707)	32.93% Avg for View: 32.93% (0.00%)	3.14 Avg for View: 3.14 (0.00%)	00:02:22 Avg for View: 00:02:22 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Facebook - social	6,976 (23.36%)	6,285 (24.44%)	11,559 (25.29%)	34.10%	1.58	00:01:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Bing - organic	5,368 (17.98%)	4,707 (18.31%)	7,859 (17.19%)	19.75%	4.73	00:03:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Bing - paid	5,250 (17.58%)	4,643 (18.06%)	7,967 (17.43%)	30.10%	3.86	00:02:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Facebook - social	4,795 (16.06%)	4,666 (18.15%)	7,322 (16.02%)	62.10%	2.32	00:01:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Bing - organic	2,057 (6.89%)	1,328 (5.16%)	3,457 (7.56%)	23.66%	4.49	00:04:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. dealerleads.com / referral	1,366 (4.57%)	1,248 (4.85%)	1,610 (3.52%)	29.63%	3.97	00:02:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Facebook - social	914 (3.06%)	623 (2.42%)	1,578 (3.45%)	15.84%	1.66	00:01:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Facebook.com / referral	651 (2.18%)	211 (0.82%)	877 (1.92%)	23.38%	2.17	00:00:58	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Bing - organic	631 (2.11%)	513 (2.00%)	966 (2.11%)	18.84%	4.56	00:03:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Bing - organic	410 (1.37%)	322 (1.25%)	613 (1.34%)	11.26%	4.86	00:03:55	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
- 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
	28,972 (100.00%)	27,245 (100.00%)	48,910 (100.00%)	32.67% (Avg for View: 32.67%)	2.87 (Avg for View: 2.87)	00:02:05 (Avg for View: 00:02:05)	0.16% (Avg for View: 0.16%)	77 (100.00%)	\$0.00 (100.00%)
1. [blurred]	10,215 (32.54%)	9,169 (33.65%)	17,934 (36.67%)	33.92%	1.47	00:00:56	0.03%	6 (7.79%)	\$0.00 (0.00%)
2. [blurred]	5,314 (16.93%)	4,683 (17.19%)	7,746 (15.84%)	19.84%	4.50	00:03:20	0.43%	33 (42.86%)	\$0.00 (0.00%)
3. [blurred]	4,982 (15.87%)	4,437 (16.29%)	7,632 (15.60%)	28.21%	3.77	00:02:45	0.17%	13 (16.88%)	\$0.00 (0.00%)
4. [blurred]	3,762 (11.98%)	3,632 (13.33%)	5,726 (11.71%)	56.85%	2.43	00:01:51	0.07%	4 (5.19%)	\$0.00 (0.00%)
5. [blurred]	1,662 (5.29%)	1,017 (3.73%)	2,686 (5.49%)	24.01%	4.43	00:03:08	0.34%	9 (11.69%)	\$0.00 (0.00%)
6. dealerleads.com / referral	1,627 (5.18%)	1,482 (5.44%)	1,858 (3.80%)	38.91%	3.47	00:02:14	0.11%	2 (2.60%)	\$0.00 (0.00%)
7. [blurred]	728 (2.32%)	220 (0.81%)	964 (1.97%)	25.52%	2.01	00:01:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. [blurred]	724 (2.31%)	600 (2.20%)	1,163 (2.38%)	17.80%	4.88	00:04:01	0.26%	3 (3.90%)	\$0.00 (0.00%)
9. [blurred]	392 (1.25%)	320 (1.17%)	564 (1.15%)	12.23%	4.65	00:03:34	0.18%	1 (1.30%)	\$0.00 (0.00%)
10. [blurred]	350 (1.11%)	288 (1.06%)	419 (0.86%)	36.04%	3.06	00:02:33	0.00%	0 (0.00%)	\$0.00 (0.00%)

DEALERLEADS

2020 Q2 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

Summary Site Usage Goal Set 3 Goal Set 4 Ecommerce

Users vs. Select a metric

Users

1,000



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
	30,748 <small>% of Total: 100.00% (30,748)</small>	28,532 <small>% of Total: 100.00% (28,532)</small>	58,997 <small>% of Total: 100.00% (58,997)</small>	21.23% <small>Avg for View: 21.23% (0.00%)</small>	2.94 <small>Avg for View: 2.94 (0.00%)</small>	00:02:12 <small>Avg for View: 00:02:12 (0.00%)</small>	0.45% <small>Avg for View: 0.45% (0.00%)</small>	266 <small>% of Total: 100.00% (266)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	11,614 (33.97%)	9,970 (34.94%)	25,334 (42.94%)	17.89%	1.61	00:01:09	0.09%	23 (8.65%)	\$0.00 (0.00%)
2. [blurred]	5,972 (17.47%)	5,288 (18.53%)	8,988 (15.23%)	15.99%	4.79	00:03:37	0.96%	86 (32.33%)	\$0.00 (0.00%)
3. [blurred]	5,164 (15.10%)	4,581 (16.06%)	8,234 (13.96%)	27.92%	3.75	00:02:47	0.41%	34 (12.78%)	\$0.00 (0.00%)
4. [blurred]	2,542 (7.43%)	2,479 (8.69%)	4,291 (7.27%)	27.59%	3.32	00:03:01	0.68%	29 (10.90%)	\$0.00 (0.00%)
5. [blurred]	2,370 (6.93%)	1,389 (4.87%)	3,555 (6.03%)	23.38%	4.32	00:03:10	1.01%	36 (13.53%)	\$0.00 (0.00%)
6. dealerleads.com / referral	1,485 (4.34%)	1,381 (4.84%)	1,564 (2.82%)	27.76%	3.61	00:01:48	0.48%	8 (3.01%)	\$0.00 (0.00%)
7. [blurred]	1,385 (4.05%)	427 (1.50%)	1,793 (3.04%)	21.81%	1.97	00:00:52	0.06%	1 (0.38%)	\$0.00 (0.00%)
8. [blurred]	619 (1.81%)	502 (1.76%)	1,016 (1.72%)	15.75%	4.79	00:03:41	0.98%	10 (3.76%)	\$0.00 (0.00%)
9. [blurred]	423 (1.24%)	334 (1.17%)	626 (1.06%)	7.67%	5.65	00:04:01	1.76%	11 (4.14%)	\$0.00 (0.00%)
10. [blurred]	380 (1.11%)	308 (1.08%)	454 (0.77%)	29.74%	3.08	00:03:02	0.66%	3 (1.13%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 96

DEALERLEADS

2020 Q3 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

Summary Site Usage Goal Set 3 Goal Set 4 Ecommerce

Users vs. Select a metric

Users

1,000



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
	29,067 <small>% of Total: 100.00% (29,067)</small>	26,225 <small>% of Total: 100.00% (26,225)</small>	51,382 <small>% of Total: 100.00% (51,382)</small>	27.20% <small>Avg for View: 27.20% (0.00%)</small>	2.84 <small>Avg for View: 2.84 (0.00%)</small>	00:02:08 <small>Avg for View: 00:02:08 (0.00%)</small>	0.47% <small>Avg for View: 0.47% (0.00%)</small>	240 <small>% of Total: 100.00% (240)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	7,869 (24.12%)	5,763 (21.98%)	15,728 (30.61%)	18.69%	1.56	00:01:07	0.13%	20 (8.33%)	\$0.00 (0.00%)
2. [blurred]	6,581 (20.17%)	5,875 (22.40%)	9,402 (18.30%)	18.22%	4.25	00:03:15	1.01%	95 (39.58%)	\$0.00 (0.00%)
3. [blurred]	5,159 (15.81%)	4,508 (17.19%)	8,035 (15.64%)	36.40%	3.21	00:02:14	0.36%	29 (12.08%)	\$0.00 (0.00%)
4. [blurred]	3,666 (11.24%)	3,593 (13.70%)	5,729 (11.15%)	47.08%	2.61	00:02:40	0.26%	15 (6.25%)	\$0.00 (0.00%)
5. [blurred]	2,667 (8.17%)	1,518 (5.79%)	3,737 (7.27%)	25.88%	3.75	00:02:35	0.78%	29 (12.08%)	\$0.00 (0.00%)
6. dealerleads.com / referral	1,889 (5.79%)	1,755 (6.69%)	2,165 (4.21%)	44.94%	3.17	00:01:40	0.60%	13 (5.42%)	\$0.00 (0.00%)
7. [blurred]	1,786 (5.47%)	734 (2.80%)	2,412 (4.69%)	29.39%	1.91	00:00:51	0.08%	2 (0.83%)	\$0.00 (0.00%)
8. [blurred]	535 (1.64%)	433 (1.65%)	816 (1.59%)	11.40%	4.35	00:03:23	1.23%	10 (4.17%)	\$0.00 (0.00%)
9. [blurred]	432 (1.32%)	368 (1.40%)	519 (1.01%)	29.29%	2.85	00:02:33	0.39%	2 (0.83%)	\$0.00 (0.00%)
10. [blurred]	399 (1.22%)	312 (1.19%)	591 (1.15%)	25.55%	3.95	00:02:59	1.18%	7 (2.92%)	\$0.00 (0.00%)

DEALERLEADS

2020 Q4 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

Summary Site Usage Goal Set 3 Goal Set 4 Ecommerce

Users vs. Select a metric

Users

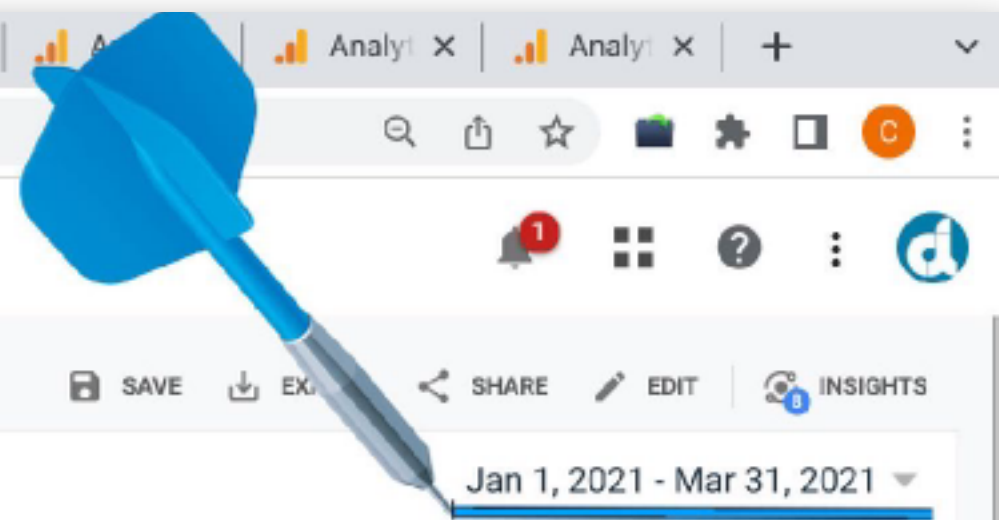
1,000



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
	25,212 <small>% of Total: 100.00% (25,212)</small>	23,999 <small>% of Total: 100.00% (23,999)</small>	41,085 <small>% of Total: 100.00% (41,085)</small>	32.61% <small>Avg for View: 32.61% (0.00%)</small>	3.26 <small>Avg for View: 3.26 (0.00%)</small>	00:02:36 <small>Avg for View: 00:02:36 (0.00%)</small>	0.75% <small>Avg for View: 0.75% (0.00%)</small>	309 <small>% of Total: 100.00% (309)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	6,353 (22.61%)	5,582 (23.26%)	9,036 (21.99%)	20.36%	4.31	00:03:11	1.07%	97 (31.39%)	\$0.00 (0.00%)
2. [blurred]	5,628 (20.03%)	4,977 (20.74%)	8,833 (21.50%)	35.45%	3.36	00:02:20	0.70%	62 (20.06%)	\$0.00 (0.00%)
3. [blurred]	4,385 (15.61%)	4,308 (17.95%)	6,643 (16.17%)	45.15%	2.90	00:03:12	0.50%	33 (10.68%)	\$0.00 (0.00%)
4. [blurred]	3,131 (11.14%)	2,496 (10.40%)	5,213 (12.69%)	25.51%	1.57	00:01:08	0.31%	16 (5.18%)	\$0.00 (0.00%)
5. [blurred]	2,684 (9.55%)	1,549 (6.45%)	3,885 (9.46%)	26.56%	3.77	00:02:58	1.42%	55 (17.80%)	\$0.00 (0.00%)
6. dealerleads.com / referral	1,384 (4.93%)	1,275 (5.31%)	1,671 (4.07%)	51.11%	2.84	00:01:35	0.36%	6 (1.94%)	\$0.00 (0.00%)
7. [blurred]	1,361 (4.84%)	1,361 (5.67%)	1,379 (3.36%)	82.89%	1.23	00:01:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. [blurred]	505 (1.80%)	413 (1.72%)	761 (1.85%)	18.66%	4.69	00:03:42	0.92%	7 (2.27%)	\$0.00 (0.00%)
9. [blurred]	432 (1.54%)	331 (1.38%)	693 (1.69%)	10.39%	4.93	00:04:06	1.01%	7 (2.27%)	\$0.00 (0.00%)
10. [blurred]	425 (1.51%)	208 (0.87%)	546 (1.33%)	30.95%	2.12	00:01:13	0.18%	1 (0.32%)	\$0.00 (0.00%)



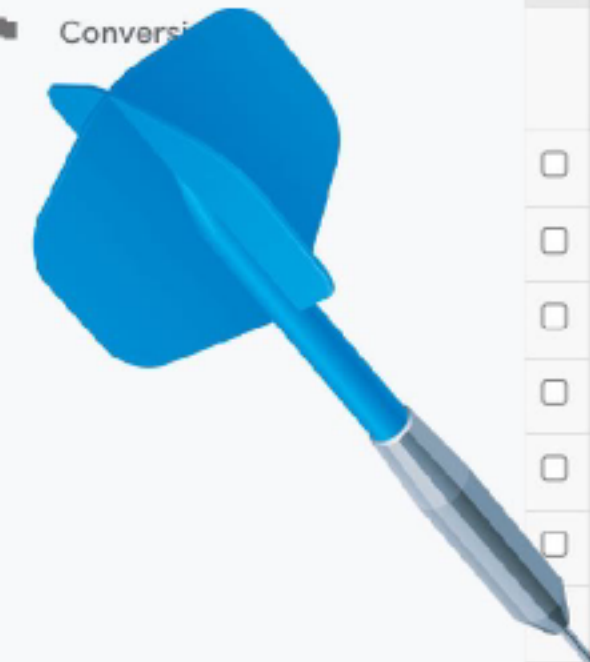
DEALERLEADS

2021 Q1 PERFORMANCE

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



Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	31,741 <small>% of Total: 100.00% (31,741)</small>	30,763 <small>% of Total: 100.00% (30,763)</small>	48,576 <small>% of Total: 100.00% (48,576)</small>	30.15% <small>Avg for View: 30.15% (0.00%)</small>	3.10 <small>Avg for View: 3.10 (0.00%)</small>	00:02:25 <small>Avg for View: 00:02:25 (0.00%)</small>	0.73% <small>Avg for View: 0.73% (0.00%)</small>	357 <small>% of Total: 100.00% (357)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	7,213 (20.83%)	6,490 (21.10%)	10,032 (20.65%)	17.28%	4.45	00:03:19	1.09%	109 (30.53%)	\$0.00 (0.00%)
2. [blurred]	5,967 (17.23%)	5,367 (17.45%)	8,836 (18.19%)	34.51%	3.27	00:02:26	0.69%	61 (17.09%)	\$0.00 (0.00%)
3. [blurred]	5,548 (16.02%)	5,243 (17.04%)	9,013 (18.55%)	26.61%	1.30	00:00:50	0.28%	25 (7.00%)	\$0.00 (0.00%)
4. [blurred]	4,512 (13.03%)	4,457 (14.49%)	6,177 (12.72%)	43.21%	3.01	00:02:54	0.62%	38 (10.64%)	\$0.00 (0.00%)
5. [blurred]	2,980 (8.61%)	1,815 (5.90%)	3,995 (8.22%)	25.26%	3.74	00:02:50	1.53%	61 (17.09%)	\$0.00 (0.00%)
6. [blurred]	2,364 (6.83%)	2,365 (7.69%)	2,383 (4.91%)	36.21%	2.62	00:02:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. dealerleads.com / referral	1,319 (3.81%)	1,208 (3.93%)	1,567 (3.23%)	42.88%	3.18	00:02:05	0.32%	5 (1.40%)	\$0.00 (0.00%)
8. [blurred]	778 (2.25%)	674 (2.19%)	914 (1.88%)	53.17%	1.72	00:00:47	0.33%	3 (0.84%)	\$0.00 (0.00%)
9. [blurred]	639 (1.85%)	386 (1.25%)	750 (1.54%)	39.07%	2.15	00:01:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. [blurred]	523 (1.51%)	443 (1.44%)	632 (1.30%)	56.80%	1.96	00:01:35	0.16%	1 (0.28%)	\$0.00 (0.00%)



DEALERLEADS

2021 Q2 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

Summary Site Usage Goal Set 3 Goal Set 4 Ecommerce

Users vs. Select a metric

Users

1,000



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
	30,681 <small>% of Total: 100.00% (30,681)</small>	29,520 <small>% of Total: 100.00% (29,520)</small>	47,571 <small>% of Total: 100.00% (47,571)</small>	30.09% <small>Avg for View: 30.09% (0.00%)</small>	3.02 <small>Avg for View: 3.02 (0.00%)</small>	00:02:07 <small>Avg for View: 00:02:07 (0.00%)</small>	0.77% <small>Avg for View: 0.77% (0.00%)</small>	366 <small>% of Total: 100.00% (366)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	7,483 (22.38%)	6,660 (22.56%)	10,174 (21.39%)	18.82%	4.34	00:02:49	1.29%	131 (35.79%)	\$0.00 (0.00%)
2. [blurred]	6,234 (18.64%)	5,586 (18.92%)	9,205 (19.35%)	35.63%	3.24	00:02:01	0.73%	67 (18.31%)	\$0.00 (0.00%)
3. [blurred]	6,172 (18.46%)	5,844 (19.80%)	9,502 (19.97%)	25.38%	1.16	00:00:37	0.07%	7 (1.91%)	\$0.00 (0.00%)
4. [blurred]	5,039 (15.07%)	4,971 (16.84%)	7,046 (14.81%)	47.39%	2.77	00:02:23	0.45%	32 (8.74%)	\$0.00 (0.00%)
5. [blurred]	3,014 (9.01%)	1,823 (6.18%)	4,214 (8.86%)	25.23%	3.59	00:02:33	1.40%	59 (16.12%)	\$0.00 (0.00%)
6. dealerleads.com / referral	1,194 (3.57%)	1,081 (3.66%)	1,446 (3.04%)	45.02%	2.95	00:01:38	0.55%	8 (2.19%)	\$0.00 (0.00%)
7. [blurred]	757 (2.26%)	669 (2.27%)	1,035 (2.18%)	35.27%	2.15	00:01:11	0.58%	6 (1.64%)	\$0.00 (0.00%)
8. [blurred]	541 (1.62%)	364 (1.23%)	580 (1.22%)	33.79%	1.80	00:00:45	0.34%	2 (0.55%)	\$0.00 (0.00%)
9. [blurred]	514 (1.54%)	457 (1.55%)	626 (1.32%)	41.69%	2.48	00:02:16	0.16%	1 (0.27%)	\$0.00 (0.00%)
10. [blurred]	499 (1.49%)	413 (1.40%)	730 (1.53%)	17.26%	4.46	00:03:39	1.92%	14 (3.83%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 118

analytics.google.com/analytics/web/?authuser=6#/report/trafficsources-all-traffic/a71668913w109175641p161573279/_u.date00=20210701&_u.date01=20210930&_.goalOption=ALL/

Analytics Arrowhead Lexus - LDM Go... Try searching for "audience overview"

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

DEALERLEADS

2021 Q3

PERFORMANCE

Jul 1, 2021 - Sep 30, 2021

All Users 100.00% Users + Add Segment

Explorer Summary Site Usage Goal Set 3 Goal Set 4 Ecommerce

Users vs. Select a metric

Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	33,329 % of Total: 100.00% (33,329)	32,184 % of Total: 100.00% (32,184)	52,778 % of Total: 100.00% (52,778)	33.01% Avg for View: 33.01% (0.00%)	3.03 Avg for View: 3.03 (0.00%)	00:02:12 Avg for View: 00:02:12 (0.00%)	0.99% Avg for View: 0.99% (0.00%)	525 % of Total: 100.00% (525)	\$0.00 % of Total: 0.00% (\$0.00)
1. [blurred]	7,285 (19.94%)	6,442 (20.02%)	10,667 (20.21%)	20.40%	4.37	00:03:13	1.52%	162 (30.86%)	\$0.00 (0.00%)
2. [blurred]	6,837 (18.72%)	6,099 (18.95%)	10,218 (19.36%)	35.74%	3.30	00:02:13	0.96%	98 (18.67%)	\$0.00 (0.00%)
3. [blurred]	6,022 (16.48%)	5,950 (18.49%)	8,561 (16.22%)	47.04%	2.87	00:02:16	0.53%	45 (8.57%)	\$0.00 (0.00%)
4. [blurred]	5,005 (13.70%)	4,615 (14.34%)	8,502 (16.11%)	24.57%	1.18	00:00:40	0.31%	26 (4.95%)	\$0.00 (0.00%)
5. [blurred]	3,509 (9.61%)	2,216 (6.89%)	4,784 (9.06%)	27.40%	3.64	00:02:50	2.57%	123 (23.43%)	\$0.00 (0.00%)
6. [blurred]	1,700 (4.65%)	1,530 (4.75%)	1,849 (3.50%)	67.50%	1.49	00:00:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. [blurred]	1,449 (3.97%)	1,345 (4.18%)	1,792 (3.40%)	39.17%	1.56	00:00:50	0.11%	2 (0.38%)	\$0.00 (0.00%)
8. dealerleads.com / referral	987 (2.70%)	892 (2.77%)	1,119 (2.12%)	36.91%	3.68	00:02:05	1.07%	12 (2.29%)	\$0.00 (0.00%)
9. [blurred]	455 (1.25%)	359 (1.12%)	698 (1.32%)	14.90%	4.39	00:03:24	0.72%	5 (0.95%)	\$0.00 (0.00%)
10. [blurred]	454 (1.24%)	363 (1.13%)	765 (1.45%)	20.52%	4.37	00:03:55	1.83%	14 (2.67%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 136

DEALERLEADS

2021 Q4 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

Summary Site Usage Goal Set 3 Goal Set 4 Ecommerce

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
	33,148 <small>% of Total: 100.00% (33,148)</small>	31,850 <small>% of Total: 100.00% (31,850)</small>	50,490 <small>% of Total: 100.00% (50,490)</small>	31.22% <small>Avg for View: 31.22% (0.00%)</small>	2.80 <small>Avg for View: 2.80 (0.00%)</small>	00:02:04 <small>Avg for View: 00:02:04 (0.00%)</small>	1.09% <small>Avg for View: 1.09% (0.00%)</small>	551 <small>% of Total: 100.00% (551)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	8,799 (24.59%)	7,908 (24.83%)	12,774 (25.30%)	20.42%	3.70	00:02:48	1.71%	218 (39.56%)	\$0.00 (0.00%)
2. [blurred]	6,622 (18.51%)	5,898 (18.52%)	9,299 (18.42%)	32.94%	3.00	00:02:06	0.90%	84 (15.25%)	\$0.00 (0.00%)
3. [blurred]	5,869 (16.40%)	5,805 (18.23%)	8,192 (16.22%)	53.09%	2.39	00:01:45	0.48%	39 (7.08%)	\$0.00 (0.00%)
4. [blurred]	3,800 (10.62%)	2,769 (8.69%)	5,018 (9.94%)	28.36%	3.38	00:02:43	1.91%	96 (17.42%)	\$0.00 (0.00%)
5. [blurred]	3,569 (9.98%)	3,277 (10.29%)	5,921 (11.73%)	20.59%	1.17	00:00:47	0.20%	12 (2.18%)	\$0.00 (0.00%)
6. [blurred]	1,963 (5.49%)	1,815 (5.70%)	2,698 (5.34%)	33.36%	1.35	00:00:46	0.93%	25 (4.54%)	\$0.00 (0.00%)
7. dealerleads.com / referral	1,243 (3.47%)	1,158 (3.64%)	1,365 (2.70%)	46.30%	2.73	00:01:35	0.73%	10 (1.81%)	\$0.00 (0.00%)
8. [blurred]	553 (1.55%)	452 (1.42%)	791 (1.57%)	16.06%	3.88	00:03:10	1.01%	8 (1.45%)	\$0.00 (0.00%)
9. [blurred]	510 (1.43%)	412 (1.29%)	779 (1.54%)	24.78%	3.27	00:02:50	1.03%	8 (1.45%)	\$0.00 (0.00%)
10. [blurred]	407 (1.14%)	273 (0.85%)	443 (0.88%)	28.89%	2.07	00:01:13	0.00%	0 (0.00%)	\$0.00 (0.00%)

DEALERLEADS

2022 Q1 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

Summary Site Usage Goal Set 3 Goal Set 4 Ecommerce

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
	33,148 <small>% of Total: 100.00% (33,148)</small>	31,850 <small>% of Total: 100.00% (31,850)</small>	50,490 <small>% of Total: 100.00% (50,490)</small>	31.22% <small>Avg for View: 31.22% (0.00%)</small>	2.80 <small>Avg for View: 2.80 (0.00%)</small>	00:02:04 <small>Avg for View: 00:02:04 (0.00%)</small>	1.09% <small>Avg for View: 1.09% (0.00%)</small>	551 <small>% of Total: 100.00% (551)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	8,799 (24.59%)	7,908 (24.83%)	12,774 (25.30%)	20.42%	3.70	00:02:48	1.71%	218 (39.56%)	\$0.00 (0.00%)
2. [blurred]	6,622 (18.51%)	5,898 (18.52%)	9,299 (18.42%)	32.94%	3.00	00:02:06	0.90%	84 (15.25%)	\$0.00 (0.00%)
3. [blurred]	5,869 (16.40%)	5,805 (18.23%)	8,192 (16.22%)	53.09%	2.39	00:01:45	0.48%	39 (7.08%)	\$0.00 (0.00%)
4. [blurred]	3,800 (10.62%)	2,769 (8.69%)	5,018 (9.94%)	28.36%	3.38	00:02:43	1.91%	96 (17.42%)	\$0.00 (0.00%)
5. [blurred]	3,569 (9.98%)	3,277 (10.29%)	5,921 (11.73%)	20.59%	1.17	00:00:47	0.20%	12 (2.18%)	\$0.00 (0.00%)
6. [blurred]	1,963 (5.49%)	1,815 (5.70%)	2,698 (5.34%)	33.36%	1.35	00:00:46	0.93%	25 (4.54%)	\$0.00 (0.00%)
7. dealerleads.com / referral	1,243 (3.47%)	1,158 (3.64%)	1,365 (2.70%)	46.30%	2.73	00:01:35	0.73%	10 (1.81%)	\$0.00 (0.00%)
8. [blurred]	553 (1.55%)	452 (1.42%)	791 (1.57%)	16.06%	3.88	00:03:10	1.01%	8 (1.45%)	\$0.00 (0.00%)
9. [blurred]	510 (1.43%)	412 (1.29%)	779 (1.54%)	24.78%	3.27	00:02:50	1.03%	8 (1.45%)	\$0.00 (0.00%)
10. [blurred]	407 (1.14%)	273 (0.85%)	443 (0.88%)	28.89%	2.07	00:01:13	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 164

analytics.google.com/analytics/web/?authuser=6#/report/trafficsources-all-traffic/a71668913w109175641p161573279/_u.date00=20220401&_u.date01=20220630&_goalOption=ALL/

Analytics Arrowhead Lexus - LDM Go... Try searching "Compare bounce rate this week with last week"

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
2022 Q2
PERFORMANCE

SAVE EXPORT SHARE EDIT INSIGHTS

Apr 1, 2022 - Jun 30, 2022

All Users 100.00% Users + Add Segment

Explorer Summary Site Usage Goal Set 3 Goal Set 4 Ecommerce

Users vs. Select a metric

Users 1,000

500

May 2022 June 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
	31,576 <small>% of Total: 100.00% (31,576)</small>	31,043 <small>% of Total: 100.00% (31,043)</small>	49,056 <small>% of Total: 100.00% (49,056)</small>	33.02% <small>Avg for View: 33.02% (0.00%)</small>	2.65 <small>Avg for View: 2.65 (0.00%)</small>	00:01:50 <small>Avg for View: 00:01:50 (0.00%)</small>	0.98% <small>Avg for View: 0.98% (0.00%)</small>	479 <small>% of Total: 100.00% (479)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	8,234 (23.72%)	7,343 (23.65%)	11,750 (23.95%)	20.26%	3.68	00:02:42	1.50%	176 (36.74%)	\$0.00 (0.00%)
2. [blurred]	6,446 (18.57%)	6,325 (20.37%)	8,668 (17.67%)	57.57%	2.21	00:01:36	0.39%	34 (7.10%)	\$0.00 (0.00%)
3. [blurred]	6,199 (17.86%)	5,612 (18.08%)	8,519 (17.37%)	38.00%	2.77	00:01:43	0.65%	55 (11.48%)	\$0.00 (0.00%)
4. [blurred]	3,854 (11.10%)	3,547 (11.43%)	6,970 (14.21%)	21.22%	1.15	00:00:44	0.17%	12 (2.51%)	\$0.00 (0.00%)
5. [blurred]	3,487 (10.05%)	2,439 (7.86%)	4,556 (9.29%)	30.53%	3.28	00:02:24	2.30%	105 (21.92%)	\$0.00 (0.00%)
6. [blurred]	2,078 (5.99%)	1,942 (6.26%)	2,983 (6.08%)	26.75%	1.22	00:00:34	0.50%	15 (3.13%)	\$0.00 (0.00%)
7. dealerleads.com / referral	1,383 (3.98%)	1,288 (4.15%)	1,491 (3.04%)	51.37%	2.57	00:01:13	0.80%	12 (2.51%)	\$0.00 (0.00%)
8. [blurred]	538 (1.55%)	473 (1.52%)	755 (1.54%)	15.63%	3.77	00:02:50	2.65%	20 (4.18%)	\$0.00 (0.00%)
9. [blurred]	478 (1.38%)	378 (1.22%)	714 (1.46%)	21.71%	3.65	00:02:53	1.68%	12 (2.51%)	\$0.00 (0.00%)
10. [blurred]	206 (0.59%)	186 (0.60%)	263 (0.54%)	14.83%	3.86	00:02:10	2.28%	6 (1.25%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 192

- 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

All Traffic

DEALERLEADS

2022 Q3 PERFORMANCE

All Users 100.00% Users

+ Add Segment

Explorer

Summary Site Usage Goal Set 3 Goal Set 4 Ecommerce

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
	36,831 <small>% of Total: 100.00% (36,831)</small>	35,673 <small>% of Total: 100.00% (35,673)</small>	52,292 <small>% of Total: 100.00% (52,292)</small>	37.76% <small>Avg for View: 37.76% (0.00%)</small>	2.63 <small>Avg for View: 2.63 (0.00%)</small>	00:01:51 <small>Avg for View: 00:01:51 (0.00%)</small>	0.86% <small>Avg for View: 0.86% (0.00%)</small>	448 <small>% of Total: 100.00% (448)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	9,455 (24.30%)	8,724 (24.46%)	12,620 (24.13%)	31.70%	3.52	00:02:28	1.18%	149 (33.26%)	\$0.00 (0.00%)
2. [blurred]	6,945 (17.85%)	6,866 (19.25%)	9,031 (17.27%)	61.31%	2.14	00:01:31	0.54%	49 (10.94%)	\$0.00 (0.00%)
3. [blurred]	6,259 (16.08%)	5,652 (15.84%)	8,466 (16.19%)	35.57%	3.00	00:01:55	0.87%	74 (16.52%)	\$0.00 (0.00%)
4. [blurred]	4,390 (11.28%)	3,992 (11.19%)	7,339 (14.03%)	21.64%	1.45	00:01:07	0.18%	13 (2.90%)	\$0.00 (0.00%)
5. [blurred]	3,375 (8.67%)	3,201 (8.97%)	4,301 (8.22%)	28.97%	1.43	00:00:45	0.42%	18 (4.02%)	\$0.00 (0.00%)
6. [blurred]	3,018 (7.75%)	2,299 (6.44%)	3,909 (7.48%)	30.01%	3.67	00:02:45	1.89%	74 (16.52%)	\$0.00 (0.00%)
7. dealerleads.com / referral	1,598 (4.11%)	1,499 (4.20%)	1,714 (3.28%)	55.31%	2.52	00:01:20	0.88%	15 (3.35%)	\$0.00 (0.00%)
8. [blurred]	913 (2.35%)	885 (2.48%)	973 (1.86%)	80.88%	1.42	00:00:24	0.10%	1 (0.22%)	\$0.00 (0.00%)
9. [blurred]	486 (1.25%)	385 (1.08%)	689 (1.32%)	21.34%	3.61	00:03:34	1.31%	9 (2.01%)	\$0.00 (0.00%)
10. [blurred]	475 (1.22%)	404 (1.13%)	610 (1.17%)	32.79%	3.07	00:02:39	1.31%	8 (1.79%)	\$0.00 (0.00%)

analytics.google.com/analytics/web/?authuser=6#/report/trafficsources-all-traffic/a71668913w109175641p161573279/_u.date00=20221001&_u.date01=20221231&_goalOption=ALL/

Analytics Arrowhead Lexus - LDM Go... Try searching for "audience overview"

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

DEALERLEADS

2022 Q4

PERFORMANCE

Oct 1, 2022 - Dec 31, 2022

SAVE EXPORT SHARE EDIT INSIGHTS

All Users 100.00% Users + Add Segment

Explorer Summary Site Usage Goal Set 3 Goal Set 4 Ecommerce

Users vs. Select a metric

Users

Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	59,374 % of Total: 100.00% (59,374)	59,255 % of Total: 100.00% (59,255)	81,129 % of Total: 100.00% (81,129)	50.31% Avg for View: 50.31% (0.00%)	2.13 Avg for View: 2.13 (0.00%)	00:01:20 Avg for View: 00:01:20 (0.00%)	0.53% Avg for View: 0.53% (0.00%)	434 % of Total: 100.00% (434)	\$0.00 % of Total: 0.00% (\$0.00)
1. [blurred]	24,978 (39.51%)	24,127 (40.72%)	30,192 (37.21%)	64.14%	2.13	00:01:15	0.52%	157 (36.18%)	\$0.00 (0.00%)
2. [blurred]	8,585 (13.58%)	8,555 (14.44%)	10,779 (13.29%)	64.21%	2.06	00:01:20	0.32%	35 (8.06%)	\$0.00 (0.00%)
3. [blurred]	8,086 (12.79%)	7,445 (12.56%)	10,962 (13.51%)	40.30%	2.78	00:01:40	0.77%	84 (19.35%)	\$0.00 (0.00%)
4. [blurred]	7,257 (11.48%)	6,653 (11.23%)	11,309 (13.94%)	25.99%	1.33	00:00:56	0.11%	13 (3.00%)	\$0.00 (0.00%)
5. [blurred]	5,028 (7.95%)	4,755 (8.02%)	6,180 (7.62%)	37.15%	1.21	00:00:39	0.06%	4 (0.92%)	\$0.00 (0.00%)
6. [blurred]	3,502 (5.54%)	2,559 (4.32%)	4,516 (5.57%)	29.34%	3.21	00:02:21	1.55%	70 (16.13%)	\$0.00 (0.00%)
7. dealerleads.com / referral	1,568 (2.48%)	1,457 (2.46%)	1,749 (2.16%)	52.89%	2.56	00:01:19	0.57%	10 (2.30%)	\$0.00 (0.00%)
8. [blurred]	721 (1.14%)	654 (1.10%)	828 (1.02%)	58.82%	2.13	00:01:22	0.85%	7 (1.61%)	\$0.00 (0.00%)
9. [blurred]	600 (0.95%)	556 (0.94%)	878 (1.08%)	55.47%	2.36	00:01:48	0.80%	7 (1.61%)	\$0.00 (0.00%)
10. [blurred]	561 (0.89%)	539 (0.91%)	732 (0.90%)	51.64%	2.70	00:01:46	1.09%	8 (1.84%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 190

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

DEALERLEADS

2023 Q1

PERFORMANCE

Jan 1, 2023 - Mar 31, 2023

All Users 100.00% Users

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

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
	54,494 <small>% of Total: 100.00% (54,494)</small>	53,350 <small>% of Total: 100.00% (53,350)</small>	78,927 <small>% of Total: 100.00% (78,927)</small>	42.24% <small>Avg for View: 42.24% (0.00%)</small>	2.29 <small>Avg for View: 2.29 (0.00%)</small>	00:01:31 <small>Avg for View: 00:01:31 (0.00%)</small>	0.97% <small>Avg for View: 0.97% (0.00%)</small>	768 <small>% of Total: 100.00% (768)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	13,879 (25.41%)	12,905 (24.19%)	17,977 (22.71%)	40.51%	3.13	00:02:06	1.46%	261 (33.98%)	\$0.00 (0.00%)
2. [blurred]	9,616 (16.57%)	8,856 (16.50%)	12,803 (16.22%)	39.93%	2.75	00:01:41	1.24%	159 (20.70%)	\$0.00 (0.00%)
3. [blurred]	9,303 (16.93%)	8,417 (15.78%)	14,932 (18.90%)	36.81%	1.29	00:00:49	0.30%	45 (5.86%)	\$0.00 (0.00%)
4. [blurred]	8,588 (14.79%)	8,297 (15.55%)	11,544 (14.63%)	44.75%	1.18	00:00:37	0.25%	29 (3.78%)	\$0.00 (0.00%)
5. [blurred]	7,248 (12.49%)	7,162 (13.42%)	9,727 (12.32%)	58.95%	2.25	00:01:33	0.95%	92 (11.98%)	\$0.00 (0.00%)
6. [blurred]	3,089 (5.32%)	2,152 (4.03%)	4,132 (5.24%)	25.80%	3.61	00:02:53	2.23%	92 (11.98%)	\$0.00 (0.00%)
7. dealerleads.com / referral	2,209 (3.81%)	2,068 (3.88%)	2,422 (3.07%)	52.30%	2.19	00:01:04	0.66%	16 (2.08%)	\$0.00 (0.00%)
8. [blurred]	798 (1.37%)	672 (1.26%)	1,150 (1.46%)	29.91%	1.62	00:01:14	0.87%	10 (1.30%)	\$0.00 (0.00%)
9. [blurred]	638 (1.10%)	510 (0.96%)	959 (1.22%)	24.82%	3.45	00:02:39	1.36%	13 (1.69%)	\$0.00 (0.00%)
10. [blurred]	330 (0.57%)	280 (0.52%)	373 (0.47%)	39.41%	2.83	00:02:10	2.68%	10 (1.30%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 - 10 of 231

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.

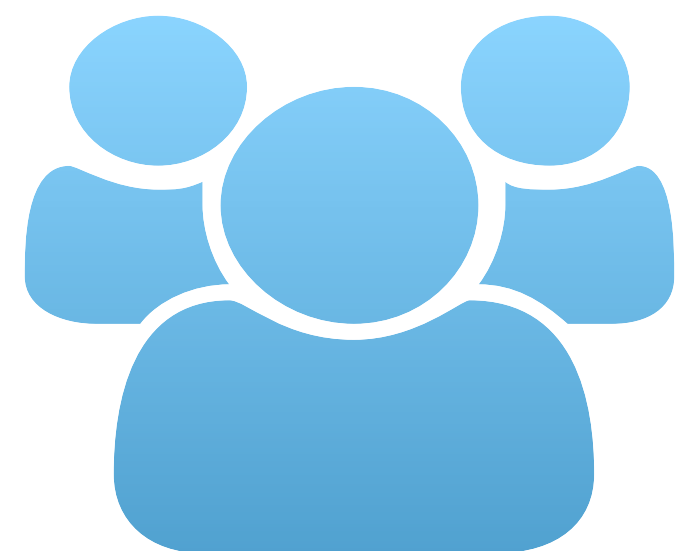
2023

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