



A family owned and operated company.
(800) 369-3003 dealerleads.com

1 YEAR PLUS

PARTNER CASE STUDY #84

[View 200 more case studies here...](#)



WE'RE HERE FOR YOU
FRANKLIN
»»» TOYOTA

DealerLeads.com "We have a better mousetrap."

OUR SIX FOCAL POINTS

1 Media Buy / The Budget

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

4 Time On Site

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

2 Bounce Rate Comparison

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

5 City Locale

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

3 Page View / SRP View / VDP Views

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

6 Traffic Sustainability

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

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

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

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

THE MATH

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

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

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

All Traffic 100.00% Sessions Add Segment

2017-2018 PERFORMANCE



Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	218,963 <small>% of Total: 100.00% (218,363)</small>	57.87% <small>Avg for View: 57.87% (0.30%)</small>	126,710 <small>% of Total: 100.00% (~26,710)</small>	41.15% <small>Avg for View: 41.15% (0.00%)</small>	3.94 <small>Avg for View: 3.94 (0.00%)</small>	00:03:49 <small>Avg for View: 00:03:49 (0.00%)</small>	2.74% <small>Avg for View: 2.74% (0.00%)</small>	6,002 <small>% of Total: 100.00% (6,002)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	50,606 (27.58%)	50.24%	30,448 (24.03%)	21.16%	5.47	00:04:54	3.40%	2,060 (34.33%)	\$0.00 (0.00%)
2. [blurred]	42,916 (19.50%)	68.32%	29,322 (23.14%)	49.52%	3.45	00:03:47	2.51%	1,078 (17.96%)	\$0.00 (0.00%)
3. [blurred]	42,730 (19.51%)	51.58%	22,042 (17.40%)	49.77%	3.43	00:03:31	2.12%	906 (15.09%)	\$0.00 (0.00%)
4. [blurred]	22,286 (10.18%)	81.87%	18,245 (14.40%)	69.59%	1.51	00:01:03	2.20%	490 (8.16%)	\$0.00 (0.00%)
5. dealerleads.com / referral	14,576 (6.66%)	61.98%	9,034 (7.13%)	29.03%	4.82	00:03:55	4.47%	652 (10.86%)	\$0.00 (0.00%)
6. [blurred]	4,215 (1.92%)	54.05%	2,273 (1.80%)	28.59%	4.51	00:05:22	2.56%	112 (1.87%)	\$0.00 (0.00%)
7. [blurred]	4,002 (1.83%)	56.17%	2,243 (1.77%)	15.89%	5.48	00:05:11	2.85%	114 (1.90%)	\$0.00 (0.00%)
8. [blurred]	3,663 (1.67%)	0.08%	3 (0.00%)	22.11%	4.51	00:05:05	1.98%	69 (1.15%)	\$0.00 (0.00%)
9. [blurred]	2,945 (1.34%)	39.25%	1,156 (0.91%)	51.61%	3.15	00:02:45	1.43%	42 (0.70%)	\$0.00 (0.00%)
10. [blurred]	2,639 (1.21%)	41.91%	1,106 (0.87%)	57.64%	2.55	00:02:08	1.17%	31 (0.52%)	\$0.00 (0.00%)

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

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

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

HARD GOAL CONVERSIONS

Introducing
DealerLeads.com

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

DEALERLEADS

CONVERSION TRACKING

WHAT IS A CONVERSION?

ANYTIME YOUR DEALERSHIP GETS CUSTOMER INFO

The screenshot displays the Google Analytics 'All Traffic' report for Franklin Toyota. The interface includes a navigation sidebar on the left, a top search bar, and a main content area with a line chart and a table. A large green arrow points from the table to a dropdown menu of conversion goals.

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Duration	Goal Conversion Rate	Goal Count	Goal Value
	218,963	57.87%	126,710	41.15%	3.94	00:03:49			\$0.00
1. [blurred]	50,606 (27.58%)	50.24%	30,448 (24.03%)	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	\$0.00 (0.00%)
2. [blurred]	42,916 (19.50%)	68.32%	29,322 (23.14%)	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	\$0.00 (0.00%)
3. [blurred]	42,730 (19.51%)	51.58%	22,042 (17.40%)	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	\$0.00 (0.00%)
4. [blurred]	22,286 (10.18%)	81.87%	18,245 (14.40%)	69.59%	1.51	00:01:03	[blurred]	[blurred]	\$0.00 (0.00%)
5. dealerleads.com / referral	14,576 (6.66%)	61.98%	9,034 (7.13%)	29.03%	4.82	00:03:55	[blurred]	[blurred]	\$0.00 (0.00%)
6. [blurred]	4,215 (1.92%)	54.05%	2,273 (1.80%)	28.59%	4.51	00:05:22	2.56%	112 (1.87%)	\$0.00 (0.00%)
7. [blurred]	4,002 (1.83%)	56.17%	2,248 (1.77%)	15.89%	5.48	00:05:11	2.85%	114 (1.90%)	\$0.00 (0.00%)
8. [blurred]	3,663 (1.67%)	0.00%	3 (0.00%)	22.11%	4.51	00:05:05	1.98%	69 (1.15%)	\$0.00 (0.00%)
9. [blurred]	2,945 (1.34%)	39.25%	1,156 (0.91%)	51.61%	3.15	00:02:45	1.43%	42 (0.70%)	\$0.00 (0.00%)
10. [blurred]	2,639 (1.21%)	41.91%	1,106 (0.87%)	57.64%	2.55	00:02:08	1.17%	31 (0.52%)	\$0.00 (0.00%)

- All Goals
- Goal 1: Click to Call
- Goal 2: Click to Chat
- Goal 4: Lead Form | Car Finder
- Goal 5: Lead Form | Finance
- Goal 6: Lead Form | Order Parts
- Goal 7: Lead Form | Rental
- Goal 8: Lead Form | Value My Trade
- Goal 9: Lead Form | VDP Best Price
- Goal 10: Lead Form | VIP Concierge

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

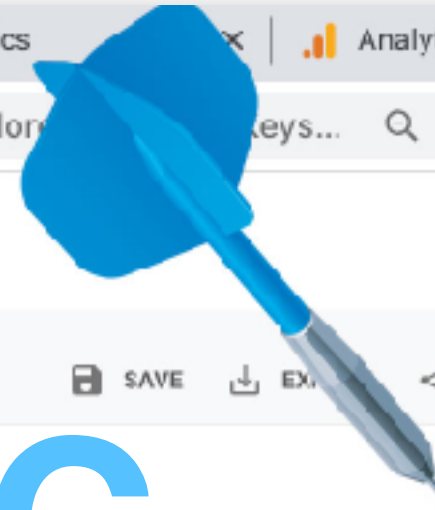
Traffic sustainability: This metric shows our ability to maintain a constant, consistent, reliable supply of SHOPPER / CUSTOMER traffic to any particular dealership website month after month, year after year. These metrics are necessary for a dealership to maintain controllable growth patterns and predictable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

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

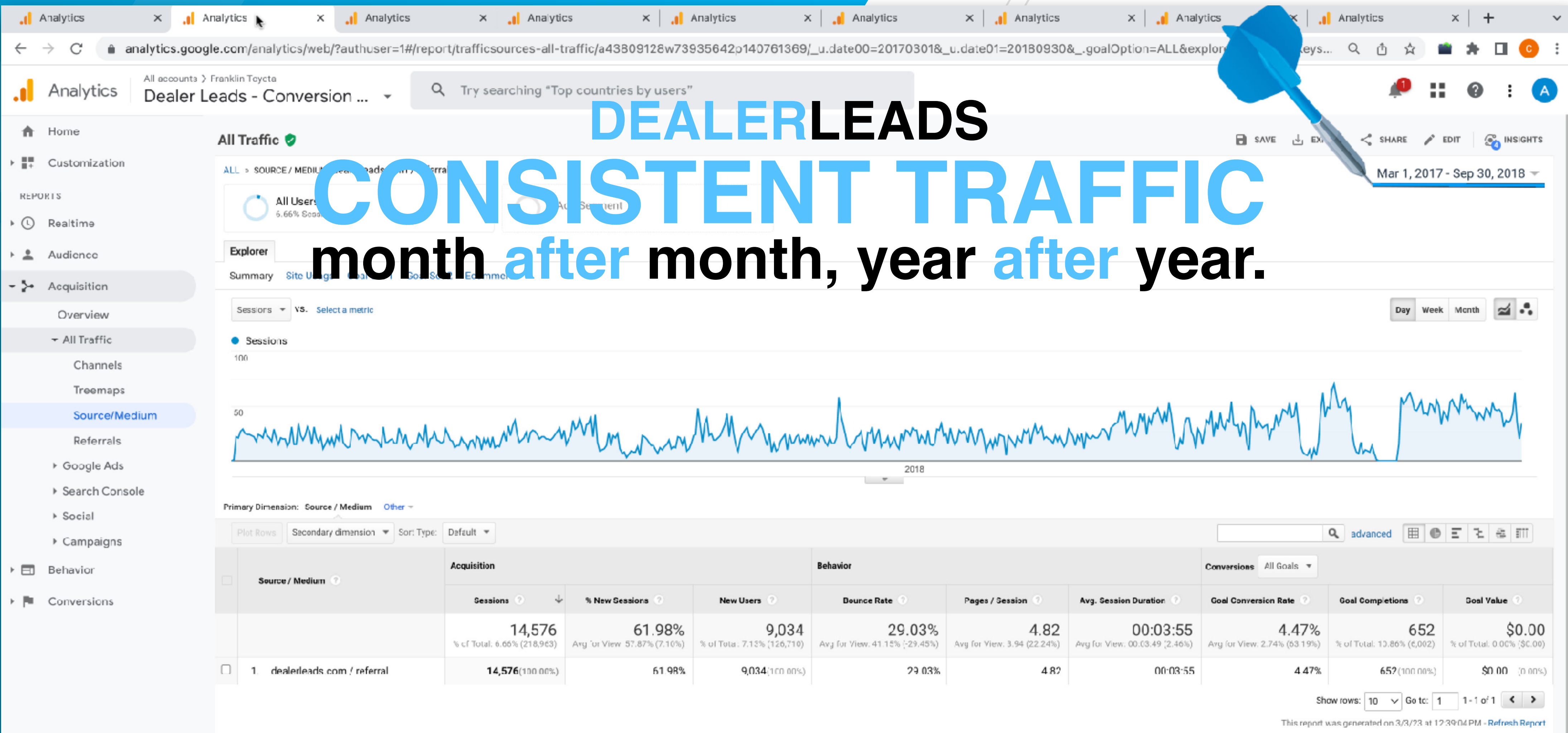
OUR TRAFFIC & CITY LOCATION

Introducing
DealerLeads.com

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



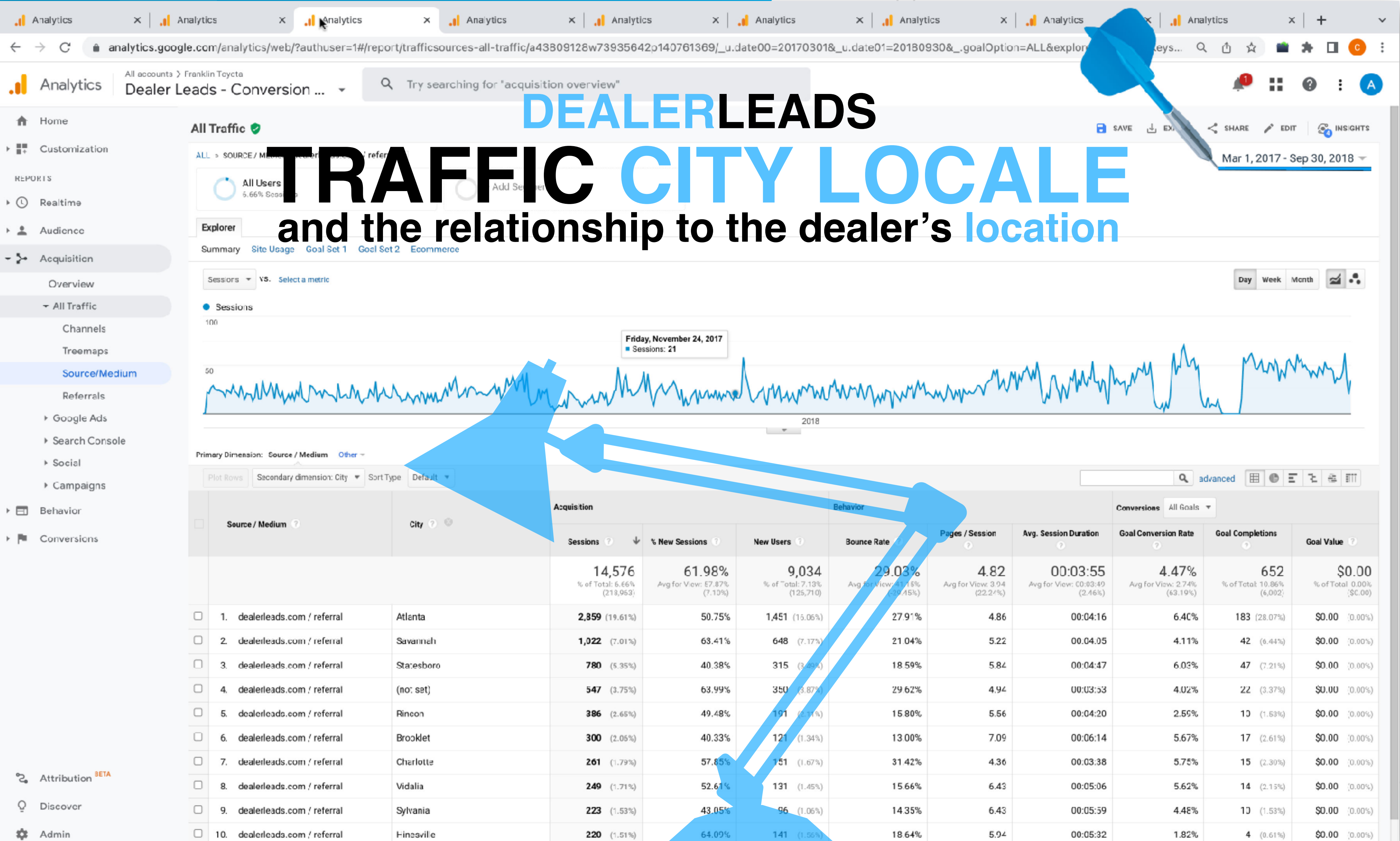
DEALERLEADS CONSISTENT TRAFFIC month after month, year after year.



DEALERLEADS

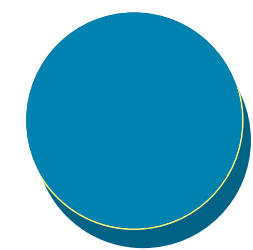
TRAFFIC CITY LOCALE

and the relationship to the dealer's location

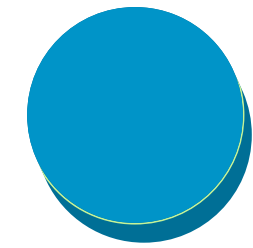


LET'S GO

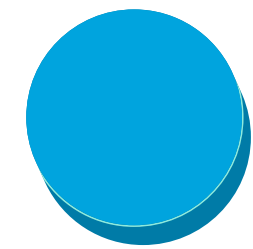
Quarter by Quarter



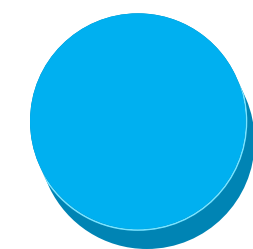
1ST QUARTER REPORTING
JAN 1 thru MAR 31



2ND QUARTER REPORTING
APR 1 thru JUN 30



3RD QUARTER REPORTING
JUL 1 thru SEP 30



4TH QUARTER REPORTING
OCT 1 thru DEC 31



DEALERLEADS

2017 Q2 PERFORMANCE

All Traffic

All Users
100.00% Sessions

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce

Sessions vs. Select a metric

Sessions

1,000



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sor: Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	34,951 <small>% of Total: 100.00% (34,951)</small>	56.36% <small>Avg for View: 56.36% (0.00%)</small>	19,698 <small>% of Total: 100.00% (19,698)</small>	40.57% <small>Avg for View: 40.57% (0.00%)</small>	3.77 <small>Avg for View: 3.77 (0.00%)</small>	00:03:24 <small>Avg for View: 00:03:24 (0.00%)</small>	2.61% <small>Avg for View: 2.61% (0.00%)</small>	911 <small>% of Total: 100.00% (911)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	9,493 (27.16%)	47.88%	4,545 (23.07%)	20.93%	5.20	00:04:46	3.50%	332 (36.44%)	\$0.00 (0.00%)
2. [blurred]	7,685 (21.99%)	48.11%	3,697 (18.77%)	49.42%	3.25	00:02:53	1.93%	148 (16.25%)	\$0.00 (0.00%)
3. [blurred]	5,774 (16.52%)	82.51%	4,764 (24.19%)	66.90%	1.67	00:01:16	1.32%	76 (8.34%)	\$0.00 (0.00%)
4. [blurred]	5,358 (15.33%)	64.43%	3,452 (17.52%)	44.46%	3.70	00:03:23	3.10%	166 (18.22%)	\$0.00 (0.00%)
5. dealerleads.com / referral	1,746 (5.00%)	61.00%	1,065 (5.41%)	23.77%	4.80	00:04:00	3.89%	68 (7.46%)	\$0.00 (0.00%)
6. [blurred]	906 (2.59%)	38.63%	350 (1.78%)	58.94%	2.59	00:02:07	0.88%	8 (0.88%)	\$0.00 (0.00%)
7. [blurred]	839 (2.40%)	0.00%	0 (0.00%)	27.41%	3.85	00:05:27	1.19%	10 (1.10%)	\$0.00 (0.00%)
8. [blurred]	716 (2.05%)	54.05%	387 (1.90%)	25.70%	4.55	00:04:20	3.77%	27 (2.90%)	\$0.00 (0.00%)
9. [blurred]	683 (1.95%)	53.15%	363 (1.84%)	15.23%	5.49	00:04:58	1.90%	13 (1.43%)	\$0.00 (0.00%)
10. [blurred]	372 (1.06%)	49.46%	184 (0.92%)	19.35%	5.45	00:05:34	7.53%	28 (3.07%)	\$0.00 (0.00%)

DEALERLEADS

2017 Q3 PERFORMANCE

All Traffic

All Users
100.00% Sessions

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce

Sessions vs. Select a metric

Sessions

1,500

1,000

500

August 2017

September 2017

Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sor: Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	45,667 <small>% of Total: 100.00% (45,667)</small>	67.39% <small>Avg for View: 67.35% (0.00%)</small>	30,774 <small>% of Total: 100.00% (30,774)</small>	51.26% <small>Avg for View: 51.26% (0.00%)</small>	3.04 <small>Avg for View: 3.04 (0.00%)</small>	00:02:29 <small>Avg for View: 00:02:25 (0.00%)</small>	1.95% <small>Avg for View: 1.95% (0.00%)</small>	890 <small>% of Total: 100.00% (890)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	13,637 (29.86%)	84.19%	11,481 (37.31%)	64.61%	2.59	00:02:16	1.56%	213 (23.92%)	\$0.00 (0.00%)
2. [blurred]	8,973 (19.65%)	52.86%	4,743 (15.41%)	23.83%	4.75	00:03:57	2.83%	254 (28.54%)	\$0.00 (0.00%)
3. [blurred]	8,778 (19.22%)	55.04%	4,831 (15.70%)	55.13%	2.83	00:02:18	1.54%	135 (15.17%)	\$0.00 (0.00%)
4. [blurred]	7,554 (16.54%)	78.10%	5,900 (19.17%)	67.41%	1.43	00:00:57	1.32%	100 (11.24%)	\$0.00 (0.00%)
5. dealerleads.com / referral	1,905 (4.17%)	60.58%	1,154 (3.75%)	23.25%	4.70	00:03:27	3.83%	73 (8.20%)	\$0.00 (0.00%)
6. [blurred]	1,012 (2.22%)	46.84%	474 (1.54%)	59.49%	2.33	00:01:49	1.09%	11 (1.24%)	\$0.00 (0.00%)
7. [blurred]	780 (1.71%)	56.28%	439 (1.43%)	25.77%	4.46	00:04:39	3.33%	26 (2.92%)	\$0.00 (0.00%)
8. [blurred]	621 (1.36%)	60.55%	376 (1.22%)	17.07%	4.77	00:04:25	3.06%	19 (2.13%)	\$0.00 (0.00%)
9. [blurred]	528 (1.16%)	57.20%	302 (0.98%)	73.11%	1.79	00:01:05	1.52%	8 (0.90%)	\$0.00 (0.00%)
10. [blurred]	464 (1.02%)	46.77%	217 (0.71%)	71.55%	2.10	00:01:14	1.08%	5 (0.56%)	\$0.00 (0.00%)

DEALERLEADS

2017 Q4 PERFORMANCE

All Traffic

All Users
100.00% Sessions

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce

Sessions vs. Select a metric

Sessions

1,000



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sor: Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	35,007 <small>% of Total: 100.00% (35,007)</small>	60.54% <small>Avg for View: 60.54% (0.00%)</small>	21,193 <small>% of Total: 100.00% (21,193)</small>	41.74% <small>Avg for View: 41.74% (0.00%)</small>	4.02 <small>Avg for View: 4.02 (0.00%)</small>	00:04:14 <small>Avg for View: 00:04:14 (0.00%)</small>	2.75% <small>Avg for View: 2.75% (0.00%)</small>	963 <small>% of Total: 100.00% (963)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	9,127 (26.07%)	51.21%	4,674 (22.05%)	19.58%	5.68	00:05:16	2.82%	257 (26.65%)	\$0.00 (0.00%)
2. [blurred]	7,137 (20.39%)	53.08%	3,788 (17.87%)	48.21%	3.73	00:04:23	2.24%	160 (16.61%)	\$0.00 (0.00%)
3. [blurred]	6,011 (17.17%)	87.22%	5,243 (24.74%)	73.13%	1.48	00:00:56	3.54%	213 (22.12%)	\$0.00 (0.00%)
4. [blurred]	5,950 (17.00%)	60.99%	3,629 (17.12%)	44.92%	3.98	00:05:54	2.22%	132 (13.71%)	\$0.00 (0.00%)
5. dealerleads.com / referral	1,986 (5.67%)	62.94%	1,250 (5.90%)	18.33%	5.36	00:04:28	4.08%	81 (8.41%)	\$0.00 (0.00%)
6. [blurred]	619 (1.77%)	54.77%	339 (1.60%)	24.39%	4.89	00:04:26	3.39%	21 (2.16%)	\$0.00 (0.00%)
7. [blurred]	513 (1.47%)	46.00%	236 (1.11%)	53.02%	2.98	00:02:24	1.17%	6 (0.62%)	\$0.00 (0.00%)
8. [blurred]	494 (1.41%)	61.34%	303 (1.43%)	11.34%	5.98	00:06:09	3.85%	19 (1.97%)	\$0.00 (0.00%)
9. [blurred]	475 (1.36%)	52.21%	248 (1.17%)	72.42%	2.00	00:01:12	0.42%	2 (0.21%)	\$0.00 (0.00%)
10. [blurred]	433 (1.24%)	52.66%	228 (1.08%)	72.52%	2.10	00:01:44	1.62%	7 (0.72%)	\$0.00 (0.00%)

DEALERLEADS

2018 Q1 PERFORMANCE

All Traffic

All Users
100.00% Sessions

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce

Sessions vs. Select a metric

Sessions

600



Primary Dimension: Source / Medium

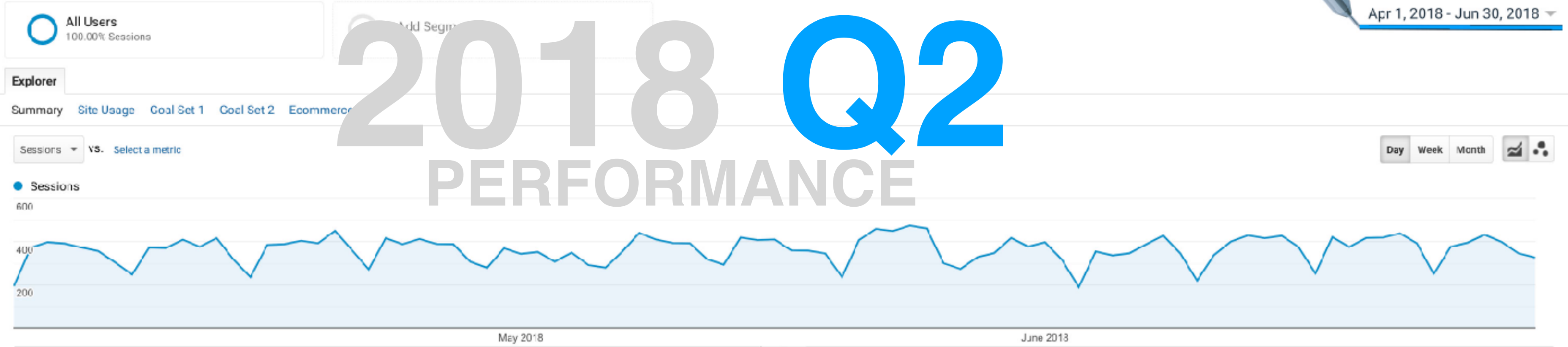
Plot Rows Secondary dimension Sor: Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	30,133 <small>% of Total: 100.00% (30,133)</small>	54.43% <small>Avg for View: 54.43% (0.00%)</small>	16,402 <small>% of Total: 100.00% (16,402)</small>	36.05% <small>Avg for View: 36.05% (0.00%)</small>	4.41 <small>Avg for View: 4.41 (0.00%)</small>	00:04:41 <small>Avg for View: 00:04:41 (0.00%)</small>	2.48% <small>Avg for View: 2.48% (0.00%)</small>	746 <small>% of Total: 100.00% (746)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	9,577 (31.78%)	51.04%	4,888 (29.80%)	19.29%	5.58	00:05:07	2.75%	263 (35.25%)	\$0.00 (0.00%)
2. [blurred]	7,785 (25.84%)	50.39%	3,923 (23.92%)	46.65%	3.80	00:04:46	2.25%	175 (23.46%)	\$0.00 (0.00%)
3. [blurred]	4,518 (14.99%)	61.24%	2,767 (16.87%)	40.37%	3.88	00:04:14	2.63%	119 (15.95%)	\$0.00 (0.00%)
4. dealerleads.com / referral	1,959 (6.50%)	59.98%	1,175 (7.16%)	22.00%	5.24	00:04:26	4.65%	9 (12.20%)	\$0.00 (0.00%)
5. [blurred]	992 (3.29%)	36.79%	365 (2.23%)	54.23%	3.00	00:02:45	0.60%	6 (0.80%)	\$0.00 (0.00%)
6. [blurred]	827 (2.74%)	45.22%	374 (2.28%)	26.00%	4.88	00:09:17	1.09%	9 (1.21%)	\$0.00 (0.00%)
7. [blurred]	597 (1.98%)	61.31%	366 (2.23%)	12.90%	5.59	00:05:49	2.18%	13 (1.74%)	\$0.00 (0.00%)
8. [blurred]	499 (1.66%)	77.56%	387 (2.36%)	80.96%	1.40	00:00:51	1.40%	7 (0.94%)	\$0.00 (0.00%)
9. [blurred]	482 (1.60%)	71.16%	343 (2.09%)	81.95%	1.62	00:00:59	0.41%	2 (0.27%)	\$0.00 (0.00%)
10. [blurred]	427 (1.42%)	100.00%	427 (2.60%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

DEALERLEADS

2018 Q2 PERFORMANCE

All Traffic



Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	33,103	53.70%	17,775	37.20%	4.27	00:04:41	2.11%	700	\$0.00
1. [blurred]	10,464 (31.61%)	48.02%	5,025 (28.27%)	18.68%	5.52	00:05:39	2.48%	259 (37.00%)	\$0.00 (0.00%)
2. [blurred]	7,218 (21.80%)	50.79%	3,666 (20.62%)	47.80%	3.59	00:03:58	1.98%	143 (20.43%)	\$0.00 (0.00%)
3. [blurred]	6,181 (18.67%)	57.79%	3,572 (20.10%)	43.80%	3.84	00:05:07	1.91%	118 (16.86%)	\$0.00 (0.00%)
4. dealerleads.com / referral	2,874 (8.68%)	70.84%	2,036 (11.45%)	44.50%	3.90	00:03:16	2.75%	79 (11.25%)	\$0.00 (0.00%)
5. [blurred]	874 (2.64%)	41.76%	365 (2.05%)	52.75%	2.92	00:02:47	1.03%	9 (1.25%)	\$0.00 (0.00%)
6. [blurred]	864 (2.61%)	57.29%	495 (2.78%)	28.59%	4.50	00:05:10	1.27%	11 (1.57%)	\$0.00 (0.00%)
7. [blurred]	687 (2.08%)	62.15%	427 (2.40%)	73.07%	2.05	00:01:52	0.87%	6 (0.86%)	\$0.00 (0.00%)
8. [blurred]	588 (1.78%)	56.63%	333 (1.87%)	11.05%	5.74	00:05:38	1.70%	10 (1.43%)	\$0.00 (0.00%)
9. [blurred]	457 (1.38%)	71.55%	327 (1.84%)	77.02%	1.37	00:00:37	1.09%	5 (0.71%)	\$0.00 (0.00%)
10. facebook / cpc	442 (1.34%)	82.58%	365 (2.05%)	78.73%	1.66	00:00:46	0.68%	3 (0.43%)	\$0.00 (0.00%)

DEALERLEADS

2018 Q3 PERFORMANCE

All Traffic

All Users
100.00% Sessions

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce

Sessions vs. Select a metric

Sessions

600



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sor: Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	24,270 <small>% of Total: 100.00% (24,270)</small>	52.25% <small>Avg for View: 52.25% (0.00%)</small>	12,681 <small>% of Total: 100.00% (12,681)</small>	27.75% <small>Avg for View: 27.75% (0.00%)</small>	5.32 <small>Avg for View: 5.32 (0.00%)</small>	00:04:49 <small>Avg for View: 00:04:49 (0.00%)</small>	5.31% <small>Avg for View: 5.31% (3.00%)</small>	1,289 <small>% of Total: 100.00% (1,289)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	9,918 (40.87%)	50.66%	5,074 (39.62%)	18.49%	6.09	00:05:11	6.11%	606 (47.01%)	\$0.00 (0.00%)
2. [blurred]	5,619 (23.15%)	58.53%	3,289 (25.94%)	39.06%	4.28	00:04:09	3.74%	210 (16.29%)	\$0.00 (0.00%)
3. dealerleads.com / referral	3,460 (14.26%)	55.52%	1,921 (15.15%)	28.21%	5.43	00:04:24	5.68%	231 (17.92%)	\$0.00 (0.00%)
4. [blurred]	1,601 (6.60%)	51.41%	823 (6.49%)	40.54%	4.64	00:03:26	5.81%	93 (7.21%)	\$0.00 (0.00%)
5. [blurred]	783 (3.23%)	46.87%	367 (2.89%)	11.75%	6.21	00:05:19	4.34%	34 (2.64%)	\$0.00 (0.00%)
6. [blurred]	490 (2.02%)	37.14%	182 (1.44%)	44.69%	3.88	00:03:21	3.88%	19 (1.47%)	\$0.00 (0.00%)
7. [blurred]	379 (1.56%)	61.21%	232 (1.83%)	17.41%	4.38	00:02:49	5.80%	22 (1.71%)	\$0.00 (0.00%)
8. [blurred]	275 (1.13%)	47.64%	131 (1.03%)	13.09%	7.50	00:05:37	8.36%	23 (1.78%)	\$0.00 (0.00%)
9. [blurred]	194 (0.80%)	0.00%	0 (0.00%)	11.86%	8.70	00:33:16	0.52%	1 (0.08%)	\$0.00 (0.00%)
10. [blurred]	178 (0.73%)	38.76%	69 (0.54%)	35.39%	5.03	00:03:58	3.93%	7 (0.54%)	\$0.00 (0.00%)

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

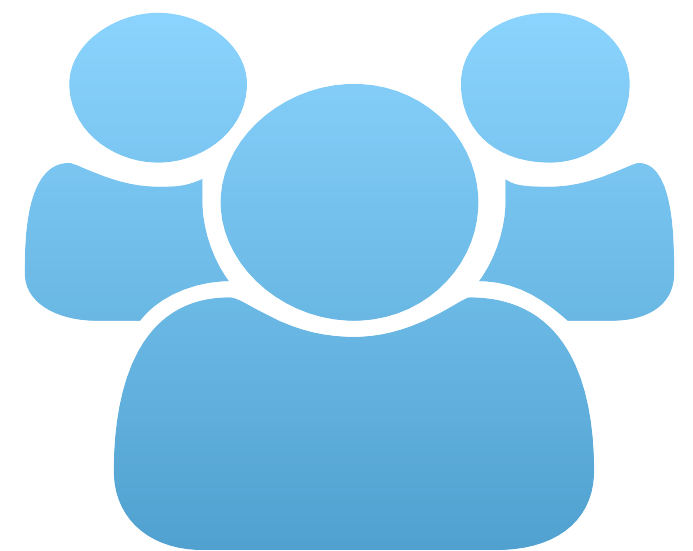
2023

Knowledge is power... never stop learning.

Let's get educated, call now.
(800) 369-3003



Isn't it time for YOUR dealership to JOIN our family?



DEALER LEADS.com