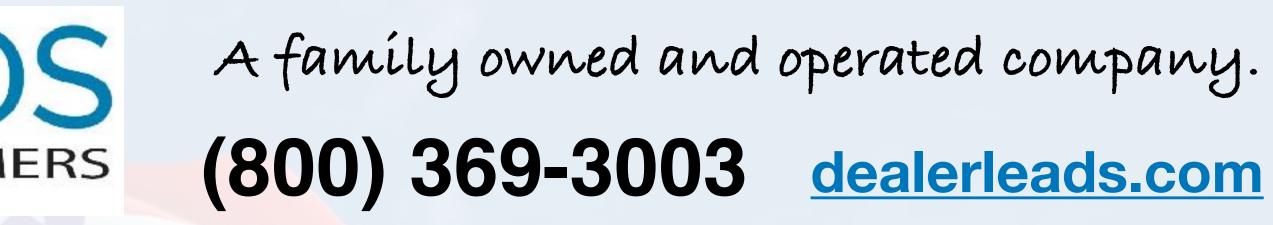
DEALERLEADS our shoppers, your customers

DealerLeads.com "We have a better mousetrap."



PARTNER CASE STUDY #84

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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.

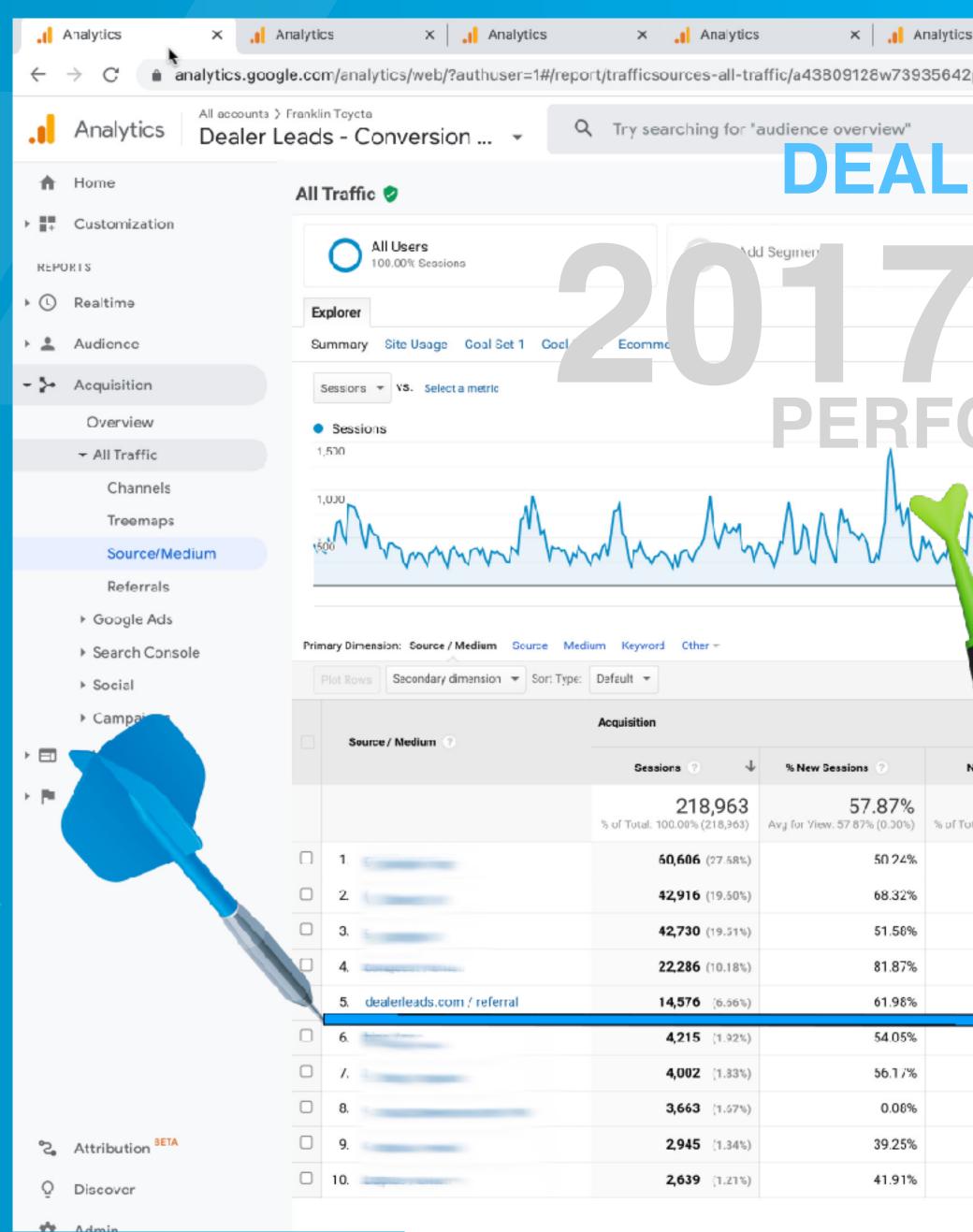
We will show our program's dominating influence on our other dealership partners across the U.S. month after month, year after year, and hope we can fit into your future marketing objectives.

THE MATH

Introducing DealerLeads.com

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





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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

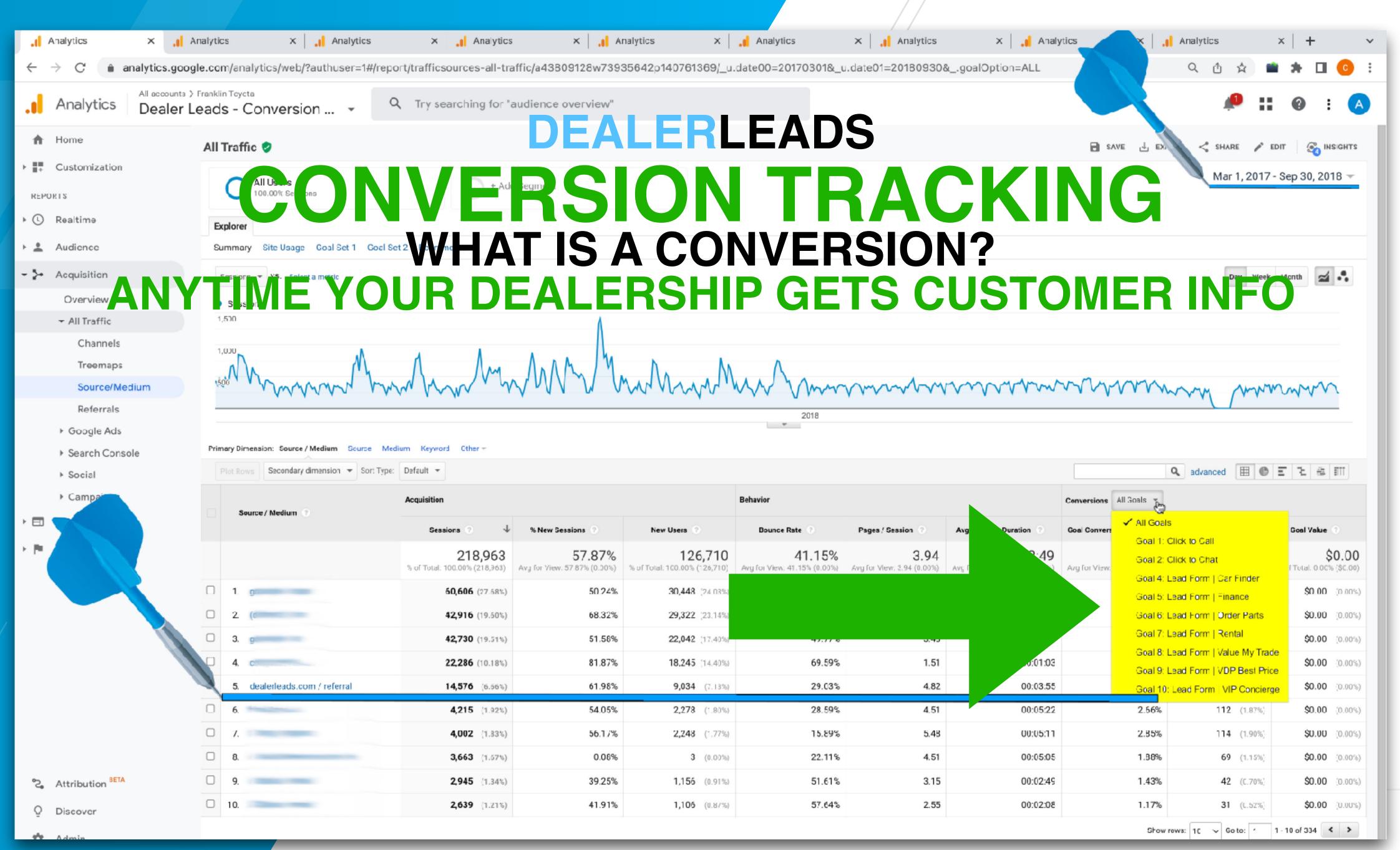
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We use Google Goals to track these goal events' completion, then compare our conversion rates to our competitors. We focus on these metrics in this case study and our monthly reporting to our clients.











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.

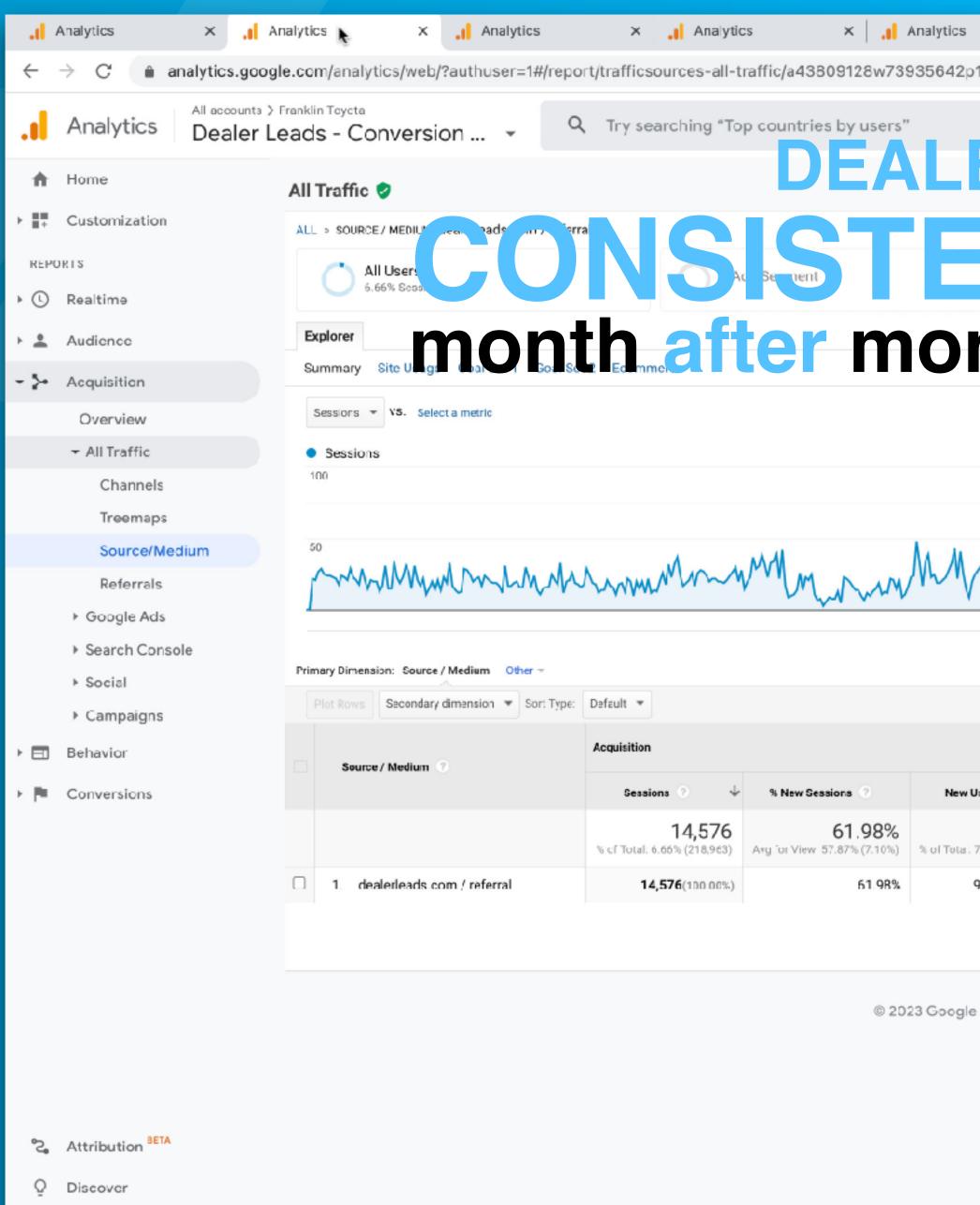










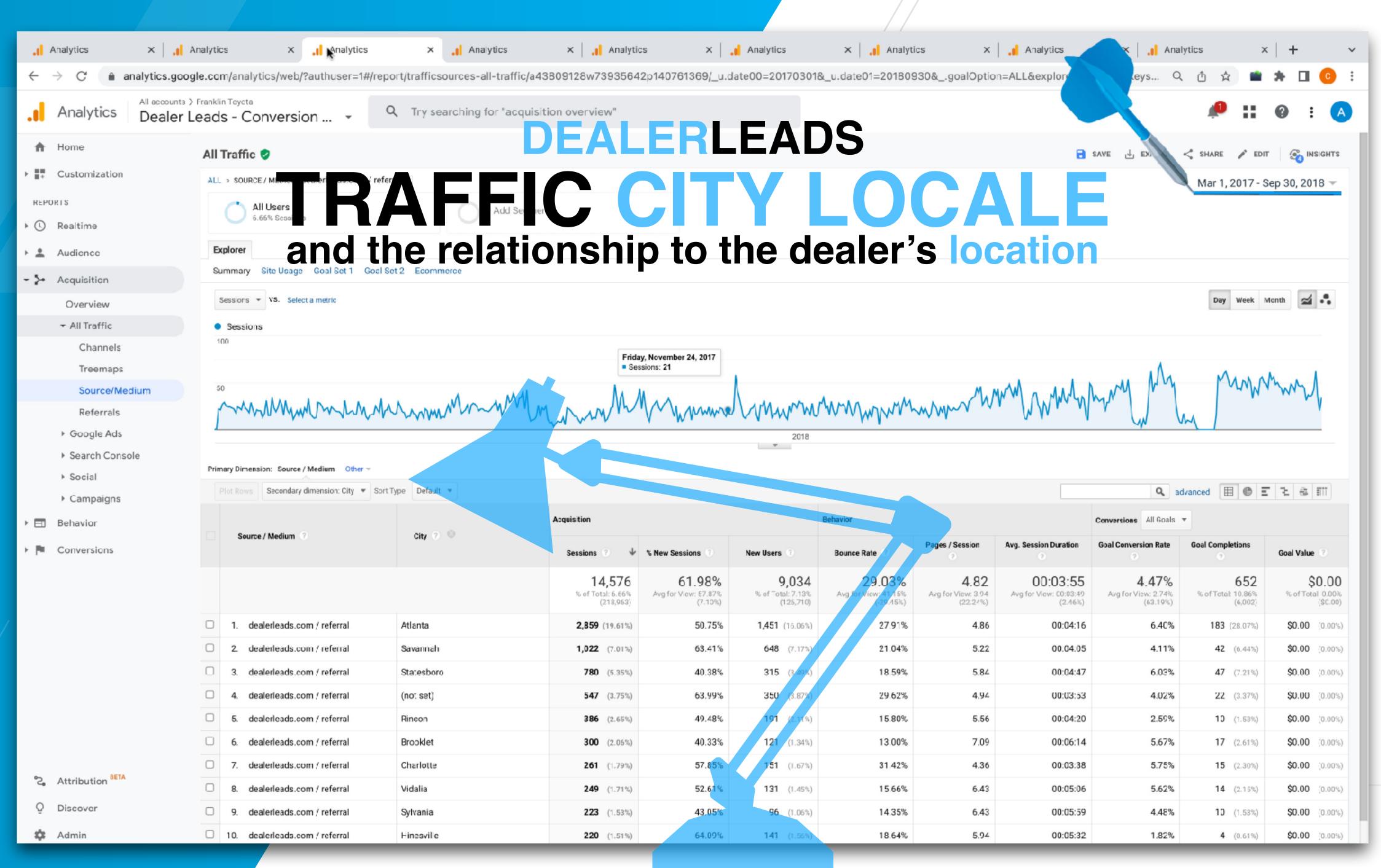


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LET'S GO Quarter by Quarter

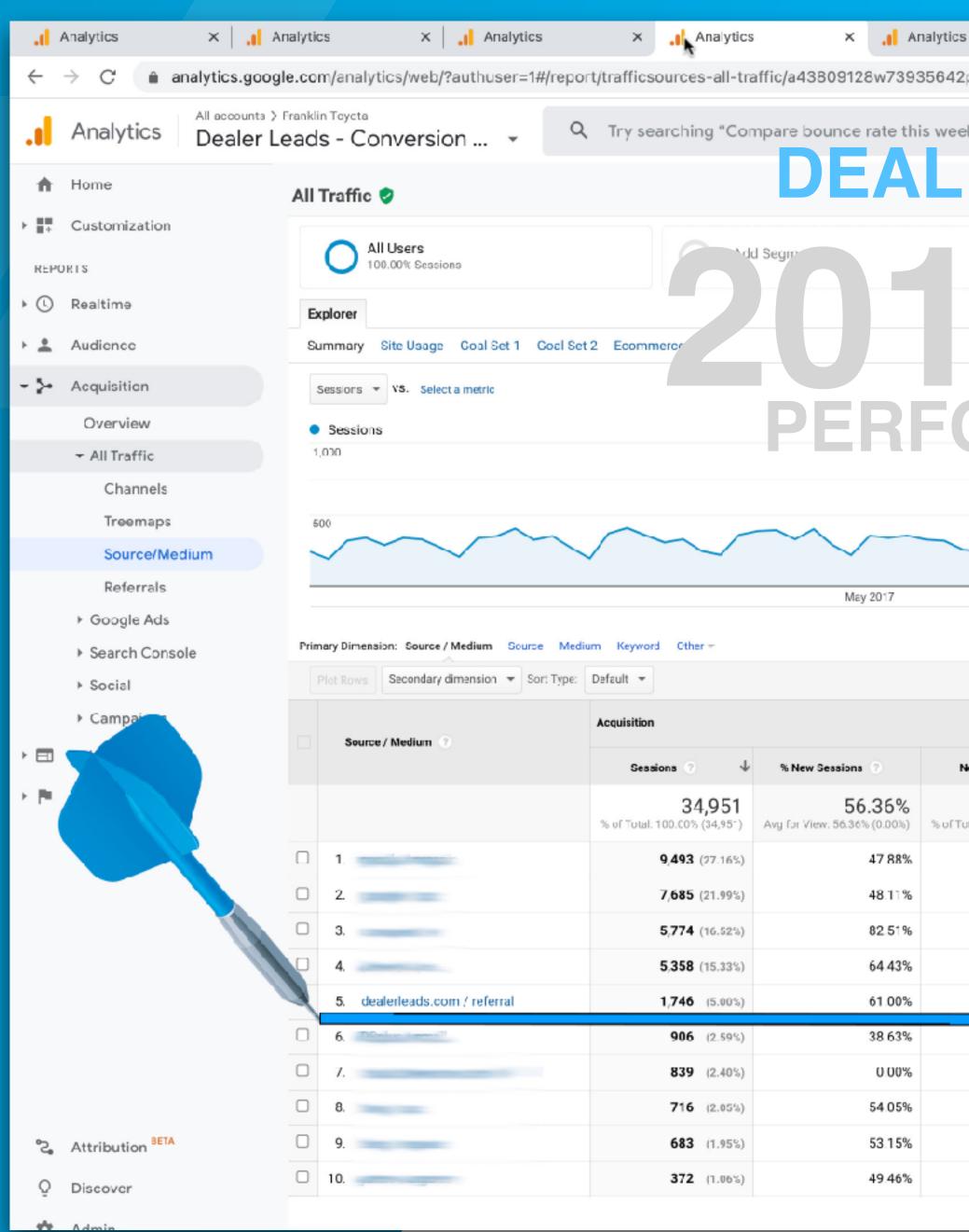
1ST QUARTER REPORTING JAN 1 thru MAR 31

2ND QUARTER REPORTING APR 1 thru JUN 30

3RD QUARTER REPORTING JUL 1 thru SEP 30

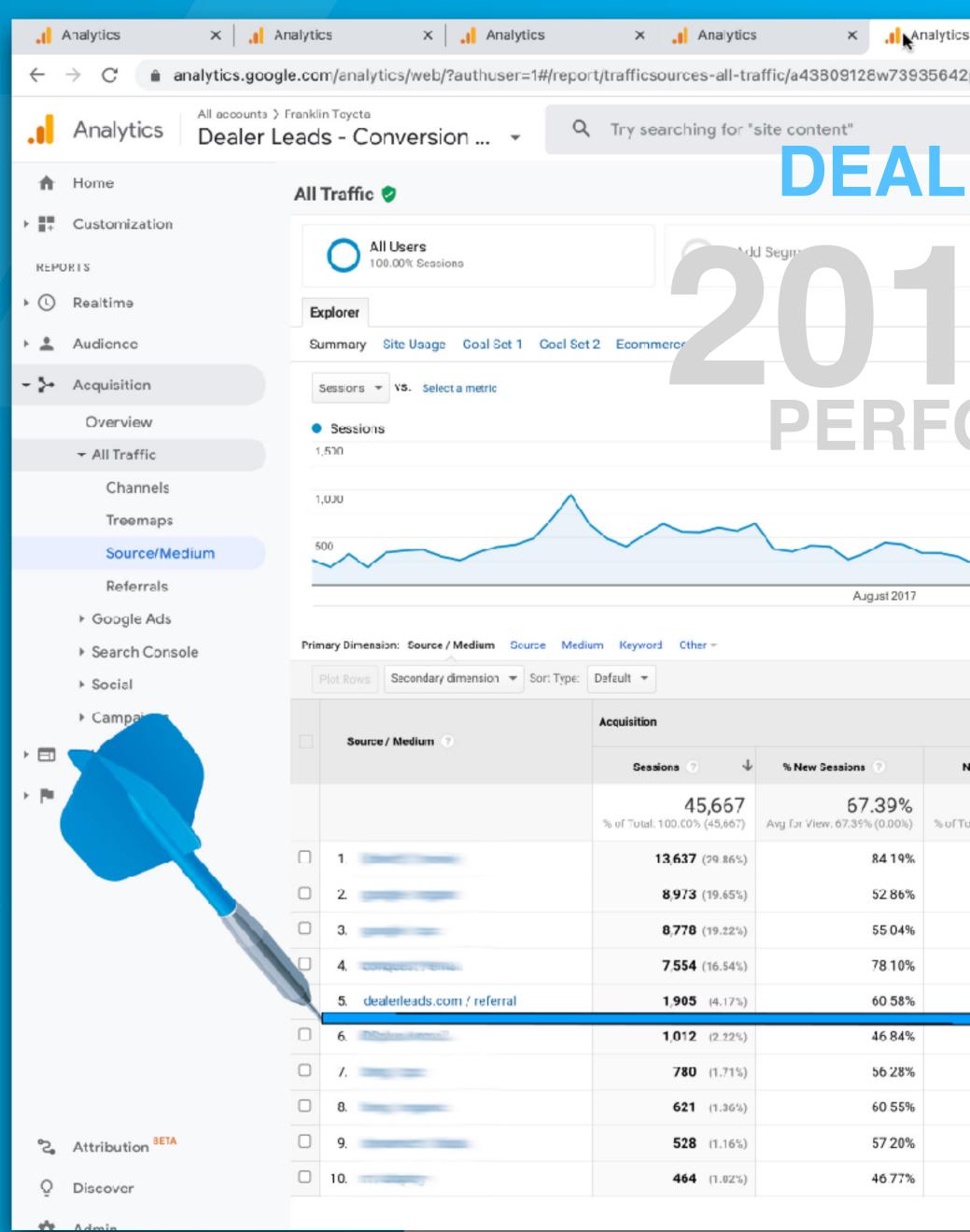
4TH QUARTER REPORTING OCT 1 thru DEC 31





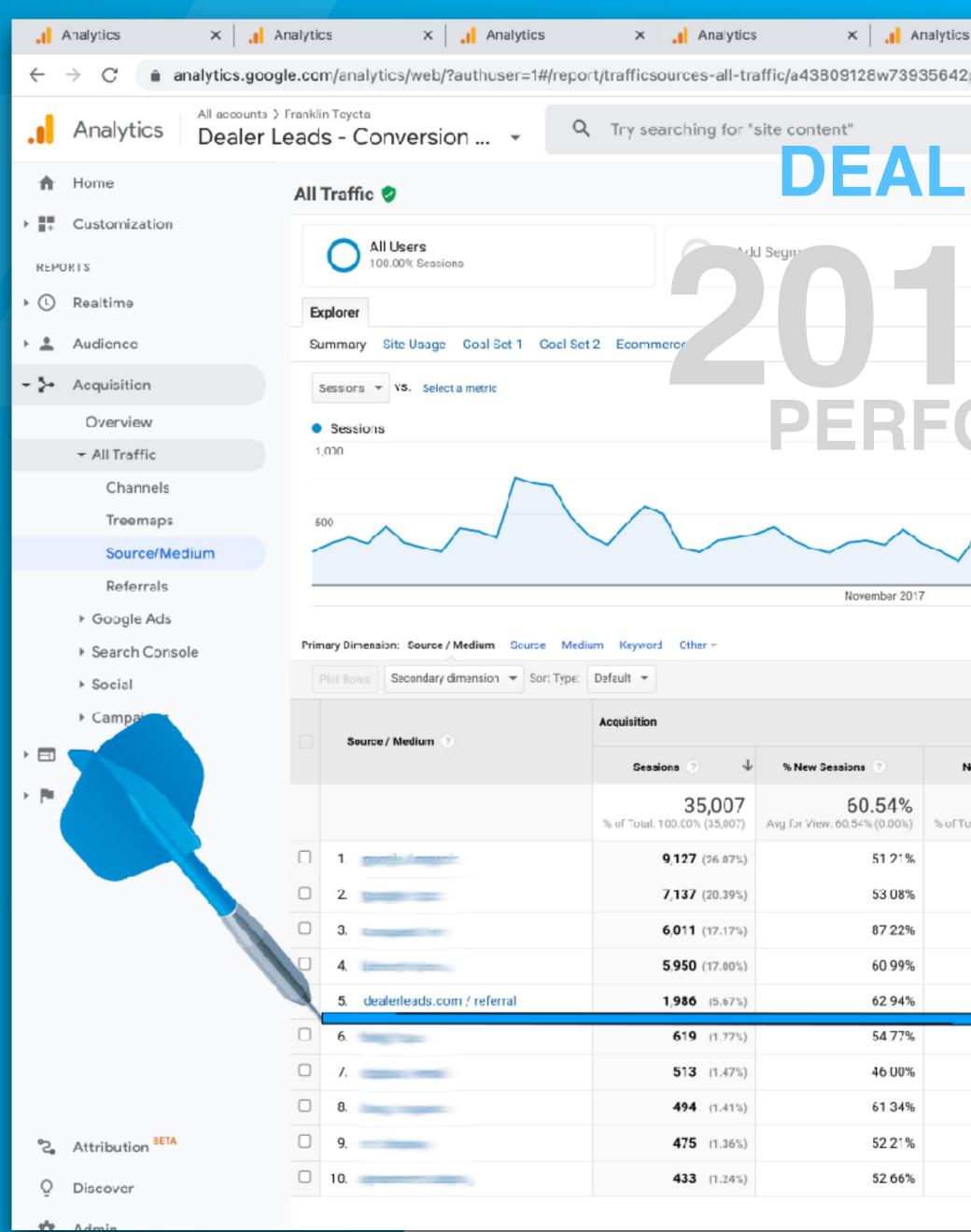
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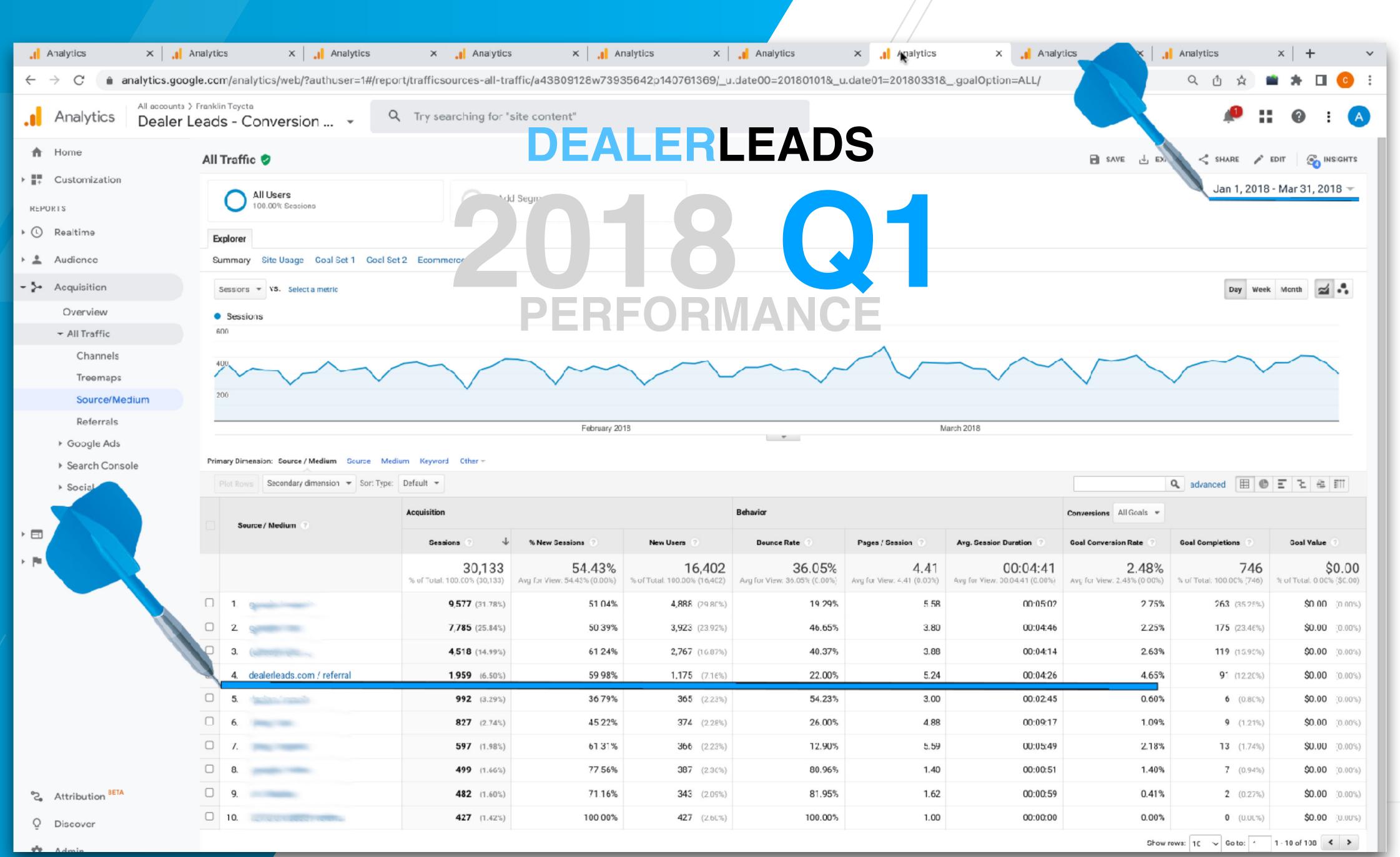
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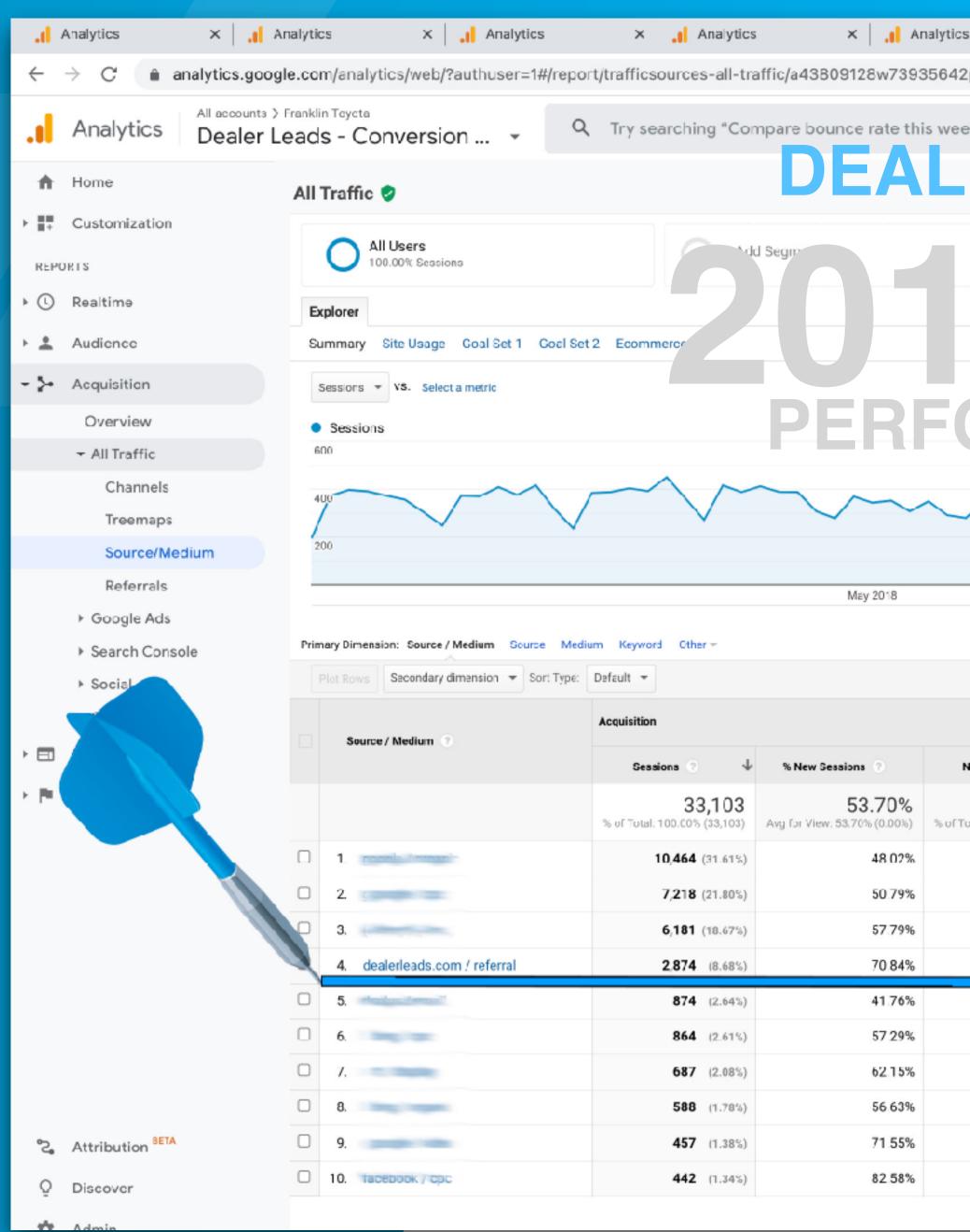


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333 (1.87%)

327 (1.84%)

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5.74

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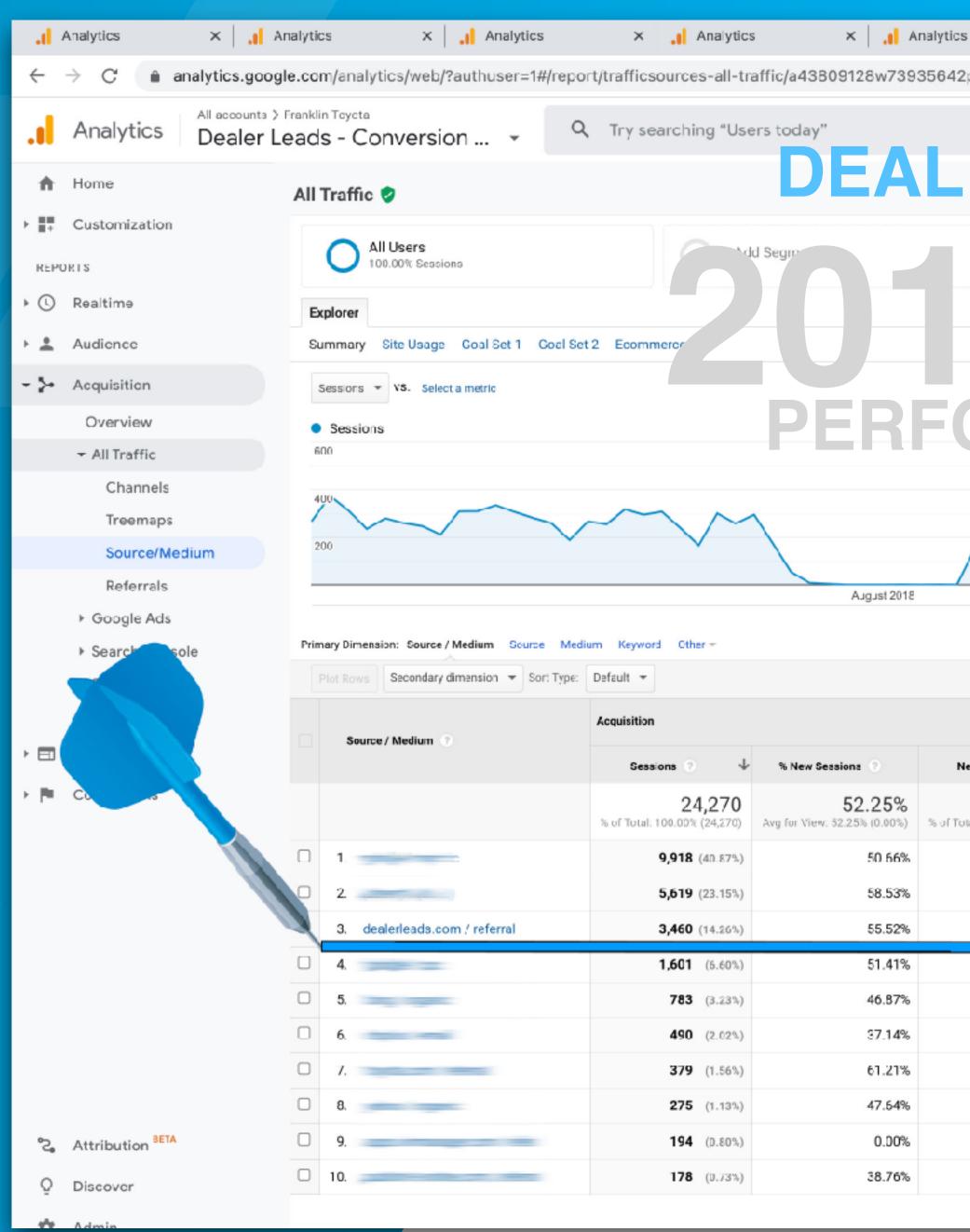
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12,681 1:100.00% (12,581)	Behavior Bounce Rate ? 27.75% Avg for View: 27.75% (0.00%)	5.32 Arg for View: 5.32 (0.00%)	Avg. Session Duration ③ 00:04:49 Avg for View: 00:04:49 (0:00%)	Goal Conversion Rate ? 5.31% Avg for View: 5.31% (0.00%)	Coal Completions ? 1,289 % of Total: 100.00% (1,289)	Goal Value ③ \$0.00 % of Total: 0.00% (\$0.00)
12,681 1:100.00% (12,681) 5,0?4 (39.52%)	Behavior Dounce Rate ? 27.75% Avg for View: 27.75% (0.00%) 18.49%	5.32 Arg for View: 5.32 (0.00%) 6.09	Avg. Session Duration ③ 00:04:49 Avg for View: 00:04:49 (0:00%) 00:05:11	Goal Conversion Rate ? 5.31% Avg for View: 5.31% (0.00%) 6.11%	Coal Completions ? 1,289 % of Total: 100.00% (1,289) 606 (47.01%)	Goal Value ③ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%)
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12,681 (100.00% (12,681) 5,074 (39.62%) 3,289 (25.94%) 1,921 (15.15%)	Behavior Dounce Rate ? 27.75% Avg for View: 27.75% (0.00%) 18 49% 39 06% 28 21%	5.32 Arg for View: 5.32 (0.00%) 6.09 4.28 5.43	Avg. Session Duration 00:04:49 Avg for View: 00:04:49 (0.00%) 00:05:11 00:04:09 00:04:24	Goal Conversion Rate ⑦ 5.31% Avg for View: 5.31% (0.00%) 6.11% 3.74% 6.68%	Coal Completions ⑦ 1,289 % of Total: 100.00% (1,289) 606 (47.01%) 210 (16.29%) 231 (17.92%)	Goal Value ? \$0.00 \$0.00 % of Total: 0.00% (\$0.00) \$0.00 \$0.00 (0.00%) \$0.00 (0.00%)
12,681 (12,581) 5,074 (39.52%) 3,289 (25.94%) 1,921 (15.15%) 823 (6.49%)	Behavior Dounce Rate ? 27.75% Avg for View: 27.75% (0.00%) 18.49% 39.06% 28.21% 40.54%	5.32 Arg for View: 5.32 (0.00%) 6.09 4.28 5.43 4.64	Avg. Session Duration () 00:04:49 Avg for View: 00:04:49 (0.00%) 00:05:11 00:04:09 00:04:24 00:03:26	Goal Conversion Rate ? 5.31% Avg for View: 5.31% (0.00%) 6.11% 3.74% 6.68% 5.81%	Coal Completions ⑦ 1,289 % of Total: 100.00% (1,289) 606 (47.01%) 210 (16.29%) 231 (17.92%) 93 (7.21%)	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
12,681 al: 100.00% (12,681) 5,074 (39,62%) 3,289 (25.94%) 1,921 (15.15%) 823 (6.49%) 367 (2.89%)	Behavior Dounce Rate ? 27.75% Avg for View: 27.75% (0.00%) 18 49% 39 06% 28 21% 40 54% 11 75%	5.32 Arg for View: 5.32 (0.00%) 6.09 4.28 5.43 5.43 4.64 6.21	Avg. Session Duration ③ 00:04:49 Avg for View: 00:04:49 (0.00%) 00:05:11 00:04:24 00:04:24 00:03:26 00:05:19	Goal Conversion Rate 5.31% Avg for View: 5.31% (0.00%) 6.11% 3.74% 6.68% 5.81% 4.34%	Coal Completions I,289 % of Total: 100.00% (1,289) 606 (47 01%) 210 (16.29%) 231 (17.92%) 93 (7.21%) 34 (2.64%)	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%)
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12,681 5,024 (39,52%) 3,289 (25.94%) 1,921 (15.15%) 823 (6.49%) 367 (2.39%) 182 (1.44%) 232 (1.33%) 131 (1.03%)	Behavior Dounce Rate ? 27.75% 27.75% Avg for View: 27.75% (0.00%) 18.49% 39.06% 39.06% 28.21% 11.75% 44.69% 17.41% 13.09%	5.32 Arg for View: 5.32 (0.00%) 6.09 4.28 5.43 5.43 6.21 6.21 3.88 4.38 4.38 5.22	Avg. Session Duration () 00:04:49 00:05:11 00:05:11 00:04:49 00:04:49 00:04:49 00:05:11 00:04:24 00:04:24 00:03:26 00:03:21 00:02:49 00:02:49 00:02:49	Coal Conversion Rate ? 5.31% Avg for View: 5.31% (0.00%) 6.11% 3.74% 6.68% 6.68% 5.81% 4.34% 3.88% 5.80% 8.36%	Coal Completions () 1,289 % of Total: 100.00% (1,289) 606 (47.01%) 210 (16.29%) 231 (17.92%) 93 (7.21%) 34 (2.64%) 19 (1.47%) 22 (1.71%) 23 (1.78%)	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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