DEALERLEADS our shoppers, your customers

<u>DealerLeads.com</u> "We have a better mousetrap."





PARTNER CASE STUDY #210

CHUCK PATTERSON

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OUR SIX FOCAL POINTS

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.

Bounce Rate Comparison

The comparative traffic quality in relationship to the other top media providers per dealers google analytics report average.

Page View / SRP View / VDP Views

The average number of pages a customer viewed while navigating the different areas of your dealerships website.



Time On Site

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

City Locale

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

Traffic Sustainability

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







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

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

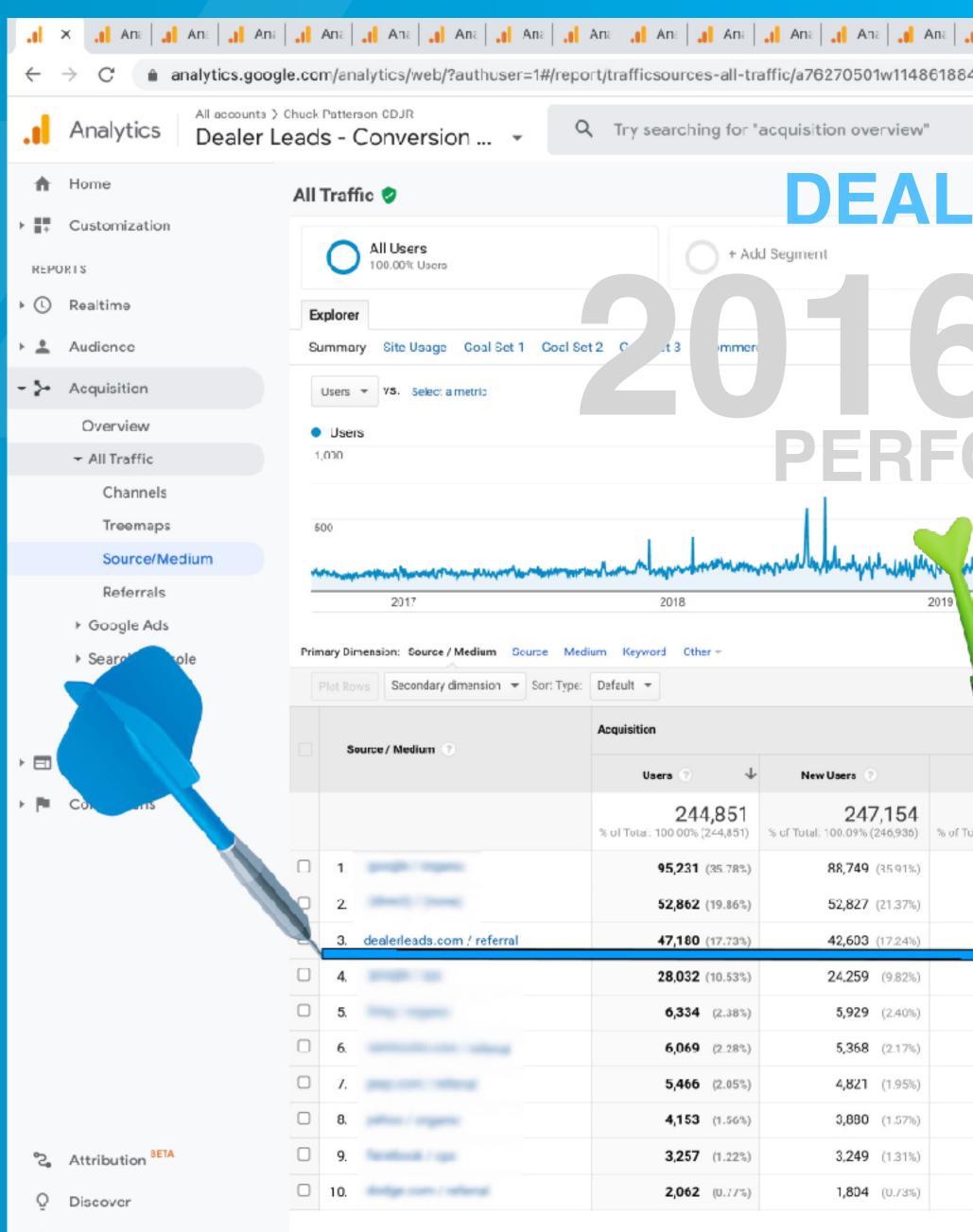
We will show our program's dominating influence on our other dealership partners across the U.S. month after month, year after year, and hope we can fit into your future marketing objectives.

THE MATH

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





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

HARD GOAL CONVERSIONS

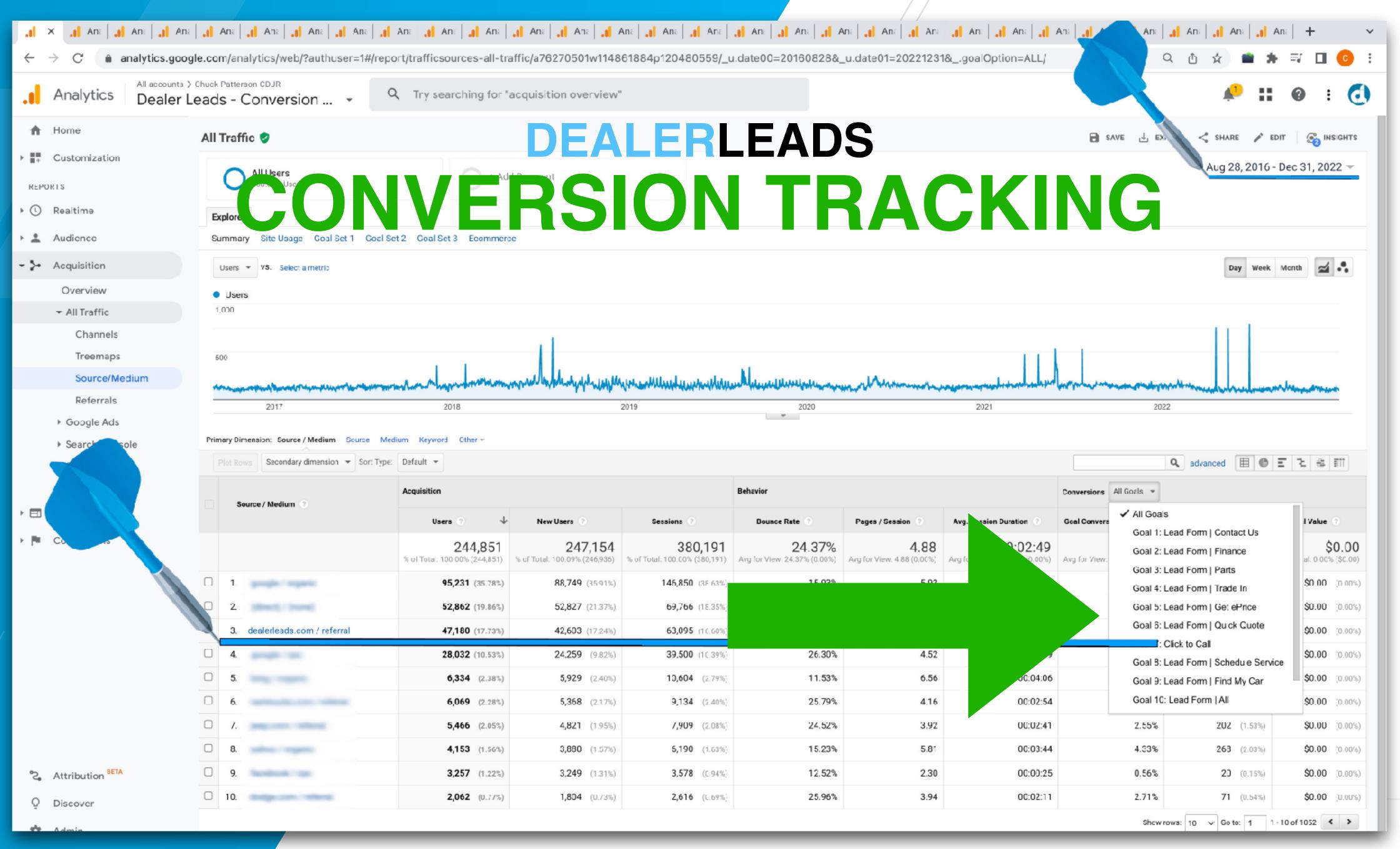
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We use Google Goals to track these goal events' completion, then compare our conversion rates to our competitors. We focus on these metrics in this case study and our monthly reporting to our clients.











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

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

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

OUR TRAFFIC & CITY LOCATION

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

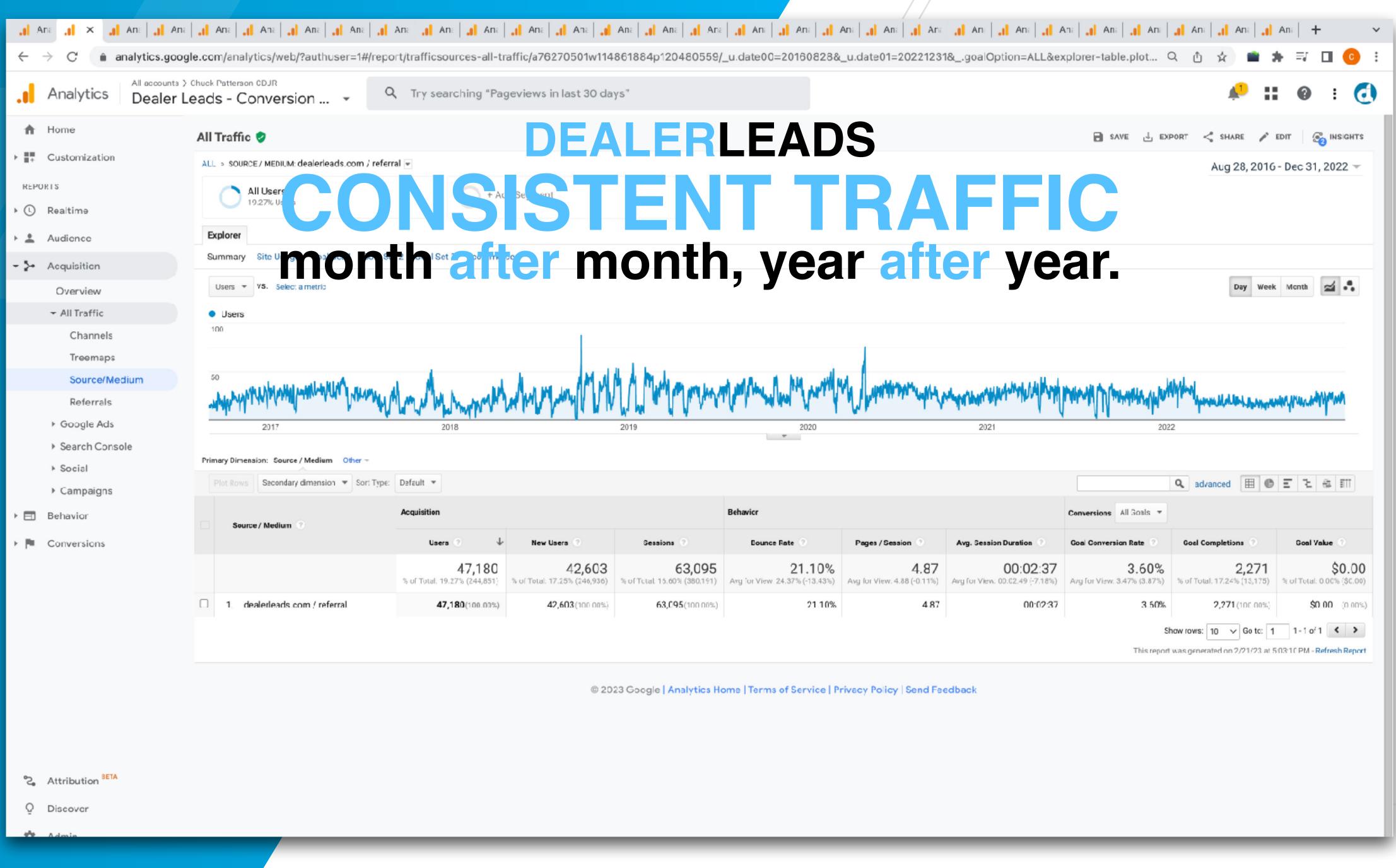




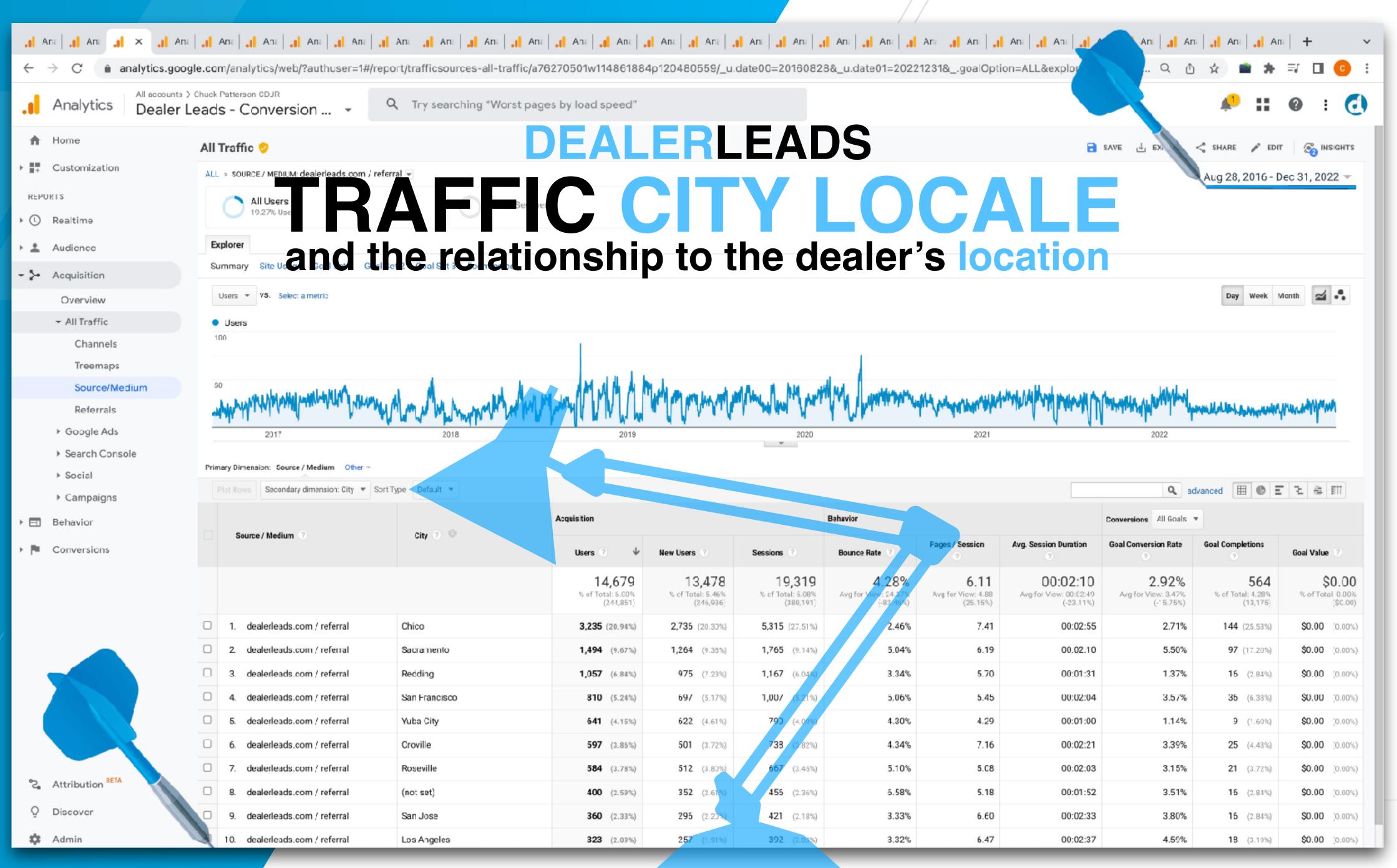














LET'S GO Quarter by Quarter

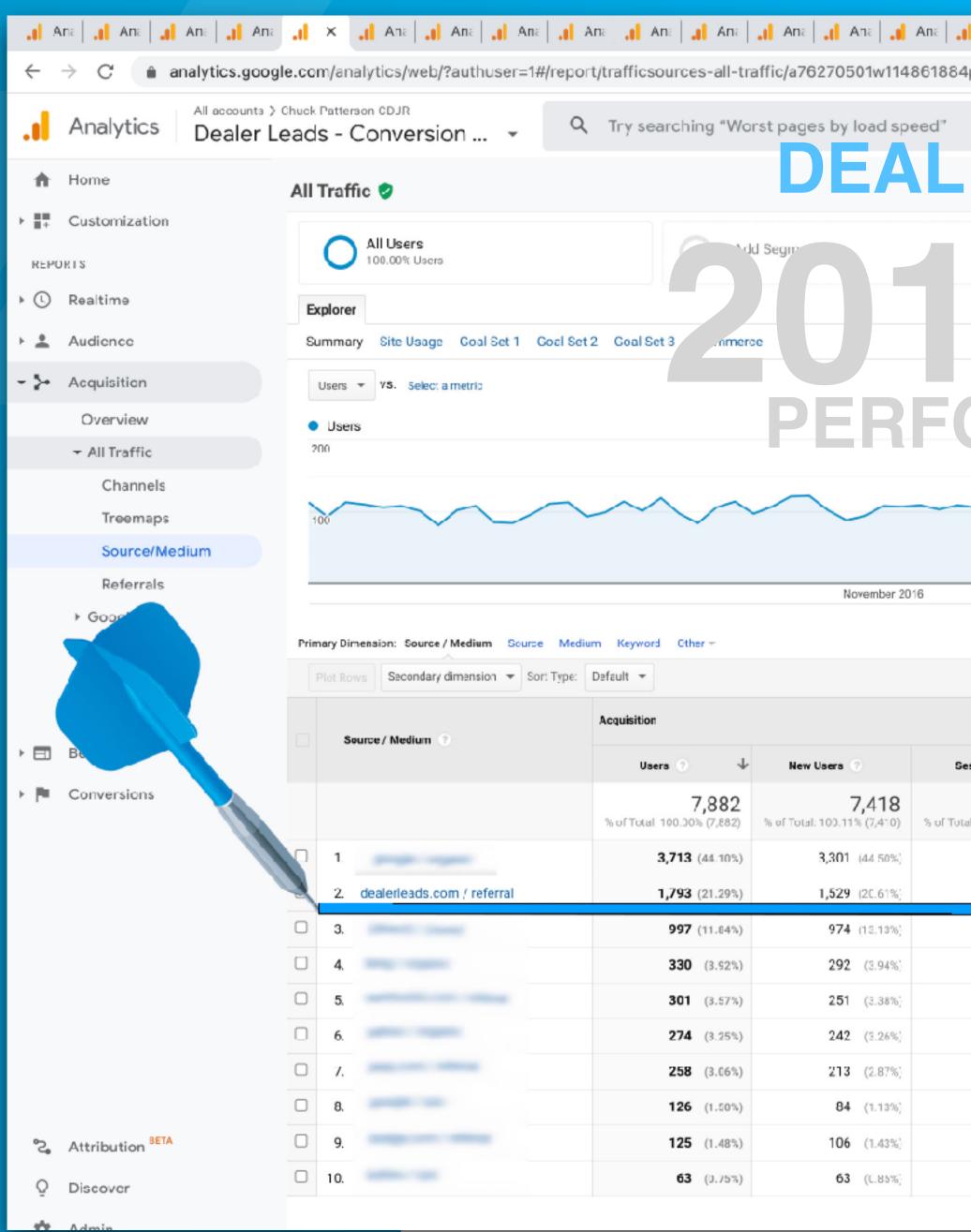
1ST QUARTER REPORTING JAN 1 thru MAR 31

2ND QUARTER REPORTING APR 1 thru JUN 30

3RD QUARTER REPORTING JUL 1 thru SEP 30

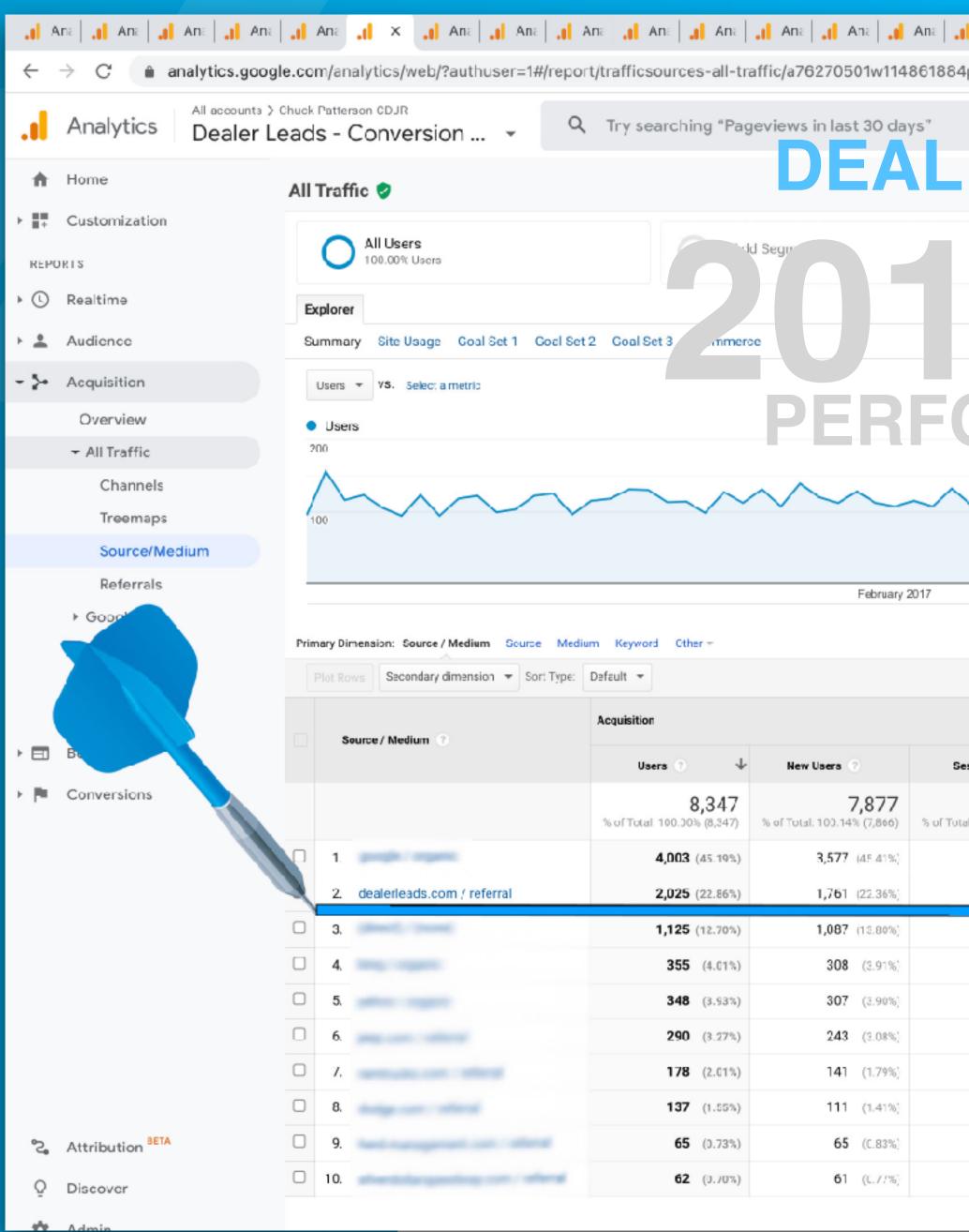
4TH QUARTER REPORTING OCT 1 thru DEC 31





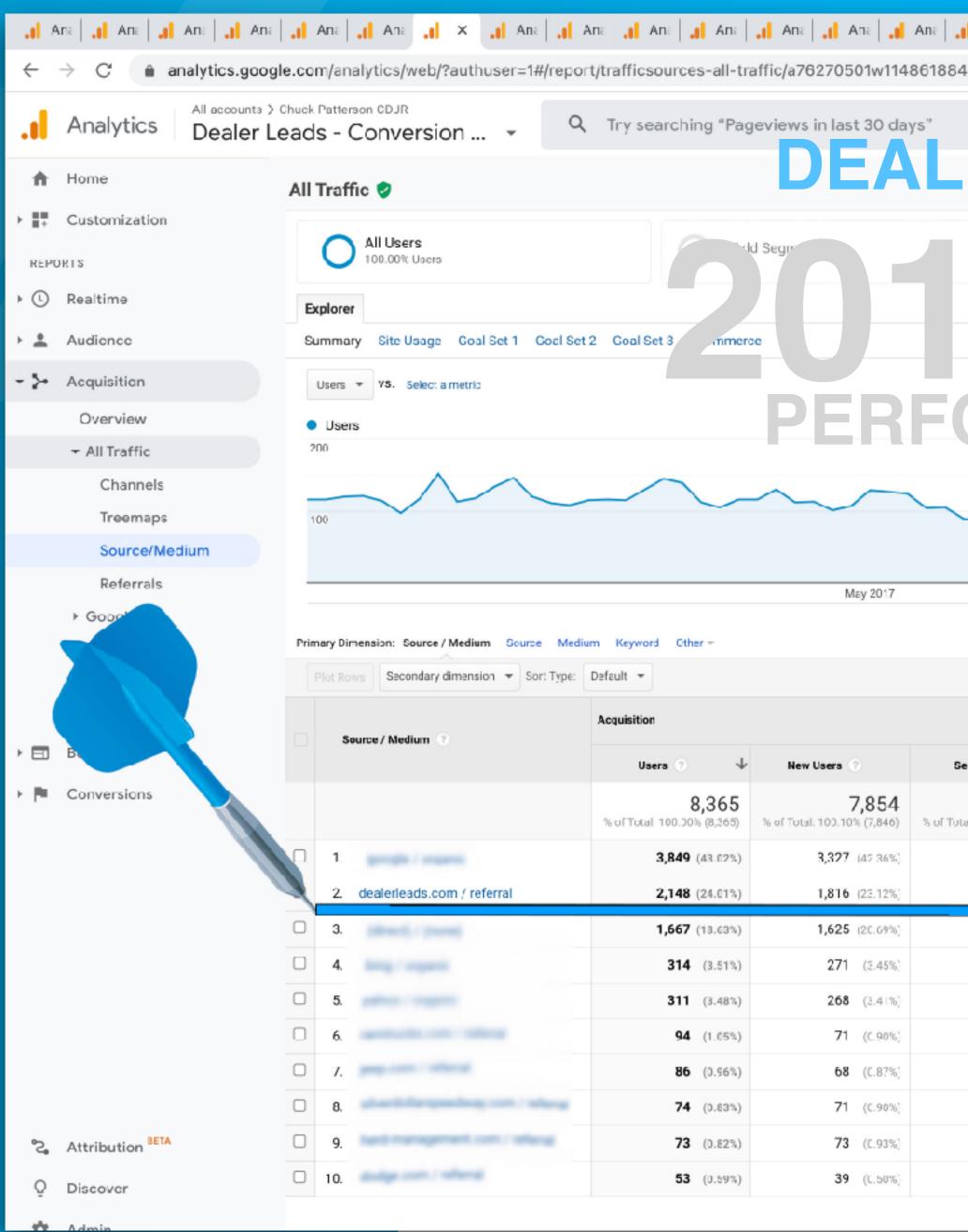
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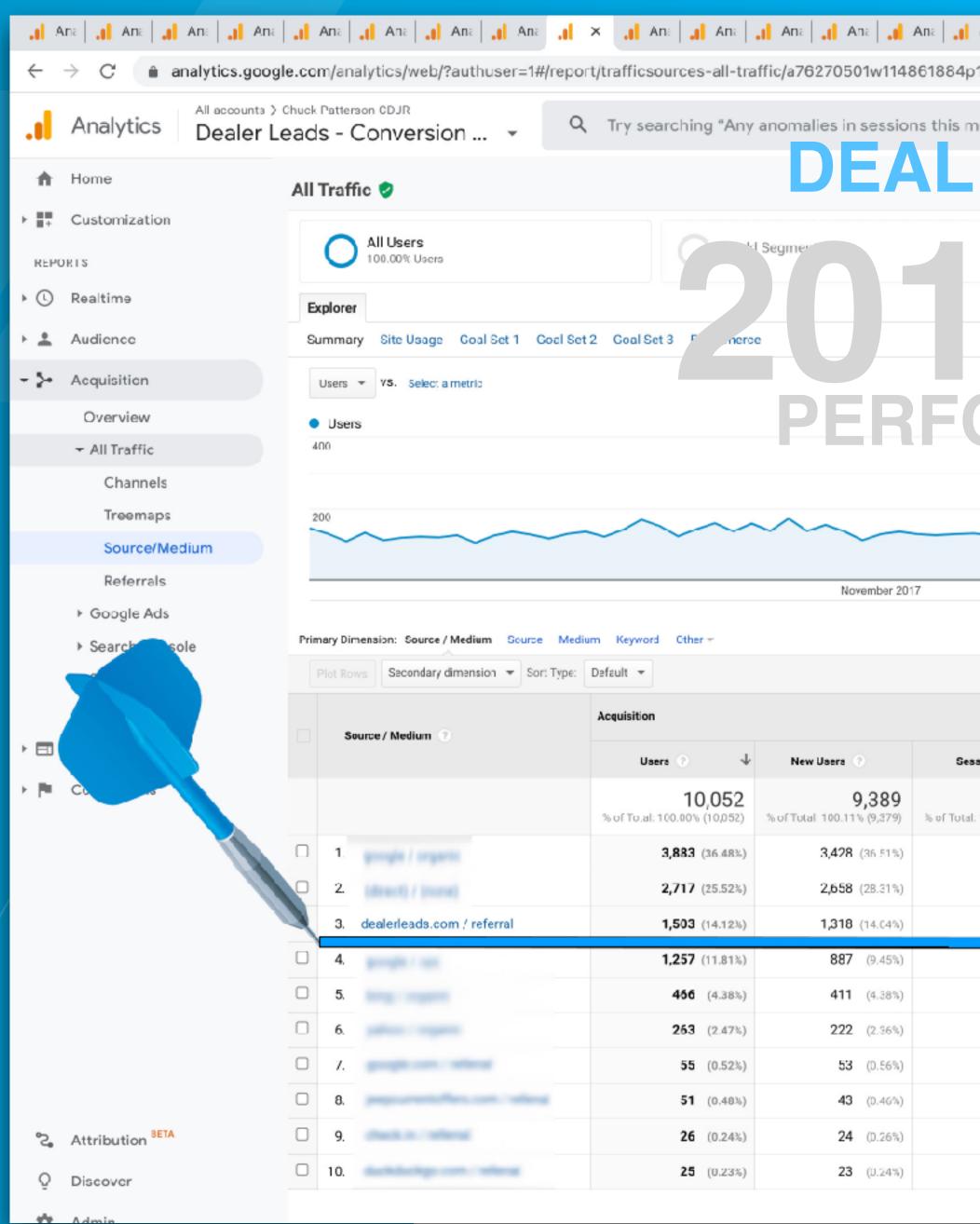


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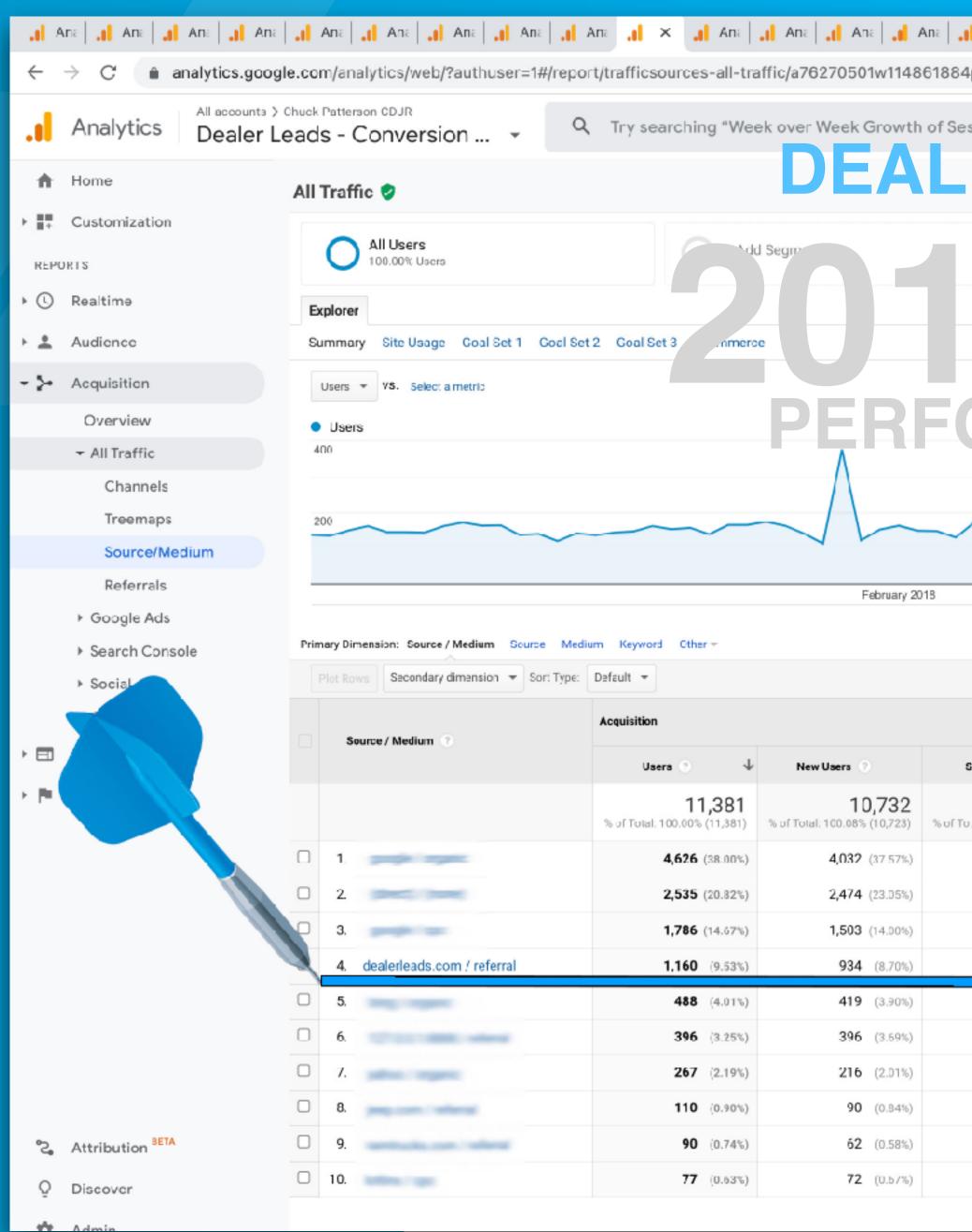


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	1	4,560 (47.14%)	4,046 (4£ 65%)	6,948 (49.38%)	17.57%	5.50	00:04:07	3.15%	219 (49.77%)	\$0.00 (0.00%)
	2	2,256 (23.32%)	2,200 (25.37%)	3,264 (23.23%)	28.77%	3.83	00:03:20	2.51%	82 (18.64%)	\$0.00 (0.00%)
	3. dealerleads.com / referral	1,521 (15.72%)	1,290 (14.87%)	2,089 (14.85%)	15.34%	4.32	00:03:23	4.98%	104 (23.64%)	\$0.00 (0.00%)
	4.	361 (3.73%)	315 (3.63%)	519 (3.69%)	11.18%	6.13	00:04:44	1.73%	9 (2.05%)	\$0.00 (0.00%)
	5.	272 (2.81%)	240 (2.77%)	401 (2.85%)	19.45%	5.07	00:03:30	4.74%		\$0.00 (0.00%)
	6.	160 (1.65%)	160 (1.84%)	183 (1.34%)	51.50%	2.53	00:01:41	0.53%	1 (0.23%)	\$0.00 (0.00%)
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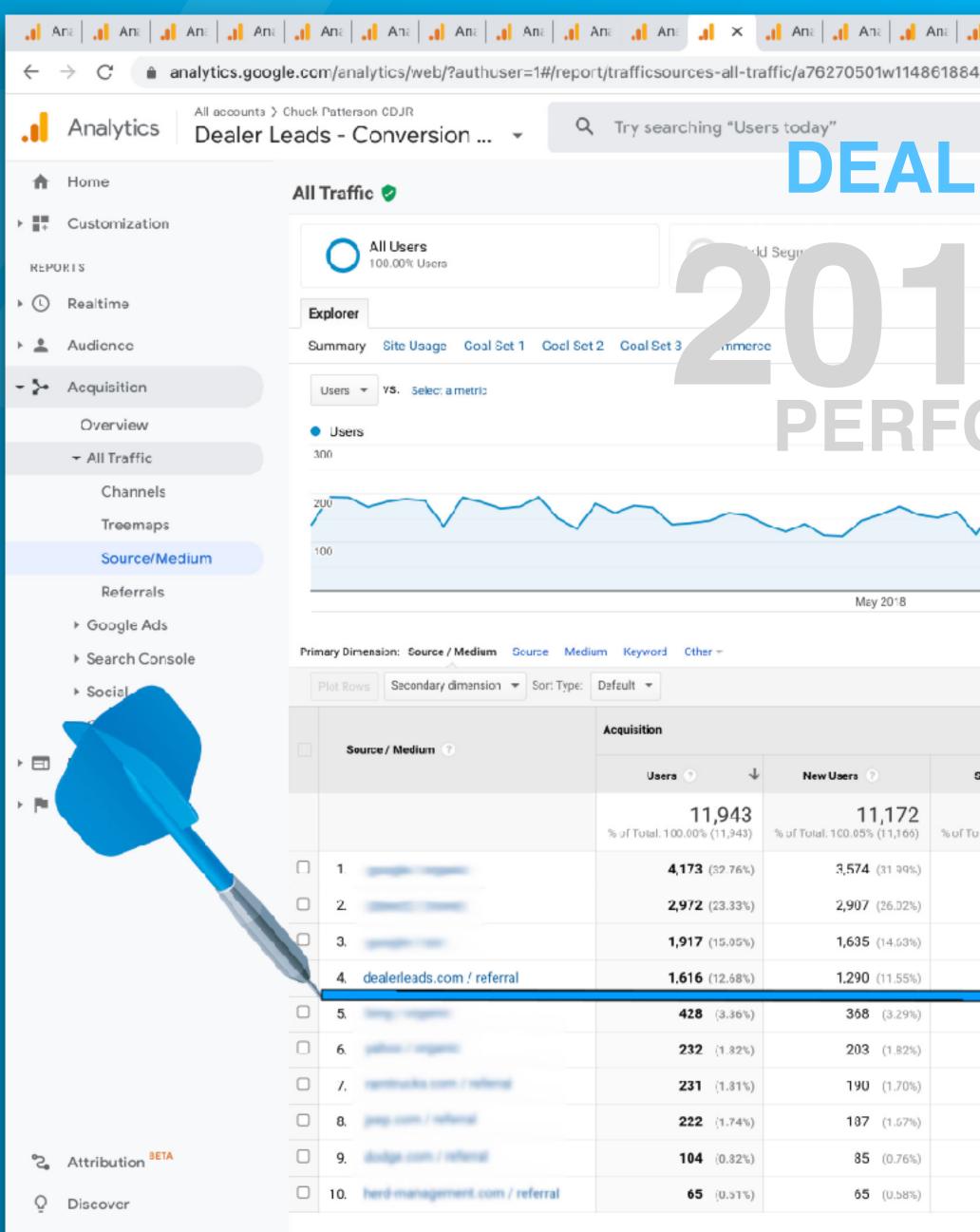


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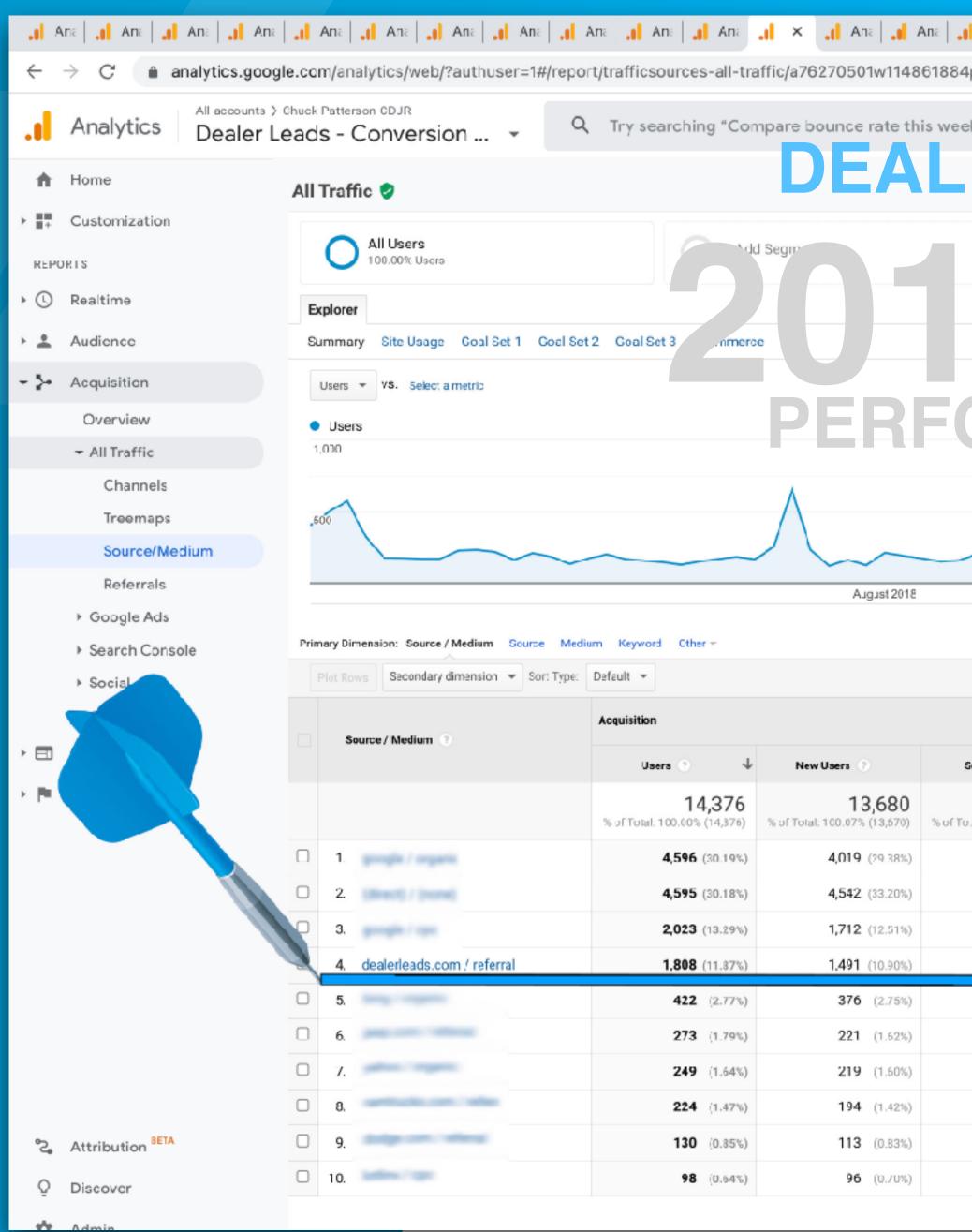




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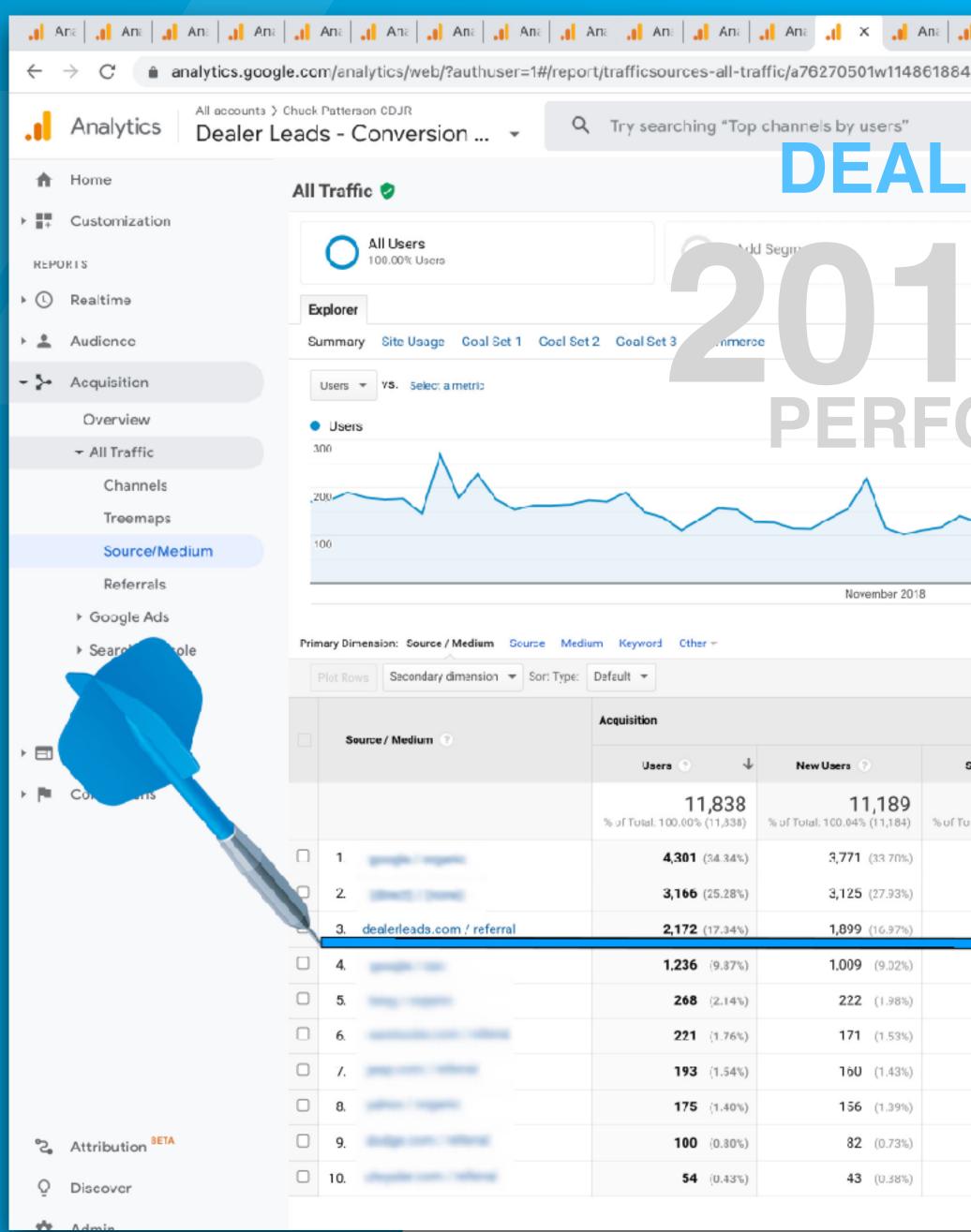
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	- Behavior		June 2013	Conversions All Gcals 💌	▲ advanced III ●	E 2 & SII
essions (?)		Pages / Session	June 2013 Avg. Session Duration 🕐		Q advanced III @	E E E III
17,715	Behavior	Pages / Session ? 4.41 Avg for View: 4.41 (0.00%)		Conversions All Goals 💌		
17,715	Behavior Dounce Rate ? 34.47%	4.41	Avg. Session Duration ? 00:03:11	Conversions All Gcals • Goel Conversion Rate ? 2.64%	Goal Completions ? 468	Goal Value 🤊 \$0.00
17,715 al: 100.00% (17,715)	Behavior Dounce Rate ⑦ 34.47% Avg for View: 34.47% (0.00%)	4.41 Avg fo: View: 4.41 (0.00%)	Avg. Session Duration (?) 00:03:11 Avg for View: 00.03 11 (0.00%)	Conversions All Gcals Goel Conversion Rate 2.64% Avg for View: 2.64% (0.00%)	Goal Completions ? 468 % of Total: 100.00% (468)	Goal Value ? \$0.00 % of Total: 0.00% (\$0.00)
6,278 (35.44%)	Behavior Dcunce Rate ? 34.47% Avg for View: 34.47% (0.00%) 20.40%	4.41 Avg for View: 4.41 (0.00%) 5.55	Avg. Session Duration (*) 00:03:11 Avg for View: 00.0311 (0.00%) 00:03:54	Conversions All Gcals Cool Conversion Rate Cool Conversion Rate	Goal Completions ⑦ 468 % of Total: 100 00% (468) 182 (38.89%)	Goal Value (?) \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%)
17,715 al: 100.00% (17,715) 6,278 (35.44%) 3,676 (20.75%)	Behavior Dounce Rate ? 34.47% Avg for View: 34.47% (0.00%) 20.40% 52.60% 39.49%	4.41 Avg fo: View: 4.41 (0.00%) 5.55 2.72	Avg. Session Duration (*) 00:03:11 Avg for View: 00.0311 (0.00%) 00:03:54 00:01:54	Conversions All Gcals Cool Conversion Rate Cool Conversion Rate	Goal Completions ⑦ 468 % of Total: 100 00% (468) 182 (38.89%) 51 (10.90%)	Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%)
17,715 al: 100.00% (17,715) 6,278 (35.44%) 3,676 (20.75%) 2,545 (14.37%)	Behavior Dounce Rate ? 34.47% Avg for View: 34.47% (0.00%) 20.40% 52.60% 39.49%	4.41 Avg fo: View: 4.41 (0.00%) 5.55 2.72 3.86	Avg. Session Duration 00:03:11 Avg for View: 00.0311 (0.00%) 00:03:54 00:01:54 00:02:31	Conversions All Gcals Cool Conversion Rate Cool Conversion Rate	Goal Completions ? 468 % of Total: 100 00% (468) 182 (38.89%) 51 (10.90%) 68 (14.53%)	Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
17,715 .al: 100.00% (17,715) 6,278 (35.44%) 3,676 (20.75%) 2,545 (14.37%) 2,311 (13.05%)	Behavior Dcunce Rate ? 34.47% Arg for View: 34.47% (0.00%) 20.40% 52.60% 39.49% 24.75%	4.41 Avg fo: Vew: 4.41 (0.00%) 5.55 2.72 3.86 4.91	Avg. Session Duretion () 00:03:11 Avg for View: 00.03 11 (0.00%) 00:03:54 00:01:54 00:02:31 00:03:19	Conversions All Gcals Goal Conversion Rate ? 2.64% ? Avg for View: 2.64% (0.00%) ? 2.90% 1.39% 2.67% \$.54%	Goal Completions ? 468 % of Total: 100 00% (468) 182 (38.89%) 51 (10.90%) 68 (14.53%) 128 (27.35%)	Goal Value ? \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
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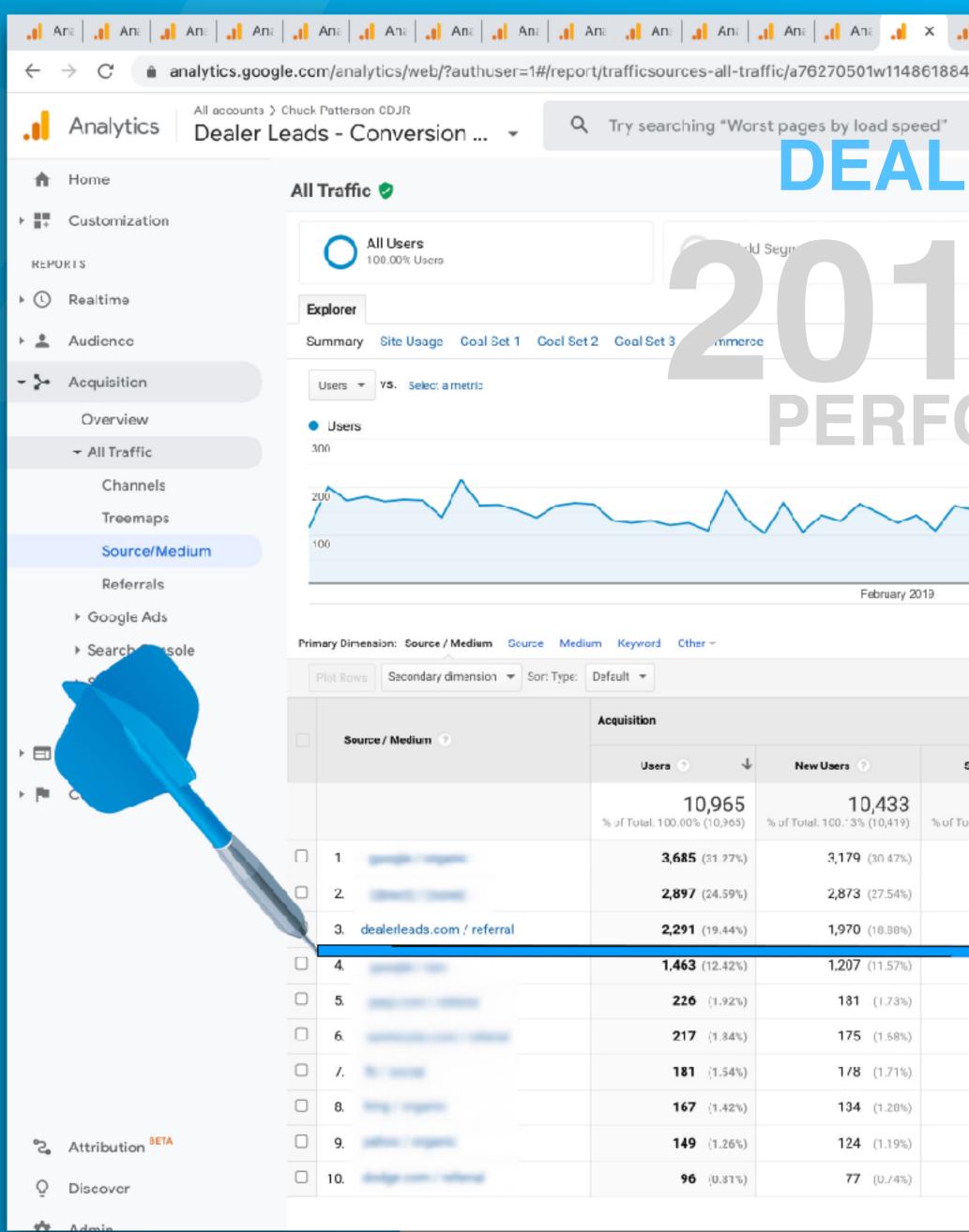
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			0.02	00-02-26	1 31%	2 (0.27%)	\$0.00 (0.00%)
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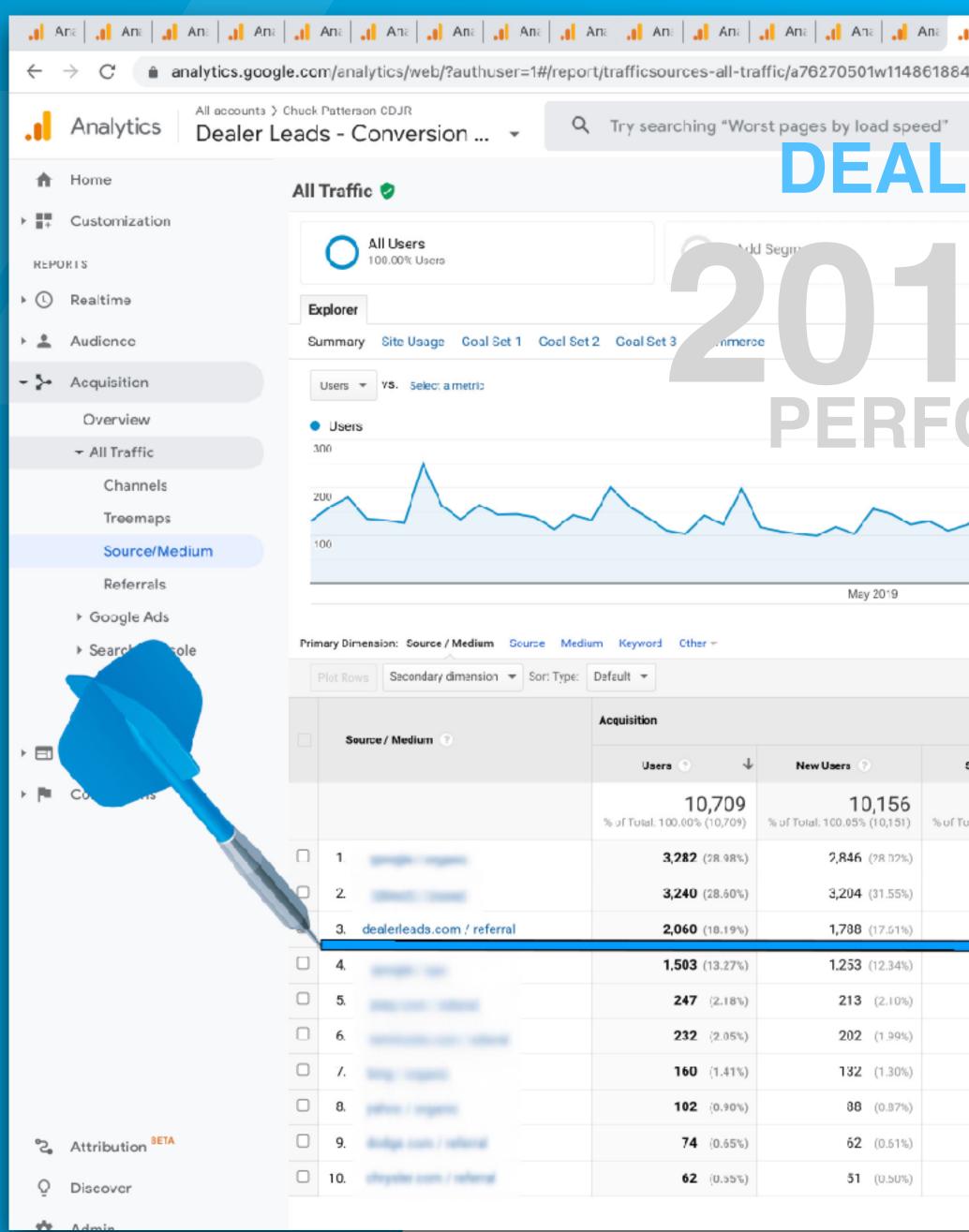
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16,475 of Total: 100.00% (16,475)	38.17% Avg for View: 38.17% (0.00%)	4.08 Avg fo: View: 4.08 (0.00%)	00:02:51 Avg for View: 00:02:51 (0.00%)	1.95% Avg for View: 1.95% (0.00%)	322 % of Total: 100 00% (322)	\$0.00 % of Total: 0.00% (\$0.00)
6,140 (37.27%)	21.04%	5.22	00:03:38	2 87%	173 (53 73%)	\$0.00 (0.00%)
3,620 (21.97%)	73.43%	2.27	00:01:24	0.58%	21 (6.52%)	\$0.00 (0.00%)
2,916 (17.70%)	34.35%	4.09	00:02:46	1.65%	48 (14.91%)	\$0.00 (0.00%)
1.627 (9.88%)	36.02%	3.91	00:02:51	2.77%	45 (13.98%)	\$0.00 (0.00%)
435 (2.64%)	18.39%	5.73	00:04:14	0.46%	2 (0.62%)	\$0.00 (0.00%)
300 (1.82%)	37.00%	3.86	00:03:28	1.00%	3 (0.93%)	\$0.00 (0.00%)
257 (1.56%)	36.53%	3.51	00:02:55	1.56%	4 (1.24%)	\$0.00 (0.00%)
239 (1.45%)	22.59%	4.87	00:03:20	5.02%	12 (3.73%)	\$0.00 (0.00%)
112 (0.68%)	29.45%	4.04	00:02:37	2.68%	3 (0.93%)	\$0.00 (0.00%)
	26.40%	2.02	00.00.10			
74 (0.45%)	36.49%	2.92	00:03:10	4.05%	3 (0.93%)	\$0.00 (0.00%)





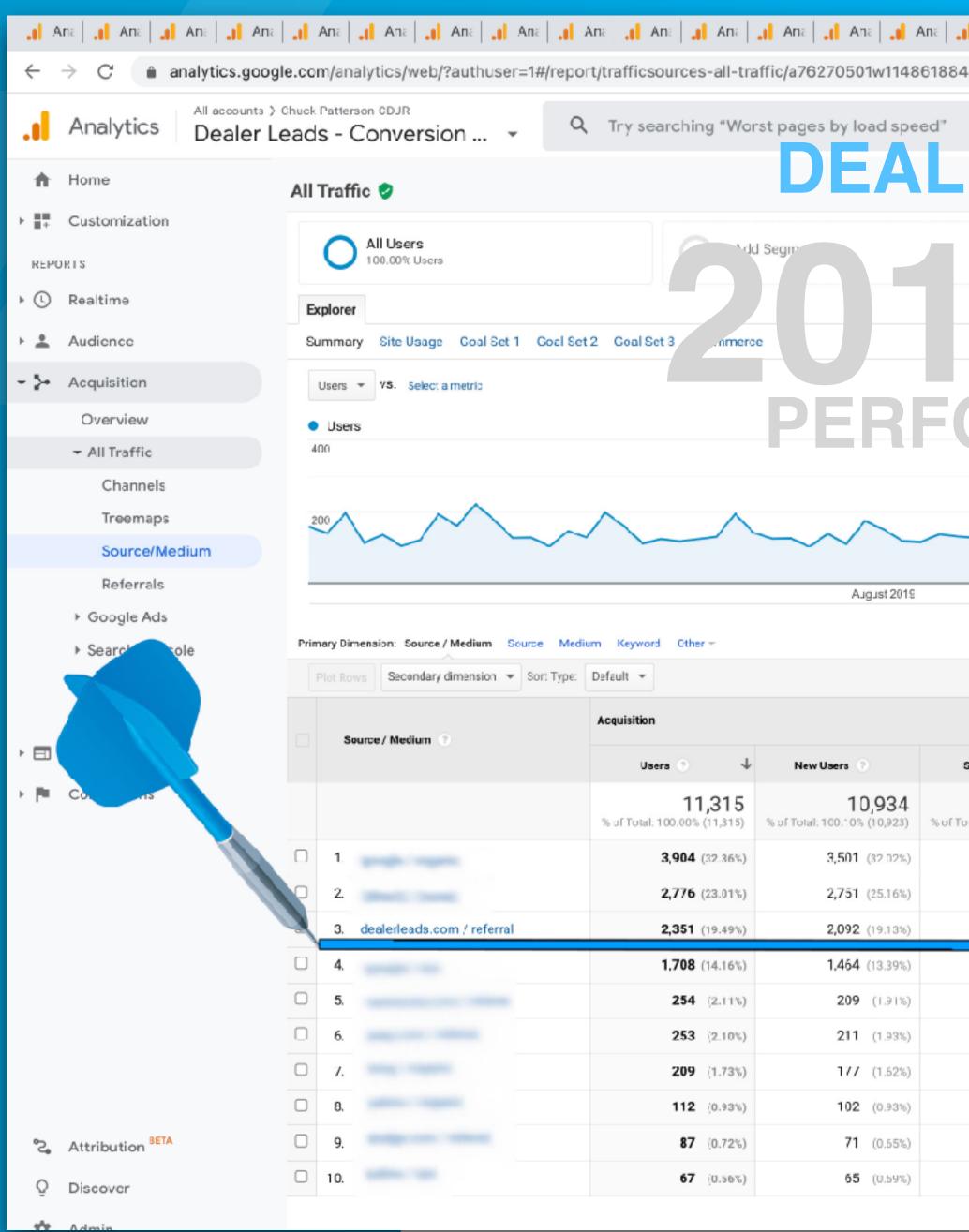
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15,819 Total: 100.00% (15,819) 5,387 (34.05%)	Behavior Dcunce Rate 37.06% Avg for View: 37.05% (0.00%) 20.75%	Pages / Session 4.05 Avg fo: View: 4.05 (0.00%) 5.13	Avg. Session Duration (*) 00:02:38 Avg for View: 00.02.38 (0.00%) 00:03:33	Conversions All Gcals Goel Conversion Rate 3.24% Avg for View: 3.24% (0.00%) 4.64%	Goal Completions ? 513 % of Tota: 100 00% (513) 250 (48 73%)	Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%)
15,819 Total: 100.00% (15,819) 5,337 (34.05%) 3 ,336 (21.09%)	Behavior Dounce Rate ? 37.06% Avg for View: 37.05% (0.00%) 20.75% 72.75%	Pages / Session 4.05 Avg fo: View: 4.05 (0.00%) 5.13 2.40	Avg. Session Duration (*) 00:02:38 Avg for View: 00.02 38 (0.00%) 00:03:33 00:01:08	Conversions All Gcals Goel Conversion Rate Conversion R	Goal Completions ? 513 % of Total: 100 00% (513) 250 (48 73%) 80 (15.59%)	Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%)
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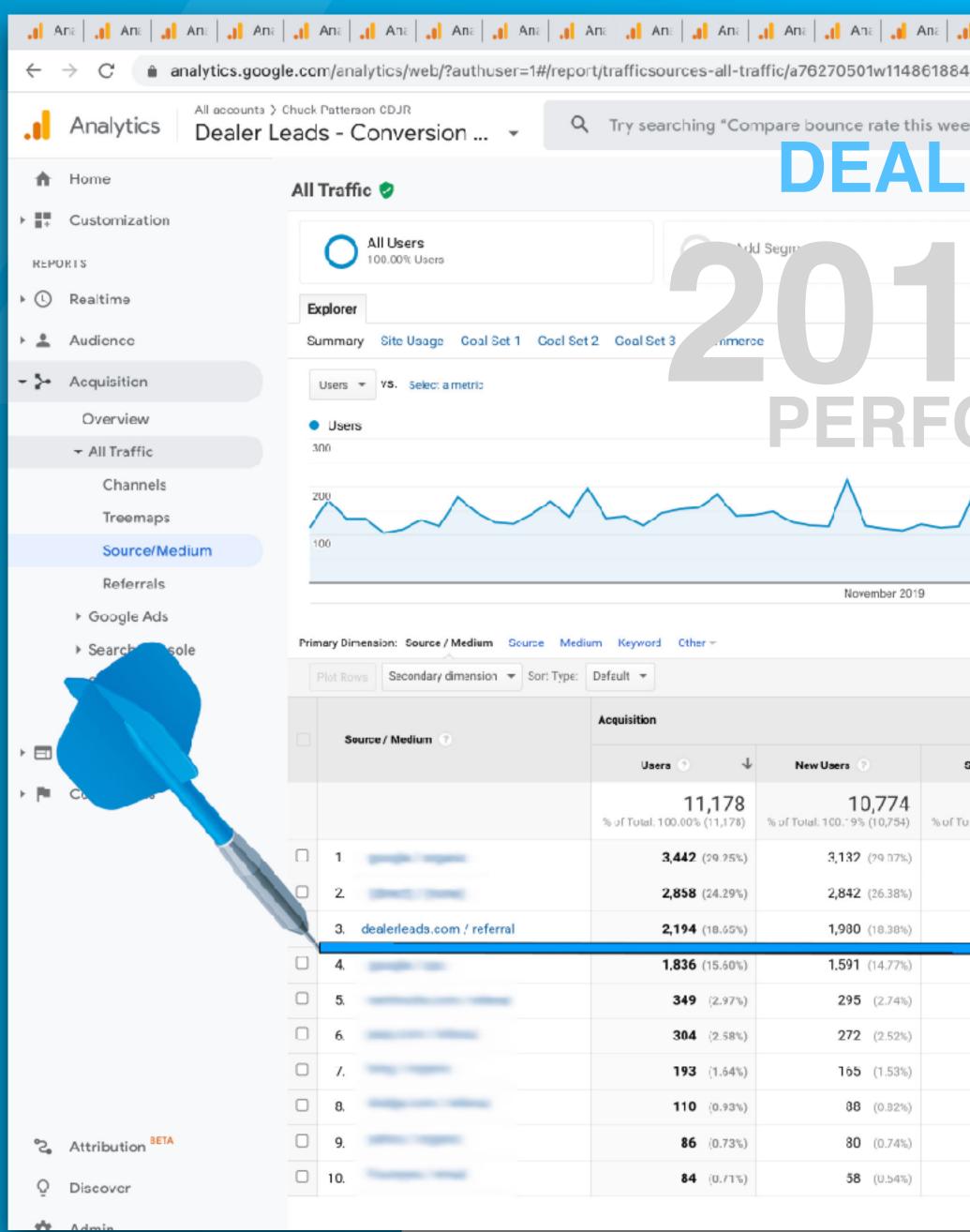
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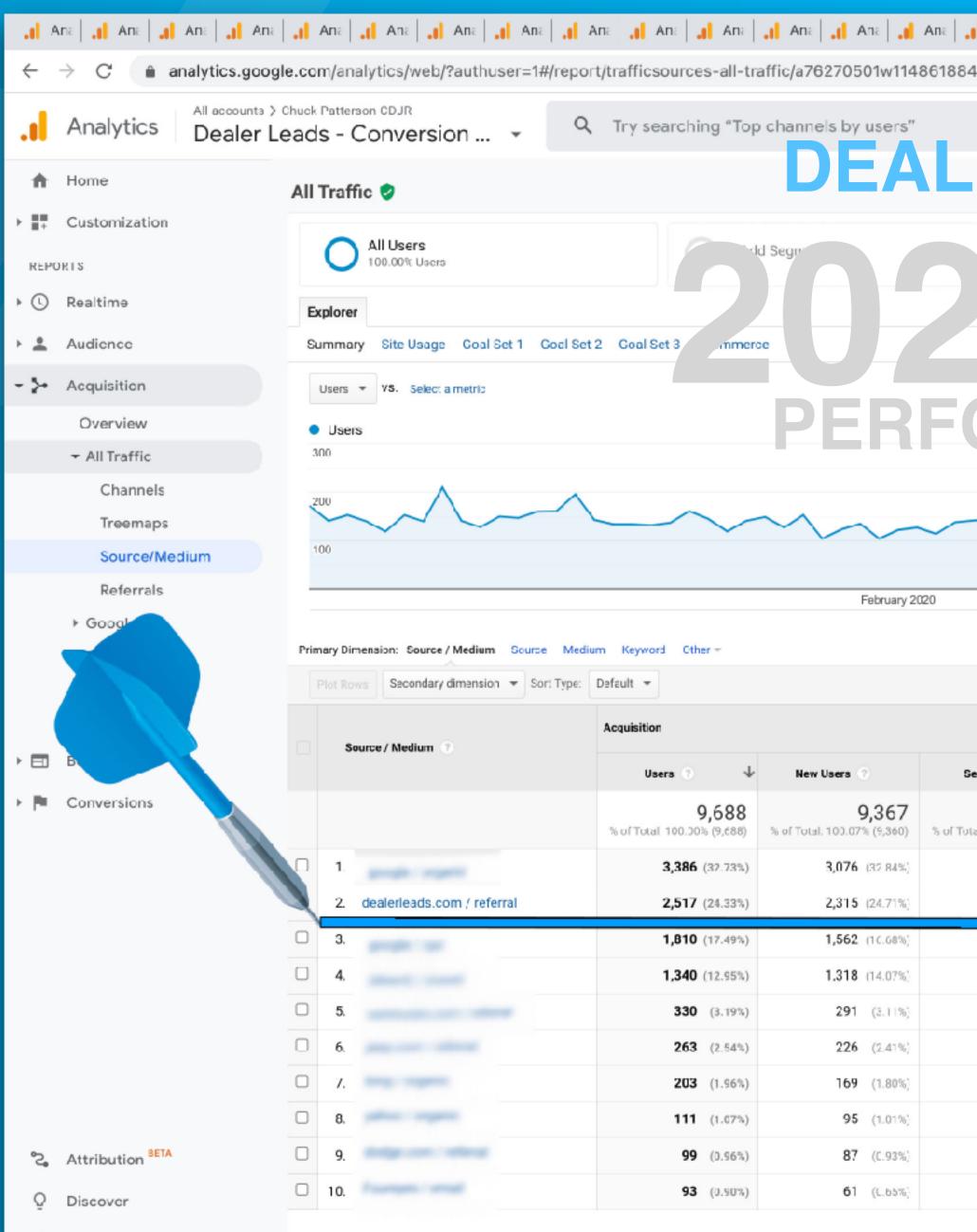
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Goal Value Image: Constraint of the constrai	Goal Completions ? 563 % of Total: 100 00% (563) 174 (30 91%) 78 (13.85%) 102 (18.12%) 151 (26.82%) 11 (1.95%) 10 (1.78%) 10 (1.78%)	Conversions All Gcals Goel Conversion Rate ? S.57% ? Avg for View: \$.57% (0.00%) 3.67% 2.30% 3.83% 3.83% 3.83% 1.62% 2.52% 3.03% 3.03%	Avg. Session Duration () 00:02:22 (0.00%) 00:02:51 00:02:51 00:02:51 00:02:05 00:02:05 00:02:05 00:02:05 00:02:05 00:02:05 00:02:05 00:02:05 00:02:05 00:02:05	Pages / Session ? 3.45 Avg for Vew. 3.45 (0.00%) 4.08 2.02 3.35 4.17 3.54 2.69 5.10	Behavior Dounce Rate ⑦ 41.34% Avg for View: 41.34% (0.00%) 29.34% 73.83% 37.75% 29.84% 36.33% 39.04% 13.94%	15,771 100.00% (15,771) 4,737 (30 0.43) 3,339 (21.49%) 2,654 (16.89%) 2,657 (16.72%) 679 (4.31%) 397 (2.52%) 330 (2.09%)

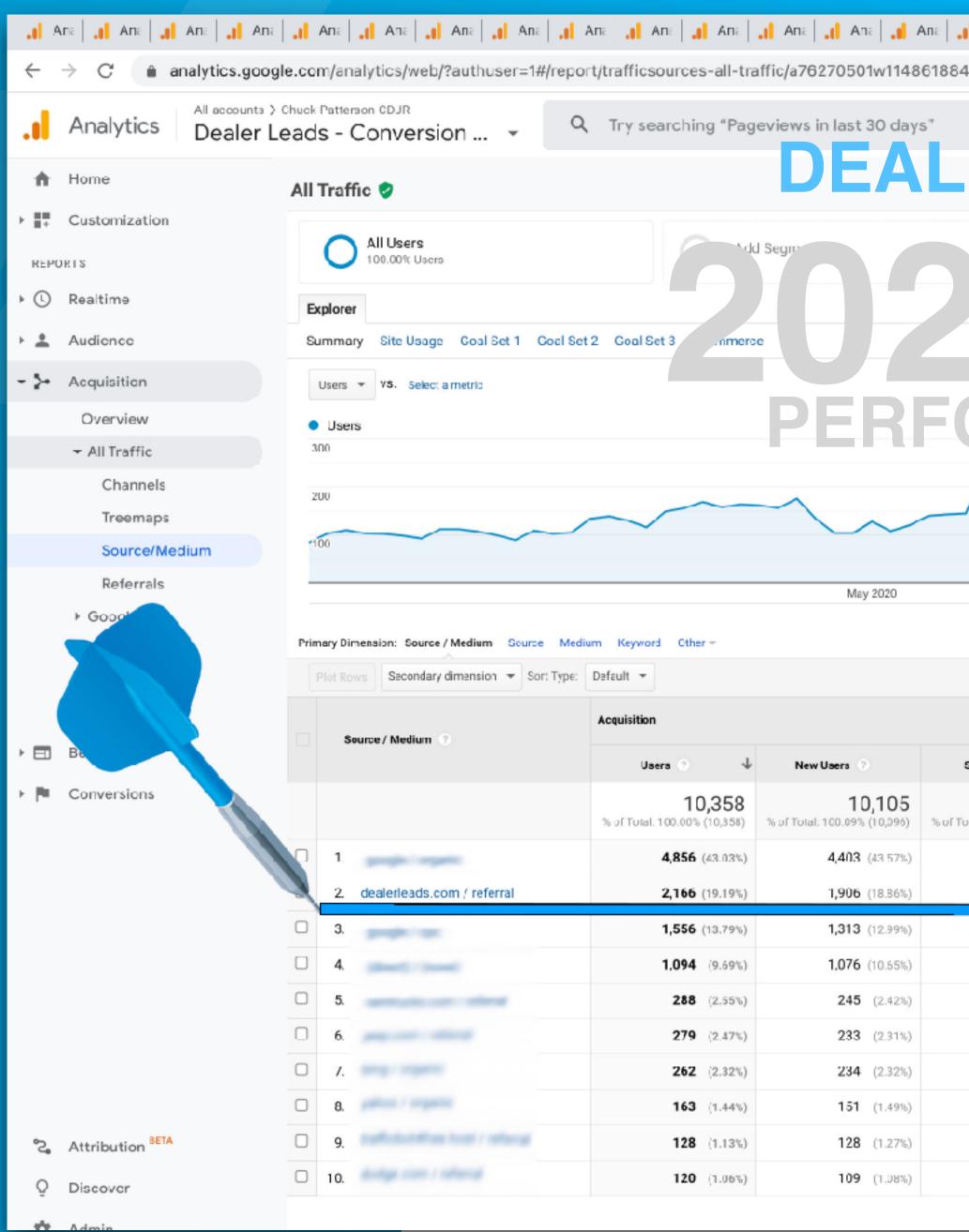




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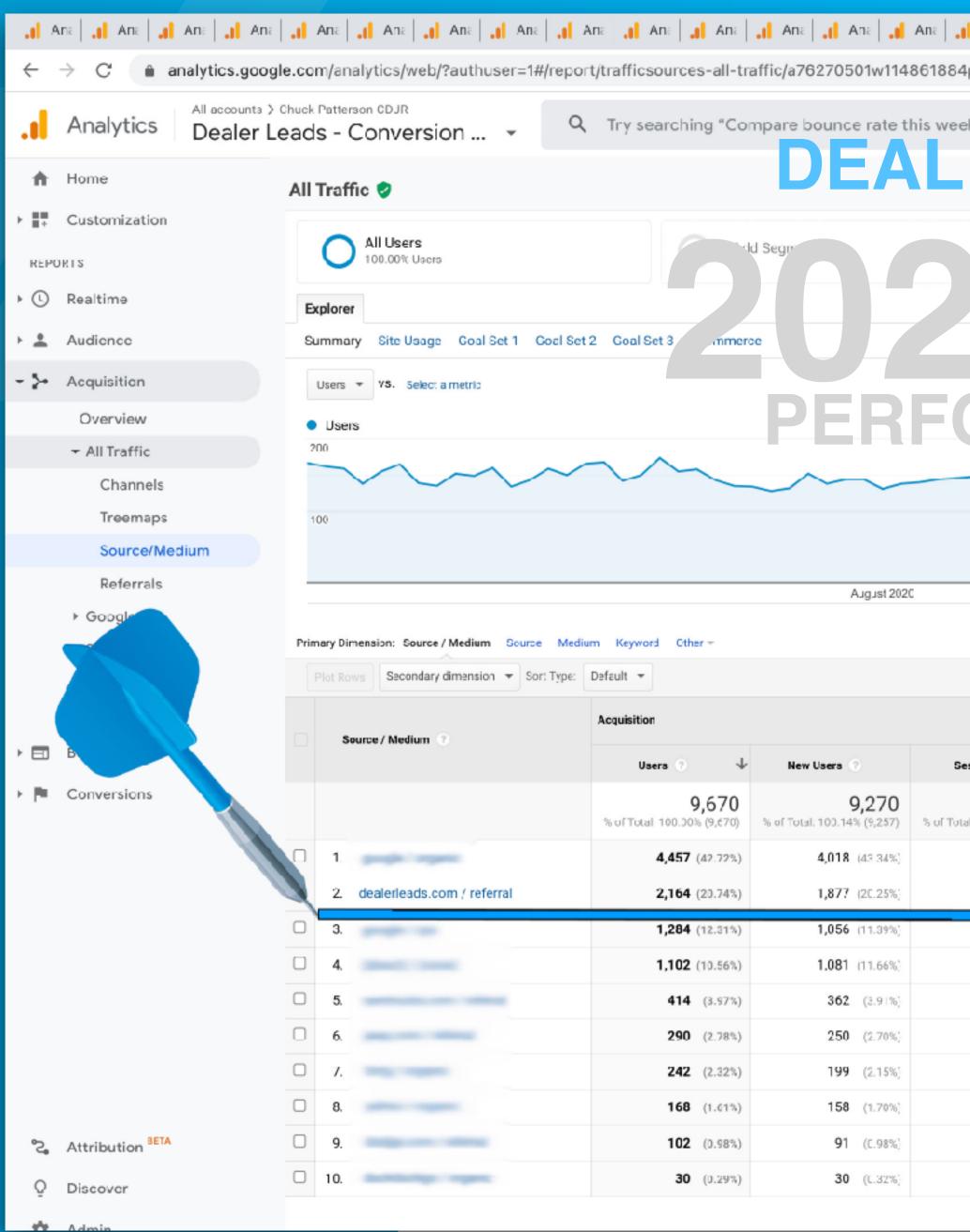
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14,107 Total: 100.00% (14,107) 4,662 (33.05%) 3,143 (22.32%) 2,522 (17.83%)	Dounce Rate         ?           35.32%         35.32%           Avg for View: 35.32% (0.00%)         27.13%           39.58%         39.58%	3.88 Avg for View: 3.38 (0.00%) 4.57 3.38 4.14	00:02:41 Avg for View: 00:02:41 (0:00%) 00:03:14 00:02:02 00:02:44	Goal Conversion Rate         ?           3.91 %         3.91%           Avg for View: 3.91% (0.00%)         3.69%           3.30%         3.30%	Goel Completions ? 551 % of Total: 100.00% (551) 172 (31.22%) 104 (18.87%) 137 (24.86%)	Goal Value ? \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%)
14,107 Total: 100.00% (14,107) 4,662 (33.05%) 3,143 (22.32%) 2,522 (17.83%) 1,710 (12.12%)	Counce Rate         ?           35.32%         35.32%           Avg for View: 35.32% (0.00%)         27.13%           39.58%         39.58%           31.21%         56.90%	3.88 Avg for View: 3.38 (0.00%) 4.57 3.38 4.14 2.58	00:02:41 Avg for View: 00:02:41 (0.00%) 00:03:14 00:02:02 00:02:44 00:01:51	Goal Conversion Rate         ?           3.91 %         3.91% (0.00%)           3.69%         3.30%           5.43%         3.39%	Goel Completions ?           551           % of Total: 100.00% (551)           172 (31.22%)           104 (18.87%)           137 (24.86%)           58 (10.53%)	Goal Value ?           \$0.00           \$0.00 (0.00%)           \$0.00 (0.00%)           \$0.00 (0.00%)           \$0.00 (0.00%)           \$0.00 (0.00%)           \$0.00 (0.00%)
14,107 Total: 100.00% (14,107) 4,662 (33.05%) 3,143 (22.32%) 2,522 (17.88%) 1.710 (12.12%) 592 (4.20%) 335 (2.38%) 323 (2.33%)	Counce Rate         ?           35.32%         35.32%           Avg for View: 35.32% (0.00%)         27.13%           39.58%         39.58%           39.58%         39.58%           42.74%         41.57%           12.50%         12.50%	3.88 Avg for View: 3.38 (0.00%) 4.57 3.38 4.14 2.58 3.25 2.93 5.37	00:02:41 Avg for View: 00:02:41 (0:00%) 00:03:14 00:02:22 00:02:44 00:02:44 00:03:57 00:02:37 00:02:37	Coal Conversion Rate ? 3.91% Avg for View: 3.91% (0.00%) 3.69% 3.30% 5.43% 5.43% 2.70% 4.76% 6.10%	Goel Completions ?           551           % of Total: 100.00% (551)           172 (31 22%)           104 (18.87%)           1037 (24.86%)           58 (10.53%)           16 (2.90%)           16 (2.90%)           20 (3.63%)	Goal Value ?           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00
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14,107         Total: 100.00% (14,107)         4,662 (33 05%)         3,143 (22.32%)         2,522 (17.88%)         1,710 (12.12%)         592 (4.20%)         335 (2.38%)         323 (2.33%)         185 (1.31%)         111 (0.79%)	Counce Rate         ?           35.32%         35.32%           Avg for View: 35.32% (0.00%)         27.13%           39.58%         39.58%           39.58%         39.58%           42.74%         42.74%           41.57%         12.50%           16.22%         33.33%	3.88 Avg for View: 3.88 (0.00%) 4.57 3.38 4.14 2.68 3.25 2.93 5.37 5.57 3.44	00:02:41 Avg for View: 00:02:41 (0:00%) 00:03:14 00:02:02 00:02:37 00:01:51 00:02:37 00:02:37 00:03:46 00:03:45	Coal Conversion Rate 3.91% Avg for View: 3.91% (0.00%) 3.69% 3.30% 5.43% 3.30% 5.43% 4.76% 4.76% 6.10% 2.16% 3.60%	Goel Completions         Image: Completion state           551         551           % of Tottal: 100.00% (551)         172 (31 22%)           104 (18.87%)         104 (18.87%)           137 (24.86%)         135 (10.53%)           58 (10.53%)         16 (2.90%)           16 (2.90%)         20 (3.63%)           20 (3.63%)         4 (0.73%)           4 (0.73%)         4 (0.73%)	Goal Value ?           §0.00           §0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00
14,107         Total: 100.00% (14,107)         4,662 (33 05%)         3,143 (22.32%)         2,522 (17.89%)         1.710 (12.12%)         592 (4.20%)         335 (2.38%)         323 (2.38%)         185 (1.31%)	Counce Rate         ?           35.32%         35.32%           Avg for View: 35.32% (0.00%)         27.13%           39.58%         39.58%           39.58%         39.58%           42.74%         42.74%           41.57%         12.50%           16.22%         16.22%	3.88 Avg for View: 3.38 (0.00%) 4.57 3.38 4.14 2.58 3.25 2.93 5.37 5.57	00:02:41 Avg for View: 00:02:41 (0:00%) 00:03:14 00:02:02 00:02:37 00:03:37 00:02:37 00:03:46 00:03:45	Coal Conversion Rate 3.91% Avg for View: 3.91% (0.00%) 3.69% 3.30% 5.43% 3.39% 2.70% 4.76% 4.76% 6.10% 2.16% 3.60% 5.61%	Goel Completions         ?           551 % of Total: 100.00% (551)           172         (31 22%)           104         (18.87%)           137         (24.86%)           58         (10.53%)           16         (2.90%)           20         (3.63%)           4         (0.73%)           12         (2.18%)	Goal Value ?           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00





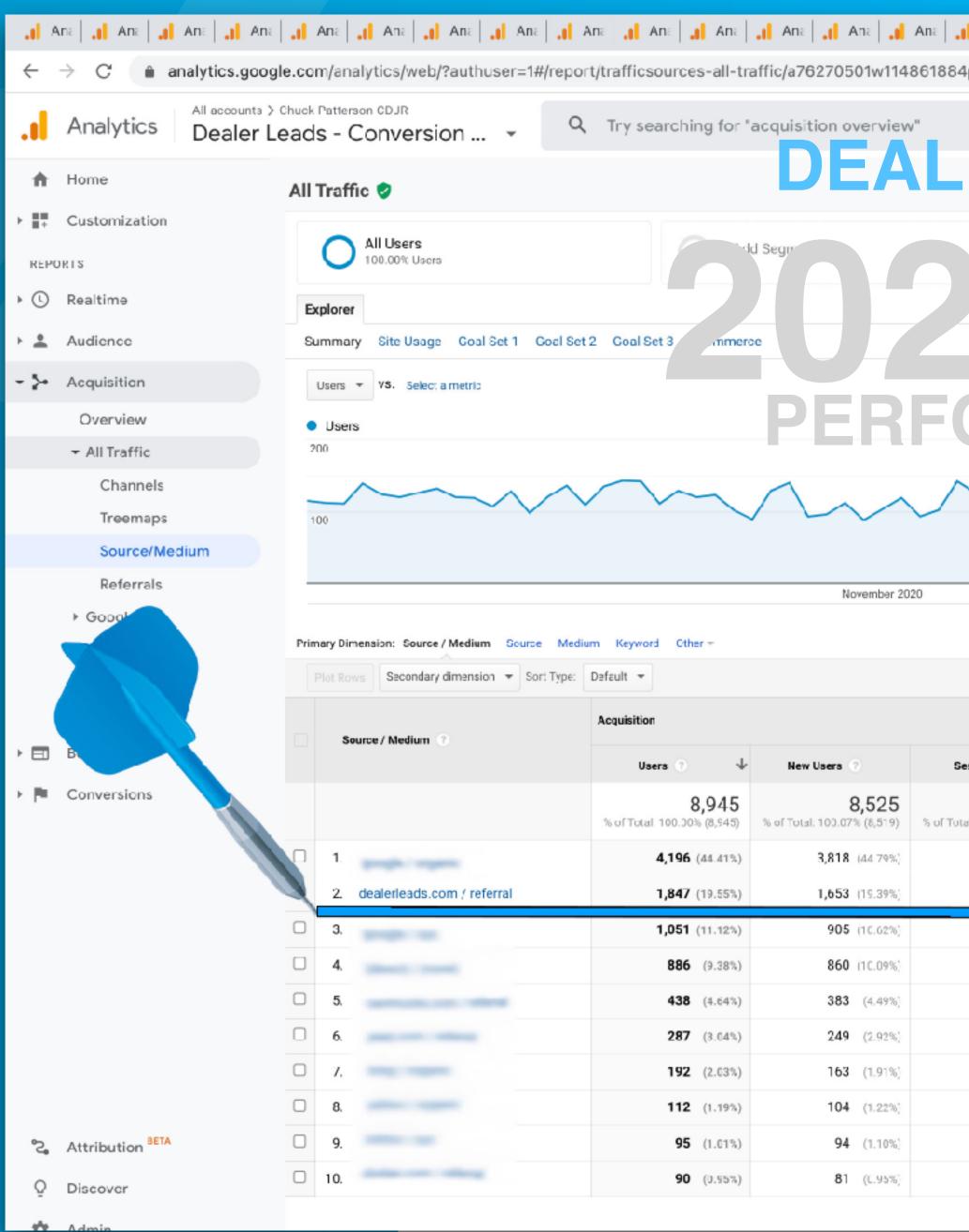
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16,299 FTo.al: 100.00% (16,299) 7,070 (43.38%) 2,872 (17.62%)	Behavior           Dounce Rate ⑦           27.63%           Avg for View: 27.63% (0.00%)           29.87%	4.14 Avg fo: View: 4.14 (0.00%) 4.64 3.96	Avg. Session Duration (*) 00:03:16 Avg for View: 00.0316 (0.00%) 00:03:32 00:02:49	Conversions All Gcals Goel Conversion Rate 4.72% Avg for View: 4.72% (0.00%) 4.40% 4.11%	Goal Completions ? 769 % of Tota: 100 00% (769) 311 (40 44%) 118 (15.34%)	Gosl Value (7) \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%)
16,299 (To.al: 100.00% (16,299) 7,070 (43.38%) 2,872 (17.62%) 2,344 (14.38%)	Behavior           Dounce Rate ?           27.63%           Avg for View: 27.63% (0.00%)           29.87%           28.83%	4.14 Avg fo: View: 4.14 (0.00%) 4.64 3.96 3.94	Avg. Session Duration 00:03:16 Avg for View: 00.0316 (0.00%) 00:03:32 00:02:49 00:03:15	Conversions All Gcals • Goel Conversion Rate ? 4.72% Avg for View: 4.72% (0.00%) 4.40% 4.11% 6.83%	Goal Completions ? 769 % of Total: 100 00% (769) 311 (40 44%) 118 (15.34%) 160 (20.81%)	Gosl Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
16,299 (To.al: 100.00% (16,299) 7,070 (43.38%) 2,872 (17.62%) 2,344 (14.38%) 1.558 (9.56%)	Behavior           Dounce Rate ?           27.63%           Avg for View: 27.63% (0.00%)           29.87%           29.87%           28.83%           41.73%	4.14 Avg fo: Vew: 4.14 (0.00%) 4.64 3.96 3.94 3.24	Avg. Session Duration (?) 00:03:16 Avg for View: 00.03 16 (0.00%) 00:03:32 00:02:49 00:03:15 00:02:52	Conversions All Gcals • Goel Conversion Rate • 4.72% Avg for View: 4.72% (0.00%) 4 40% 4.11% 6.83% 5.33%	Goal Completions ? 769 % of Total: 100 00% (769) 311 (40 44%) 118 (15.34%) 160 (20.81%) 83 (10.79%)	Goal Value         ?           \$0.00         \$0.00           % of Total: 0.00% (\$0.00)         \$0.00           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)
16,299 (To.al: 100.00% (16,299) 7,070 (43.38%) 2,872 (17.62%) 2,344 (14.38%) 1.558 (9.56%) 452 (2.77%)	Behavior         Dounce Rate ⑦         27.63%         Arg for View: 27.63% (0.00%)         29.87%         29.87%         29.87%         41.73%         34.29%         36.77%         12.15%	4.14 Avg fo: Vew: 4.14 (0.00%) 4.64 3.96 3.94 3.24 3.63 2.94 5.52	Avg. Session Duration (*) 00:03:16 Avg for View: 00.03:16 (0.00%) 00:03:32 00:02:49 00:02:52 00:02:52	Conversions         All Gcals           Goel Conversion Rate         ?           4.72%         ?           Avg for View: 4.72% (0.00%)         4.40%           4.11%         6.83%           5.33%         5.33%	Goal Completions       769         % of Tota: 100 00% (769)       311 (40 44%)         118 (15.34%)       118 (15.34%)         160 (20.81%)       83 (10.79%)         34 (4.42%)       34 (4.42%)	Goal Value (?)           \$0.00           \$0.00           % of Total: 0.00% (\$0.00)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)
16,299         7,070       (43.38%)         2,872       (17.62%)         2,344       (14.38%)         1.558       (9.56%)         452       (2.77%)         427       (2.62%)         428       (2.63%)         209       (1.28%)	Behavior         Dounce Rate ?         27.63%         Arg for View: 27.63% (0.00%)         29.87%         29.87%         29.87%         41.73%         34.29%         34.29%         12.15%         8.61%	4.14 Avg fo: Vew: 4.14 (0.00%) 4.64 3.96 3.94 3.94 3.24 3.63 2.94 5.52 5.52 4.50	Avg. Session Duration (*)         OO:O3:16         OO:O3:32         OO:03:32         OO:03:32         OO:03:32         OO:02:49         OO:02:52         OO:02:38         OO:02:38         OO:02:35         OO:02:35	Conversions       All Gcals         Goel Conversion Rate       •         4.72%       •         Avg for View: 4.72% (0.00%)       440%         4.11%       •         6.83%       •         5.33%       •         1.87%       •         4.6/%       •         4.78%       •	Goal Completions ?         769         % of Tota: 100 00% (769)         \$311 (40.44%)         118 (15.34%)         160 (20.81%)         83 (10.79%)         34 (4.42%)         8 (1.04%)         20 (2.60%)         10 (1.30%)	Goal Value (?)           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00
16,299         f To.al. 100.00% (16,299)         7,070 (43.38%)         2,872 (17.62%)         2,344 (14.38%)         1.558 (9.56%)         452 (2.77%)         427 (2.62%)         428 (2.63%)	Behavior         Dounce Rate ⑦         27.63%         Arg for View: 27.63% (0.00%)         29.87%         29.87%         29.87%         41.73%         34.29%         36.77%         12.15%	4.14 Avg fo: Vew: 4.14 (0.00%) 4.64 3.96 3.94 3.24 3.63 2.94 5.52	Avg. Session Duration ()         OO:O3:16         Avg for View: 00.0316 (0.00%)         OO:03:32         OO:03:32         OO:03:315         OO:02:52         OO:02:38         OO:02:38	Conversions       All Gcals         Goel Conversion Rate       ?         4.72%       ?         Avg for View: 4.72% (0.00%)       440%         4.40%       4.11%         6.83%       5.33%         5.33%       7.52%         1.87%       4.6/%	Goal Completions ?         769         % of Total: 100 00% (769)         311 (40 44%)         118 (15.34%)         160 (20.81%)         83 (10.79%)         34 (4.42%)         8 (1.04%)         20 (2.60%)	Goal Value (?)           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00





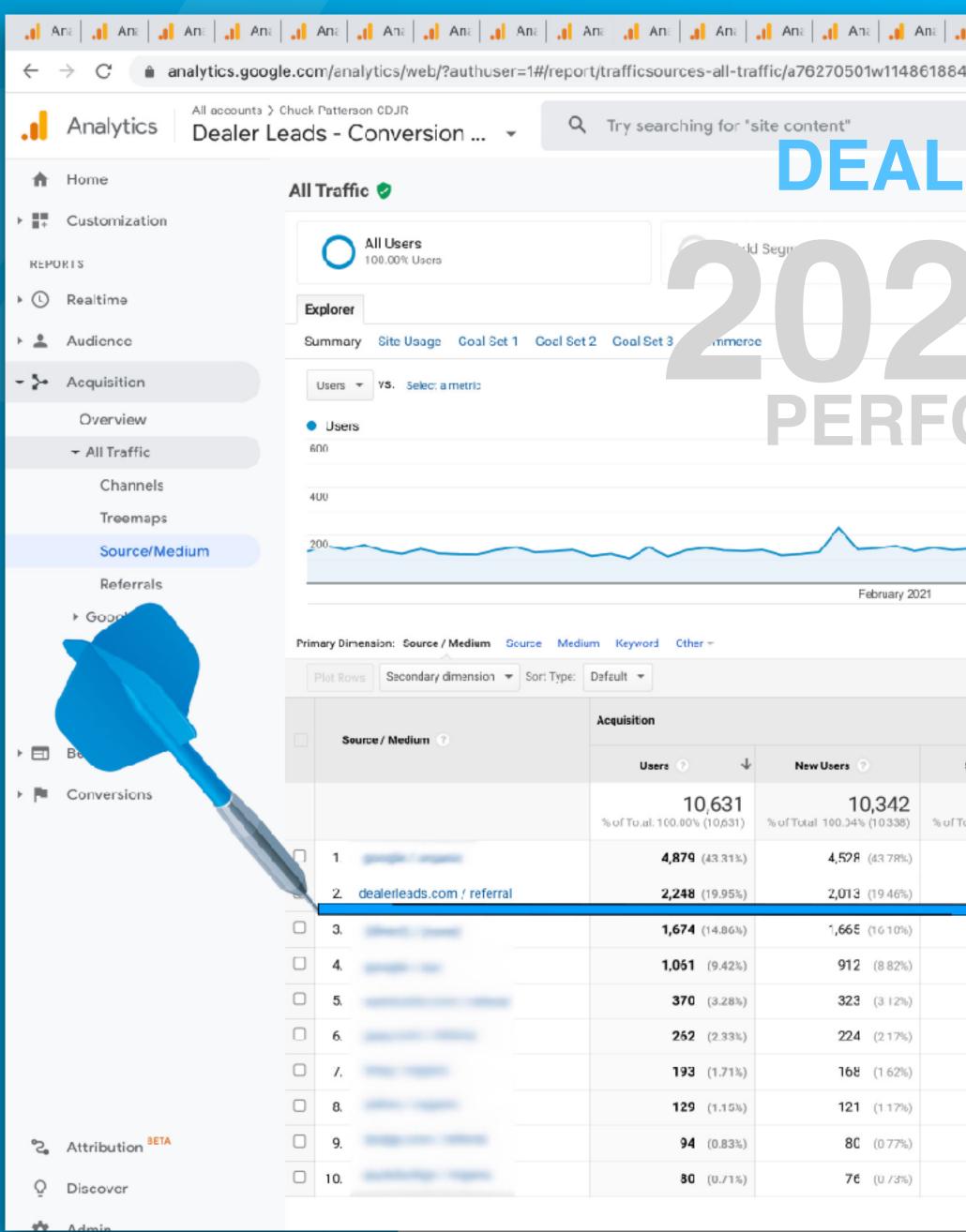
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15,144	Behavior Dounce Rate ? 26.89%	3.85	00:02:50	Goal Conversion Rate ?	Goel Completions ?	Goal Value 🧿 \$0.00
<b>15,144</b> al: 100.00% (15,144)	Behavior Dounce Rate ? 26.89% Avg for View: 26.89% (0.00%)	3.85 Avg for View: 3.85 (0.00%)	00:02:50 Avg for View: 00:02:50 (0.00%)	Goal Conversion Rate         ?           5.61%         Avg for View: 5.61% (0.00%)	Goel Completions ? 849 % of Total: 100.00% (849)	Goal Value ? \$0.00 % of Total: 0.00% (\$0.00)
15,144 tal: 100.00% (15,144) 6,432 (42.47%)	Behavior           Dounce Rate ?           26.89%           Avg for View: 26.89% (0.00%)           21.36%	3.85 Avg for View: 3.35 (0.00%) 4.29	00:02:50 Avg for View: 00:02:50 (0.00%) 00:02:59	Goal Conversion Rate ③ 5.61% Avg for View: 5.61% (0.00%) 5.72%	Goel Completions ? 849 % of Total: 100.00% (849) 368 (43.35%)	Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%)
15,144 al: 100.00% (15,144) 6,432 (42.47%) 2,903 (19.20%)	Behavior           Counce Rate           26.89%           Avg for View: 26.89% (0.00%)           21.36%           30.54%	3.85 Avg for View: 3.35 (0.00%) 4.29 3.66	00:02:50 Avg fo: View: 00:02:50 (0.00%) 00:02:59 00:02:36	Goal Conversion Rate         ?           5.61%         .           Avg for View: 5.61% (0.00%)         .           5.72%         .           4.26%         .	Goel Completions ? 849 % of Total: 100.00% (849) 368 (43.35%) 124 (14.61%)	Goal Value ? \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%)
15,144 al: 100.00% (15,144) 6,432 (42.47%) 2,903 (19.20%) 1,747 (11.54%)	Behavior           Counce Rate ?           26.89%           Avg for View: 26.89% (0.00%)           21.36%           30.54%           28.16%	3.85 Avg for View: 3.35 (0.00%) 4.29 3.66 3.72	00:02:50 Avg fo: View: 00:02:50 (0.00%) 00:02:59 00:02:36 00:02:33	Goal Conversion Rate ? 5.61% Avg for View: 5.61% (0.00%) 5.72% 4.26% 9.10%	Goel Completions ? 849 % of Total: 100.00% (849) 368 (43.35%) 124 (14.61%) 159 (18.73%)	Goal Value ? \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
15,144 (al: 100.00% (15,144) 6,432 (42.47%) 2,903 (19.23%) 1,747 (11.54%) 1.852 (12.23%)	Behavior           Dounce Rate ?           26.89%           26.89%           Avg for View: 26.89% (0.00%)           21.36%           30.54%           28.16%           35.48%	3.85 Avg for View: 3.35 (0.00%) 4 29 3.66 3.72 3.16	00:02:50 Avg for View: 00:02:50 (0:00%) 00:02:59 00:02:36 00:02:33 00:02:51	Goal Conversion Rate ? 5.61% Avg for View: 5.61% (0.00%) 5.72% 4.26% 9.10% 5.18%	Goel Completions ? 849 % of Total: 100.00% (849) 368 (43.35%) 124 (14.61%) 159 (18.73%) 96 (11.31%)	Goal Value         ?           \$0.00         \$0.00           % of Total:         0.00% (\$0.00)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)
15,144 tal: 100.00% (15,144) 6,432 (42.47%) 2,903 (19.20%) 1,747 (11.54%) 1,852 (12.23%) 621 (4.10%)	Behavior           Dounce Rate ?           26.89%           26.89%           21.36%           30.54%           28.16%           35.48%           36.39%	3.85 Avg for View: 3.35 (0.00%) 4.29 3.66 3.72 3.16 3.13	00:02:50 Avg for View: 00:02:50 (0.00%) 00:02:59 00:02:36 00:02:33 00:02:51 00:02:54	Goal Conversion Rate         ?           5.61%	Goel Completions ? 849 % of Total: 100.00% (849) 368 (43.35%) 124 (14.61%) 159 (18.73%) 96 (11.31%) 38 (4.48%)	Goal Value ?           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00
15,144 (al: 100.00% (15,144) 6,432 (42 47%) 2,903 (19.20%) 1,747 (11.54%) 1.852 (12.23%) 621 (4.10%) 405 (2.68%)	Behavior           Counce Rate ?           26.89%           26.89%           26.89%           21.36%           30.54%           28.16%           35.48%           36.39%           36.39%	3.85 Avg for View: 3.35 (0.00%) 4.29 3.66 3.66 3.72 3.16 3.13 2.98	00:02:50 Avg for View: 00:02:50 (0.00%) 00:02:59 00:02:36 00:02:33 00:02:51 00:02:54 00:03:00	Goal Conversion Rate         ?           5.61%	Goel Completions ?         849         % of Total: 100.00% (849)         368 (43.35%)         124 (14.61%)         159 (18.73%)         96 (11.31%)         38 (4.48%)         15 (1.77%)	Goal Value ?           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00
0.43:       100.00% (15,144)         6,432       (42.47%)         2,903       (19.20%)         1,747       (11.54%)         1.852       (12.23%)         621       (4.10%)         405       (2.68%)         345       (2.23%)	Behavior           Counce Rate         ?           26.89%         ?           26.89%         ?           21.36%         ?           30.54%         ?           28.16%         ?           36.39%         ?           36.39%         ?           36.39%         ?           36.35%         ?	3.85 Avg for View: 3.35 (0.00%) 4 29 3.66 3.72 3.72 3.16 3.13 2.98 4.98	00:02:50 Avg for View: 00:02:50 (0:00%) 00:02:36 00:02:33 00:02:51 00:02:54 00:03:00 00:02:41	Goal Conversion Rate ?         5.61%         Avg for View: 5.61% (0.00%)         5.72%         4.26%         9.10%         5.18%         6.12%         3.69%         4.06%	Goel Completions ?           849           % of Total: 100.00% (849)           368 (43.35%)           124 (14.61%)           159 (18.73%)           96 (11.31%)           38 (4.48%)           15 (1.77%)           14 (1.65%)	Goal Value ?           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00





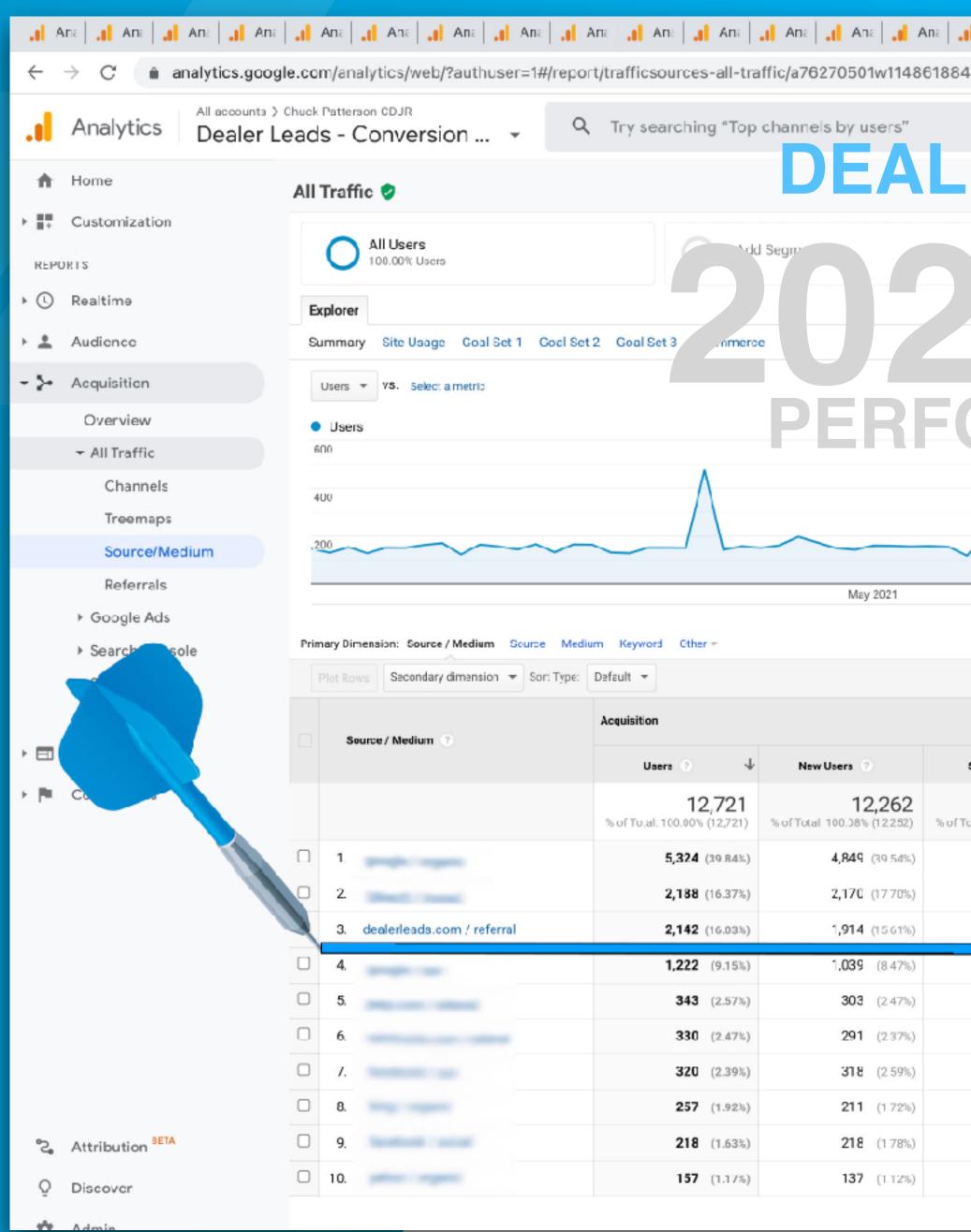
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Sessions ? 13,555 Total: 100.00% (13,555)	Behavior					
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13,555 Total: 100.00% (13,555)	Behavior Dounce Rate ? 28.26% Avg for View: 28.26% (0.00%)	Pages / Session ? 3.86 Avg for View: 3.36 (0.00%)	Avg. Session Duration ③ 00:02:48 Avg for View: 00:02:48 (0.00%)	Goal Conversion Rate (*) 4.64% Avg for View: 4.64% (0.00%)	Goel Completions ? 629 % of Total: 100.00% (629)	Goal Value ? \$0.00 % of Total: 0.00% (\$0.00)
13,555 Tutal: 100.00% (13,555) 6,243 (46.07%)	Behavior           Dounce Rate         ?           28.26%         28.26%           Avg for View: 28.26% (0.00%)         19.35%	Pages / Session 3.86 Ang for View; 3.36 (0.00%) 4.55	Avg. Session Duration ③ 00:02:48 Avg for View: 00:02:48 (0.00%) 00:03:11	Goal Conversion Rate         ?           4.64%         .4.64%           Avg for View: 4.64% (0.00%)         .5.22%	Goel Completions ? 629 % of Total: 100.00% (629) 326 (51.83%)	Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%)
13,555 Total: 100.00% (13,555) 6,243 (46 07%) 2,315 (17.09%)	Behavior           Counce Rate ?           28.26%           Avg for View: 28.26% (0.00%)           19.35%           39.85%	Pages / Session ③ 3.86 Avg for View: 3.36 (0.00%) 4.55 3.11	Avg. Session Duration 00:02:48 Avg for View: 00:02:48 (0:00%) 00:03:11 00:01:58	Goal Conversion Rate ? 4.64% Avg for View: 4.64% (0.00%) 5.22% 3.28%	Goel Completions ⑦ 629 % of Total: 100.00% (629) 326 (51 83%) 76 (12.08%)	Goal Value ? \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%)
13,555 Total: 100.00% (13,555) 6,243 (46 09%) 2,315 (17.09%) 1,510 (11.14%)	Behavior           Dounce Rate ?           28.26%           Avg for View: 28.26% (0.00%)           19.35%           39.85%	Pages / Session ? 3.86 Avg for View: 3.36 (0.00%) 4.55 3.11 3.59	Avg. Session Duration 00:02:48 Avg for View: 00:02:48 (0.00%) 00:03:11 00:01:58 00:02:37	Goal Conversion Rate         ?           4.64%	Goel Completions         ?           629         % of Total: 100.00% (629)           326 (51.8.3%)         76 (12.08%)           76 (12.08%)         99 (15.74%)	Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%)
13,555 Total: 100.00% (13,555) 6,243 (46 09%) 2,315 (17.09%) 1,510 (11.14%) 1,423 (10.50%)	Behavior           Counce Rate ?           28.26%           Avg for View: 28.26% (0.00%)           19.35%           39.85%           39.00%	Pages / Session ? 3.86 Aug for View: 3.36 (0.00%) 4.55 3.11 3.59 2.96	Avg. Session Duration () 00:02:48 Avg for View: 00:02:48 (0.00%) 00:03:11 00:01:58 00:02:37 00:02:33	Goal Conversion Rate         ?           4.64%	Goel Completions         ?           629         % of Total: 100.00% (629)           326 (51.8.3%)         76 (12.08%)           99 (15.74%)         99 (15.74%)           54 (8.59%)         8.59%)	Goal Value         ?           \$0.00         \$0.00           % of Total: 0.00% (\$0.00)         \$0.00           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)
13,555 Total: 100.00% (13,555) 6,243 (46 07%) 2,315 (17.09%) 1,510 (11.14%) 1,423 (10.50%) 604 (4.45%) 389 (2.87%) 292 (2.15%)	Behavior           Counce Rate ?           28.26%           28.26%           Avg for View: 28.26% (0.00%)           19.35%           39.35%           39.35%           39.00%           39.07%           31.38%           11.54%	Pages / Session •           3.86           Avg for View: 3.36 (0.00%)           4.55           3.11           3.59           2.96           3.03           3.00           5.20	Avg. Session Duration           00:02:48           00:03:11           00:01:58           00:02:37           00:02:34           00:02:33           00:02:43           00:02:43           00:02:33           00:02:43           00:02:33	Coal Conversion Rate ? 4.64% Avg for View: 4.64% (0.00%) 5.22% 3.28% 6.56% 3.79% 5.13% 4.63% 4.79%	Goel Completions ?         629         % of Total: 100.00% (629)         326 (51.8.3%)         76 (12.08%)         99 (15.74%)         54 (8.59%)         31 (4.93%)         18 (2.86%)         14 (2.23%)	Goal Value ?           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00
13,555         Total: 100.00% (13,555)         6,243 (46 03%)         2,315 (17.03%)         1,510 (11.14%)         1,423 (10.50%)         604 (4.45%)         389 (2.87%)         292 (2.15%)         143 (1.09%)	Behavior           Counce Rate ?           28.26%           28.26%           Avg for View: 28.26% (0.00%)           19.35%           39.35%           39.35%           39.30%           39.00%           31.88%           11.54%           17.57%	Pages / Session •         Sages / Session •         Sages / Session •         Sages / Session •         Avg for View; 3.86 (0.00%)         4.55         3.11         3.59         2.96         3.03         3.00         5.20         4.74	Avg. Session Duration (*)           00:02:48           00:02:48           00:03:11           00:01:58           00:02:37           00:02:33           00:02:43           00:02:33           00:02:31           00:02:33           00:02:31           00:02:33           00:02:31	Coal Conversion Rate ? 4.64% Avg for View: 4.64% (0.00%) 5.22% 3.28% 3.28% 6.56% 3.79% 5.13% 4.63% 4.63% 4.79%	Goel Completions ?         629         % of Total: 100.00% (629)         326 (51.83%)         76 (12.08%)         99 (15.74%)         54 (8.59%)         31 (4.93%)         18 (2.86%)         14 (2.23%)         2 (0.32%)	Goal Value ?           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00
13,555         Total: 100.00% (13,555)         6,243 (46 07%)         2,315 (17.09%)         1,510 (11.14%)         1,423 (10.50%)         604 (4.45%)         389 (2.87%)         292 (2.15%)         143 (1.09%)         99 (0.73%)	Behavior           Counce Rate         O           288.26%         O           288.26%         O           Avg for View: 28.26% (0.00%)         O           19.35%         O           39.35%         O           39.30%         O           39.00%         O           39.00%         O           39.00%         O           39.00%         O           39.00%         O           31.38%         O           11.54%         O           51.52%         O	Pages / Session (*)         Bages / Session (*)         3.86         Avg for View: 3.36 (0.00%)         4.55         3.11         3.59         3.12         3.03         3.03         3.00         5.20         4.74         2.10	Avg. Session Duration (*)           OD:O2:48           OD:O2:48           Avg for View: 00:02:48 (0.00%)           00:03:11           00:01:58           O0:02:37           00:02:33           00:02:43           00:02:43           00:02:43           00:02:43           00:02:43           00:02:43           00:02:43           00:02:43	Coal Conversion Rate 4.64% Avg for View: 4.64% (0.00%) 5.22% 3.28% 3.28% 3.28% 3.28% 3.28% 3.28% 3.28% 3.28% 3.28% 3.28% 3.28% 3.28% 3.28% 3.28% 3.28% 3.28% 3.28% 3.28% 3.28% 3.28% 3.28% 3.28% 3.28% 3.28% 3.28% 3.28% 3.28% 3.28% 3.28% 3.28% 3.28% 3.28% 3.28% 3.28% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29% 3.29%	Cool Completions ?         629         % of Total: 100.00% (629)         326 (\$1 83%)         76 (12.08%)         99 (15.74%)         54 (8.59%)         31 (4.93%)         18 (2.86%)         14 (2.23%)         2 (0.32%)         0 (0.00%)	Cool Value ?           §0.00           §0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00           %0.00
13,555         Total: 100.00% (13,555)         6,243 (46 03%)         2,315 (17.03%)         1,510 (11.14%)         1,423 (10.50%)         604 (4.45%)         389 (2.87%)         292 (2.15%)         143 (1.09%)	Behavior           Counce Rate ?           28.26%           28.26%           Avg for View: 28.26% (0.00%)           19.35%           39.35%           39.35%           39.30%           39.00%           31.88%           11.54%           17.57%	Pages / Session •         Sages / Session •         Sages / Session •         Sages / Session •         Avg for View; 3.86 (0.00%)         4.55         3.11         3.59         2.96         3.03         3.00         5.20         4.74	Avg. Session Duration (*)           00:02:48           00:02:48           00:03:11           00:01:58           00:02:37           00:02:33           00:02:43           00:02:33           00:02:31           00:02:33           00:02:31           00:02:33           00:02:31	Coal Conversion Rate ? 4.64% Avg for View: 4.64% (0.00%) 5.22% 3.28% 3.28% 6.56% 3.79% 5.13% 4.63% 4.63% 4.79%	Coel Completions ?         629         % of Total: 100.00% (629)         326       (\$1 83%)         76       (12.08%)         99       (15.74%)         54       (8.59%)         31       (4.93%)         18       (2.86%)         14       (2.23%)         2       (0.32%)         0       (0.00%)         1       (U.16%)	Goal Value ?           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00





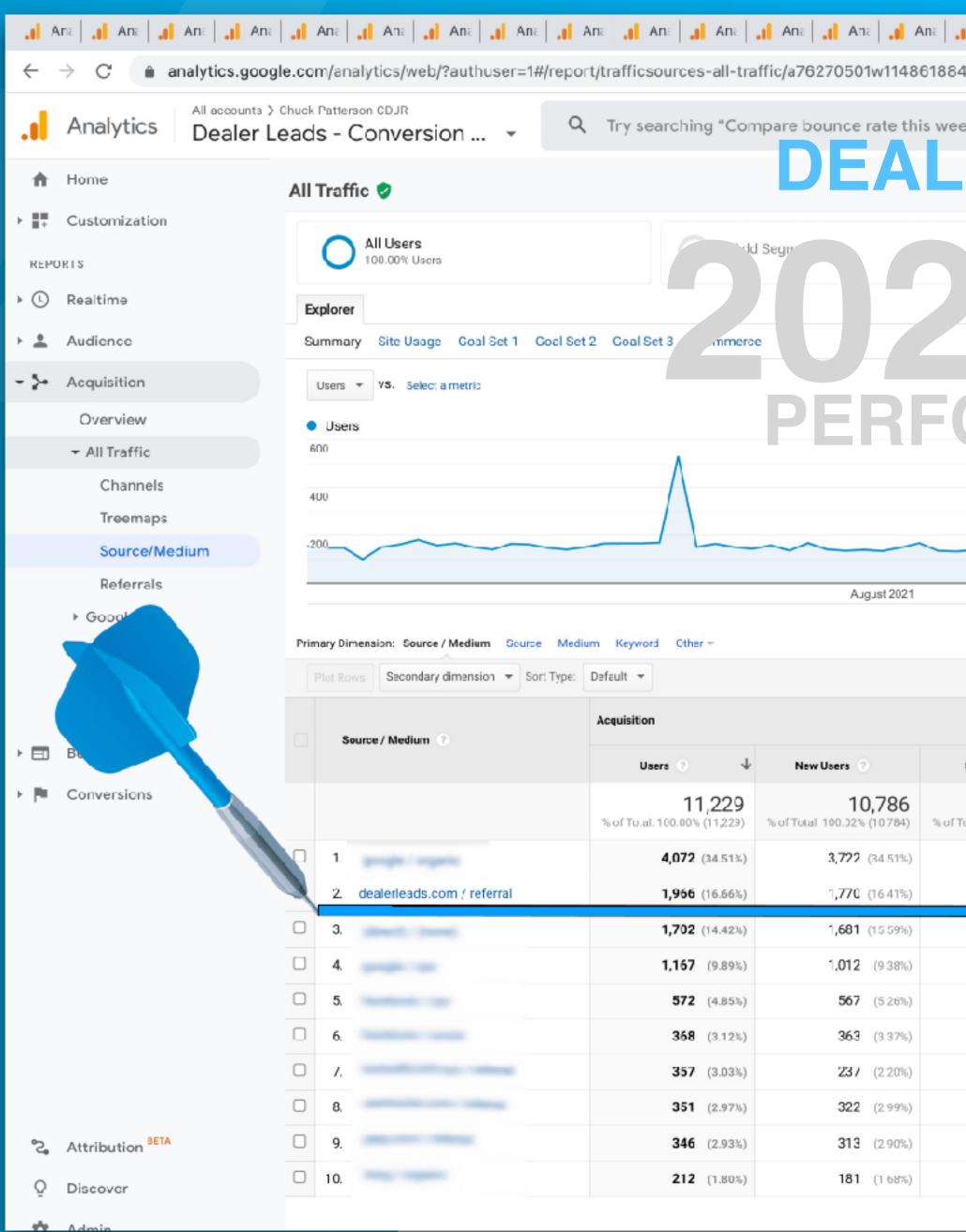
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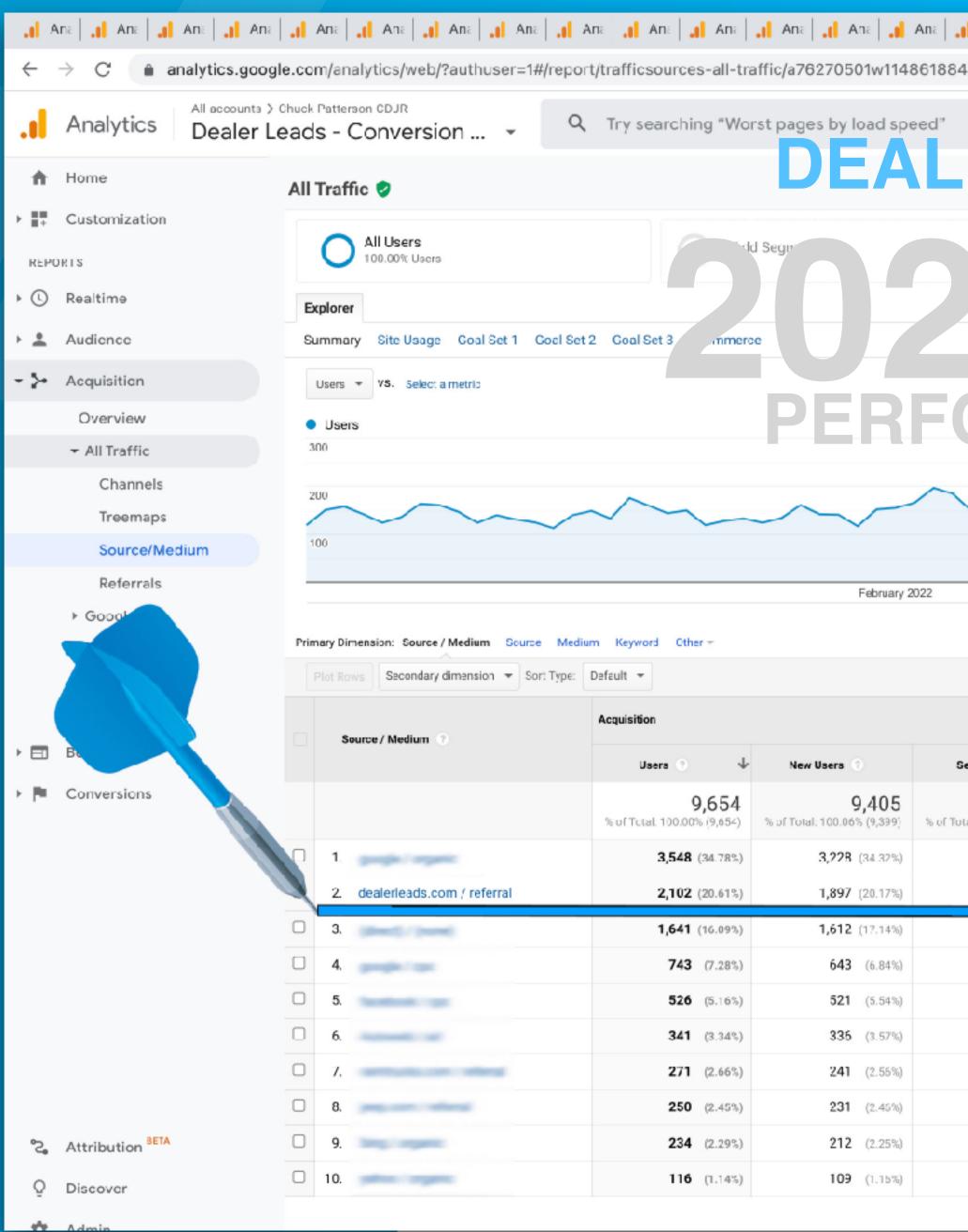


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<b>16,249</b> Total 100.00% (16,249)	Dounce Rate ⑦ 7.21% Avg for View: 7.21% (0.00%)	6.06 Arg for View, 6.06 (0.00%)	00:02:17 Avg for View: 00:02:17 (0:00%)	Conversions All Goals Goal Conversion Rate 4.51% Avg for View: 4.51% (0.00%)	Coal Completions ? 733 % of Total: 100.00% (733)	Goal Value () \$0.00 % of Total: 0.00% (\$0.00)
16,249 Total 100.00% (16,249) 6,154 (37.87%)	Dounce Rate ⑦ 7.21% Avg for View: 7.21% (0.00%) 4.63%	6.06 Arg for View, 6.06 (0.00%) 7.36	00:02:17 Avg for View: 00:02:17 (0:00%) 00:02:40	Conversions All Goals Goal Conversion Rate 4.51% Avg for View: 4.51% (0.00%) 5.38%	Coel Completions ? 733 % of Total: 100.00% (733) 331 (4516%)	Goal Value () \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%)
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16,249 Total 100.00% (16,249) 6,154 (37.87%) 2,570 (15.82%) 2,370 (14.55%)	Dounce Rate ⑦ 7.21% Avg for View: 7.21% (0.00%) 4 63% 3.31% 23.12%	6.06 Arg for View. 6.06 (0.00%) 7.36 6.09 4.80	00:02:17 Avş for View: 00:02:17 (0:00%) 00:02:40 00:02:09 00:02:20	Conversions All Goals + Goal Conversion Rate ? 4.51% Avg for View: 4.51% (0.00%) 5.38% 3.27% 3.08%	Coal Completions ? 733 % of Total: 100.00% (733) 331 (45.16%) 84 (11.46%) 73 (9.90%)	Goal Value         ?           \$0.00         \$0.00           % of Total: 0.00% (\$0.00)         \$0.00           \$0.00         (0.00%)           \$0.00         (0.00%)
16,249 Total 100.00% (16,249) 6,154 (37,87%) 2,570 (15,82%) 2,370 (14,59%) 1.525 (9,39%)	Dounce Rate         7.21%           7.21%         0.00%)           4 63%         3.31%           23.12%         3.67%	6.06 Arg for View: 6.06 (0.00%) 7.36 6.09 4.80 6.52	00:02:17 Avs for View: 00:02:17 (0:00%) 00:02:40 00:02:20 00:02:20 00:02:40	Conversions All Soals  Coal Conversion Rate  Coal Conversion Rate	Goal Completions       ?         733       ?         % of Total: 100.00% (733)       331 (45 16%)         331 (45 16%)       84 (11.46%)         73 (9 90%)       151 (20.60%)	Goal Value         ?           \$0.00         \$0.00           % of Total: 0.00% (\$0.00)         \$0.00           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)
16,249 Total 100.00% (16,249) 6,154 (37,87%) 2,570 (15,82%) 2,370 (14,59%) 1,525 (9,39%) 620 (3,82%)	Dounce Rate         7.21%           7.21%         0.00%)           Avg for View: 7.21% (0.00%)         4.63%           3.31%         3.31%           23.12%         3.67%           12.58%         12.58%	6.06 Arg for View. 6.06 (0.00%) 7.36 6.09 4.80 6.52 2.42	00:02:17 Avş for View: 00:02:17 (0:00%) 00:02:40 00:02:20 00:02:40 00:02:40	Conversions         All Soals           Goal Conversion Rate         ?           4.51%         ?           Avg for View: 4.51% (0.00%)         5.38%           3.27%         3.08%           9.90%         0.65%	Coal Completions 733 % of Total: 100.00% (733) 331 (45.16%) 84 (11.46%) 73 (9.96%) 151 (20.60%) 4 (0.55%)	Goal Value         Image: Contract Contract Contract           \$0.00         \$0.00           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)
16,249         Tottat 100.00% (16,249)         6,154 (37 87%)         2,570 (15.82%)         2,370 (14.59%)         1.525 (9.39%)         620 (3.82%)         406 (2.50%)	Dounce Rate ?           7.21%           Avg for View: 7.21% (0.00%)           4 63%           3.31%           23.12%           3.67%           12.58%           14.04%	6.06 Arg for View. 6.06 (0.00%) 7.36 6.09 4.80 6.52 2.42 2.49	00:02:17 Avş for View: 00:02:17 (0:00%) 00:02:40 00:02:20 00:02:40 00:02:40 00:00:24	Conversions         All Goals           Coal Conversion Rate         ?           4.51%         ?           Avg for View: 4.5*% (0.00%)         5.38%           3.27%         3.08%           9.90%         0.65%           1.72%         1.72%	Coal Completions       ?         733       ?         % of Total: 100.00% (733)       331 (45 16%)         331 (45 16%)       84 (11 46%)         73 (9 90%)       151 (20 60%)         4 (0 55%)       4 (0 55%)         7 (0 95%)       7 (0 95%)	Goal Value ?           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00
16,249         Tctat 100.00% (16,249)         6,154 (37 87%)         2,570 (15.82%)         2,370 (14.59%)         1.525 (9.39%)         620 (3.82%)         406 (2.50%)         400 (2.46%)	Dounce Rate ?           7.21%           Avg for View: 7.21% (0.00%)           4 63%           3.31%           23.12%           3.67%           12.58%           14.04%           0.25%	6.06 Arg for View: 6.06 (0.00%) 7.36 6.09 4.80 6.52 2.42 2.42 2.49 2.00	00:02:17 Avş für View: 00:02:17 (0:00%) 00:02:09 00:02:20 00:02:20 00:02:20 00:02:20 00:02:20 00:00:27 00:00:27	Conversions         All Soals           Coal Conversion Rate         •           4.51%         •           Avg for View: 4.5*% (0.00%)         5.38%           3.27%         3.08%           9.90%         0.65%           1.72%         0.00%	Coal Completions ?         733         % of Total: 100.00% (733)         331 (45.16%)         84 (11.46%)         73 (9.90%)         151 (20.60%)         4 (0.55%)         7 (0.95%)         0 (0.00%)	Goal Value ?           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00
16,249         Tottal 100.00% (16,249)         6,154 (37.87%)         2,570 (15.82%)         2,370 (14.59%)         1.525 (9.39%)         620 (3.82%)         406 (2.50%)         400 (2.46%)         489 (3.01%)	Dounce Rate         7.21%           7.21%         0.00%)           Avg for View: 7.21% (0.00%)         4 63%           3.31%         3.31%           23.12%         3.67%           12.58%         14.04%           0.25%         3.07%	6.06 Arg for View: 6.06 (0.00%) 7.36 6.09 4.80 6.52 2.42 2.42 2.49 2.00 5.60	00:02:17 Avş für View: 00:02:17 (0:00%) 00:02:40 00:02:20 00:02:20 00:02:40 00:00:24 00:00:27 00:00:06 00:02:20	Conversions       All Soals         Coal Conversion Rate       •         4.51%       •         Avg for View: 4.51% (0.00%)       538%         327%       308%         308%       990%         0 65%       1.72%         0 00%       4.70%	Coal Completions ?         733         % of Total: 100.00% (733)         331 (45.16%)         84 (11.46%)         73 (9.90%)         151 (20.60%)         4 (0.55%)         7 (0.95%)         0 (0.00%)         23 (3.14%)	Cool Value ?           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00



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Search sole	Plot Rows Secondary dimension Sort	Type: Default  Acquisition Users  9,719 % of Total: 100.00% (9,719) 3,556 (34.25%)	New Users (*) 9,553 % of Total: 100.03% (9,550) 3,241 (33.93%)	Sessions 14,906 % of Total: 100.00% (14,906) 5,616 (37.68%)	Eehavior           Counce Rate            7.55%           Avg for View: 7.55% (0.00%)           4 43%           24.92%	Pages / Session ? 6.45 Avg for View: 6.45 (0.00%) 7.89	Avg. Session Duration (*) 00:02:32 Avg for View: 00:02:32 (0.00%) 00:03:00	Conversions All Goals • Goal Conversion Rate ⑦ 4.35% Avg for View: 435% (0.00%) 5.00% 3.49%	Coal Completions (?) 649 % of Total 100.00% (649) 281 (43.30%)	Goal Value ③ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%)
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<ul> <li>Search sole</li> <li>Image: Search sole</li> </ul>	Plot Rows Secondary dimension   Source / Medium     1   2   3. dealerleads.com / referral   4.   5.   6.	Type: Default ▼ Acquisition Users ⑦ ↓ SofTctat 100.00% (9,719) SofTcta	New Users ()           9,553           % of Total: 100.03% (9,550)           3,241 (33.93%)           1,861 (19.48%)           1,582 (16.50%)           861 (9.01%)	Sessions         ?           14,906         .           % of Total: 100.00% (14,906)         .           5,616 (37 68%)         .           2,524 (15.93%)         .           2,482 (15.65%)         .           1,306 (3.76%)         .           631 (4.23%)         .	Eehavior           Counce Rate ?           7.55%           Avg For View: 7.55% (0.00%)           4.43%           24.92%           2.74%           3.37%	Pages / Session ? 6.45 Avg for View: 6.45 (0.00%) 7.89 4.40 6.29	Avg. Session Duration (*) 00:02:32 Avg for View: 00:02:32 (0.00%) 00:03:00 00:02:03 00:02:15 00:02:31	Conversions All Goals   Goal Conversion Rate	Coal Completions 649 % of Tetal 100.00% (649) 281 (43.30%) 88 (13.56%) 86 (13.25%) 100 (15.41%) 33 (5.08%)	Goal Value         ?           \$0.00         \$0.00           % of Total: 0.00% (\$0.00)         \$0.00           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)
Search sole	Plot Rows Secondary dimension  Sort 1 Source / Medium  Sort 1 I I I I I I I I I I I I I I I I I I I	Type:         Default •           Acquisition         Users •           Users •         •           9,719         •           % of Total 100.00% (9,719)         •           1,879 (18.10%)         1,757 (16.92%)           1,001 (9.64%)         422 (4.06%)	New Users         9,553           9,553         9,553           3,241         (33,93%)           1,861         (19.48%)           1,582         (16.56%)           861         (9.01%)           375         (3.94%)	Sessions         ?           14,906         .           % of Total: 100.00% (14,906)         .           5,616 (37 68%)         .           2,524 (15.93%)         .           2,482 (15.65%)         .           1,306 (3.76%)         .           631 (4.23%)         .	Eehavior           Counce Rate ?           7.55%           Avg for View: 7.55% (0.00%)           4 43%           24.92%           2.74%           3.37%           3.01%	Pages / Session 6.45 Avg For View: 6.45 (0.00%) 7.89 4.40 6.29 6.95 5.84	Avg. Session Duration         Image: Constraint of the session Dura	Conversions         All Goals           Goal Conversion Rate         •           4.35%         •           Avg for View: 435% (0.00%)         5.00%           3.49%         3.46%           7.66%         5.23%	Coel Completions 649 % of Tetal 100.00% (649) 281 (43.30%) 88 (13.56%) 86 (13.25%) 100 (15.41%) 33 (5.08%)	Goal Value         Image: Contract Contract           \$0.00         \$0.00           % of Total: 0.00% (\$0.00%)         \$0.00           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)
Search sole	Plot Rows Secondary dimension   Source / Medium     1   2   3. dealerleads.com / referral   4.   5.   6.	Type:         Default •           Acquisition         Jaera •           Jaera •         •           9,719         •           % of Tetal 100.00% (9,719)         •           1,879 (18.10%)         1,879 (18.10%)           1,757 (16.92%)         •           1,001 (9.64%)         •           1,296 (2.85%)         •	New Users         ·           9,553         ·           3,241         ·3.93%           1,861         ·19.48%           1,582         ·16.56%           861         ·9.01%           375         ·3.94%           269         ·2.82%	Sessions         ?           14,906         *           5,616         (37.68%)           2,524         (15.93%)           2,482         (15.63%)           1,306         (3.76%)           631         (4.23%)           407         (2.73%)	Eehavior           Counce Fate ?           Counce Fate ?           Avg for View: 7.55% (0.00%)           4.43%           24.92%           2.74%           3.37%           3.01%           1.97%           0.88%	Pages / Session ?           6.45           Avg For View: 6.45 (0.00%)           7.89           4.40           5.29           5.84           4.80	Avg. Session Puration (*)           00:02:32           Avg for View: 00:02:32 (0.00%)           00:03:00           00:02:03           00:02:15           00:02:31           00:03:06           00:01:59	Conversions         All Goals           Goal Conversion Rate         •           4.35%         •           Avg for View: 435% (0.00%)         5.00%           5.00%         3.49%           3.46%         •           7.66%         5.23%           3.93%         •	Coal Completions       O         649       649         % of Total 100.00% (649)       281 (43.30%)         281 (43.30%)       88 (13.56%)         86 (13.25%)       86 (13.25%)         100 (15.41%)       33 (5.08%)         16 (2.47%)       16 (2.47%)	Goal Value ?           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00
Search sole	Plot Rows Secondary dimension   Source / Medium     1   2   3. dealerleads.com / referral   4.   5.   6.   7.	Type:       Default ▼         Acquisition       Jaera •         Jaera •       ↓         Jaera •       ↓         SofTctat 100.00% (9,719)       ↓         SofTctat 100.00% (9,719)       ↓         Jasta       ↓         Jasta       ↓         Jaera •       ↓         Jaera • <t< td=""><td>New Users ()           9,553           9,553           3,241           3,241           1,361           1,582           1,582           375           3,94%           269           2.82%           235</td><td>Sessions ?           14,906           \$ 14,906           \$ 01 Total: 100.00% (14,900)           5,616 (37 68%)           2,524 (15.93%)           2,482 (15.65%)           1306 (3.76%)           1306 (3.76%)           631 (4.23%)           407 (2.73%)           453 (3.04%)           273 (1.63%)</td><td>Eehavior           Counce Fate ?           Counce Fate ?           Avg for View: 7.55% (0.00%)           4.43%           24.92%           24.92%           3.37%           3.31%           1.97%           0.88%           1.83%</td><td>Pages / Session (*)         6.45         Avg for View: 6.45 (0.00%)         7.89         4.40         5.29         5.84         5.84         4.80         8.92</td><td>Avg. Session Duration (*)           00:02:32           Avg for View: 00:02:32 (0.00%)           00:03:00           00:02:03           00:02:15           00:02:31           00:03:06           00:01:59           00:03:39</td><td>Conversions       All Goals         Goal Conversion Rate       ?         Avg for View. 4.35% (0.00%)       4.35%         S 00%       3.49%         3.46%       3.46%         7.66%       5.23%         3.93%       1.99%</td><td>Coal Completions ?         649         % of Tettal 100.00% (649)         281 (43.30%)         88 (13.56%)         86 (13.25%)         100 (15.41%)         33 (5.08%)         16 (2.47%)         9 (1.39%)         4 (0.62%)</td><td>Goal Value ?           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00</td></t<>	New Users ()           9,553           9,553           3,241           3,241           1,361           1,582           1,582           375           3,94%           269           2.82%           235	Sessions ?           14,906           \$ 14,906           \$ 01 Total: 100.00% (14,900)           5,616 (37 68%)           2,524 (15.93%)           2,482 (15.65%)           1306 (3.76%)           1306 (3.76%)           631 (4.23%)           407 (2.73%)           453 (3.04%)           273 (1.63%)	Eehavior           Counce Fate ?           Counce Fate ?           Avg for View: 7.55% (0.00%)           4.43%           24.92%           24.92%           3.37%           3.31%           1.97%           0.88%           1.83%	Pages / Session (*)         6.45         Avg for View: 6.45 (0.00%)         7.89         4.40         5.29         5.84         5.84         4.80         8.92	Avg. Session Duration (*)           00:02:32           Avg for View: 00:02:32 (0.00%)           00:03:00           00:02:03           00:02:15           00:02:31           00:03:06           00:01:59           00:03:39	Conversions       All Goals         Goal Conversion Rate       ?         Avg for View. 4.35% (0.00%)       4.35%         S 00%       3.49%         3.46%       3.46%         7.66%       5.23%         3.93%       1.99%	Coal Completions ?         649         % of Tettal 100.00% (649)         281 (43.30%)         88 (13.56%)         86 (13.25%)         100 (15.41%)         33 (5.08%)         16 (2.47%)         9 (1.39%)         4 (0.62%)	Goal Value ?           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00
Search sole	Plot Rows       Secondary dimension       Sort         Source / Medium       •         1       •         2       •         3.       dealerleads.com / referral         4.       •         5.       •         6.       ·         7.       •         8.	Type:       Default •         Acquisition       Jaers •         Jaers •       •         Jaers •       •         9,719       •         % of Tetal 100.00% (9,719)       •         % of Tetal 100.00% (9,719)       •         1,879 (18.10%)       •         1,879 (18.10%)       •         1,757 (16.92%)       •         1,001 (9.64%)       •         1,001 (9.64%)       •         1,001 (2.85%)       •         1,001 (2.85%)       •         1,001 (2.85%)       •         1,001 (2.85%)       •         1,01 (2.85%)       •         1,02 (2.48%)       •	New Users         Image: Second state st	Sessions ?           14,906           \$60 Total: 100.00% (14,900)           5,616 (37 68%)           2,524 (15.93%)           2,482 (15.65%)           1,306 (3.76%)           487 (15.93%)           2,482 (15.65%)           (3.76%)           (4.23%)           467 (2.73%)           453 (3.04%)           273 (1.63%)           177 (1.19%)	Eehavior           Counce Rate ?           Counce Rate ?           Avg for View: 7.55% (0.00%)           4 43%           24.92%           2.74%           3.37%           3.01%           1.97%           0.88%           1.83%           14.12%	Pages / Session ?         Segs / Session ?         Avg for View: 6.45 (0.00%)         7.89         4.40         5.29         6.45         5.84         4.80         5.95         5.84         4.80         3.92         2.84	Avg. Session Duration         Image: Constant of the session Duration	Conversions       All Goals         Goal Conversion Rate       ?         Avg for View: 4.35% (0.00%)       4.35%         S 00%       3.49%         3.49%       3.46%         7.66%       5.23%         3.93%       1.99%         1.47%       1.47%	Coal Completions       O         649       649         % of Tctal 100.00% (649)       281 (43.30%)         281 (43.30%)       88 (13.56%)         88 (13.56%)       86 (13.25%)         100 (15.41%)       33 (5.08%)         16 (2.47%)       9 (1.39%)         4 (0.62%)       1 (0.15%)	Coal Value ?           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00



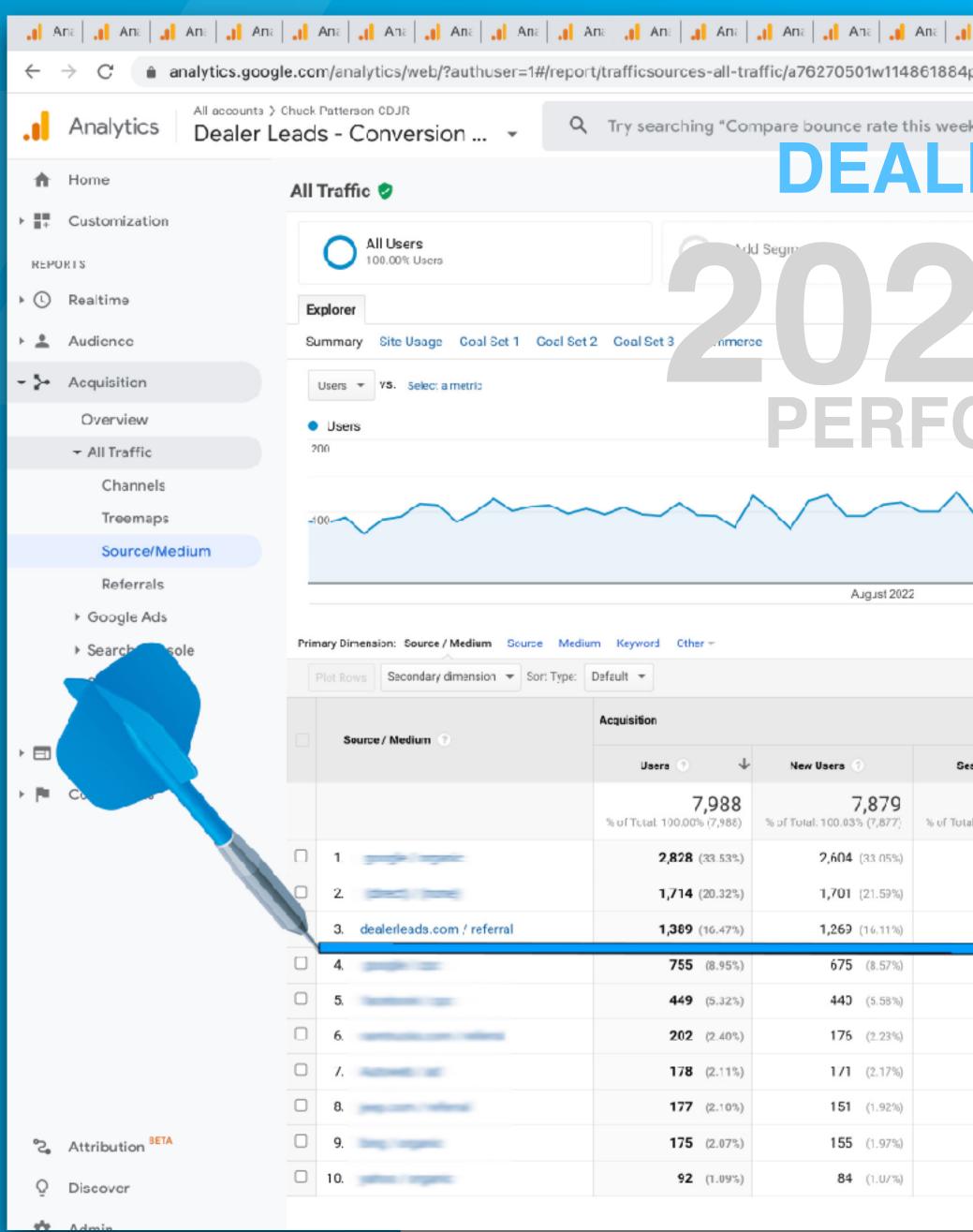


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14,257	Eehavior Eounce Rate ? 6.68%	Pages/Session ? 6.65	Avg. Session Duration (7) 00:02:39	Goal Conversion Rate ?	Coal Completions 💿	Goal Value 🤊 \$0.00
<b>14,257</b> Total: 100.03% (14,257)	Eehavior           Counce Rate ?           6.68%           Avg for View: 6.68% (0.00%)	Pages / Session ③ 6.65 Avg for View: 6.65 (0.00%)	Avg. Session Duration (?) 00:02:39 Avg for View: 00:02:39 (0.00%)	Goal Conversion Rate ? 3.98% Avg for View: 3.98% (0.00%)	Coal Completions (2) 568 % of Total 100.00% (568)	Goal Value ? \$0.00 % of Total: 0.00% (\$0.00)
14,257 Total: 100.00% (14,257) 5,740 (41.26%)	Eehavior Eounce Rate ? 6.68% Avg for View: 6.68% (0.00%) 3.73%	Pages / Session ③ 6.65 Avg for View: 6.65 (0.00%) 8.16	Avg. Session Duration (?) 00:02:39 Avg for View: 00:02:39 (0.00%) 00:03:21	Goal Conversion Rate ? 3.98% Avg for View: 3.98% (0.00%) 5.17%	Coal Completions (2) 568 % of Total 100.00% (568) 297 (52.29%)	Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%)
14,257 Total: 100.00% (14,257) 5,740 (41.26%) 2,618 (13.36%)	Eehavior Eounce Rate 6.68% Avg for View: 6.68% (0.00%) 3.73% 2.83%	Pages / Session ③ 6.65 Avg For View: 6.65 (0.00%) 8.16 6.25	Avg. Session Duration ()           00:02:39           Avg for View: 00:02:39 (0.00%)           00:03:21           00:02:09	Goal Conversion Rate ⑦ 3.98% Avg for View: 3 98% (0.00%) 5.17% 2.22%	Coal Completions 568 % of Tetal 100.00% (568) 297 (52.29%) 58 (10.21%)	Goal Value ? \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%)
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14,257 Total: 100.00% (14,257) 5,740 (41.26%) 2,618 (13.36%) 2,246 (15.75%) 991 (5.95%)	Eehavior Counce Rate ? 6.68% Avg for View: 6.68% (0.00%) 3.73% 2.83% 2.83% 4.04%	Pages / Session ? 6.65 Avg for View: 6.65 (0.00%) 3.16 6.25 5.09 5.09 6.30	Avg. Session Duration ()           00:02:39           Avg for View: 00:02:39 (0.00%)           00:03:21           00:02:09           00:02:15           00:02:28	Goal Conversion Rate         ?           3.98%         3.98%           Avg for View: 3.98% (0.00%)         5.17%           5.17%         2.22%           2.85%         8.98%	Coal Completions ? 568 % of Testal 100.00% (568) 297 (52.29%) 58 (10.21%) 64 (11.27%) 89 (15.67%)	Goal Value ?           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00
14,257 Total: 100.00% (14,257) 5,740 (41.26%) 2,618 (13.36%) 2,246 (15.75%) 991 (5.95%) 563 (3.95%)	Eehavior           Counce Rate •           6.68%           Avg for View: 6.68% (0.00%)           3.73%           2.83%           22.13%           4.04%           10.12%	Pages / Session 6.65 Avg For View: 6.65 (0.00%) 3.16 6.25 5.09 5.09 5.30 2.58	Avg. Session Duration (*)           O0:02:39           Avg for View: 00:02:39 (0.00%)           O0:03:21           00:02:09           O0:02:15           00:02:28           00:02:35	Goal Conversion Rate         ?           3.98%	Coal Completions 568 % of Tetal 100.00% (568) 297 (52.29%) 58 (10.21%) 64 (11.27%) 89 (15.67%) 3 (0.53%)	Goal Value ?           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00
14,257         Total: 100.00% (14,257)         5,740 (41.26%)         2,618 (13.36%)         2,246 (15.75%)         991 (5.95%)         563 (3.95%)         369 (2.59%)	Eehavior           Eounce Rate            6.68%           Avg for View: 6.68% (0.00%)           3.73%           2.83%           22.13%           4.04%           10.12%           2.98%	Pages / Session (*)           6.65           Avg For View: 6.05 (0.00%)           8.16           6.25           5.09           5.30           2.58           2.57	Avg. Session Duration ()           O0:02:39           Avg For View: 00:02:39 (0.00%)           O0:03:21           O0:02:15           O0:02:28           O0:02:28           O0:02:28           O0:02:27	Coal Conversion Rate 3.98% Avg for View: 3 98% (0.00%) 5.17% 2.22% 2.85% 8.98% 0.53% 0.00%	Coal Completions 568 % of Tettal 100.00% (568) 297 (52.29%) 58 (10.21%) 64 (11.27%) 89 (15.67%) 3 (0.53%) C (0.00%)	Goal Value ?           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00
14,257         Total: 100.00% (14,257)         5,740 (41.26%)         2,618 (13.36%)         2,618 (13.36%)         2,246 (15.75%)         991 (5.95%)         563 (3.95%)         369 (2.59%)         346 (2.43%)	Eehavior           Eounce Fate            6.68%           Avg for View: 6.68% (0.00%)           3.73%           2.83%           2.83%           4.04%           10.12%           2.98%           2.31%	Pages / Session (*)         6.655         Avg for View: 6.65 (0.00%)         3.16         5.25         5.09         5.37	Avg. Session Duration ()           00:02:39           Avg for View: 00:02:39 (0.00%)           00:03:21           00:02:09           00:02:15           00:02:28           00:02:215           00:02:22	Coal Conversion Rate 3.98% Avg for View: 3 98% (0.00%) 5.17% 2.22% 2.85% 8.98% 0.53% 0.00% 4.05%	Coal Completions ? 568 % of Tettal 100.00% (568) 297 (52.29%) 58 (10.21%) 64 (11.27%) 89 (15.67%) 3 (0.53%) C (0.00%) 14 (2.46%)	Goal Value ?           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00
14,257         Total: 100.00% (14,257)         5,740 (41.26%)         2,618 (13.36%)         2,618 (13.36%)         2,246 (15.75%)         991 (5.95%)         369 (2.59%)         346 (2.43%)         359 (2.52%)	Eehavior         Eounce Fate ?         6.68%         Avg for View: 6.68% (0.00%)         3.73%         2.83%         2.83%         10.12%         2.98%         2.31%         2.31%         5.29%	Pages / Session (*)         6.65         Avg for View: 6.65 (0.00%)         8.16         6.25         5.09         5.09         5.30         2.58         2.57         5.37         5.31	Avg. Session Duration ()           D0:02:39           Avg for View: 00:02:39 (0.00%)           OC:03:21           OC:02:09           OC:02:15           OC:02:28           OC:02:28           OC:02:22           OC:02:22           OC:02:22           OC:02:22           OC:02:22	Coal Conversion Rate 3.98% Avg for View: 3 98% (0.00%) 5.17% 2.22% 2.85% 8.98% 0.53% 0.00% 4.05% 3.06%	Coal Completions ? 568 % of Testal 100.00% (568) 297 (52.29%) 58 (10.21%) 64 (11.27%) 64 (11.27%) 89 (15.67%) 3 (0.53%) C (0.00%) 14 (2.46%) 11 (1.94%)	Goal Value ?           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00



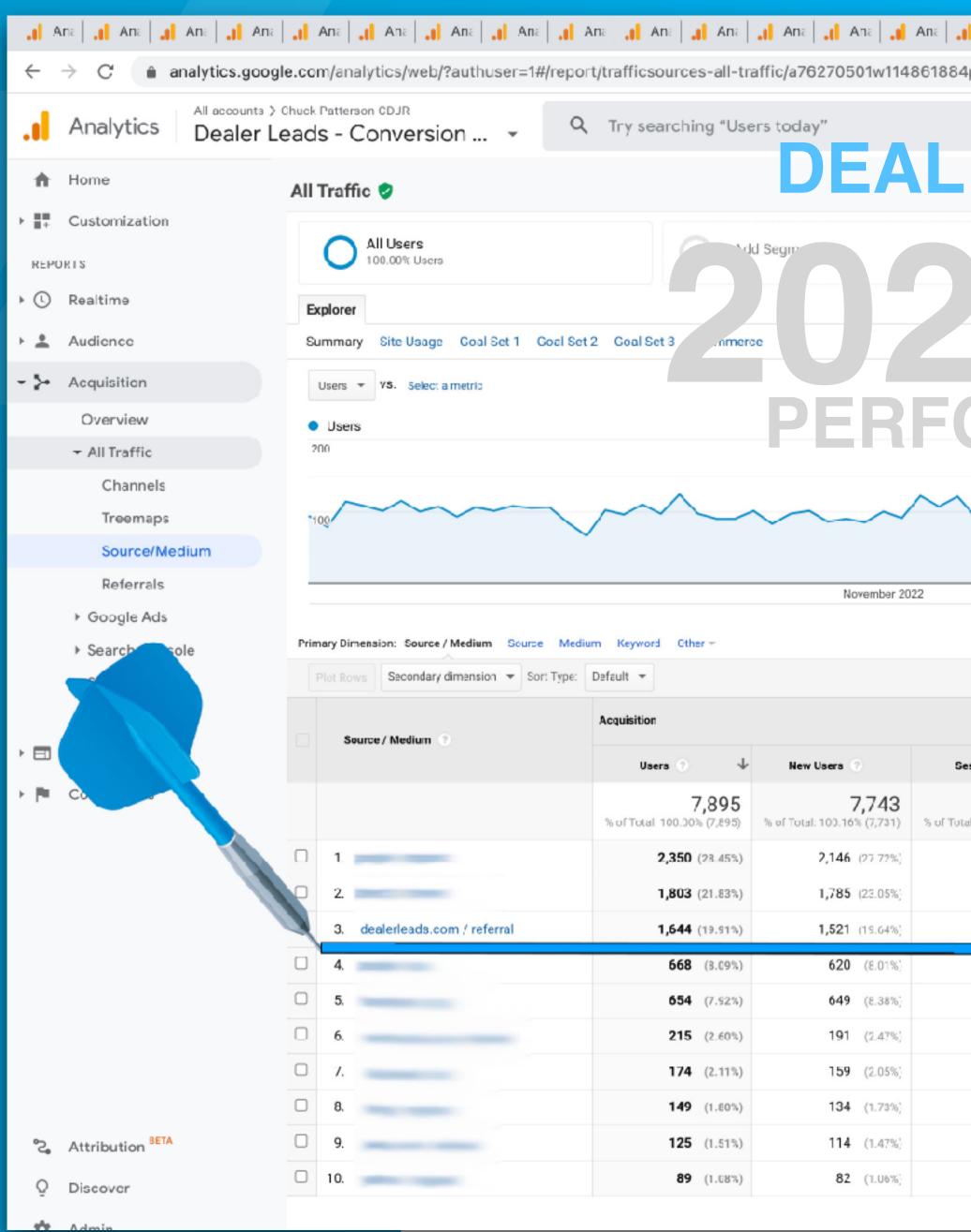
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		Usera 💿 🗸 🗸	New Users 🛞	Sessions	Dounce Rate (?)	Pages / Session	Avg. Session Duration 💿	Goal Conversion Rate 📀	Goal Completions	Goal Value 💿
		<b>8,773</b> % of Tetal: 100.00% (8,773)	<b>8,531</b> % of Total: 100.11% (8,522)	<b>12,949</b> % of Total: 100.00% (12,949)	7.24% Avg for View: 7.24% (0.00%)	5.60 Avg for View: 5.60 (0.00%)	00:01:52 Avg for View: 00:01:52 (0.00%)	<b>3.75%</b> Avg for View: 3.75% (0.00%)	<b>485</b> % of Tetal 100.00% (485)	\$0.00 % of Total: 0.00% (\$0.00)
	□ 1.	<b>2,528</b> (26.70%)	2,295 (26.91%)	3,812 (29.44%)	4.59%	8.11	00:02:52	6.01%	<b>229</b> (47.22%)	\$0.00 (0.00%)
	2	2,348 (24.80%)	2,339 (27.42%)	3,339 (25.79%)	15.54%	3.67	00:01:06	1.89%	63 (12.99%)	\$0.00 (0.00%)
	3. dealerleads.com / referral	1,437 (15.18%)	1,303 (15.27%)	<b>1,829</b> (14.12%)	3.39%	5.15	0C:02:04	2.30%	42 (8.66%)	\$0.00 (0.00%)
	4	<b>779</b> (8.23%)	695 (8.15%)	1,039 (3.02%)	3.46%	5.47	00:01:57	8.47%	88 (18.14%)	\$0.00 (0.00%)
	5.	665 (7.02%)	285 (3.35%)	8C0 (5.18%)		2.99	00:00:29	0.00%	C (0.00%)	\$0.00 (0.00%)
	<u> </u>	609 (6.43%)	595 (6.99%)		12.57%	2.18	00:00:21	0.58%	4 (0.82%)	\$0.00 (0.00%)
	Image: 1.1       I	188 (1.99%)	175 (2.05%)	314 (2.42%)	0.96%		00:03:48	4.46%	14 (2.89%)	\$0.00 (0.00%)
S ALL IL AL BETA	9.	161 (1.70%) 146 (1.54%)	143 (1.73%) 131 (1.54%)	182 (1.41%) 180 (1.39%)		2.74	00:00:51	2.20%	4 (0.82%) 5 (1.03%)	\$0.00 (0.00%) \$0.00 (0.00%)
℃, Attribution BETA										
0	□ 10.	139 (1.47%)	123 (1.44%)	169 (1.31%)	2.37%	5.64	UU:UZ:Z4	5.33%	9 (1.86%)	\$0.00 (0.00%)
Q Discover	10.	139 (1.47%)	123 (1.44%)	169 (1.31%)	2.37%	5.64	00:02:24	5.33% Słow	9 (1.86%) rows: 10 ~ Go to: 1	\$0.00 (0.00%)





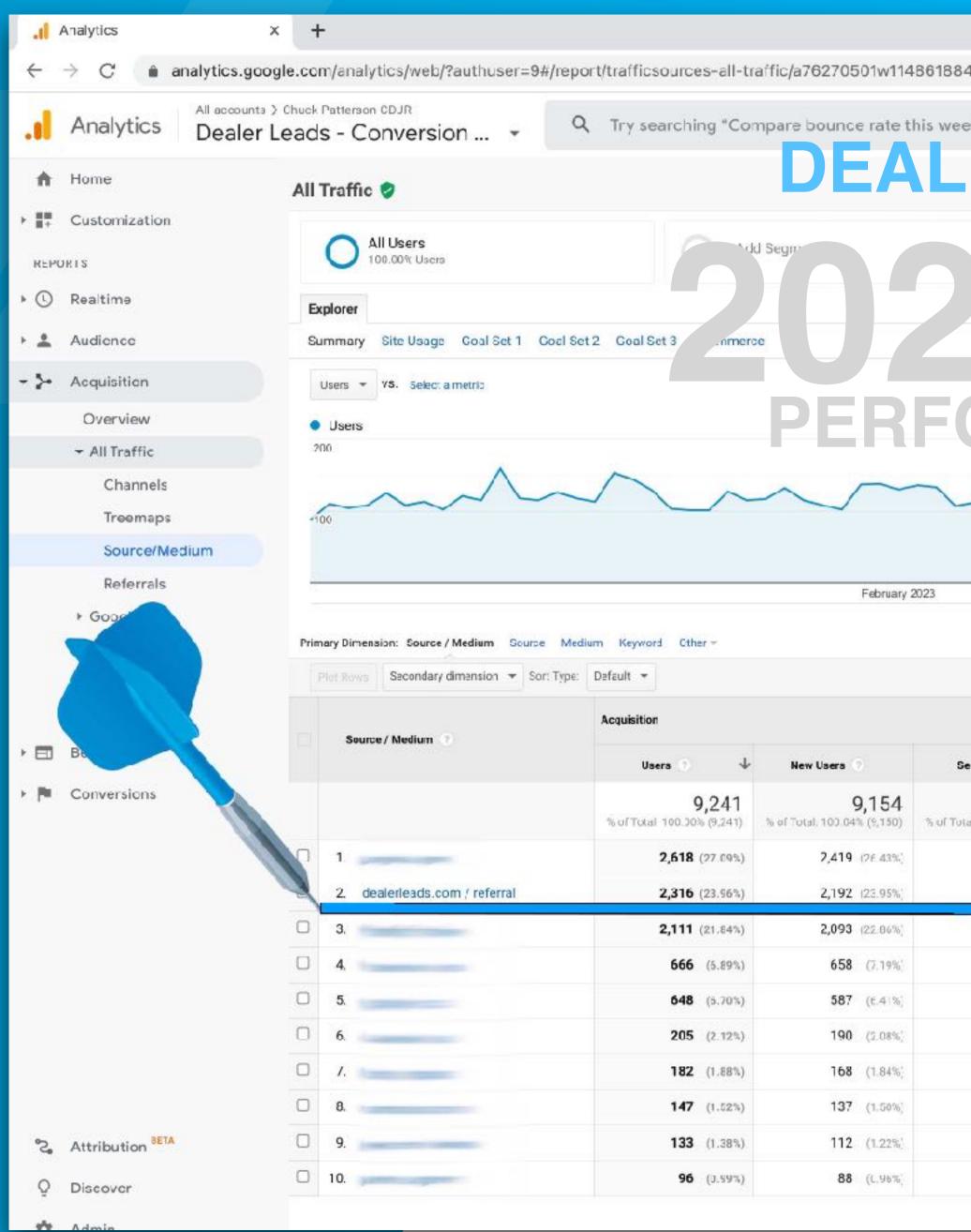
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Sessions	Bounce Rate 🕜	Pages / Session	Avg. Session Duration 🕜	Goal Conversion Rate 📀	Coal Completions	Goal Value 🕐
<b>11,971</b> Total: 100.03% (11,971)	6.88% Avg for View: 6.88% (0.00%)	6.08 Avg for View: 6.08 (0.00%)	00:02:22 Avg for View: 00:02:22 (0.00%)	4.21% Avg for View: 4.21% (0.00%)	<b>504</b> % of Tetal: 100.00% (504)	\$0.00 % of Total: 0.00% (\$0.00)
4,385 (35.63%)	4 01%	7 76	00:03:07	5 77%	<b>253</b> (50.20%)	<b>\$0.00</b> (0.00%)
2,453 (20.49%)	17.61%	4.28	00:01:42	2.16%	<b>53</b> (10.52%)	\$0.00 (0.00%)
<b>1,911</b> (15.96%)	3.72%	5.36	00:02:31	2.88%	55 (10.91%)	\$0.00 (0.00%)
<b>954</b> (7.97%)	3.88%	5.08	00:01:53	7.44%	71 (14.09%)	\$0.00 (0.00%)
<b>479</b> (4.00%)	13.15%	2.20	00:00:26	0.63%	<b>3</b> (0.60%)	\$0.00 (0.00%)
234 (1.95%)	1.28%	5.50	00:02:06	0.85%	2 (0.40%)	\$0.00 (0.00%)
		3.00	00:00:59	0.99%	2 (0.40%)	\$0.00 (0.00%)
203 (1.70%)	3.45%	0100				
203 (1.70%) 258 (2.16%)		5.41	00:02:37	3.49%	<b>9</b> (1.79%)	\$0.00 (0.00%)
	1.94%		0C:02:37 0C:02:44	3.49% 4.52%	9 (1.79%) 16 (3.17%)	
<b>258</b> (2.16%)	1.94% 0.56%	5.41				\$0.00 (0.00%)





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	ns 🤊 373			December 2022		Behavior	ions ? 10,986
Goal Value 🧿 \$0.00	ns 🤊 373	Goel Completio	Goal Conversion Rate ? 3.40%	Avg. Session Duration (*) 00:02:09	Pages / Session ? 5.64	Behavior Dounce Rate ? 10.90%	10,986
Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00)	ns ? 373 10% (373)	Goel Completio % of Total: 100.0 171	Goal Conversion Rate ? 3.40% Avg for View: 3.40% (0.00%)	Avg. Session Duration 00:02:09 Avg for View: 00.02:09 (0.00%)	Pages / Session ? 5.64 Avg for View: 5.54 (0.00%)	Behavior Dounce Rate ? 10.90% Avg for View: 10.90% (0.00%)	<b>10,986</b> 00.00% (10,936) <b>3,573</b> (32.52%)
Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%)	ns ⑦ 373 10% (373) (45.84%)	Goel Completio % of Total: 100.0 171 57	Goal Conversion Rate ? 3.40% Avg for View: 3.40% (0.00%) 4.79%	December 2022 Avg. Session Duration 00:02:09 Avg for View: 00:02:09 (0:00%) 00:03:11	Pages / Session ? 5.64 Avg for View: 5.54 (0.00%) 7.74	Behavior Dounce Rate ? 10.90% Avg for View: 10.90% (0.00%) 4.52%	10,986 00.00% (10,986) 3,573 (32.52%) 2,273 (20.63%)
Goal Value ? \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%)	ns ? 373 10% (373) (45 84%) (15.28%)	Goel Completio % of Total: 100.0 171 57 50	Goal Conversion Rate         ?           3.40%	December 2022 Avg. Session Duration 00:02:09 Avg for View: 00:02:09 (0:00%) 00:03:11 00:01:24	Pages / Session ⑦ 5.64 Avg for View: 5.54 (0.00%) 7.74 3.93	Behavior           Dounce Rate •           10.90%           Avg for View: 10.90% (0.00%)           4.52%           34.71%	10,986 00.00% (10,986) 3,573 (32.52%) 2,273 (20.63%)
Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)	ns ? 373 0% (373) (45 84%) (15.28%) (13.40%)	Goel Completion % of Total: 100.0 171 57 50 44	Goal Conversion Rate         ?           3.40%	December 2022 Avg. Session Duration • 00:02:09 Avg for View: 00.02:09 (0.00%) 00:03:11 00:01:24 00:02:13	Pages / Session • 5.64 Avg for View: 5.54 (0.00%) 7.74 3.93 5.57	Behavior           Counce Fate            10.90%           Avg for View: 10.90% (0.00%)           4.52%           34.71%           3.45%	10,986 00.00% (10,936) 3,573 (32.52%) 2,273 (20.63%) 2,115 (19.25%)
Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)	ns ? 373 0% (373) (45 84%) (15.28%) (13.40%) (11.80%)	Goel Completion % of Total: 100.0 171 57 50 44 2	Goal Conversion Rate         ?           3.40%	December 2022 Avg. Session Duration (*) (*) (*) (*) (*) (*) (*) (*)	Pages / Session ⑦ 5.64 Avg for View: 5.54 (0.00%) 7.74 3.93 5.57 4.47	Behavior           Counce Rate ?           10.90%           Avg for View: 10.90% (0.00%)           4.52%           34.71%           3.45%           5.48%	10,986 00.00% (10,936) 3,573 (32.52%) 2,273 (20.63%) 2,115 (19.25%) 857 (7.83%)
Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)	ns ? 373 0% (373) (45 84%) (15.28%) (13.40%) (11.80%) (0.54%)	Goel Completio % of Total: 100.0 171 57 50 44 2 2	Goal Conversion Rate ? 3.40% Avg for View: 3.40% (0.00%) 4.79% 2.51% 2.36% 5.13% 0.28%	December 2022 Avg. Session Duration • 00:02:09 Avg for View: 00:02:09 (0.00%) 00:03:11 00:01:24 00:02:13 00:01:36 00:00:25	Pages / Session •           5.64           Avg for View: 5.54 (0.00%)           7.74           3.93           5.57           4.47           2.28	Behavior           Dounce Rate •           10.90%           10.90%           Avg for View: 10.90% (0.00%)           4.52%           34.71%           3.45%           5.48%           12.20%	10,986 00.00% (10,936) 3,573 (32 52%) 2,273 (20.63%) 2,115 (19.25%) 857 (7.80%) 713 (6.43%)
Coal Value         ?           \$0.00         \$0.00           % of Total: 0.00% (\$0.00%)         \$0.00           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)	ns ? 373 0% (373) (45.84%) (15.28%) (13.40%) (11.80%) (0.54%) (0.54%)	Goel Completio % of Total: 100.0 171 57 50 44 2 2 3	Goal Conversion Rate         ?           3.40%	December 2022 Avg. Session Duration 00:02:09 Avg for View: 00:02:09 (0.00%) Avg for View: 00:02:09 (0.00%) 00:03:11 00:01:24 00:01:24 00:02:13 00:01:36 00:01:35	Pages / Session •           S.664           Avg for View: 5.54 (0.00%)           7.74           3.93           5.57           4.47           2.28           5.20	Behavior           Counce Rate            10.90%           10.90%           Avg for View: 10.90% (0.00%)           4.52%           34.71%           34.5%           3.45%           12.20%           2.83%	10,986         00.00% (10,936)         3,573 (32.52%)         2,273 (20.63%)         2,115 (19.25%)         857 (7.83%)         713 (6.43%)         247 (2.25%)
Goal Value         ?           \$0.00         \$0.00           % of Total: 0.00% (\$0.00%)         \$0.00           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)	ns ? 373 0% (373) (45 84%) (15.28%) (13.40%) (11.80%) (0.54%) (0.54%) (0.80%)	Goel Completion % of Total: 100.0 171 57 50 44 2 2 3 3 13	Goal Conversion Rate         ?           3.40%	December 2022 Avg. Session Duration () Avg for View: 00.02.09 (0.00%) Avg for View: 00.02.09 (0.00%) (0.001:311 00:01:34 00:01:34 00:01:35 00:00:37	Pages / Session •         S.664         Avg for View: 5.54 (0.00%)         7.74         3.93         5.57         4.47         2.28         5.20         2.32	Behavior         Counce Fate •         10.90%         Avg for View: 10.90% (0.00%)         4.52%         34.71%         34.5%         3.45%         12.20%         2.83%         4.51%	10,986 00.00% (10,986) 3,573 (32.52%) 2,273 (20.69%) 2,115 (19.25%) 857 (7.83%) 713 (6.49%) 247 (2.25%) 217 (1.98%)





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747 (5.92%) 17.27% 2.18 00:00:24 0.00% 0 0 0 805 (6.33%) 3.50% 4.69 00:01:53 6.58% 533 (14) 243 (1.92%) 5.35% 2.84 00:00:38 0.00% 0 0 0 281 (2.23%) 1.42% 8.56 00:02:26 3.59% 6 (1.4)	00%) \$0.00 (0.00%) 22%) \$0.00 (0.00%) 67%) \$0.00 (0.00%) 67%) \$0.00 (0.00%)





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