



A family owned and operated company.

(800) 369-3003

dealerleads.com

2 YEAR PLUS

PARTNER CASE STUDY #13

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DealerLeads.com "We have a better mousetrap."

OUR SIX FOCAL POINTS

1 Media Buy / The Budget

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

4 Time On Site

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

2 Bounce Rate Comparison

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

5 City Locale

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

3 Page View / SRP View / VDP Views

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

6 Traffic Sustainability

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

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

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

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

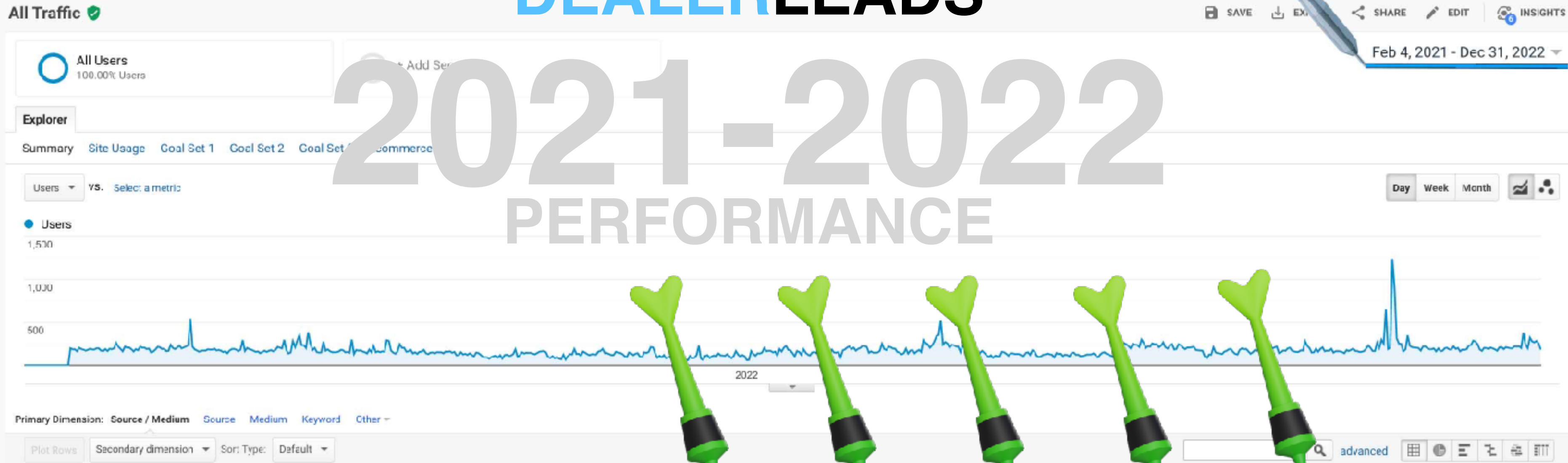
THE MATH

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

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2021-2022 PERFORMANCE



Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	85,675 <small>% of Total: 100.00% (85,675)</small>	86,412 <small>% of Total: 100.00% (86,410)</small>	140,328 <small>% of Total: 100.00% (140,328)</small>	45.81% <small>Avg for View: 45.81% (0.00%)</small>	2.29 <small>Avg for View: 2.29 (0.00%)</small>	00:01:58 <small>Avg for View: 00:01:58 (0.00%)</small>	2.44% <small>Avg for View: 2.44% (0.00%)</small>	3,431 <small>% of Total: 100.00% (3,431)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	19,685 (20.53%)	18,827 (21.79%)	30,577 (21.79%)	63.20%	1.88	01:01:14	2.20%	673 (19.62%)	\$0.00 (0.00%)
2. [blurred]	13,388 (13.96%)	13,412 (15.52%)	18,909 (13.47%)	49.75%	2.34	01:02:04	2.55%	483 (14.08%)	\$0.00 (0.00%)
3. [blurred]	8,585 (8.95%)	7,761 (8.98%)	15,070 (10.74%)	21.84%	3.27	01:03:22	3.36%	507 (14.78%)	\$0.00 (0.00%)
4. [blurred]	7,519 (7.84%)	7,043 (8.15%)	10,167 (7.17%)	44.07%	1.78	01:00:53	2.18%	219 (6.38%)	\$0.00 (0.00%)
5. dealerleads.com / referral	7,198 (7.51%)	6,804 (7.87%)	8,231 (5.87%)	51.39%	2.29	01:01:15	1.15%	95 (2.77%)	\$0.00 (0.00%)
6. [blurred]	5,333 (5.56%)	4,948 (5.73%)	8,535 (6.15%)	5.61%	1.57	01:00:45	2.72%	235 (6.85%)	\$0.00 (0.00%)
7. [blurred]	4,273 (4.46%)	2 (0.00%)	8,220 (5.86%)	31.48%	3.34	01:05:07	3.05%	251 (7.32%)	\$0.00 (0.00%)
8. [blurred]	3,664 (3.82%)	3,408 (3.94%)	6,553 (4.67%)	51.01%	1.76	01:01:07	3.17%	203 (6.06%)	\$0.00 (0.00%)
9. [blurred]	3,503 (3.65%)	3,409 (3.95%)	55 (0.04%)	45.45%	3.53	01:05:47	5.45%	3 (0.09%)	\$0.00 (0.00%)
10. [blurred]	3,355 (3.50%)	2,926 (3.39%)	5,568 (4.04%)	17.84%	3.98	01:03:18	4.15%	235 (6.85%)	\$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

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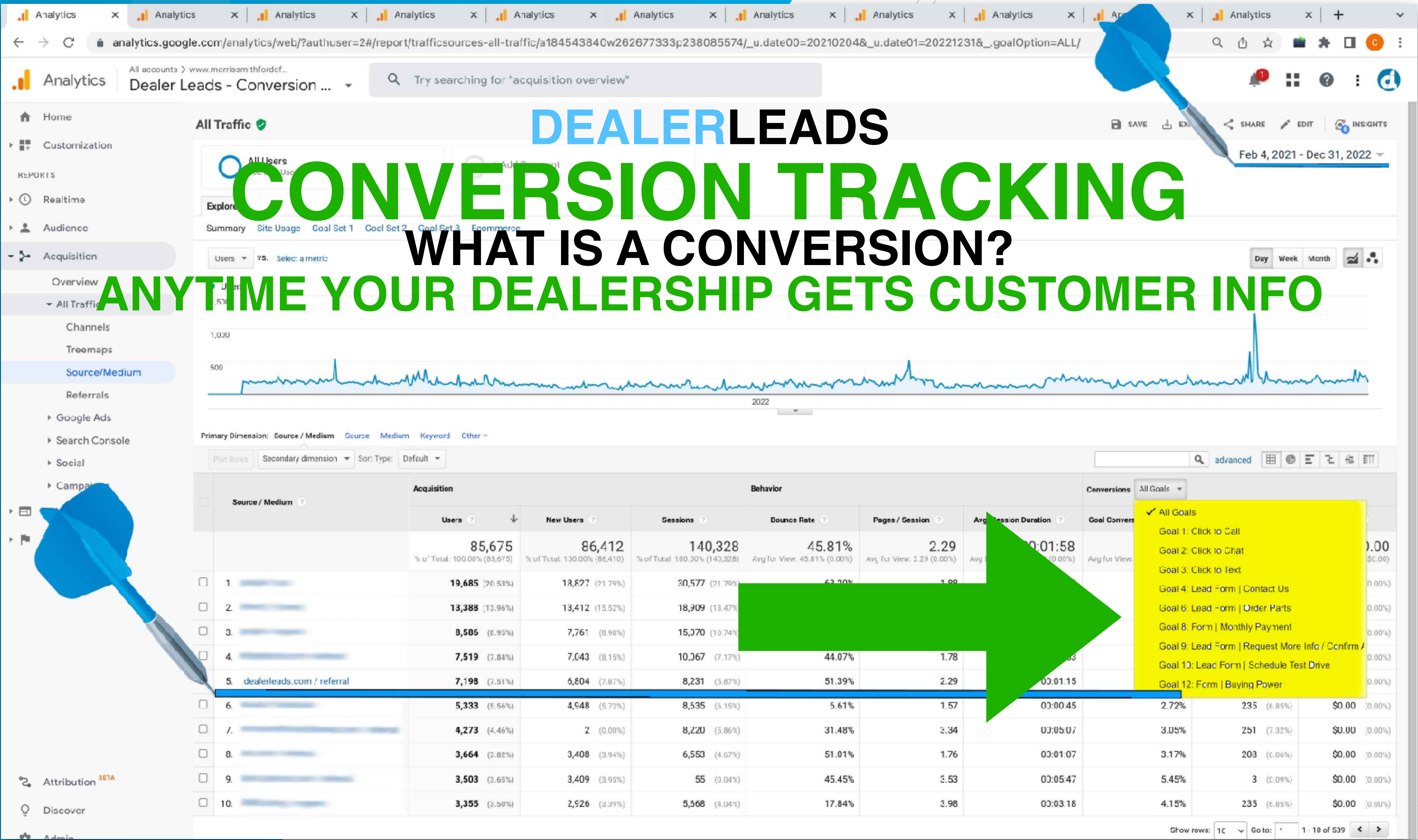
We use Google Goals to track these goal events' completion, then compare our conversion rates to our competitors. We focus on these metrics in this case study and our monthly reporting to our clients.

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CONVERSION TRACKING

WHAT IS A CONVERSION?

ANYTIME YOUR DEALERSHIP GETS CUSTOMER INFO



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.

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CONSISTENT TRAFFIC

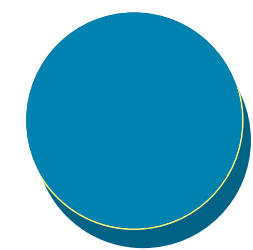
month after month, year after year.

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	7,198 <small>% of Total: 8.40% (85,675)</small>	6,804 <small>% of Total: 7.87% (86,410)</small>	8,231 <small>% of Total: 5.87% (140,328)</small>	51.39% <small>Avg for View: 45.81% (12.19%)</small>	2.29 <small>Avg for View: 2.29 (-0.11%)</small>	00:01:15 <small>Avg for View: 00:01:38 (-36.14%)</small>	1.15% <small>Avg for View: 2.44% (-52.79%)</small>	95 <small>% of Total: 2.77% (3,431)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. dealerleads.com / referral	7,198 (100.00%)	6,804 (100.00%)	8,231 (100.00%)	51.39%	2.29	00:01:15	1.15%	95 (100.00%)	\$0.00 (0.00%)

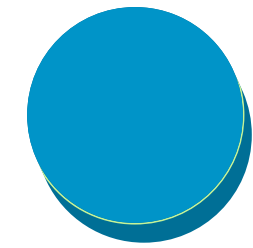
- Attribution BETA
- Discover
- Admin

LET'S GO

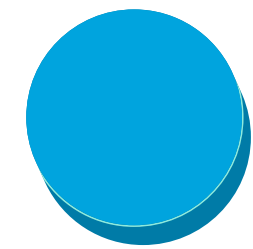
Quarter by Quarter



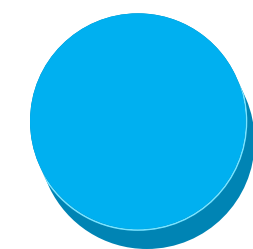
1ST QUARTER REPORTING
JAN 1 thru MAR 31



2ND QUARTER REPORTING
APR 1 thru JUN 30



3RD QUARTER REPORTING
JUL 1 thru SEP 30

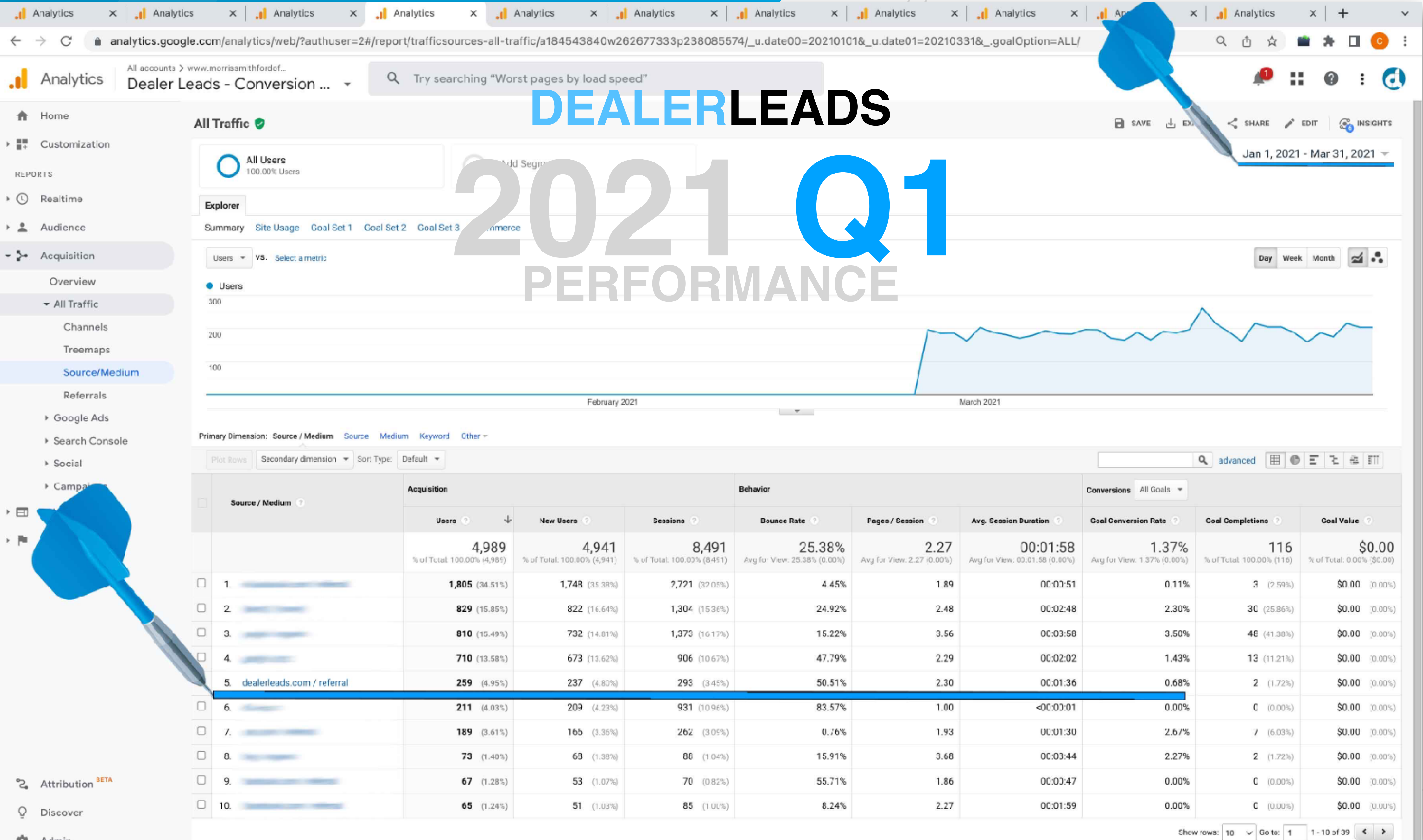


4TH QUARTER REPORTING
OCT 1 thru DEC 31



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2021 Q1 PERFORMANCE



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2021 Q2 PERFORMANCE

All Traffic

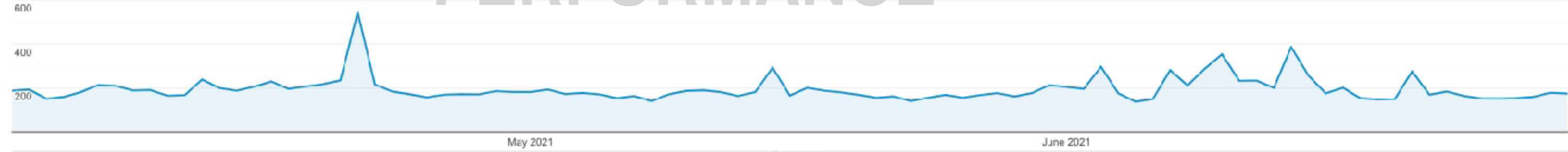
All Users
100.00% Users

Explorer

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

Users vs. Select a metric

Users



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sor: 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
	12,665 <small>% of Total: 100.00% (12,665)</small>	12,204 <small>% of Total: 100.02% (12,202)</small>	20,499 <small>% of Total: 100.00% (20,499)</small>	24.49% <small>Avg for View: 24.49% (0.00%)</small>	2.12 <small>Avg for View: 2.12 (0.00%)</small>	00:02:00 <small>Avg for View: 00:02:00 (0.00%)</small>	2.44% <small>Avg for View: 2.44% (0.00%)</small>	501 <small>% of Total: 100.00% (501)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	4,004 (29.74%)	3,658 (29.97%)	6,570 (32.05%)	4.73%	1.57	00:00:46	2.50%	164 (32.73%)	\$0.00 (0.00%)
2. [blurred]	1,848 (13.72%)	1,628 (13.34%)	3,530 (17.46%)	15.92%	3.23	00:03:27	3.49%	125 (24.95%)	\$0.00 (0.00%)
3. [blurred]	1,761 (13.08%)	1,739 (14.25%)	2,635 (13.10%)	31.47%	2.40	00:02:39	2.53%	68 (13.57%)	\$0.00 (0.00%)
4. [blurred]	908 (6.74%)	794 (6.51%)	1,238 (6.28%)	48.37%	2.22	00:01:53	4.04%	52 (10.38%)	\$0.00 (0.00%)
5. [blurred]	735 (5.46%)	545 (4.47%)	876 (4.27%)	32.03%	1.74	00:00:53	1.26%	11 (2.20%)	\$0.00 (0.00%)
6. dealerleads.com / referral	687 (5.10%)	621 (5.09%)	752 (3.72%)	51.05%	2.11	00:01:26	1.18%	9 (1.80%)	\$0.00 (0.00%)
7. [blurred]	651 (4.83%)	648 (5.31%)	654 (3.24%)	97.29%	1.05	00:00:17	0.15%	1 (0.20%)	\$0.00 (0.00%)
8. [blurred]	632 (4.69%)	550 (4.51%)	749 (3.65%)	2.27%	1.90	00:01:30	4.14%	31 (6.19%)	\$0.00 (0.00%)
9. [blurred]	583 (4.33%)	540 (4.42%)	730 (3.81%)	58.21%	1.64	00:01:39	1.41%	11 (2.20%)	\$0.00 (0.00%)
10. [blurred]	373 (2.77%)	371 (3.04%)	338 (1.89%)	55.93%	1.54	00:02:23	0.00%	0 (0.00%)	\$0.00 (0.00%)

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2021 Q3 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

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

Users vs. Select a metric

Users



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sor: 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
	10,223 <small>% of Total: 100.00% (10,223)</small>	9,792 <small>% of Total: 100.00% (9,792)</small>	15,677 <small>% of Total: 100.00% (15,677)</small>	39.20% <small>Avg for View: 39.20% (0.00%)</small>	2.58 <small>Avg for View: 2.58 (0.00%)</small>	00:02:09 <small>Avg for View: 00:02:09 (0.00%)</small>	3.30% <small>Avg for View: 3.30% (0.00%)</small>	518 <small>% of Total: 100.00% (518)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	1,754 (16.20%)	1,529 (15.61%)	2,373 (15.14%)	60.35%	1.90	00:00:58	2.82%	67 (12.93%)	\$0.00 (0.00%)
2. [blurred]	1,621 (14.88%)	1,604 (16.38%)	2,376 (15.16%)	40.87%	3.18	00:02:30	3.66%	87 (16.80%)	\$0.00 (0.00%)
3. [blurred]	1,608 (14.76%)	1,413 (14.43%)	2,854 (18.21%)	24.42%	3.54	00:03:08	3.89%	111 (21.43%)	\$0.00 (0.00%)
4. [blurred]	1,420 (13.04%)	1,218 (12.44%)	1,993 (12.71%)	9.28%	1.59	00:00:44	3.56%	71 (13.71%)	\$0.00 (0.00%)
5. [blurred]	982 (9.02%)	920 (9.40%)	1,367 (8.72%)	63.57%	2.09	00:01:49	3.51%	48 (9.27%)	\$0.00 (0.00%)
6. dealerleads.com / referral	930 (8.54%)	889 (9.08%)	996 (6.35%)	47.59%	2.33	00:01:07	1.51%	15 (2.90%)	\$0.00 (0.00%)
7. [blurred]	657 (6.12%)	631 (6.44%)	831 (5.30%)	70.04%	1.57	00:00:44	3.85%	32 (6.18%)	\$0.00 (0.00%)
8. [blurred]	414 (3.80%)	397 (4.05%)	32 (0.20%)	53.12%	1.72	00:03:35	6.25%	2 (0.39%)	\$0.00 (0.00%)
9. [blurred]	256 (2.35%)	209 (2.13%)	390 (2.49%)	31.03%	2.24	00:01:28	5.13%	20 (3.86%)	\$0.00 (0.00%)
10. [blurred]	235 (2.16%)	194 (1.98%)	355 (2.26%)	37.46%	2.77	00:02:24	8.17%	29 (5.60%)	\$0.00 (0.00%)

DEALERLEADS

2021 Q4 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

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

Users vs. Select a metric

Users

300

200

100

November 2021

December 2021

Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sor: Type: Default

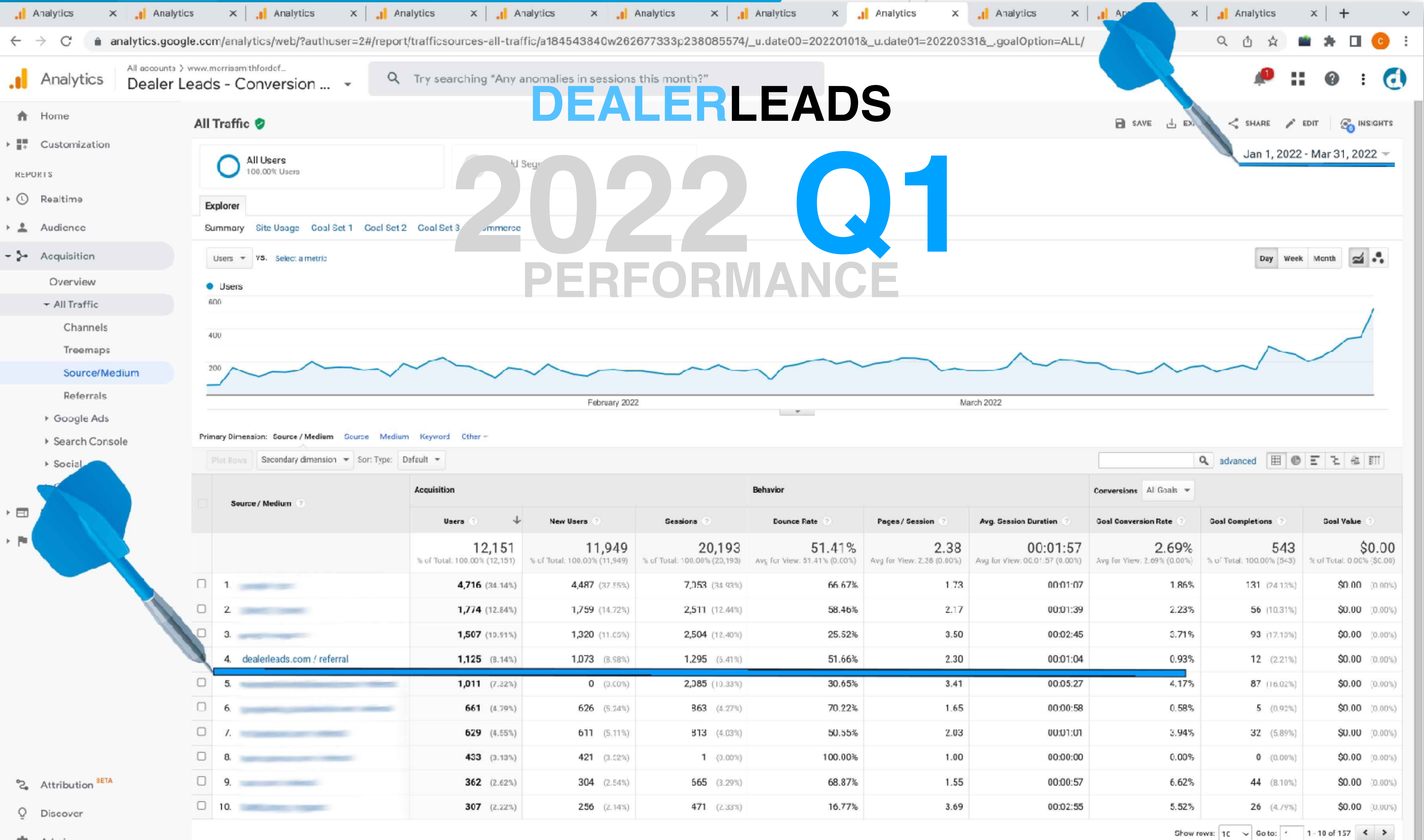
advanced

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	8,504 <small>% of Total: 100.00% (8,504)</small>	8,437 <small>% of Total: 100.00% (8,437)</small>	13,915 <small>% of Total: 100.00% (13,915)</small>	49.29% <small>Avg for View: 49.29% (0.00%)</small>	2.43 <small>Avg for View: 2.43 (0.00%)</small>	00:02:05 <small>Avg for View: 00:02:05 (0.00%)</small>	2.62% <small>Avg for View: 2.62% (0.00%)</small>	365 <small>% of Total: 100.00% (365)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	1,985 (20.07%)	1,888 (22.38%)	2,847 (20.46%)	57.89%	2.05	00:01:16	2.85%	81 (22.14%)	\$0.00 (0.00%)
2. [blurred]	1,712 (17.31%)	1,707 (20.23%)	2,566 (18.44%)	57.01%	2.20	00:01:51	2.42%	62 (16.95%)	\$0.00 (0.00%)
3. [blurred]	996 (10.07%)	896 (10.62%)	1,551 (11.15%)	21.28%	3.55	00:02:44	3.42%	53 (14.52%)	\$0.00 (0.00%)
4. dealerleads.com / referral	924 (9.34%)	833 (10.47%)	1,053 (7.57%)	49.76%	2.20	00:01:29	1.80%	19 (5.21%)	\$0.00 (0.00%)
5. [blurred]	911 (9.21%)	0 (0.00%)	1,864 (13.40%)	37.29%	3.05	00:04:56	2.20%	41 (11.23%)	\$0.00 (0.00%)
6. [blurred]	744 (7.52%)	734 (8.70%)	1,024 (7.36%)	72.17%	1.44	00:00:42	4.39%	45 (12.33%)	\$0.00 (0.00%)
7. [blurred]	565 (5.71%)	543 (6.44%)	4 (0.03%)	75.00%	1.50	00:01:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. [blurred]	532 (5.33%)	435 (5.16%)	815 (5.86%)	26.38%	3.23	00:02:29	2.45%	20 (5.48%)	\$0.00 (0.00%)
9. [blurred]	346 (3.50%)	325 (3.85%)	634 (4.56%)	65.62%	1.61	00:00:37	2.84%	18 (4.92%)	\$0.00 (0.00%)
10. [blurred]	193 (1.95%)	179 (2.12%)	226 (1.62%)	61.06%	1.94	00:00:43	3.54%	8 (2.15%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 - 10 of 321

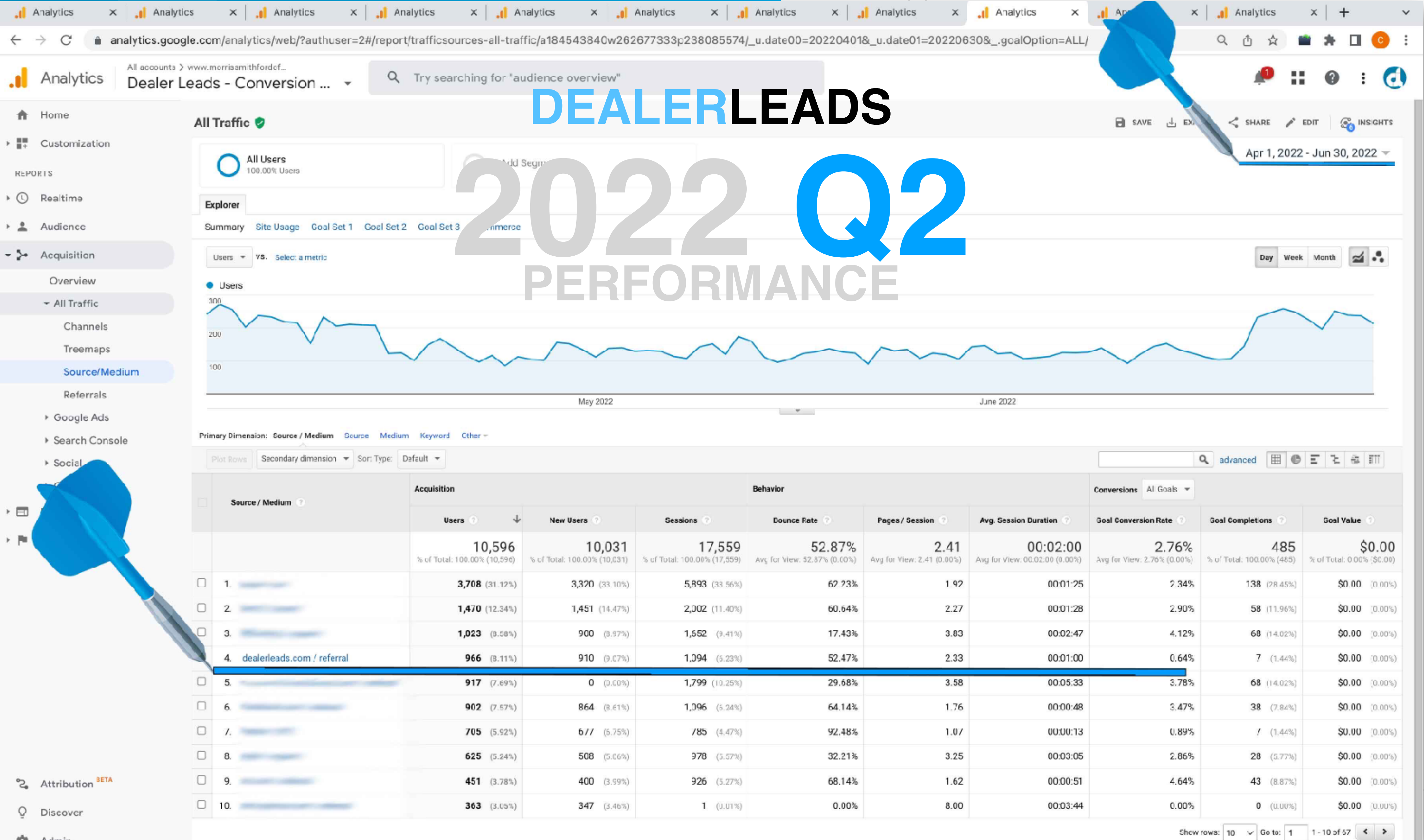
DEALERLEADS

2022 Q1 PERFORMANCE



DEALERLEADS

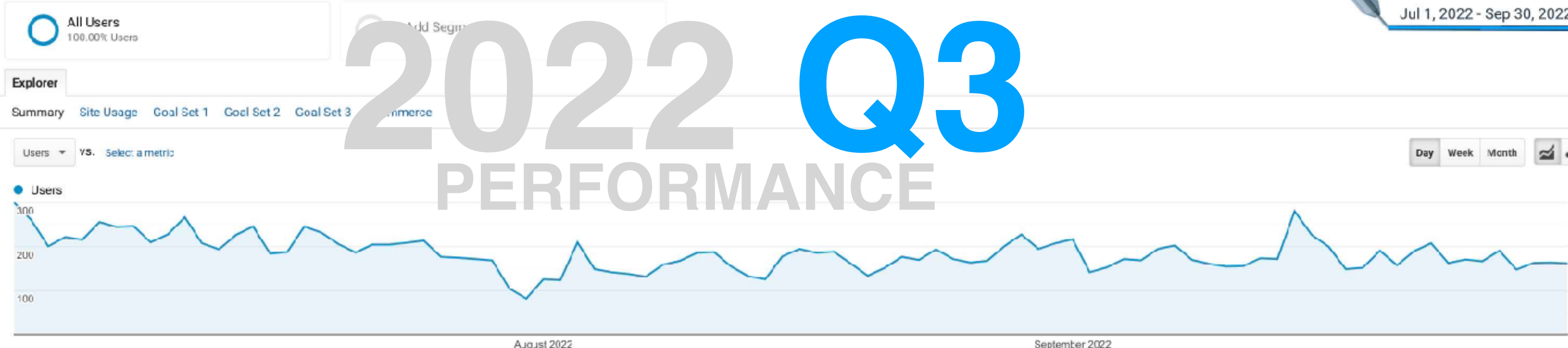
2022 Q2 PERFORMANCE



DEALERLEADS

2022 Q3 PERFORMANCE

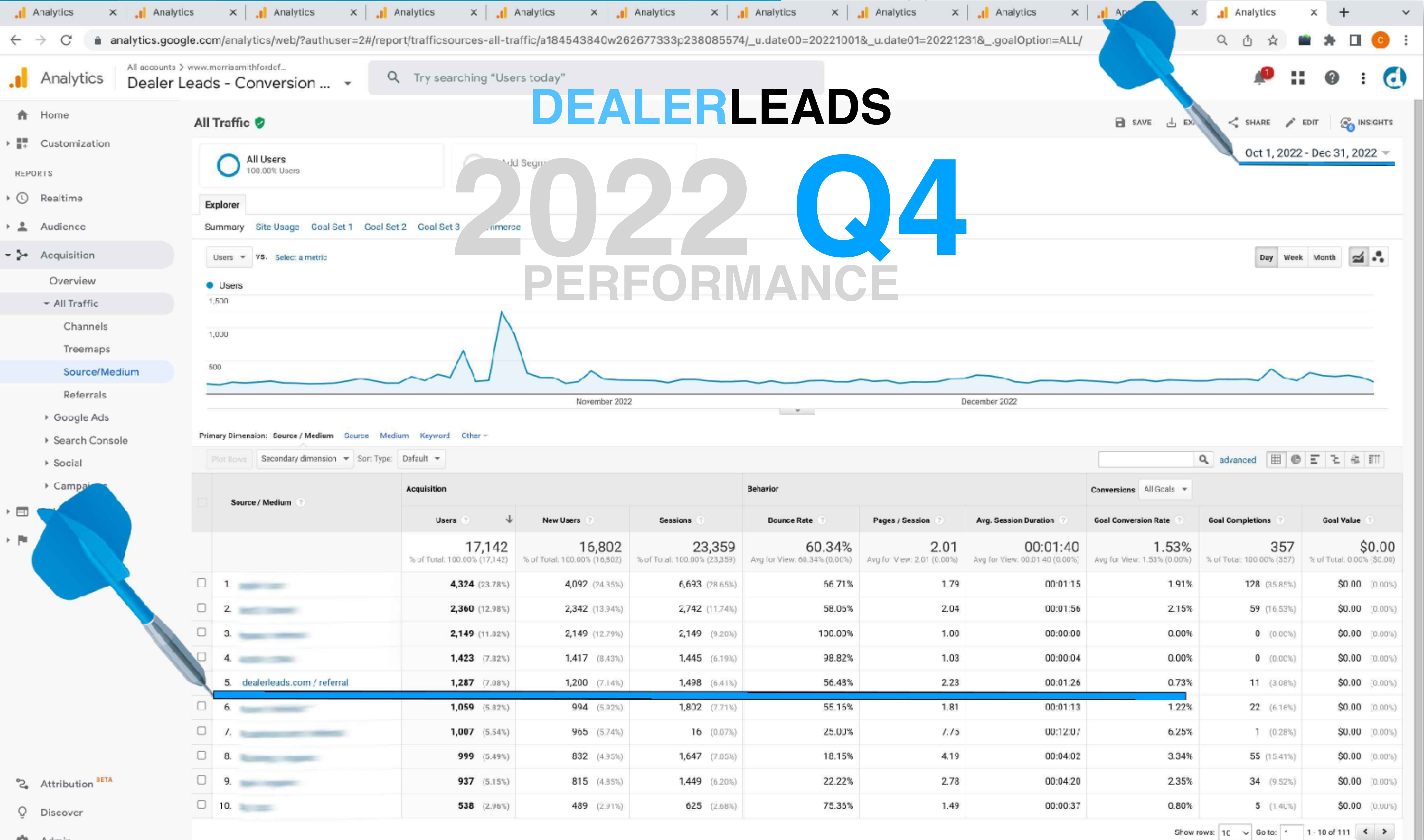
All Traffic



Source / Medium	Acquisition		Behavior				Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	12,635	12,256	20,635	50.12%	2.30	00:02:03	2.65%	546	\$0.00
1. [blurred]	3,092 (24.46%)	2,907 (23.72%)	5,138 (24.91%)	59.73%	1.98	00:01:20	2.44%	123 (22.53%)	\$0.00 (0.00%)
2. [blurred]	2,008 (15.83%)	1,988 (16.22%)	2,723 (13.20%)	56.15%	2.13	00:01:58	2.31%	63 (11.54%)	\$0.00 (0.00%)
3. [blurred]	1,565 (12.38%)	1,528 (12.47%)	1,918 (9.29%)	70.23%	1.41	00:00:46	3.08%	59 (10.81%)	\$0.00 (0.00%)
4. [blurred]	1,297 (10.27%)	1 (0.01%)	1,833 (8.89%)	29.19%	3.31	00:04:42	2.51%	46 (8.42%)	\$0.00 (0.00%)
5. [blurred]	1,112 (8.77%)	938 (7.65%)	1,898 (9.20%)	18.18%	4.00	00:03:14	4.53%	86 (15.75%)	\$0.00 (0.00%)
6. dealerleads.com / referral	1,044 (8.27%)	991 (8.09%)	1,240 (5.91%)	48.87%	2.47	00:01:12	1.61%	20 (3.66%)	\$0.00 (0.00%)
7. [blurred]	1,030 (8.16%)	910 (7.42%)	1,517 (7.35%)	21.36%	2.64	00:03:55	3.16%	48 (8.79%)	\$0.00 (0.00%)
8. [blurred]	662 (5.24%)	643 (5.25%)	1 (0.00%)	0.00%	0.00	00:01:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. [blurred]	538 (4.26%)	460 (3.75%)	1,125 (5.45%)	62.58%	1.72	00:01:04	2.04%	23 (4.21%)	\$0.00 (0.00%)
10. [blurred]	456 (3.59%)	408 (3.33%)	718 (3.48%)	63.37%	1.13	00:00:35	2.92%	21 (3.85%)	\$0.00 (0.00%)

DEALERLEADS

2022 Q4 PERFORMANCE



DEALERLEADS

2023 Q1 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

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

Users vs. Select a metric

Users

400



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
	17,644 <small>% of Total: 100.00% (17,644)</small>	17,184 <small>% of Total: 100.00% (17,184)</small>	24,732 <small>% of Total: 100.00% (24,732)</small>	55.92% <small>Avg for View: 55.92% (0.00%)</small>	2.10 <small>Avg for View: 2.10 (0.00%)</small>	00:02:03 <small>Avg for View: 00:02:03 (0.00%)</small>	1.78% <small>Avg for View: 1.78% (0.00%)</small>	441 <small>% of Total: 100.00% (441)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	5,108 (27.75%)	4,834 (28.13%)	7,552 (30.54%)	56.13%	1.71	00:01:12	1.99%	150 (34.01%)	\$0.00 (0.00%)
2. [blurred]	2,463 (13.38%)	2,441 (14.21%)	3,253 (13.15%)	55.30%	2.13	00:02:17	2.21%	72 (16.33%)	\$0.00 (0.00%)
3. [blurred]	2,059 (11.19%)	2,046 (11.91%)	2,119 (8.57%)	98.63%	1.03	00:00:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. dealerleads.com / referral	1,713 (9.31%)	1,590 (9.25%)	2,016 (8.15%)	59.57%	2.04	00:01:14	1.19%	24 (5.44%)	\$0.00 (0.00%)
5. [blurred]	1,332 (7.24%)	1,214 (7.06%)	2,108 (8.52%)	54.32%	1.64	00:01:12	1.42%	30 (6.80%)	\$0.00 (0.00%)
6. [blurred]	1,196 (6.50%)	1,038 (6.04%)	2,014 (8.14%)	17.13%	4.26	00:04:27	3.03%	61 (13.83%)	\$0.00 (0.00%)
7. [blurred]	838 (4.55%)	698 (4.06%)	1,459 (5.94%)	21.85%	3.09	00:05:13	2.18%	32 (7.26%)	\$0.00 (0.00%)
8. [blurred]	820 (4.45%)	777 (4.52%)	6 (0.02%)	0.00%	5.67	00:06:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. [blurred]	780 (4.24%)	687 (4.00%)	1,307 (5.28%)	52.23%	1.55	00:00:56	0.69%	9 (2.04%)	\$0.00 (0.00%)
10. [blurred]	764 (4.15%)	682 (3.97%)	853 (3.49%)	58.71%	1.74	00:01:03	1.62%	14 (3.17%)	\$0.00 (0.00%)

Thank you for taking the time to view this informative Dealer Leads partner Case Study.

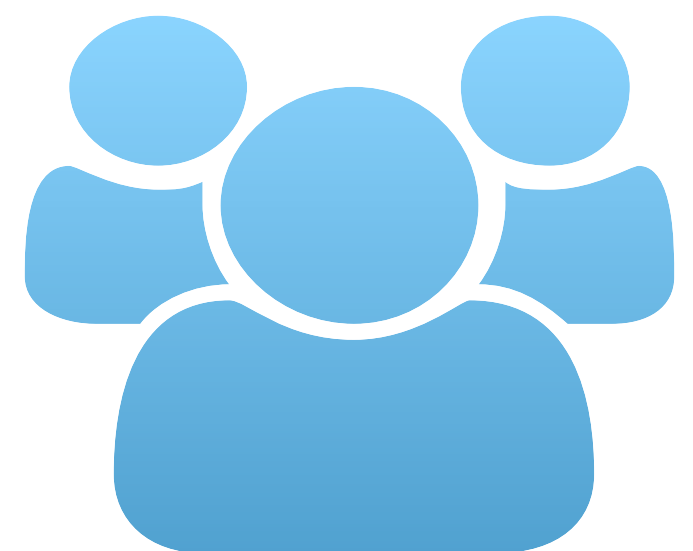
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