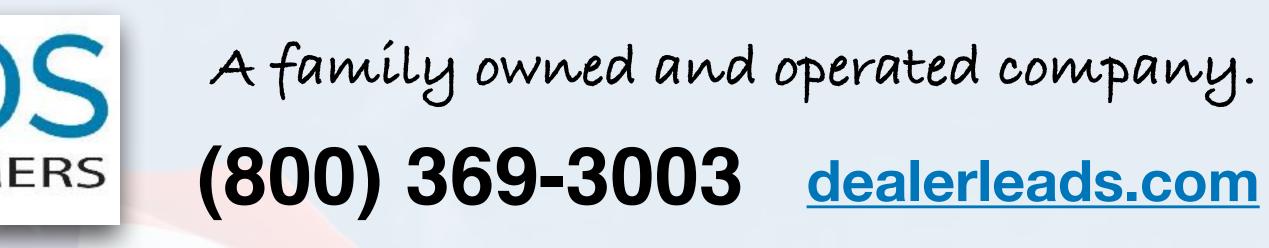
DEALERLEADS our shoppers, your customers



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



PARTNER CASE STUDY #46

View 200 more case studies here...

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

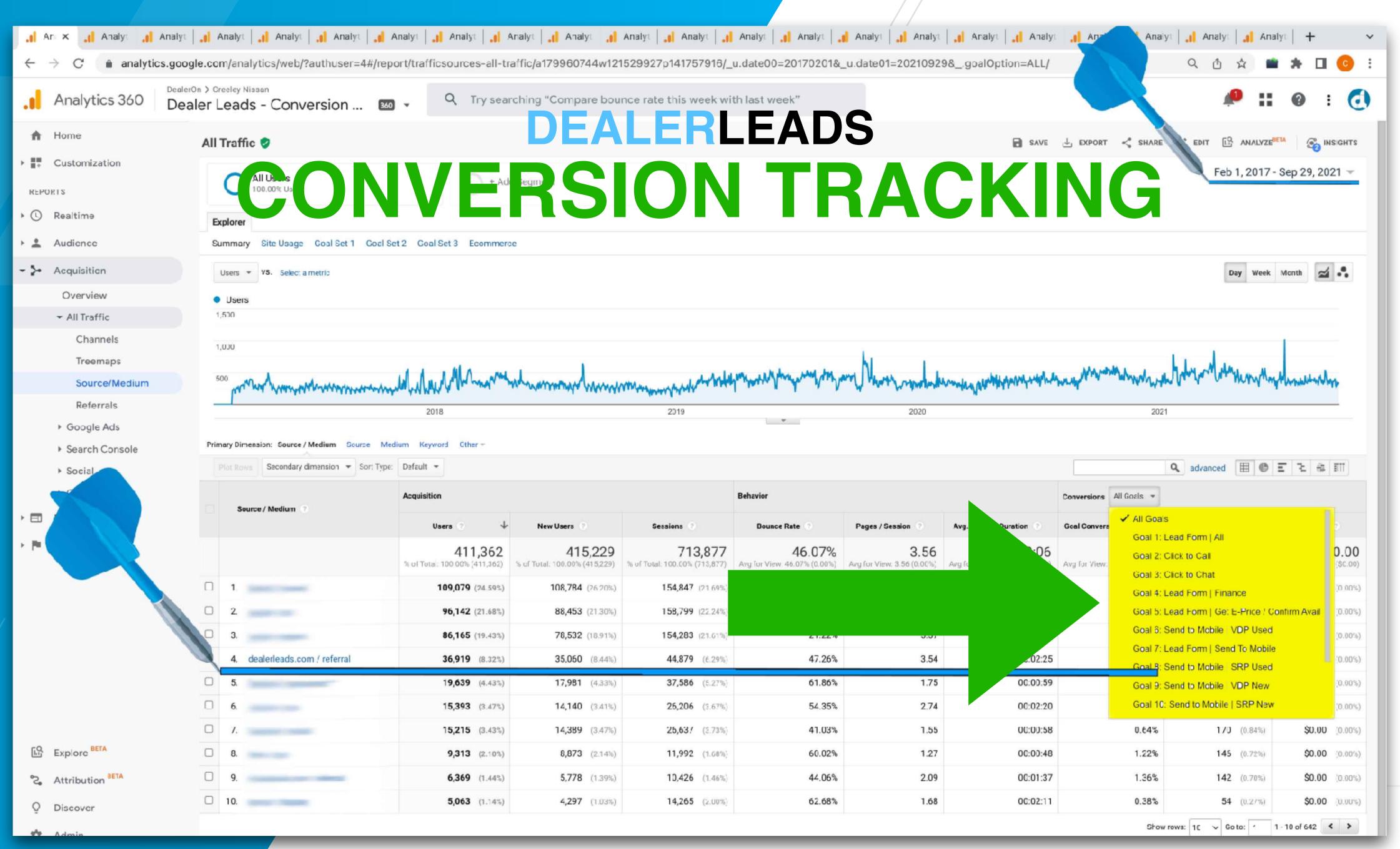
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We use Google Goals to track these goal events' completion, then compare our conversion rates to our competitors. We focus on these metrics in this case study and our monthly reporting to our clients.











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.

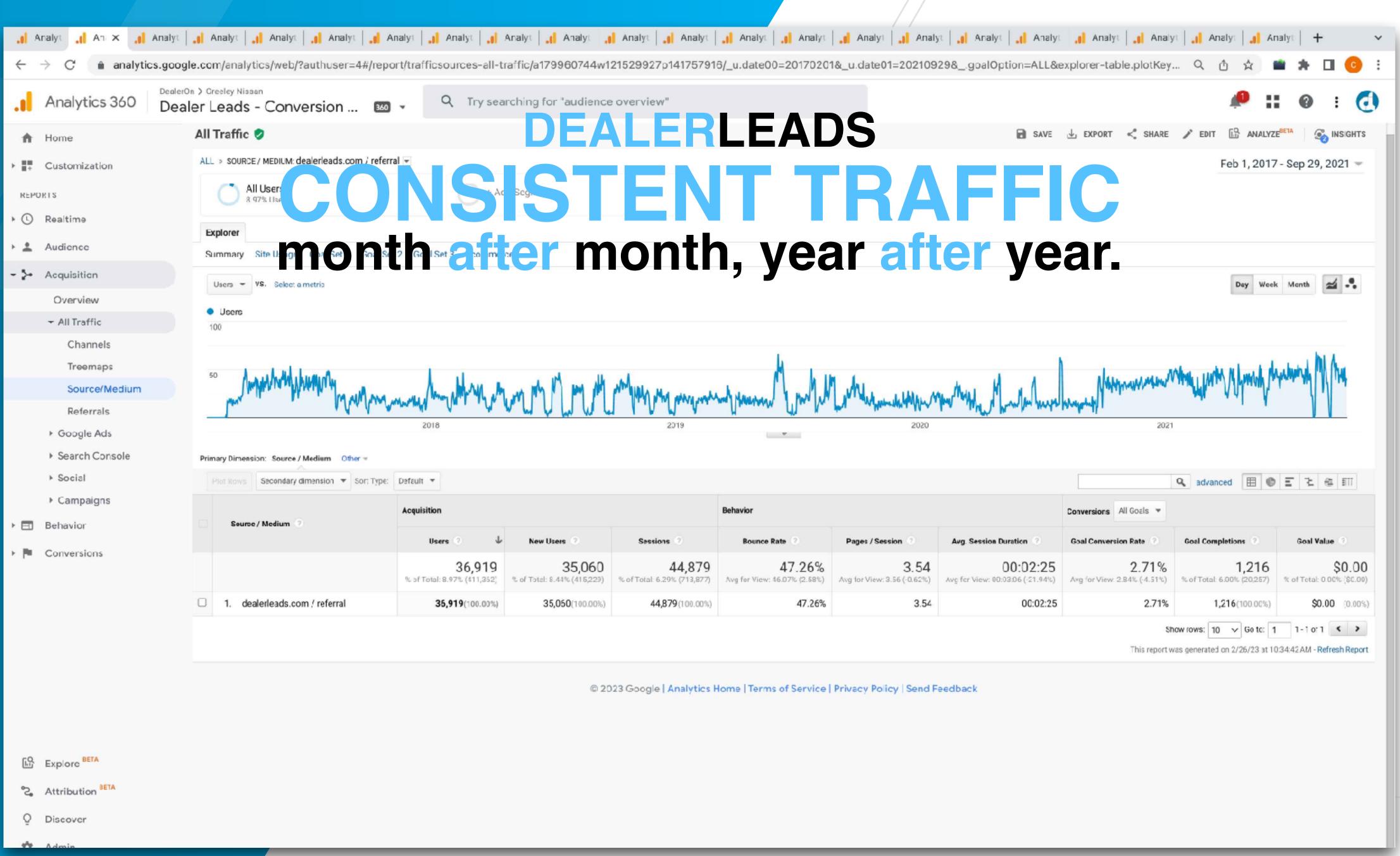




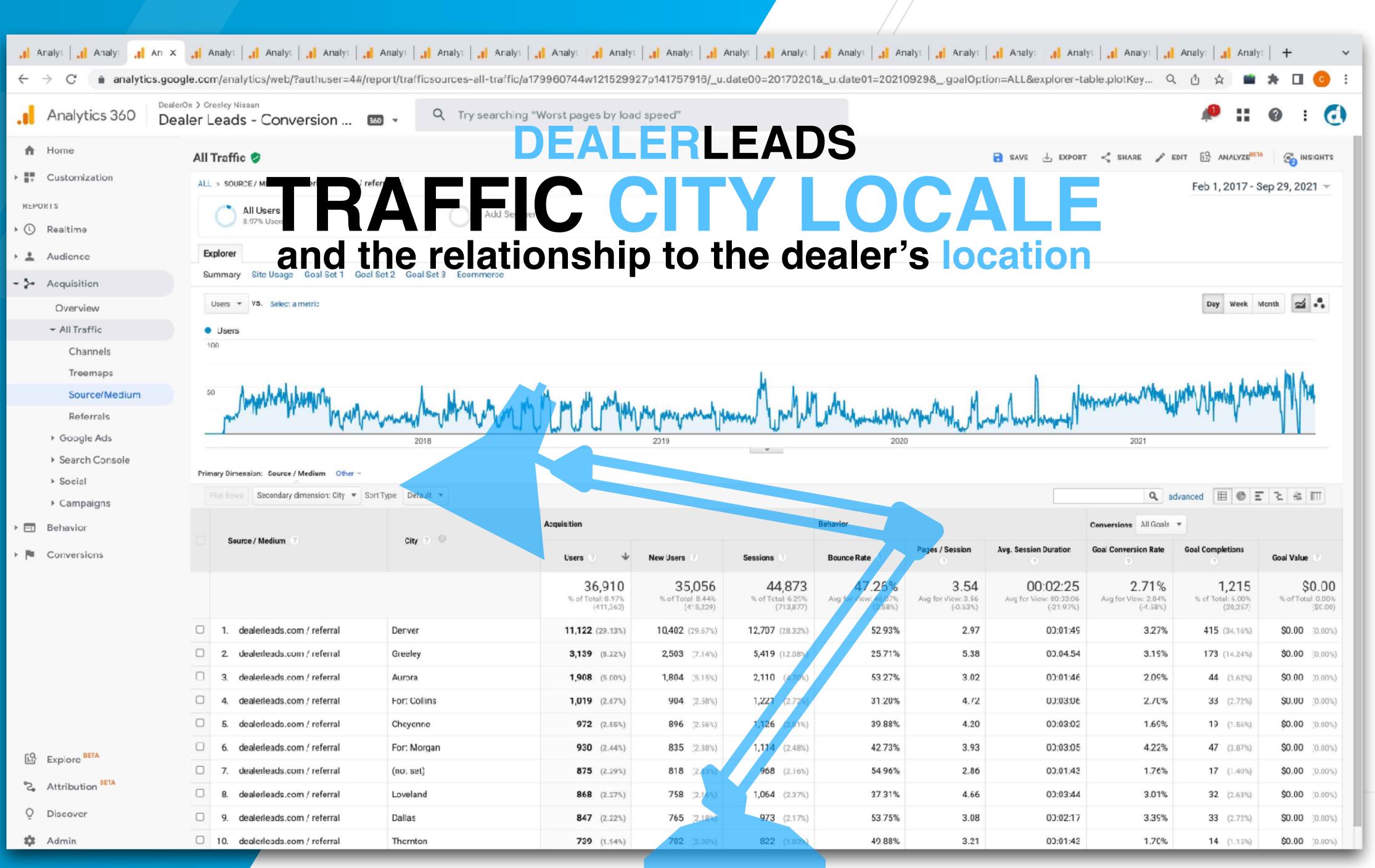














LET'S GO Quarter by Quarter

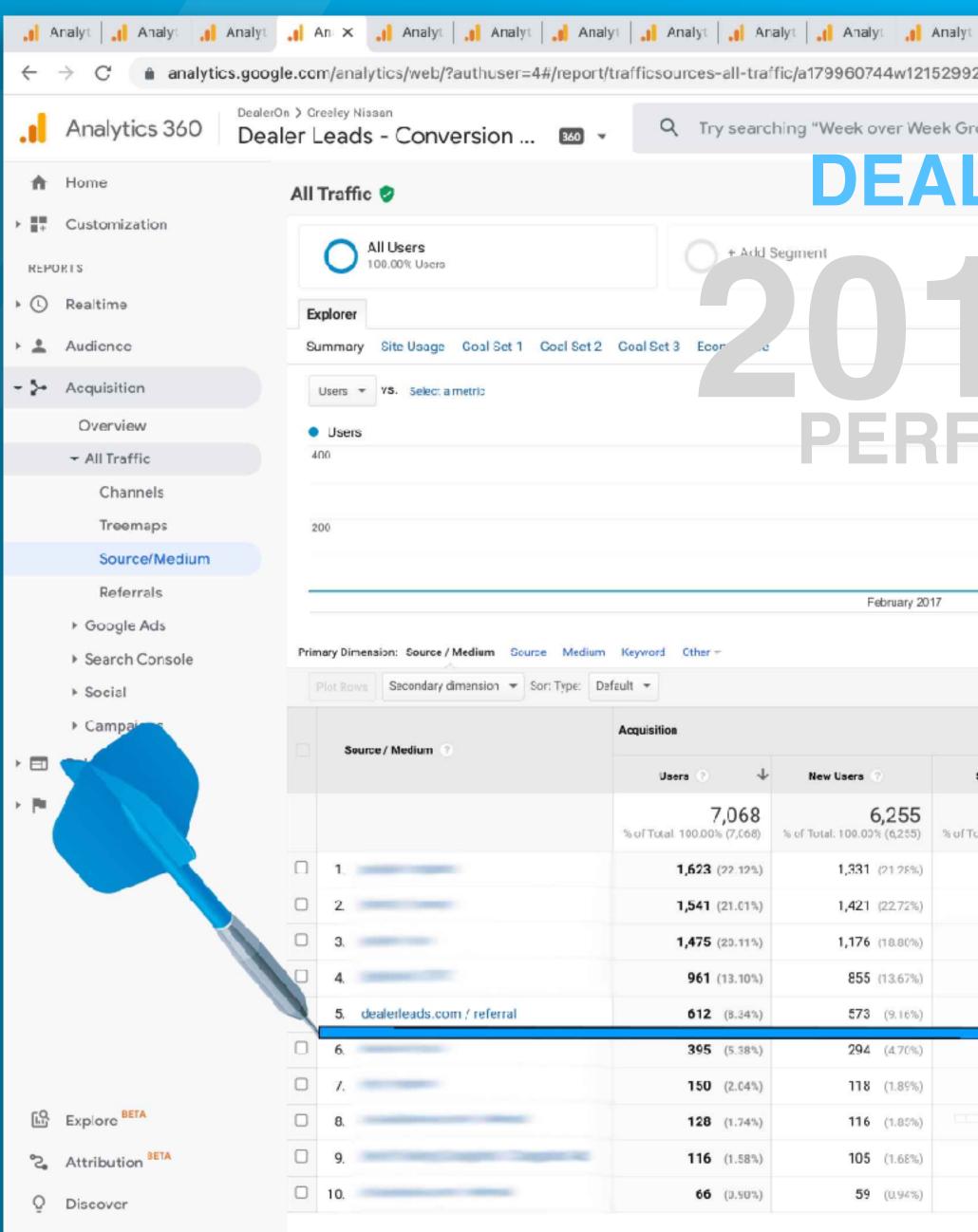
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2ND QUARTER REPORTING APR 1 thru JUN 30

3RD QUARTER REPORTING JUL 1 thru SEP 30

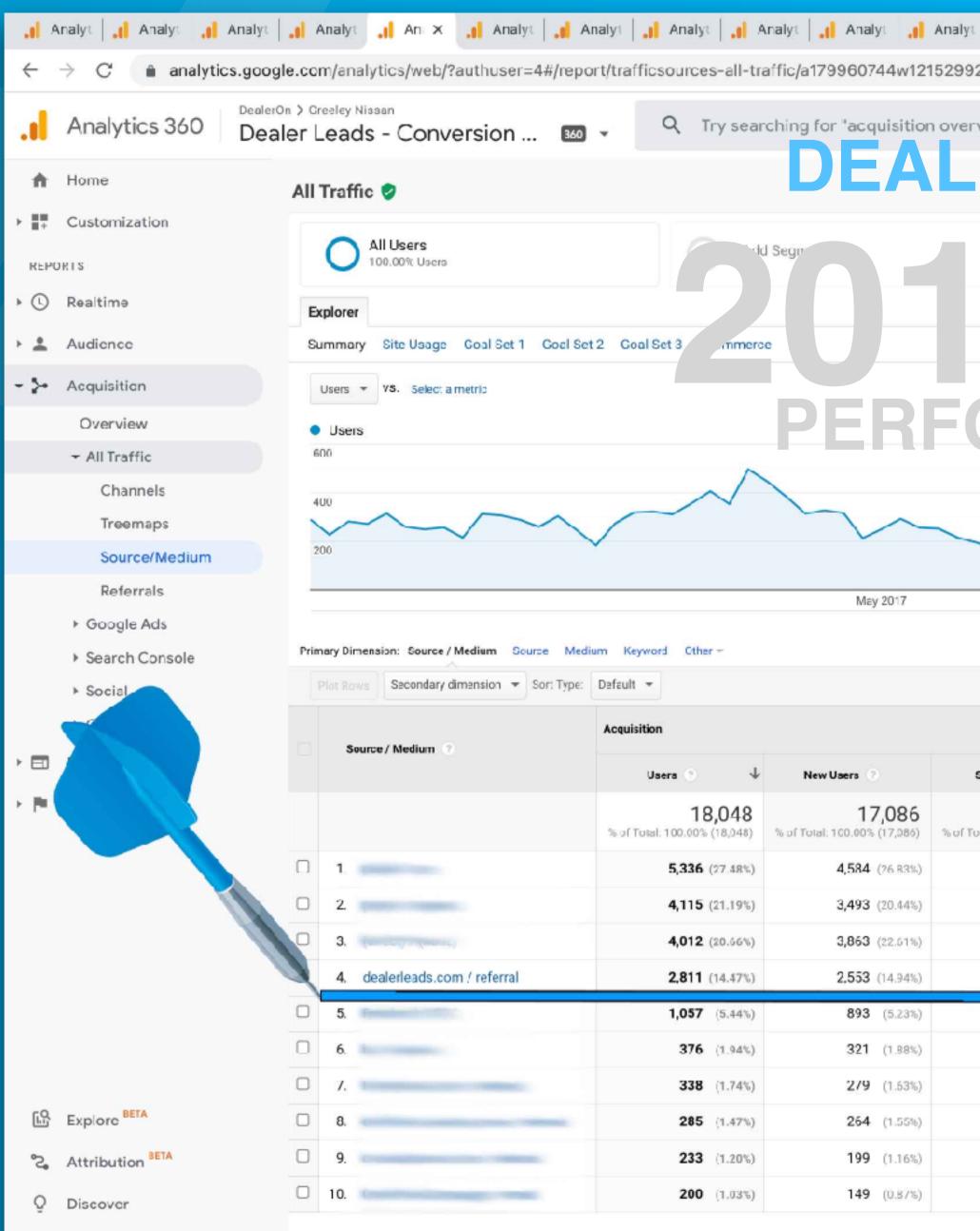
4TH QUARTER REPORTING OCT 1 thru DEC 31





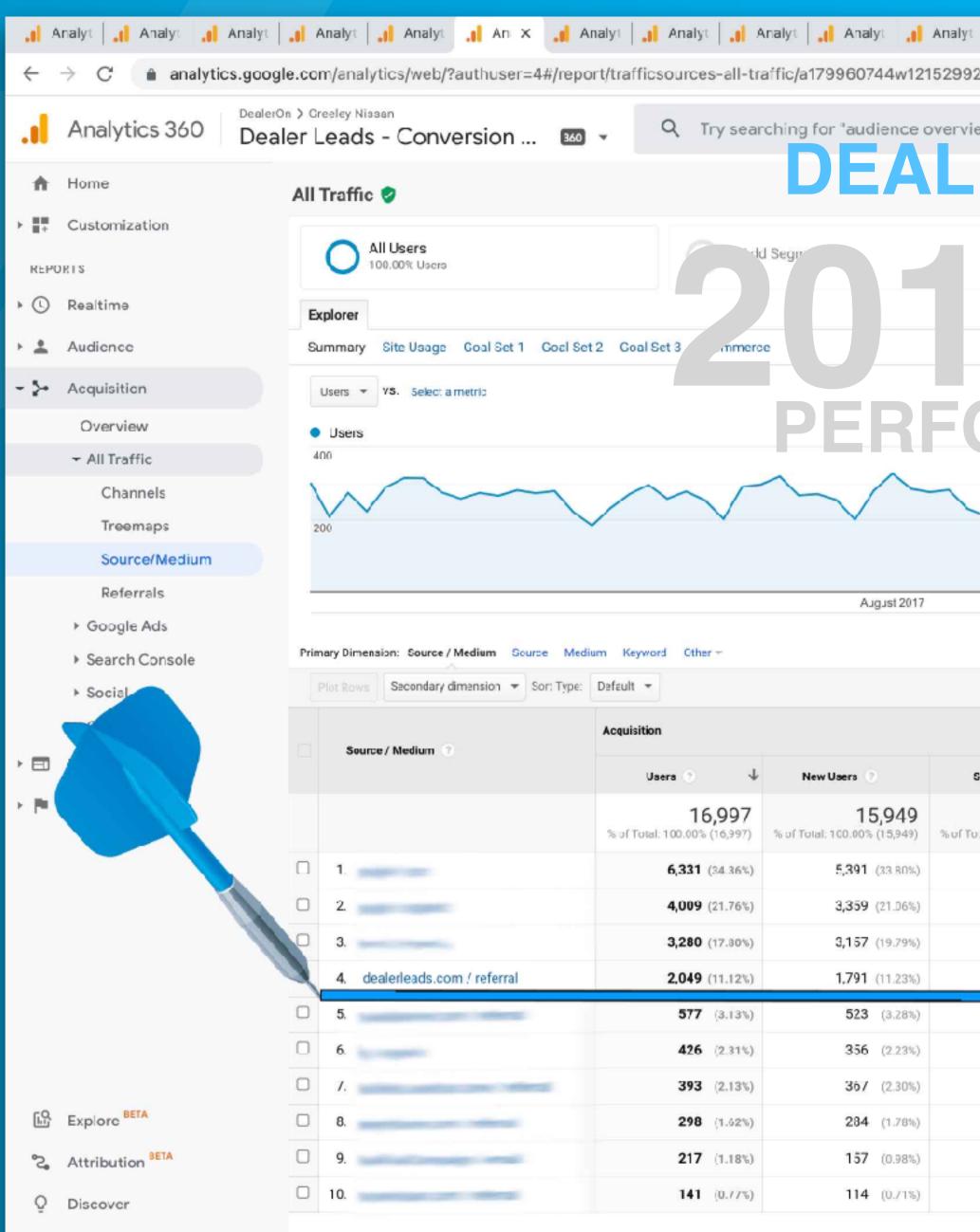
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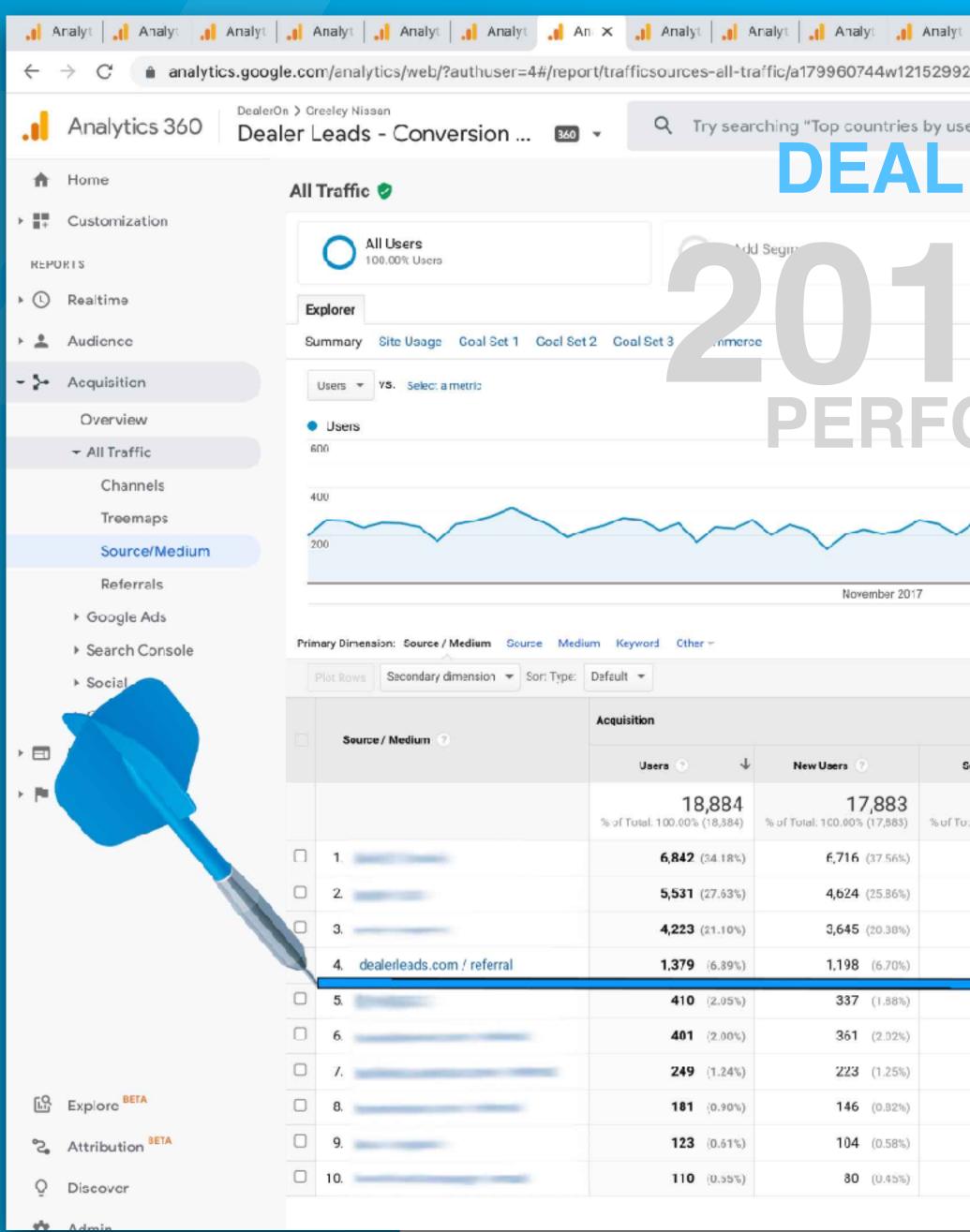
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Goal Value 🧿 \$0.00	Goal Completions	Conversions All Gcals + Goal Conversion Rate ? 2.53%	Avg. Session Duration 🕐 00:03:31	4.36	Behavior Dounce Rate ? 40.39%	30,864
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Goal Value (*) \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%)	Goal Completions ? 781 % of Tota: 100.00% (781) 259 (33.16%)	Conversions All Gcals Goel Conversion Rate 2.53% Avg for View: 2.53% (0.00%) 2.98%	Avg. Session Duration (*) 00:03:31 Avg for View: 00.03:31 (0.00%) 00:03:04	4.36 Avg fo: V ev: 4.36 (0.00%) 3.98	Behavior Dounce Rote ? 40.39% Avg for View: 40.39% (0.00%) 42.88%	<b>30,864</b> 100.00% (30,864) <b>8,632</b> (78.13%)
Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%)	Goal Completions ? 781 % of Tota: 100.00% (781) 259 (33.16%) 204 (26.12%)	Conversions All Gcals Goel Conversion Rate 2.53% Avg for View: 2.53% (0.00%) 2.98% 3.18%	Avg. Session Duration (*) 00:03:31 Avg for View: 00.03:31 (0.00%) 00:03:04 00:04:43	4.36 Avg fo: View: 4.36 (0.00%) 3.98 6.01	Behavior           Dounce Rate ③           40.39%           Avg for View: 40.39% (0.00%)           42.88%           20.05%	30,864 100.00% (30,864) 8,682 (78.13%) 6,420 (20.80%)
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%)	Goal Completions         ?           781         ?           % of Total: 100.00% (781)         ?           259 (33.16%)         ?           204 (26.12%)         ?           125 (16.01%)         ?	Conversions All Gcals  Cool Conversion Rate  Cool Conversion Rate	Avg. Session Duration ()           00:03:31           Avg for View: 00.03:31 (0.00%)           00:03:04           00:04:43           00:04:03	4.36 Avg fo: V evv: 4.36 (0.00%) 3.98 6.01 4.12	Behavior           Dounce Rate ⑦           40.39%           Avg for View: 40.39% (0.00%)           42.88%           20.05%           44.93%	30,864 100.00% (30,864) 8,682 (28.13%) 6,420 (20.80%) 7,474 (24.22%)
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%)	Goal Completions         ?           781         ?           % of Total: 100.00% (781)         ?           259 (33.16%)         ?           204 (26.12%)         125 (16.01%)           89 (11.40%)         ?	Conversions         All Gcals           Goal Conversion Rate         ?           2.53%         ?           Avg for View: 2.53% (0.00%)         ?           2.98%         3.18%           1.67%         2.51%	Avg. Session Duration ()           00:03:31           Avg for View: 00.03:31 (0.00%)           00:03:04           00:04:03           00:04:03           00:03:26	4.36 Avg fo: Vew: 4.36 (0.00%) 3.98 6.01 4.12 4.94	Behavior           Dounce Rate ?           40.39%           Avg for View: 40.39% (0.00%)           42.88%           20.05%           44.93%           30.84%	30,864 100.00% (30,864) 8,632 (28.13%) 6,420 (20.80%) 7,474 (24.22%) 3,551 (11.51%)
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%)	Goal Completions       ?         781       ?         % of Tota: 100.00% (781)       ?         259 (33.16%)       ?         204 (26.12%)       ?         125 (16.01%)       89 (11.40%)         89 (11.40%)       9 (1.15%)	Conversions         All Gcals           Goel Conversion Rate         •           2.53%         •           Avg for View: 2.53% (0.00%)         •           2.98%         3.18%           1.67%         2.51%           0.52%         •	Avg. Session Duration (*)           OO:O3:31           Avg for View: 00.03:31 (0.00%)           OD:03:04           OD:04:43           OD:04:03           OD:03:26	4.36 Avg fo: Vew: 4.36 (0.00%) 3.98 6.01 4.12 4.94 1.15	Behavior           Dounce Rote ?           40.39%           Avg for View: 40.39% (0.00%)           42.83%           20.05%           44.93%           30.84%           89.14%	30,864 100.00% (30,864) 8,682 (78.13%) 6,420 (20.80%) 7,474 (24.22%) 3,551 (11.51%) 1,731 (5.61%)
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         (0.00%)	Goal Completions       ?         781       ?         % of Total: 100.00% (781)       ?         259 (33.16%)       ?         204 (26.12%)       ?         125 (16.01%)       ?         89 (11.40%)       ?         9 (1.15%)       ?         22 (2.82%)       ?	Conversions         All Gcals           Goal Conversion Rate         ?           2.53%         ?           Avg for View: 2.53% (0.00%)         ?           2.98%         3.18%           3.18%         1.67%           2.51%         0.52%           4.10%         *	Avg. Session Duration (*)           OO:O3:31           Avg for View: 00.03:31 (0.00%)           OO:03:04           OO:04:43           OO:03:26           OO:03:26           OO:00:32	4.36 Avg fo: Vew: 4.36 (0.00%) 3.98 6.01 4.12 4.94 1.16 6.85	Behavior           Dounce Rate •           40.39%           40.39%           Avg for View: 40.39% (0.00%)           42.88%           20.05%           44.93%           30.84%           9.87%	30,864 100.00% (30,864) 8,682 (78 13%) 6,420 (20.80%) 7,474 (24.22%) 3,551 (11.51%) 1,731 (5.61%) 537 (1.74%)
Goal Value ? \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)	Coal Completions ?         781         % of Tota: 100 00% (781)         259 (33 16%)         204 (26 12%)         125 (16 01%)         89 (11.40%)         9 (1.15%)         22 (2.82%)         6 (0.77%)	Conversions       All Gcals         Goel Conversion Rate       ?         2.53%       ?         Avg for View: 2.53% (0.00%)       ?         2.98%       3.18%         3.18%       1.67%         2.51%       ?         0.52%       4.10%         1.16%       *	Avg. Session Duration ()           00:03:31           00:03:31           00:03:04           00:04:43           00:03:26           00:03:26           00:04:45           00:04:45           00:0116	4.36 Avg fo: Vew: 4.36 (0.00%) 3.98 6.01 4.12 4.94 1.16 6.85 1.10	Behavior         Dounce Rate ?         40.39%         40.39%         Avg for View: 40.39% (0.00%)         42.83%         20.05%         44.93%         30.84%         9.87%         90.35%	100.00% (30,864)         8,632 (28.13%)         6,420 (20.80%)         7,474 (24.22%)         3,551 (11.51%)         1,731 (5.61%)         537 (1.74%)         518 (1.68%)





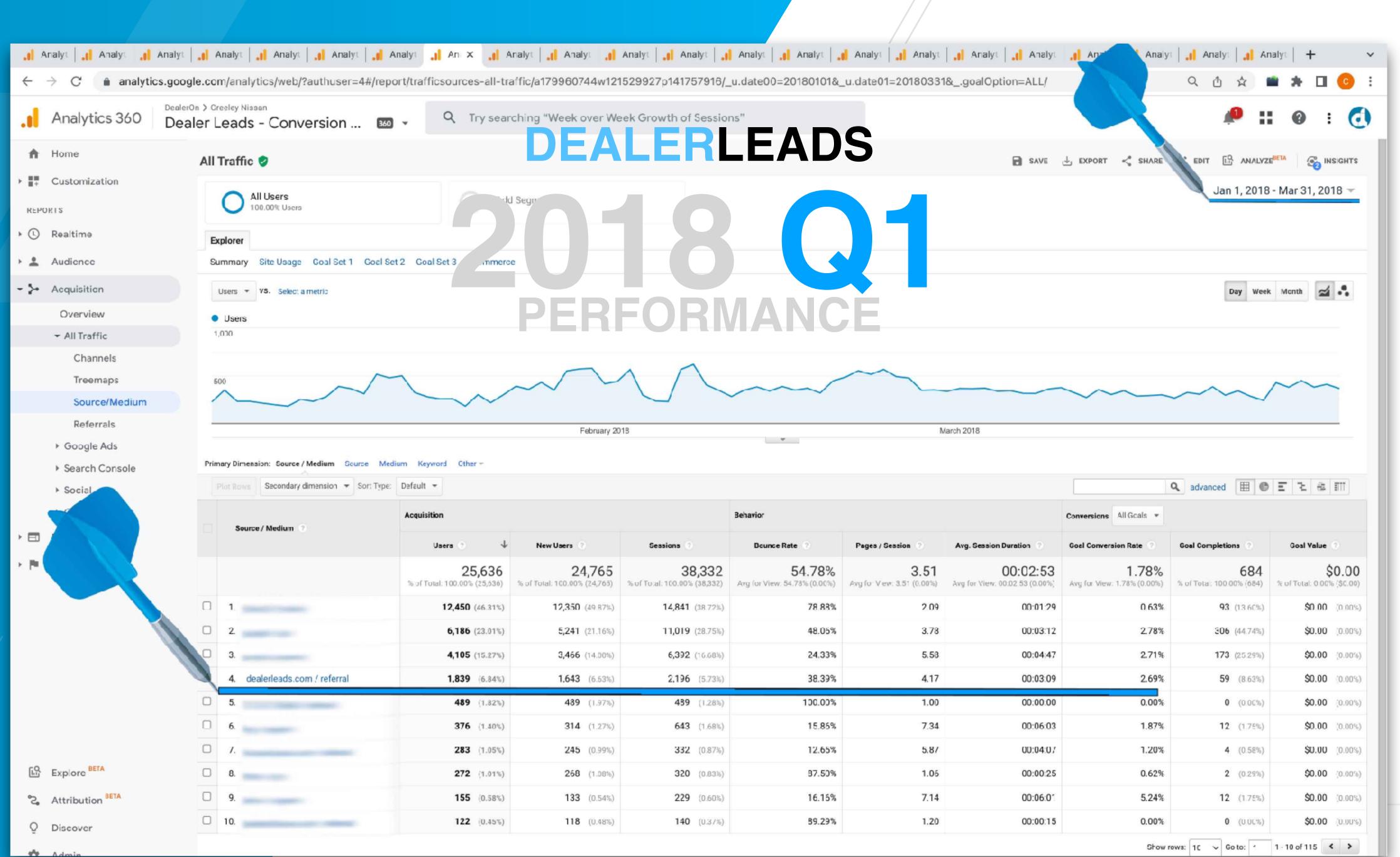
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Goal Value 🧿 \$0.00	Goal Completions ? 710	Conversions All Gcals + Goel Conversion Rate ? 2.38%	Avg. Session Duration ? 00:03:50	4.73	Behavior Dounce Rete ⑦ 36.56%	<b>29,873</b> 100.00% (29,873)
Gosl Value (*) \$0.00 % of Total: 0.00% (\$0.00)	Goal Completions ? 710 % of Tota: 100.00% (710)	Conversions All Gcals Goel Conversion Rate 2.38% Avg for View: 2.38% (0.00%)	Avg. Session Duration (*) 00:03:50 Avg for View: 00.03 50 (0.00%)	<b>4.73</b> Avg fo: Vew: 4.73 (0.00%)	Behavior Dounce Rate (*) 36.56% Avg for View: 36.56% (0.00%)	29,873
Goal Value (*) \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%)	Goal Completions ? 710 % of Tota: 100.00% (710) 260 (36.62%)	Conversions All Gcals Goel Conversion Rate 2.38% Avg for View: 2.38% (0.00%) 2.52%	Avg. Session Duration (*) 00:03:50 Avg for View: 00.03 50 (0.00%) 00:03:01	4.73 Avg fo: View: 4.73 (0.00%) 4.05	Behavior Dounce Rate (*) 36.56% Avg for View: 36.56% (0.00%) 45.21%	<b>29,873</b> 100.00% (29,873) <b>10,307</b> (34.50%)
Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%)	Goal Completions ? 710 % of Tota: 100.00% (710) 260 (36.62%) 152 (21.41%)	Conversions All Gcals Goel Conversion Rate 2.38% Avg for View: 2.38% (0.00%) 2.52% 2.36%	Avg. Session Duration (*) 00:03:50 Avg for View: 00:03:50 (0.00%) 00:03:01 00:04:47	4.73 Avg fo: View: 4.73 (0.00%) 4.05 6.13	Behavior Dounce Rate	29,873 100.00% (29,873) 10,307 (34.50%) 6,450 (21.59%)
Goal Value ? \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)	Goal Completions ? 710 % of Total: 100.00% (710) 260 (36.62%) 152 (21.41%) 79 (11.13%)	Conversions All Gcals  Cool Conversion Rate  Cool Conversion Rate	Avg. Session Duration () 00:03:50 Avg for View: 00.03 50 (0.00%) 00:03:01 00:04:47 00:03:56	4.73 Avg fo: View: 4.73 (0.00%) 4.05 6.13 4.16	Behavior Dounce Rate 36.56% Avg for View: 36.56% (0.00%) 45.21% 21.53% 42.01%	29,873 100.00% (29,873) 10,307 (34.50%) 6,450 (21.59%) 5,522 (18.48%)
Gosl Value ? \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)	Goal Completions ? 710 % of Total: 100 00% (710) 260 (36 62%) 152 (21.41%) 79 (11.13%) 59 (8.31%)	Conversions All Gcals  Cool Conversion Rate  Cool Conversion Rate	Avg. Session Duration (*) 00:03:50 Avg for View: 00.03 50 (0.00%) 00:03:01 00:04:47 00:03:56 00:03:18	4.73 Avg fo: Vew: 4.73 (0.00%) 4.05 6.13 4.16 5.04	Behavior           Dounce Rate )           36.56%           Arg (or View: 36.56% (0.00%))           45.21%           21.53%           42.01%           28.74%	29,873 100.00% (29,873) 10,307 (34.50%) 6,450 (21.59%) 5,522 (18.48%) 2,693 (9.01%)
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%)	Goal Completions       ?         710       ?         % of Total: 100.00% (710)       ?         260 (36.62%)       .         152 (21.41%)       .         79 (11.13%)       .         59 (8.31%)       .         5 (0.70%)       .	Conversions         All Gcals           Goel Conversion Rate         •           2.38%         •           Avg for View: 2.38% (0.00%)         •           2.52%         •           2.36%         •           1.43%         •           2.19%         •	Avg. Session Duration (*) OO:O3:50 Avg for View: 00.03 50 (0.00%) OO:03:01 00:03:56 00:03:18 00:01:47	4.73 Avg fo: Vew: 4.73 (0.00%) 4.05 6.13 4.16 5.04 2.80	Behavior           Dounce Rate ⑦           36.56%           Arg for View: 36.56% (0.00%)           45.21%           21.58%           42.01%           28.74%           50.91%	29,873 100.00% (29,873) 10,307 (34.50%) 6,450 (21.59%) 5,522 (18.48%) 2,693 (9.01%) 633 (2.29%)
Goal Value         ?           \$0.00         \$0.00           % of Total:         0.00% (SC.00)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)	Goal Completions ?         710         % of Total: 100.00% (710)         260 (36.62%)         152 (21.41%)         79 (11.13%)         59 (8.31%)         5 (0.70%)         15 (2.11%)	Conversions         All Gcals           Goel Conversion Rate         ?           2.38%         ?           Avg for View: 2.38% (0.00%)         ?           2.52%         ?           2.36%         ?           1.43%         ?           2.19%         ?           2.13%         ?	Avg. Session Duration (*) Avg. Session Duration (*) 00:03:50 Avg for View: 00:03:50 (0.00%) 00:03:01 00:03:18 00:01:47 00:01:47	4.73 Avg fo: Vew: 4.73 (0.00%) 4.05 6.13 4.16 5.04 2.80 7.66	Behavior           Docunce Rate •           36.56%           Arg for View: 36.55% (0.00%)           45.21%           21.53%           21.53%           28.74%           50.91%           10.37%	29,873 100.00% (29,873) 10,307 (34.50%) 6,450 (21.59%) 5,522 (18.48%) 2,693 (9.01%) 633 (2.29%) 704 (2.36%)
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%)	Goal Completions ?           710           % of Total: 100 00% (710)           260 (36 67%)           152 (21.41%)           79 (11.13%)           59 (8.31%)           51 (0.70%)           15 (2.11%)           1 (0.14%)	Conversions       All Gcals         Goel Conversion Rate       ?         2.38%       ?         Avg for View: 2.38% (0.00%)       ?         2.52%       ?         2.36%       ?         1.43%       ?         0.73%       ?         2.13%       ?         0.21%       ?	Avg. Session Duration () Avg. Session Duration () 00:03:50 Avg for View: 00.03 50 (0.00%) 100:03:01 00:03:18 00:03:18 100:01:47 00:06:29 100:01:23	4.73 Avg fo: Vew: 4.73 (0.00%) 4.05 6.13 4.16 5.04 2.80 7.66 2.28	Behavior           Dounce Rate •           36.56%           Arg (or View: 30.56% (0.00%)           45.21%           21.53%           21.53%           221.53%           28.74%           10.37%           59.04%	10,307       (34,50%)         6,450       (21,59%)         5,522       (18,48%)         2,693       (9,01%)         633       (2,29%)         704       (2,36%)         431       (1,61%)



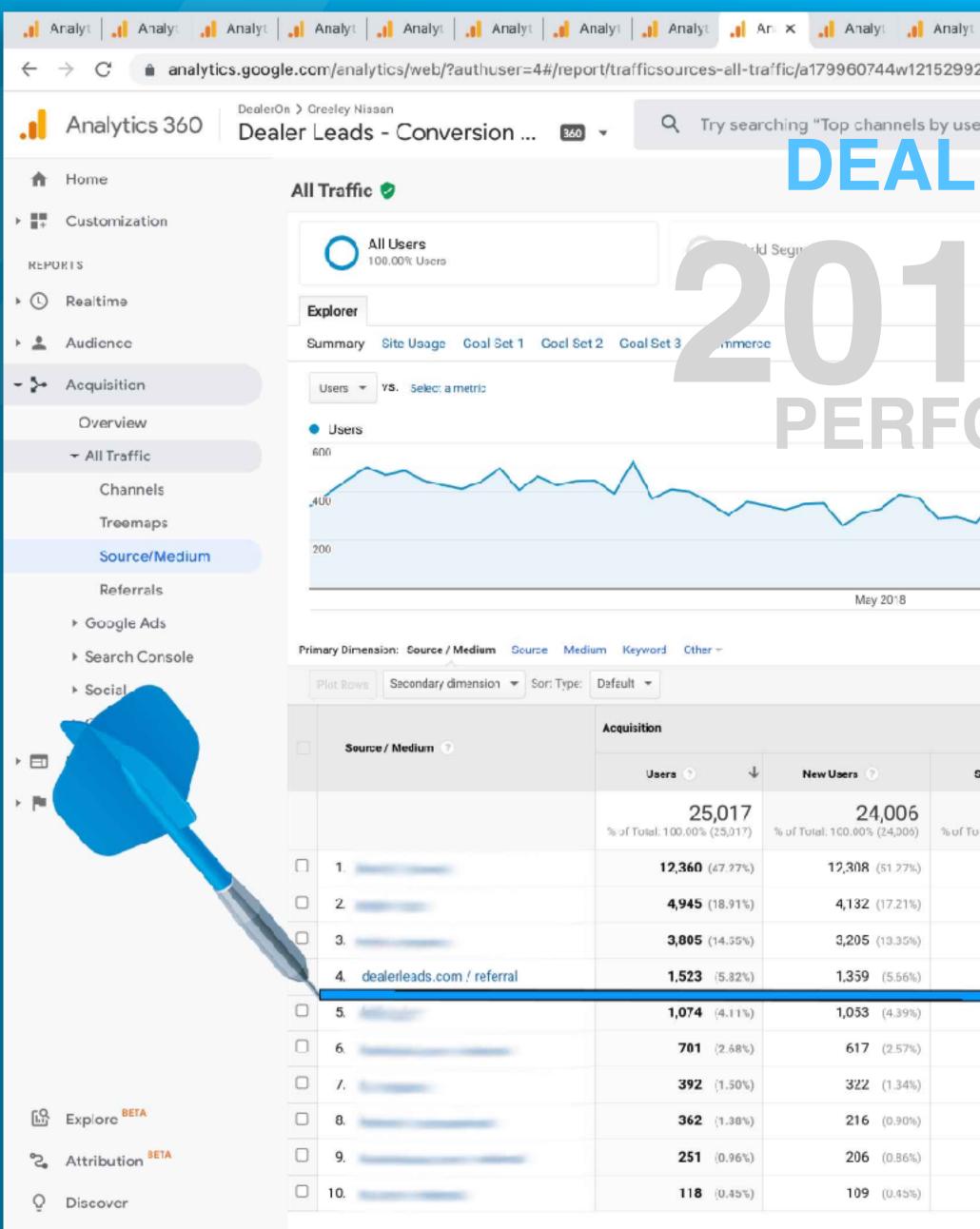


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Goal Value 🧿 \$0.00	etions ? 652	Goal Completion	Goel Conversion Rate 0	Avg. Session Duration ? 00:03:48	Pages / Session ? 4.35	Behavior Dounce Rate ? 43.15%	<b>30,552</b> 100.00% (30,552)
Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00)	etions ? 652 00.00% (652)	Goal Completion	Goel Conversion Rate ? 2.13% Avg for View: 2.13% (0.00%)	Avg. Session Duration (*) 00:03:48 Avg for View: 00.03:48 (0.00%)	Pages / Session (*) 4.35 Avg for View: 4.35 (0.00%)	Behavior Dounce Rate 43.15% Avg for View: 43.15% (0.00%)	<b>30,552</b> 100.00% (30,552)
Goal Value (*) \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%)	etions ? 652 00 00% (652) 84 (12 88%)	Goal Completion % of Tota: 100 0 84 263	Goel Conversion Rate ? 2.13% Avg for View: 2.13% (0.00%) 0.93%	Avg. Session Duration (*) 00:03:48 Avg for View: 00.03:48 (0.00%) 00:02:28	Pages / Session 4.35 Avg for View: 4.35 (0.00%) 2.88	Behavior Dounce Rate ⑦ 43.15% Avg for View: 43.15% (0.00%) 56.31%	30,552 100.00% (30,552) 9,030 (79.72%)
Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%)	etions ? 652 00 00% (652) 84 (12 88%) 63 (40.34%)	Goal Completion % of Tota: 1000 84 263 190	Coel Conversion Rate ? 2.13% Avg for View: 2.13% (0.00%) 0.93% 2.74%	Avg. Session Duration 00:03:48 Avg for View: 00.0348 (0.00%) 00:02:28 00:03:46	Pages / Session ? 4.35 Avg fo: View: 4.35 (0.00%) 2.88 4.24	Behavior Dounce Rate 43.15% Avg for View: 43.15% (0.00%) 56.31% 42.02%	30,552 100.00% (30,552) 9,080 (79.72%) 9,593 (31.40%) 6,710 (21.96%)
Goal Value ? \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)	etions ? 652 00 00% (652) 84 (12 88%) 63 (40 34%) 90 (29.14%)	Goal Completion % of Total: 1000 84 263 190 44	Coel Conversion Rate ? 2.13% Avg for View: 2.13% (0.00%) 0.93% 2.74% 2.83%	Avg. Session Duration ? 00:03:48 Avg for View: 00:03:48 (0.00%) 00:02:28 00:03:46 00:03:46	Pages / Session ?           4.35           Avg for Vew: 4.35 (0.00%)           2.88           4.24           6.00	Behavior           Dounce Rate ⑦           43.15%           Avg for View: 43.15% (0.00%)           56.31%           42.02%           23.14%	30,552 (0.00% (30,552) 9,080 (79.72%) 9,593 (31.40%) 6,710 (21.96%)
Gosl Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)	etions (?) 652 00 00% (652) 84 (12 88%) 63 (40.34%) 90 (29 14%) 44 (6.75%)	Goal Completion % of Total: 1000 84 263 190 44 15	Coel Conversion Rate ? 2.13% Avg for View: 2.13% (0.00%) 0.93% 2.74% 2.83% 2.53%	Avg. Session Duration (*) 00:03:48 Avg for View: 00.03:48 (0.00%) 00:02:28 00:03:46 00:03:46 00:03:46	Pages / Session ?           4.35           Avg for Vew: 4.35 (0.00%)           2.88           4.24           6.00           5.20	Behavior           Dounce Rate ?           43.15%           Avg for View: 43.15% (0.00%)           56.31%           42.02%           23.14%           25.95%	30,552 (0.00% (30,552) 9,080 (79 72%) 9,593 (31.40%) 6,710 (21.96%) 1,737 (5.69%)
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%)	etions () 652 00 00% (652) 84 (12 88%) 63 (40.34%) 90 (29.14%) 44 (6.75%) 15 (2.30%)	Goal Completion % of Total: 1000 84 263 190 44 15 7	Coel Conversion Rate ? 2.13% Avg for View: 2.13% (0.00%) 0.93% 2.74% 2.83% 2.53% 2.29%	Avg. Session Duration 00:03:48 00:03:48 (0.00%) 00:02:28 00:03:46 00:03:46 00:05:05 00:04:01	Pages / Session           Aug for View: 4.35 (0.00%)           2.83           4.24           6.00           5.20           7.38	Behavior           Dounce Rate •           43.15%           Avg for View: 43.15% (0.00%)           56.31%           42.02%           23.14%           25.95%           9.63%	30,552 100.00% (30,552) 9,030 (79.72%) 9,593 (31.40%) 6,710 (21.96%) 1,737 (5.69%) 654 (2.14%)
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%)	etions ? 652 00 00% (652) 84 (12 88%) 63 (40 34%) 90 (29 14%) 44 (6.75%) 15 (2.30%) 7 (1.07%)	Goal Completion % of Tota: 1000 84 263 190 44 15 7 8	Coel Conversion Rate ? 2.13% Avg for View: 2.13% (0.00%) 0 93% 2.74% 2.83% 2.53% 2.29% 1.44%	Avg. Session Duration (*) 00:03:48 Avg for View: 00.03:48 (0.00%) 00:02:28 00:03:46 00:03:46 00:03:46 00:05:05 00:04:01 100:05:25 00:01:58	Pages / Session •         Pages / Session •         Avg for Vew: 4.35 (0.00%)         2.88         4.24         6.00         5.20         7.38         2.50	Behavior           Dounce Rate •           43.15%           Avg for View: 43.15% (0.00%)           56.31%           42.02%           23.14%           25.95%           9.63%           51.65%	30,552 (0.00% (30,552) 9,030 (79 72%) 9,593 (31.40%) 6,710 (21.96%) 1,737 (5.69%) 654 (2.14%) 435 (1.59%)
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%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)	etions () 652 00 00% (652) 84 (12 88%) 63 (40 34%) 90 (29.14%) 44 (6.75%) 15 (2.30%) 7 (1.07%) 8 (1.23%)	Goal Completion % of Total: 1000 84 263 190 44 15 7 8 8 2	Coel Conversion Rate ? 2.13% Avg for View: 2.13% (0.00%) 0.93% 2.74% 2.83% 2.83% 2.53% 2.29% 1.44% 2.45%	Avg. Session Duration (*)         OO:O3:48         OO:O2:28         Avg for View: 00.03:48 (0.00%)         OD:02:28         OD:02:29	Pages / Session (*)         Pages / Session (*)         Avg for Vew: 4.35 (0.00%)         2.88         4.24         6.00         5.20         7.38         2.50         2.27	Behavior         Dounce Rate •         43.15%         Avg for View: 43.15% (0.00%)         56.31%         42.02%         23.14%         25.95%         9.63%         51.65%         57.93%	30,552         0,030       (29,72%)         9,593       (31.40%)         6,710       (21.96%)         1.737       (5.69%)         435       (1.59%)         326       (1.07%)









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37,371	Behavior Dounce Rate 53.32%	3.52	Avg. Session Duration (?) 00:02:49	Conversions All Gcals + Goal Conversion Rate ? 1.69%	Goal Completions ?	Gosl Value ③ \$0.00 % of Total: 0.00% (\$0.00)
<b>37,371</b> o.al: 100,00% (37,371)	Behavior Dounce Rate ? 53.32% Avg for View: 53.32% (0.00%)	<b>3.52</b> Avg fo: Vew: 3.52 (0.00%)	Avg. Session Duration (?) 00:02:49 Avg for View: 00.02.49 (0.00%)	Conversions All Gcals Goel Conversion Rate 1.69% Avg for View: 1.69% (0.00%)	Goal Completions ? 633 % of Tota: 100.00% (633)	Gosl Value ③ \$0.00
<b>37,371</b> o.al. 100.00% (37,371) <b>14,731</b> (39.42%)	Behavior           Dounce Rate ?           53.32%           Avg for View: 53.32% (0.00%)           79.91%	3.52 Avg fo: View: 3.52 (0.00%) 2.09	Avg. Session Duration (*) 00:02:49 Avg for View: 00:02:49 (0.00%) 00:01:22	Conversions All Gcals Goel Conversion Rate 1.69% Avg for View: 1.69% (0.00%) 0.75%	Goal Completions ? 633 % of Tota: 100.00% (633) 110 (17.38%)	Gosl Value ? \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%)
<b>37,371</b> o.al: 100,00% (37,371) <b>14,731</b> (39,42%) <b>8,784</b> (23.50%)	Behavior           Dounce Rate ⑦           53.32%           Avg for View: 53.32% (0.00%)           79.91%           38.35%           21.85%	3.52 Avg for View: 3.52 (0.00%) 2.09 4.17	Avg. Session Duration (*) 00:02:49 Avg for View: 00.02:49 (0.00%) 00:01:22 00:03:29	Conversions All Gcals Goel Conversion Rate 1.69% Avg for View: 1.69% (0.00%) 0.75% 3.45%	Goal Completions ? 633 % of Total: 100 00% (633) 110 (17 38%) 303 (47.87%)	Goal Value ? \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00% \$0.00 (0.00%
<b>37,371</b> o:al: 100,00% (37,371) <b>14,731</b> (39,42%) <b>8,784</b> (23.50%) <b>6,157</b> (16.48%)	Behavior           Dounce Rate ⑦           53.32%           Avg for View: 53.32% (0.00%)           79.91%           38.35%           21.85%	3.52 Avg fo: View: 3.52 (0.00%) 2.09 4.17 5.77	Avg. Session Duration (*) 00:02:49 Avg for View: 00:02:49 (0.00%) 00:01:22 00:03:29 00:04:52	Conversions All Gcals  Cool Conversion Rate  Cool Conversion Rate	Goal Completions ? 633 % of Tota: 100 00% (633) 110 (17.38%) 303 (47.87%) 116 (18.33%)	Goal Value ? \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
<b>37,371</b> 2.al. 100.00% (37,371) <b>14,731</b> (39.42%) <b>8,784</b> (23.50%) <b>6,157</b> (16.48%) <b>1,844</b> (4.93%)	Behavior           Dounce Rate ?           53.32%           Avg for View: 53.32% (0.00%)           79.91%           38.35%           21.85%           36.39%	3.52 Avg fo: Vew: 3.52 (0.00%) 2.09 4.17 5.77 4.23	Avg. Session Duration (?)           00:02:49           00:01:22           00:01:22           00:03:29           00:04:52           00:03:00	Conversions All Gcals   Goel Conversion Rate	Goal Completions       ?         633       3         % of Tota: 100 00% (633)       110 (17 38%)         303 (47.87%)       303 (47.87%)         116 (18 33%)       39 (6.16%)	Goal Value         Image: Constraint of
<b>37,371</b> Total: 100.00% (37,371) <b>14,731</b> (39.42%) <b>8,784</b> (23.50%) <b>6,157</b> (16.48%) <b>1,844</b> (4.93%) <b>1,257</b> (3.39%)	Behavior           Dounce Rote ?           53.32%           Avg for View: 53.32% (0.00%)           79 91%           38.35%           21.85%           36.39%           47.43%	3.52 Avg fo: Vew: 3.52 (0.00%) 2.09 4.17 5.77 4.23 1.13	Avg. Session Duration (*) OO:O2:49 Avg for View: 00.0249 (0.00%) OO:01:22 OO:03:29 OO:03:00 OO:03:00 OO:02:132	Conversions         All Gcals           Goel Conversion Rate         •           1.69%         •           Avg for View: 1.69% (0.00%)         •           0.75%         3.45%           1.88%         1.88%           2.11%         •	Goal Completions       3         633       633         % of Tota: 100 00% (633)       110 (17 38%)         303 (47.87%)       303 (47.87%)         116 (18 33%)       39 (6 16%)         6 (0.95%)       6 (0.95%)	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%)
37,371 5:al: 100,00% (37,371) 14,731 (39,42%) 8,784 (23,50%) 6,157 (16,48%) 1,844 (4,93%) 1,257 (3,39%) 1,251 (3,35%)	Behavior           Dounce Rote •           53.32%           Arg for View: 53.32% (0.00%)           79.91%           38.35%           21.85%           36.39%           47.43%           20.41%	3.52 Avg fo: Vew: 3.52 (0.00%) 2.09 4.17 5.77 4.23 1.13 2.13	Avg. Session Duration (*) OO:O2:49 Avg for View: 00.0249 (0.00%) OO:01:22 OO:03:29 OO:03:00 OO:03:00 OO:02:132	Conversions         All Gcals           Goal Conversion Rate         ?           1.69%         ?           Avg for View: 1.69% (0.00%)         ?           0.75%         3.45%           1.88%         ?           2.11%         ?           0.47%         1.76%	Coal Completions ?         633         % of Total: 100 00% (633)         110 (17 38%)         303 (47.87%)         116 (18 33%)         39 (6 16%)         6 (0.95%)         22 (3 48%)	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%)
37,371         o.al. 100.00% (37,371)         14,731 (39.42%)         8,734 (23.50%)         6,157 (16.48%)         1,844 (4.93%)         1,257 (3.39%)         1,251 (3.35%)         636 (1.84%)	Behavior           Dounce Rete ?           53.32%           Avg for View: 53.32% (0.00%)           79.91%           38.35%           21.85%           36.39%           47.43%           20.41%           52.80%	3.52 Avg fo: Vew: 3.52 (0.00%) 2.09 4.17 5.77 4.23 1.13 2.13 2.13	Avg. Session Duration (*) OO:O2:49 Avg for View: 00.02 49 (0.00%) OO:01:22 OO:03:29 OO:03:00 OO:03:00 OO:01:32 OO:01:32 OO:01:32	Conversions       All Gcals         Goel Conversion Rate       •         1.69%       •         Avg for View: 1.69% (0.00%)       •         0.75%       •         3.45%       •         1.88%       •         2.11%       •         0.47%       •         1.76%       •         1.46%       •	Goal Completions ?         633         633         % of Tota: 100 00% (633)         110 (17.38%)         303 (47.87%)         303 (47.87%)         116 (18.33%)         39 (6.16%)         6 (0.95%)         22 (3.48%)         10 (1.58%)	Gosl Value (*) \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%)

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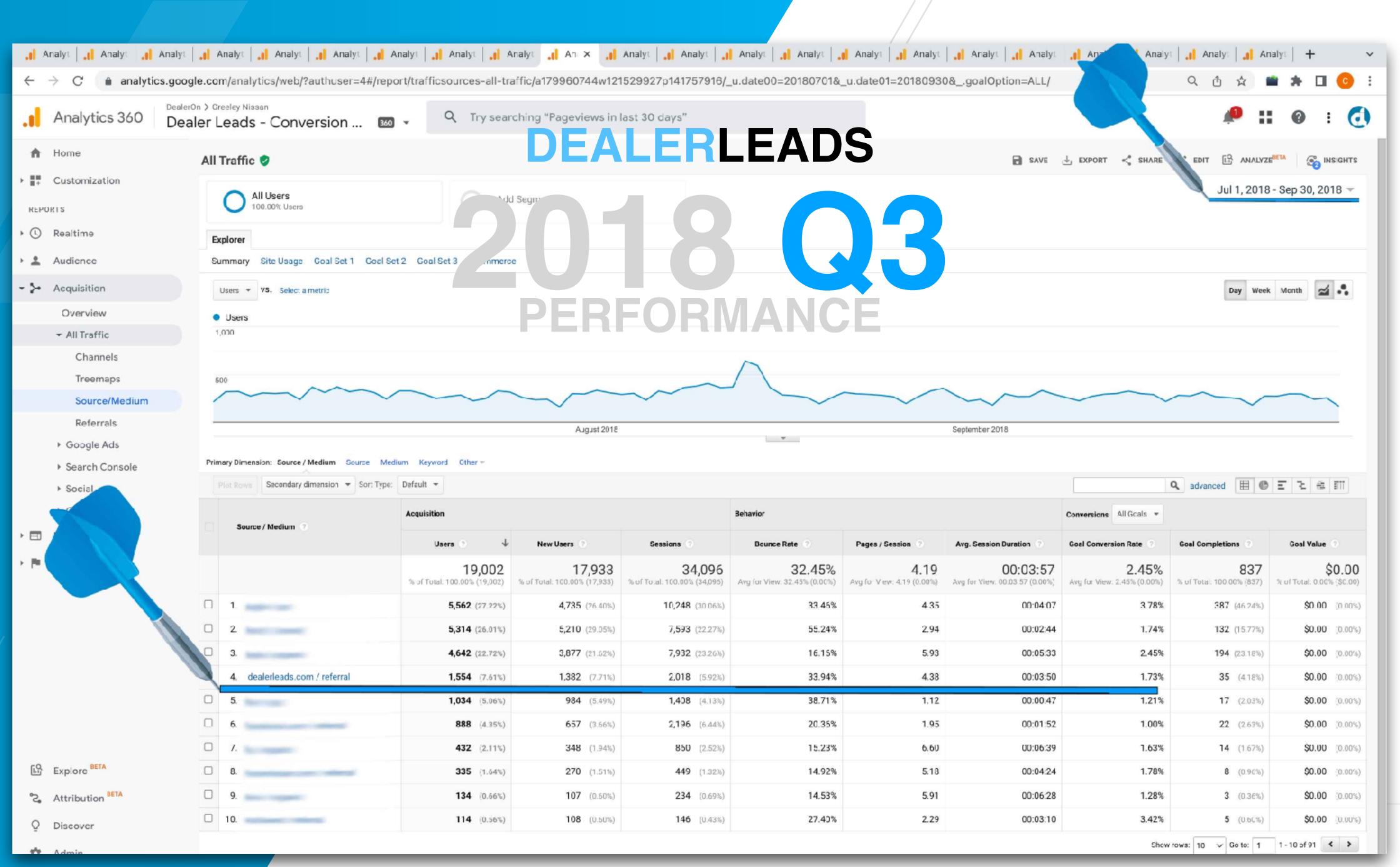


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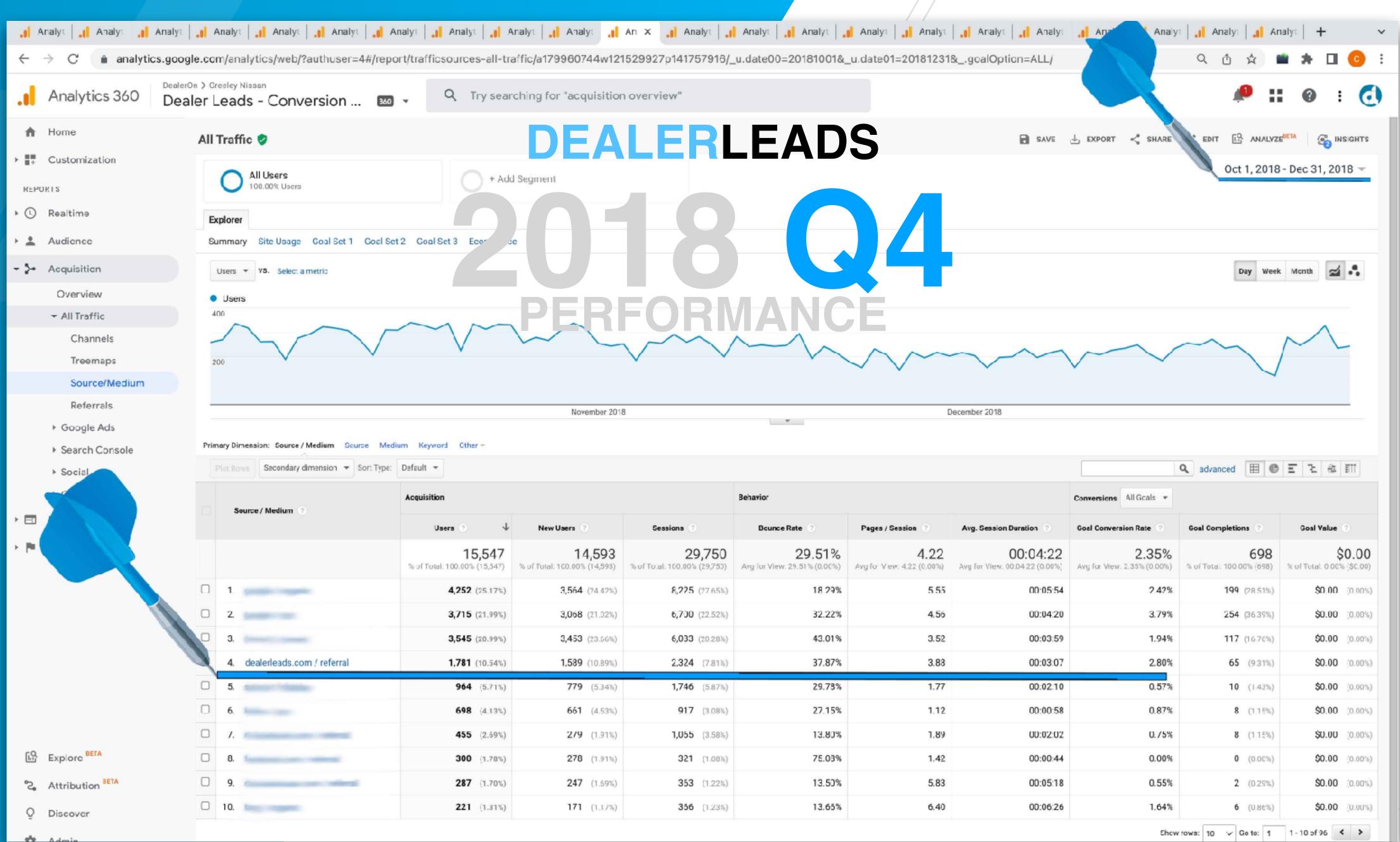
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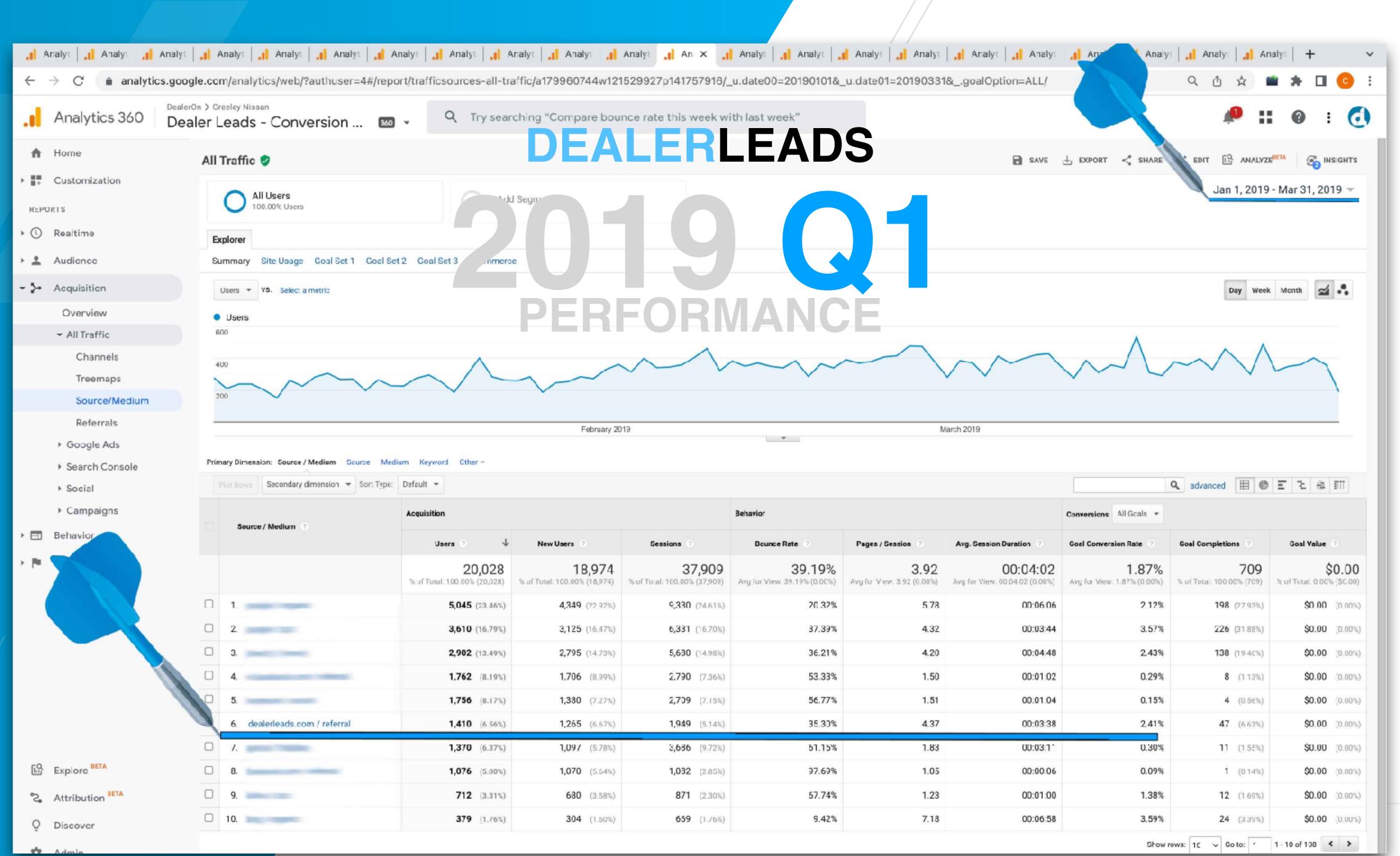




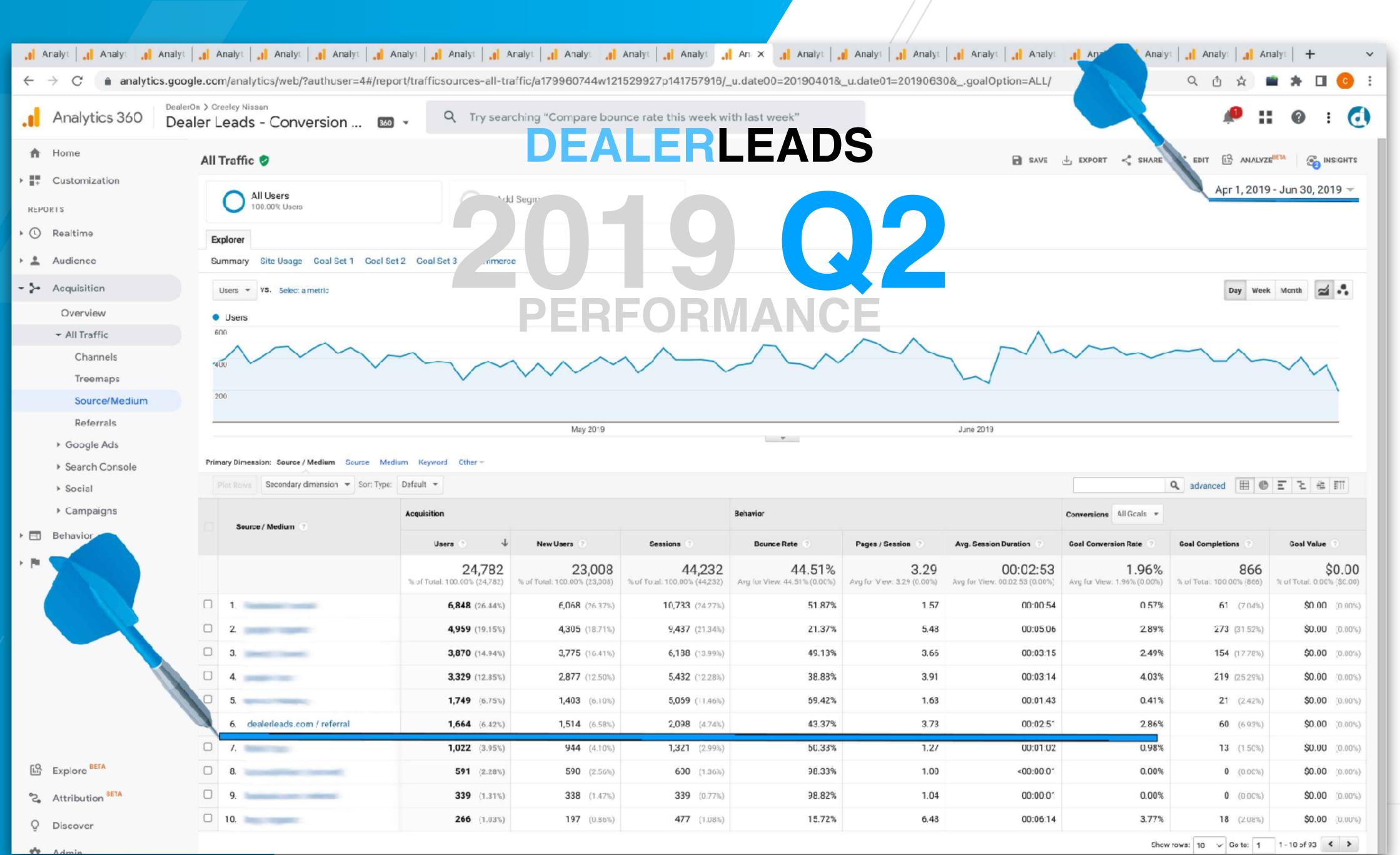


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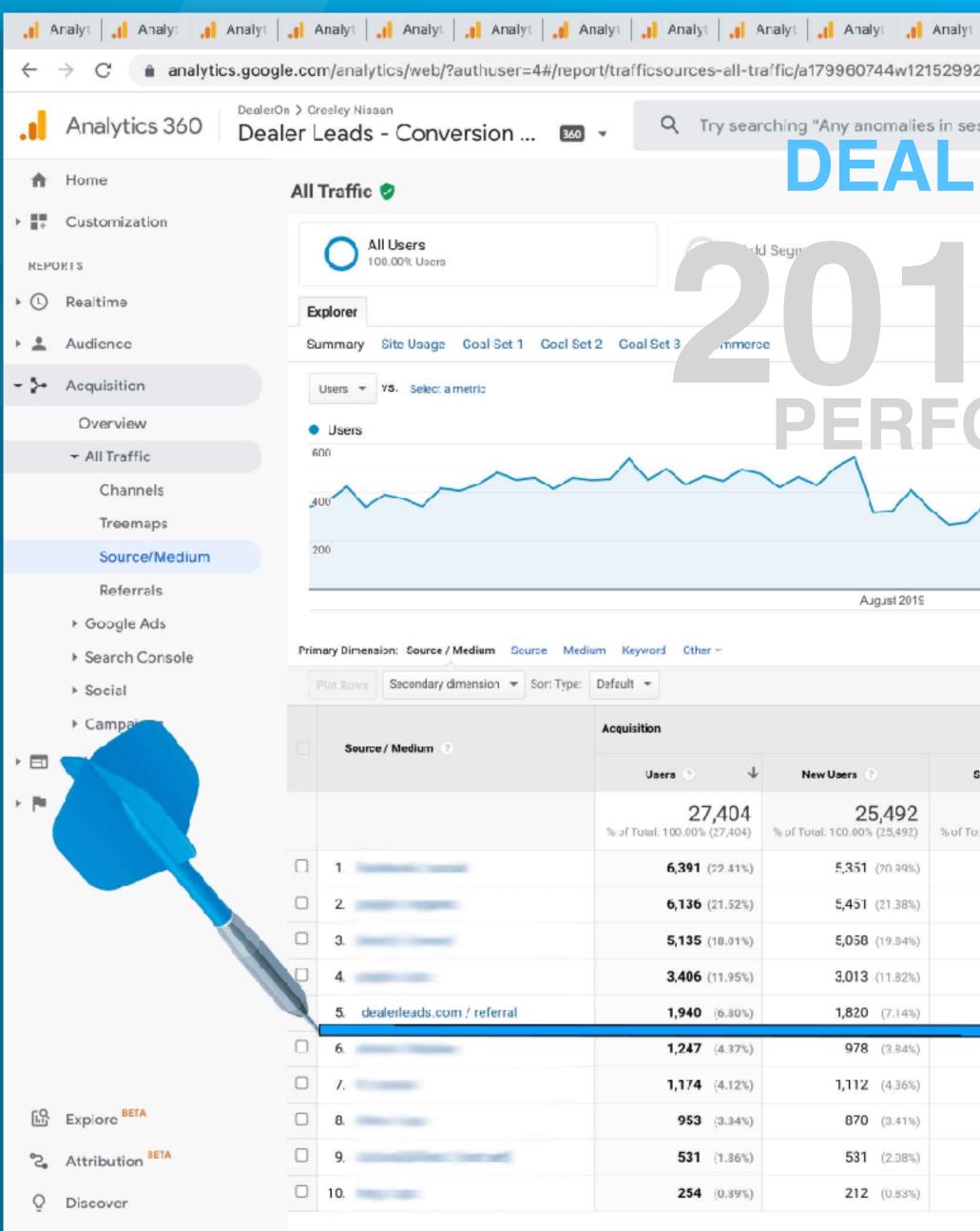








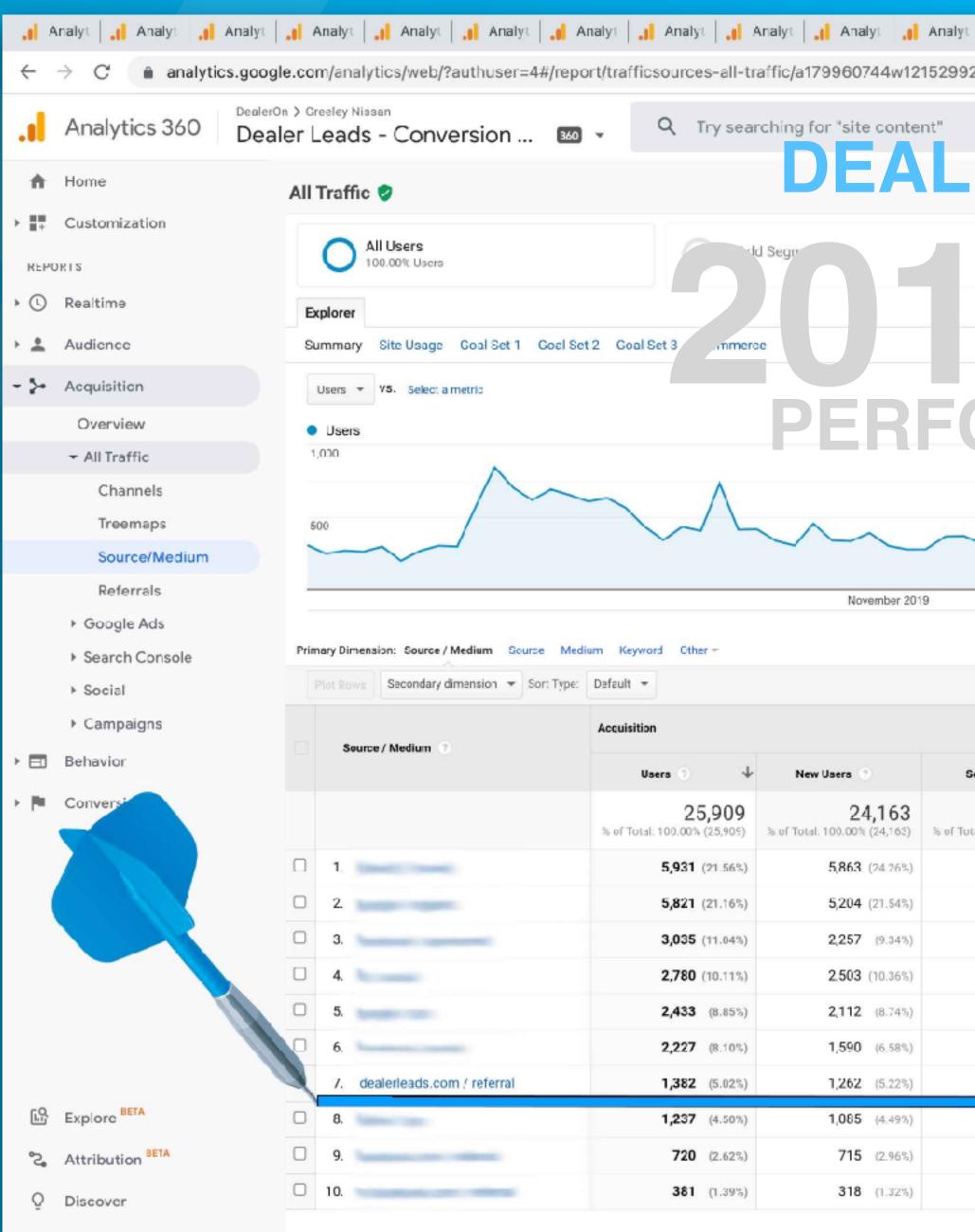




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<b>46,120</b> (v.al. 100.00% (46,120)	<b>39.62%</b> Avg for View: 39.62% (0.00%)	<b>3.12</b> Avg fo: View: 3.12 (0.00%)	00:02:48 Avg for View: 00.02.48 (0.00%)	<b>2.01%</b> Avg for View: 2.01% (0.00%)	928 % of Tota: 100.00% (928)	\$0.00 % of Total: 0.00% (\$0.00)
10,234 (?2.19%)	27.62%	1.49	00:00:59	0.71%	<b>73</b> (7.87%)	<b>\$0.00</b> (0.00%)
11,309 (24.52%)	20.63%	5.05	00:04:52	2.88%	326 (35.13%)	\$0.00 (0.00%)
<b>8,037</b> (17.43%)	49.12%	3.53	00:03:13	2.25%	181 (19.50%)	\$0.00 (0.00%)
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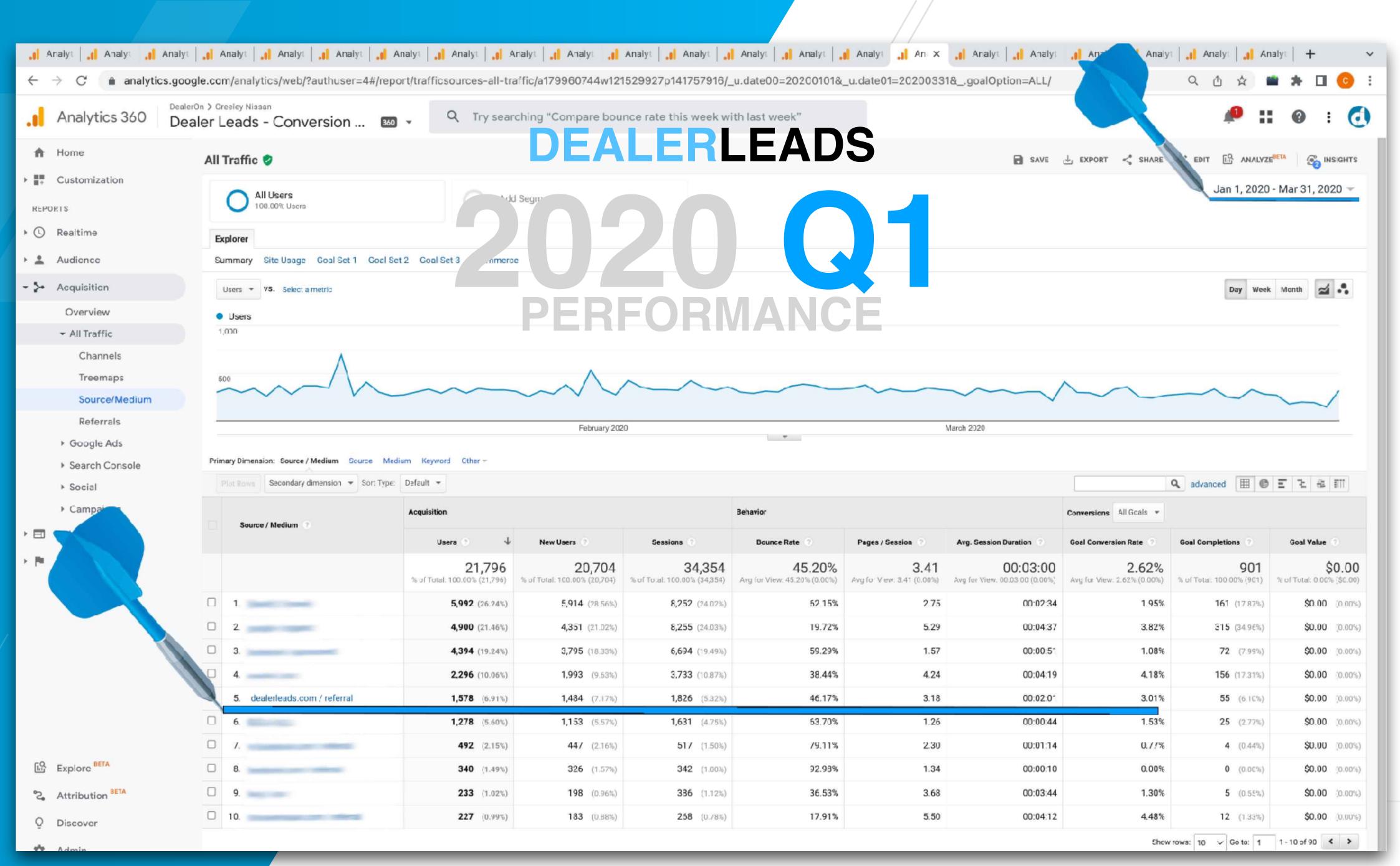
<b>8,037</b> (17.43%)	49.12% 3	53 00:03:13	2.25%	<b>18</b> 1 (19.50%)	\$0.00 (0.00%)
5,054 (10.96%)	46.03% 3	27 00:02:35	4.04%	204 (21.98%)	\$0.00 (0.00%)
<b>2,303</b> (4.99%)	51.85% 2	98 00:02:15	1.52%	<b>35</b> (3.77%)	\$0.00 (0.00%)
3,655 (7.92%)	69.83% 1	55 00:01:53	0.33%	12 (1.29%)	\$0.00 (0.00%)
<b>1,254</b> (2.74%)	38.84% 1	15 00:00:13	0.32%	4 (0.43%)	\$0.00 (0.00%)
<b>1,130</b> (2.56%)	51.95% 1	15 00:00:45	0.68%	8 (0.86%)	\$0.00 (0.00%)
<b>536</b> (1.16%)	97.39% 1	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
352 (0./6%)	29.25% 4	25 00:04:01	3.12%	11 (1.19%)	\$0.00 (0.00%)
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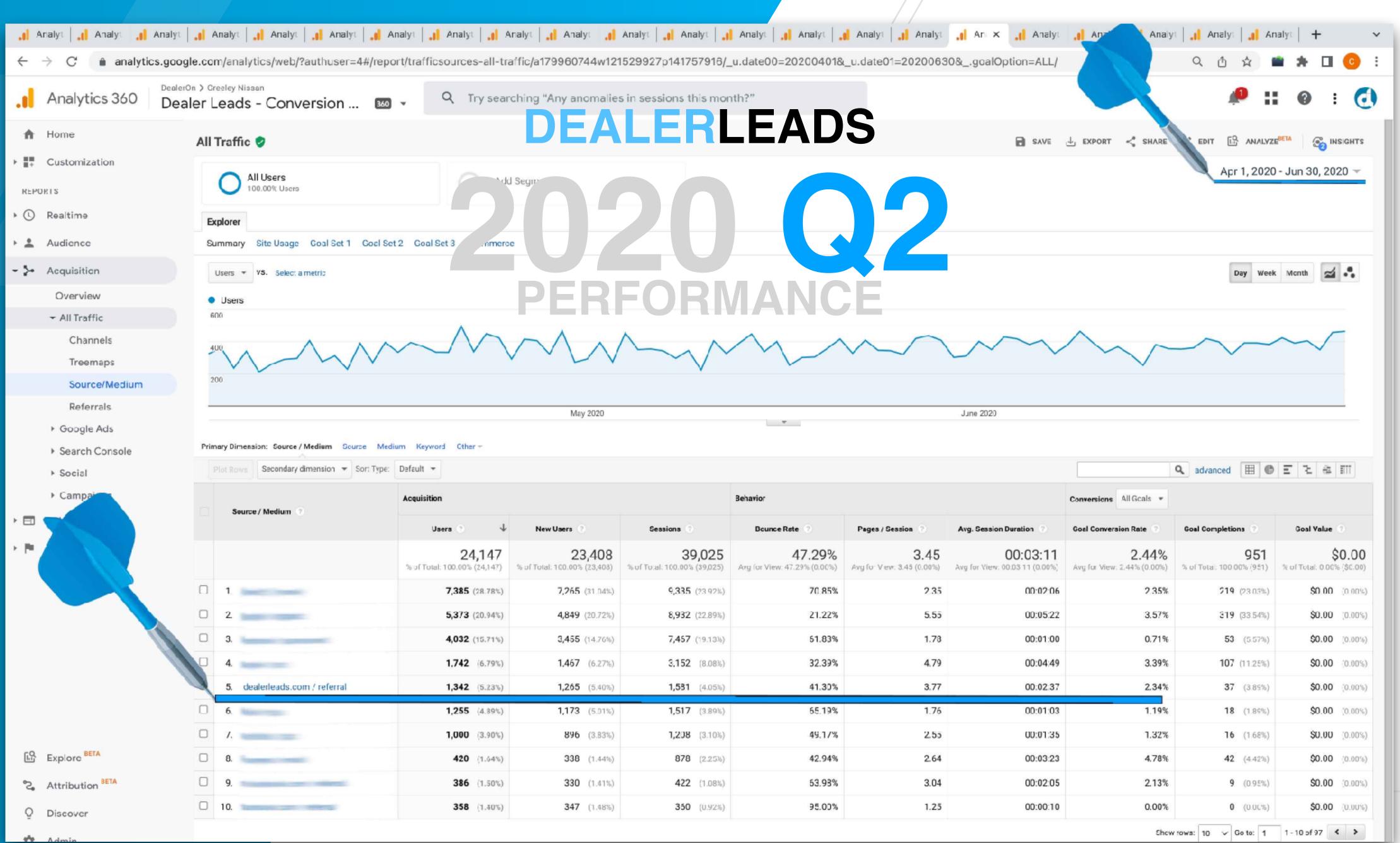


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Gosl Value 🔿 \$0.00	tions ? 1,078	Goal Completion	Goal Conversion Rate 0	Avg. Session Duration 🕥 00:02:56	Pages / Session 🤊 3.12	Behavior Dounce Rate ? 43.07%	<b>40,732</b> 00.00% (40,732)
Goal Value () \$0.00 % of Total: 0.00% (\$0.00)	tions ? 1,078	Goal Completion 	Goal Conversion Rate ③ 2.65% Avg for View: 2.65% (0.00%)	Avg. Session Duration (*) 00:02:56 Avg for View. 00:02:56 (0.00%)	Pages / Session () 3.12 Ang for View: 3.12 (0.00%)	Behavior           Dounce Rate ③           43.07%           Avg for View: 43.07% (0.00%)	40,732 00.00% (40,732) 8,688 (21.33%)
Goal Value ① \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00% \$0.00 (0.00%	tionz ? 1,078 0.00% (1,078) 03 (18.83%)	Goal Completion 	Coal Conversion Rate         ?           2.65%         Avg for View. 2.65% (0.00%)           2.34%         *	Avg. Session Duration (*) 00:02:56 Avg for View. 00:02:56 (0:00%) 00:02:53	Pages / Session ? 3.12 Avg for View: 3.12 (0.00%) 2.91	Behavior           Dounce Rate ⑦           43.07%           Avy for View: 43.07% (0.00%)           58.22%	
Goal Value ① \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00% \$0.00 (0.00%) \$0.00 (0.00%)	tions () 1,078 0.00% (1,078) 03 (18.83%) 86 (35.81%)	Goal Completion % of Total: 100.00 203 386 52	Goal Conversion Rate 2.65% Avg for View: 2.65% (0.00%) 2.34% 3.72%	Avg. Session Duration 00:02:56 Avg for View: 00:02:56 (0.00%) 00:02:53 00:05:02	Pages / Session (*) 3.12 Aug for View: 3.12 (0.00%) 2.91 4.86	Behavior           Dounce Rate ⑦           43.07%           Avy for View: 43.07% (0.00%)           58.22%           21.59%	40,732 100.00% (40,732) 8,688 (21.33%) 0,380 (25.48%)
Goal Value         Image: Constraint of the second sec	tions ? 1,078 0.00% (1,078) 03 (18.83%) 86 (35.81%) 52 (4.82%)	Goal Completion 36 of Total: 100.00 203 386 52 32	Coal Conversion Rate         ?           2.65%	Avg. Session Duration () 00:02:56 Avg for View. 00:02:56 (0.00%) 00:02:52 00:05:02 00:00:56	Pages / Session (*) 3.12 Aug for View: 3.12 (0.00%) 2.91 4.86 1.51	Behavior           Dounce Rate ⑦           43.07%           Avy for View: 43.07% (0.00%)           58.22%           21.59%           49.74%	40,732 00.00% (40,732) 8,688 (21.33%) 0,380 (25.48%) 4,662 (11.45%) 3.071 (7.54%)
Goal Value         Image: Constraint of the second sec	tions ? 1,078 1,078 0.00% (1,078) 03 (18.83%) 86 (35.81%) 52 (4.82%) 32 (2.97%)	Goal Completion 36 of Total: 100.00 203 386 52 32 201	Coal Conversion Rate         ?           2.65%         ?           Avg for View: 2.05% (0.00%)         ?           2.34%         ?           3.72%         1.12%           1.04%         ````````````````````````````````````	Avg. Session Duration ①           00:02:56           Avg for View: 00:02:56 (0.00%)           00:02:53           00:02:53           00:02:54           00:02:53           00:02:54	Pages / Session (*) 3.12 Aug for View: 3.12 (0.00%) 2.91 4.86 1.51 1.17	Behavior           Dounce Rate ?           43.07%           43.07%           Avy for View: 43.07% (0.00%)           58.22%           21.59%           49.74%           67.96%	40,732 00.00% (40,732) 8,688 (21.33%) 0,380 (25.48%) 4,662 (11.45%) 3,071 (7.54%) 3,773 (9.26%)
Coal Value         Image: Color           \$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%)	tions () 1,078 1,078 0.00% (1,078) 03 (18.83%) 86 (35.81%) 52 (4.82%) 32 (2.97%) 01 (18.65%)	Goal Completion 35 of Total: 100.00 203 386 52 32 201 32	Coal Conversion Rate       ?         2.65%       ?         Avg for View: 2.05% (0.00%)       ?         2.34%       ?         3.72%       ?         1.12%       1.04%         5.33%       ?	Avg. Session Duration            00:02:556           Avg for View: 00:02:56 (0:00%)           00:02:53           00:02:53           00:02:53           00:02:53           00:02:53           00:02:54	Pages / Session           3.12           Asg for View: 3.12 (0.00%)           2.91           4.86           1.51           1.17           3.56	Behavior           Dounce Rate ⑦           43.07%           Avyg for View: 43.07% (0.00%)           58.22%           21.59%           49.74%           67.96%           41.24%	40,732 00.00% (40,732) 8,688 (21.33%) 0,380 (25.48%) 4,662 (11.45%) 3.071 (7.54%) 3,773 (9.26%) 2,961 (7.27%)
Coal Value         Image: State St	tions () 1,078 1,078 0.00% (1,078) 03 (18.83%) 86 (35.81%) 52 (4.82%) 32 (2.97%) 01 (18.65%) 32 (2.97%)	Goal Completion % of Total: 100.00 203 386 52 32 201 32 46	Goal Conversion Rate       2.65%         2.65%       2.65%         Avg for View: 2.65% (0.00%)       2.34%         2.34%       3.72%         1.12%       1.12%         1.04%       5.33%         1.08%       1.08%	Avg. Session Duration           OD:O2:556           Avg for View: 00:02:56 (0:00%)           OD:O2:53           OD:O2:53           OD:O2:50           OD:O2:53           OD:O2:53           OD:O2:54           OD:O2:53           OD:O2:53           OD:O2:54           OD:O2:55           OD:O2:53           OD:O3:07           OD:O1:02	Pages / Session (*)           3.12           Asg for View: 3.12 (0.00%)           2.91           4.86           1.51           1.51           3.56           1.75	Behavior           Dounce Rate •           43.07%           43.07%           Avy for View: 43.07% (0.00%)           58 27%           21.59%           49.74%           67.96%           41.24%           33.67%	40,732 00.00% (40,732) 8,688 (21.33%) 0,380 (25.48%) 4,662 (11.45%) 3,071 (7.54%) 3,773 (9.26%) 2,961 (7.27%) 1,632 (4.01%)
Gosl Value (*) \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%	tions ? 1,078 1,078 0.00% (1,078) 03 (18.83%) 86 (35.81%) 52 (4.82%) 32 (2.97%) 01 (18.65%) 32 (2.97%) 32 (2.97%) 46 (4.27%)	Goal Completion 36 of Total: 100.00 203 386 52 32 201 32 46 37	Coal Conversion Rate ? 2.65% Avg for View: 2.65% (0.00%) 2.34% 3.72% 1.12% 1.04% 5.33% 1.08% 2.82%	Avg. Session Duration ()           OD:O2:55           Avg for View: 00:02:56 (0.00%)           OD:O2:53           OD:O2:53	Pages / Session (*)           3.12           Aug for View: 3.12 (0.00%)           2.91           4.86           1.51           1.51           1.17           3.56           1.75           3.48	Behavior         Dounce Rate •         43.07%         Avy for View: 43.07% (0.00%)         58 22%         21.59%         49.74%         67.96%         41.24%         33.67%         44.49%	40,732 100.00% (40,732) 8,688 (21.33%) 0,380 (25.48%) 4,662 (11.45%)



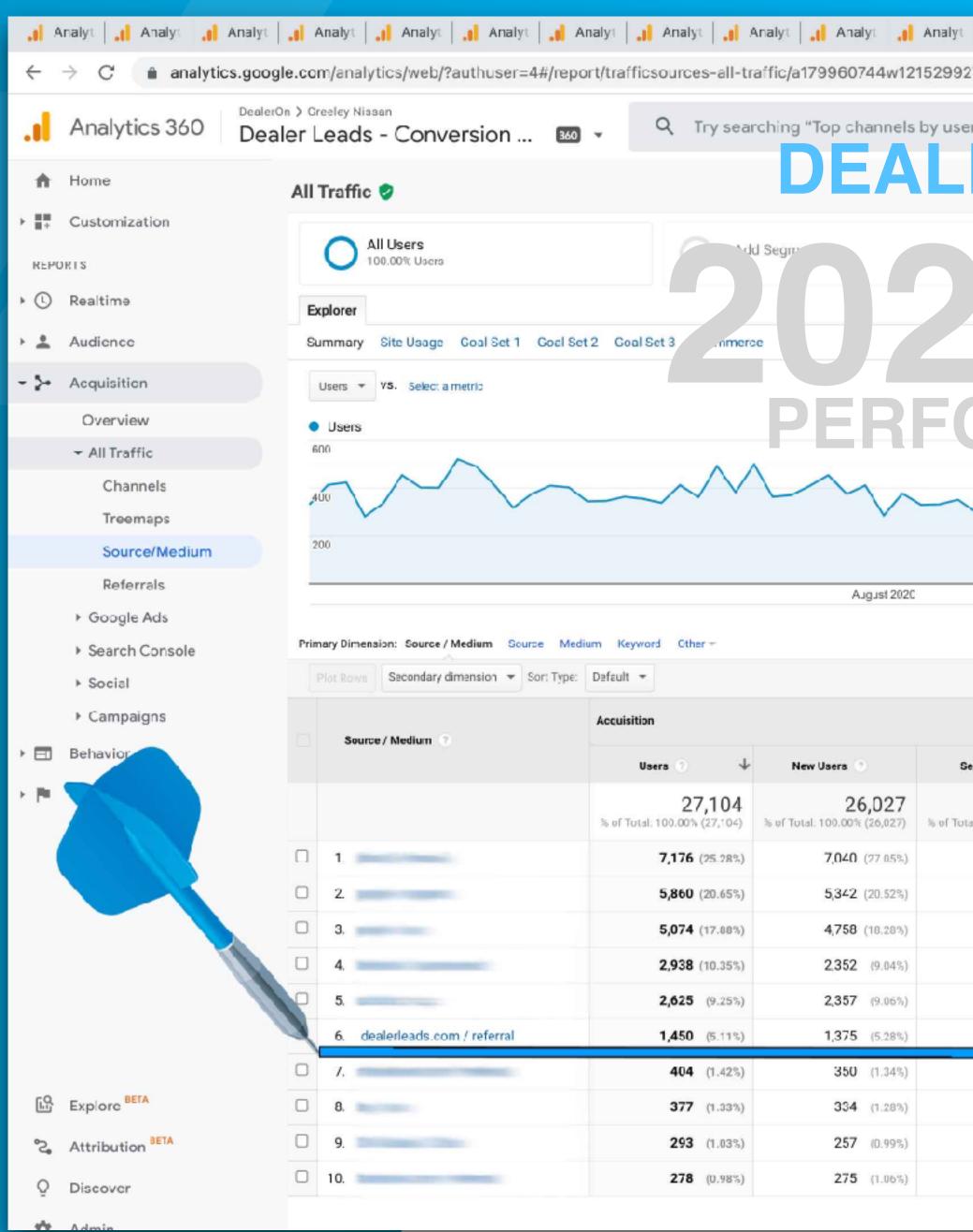






	Behavior			Conversions All Gcals 💌		
Sessions	Dounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
<b>39,025</b> f Total: 100,00% (39,025)	47.29% Avg for View: 47.29% (0.00%)	<b>3.45</b> Avg fo: View: 3.45 (0.00%)	00:03:11 Avg for View: 00.03 11 (0.00%)	2.44% Avg for View: 2.44% (0.00%)	<b>951</b> % of Total: 100.00% (951)	\$0.00 % of Total: 0.00% (\$0.00)
9,335 (73.92%)	70.85%	2.35	00-02-06	2 35%	<b>219</b> (23.03%)	\$0.00 (0.00%)
8,932 (22.89%)	21.22%	5.55	00:05:22	3.57%	319 (33.54%)	\$0.00 (0.00%)
7,457 (19.13%)	51.83%	1.78	00:01:00	0.71%	<b>53</b> (5.57%)	\$0.00 (0.00%)
3,152 (8.08%)	32.39%	4.79	00:04:49	3.39%	107 (11.25%)	\$0.00 (0.00%)
<b>1,581</b> (4.05%)	41.30%	3.77	00:02:37	2.34%	<b>37</b> (3.89%)	\$0.00 (0.00%)
1,517 (3.89%)	65.19%	1.76	00:01:03	1.19%	<b>18</b> (1.89%)	\$0.00 (0.00%)
<b>1,208</b> (3.10%)	49.17%	2.55	00:01:35	1.32%	<b>16</b> (1.68%)	\$ <b>U.00</b> (0.00%)
878 (2.25%)	42.94%	2.64	00:03:23	4.78%	<b>42</b> (4.42%)	\$0.00 (0.00%)
422 (1.08%)	53.93%	3.04	00:02:05	2.13%	<b>9</b> (0.9.5%)	\$0.00 (0.00%)
<b>350</b> (0.92%)	95.00%	1.25	00:00:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
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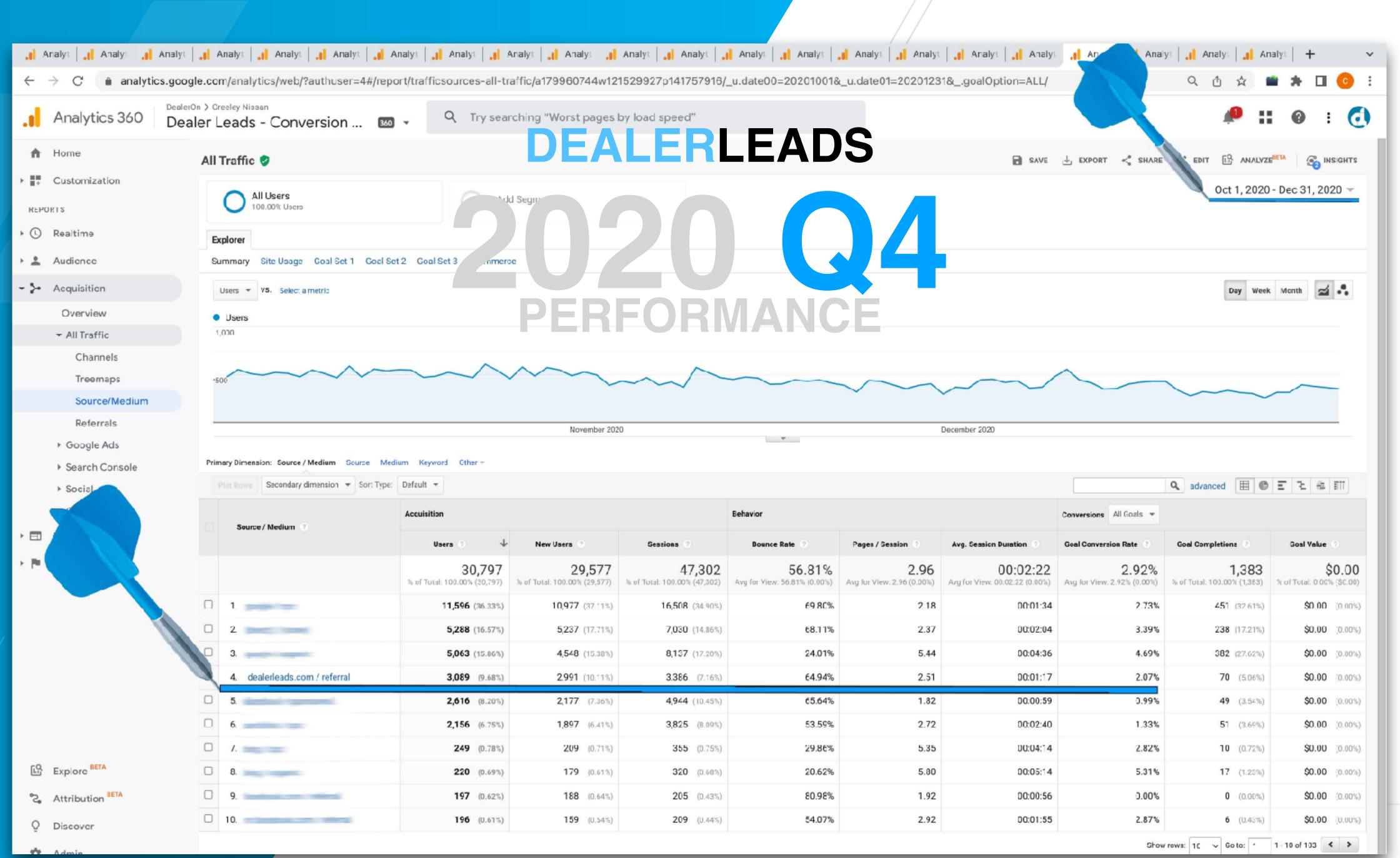




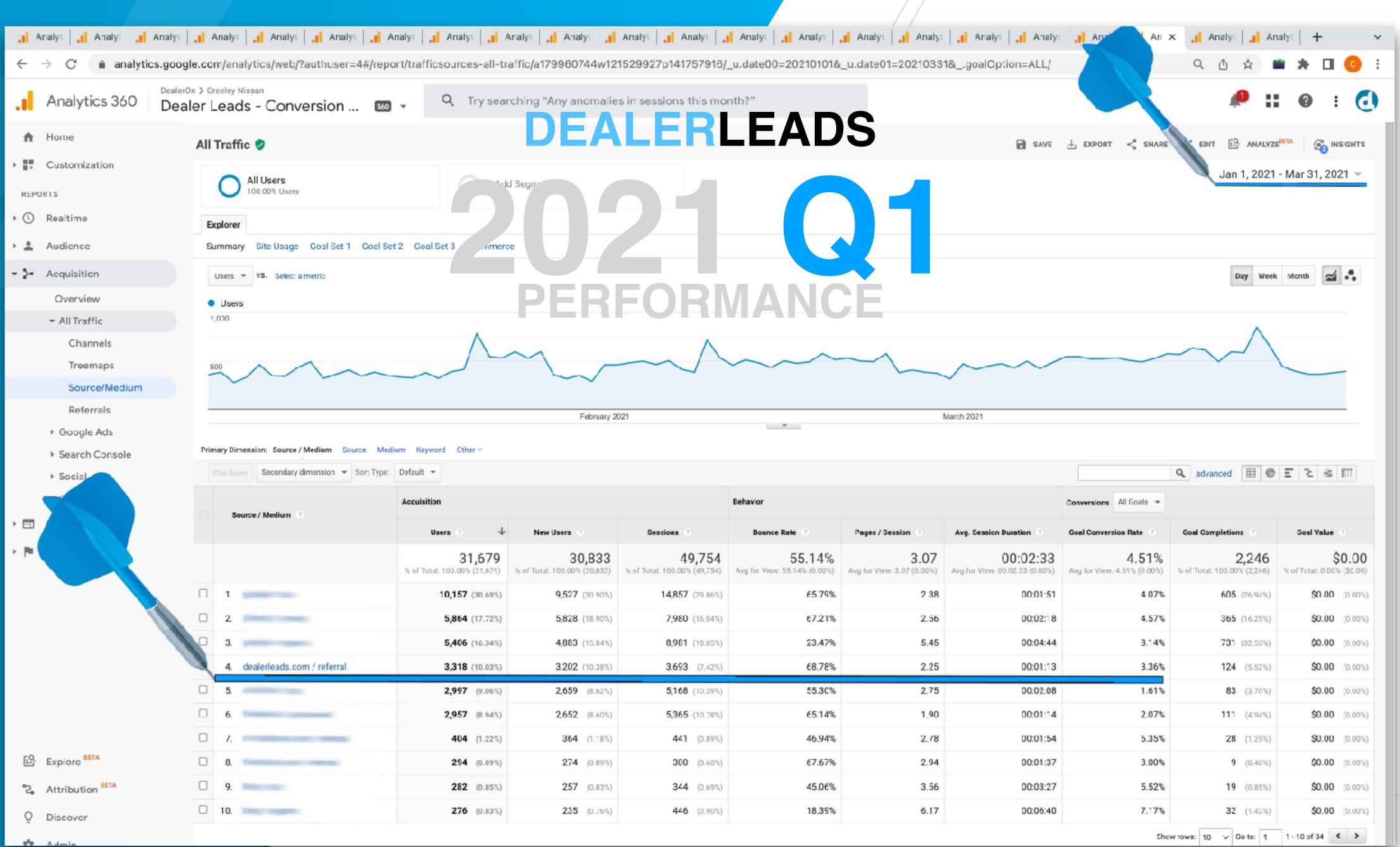
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l Value 💿	Goal Completions	Goal Conversion Rate	Avg. Session Duration	Pages / Session	Dounce Rate	Sessions
\$0.00 tal: 0.00% (\$0.00)	<b>1,175</b> % of Total: 100.00% (1,175)	2.64% Avg for View: 2.64% (0.00%)	00:02:58 Arg for View: 00:02:58 (0.00%)	<b>3.52</b> Avg for View: 3.52 (0.00%)	51.27% Avg for View: 51.27% (0.00%)	<b>44,502</b> Total: 100.00% (44,502)
\$0.00 (0.00%)	<b>193</b> (16.43%)	2.08%	00:01:54	2 33	70.60%	9,270 (20.83%)
\$0.00 (0.00%)	<b>429</b> (36.51%)	4.15%	00:05:29	6.06	21.90%	10,327 (23.21%)
\$0.00 (0.00%)	234 (19.91%)	3.13%	00:02:24	2.97	61.19%	7,468 (16.78%)
\$0.00 (0.00%)	<b>56</b> (4.77%)	0.92%	00:00:54	1.83	67.25%	6.065 (13.63%)
\$0.00 (0.00%)	<b>82</b> (6.98%)	1.76%	00:02:34	2.79	53.26%	4,671 (10.50%)
\$0.00 (0.00%)	34 (2.89%)	2.01%	00:02:06	3.44	46.48%	<b>1,691</b> (3.80%)
\$0.00 (0.00%)	9 (0.77%)	2.06%	00:01:21	2.46	70.02%	437 (0.98%)
\$0.00 (0.00%)	<b>1</b> 1 (0.94%)	2.27%	00:02:49	3.88	42.98%	484 (1.09%)
\$0.00 (0.00%)	1 (0.09%)	0.31%	00:00:24	1.29	85.28%	<b>326</b> (0.73%)
\$0.00 (0.00%)	0 (0.00%)	0.00%	00:00:04	1.10	97.15%	281 (0.63%)



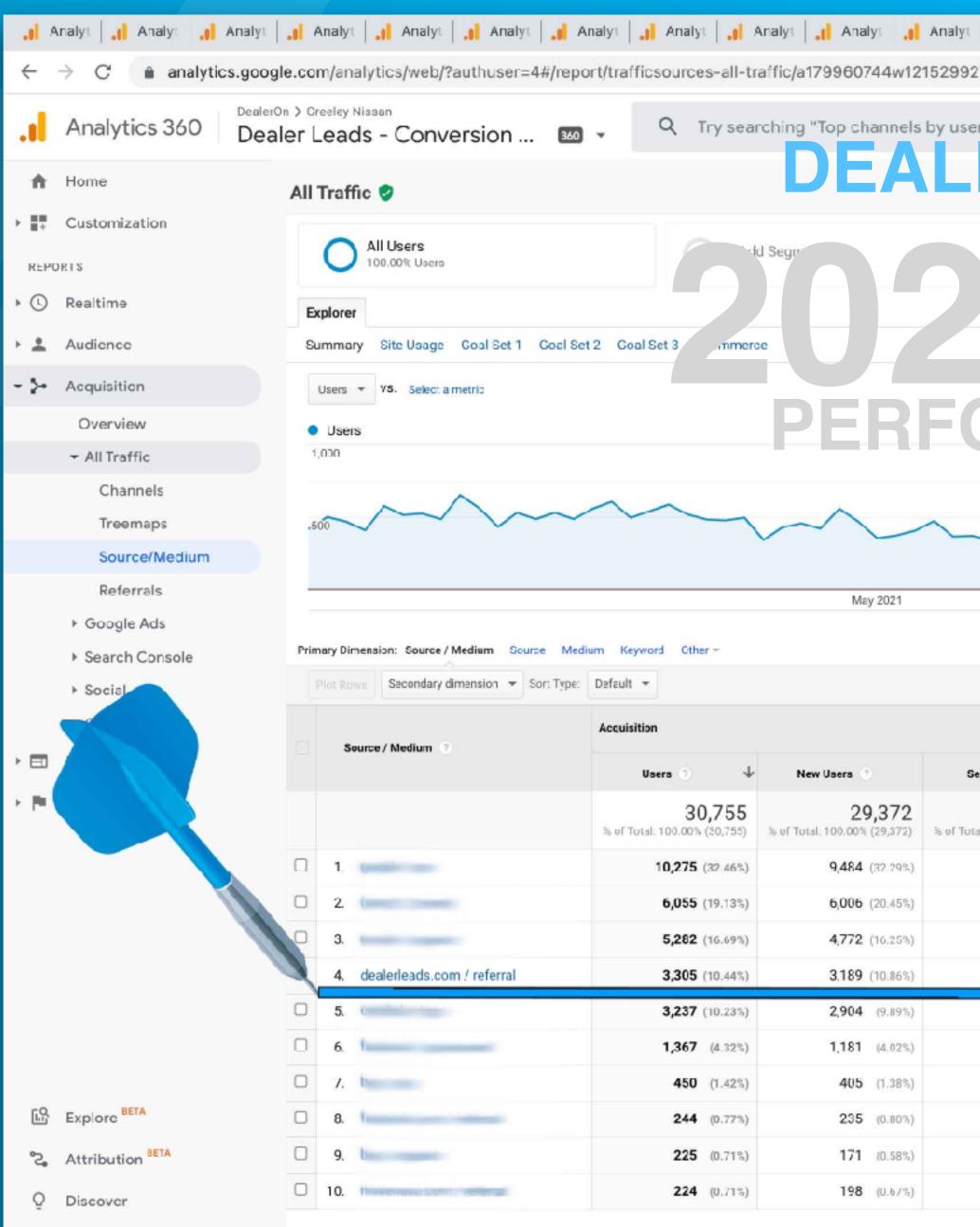






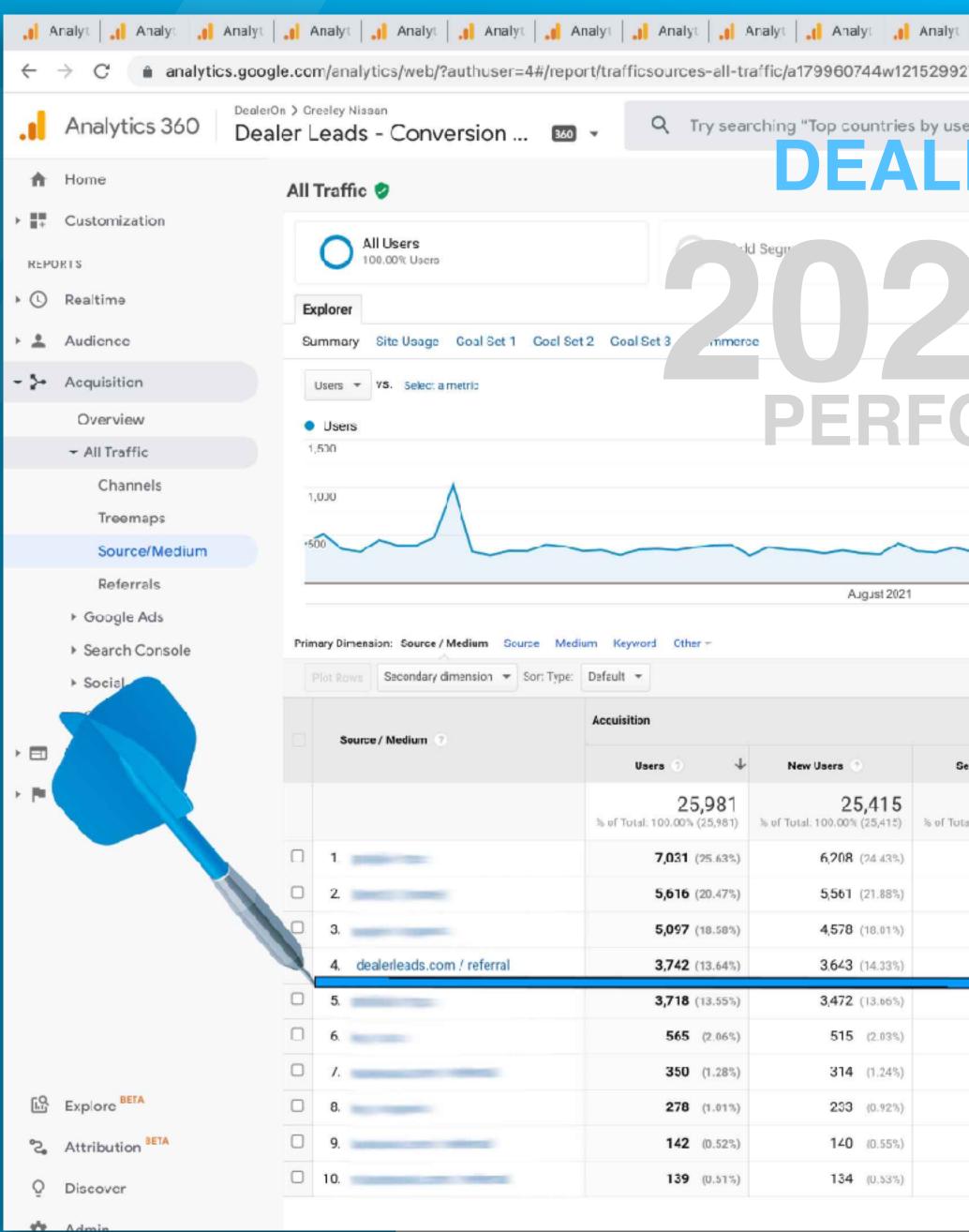
	Behavior			Conversions All Goals 👻		
Sessions	Dounce Rate 🦿	Pages / Session	Avg. Session Duration 📀	Goal Conversion Rate	Goal Completions	Goal Value 🕥
<b>49,754</b> Total: 100.00% (49,754)	<b>55.14%</b> Avg for Yiew: 55.14% (0.00%)	3.07 Avg for View: 3.07 (0.00%)	00:02:33 Avg for View: 00.02.33 (0.00%)	4.51% Avg for View: 4.51% (0.00%)	<b>2,246</b> % of Total: 100.00% (2,246)	\$0.00 % of Total: 0.00% (\$0.00)
14,857 (29.86%)	65 79%	2.38	00:01:51	4.07%	605 (26.94%)	<b>\$0.00</b> (0.00%)
7,980 (16.04%)	67.21%	2.56	00:02:18	4.57%	365 (16.25%)	\$0.00 (0.00%)
8,981 (18.05%)	23.47%	5.45	00:04:44	3.14%	731 (32.55%)	\$0.00 (0.00%)
<b>3,693</b> (7.42%)	68.78%	2.25	00:01:13	3.36%	<b>124</b> (5.52%)	\$0.00 (0.00%)
5,168 (10.39%)	55.30%	2.75	00:02:08	1.61%	83 (3.70%)	\$0.00 (0.00%)
5,365 (10.78%)	65.14%	1.90	00:01:14	2.07%	<b>11</b> 1 (4.94%)	\$0.00 (0.00%)
<b>441</b> (0.89%)	46.94%	2.78	00:01:54	5.35%	28 (1.25%)	\$ <b>U.00</b> (0.00%)
300 (0.60%)	67.67%	2.94	00:01:37	3.00%	9 (0.40%)	\$0.00 (0.00%)
<b>344</b> (0.69%)	45.06%	3.56	00:03:27	5.52%	<b>19</b> (0.85%)	\$0.00 (0.00%)
446 (0.90%)	18.39%	6.17	00:06:40	7.17%	32 (1.42%)	\$0.00 (0.00%)
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sions ?		Pages / Session ()	June 2021 Avg. Session Duration (7)	Conversions All Goals - Goal Conversion Rate	Q advanced III @	E E E III
sions ? 46,871	Behavior	Pages / Session ? 3.24				Gosl Value 🔿
46,871	Behavior Dounce Rate ? 54.35% Avy for Yiew: 54.35% (0.00%)	3.24 Avg for View: 3.24 (0.00%)	Avg. Session Duration (*) 00:02:33 Avg for View. 00:02:33 (0.00%)	Goal Conversion Rate (2) 5.03% Avg for View: 5.03% (0.00%)	Goal Completions	Goal Value () \$0.00 % of Total: 0.00% (\$0.00)
46,871 100.00% (46,871)	Behavior Dounce Rate ? 54.35%	3.24	Avg. Session Duration ③ 00:02:33	Goal Conversion Rate ©	Goal Completions	Goal Value () \$0.00 % of Total: 0.00% (\$0.00)
46,871 100.00% (46,871)	Behavior Dounce Rate ? 54.35% Avy for Yiew: 54.35% (0.00%)	3.24 Avg for View: 3.24 (0.00%)	Avg. Session Duration (*) 00:02:33 Avg for View. 00:02:33 (0.00%)	Goal Conversion Rate (2) 5.03% Avg for View: 5.03% (0.00%)	Goal Completions ⑦ 2,359 % of Total: 100.00% (2,359)	Gosl Value 💿 \$0.00
46,871 100.00% (46,871) 14,249 (30.40%)	Behavior Dounce Rate ? 54.35% Avy for Yiew: 54.35% (0.00%) 67.67%	3.24 Avg for View: 3.24 (0.00%) 2.31	Avg. Session Duration (*) 00:02:33 Avg for View: 00:02:33 (0:00%) 00:01:32	Goal Conversion Rate ③ 5.03% Avg for View: 5.03% (0.00%) 4.70%	Goal Completions () 2,359 % of Total: 100.00% (2,359) 670 (28.40%)	Goal Value (*) \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%)
46,871 100.00% (46,871) 14,249 (30.40%) 8,523 (18.18%)	Behavior Dounce Rate ⑦ 54.35% Avy for Yiew: 54.35% (0.00%) 67 67% 65.05% 21.94%	3.24 Avg for View: 3.24 (0.00%) 2.31 2.80 5.59	Avg. Session Duration (*) 00:02:33 Avg for View: 00:02:33 (0:00%) 00:01:32 00:02:20	Goal Conversion Rate • 5.03% • Avg for View: 5.03% (0.00%) • 4.70% • 4.39% •	Goal Completions 2,359 % of Total: 100.00% (2,359) 670 (28.40%) 374 (15.85%)	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%)
46,871 100.00% (46,871) 14,249 (30.40%) 8,523 (18.18%) 9,436 (20.13%)	Behavior Dounce Rate ⑦ 54.35% Avy for Yiew: 54.35% (0.00%) 67 67% 65.05% 21.94%	3.24 Avg for View: 3.24 (0.00%) 2.31 2.80 5.59	Avg. Session Duration (*) 00:02:33 Avg for View: 00:02:33 (0:00%) 00:01:32 00:02:20 00:04:47	Goal Conversion Rate ? 5.03%	Goal Completions ? 2,359 2,359 % of Total: 100.00% (2,359) 670 (28.40%) 374 (15.85%) 374 (15.85%) 850 (36.03%) 850 (36.03%)	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%)
46,871 100.00% (46,871) 14,249 (30.40%) 8,523 (18.18%) 9,436 (20.13%) 3,613 (7.71%)	Behavior Dounce Rate ? 54.35% S4.35% Avy for Yiew: 54.35% (0.00%) 67.67% 65.05% 21.94% 64.38%	3.24 Avg for View: 3.24 (0.00%) 2.31 2.80 5.59 2.60	Avg. Session Duration (*) 00:02:33 Avg for View: 00:02:33 (0:00%) 00:01:32 00:02:20 00:04:47 00:01:15	Goal Conversion Rate ? 5.03%	Goal Completions ? 2,359 ? % of Total: 100.00% (2,359) 670 (28.40%) 374 (15.85%) 374 (15.85%) 850 (36.03%) 142 (6.02%)	Goal Value Image: Second
46,871 100.00% (46,871) 14,249 (30.40%) 8,523 (18.18%) 9,436 (20.13%) 3,613 (7.71%) 5,478 (11.69%)	Behavior Dounce Rate ? 54.35% Avg for Yiew: 54.35% (0.00%) 67 67% 65.05% 21.94% 64.38%	3.24 Avg for View: 3.24 (0.00%) 2.31 2.80 5.59 2.60 2.59	Avg. Session Duration (*) 00:02:33 Avg for View: 00:02:33 (0:00%) 00:01:32 00:02:20 00:04:47 00:01:15	Coal Conversion Rate 5.03% Avg for View: 5.03% (0.00%) 4.70% 4.39% 9.01% 3.93% 1.81%	Goal Completions 2,359 % of Total: 100.00% (2,359) 670 (28.40%) 374 (15.85%) 850 (36.03%) 142 (6.02%) 99 (4.20%)	Goal Value ③ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%)
46,871 100.00% (46,871) 14,249 (30.40%) 8,523 (18.18%) 9,436 (20.13%) 3,613 (7.71%) 5,478 (11.69%) 2,206 (4.71%)	Behavior Dounce Rate • 54.35% 54.35% Avy for Yiew: 54.35% (0.00%) 67.67% 65.05% 21.94% 64.38% 59.05% 64.60%	3.24 Avg for View: 3.24 (0.00%) 2.31 2.80 5.59 2.60 2.59 1.89	Avg. Session Duration () 00:02:33 Avg for View: 00:02:33 (0.00%) 00:01:32 00:01:32 00:02:20 00:01:15 00:02:04 00:01:06	Cool Conversion Rate 5.03% Avg for View: 5.03% (0.00%) 4.70% 4.39% 9.01% 3.93% 1.81% 2.18%	Goal Completions (2,359) 2,359 % of Total: 100.00% (2,359) 670 (28.40%) 374 (15.85%) 850 (36.03%) 142 (6.02%) 99 (4.20%) 48 (2.03%)	Coal Value (*) \$0.00
46,871 100.00% (46,871) 14,249 (30.40%) 8,523 (18.18%) 9,436 (20.13%) 3,613 (7.71%) 5,478 (11.69%) 2,206 (4.71%) 559 (1.19%)	Behavior Dounce Rate ? 54.35% 54.35% Avy for Yiew: 54.35% (0.00%) 67.67% 65.05% 65.05% 21.94% 64.38% 59.05% 64.60% 45.62% 69.57%	3.24 Avg for View: 3.24 (0.00%) 2.31 2.80 5.59 2.60 2.60 1.89 3.77 2.55	Avg. Session Duration () 00:02:33 Avg for View: 00:02:33 (0.00%) 00:01:32 00:02:20 00:02:20 00:01:15 00:02:04 00:01:06 00:03:31	Coal Conversion Rate ? 5.03% Avg for View: 5.03% (0.00%) 4.70% 4.39% 9.01% 3.93% 1.81% 2.18% 4.83%	Coal Completions (2,359) 2,359 % of Total: 100.00% (2,359) 670 (28.40%) 374 (15.85%) 850 (36.03%) 142 (6.02%) 99 (4.20%) 48 (2.03%) 2/ 114%)	Coal Value (*) \$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%)





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Gosl Value () \$0.00	⊧ ⊙ 2,503	Goal Completion			Pages / Session () 3.30 Avg for View: 3.30 (0.00%)	Behavior	41,182
Gosl Value () \$0.00 % of Total: 0.00% (\$0.00)	⊧ ⊙ 2,503	Goal Completion 2 % of Total: 100.009	Goal Conversion Rate 0	Avg. Session Duration () 00:02:39	3.30	Behavior Dounce Rate ? 47.83%	41,182 00.00% (41,182)
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Goal Value \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)	• ? 2,503 % (2,503) (30.12%)	Goal Completion 2 % of Total: 100.009 754 336	Goal Conversion Rate ③ 6.08% Avg for View: 6.08% (0.00%) 7.21%	Avg. Session Duration (*) 00:02:39 Avg for View: 00:02:39 (0:00%) 00:01:57	3.30 Avg for View: 3.30 (0.00%) 2.53	Behavior Dounce Rate 47.83% Avy for Yiew: 47.83% (0.00%) 60.07%	41,182 00.00% (41,182) 0,455 (25.39%) 8,026 (19.49%)
Goal Value Solution \$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%)	a ? 2,503 % (2,503) (30.12%) (13.42%)	Goal Completion 2 % of Total: 100.007 754 336 987	Goal Conversion Rate ? 6.08% Avg for View. 6.08% (0.00%) 7.21% 4.19%	Avg. Session Duration (*) 00:02:39 Avg for View. 00:02:39 (0.00%) 00:01:57 00:02:12	3.30 Avg for View: 3.30 (0.00%) 2.53 2.89	Behavior Dounce Rate 47.83% Avy for View: 47.83% (0.00%) 60.07% 56.22%	41,182 00.00% (41,182) 0,455 (25.39%) 8,026 (19.49%) 9,017 (21.90%)
Goal Value \$0.00 \$ \$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%)	 2,503 (2,503) (3012%) (13.42%) (39.43%) 	Goal Completion 2 % of Total: 100.009 754 336 987 158	Goal Conversion Rate ? 6.08% .00% Avg for View: 6.08% (0.00%) 7.21% 4.19% .10.95%	Avg. Session Duration 00:02:39 Avg for View. 00:02:39 (0.00%) 00:01:57 00:02:12 00:04:23	3.30 Avg for View: 3.30 (0.00%) 2.53 2.89 5.15	Behavior Dounce Rate 47.83% 47.83% Avy for View: 47.83% (0.00%) 60.07% 56.22% 21.32%	41,182 00.00% (41,182) 0,455 (25.39%) 8,026 (19.49%) 9,017 (21.90%) 4,097 (9.95%)
Goal Value \$0.00 \$ \$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%)	 2,503 (2,503) (3012%) (13.42%) (39.43%) (6.31%) 	Goal Completion 2 % of Total: 100.009 754 336 987 158 75	Goal Conversion Rate ? 6.08% 6.08% Avg for View: 6.08% (0.00%) 7.21% 4.19% 10.95% 3.86% 3.86%	Avg. Session Duration (*) 00:02:39 Avg for View: 00:02:39 (0.00%) 00:01:57 00:02:12 00:04:23 00:01:00	3.30 Avg for View: 3.30 (0.00%) 2.53 2.89 5.15 2.10	Behavior Dounce Rate ? 47.83% Avy for Yiew: 47.83% (0.00%) 60.07% 56.22% 21.32% 66.12%	41,182 00.00% (41,182) 0,455 (25.39%) 8,026 (19.49%) 9,017 (21.90%) 4.097 (9.95%)
Coal Value S \$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%)	 2,503 (2,503) (3017%) (13.42%) (39.45%) (6.31%) (3.00%) 	Goal Completion 2 % of Total: 100.003 2 % of Total: 100.003 336 987 336 158 75 36 36	Goal Conversion Rate ? 6.08% 6.08% Avg for View: 6.08% (0.00%) 7.21% 4.19% 10.95% 3.86% 1.26%	Avg. Session Duration (*) 00:02:39 Avg for View: 00:02:39 (0.00%) 00:01:57 00:02:12 00:04:23 00:01:00	3.30 Avg for View: 3.30 (0.00%) 2.53 2.89 5.15 2.10 2.90	Behavior Dounce Rate 47.83% 47.83% (0.00%) 60.07% 56.22% 21.32% 66.12% 51.36%	41,182 00.00% (41,182) 0,455 (25.39%) 8,026 (19.49%) 9,017 (21.90%) 4.097 (9.95%) 5,929 (14.40%)
Goal Value SO.00 % of Total: 0.00% (\$0.00) % of Total: 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%) % 0.00 (0.00%) % 0.00 (0.00%) % 0.00 (0.00%)	 2,503 (2,503) (3017%) (13.42%) (39.45%) (6.31%) (3.00%) (1.42%) 	Goal Completion 2 35 of Total: 100.003 754 336 987 158 75 36 36	Coal Conversion Rate ? 6.08% Avg for View: 6.08% (0.00%) 7.21% 4.19% 10.95% 3.86% 1.26% 4.88%	Avg. Session Duration () 00:02:39 Avg for View. 00:02:39 (0.00%) 00:01:57 00:02:12 00:02:12 00:01:00 00:01:55	3.30 Avg for View: 3.30 (0.00%) 2.53 2.89 5.15 2.10 2.90 2.82	Behavior Dounce Rate • 47.83% 47.83% Avy for View: 47.83% (0.00%) 60.07% 56.22% 21.32% 66.12% 51.36%	41,182 00.00% (41,182) 0,455 (25.39%) 8,026 (19.49%) 9,017 (21.90%) 4.097 (9.95%) 5,929 (14.40%) 738 (1.79%)
Goal Value \$0.00 % of Total: 0.00% (\$0.00) % of Total: 0.00% (\$0.00) % of Total: 0.00% (\$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%) % 0.00 (0.00%) % 0.00 (0.00%)	 2,503 (2,503) (3012%) (3012%) (39.43%) (6.31%) (3.00%) (1.42%) (1.68%) 	Goal Completion 2 2 2 2 30 of Total: 100.000 754 336 987 336 987 158 75 36 42 36 42	Coal Conversion Rate ? 6.08% Avg for View: 6.08% (0.00%) 7.21% 4.19% 10.95% 3.86% 1.26% 4.88% 9.74%	Avg. Session Duration () 00:02:39 Avg for View. 00:02:19 (0.00%) 00:01:57 00:02:12 00:02:12 00:01:57 00:01:55 00:01:55 00:01:55 00:02:32	3.30 Avg for View: 3.30 (0.00%) 2.53 2.89 5.15 2.10 2.90 2.82 3.76	Behavior Dounce Rate • 47.83% • 47.83% • 47.83% • 60.07% • 56.22% • 21.32% • 51.36% • 51.36% • 23.67% •	41,182 00.00% (41,182) 0,455 (25 39%) 8,026 (19.49%) 9,017 (21.90%) 4,097 (9.95%) 5,929 (14.40%) 738 (1.79%) 431 (1.05%)





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