



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

PARTNER CASE STUDY #50

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OUR SIX FOCAL POINTS

Media Buy / The Budget

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

Bounce Rate Comparison

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

Page View / SRP View / VDP Views

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



Time On Site

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

City Locale

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

Traffic Sustainability

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







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

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

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

THE MATH

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



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Conversions		1,338,449 % of Total: 100.00% (1,338,449)	1,341,892 % of Total: 100.00% (1,341,892)	2,489,921 % of Total 100.00% (2,489,921)	32.70% Avg for View: \$2.70% (0.00%)	2.63 Avg for View. 2.63 (0.00%)	00:03:06 Avg for View: 00.03:05 (0.00%)	3.05% Arg for View: 3.05% (0.00%)	75,856 % of Total: 100.00% (75,856)	\$0.00 % of Total 0.00% (30.00)
	0 1.	332,926 (21.39%)	308,745 (23.01%)	563,241 (22.52%)	23.43%	3.34	00:03:29	3.98%	22,402 (29.53%)	\$0.00 (0.00%)
	C 2	331,490 (21.30%)	331,444 (24.70%)	513,400 (20.52%)	25.54%	1.63	00:03:54	2.61%	1 3,391 (17.65%)	\$0.00 (0.00%)
	3.	320,110 (20.57%)	297,014 (22.13%)	490,394 (19.70%)	47.01%	2.31	00:02:03	3.83%	18,776 (24.75%)	\$0.00 (0.00%)
	U 4.	135,841 (8.73%)	4,067 (0.30%)	291,643 (11.71%)	24.17%	4.38	00:04:54	2.59%	7,547 (9.95%)	\$0.00 (0.00%)
1	5.	70,314 (4.52%)	66,666 (4.97%)	124,534 (5.00%)	40.71%	1.71	00.01.15	0.99%	1,236 (1.63%)	\$0.00 (0.00%)
	6	53,793 (3.46%)	52,200 (3.89%)	68,570 (2.75%)	77 61%	1.36	00:00:38	1.16%	797 (1.05%)	\$0.00 (0.00%)
	7. dealerleads.com / referral	44,498 (2.86%)	37,416 (2.79%)	60,006 (2.41%)	34.66%	2.98	00:02:28	3.94%	2,362 (3.11%)	\$0.00 (0.00%)
	8.	25,356 (1.66%)	24,737 (1.84%)	32,737 (1.31%)	57.57%	1.82	00:00:50	1.19%	390 (0.51%)	\$0.00 (0.00%)
Attribution BETA	9.	25,472 (1.64%)	21,837 (1.63%)	42,244 (1.70%)	13.66%	3.65	00:04:27	6.18%	2,611 (3.44%)	\$0.00 (0.00%)
Q Discover	10.	25,390 (1.63%)	23,648 (1.76%)	39,508 (1.59%)	18.95%	3.54	00:03:29	2.42%	958 (1.26%)	\$0.00 (0.00%)
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Let's talk quickly about **conversions**. We use Google Analytics views to track two goal types: hard goal conversions and soft goal conversions.

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

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

HARD GOAL CONVERSIONS

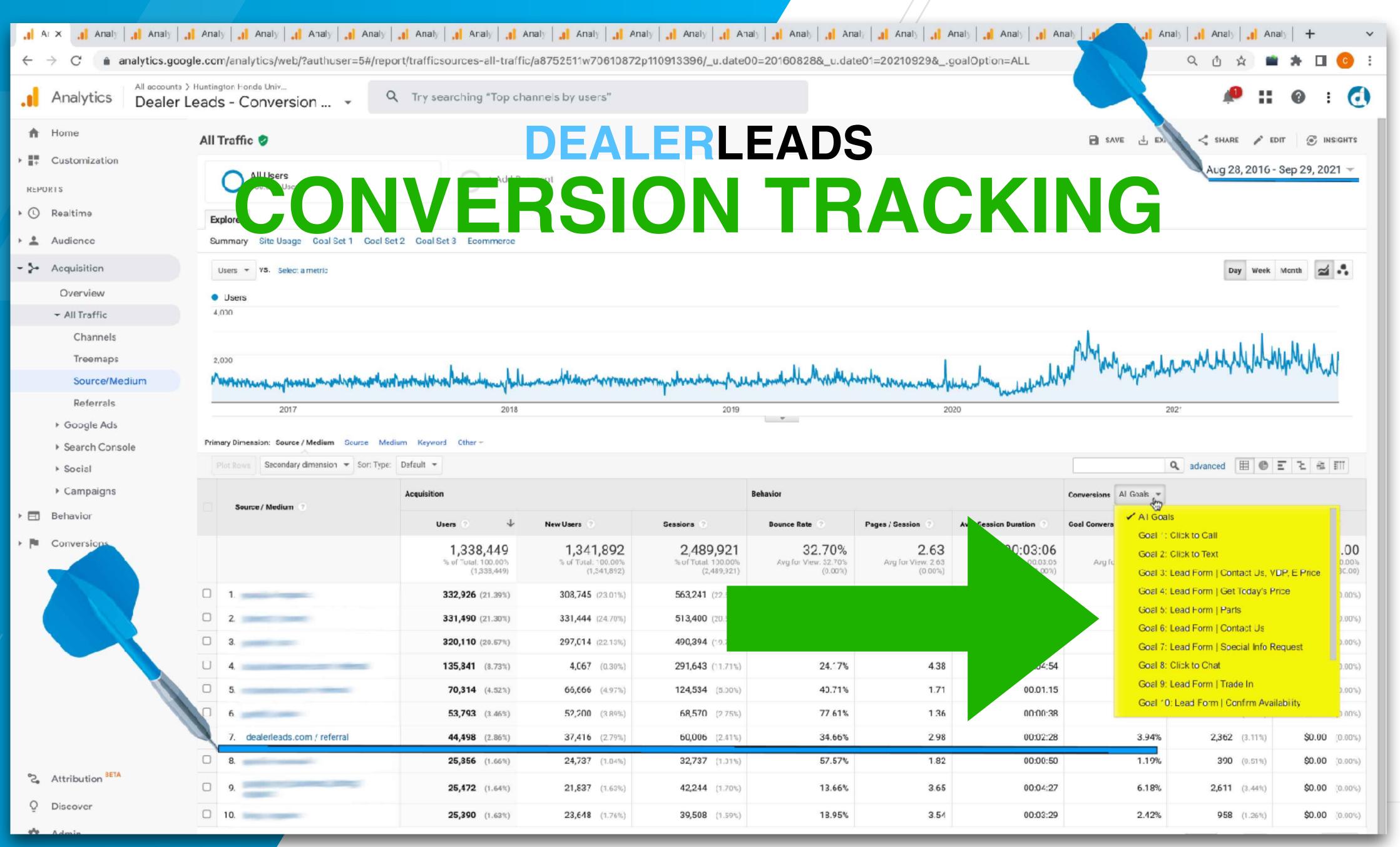
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We use Google Goals to track these goal events' completion, then compare our conversion rates to our competitors. We focus on these metrics in this case study and our monthly reporting to our clients.











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

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

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

OUR TRAFFIC & CITY LOCATION

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

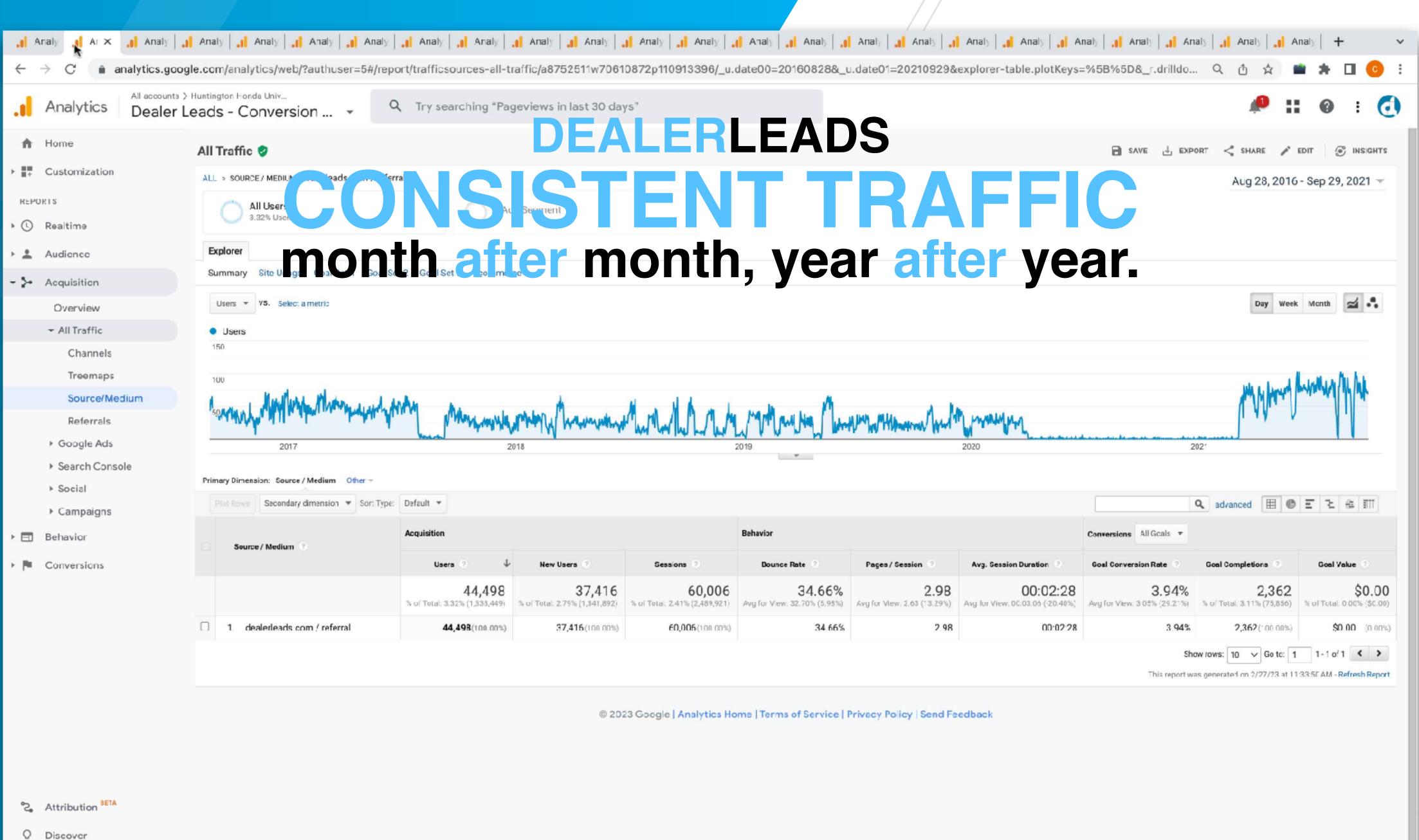




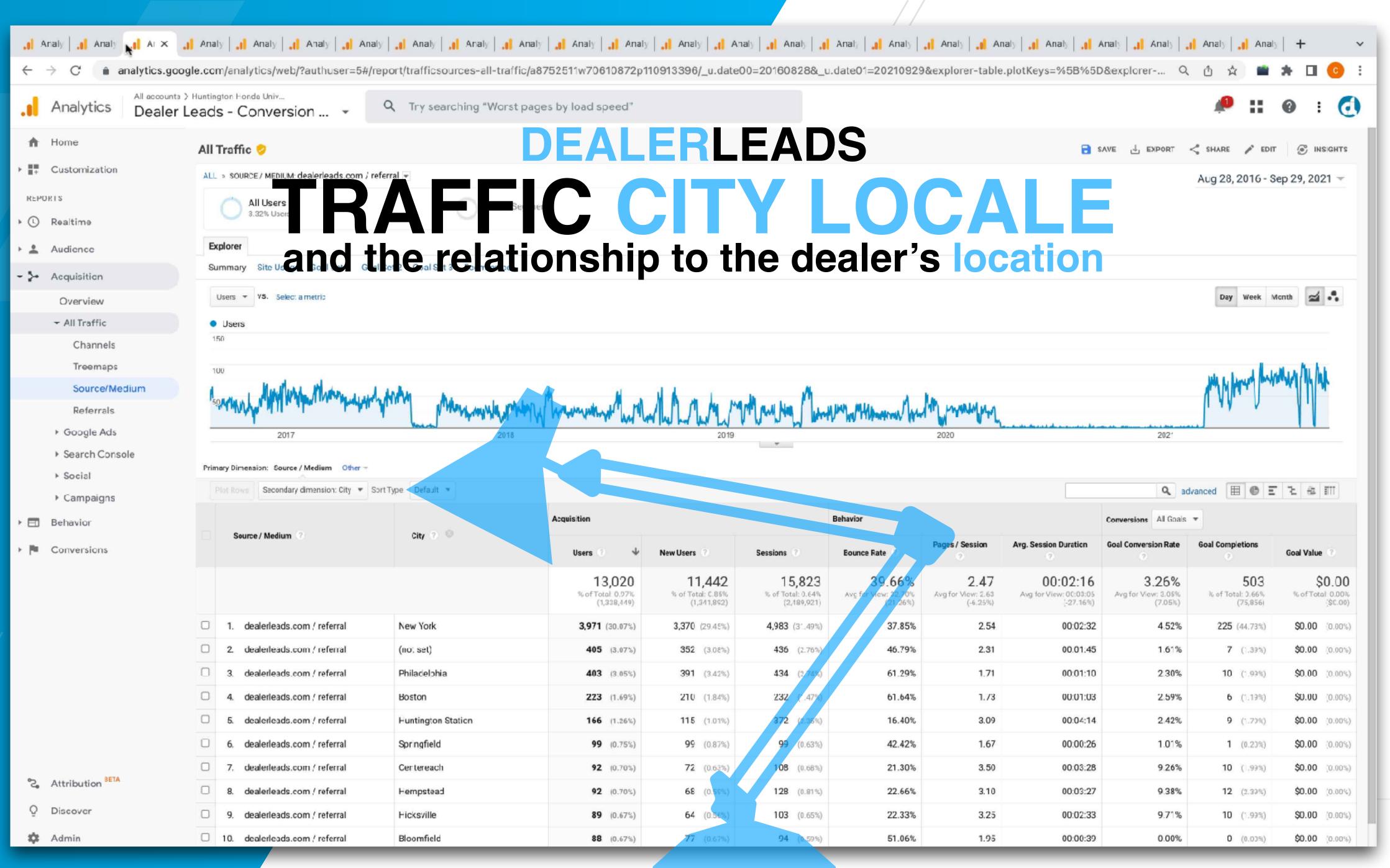














LET'S GO Quarter by Quarter

1ST QUARTER REPORTING JAN 1 thru MAR 31

2ND QUARTER REPORTING APR 1 thru JUN 30

3RD QUARTER REPORTING JUL 1 thru SEP 30

4TH QUARTER REPORTING OCT 1 thru DEC 31



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		50,37 1 % of Total: 100.00% (50,371)	45,951 % of Total: 100.00% (45,951)	83,642 % of Total: 100.00% (83,642)	26.69% Avg for View: 26.69% (0.00%)	3.01 Asy for View: 3.01 (0.00%)	00:03:46 Avg for View: 00:03:46 (0.00%)	4.06% Avg for View. 4.06% (0.00%)	3,395 % of Total: 100.00% (3,395)	\$0.00 % of Total: 0.00% (\$0.00)
	□ 1.	1 8,757 (35.33%)	17,279 (37.60%)	30,051 (35.93%)	22.08%	1.51	00:04:16	1.84%	552 (16.26%)	\$0.00 (0.00%)
	2	1 4,937 (28.14%)	12,599 (27.42%)	23,872 (28.54%)	25.98%	4.29	00:03:59	4.78%	1,141 (33.61%)	\$0.00 (0.00%)
	3.	9,178 (17.29%)	7,533 (16.39%)	14,421 (17.24%)	32.02%	3.65	00:02:59	7.98%	1,15 1 (33.90%)	\$0.00 (0.00%)
	4. dealerleads.com / referral	3,086 (5.81%)	2.515 (5.47%)	4.107 (4.91%)	33.87%	3.72	00:02:52	5.65%	232 (6.83%)	\$0.00 (0.00%)
	5.	2,039 (3.84%)	1,881 (4.09%)	3,116 (3.73%)	46.21%	1.59	D0:01:24	1.38%	43 (1.27%)	\$0.00 (0.00%)
	6.	1,598 (3.01%)	1,424 (3.10%)	2,184 (2.61%)	17.67%	4.84	00:04:00	2.79%	6 1 (1.80%)	\$0.00 (0.00%)
		1,034 (1.95%)	852 (1.85%)	1,710 (2.04%)	22.57%	4.41	DU:04:01	5.96%	102 (3.00%)	\$0.00 (0.00%)
	8.	455 (0.86%)	361 (0.79%)	741 (0.89%)	16.06%	5.55	00:04:33	5.40%	40 (1.18%)	\$0.00 (0.00%)
C Attribution	9.	215 (0.41%)	178 (0.39%)	321 (0.38%)	40.81%	1.92	00:02:31	3.12%	10 (0.2%)	\$0.00 (0.00%)
Q Discover	0 10.	167 (0.31%)	125 (0.27%)	215 (U.26%)	12.5¢%	5.14	D0:03:59	4.19%	9 (0.27%)	\$0.00 (0.00%)
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 Google Ads Search Console Social 	Plot Rows Secondary dimension - Sort	Type: Default *		Sessions 🕐 85,835	Behavior Dounce Rate ⑦ 24.58%	Pages / Session 7 3.07		Goal Conversion Rate 3.09%		
 Google Ads Search Console Social Total 	Plot Rows Secondary dimension - Sort	Type: Default Accuisition Users • 4 52,763	New Users • 48,842	Sessions 🕐 85,835	Behavior Dounce Rate ⑦ 24.58%	Pages / Session 7 3.07	Avg. Session Duration ③ 00:03:48	Goal Conversion Rate 3.09%	Goal Completions	Goal Value 🕤 \$0.00
 Google Ads Search Console Social Total 	Plot Rows Secondary dimension - Sort	Type: Default Accuisition Users 4 52,763 % of Total: 100.00% (52,763)	New Users (*) 48,842 % of Total: 100.00% (48,842)	Sessions (7) 85,835 % of Total: 100.00% (85,835)	Behavior Dounce Rate ⑦ 24.58% Avg for Yiew: 24.58% (0.00%)	Pages / Session () 3.07 Avg for View: 3.07 (0.00%)	Avg. Session Duration (*) 00:03:48 Avg for View. 00.03.48 (0.00%)	Goal Conversion Rate (*) 3.09% Avg for View: 3.09% (0.00%)	Goal Completions ? 2,651 % of Total: 100.00% (2,651)	Goal Value () \$0.00 % of Total: 0.00% (\$0.00)
 Google Ads Search Console Social Total 	Plot Rows Secondary dimension Sort	Type: Default Accuisition Users	New Users (*) 48,842 % of Total: 100.00% (48,842) 18,766 (38,42%)	Sessions 85,835 % of Total: 100.00% (85,835) 32,226 (37.54%)	Behavior Dounce Rate ⑦ 24.58% Avg for View. 24.58% (0.00%) 20.84%	Pages / Session (*) 3.07 Avg for View: 3.07 (0.00%) 1.59	Avg. Session Duration 00:03:48 Avg for View: 00.03.48 (0.00%) 00:04:12	Goal Conversion Rate (*) 3.09% Avg for View: 3.09% (0.00%) 1.50%	Goal Completions ? 2,651 % of Total: 100.00% (2,651) 485 (18.29%)	Coal Value (*) \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%)
 Google Ads Search Console Social Total 	Plot Rows Secondary dimension Sort	Type: Default Accuisition Users 4 52,763 b of Total: 100.00% (52,763) 20,055 (35.99%) 15,972 (28.67%)	New Users 48,842 % of Total: 100.00% (48,842) 18,766 (38.42%) 13,755 (28.16%)	Sessions () 85,835 % of Total: 100.00% (85,835) 32,226 (37,54%) 24,903 (29.01%) 12,547 (14.62%)	Behavior Dounce Rate ⑦ Avg for Yiew: 24.58% (0.00%) 20.84% 24.06% 29.02%	Pages / Session (*) 3.07 Avg for View: 3.07 (0.00%) 1.59 4.40 3.64	Avg. Session Duration 00:03:48 Avg for View: 00:03:48 (0:00%) 00:04:12 00:03:59	Goal Conversion Rate Image: Conversion Rate 3.09% 3.09% Avg for View. 3.09% (0.00%) 1.50% 1.50% 4.00% 5.65% 5.65%	Goal Completions (2,651 % of Total: 100.00% (2,651) 485 (18.29%) 997 (37.61%)	Goal Value 1 \$0.00 \$0.00 % of Total: 0.00% (\$0.00) \$0.00 \$0.00 (0.00%) \$0.00 (0.00%)
 Google Ads Search Console Social Total 	Plot Rows Secondary dimension Sort	Type: Default • Accuisition Users • Users • • 52,763 % of Total: 100.00% (52,763) • 20,055 (35.99%) 15,972 (28.67%) 8,402 (15.08%) •	New Users 48,842 % of Total: 100.00% (48,842) 18,766 (38,42%) 13,755 (28,16%) 6,832 (13.99%)	Sessions () 85,835 % of Total: 100.00% (85,835) 32,226 (37,54%) 24,903 (29.01%) 12,547 (14.62%)	Behavior Dounce Rate ⑦ Avg for Yiew: 24.58% (0.00%) 20.84% 24.06% 29.02%	Pages / Session (*) 3.07 Avg for View: 3.07 (0.00%) 1.59 4.40 3.64	Avg. Session Duration (*) 00:03:48 Avg for View: 00:03:48 (0:00%) 00:04:12 00:03:59 00:03:05	Goal Conversion Rate Image: Conversion Rate 3.09% 3.09% Avg for View. 3.09% (0.00%) 1.50% 1.50% 4.00% 5.65% 5.65%	Coal Completions ? 2,651 2,651 % of Total: 100.00% (2,651) 485 (18.29%) 997 (37.61%) 997 (26.74%)	Goal Value 1 \$0.00 \$0.00 % of Total: 0.00% (\$0.00%) \$0.00 \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
 Google Ads Search Console Social Total 	Plot Rows Secondary dimension Source / Medium 1 2 3. 4. dealerleads.com / referral	Type: Default ▼ Accuisition Users ● ↓ S2,763 % of Total: 100.00% (52,763) C0,055 (35.99%) S3,779 (6.78%)	New Users 48,842 % of Total: 100.00% (48,842) 18,766 (38.42%) 13,755 (28.16%) 6,832 (13.99%) 3,061 (6.27%)	Sessions (*) 85,835 % of Total: 100.00% (85,835) 32,226 (37,54%) 24,903 (29.01%) 12,547 (14.62%) 5.086 (5.93%)	Behavior Dounce Rate ? 24.58% Avg for Yiew: 24.58% (0.00%) 20 84% 24.06% 29.02% 29.75%	Pages / Session (*) 3.07 Avg for View: 3.07 (0.00%) 1.59 4.40 3.64 4.15	Avg. Session Duration (*) 00:03:48 Avg for View: 00:03:48 (0:00%) 00:04:12 00:03:59 00:03:05 00:03:20	Goal Conversion Rate 3.09% 3.09% 3.09% Avg for View: 3.09% (0.00%) 1.50% 1.50% 4.00% 5.65% 4.17%	Coal Completions ? 2,651 2,651 % of Total: 100.00% (2,651) 485 (18.29%) 997 (37.61%) 997 (26.74%) 709 (26.74%) 212 (8.00%)	Goal Value O \$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%)
 Google Ads Search Console Social Total 	Plot Rows Secondary dimension Source / Medium 1 2 3. 4. dealerleads.com / referral 5.	Type: Default • Accuisition Users • Users • • So of Total: 100.00% (52,763) • 20,055 (35.99%) 15,972 (28.67%) 8,402 (15.08%) 3,779 (6.78%) 2,040 (3.66%) -	New Users 48,842 b of Total: 100.00% (48,842) 18,766 (38,42%) 13,755 (28,16%) 6,832 (13.99%) 3,061 (6.27%) 1,882 (3.85%)	Sessions 85,835 % of Total: 100,00% (85,835) 32,226 (37,54%) 24,903 (29,01%) 12,547 (14.62%) 5,086 (5.93%) 2,816 (3.28%)	Behavior Dounce Rate ⑦ 24.58% Avg for View. 24.58% (0.00%) 20.84% 20.84% 24.06% 29.02% 29.75%	Pages / Session (*) Ang for View: 3.07 (0.00%) 1.59 4.40 3.64 4.15 1.73	Avg. Session Duration 00:03:48 Avg for View: 00:03:48 (0.00%) 00:04:12 00:03:59 00:03:20 00:03:20	Goal Conversion Rate 3.09% Avg for ∀iew: 3.09% (0.00%) 1.50% 4.00% 5.65% 4.17% 0.92%	Goal Completions 2,651 2,651 2,651 % of Total: 100.00% (2,651) 485 (18.29%) 997 (37.61%) 997 (37.61%) 709 (26.74%) 212 (8.00%) 212 (8.00%) 26 (0.98%)	Coal Value Image: Coal Value \$0.00 \$0.00 \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
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 Google Ads Search Console Social Total 	Plot Rows Secondary dimension Sor: Source / Medium • 1 2 3 4. dealerleads.com / referral 5. 6. 7.	Type: Default • Accuisition Users • Users • • So of Total: 100.00% (52,763) • So of Total: 100.00% (52,763) <td>New Users Image: Second S</td> <td>Sessions (*) 85,835 \$ 01 Total: 100.00% (85,835) 32,226 (37,54%) 24,903 (29.01%) 12,547 (14.62%) 5,086 (5.93%) 2,816 (3.28%) 2,816 (2.90%) 1,513 (1.76%) 658 (0.77%)</td> <td>Behavior Dounce Rate ? 24.58% Avg for Yiew: 24.58% (0.00%) 20.84% 20.84% 20.9.02% 29.02% 47.51% 21.04% 23.20%</td> <td>Pages / Session (*) 3.07 3.07 Avg for View: 3.07 (0.00%) 1.59 4.40 3.64 4.15 1.73 4.65 4.26</td> <td>Avg. Session Duration (*) Avg for View: 00:03:48 (0.00%) Avg for View: 00:03:48 (0.00%) 00:04:12 00:03:59 00:03:59 00:03:20 00:03:54 00:03:54</td> <td>Goal Conversion Rate 3.09% Avg for View: 3.09% (0.00%) 1.50% 4.00% 5.65% 4.17% 0.92% 1.93% 5.68%</td> <td>Coal Completions ? 2,651 2,651 % of Total: 100.00% (2,651) 485 (18.29%) 997 (37.61%) 997 (37.61%) 709 (26.74%) 212 (8.00%) 212 (8.00%) 26 (0.98%) 48 (1.81%) 101 (3.81%)</td> <td>Cool Value () \$0.00 \$0.00 \$0.00 \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)</td>	New Users Image: Second S	Sessions (*) 85,835 \$ 01 Total: 100.00% (85,835) 32,226 (37,54%) 24,903 (29.01%) 12,547 (14.62%) 5,086 (5.93%) 2,816 (3.28%) 2,816 (2.90%) 1,513 (1.76%) 658 (0.77%)	Behavior Dounce Rate ? 24.58% Avg for Yiew: 24.58% (0.00%) 20.84% 20.84% 20.9.02% 29.02% 47.51% 21.04% 23.20%	Pages / Session (*) 3.07 3.07 Avg for View: 3.07 (0.00%) 1.59 4.40 3.64 4.15 1.73 4.65 4.26	Avg. Session Duration (*) Avg for View: 00:03:48 (0.00%) Avg for View: 00:03:48 (0.00%) 00:04:12 00:03:59 00:03:59 00:03:20 00:03:54 00:03:54	Goal Conversion Rate 3.09% Avg for View: 3.09% (0.00%) 1.50% 4.00% 5.65% 4.17% 0.92% 1.93% 5.68%	Coal Completions ? 2,651 2,651 % of Total: 100.00% (2,651) 485 (18.29%) 997 (37.61%) 997 (37.61%) 709 (26.74%) 212 (8.00%) 212 (8.00%) 26 (0.98%) 48 (1.81%) 101 (3.81%)	Cool Value () \$0.00 \$0.00 \$0.00 \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
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		56,039 % of Total: 100.00% (56,039)	52,363 % of Total: 100.00% (52,363)	91,982 % of Total: 100.00% (91,982)	23.84% Avg for Yiew: 23.84% (0.00%)	2.93 Avg for View: 2.93 (0.00%)	00:03:36 Arg for View: 00:03:36 (0.00%)	3.99% Avg for View. 3.99% (0.00%)	3,667 % of Total: 100.00% (3,667)	\$0.00 % of Total: 0.00% (\$0.00)
	□ 1.	20,946 (35.16%)	19,749 (37.72%)	34,026 (36.99%)	22.87%	1.55	00.04.02	2.23%	758 (20.67%)	\$0.00 (0.00%)
	0 2	1 7,661 (29.65%)	14,996 (28.64%)	28,311 (30.78%)	21.26%	4.05	00:03:51	4.97%	1,406 (38.34%)	\$0.00 (0.00%)
	3.	8,749 (14.69%)	7,074 (13.51%)	13,514 (14.69%)	26.11%	3.52	00:02:49	5.38%	862 (23.51%)	\$0.00 (0.00%)
	4. dealerleads.com / referral	3,311 (5.56%)	2,689 (5.14%)	4,309 (4,68%)	33.02%	3.51	00:02:49	5.20%	267 (7.28%)	\$0.00 (0.00%)
	5.	1,590 (2.67%)	1,386 (2.65%)	2,181 (2.37%)	13.30%	4.56	00:03:56	4.49%	98 (2.67%)	\$0.00 (0.00%)
	6.	1,275 (2.14%)	1,237 (2.36%)	1,379 (1.50%)	30.89%	1.77	00:00:51	1.09%	15 (0.41%)	\$0.00 (0.00%)
		1,045 (1.75%)	894 (1.71%)	1,583 (1.72%)	18.57%	4.44	00:04:13	7.64%	121 (3.30%)	\$0.00 (0.00%)
	8.	1,034 (1.74%)	912 (1.74%)	1,460 (1.59%)	35.82%	1.42	00:01:14	0.68%	10 (0.27%)	\$0.00 (0.00%)
C Attribution BETA	9.	805 (1.35%)	745 (1.42%)	967 (1.05%)	50.57%	1.63	00:00:52	0.93%	9 (0.25%)	\$0.00 (0.00%)
Q Discover	0 10.	596 (1.00%)	564 (1.08%)	694 (0.75%)	41.21%	1.33	00:00:54	1.01%	7 (0.19%)	\$0.00 (0.00%)
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 Google Ads Search Console Social Campain 	Plat Rows Secondary dimension Source / Medium I <t< td=""><td>Accuisition Users ↓ S77,175 ↓ S67,175 ↓ S67,175 ↓ S67,000 (33.46%) ↓ S78,000 (33.46%) ↓ S61,000 (33.46%) ↓</td><td>New Users 53,188 30 of Total: 100.00% (53,188) 18,714 (35 18%) 15,777 (29.66%) 8,833 (16.61%) 2,478 (4.66%) 1,428 (2.68%)</td><td>Sessions ? 94,259 \$ 094,259 \$ 094,259 \$ 0170tal: 100.00% (94,259) 32,326 (34.29%) 30,356 (32.20%) 16,366 (17.36%) 3,770 (4.00%) 2,462 (2.61%)</td><td>Behavior Dounce Rate ? 25.65% Avg for Mew. 25.65% (0.00%) 21.43% 21.92% 31.42% 31.56%</td><td>2.96 Avg for View: 2.96 (0.00%) 1.63 4.11 3.19 1.58 3.50</td><td>Avg. Session Duration (*) OO:O3:40 Arg for View: 00.03:40 (0.00%) 00:04:13 00:02:55 00:02:55 00:02:50</td><td>Conversions All Goals Goal Conversion Rate • 4.04% • Avg for View: 4.04% (0.00%) • 2.22% • 5.18% • 1.64% • 7.35% •</td><td>Goal Completions 3,807 3,807 3,807 % of Total: 100.00% (3,807) 717 (18.83%) 717 (18.83%) 1,573 (41.32%) 980 (25.74%) 62 (1.63%) 181 (4.75%) 181 (4.75%)</td><td>Goal Value (*) \$0.00 \$0.00% (\$0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)</td></t<>	Accuisition Users ↓ S77,175 ↓ S67,175 ↓ S67,175 ↓ S67,000 (33.46%) ↓ S78,000 (33.46%) ↓ S61,000 (33.46%) ↓	New Users 53,188 30 of Total: 100.00% (53,188) 18,714 (35 18%) 15,777 (29.66%) 8,833 (16.61%) 2,478 (4.66%) 1,428 (2.68%)	Sessions ? 94,259 \$ 094,259 \$ 094,259 \$ 0170tal: 100.00% (94,259) 32,326 (34.29%) 30,356 (32.20%) 16,366 (17.36%) 3,770 (4.00%) 2,462 (2.61%)	Behavior Dounce Rate ? 25.65% Avg for Mew. 25.65% (0.00%) 21.43% 21.92% 31.42% 31.56%	2.96 Avg for View: 2.96 (0.00%) 1.63 4.11 3.19 1.58 3.50	Avg. Session Duration (*) OO:O3:40 Arg for View: 00.03:40 (0.00%) 00:04:13 00:02:55 00:02:55 00:02:50	Conversions All Goals Goal Conversion Rate • 4.04% • Avg for View: 4.04% (0.00%) • 2.22% • 5.18% • 1.64% • 7.35% •	Goal Completions 3,807 3,807 3,807 % of Total: 100.00% (3,807) 717 (18.83%) 717 (18.83%) 1,573 (41.32%) 980 (25.74%) 62 (1.63%) 181 (4.75%) 181 (4.75%)	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%)
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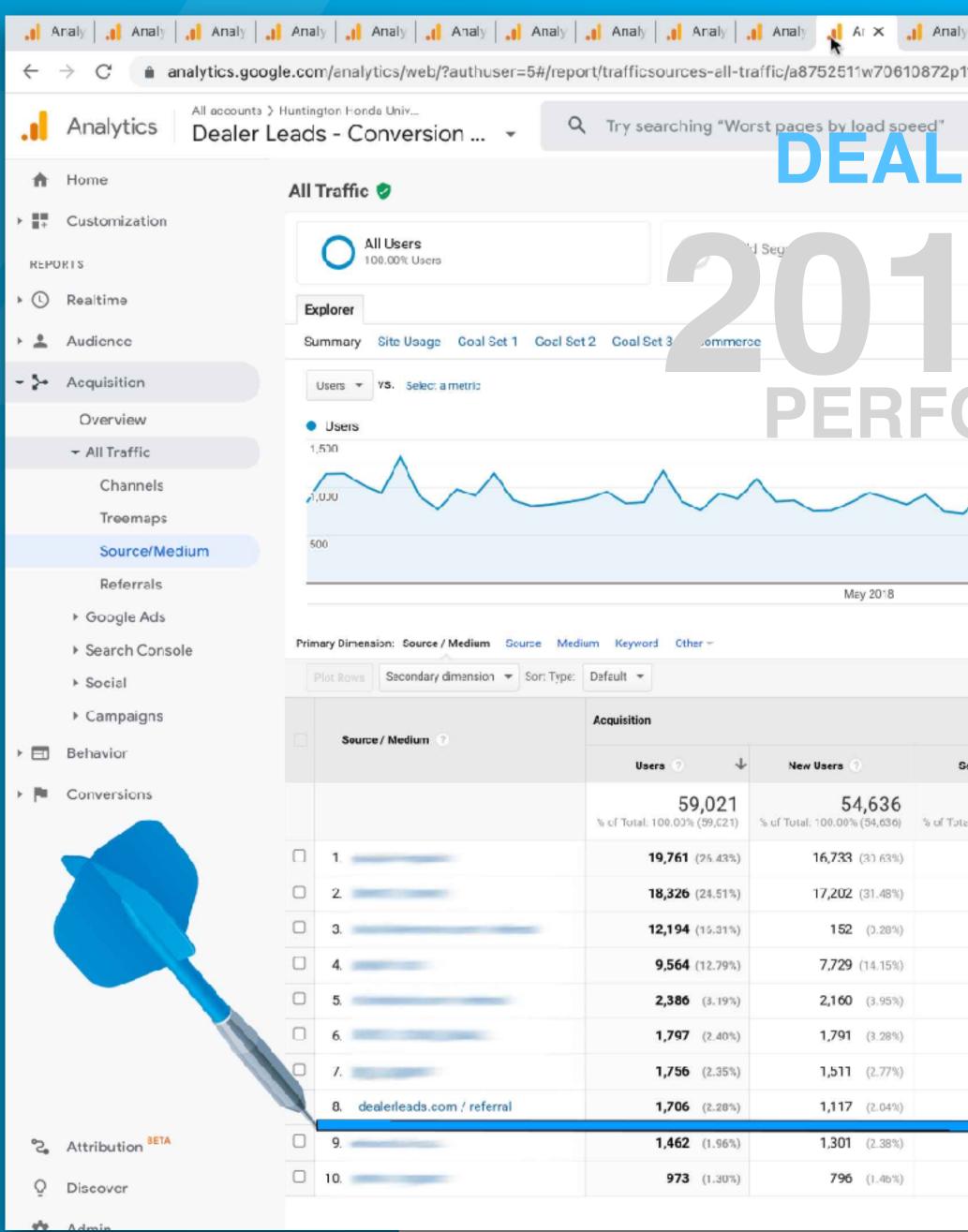


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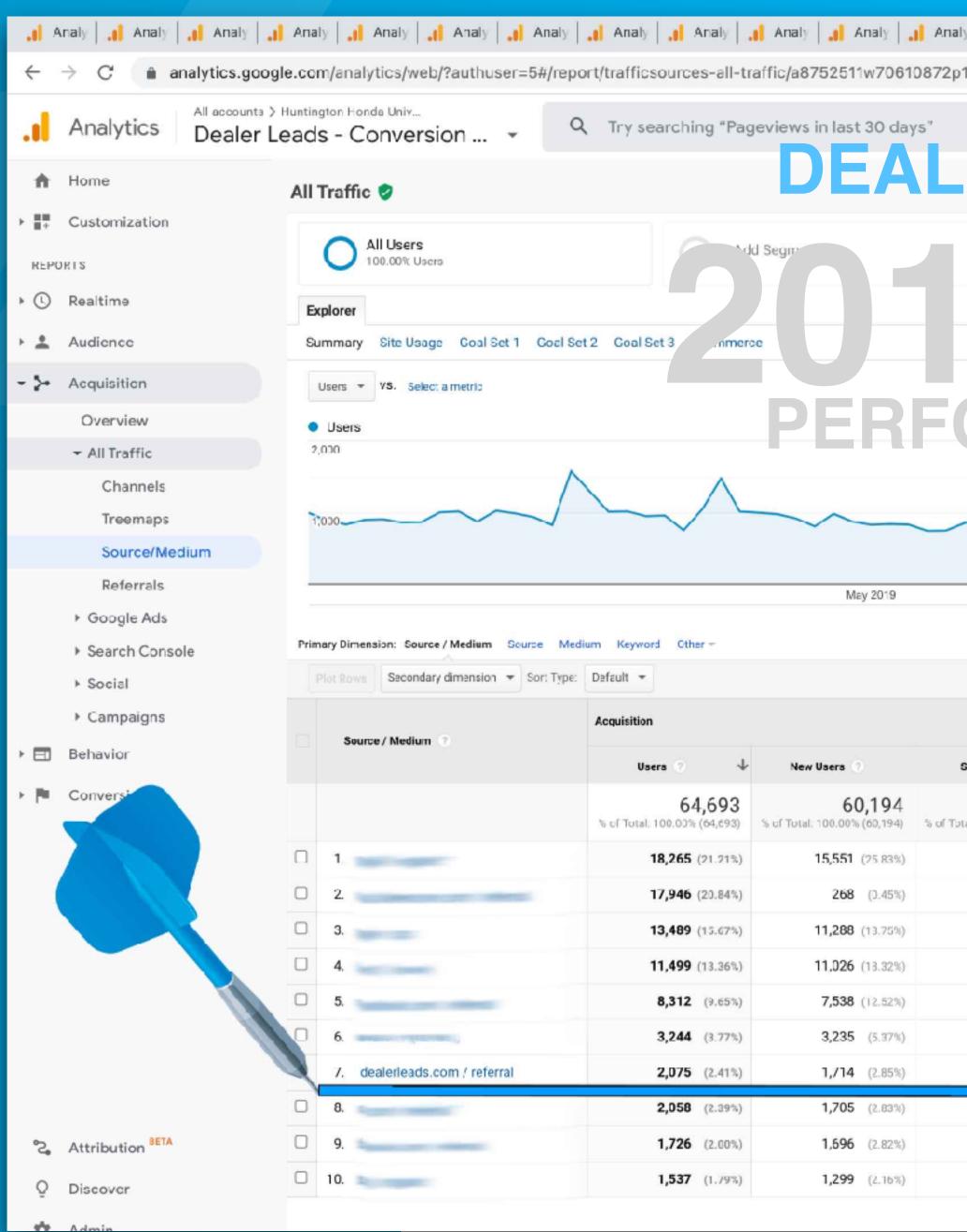


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 Social Campaigns Behavior 	Plot Rows Secondary dimension Source / Medium 1 2 3 4 5 6. dealerleads.com / referral 7.	ope: Default * Acquisition Users • Users • ↓ S2,310 ↓ Scf Total: 100.00% (52,310) ↓ 18,403 (24.87%) ↓ 18,355 (24.80%) ↓ 12,679 (17.13%) ↓ 10,022 (13.54%) ↓ 1,915 (2.59%) ↓	48,452 s of Total: 100.00% (48,452) 15,509 (32.01%) 292 (0.60%) 10,579 (21.03%) 9,523 (19.65%) 3,166 (5.53%) 1,520 (3.14%) 1,392 (2.87%)	122,131 % of Totel: 100.00% (122,131) 28,536 (73.41%) 38,826 (31.79%) 20,332 (16.65%) 12,902 (10.56%) 6,556 (5.38%) 2,599 (2.13%) 2,350 (1.93%) 2,002 (1.64%)	Dounce Rate ? 28.70% 28.70% Avg for View: 28.70% (0.00%) 24.57% 22.74% 22.74% 22.74% 39.58% 42.83% 42.83% 14.58% 31.67% 26.44% 24.33%	3.08 Avg for View: 3.08 (0.00%) 2.78 4.72 2.41 1.60 1.71 2.41 1.47 2.56	00:03:04 Avg for View: 00:03:04 (0.00%) 00:02:35 00:05:05 00:01:50 00:01:59 00:01:44 00:01:54 00:01:30 00:02:13	Goal Conversion Rate ? 2.55% Avg for View: 2.55% (0.00%) 2.64% 2.25% 2.55% 4.38% 2.51% 0.65% 2.31% 0.68% 1.30% 1.30%	Coal Completions Image: Coal Completions 3,113 3,113 % of "otal: 100.00% (3,113) Image: Coal Coal Coal Coal Coal Coal Coal Coal	Cool Value () \$0.00
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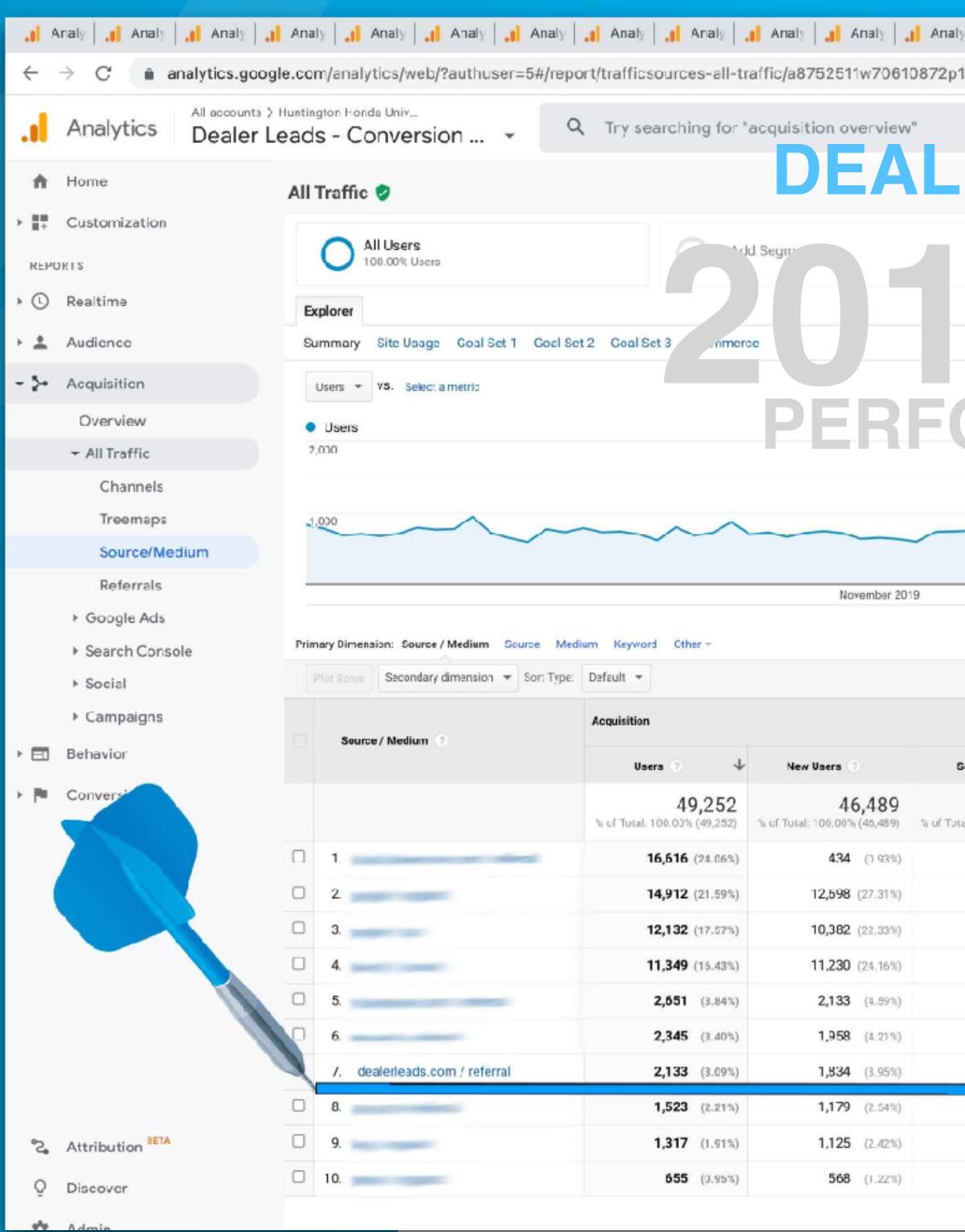
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Sessions (?)	Bounce Rate	Pages / Session	Avg. Session Duration 📀	Goal Conversion Rate 📀	Coal Completions	Goal Value 💿
132,385 Totel: 100.00% (132,385)	35.41% Avg for View: 35.41% (0.00%)	2.89 Avg for View. 2.89 (0.00%)	00:02:37 Avg for View: 00:02:37 (0.00%)	2.43% Avg for View: 2.43% (0.00%)	3,220 % of Total: 100.00% (3,220)	\$0.00 % of Total: 0.00% (\$C.00)
27,471 (20.75%)	26.51%	2.68	00:02:20	3.05%	837 (25.99%)	\$0.00 (0.00%)
35,805 (27.05%)	21.25%	4.87	00:05:03	2.59%	929 (28.85%)	\$0.00 (0.00%)
20,739 (15.70%)	41.71%	2.31	00:01:44	3.73%	775 (24.07%)	\$0.00 (0.00%)
14,409 (10.88%)	49.77%	1.83	00:01:32	2.10%	303 (9.41%)	\$0.00 (0.00%)
12,437 (9.43%)	49.23%	1.62	00:01:02	0.82%	1 03 (3.20%)	\$0.00 (0.00%)
3,559 (2.70%)	93.42%	1.07	00:00:21	0.25%	9 (0.28%)	\$0.00 (0.00%)
2,650 (2.01%)	39.29%	2.26	00:01:36	1.80%	48 (1.49%)	\$0.00 (0.00%)
3,159 (2.39%)	19.50%	1.81	00:01:43	1.52%	48 (1.49%)	\$0.00 (0.00%)
1,731 (1.35%)	90.34%	1.11	00:00:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
2,235 (1.69%)	28.55%	2.42	00:02:00	1.70%	38 (1.18%)	\$0.00 (0.00%)
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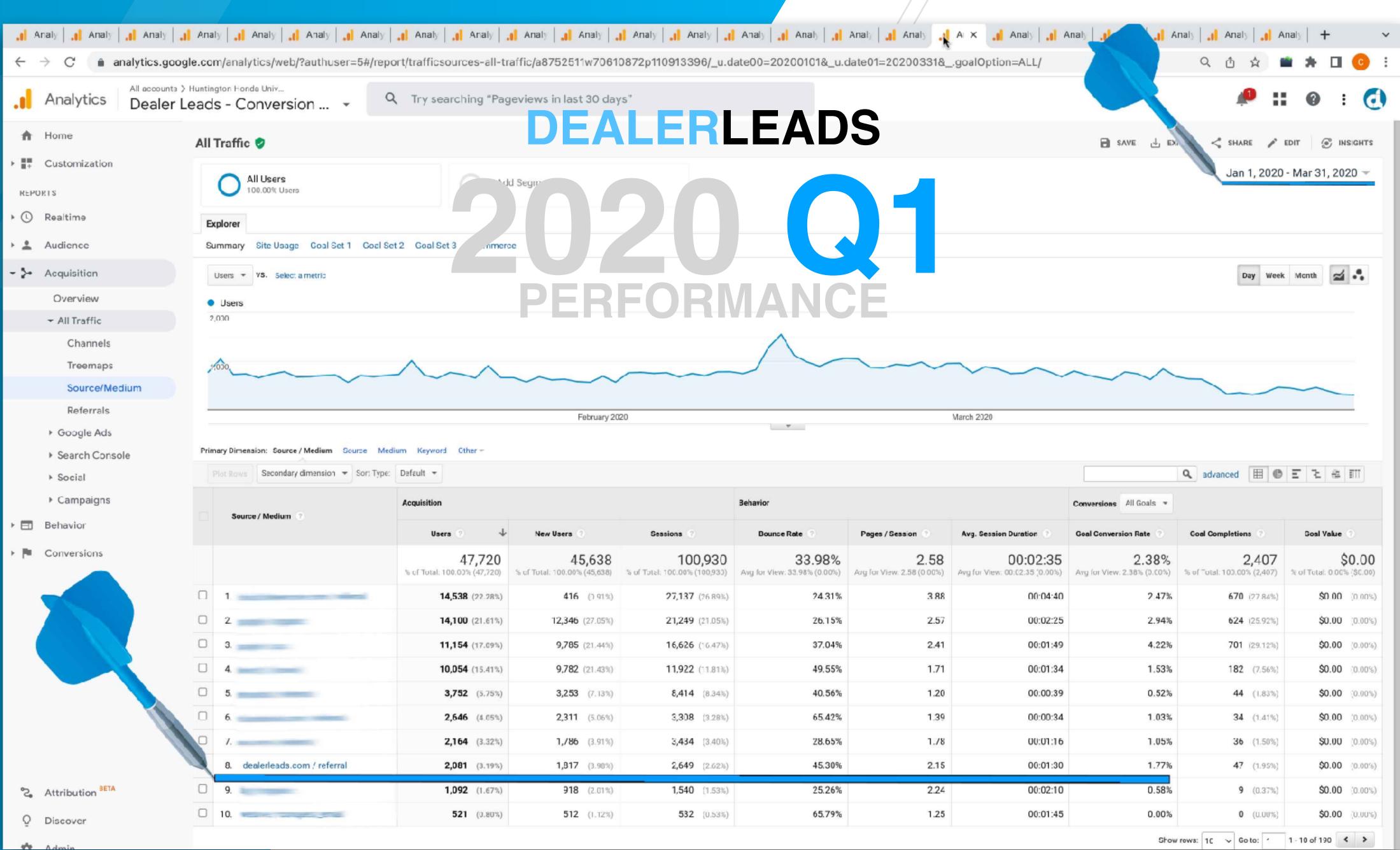
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 Search Console Social Campaigns 	Plot Rows Secondary dimension - Sor: T	ype: Default -	New Users () 56,132 % of Total: 100.00% (55,132)	128,988	Behavior Dounce Rate ? 33.73%	3.01	Avg. Session Duration (*) 00:02:43 Avg for View: 00:02:43 (0.00%)	Conversions All Goals * Goal Conversion Rate ? 2.88%		
 Search Console Social Campaigns Behavior 	Plot Rows Secondary dimension - Sor: T	Type: Default + Acquisition Users 7 + 59,888	56,132	128,988	Behavior Dounce Rate ? 33.73%	3.01	00:02:43	Conversions All Goals * Goal Conversion Rate ? 2.88%	Coal Completions (7)	Goal Value 🕤 \$0.00
 Search Console Social Campaigns Behavior 	Plot Rows Secondary dimension Sor: T Source / Medium	Type: Default Acquisition Users 4 59,888 % of Total: 100.00% (59,888)	56,132 % of Total: 100.00% (56,132)	128,988 % of Total: 100.00% (128,983)	Behavior Dounce Rate ? 33.73% Avg for View: 33.73% (0.00%)	3.01 Avg for View. 3.01 (0.00%) 4.62	00:02:43 Avg for View: 00:02:43 (0.00%)	Conversions All Goals • Goal Conversion Rate ? 2.88% Avg for View: 2.58% (0.00%)	Coal Completions () 3,714 % of Total: 100.00% (3,714)	Goal Value (*) \$0.00 % of Total: 0.00% (\$0.00)
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 Search Console Social Campaigns Behavior 	Plot Rows Secondary dimension Sor: T Source / Medium ? 1 2.	Type: Default • Acquisition Users • Users • • 59,888 • % of Total: 100.00% (59,888) • 20,265 (24.19%) 18,983 (22.66%)	56,132 % of Total: 100.00% (55,132) 527 (1.12%) 16,233 (23.92%)	128,988 % of Total: 100.00% (128,988) 38,651 (29.96%) 28,887 (22.40%)	Behavior Dounce Rate ⑦ 33.73% Avg for View: 33.73% (0.00%) 23.56% 26.98% 41.26%	3.01 Avg for View: 3.01 (0.00%) 4.62 2.84	00:02:43 Avg for View: 00:02:43 (0.00%) 00:04:43 00:02:28	Conversions All Goals * Goal Conversion Rate ? 2.88% Avg for View: 2.88% (0.00%) 2.78% 3.29% 4.45%	Coal Completions ? 3,714 % of "otal: 100.00% (3,714) 1,076 (28.97%) 951 (25.61%) 938 (25.26%)	Goal Value Image: Constraint of the second sec
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 Search Console Social Campaigns Behavior 	Plot Rows Secondary dimension Sor: T Source / Medium Source /	Type: Default • Acquisition Users • Users • • S99,888 • S99,888 • S0,265 (24.19%) 18,983 (22.66%) 14,300 (17.07%) 10,781 (12.87%) 6,111 (7.30%) •	56,132 % of Total: 100.00% (56,132) 527 (1.12%) 16,233 (23.92%) 12,183 (21.70%) 10,558 (13.81%) 5,329 (9.49%)	128,988 5 of Totel: 100.00% (128,983) 38,651 (79.96%) 28,887 (22.40%) 21,052 (16.33%) 13,194 (10.23%) 9,155 (7.10%)	Behavior Dounce Rate • 33.73% Avg for View: 33.73% (0.00%) 23.56% 26.98% 41.26% 44.95% 57.80%	3.01 Avg for View. 3.01 (0.00%) 4.62 2.84 2.38 1.90 1.70 1.79	00:02:43 Avg for View: 00:02:43 (0.00%) 00:04:43 00:02:28 00:01:49 00:01:32 00:00:51	Conversions All Goals Goal Conversion Rate • 2.88% • Ary for View: 2.58% (0.00%) • 2.78% • 3.29% • 4.45% • 1.34% • 1.10% •	Coal Completions 3,714 % of Total: 100.00% (3,714) 1,076 (28.97%) 951 (25.61%) 938 (25.26%) 365 (9.83%) 123 (3.31%)	Goal Value Image: Constraint of the second sec
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Sessions ⑦ 106,916 Totel: 100.00% (106,915)	Behavior					
106,916	Behavior Dounce Rate ? 33.76%	Pages / Session 1 2.92	Avg. Session Duration ③ 00:02:52	Goal Conversion Rate ?	Coal Completions	Goal Value 💿 \$0.00
106,916 Totel: 100.00% (106,915)	Behavior Dounce Rate ③ 33.76% Avg for View: 33.76% (0.00%)	Pages / Session (*) 2.92 Avg for View. 2.92 (0.00%)	Avg. Session Duration ③ D0:02:52 Avg for View: 00:02:52 (0.00%)	Goal Conversion Rate ? 2.79% Avg for View: 2.79% (0.00%)	Coal Completions ? 2,982 % of Total: 103.00% (2,982)	Goal Value Image: Total \$0.00 % of Total: 0.00% (\$0.00)
106,916 Totel: 100.00% (106,915) 31,975 (79.91%)	Behavior Dounce Rate ③ 33.76% Avg for View: 33.76% (0.00%) 24.43%	Pages / Session 2.92 Avg for View. 2.92 (0.00%) 4.45	Avg. Session Duration 00:02:52 Avg for View: 00:02:52 (0.00%) 00:05:09	Goal Conversion Rate ? 2.79% Avg for View: 2.79% (0.00%) 2.68%	Coal Completions ? 2,982 % of Total: 103.00% (2,982) 857 (28.74%)	Goal Value ③ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%)
106,916 Totel: 100.00% (106,915) 31,975 (79.91%) 22,844 (21.37%)	Behavior Dounce Rote ③ 33.76% Avg for View: 33.76% (0.00%) 24.43% 26.31%	Pages / Session 2.92 Avg for View. 2.92 (0.00%) 4.45 2.77	Avg. Session Duration 00:02:52 Avg for View: 00:02:52 (0.00%) 00:05:09 00:02:29	Coal Conversion Rate ? 2.79% 2.79% Avg for View: 2.79% (0.00%) 2.68% 2.78% 2.78%	Coel Completions ? 2,982 % of Total: 103.00% (2,982) 857 (28.74%) 634 (21.26%)	Goal Value Image: Constraint of the second sec
106,916 Totel: 100.00% (106,915) 31,975 (79.91%) 22,844 (21.37%) 18,058 (16.90%)	Behavior Dounce Rate ③ 33.76% Avg for View: 33.76% (0.00%) 24.43% 26.31% 39.27%	Pages / Session • 2.92 Arg for View. 2.92 (0.00%) 4.45 2.77 2.39	Avg. Session Duration (*) 00:02:52 Avg for View: 00:02:52 (0.00%) 00:05:09 00:02:29 00:01:50	Coal Conversion Rate ? 2.79% 2.79% Avg for View: 2.79% (0.00%) 2.68% 2.78% 2.78% 5.30% 5.30%	Coal Completions ? 2,982 % of "otal: 103.00% (2,982) 857 (28.74%) 634 (21.26%) 957 (32.09%)	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%)
106,916 Totel: 100.00% (106,915) 31,975 (79.91%) 22,844 (21.37%) 18,058 (16.90%) 13,355 (12.49%)	Behavior Dounce Rate ⑦ 33.76% Avg for View: 33.76% (0.00%) 24.43% 26.31% 39.27% 50.36%	Pages / Session • 2.92 Avg for View: 2.92 (0.00%) 4.45 2.77 2.39 1.78	Avg. Session Duration (*) 00:02:52 Avg for View: 00:02:52 (0.00%) 00:05:09 00:02:29 00:01:50 00:01:32	Coal Conversion Rate ? 2.79% 2.79% Avg for View: 2.79% (0.00%) 2.68% 2.78% 2.78% 5.30% 1.80%	Coal Completions ? 2,982 % of "otal: 100.00% (2,982) 857 (28.74%) 634 (21.26%) 957 (32.09%) 241 (8.08%)	Goal Value ? \$0.00 \$0.00 % of Total: 0.00% (\$0.00) \$0.00 \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
106,916 Totel: 100.00% (106,915) 31,975 (79.91%) 22,844 (21.37%) 18,058 (16.90%) 13,355 (12.49%) 3,750 (3.52%)	Behavior Dounce Rate ③ 33.76% Avg for View: 33.76% (0.00%) 24.43% 26.31% 39.27% 50.36% 50.36%	Pages / Session 2.92 Avg for View. 2.92 (000%) 4.45 2.77 2.39 1.78 1.83	Avg. Session Duration (*) D0:02:52 Avg for View: 00:02:52 (0.00%) 00:05:09 00:02:29 00:01:50 00:01:32 00:00:54	Coal Conversion Rate 2.79% 2.79% 0.00% Avg for View: 2.79% (0.00%) 2.68% 2.78% 2.78% 5.30% 1.80% 1.49% 1.49%	Coal Completions 2,982 % of "otal: 100.00% (2,982) 857 (28.74%) 634 (21.26%) 957 (32.09%) 241 (8.08%) 56 (1.88%)	Cool Value () \$0.00 \$0.00 \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
106,916 Totel: 100.00% (106,915) 31,975 (79 91%) 22,844 (21.37%) 18,058 (16.90%) 13,355 (12.49%) 3,750 (3.52%) 4,618 (4.32%)	Behavior Dounce Rote ③ 33.76% Avg for View: 33.76% (0.00%) 24.43% 26.31% 39.27% 50.36% 54.26% 39.74%	Pages / Session 2.92 Avg for View. 2.92 (000%) 4.45 2.77 2.39 1.78 1.83 1.27	Avg. Session Duration 00:02:52 Avg for View: 00:02:52 (0.00%) 00:05:09 00:02:29 00:01:50 00:01:32 00:00:54	Goal Conversion Rate 2.79% Avg for View: 2.79% (0.00%) 2.68% 2.78% 5.30% 1.80% 1.49% 0.65%	Coel Completions ? 2,982 % of "otal: 103.00% (2,982) 857 (28.74%) 634 (21.26%) 957 (32.09%) 241 (8.08%) 56 (1.88%) 30 (1.01%)	Cool Value () \$0.00
106,916 Totel: 100.00% (106,915) 31,975 (79 91%) 22,844 (21.37%) 18,058 (16.90%) 13,355 (12.49%) 3,750 (3.52%) 4,618 (4.32%) 2,648 (2.48%)	Behavior Dounce Rate ③ 33.76% Avg for View: 33.76% (0.00%) 24.43% 26.31% 39.27% 50.36% 50.36% 39.74% 39.74% 39.74% 28.51%	Pages / Session (*) 2.92 Avg for View. 2.92 (0.00%) 4.45 2.77 2.39 1.78 1.78 1.83 1.27 2.21	Avg. Session Duration 00:02:52 Avg for View: 00:02:52 (0.00%) 00:05:09 00:02:29 00:01:30 00:01:32 00:00:54 00:00:47 00:01:28	Goal Conversion Rate 2.79% Avg for View: 2.79% (0.00%) 2.68% 2.78% 2.78% 5.30% 1.80% 1.49% 0.65% 2.00%	Coal Completions ? 2,982 % of "otal: 100.00% (2,982) 857 (28.74%) 634 (21.26%) 634 (21.26%) 957 (32.09%) 241 (8.08%) 56 (1.88%) 30 (1.01%) 30 (1.01%)	Cool Value () \$0.00
106,916 Totel: 100.00% (106,915) 31,975 (79,91%) 22,844 (21.37%) 18,058 (16.90%) 18,058 (16.90%) 3,750 (3.52%) 4,618 (4.32%) 2,648 (2.48%) 2,529 (2.37%)	Behavior Dounce Rate ③ 33.76% Avg for View: 33.76% (0.00%) 24.43% 26.31% 39.27% 50.36% 50.36% 39.74% 39.74% 39.74% 28.51%	Pages / Session 2.92 Avg for View. 2.92 (000%) 4.45 2.77 2.39 1.78 1.83 1.27 2.21	Avg. Session Duration 00:02:52 Avg for View: 00:02:52 (0.00%) 00:05:09 00:01:50 00:01:32 00:00:47 00:01:32 00:01:32	Coal Conversion Rate ? 2.79% Avg for View: 2.79% (0.00%) 2.68% 2.78% 2.78% 5.30% 1.80% 1.49% 0.65% 2.00%	Coal Completions ? 2,982 % of "otal: 100.00% (2,982) 857 (28.74%) 634 (21.26%) 957 (32.09%) 241 (8.08%) 56 (1.88%) 30 (1.01%) 53 (1.78%) 29 (0.97%)	Cool Value ? \$0.00





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\$0.00 Total: 0.00% (\$0.00)	2,407 % of Total: 103.00% (2,407)	2.38% Avg for View: 2.38% (0.00%)	00:02:35 Avg for View: 00:02:35 (0.00%)	2.58 Avg for View: 2.58 (0.00%)	33.98% Avg for View: 33.98% (0.00%)	100,930 Dtel: 100.00% (100,930)
\$0.00 (0.00%)	670 (27.84%)	2 47%	00:04:40	3 88	24.31%	27,137 (26.89%)
\$0.00 (0.00%)	624 (25.92%)	2.94%	00:02:25	2.57	26.15%	21,249 (21.05%)
\$0.00 (0.00%)	701 (29.12%)	4.22%	00:01:49	2.41	37.04%	16,626 (16.47%)
\$0.00 (0.00%)	182 (7.56%)	1.53%	00:01:34	1.71	49.55%	11,922 (11.81%)
\$0.00 (0.00%)	44 (1.83%)	0.52%	00:00:39	1.20	40.56%	8,414 (8.34%)
\$0.00 (0.00%)	34 (1.41%)	1.03%	00:00:34	1.39	65.42%	3,308 (3.28%)
\$0.00 (0.00%)	36 (1.50%)	1.05%	00:01:16	1.78	28.65%	3,434 (3.40%)
\$0.00 (0.00%)	47 (1.95%)	1.77%	00:01:30	2.15	45.30%	2,649 (2.62%)
\$0.00 (0.00%)	9 (0.37%)	0.58%	00:02:10	2.24	25.26%	1,540 (1.53%)
\$0.00 (0.00%)	0 (0.00%)	0.00%	00:01:45	1.25	65.79%	532 (0.53%)



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 Search Console Social Campaigns 	Plot Rows Secondary dimension - Sor: Type	Accuisition Users • + 50,888		Sessions ? 94,533 % of Total: 100.00% (94,533)	Behavior Dounce Rate ⑦ 30.19%	2.24		Goal Conversion Rate 3.58%		
 Search Console Social Campaigns Behavior 	Plot Rows Secondary dimension - Sor: Type	Accuisition Users • + 50,888	New Users • 48,780	94,533	Behavior Dounce Rate ⑦ 30.19%	2.24 Asg for View: 2.24 (0.00%)	Avg. Session Duration ③ 00:02:47	Goal Conversion Rate 3.58%	Goal Completions 📀	Goal Value 🕤 \$0.00
 Search Console Social Campaigns Behavior 	Plot Rows Secondary dimension Sor: Type Source / Medium	E Default Accuisition Users 4 50,888 % of Total: 100.00% (50,888)	New Users • 48,780 % of Total: 100.00% (48,780)	94,533 % of Total: 100.00% (94,532)	Behavior Dounce Rate ⑦ 30.19% Avg for View: 30.19% (0.00%)	2.24 Asy for View: 2.24 (0.00%) 2.35	Avg. Session Duration (*) 00:02:47 Avg for View. 00:02:47 (0.00%)	Goal Conversion Rate (2) 3.58% Avg for View, 3.58% (0.00%)	Goal Completions ? 3,381 % of Total: 100.00% (3,381)	Goal Value (*) \$0.00 % of Total: 0.00% (\$0.00)
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 Search Console Social Campaigns Behavior 	Plot Rows Secondary dimension Sor: Type Source / Medium • 1 • 2 • 3 • 4 • 5 • 6 •	Default ▼ Accuisition Users ○ ↓ S0,888 % of Total: 100.00% (50,888) S0 of Total: 100.00% (50,888) 13,200 (20.02%) 12,964 (19.66%) 4,472 (6.78%) 3,360 (5.10%) 2,660 (4.03%)	New Users 48,780 \$ 48,780 \$ 01 Total: 100.00% (48,780) 19,848 (40 69%) 589 (1.21%) 12,804 (26.25%) 3,968 (8.13%) 2,888 (5.92%) 2,403 (4.93%)	94,533 % of Total: 100.00% (94,533) 30,910 (32 70%) 21,814 (23.08%) 16,486 (17.44%) 6,866 (7.26%) 4,554 (4.82%) 3,576 (3.78%)	Behavior Dounce Rate ? 30.19% Avg for View: 30.19% (0.00%) 22.51% 30.10% 30.10% 30.10% 30.10% 30.10% 30.10% 30.10% 30.10% 30.10% 30.10% 30.10% 10.10% 30.10% 30.10% 30.10% 30.10% 30.10% 30.10% 30.10% 30.10% 30.10% 30.10% 30.10% 30.10% 30.10% 30.10% 30.10% 31.88% 42.27% 25.64% 17.21%	2.24 Avg for View: 2.24 (0.00%) 2.35 2.78 1.92 1.74 1.77 1.81 2.24	Avg. Session Duration () 00:02:47 Avg for View: 00:02:47 (0.00%) 00:02:45 00:02:44 00:02:44 00:01:26 00:01:49 00:01:07	Goal Conversion Rate ? 3.58% Avg for View: 3.58% (0.00%) 4.14% 3.97% 3.06% 1.81% 5.70% 1.26% 2.40%	Coal Completions () 3,381 () % of Total: 100.00% (3,381) () 1,279 (37.83%) () 867 (25.64%) () 504 (14.91%) () 124 (3.67%) () 305 (9.02%) () 45 (1.33%) ()	Soal Value Image: Constraint of the second sec
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 Search Console Social Campaigns Behavior Conversions 	Plot Rows Secondary dimension Sor: Type Source / Medium • 1 • 2. • 3. • 4. • 5. • 6. · /. 8.	Default ▼ Accuisition Users ○ ↓ 50,888 b of Total: 100.005 (50,888) 21,817 (33.095) 13,200 (20.025) 12,964 (19.665) 4,472 (6.785) 3,360 (5.105) 1,196 (1.815) 1,099 (1.675)	New Users · 48,780 · \$ 48,780 · \$ 01 Total: 100.00% (48,780) · 19,848 (an 69%) · 589 (1.21%) · 12,804 (26.25%) · 3,968 (8.13%) · 2,888 (5.92%) · 1,063 (2.18%) · 777 (1.59%) ·	94,533 s of Total: 100.00% (94,533) 30,910 (32 70%) 21,814 (23.08%) 16,486 (17.44%) 6,8866 (7.26%) 4,554 (4.82%) 3,576 (3.78%) 1,749 (1.85%) 1,894 (2.00%)	Behavior Dounce Rate ? 30.19% 30.19% Avg for Yiew: 30.19% (0.00%) 22.51% 30.10% 30.10% 30.10% 30.10% 122.51% 30.10% 131.88% 42.27% 17.21% 48.84% 44.50%	2.24 Avg for View: 2.24 (0.00%) 2.35 2.78 1.92 1.74 1.77 1.81 2.24 1.24 1.24	Avg. Session Duration 00:02:47 Avg for View: 00:02:47 (0:005) 00:02:45 00:02:45 00:02:45 00:02:45 00:01:26 00:01:26 00:01:27 00:01:247 00:01:247 00:01:247 00:01:247 00:01:247 00:01:247 00:01:247	Goal Conversion Rate 3.58% Avg for View: 3.58% (0.00%) 4.14% 3.97% 3.06% 1.81% 5.70% 1.26% 2.40% 0.48% 2.31%	Coal Completions () 3,381 % of Total: 100.00% (3,381) 1,279 (37.83%) 867 (25.64%) 504 (14.91%) 124 (3.67%) 305 (9.02%) 45 (1.33%) 42 (1.24%) 9 (0.27%) 25 (0.74%)	Cool Value () \$0.00 \$0.00 \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)



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 Search Console Social Campaigns Behavior 	Plot Rows Secondary dimension Sort Ty Source / Medium Source / Medium Instructure Instructure	ype: Default • Acquisition Users • Users • • 129,806 \$ of Total: 100.00% (129,806) • 31,463 (23.06%) 31,463 (23.06%) 26,734 (19.59%) 19,365 (14.19%) 19,365 (14.19%) 14,683 (10.76%) 6,626 (4.86%) •	127,561 % of Total: 100.00% (127,561) 29,611 (23.21%) 24,256 (19.02%) 21,674 (16.99%) 18,762 (14.71%) 13,320 (10.44%) 6,025 (4.72%)	192,451 % of Total: 100.00% (192,451) 42,718 (22.20%) 39,522 (20.54%) 34,014 (17.67%) 23,158 (12.03%) 25,402 (13.20%) 8,444 (4.39%)	Behavior Dounce Rate ? 42.64% 42.64% Avg for View: 42.64% (0.00%) 55.79% 19.72% 30.27% 43.30% 58.50% 39.92%	2.31 Avg for View: 2.31 (0.00%) 1.94 3.44 2.59 1.51 1.64 1.84 2.33	Avg. Session Duration ? 00:02:36 Avg for View: 00:02:36 (0.00%) 00:01:53 00:04:25 00:00:425 00:00:43 00:01:10 00:00:52 00:02:19	Conversions All Goals Coal Conversion Rate ? Coal Conversion Rate ? Avg for View: 2.74% (0.00%) 2.58% 2.55% 2.75% 1.42% 0.85% 1.46% 2.42%	Coal Completions ? 5,268 \$ % of Total: 100.00% (5,268) 1,104 (20.96%) 1,104 (20.96%) 2,076 (39.41%) 934 (17.73%) 330 (6.26%) 216 (4.10%) 123 (2.33%) 61 (1.16%) 1.16%)	Cool Value () \$0.00
 Search Console Social Campaigns Behavior 	Plot Rows Secondary dimension Source / Medium Source / Medium Source / Medium Image: Source / Medium <td< td=""><td>ype: Default • Acquisition Users • Users • ↓ 129,806 \$• of Total: 100.00% (129,806) ↓ 31,463 (23.06%) ↓ 26,734 (19.59%) ↓ 19,365 (14.19%) ↓ ↓ ↓</td><td>127,561 % of Total: 100.00% (127,561) 29,611 (23.21%) 24,256 (19.02%) 21,674 (16.99%) 18.762 (14.71%) 13,320 (10.44%) 6,025 (4.72%) 1,936 (1.52%)</td><td>192,451 % of Total: 100.00% (192,451) 42,718 (22.20%) 39,522 (20.54%) 34,014 (17.67%) 23,158 (12.03%) 25,402 (13.20%) 8,444 (4.39%) 2,525 (1.31%)</td><td>Behavior Dounce Rate ? 42.64% Avgfor View: 42.64% (0.00%) 55.79% 19.72% 30.27% 30.27% 43.30% 55.50% 39.92% 32.03%</td><td>2.31 Avg for View: 2.31 (0.00%) 1.94 3.44 2.59 1.51 1.64 1.84 2.33 1.66</td><td>Avg. Session Duration ? 00:02:36 Avg for View: 00:02:36 (0.00%) 00:01:53 00:04:25 00:00:425 00:00:43 00:01:10 00:00:52 00:02:19</td><td>Conversions All Goals Goal Conversion Rate ? 2.74% ? Avg for View: 2.74% (0.00%) 2.58% 2.525% 2.75% 1.42% 0.85% 1.46% 2.42% 1.43% 1.43%</td><td>Coal Completions ? 5,268 \$ % of Total: 100.00% (5,268) 1,104 (20.96%) 1,104 (20.96%) 2,076 (39.41%) 934 (17.73%) 330 (6.26%) 216 (4.10%) 123 (2.33%) 61 (1.16%) 1.16%)</td><td>Cool Value () \$0.00</td></td<>	ype: Default • Acquisition Users • Users • ↓ 129,806 \$• of Total: 100.00% (129,806) ↓ 31,463 (23.06%) ↓ 26,734 (19.59%) ↓ 19,365 (14.19%) ↓ ↓ ↓	127,561 % of Total: 100.00% (127,561) 29,611 (23.21%) 24,256 (19.02%) 21,674 (16.99%) 18.762 (14.71%) 13,320 (10.44%) 6,025 (4.72%) 1,936 (1.52%)	192,451 % of Total: 100.00% (192,451) 42,718 (22.20%) 39,522 (20.54%) 34,014 (17.67%) 23,158 (12.03%) 25,402 (13.20%) 8,444 (4.39%) 2,525 (1.31%)	Behavior Dounce Rate ? 42.64% Avgfor View: 42.64% (0.00%) 55.79% 19.72% 30.27% 30.27% 43.30% 55.50% 39.92% 32.03%	2.31 Avg for View: 2.31 (0.00%) 1.94 3.44 2.59 1.51 1.64 1.84 2.33 1.66	Avg. Session Duration ? 00:02:36 Avg for View: 00:02:36 (0.00%) 00:01:53 00:04:25 00:00:425 00:00:43 00:01:10 00:00:52 00:02:19	Conversions All Goals Goal Conversion Rate ? 2.74% ? Avg for View: 2.74% (0.00%) 2.58% 2.525% 2.75% 1.42% 0.85% 1.46% 2.42% 1.43% 1.43%	Coal Completions ? 5,268 \$ % of Total: 100.00% (5,268) 1,104 (20.96%) 1,104 (20.96%) 2,076 (39.41%) 934 (17.73%) 330 (6.26%) 216 (4.10%) 123 (2.33%) 61 (1.16%) 1.16%)	Cool Value () \$0.00
 Search Console Social Campaigns Behavior Conversions 	Plot Rows Secondary dimension Sort Type Source / Medium Source / Medium Inable Source / Medium Inable Inable	ype: Default • Acquisition Users • ↓ Users • ↓ ↓ 129,806 \$• of Total: 100.00% (129,800) ↓ 131,463 (23.06%) ↓ ↓ 26,734 (19.59%) ↓ ↓ 19,365 (14.19%) ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓ ↓	127,561 % of Tottal: 100.00% (127,561) 29,611 (23.21%) 24,256 (19.02%) 21,674 (16.99%) 18,762 (14.71%) 6,025 (4.72%) 1,936 (1.52%) 1,598 (1.25%)	192,451 % of Total: 100.00% (192,451) 42,718 (22.20%) 39,522 (20.54%) 34,014 (17.67%) 23.158 (12.03%) 25,402 (13.20%) 8,444 (4.39%) 2,525 (1.31%) 2,513 (1.31%)	Behavior Dounce Rate • 42.64% Avg for View: 42.04% (0.00%) 55.79% 19.72% 30.27% 30.27% 43.30% 58.50% 39.92% 32.03% 10.81%	2.31 Avg for View: 2.31 (0.00%) 1.94 3.44 2.59 1.51 1.64 1.84 2.33 1.66 3.67	Avg. Session Duration ? 00:02:36 Avg for View: 00:02:36 (000%) 00:01:53 00:01:53 00:02:36 00:01:53 00:01:53 00:02:36 00:02:31 00:02:32 00:02:33 00:02:33 00:02:33 00:02:33 00:02:33 00:02:33 00:02:33 00:02:33 00:02:33 00:02:33 00:02:33 00:02:33 00:02:33 00:02:33 00:02:33	Conversions All Goals Goal Conversion Rate • 2.74% • Avg for View: 2.74% (0.00%) 2.58% 2.58% 2.75% 2.75% 0.85% 1.42% 0.85% 1.46% 2.42% 1.43% 3.31%	Coal Completions ? 5,268 5,268 % of Total: 100.00% (5,268) 1,104 (20.96%) 1,104 (20.96%) 2,076 (39.41%) 934 (17.73%) 330 (6.26%) 123 (2.33%) (4.10%) 123 (2.33%) 61 (1.16%) 36 (0.68%) 56 (1.06%)	Gool Value () \$0.00

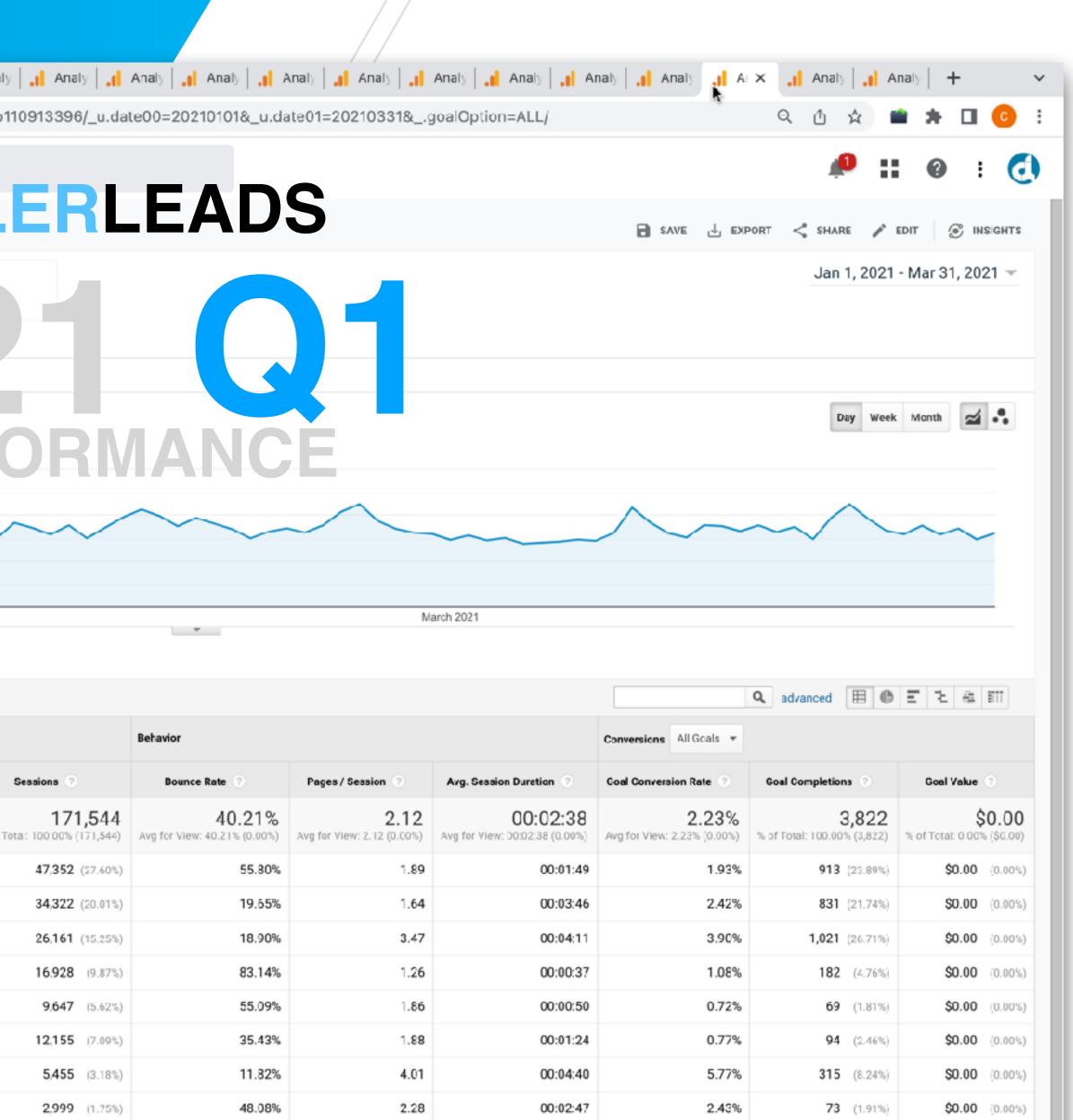


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Conversions	Source / Medium		New Users () 86,036 % cf Total: 100.00% (86,036)	143,525	Bounce Rate ⑦ 42.17%	2.36	Avg. Session Duration (?) 00:02:40 Avg for View: 00:02:40 (0.00%)	Conversions All Goals - Goal Conversion Rate ? 2.39%		
	Source / Medium Source / Medium	users ⊙ ↓ 90,745	86,036	143,525	Bounce Rate ⑦ 42.17%	2.36 Avg for View: 2.36 (0.00%)	00:02:40	Conversions All Goals Goal Conversion Rate 2.39% Avg for View: 2.39% (0.00%)	Coal Completions ? 3,437	Goal Value ③ \$0.00
		Users ⑦ ↓ 90,745 % of Total: 100.03% (90,745)	86,036 % cf Total: 100.00% (86,036)	143,525 % of Total: 100.00% (143,525)	Bounce Rate ⑦ 42.17% Avg for View: 42.17% (0.00%)	2.36 Avg for View: 2.36 (0.00%)	00:02:40 Avg for View: 00:02:40 (0.00%)	Conversions All Goals • Goal Conversion Rate ? 2.39% Avg for View: 2.39% (0.00%) 2.03%	Coal Completions ⑦ 3,437 % of Total: 100.00% (3,437)	Coal Value ③ \$0.00 % of Total: 0.00% (\$0.00)
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	Image: state of the state of t	Users ⑦ ↓ 90,745 % of Total: 100.00% (90,745) 30,076 (31.93%) 17,259 (18.32%)	86,036 % cf Total: 100.00% (86,036) 27,906 (32.44%) 15,128 (17.58%)	143,525 % of Total: 100.00% (143,525) 44,410 (30.94%) 28,973 (20.19%)	Bounce Rate ? 42.17% 42.17% Avg for View: 42.17% (0.00%) 57.53% 57.28% 20.28%	2.36 Avg for View: 2.36 (0 00%) 1.96 3.53	00:02:40 Avg for View: 00:02:40 (0.00%) 00:02:01 00:04:13	Conversions All Goals • Goal Conversion Rate ? 2.39% Avg for View: 2.39% (0.00%) 2.03% 4.45% 2.41%	Coal Completions ? 3,437 % of Total: 100.00% (3,437) 901 (26.21%) 1,288 (37.47%)	Goal Value ③ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%)
	 1. gocgle / cpc 2. gocgle / organic 3. (direct) / (none) 	Users ⑦ ↓ 90,745 \$ % of Total: 100.00% (90,745) \$ 30,076 (31.93%) \$ 17,259 (18.32%) \$ 15,187 (15.12%) \$	86,036 % cf Total: 100.00% (86,036) 27,906 (32.44%) 15,128 (17.58%) 15,112 (17.56%)	143,525 % of Total: 100.00% (143,525) 44,410 (30.94%) 28,973 (20.19%) 23,822 (16.60%)	Bounce Rate ? 42.17% Avg for View: 42.17% (0.00%) 57.53% 20.28% 23.86%	2.36 Avg for View: 2.36 (0 00%) 1.96 3.53 2.52	00:02:40 Avg for View: 00:02:40 (0.00%) 00:02:01 00:04:13 00:03:54	Conversions All Goals Goal Conversion Rate ? 2.39% ? Avg for View: 2.39% (0.00%) ? 2.03% ? 4.45% ? 1.09% ?	Coal Completions ? 3,437 % of Total: 100.00% (3,437) 901 (26.21%) 1,288 (37.47%) 575 (16.73%)	Goal Value (?) \$0.00 \$0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
	 I. gocgle / cpc I. gocgle / organic I. gocgle / organic I. direct) / (none) I. spmfb / video 	Users ⑦ ↓ 90,745 \$ % of Total: 100.00% (90,745) \$ 30,076 (31.93%) \$ 17,259 (18.32%) \$ 15,187 (15.12%) \$ 9,631 (10.22%) \$	86,036 % cf Total: 100.00% (86,036) 27,906 (32.44%) 15,128 (17.58%) 15,112 (17.56%) 8.729 (10.15%)	143,525 \$ of Total: 100.00% (143,525) 44,410 (30.94%) 28,973 (20.19%) 23,822 (16.60%) 12,240 (8.53%)	Dounce Rate ? 42.17% Avg for View: 42.17% (0.00%) 57.53% 20.28% 23.86% 77.39%	2.36 Avg for View: 2.36 (0.00%) 1.96 3.53 2.52 1.41 1.83	00:02:40 Avg for View: 00:02:40 (0.00%) 00:02:01 00:04:13 00:03:54 00:00:35	Conversions All Goals Goal Conversion Rate • 2.39% • Avg for View: 2.39% (0.00%) • 2.03% • 4.45% • 1.09% • 0.87% •	Coal Completions ? 3,437 3,437 % of Total: 100.00% (3,437) 901 (26.21%) 1,288 (37.47%) 575 (16.73%) 575 (16.73%) 133 (3.87%)	Coal Value (?) \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00
	 I. gocgle / cpc I. gocgle / organic 2. gocgle / organic 3. (direct) / (none) 4. spmfb / video 5. m.facebock.com / referral 	Users ⑦ ↓ 90,745 \$ % cf Total: 100.00% (90,745) \$ 30,076 (31.93%) \$ 17,259 (18.32%) \$ 9,631 (10.22%) \$ 6,926 (7.35%) \$	86,036 % cf Total: 100.00% (86,036) 27,906 (32.44%) 15,128 (17.58%) 15,112 (17.56%) 8,729 (10.15%) 5,811 (5.75%)	143,525 \$ of Total: 100.00% (143,525) 44,410 (30.94%) 28,973 (20.19%) 23,822 (16.60%) 12,240 (8.53%) 14,545 (10.13%)	Bounce Rate ? 42.17% Avg for View: 42.17% (0.00%) 57.53% 20.28% 23.86% 77.39% 36.80%	2.36 Avg for View: 2.36 (0 00%) 1.96 3.53 2.52 1.41 1.83 1.88	00:02:40 Avg for View: 00:02:40 (0.00%) 00:02:01 00:04:13 00:03:54 00:00:35 00:01:22	Conversions All Goals Goal Conversion Rate • 2.39% • Avg for View: 2.39% (0.00%) • 2.03% • 4.45% • 2.41% • 0.87% • 0.82% •	Coal Completions ? 3,437 3,437 % of Total: 100.00% (3,437) 901 (26.21%) 1,288 (37.47%) 37.47%) 575 (16.73%) 133 (3.87%) 126 (3.67%) 36.7%)	Goal Value Image: 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%) \$0.00 (0.00%) \$0.00 (0.00%)
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	 I. gocgle / cpc I. gocgle / cpc 2. gocgle / organic 3. (direct) / (none) 4. spmfb / video 5. m.facebock.com / referral 6. spmfb / carousel 7. elead / blast 	Users ⑦ ↓ 90,745 \$ \$ \$ 100,003% (90,745) \$ 30,076 (31.93%) \$ 17,259 (18.32%) \$ 15,187 (15.12%) \$ 9,631 (10.22%) \$ 4,702 (4.99%) \$ 2,050 (2.18%) \$	86,036 % cf Total: 100.00% (86,036) 27,906 (32.44%) 15,128 (17.58%) 15,112 (17.56%) 8.729 (10.15%) 5,811 (5.75%) 4,315 (5.02%) 1,734 (2.02%)	143,525 \$ of Total: 100.00% (143,525) 44,410 (30.94%) 28,973 (20.19%) 23,822 (16.60%) 12,240 (8.53%) 14,545 (10.13%) 5,608 (3.91%) 2,909 (2.03%)	Dounce Rate ? 42.17% Avg for View: 42.17% (0.00%) 57.53% 20.28% 20.28% 23.86% 77.39% 36.80% 54.96% 51.50%	2.36 Avg for View: 2.36 (0.00%) 1.96 3.53 2.52 1.41 1.83 1.88 2.23 2.23	00:02:40 Avg for View: 00:02:40 (0.00%) 00:02:01 00:04:13 00:03:54 00:00:35 00:01:22 00:00:55 00:02:46	Conversions All Goals Goal Conversion Rate ? 2.39% ? Avg for View: 2.39% (0.00%) ? 2.03% ? 4.45% ? 1.09% ? 0.87% ? 2.72% ? 2.05% ?	Coal Completions ? 3,437 3,437 % of Total: 100.00% (3,437) 901 (26.21%) 1,288 (37.47%) 1,288 (37.47%) 575 (16.73%) 133 (3.87%) 133 (3.87%) 126 (3.67%) 46 (1.34%) 79 (2.30%)	Goal Value (?) \$0.00
Conversions	 I. gocgle / cpc I. gocgle / organic Q. gocgle / organic 3. (direct) / (none) 4. spmfb / video 5. m.facebock.com / referral 6. spmfb / carousel 7. elead / blast 8. bing / cpc 	Users ⑦ ↓ 90,745 \$ \$ \$ 100,000% (90,745) \$ 30,076 (31.93%) \$ 17,259 (18.32%) \$ 15,187 (16.12%) \$ 9,631 (10.22%) \$ 4,702 (4.99%) \$ 1,281 (1.36%) \$	86,036 % cf Total: 100.00% (86,036) 27,906 (32.44%) 15,128 (17.58%) 15,112 (17.56%) 8,729 (10.15%) 5,811 (5.75%) 4,315 (5.02%) 1,734 (2.02%) 1,115 (1.30%)	143,525 s of Totel: 100.00% (143,525) 44,410 (30.94%) 28,973 (20.19%) 23,822 (16.60%) 12,240 (8.53%) 14,545 (10.13%) 5,608 (3.91%) 2,909 (2.03%) 1,609 (1.12%)	Dounce Rate ? 42.17% Avg for View: 42.17% (0.00%) 57.53% 20.28% 20.28% 23.86% 77.39% 36.80% 54.96% 51.50% 45.80%	2.36 Avg for View: 2.36 (0.00%) 1.96 3.53 2.52 1.41 1.83 1.83 1.88 2.23 2.38	00:02:40 Avg for View: 00:02:40 (0.00%) 00:02:01 00:04:13 00:03:54 00:00:35 00:00:35 00:00:55 00:02:46 00:02:24	Conversions All Goals Goal Conversion Rate • 2.39% • Avg for View: 2.39% (0.00%) • 2.03% • 2.03% • 2.03% • 2.03% • 2.03% • 1.03% • 0.82% • 0.82% • 2.05% • 2.49% •	Coal Completions () 3,437 3,437 % of Total: 100.00% (3,437) 901 (26.21%) 1,288 (37.47%) 1,288 (37.47%) 575 (16.73%) 133 (3.87%) 126 (3.67%) 46 (1.34%) 79 (2.30%) 33 (0.96%)	Cool Value () \$0.00



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	<b>113,533</b> % of Total: 100.00% (113,533)	110,226	% of Tot
1. gocgle / cpc	33,436 (28.00%)	31,109 (28.22%)	
2. (direct) / (none)	<b>22,924</b> (19.20%)	22,654 (20.55%)	
3. gocgle / organic	<b>16,266</b> (13.62%)	13,90B (12.62%)	
4. spmfb / video	<b>13,495</b> (11.30%)	12.908 (11.71%)	
5. spmfb / carousel	<b>8,007</b> (6.71%)	7,529 (6.83%)	
6. m.facebock.com / referral	<b>6,875</b> (5.76%)	<b>6,140</b> (5.57%)	
C 7. gocgle_my_business_listing / organic	<b>3,550</b> (2.97%)	<b>2,845</b> (2.58%)	
8. elead / blast	<b>2,062</b> (1.73%)	<b>1,598</b> (1.54%)	
9. dealerleads.com / referral	<b>1,659</b> (1.39%)	<b>1,470</b> (1.33%)	
10. bing / cpc	<b>962</b> (0.81%)	856 (0.78%)	
	le.com/analytics/web/?authuser=5#/report Huntington Honda Univ eads - Conversion • All Traffic • • All Users 100.00% Users Explorer Summary Site Usage Coal Set 1 Coel Set Users • Y5. Selec: ametric • Users 3,000 2,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000 1,000	le.com/analytics/web/?authuser=5#/report/trafficsources-all-traffic Hustington Honda Univ eads - Conversion All Traffic All Users 100.00% Users 100.00% Users 100.00% Users Summary Site Usage Cosl Set 1 Cocl Set 2 Coal Set 3 mmerce Users V3. Select ametric Users V3. Select ametric Users V3. Select ametric Users Sacondary dmansion Source Medium Reyword Other - Primary Dimension: Source / Medium Source Medium Reyword Other - Primary Dimension: Source / Medium Source Medium Reyword Other - Primary Dimension: Source / Medium Source Medium Reyword Other - Primary Dimension: Source / Medium Source Medium Reyword Other - Primary Dimension: Source / Medium Source Medium Reyword Other - Primary Dimension: Source / Medium Source Medium Reyword Other - Primary Dimension: Source / Medium Source Medium Reyword Other - Primary Dimension: Source / Medium Source Medium Reyword Other - Primary Dimension: Source / Medium Source Medium Reyword Other - Primary Dimension: Source / Medium Source Medium Reyword Other - Primary Dimension: Source / Medium Source Medium Reyword Other - Primary Dimension: Source / Medium Source Medium Reyword Other - Primary Dimension: Source / Medium Source Medium Reyword Other - Primary Dimension: Source / Medium Source Medium Reyword Other - Primary Dimension: Source / Medium Source Medium Reyword Other - Primary Dimension: Source / Medium Source Medium Reyword Other - Primary Dimension: Source / Medium Source Medium Reyword Other - Primary Dimension: Source / Medium Source Medium Reyword Other - Primary Dimension: Source / Medium Source Medium Reyword Other - Primary Dimension: Source / Medium Source Medium Reyword Cher - Primary Dimension: Source / Medium Source Medium Reyword Cher - Primary Dimension: Source / Medium Source Medium Reyword Cher - Primary Dimension: Source / Medium Source Medium Reyword Cher - Primary Dimension: Source / Medium Source Medium Reyword Cher - Primary Dimension: Source / Medium Reyword Cher - Primary Dimension: Source / Medi	eads - Conversion * <ul> <li>Try searching "Pageviews in last 30 days</li> <li>DEAA</li> </ul> All Traffic * <ul> <li>All Users</li> <li>100.00% Users</li> <li>Explorer</li> <li>Summary Site Usage Coal Set 1 Coal Set 2 Coal Set 3 unmerce</li> <li>Users</li> <li>Users</li> <li>Visers</li> <li>Visers</li> <li>Cool</li> <li>Secure / Medium Source Medium Keyword Other -</li> <li>Petruary 202</li> </ul> Primary Dimension: Source / Medium Source Medium Keyword Other - <ul> <li>New Users</li> <li>Secure / Medium * Sort Type</li> <li>Default *</li> <li>Secure / Medium * Sort Type</li> <li>I google / ope</li> <li>34,346 (28.00%)</li> <li>31,100 (28.22%)</li> <li>2 (direct) / (none)</li> <li>22,524 (19.20%)</li> <li>22,654 (20.55%)</li> <li>3 google / organic</li> <li>16,266 (13.05%)</li> <li>113,495 (11.30%)</li> <li>12,908 (11.71%)</li> <li>S spmtb / carcusel</li> <li>6,007 (6.71%)</li> <li>7,229 (6.85%)</li> <li>6,140 (5.57%)</li> <li>6,140 (5.57%)</li> <li>6,140 (5.57%)</li> <li>6,140 (5.57%)</li> <li>7, google_my_business_listing / organic</li> <li>4, Spmtb / carcusel</li> <li>6,007 (6.71%)</li> <li>7,229 (6.85%)</li> <li>8, eleed / blast</li> <li>2,656 (1.77%)</li> <li>1,470 (1.33%)</li> </ul>

Admin



00:02:02

00:01:59

2.17%

1.50%

41 (1.07%)

17 (0.44%)

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\$0.00 (0.00%)

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39.33%

41.95%

1,893 (1.10%)

1,130 (0.66%)



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<ul> <li>Customization</li> <li>REPORTS</li> <li>Realtime</li> </ul>	All Users 100.00% Users Explorer		Segm			0			Apr 1, 2021	- Jun 30, 2021 👻
<ul> <li>Audience</li> <li>Acquisitien</li> </ul>	Summary Site Usage Goal Set 1 Goal Set Users - VS. Selec: a metric	t 2 Goal Set 3merce							Day Week	Month 🚄 📲
Overview - All Traffic	<ul> <li>Users</li> <li>3,000</li> </ul>		PERF	<b>ORN</b>	IANC			Δ.		
Channels Treemaps	2,000		$\frown$			$\sim$			$\sim$	
Source/Medium	1,000									
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▶ Google Ads	Driver Dimension, Course (Medium, Course, Medi	in Kound Other			Ŧ					
Search Console	Primary Dimension: Source / Medium Source Mediu Plot Rows Secondary dimension - Sort Type:								Q advanced 🖽 🚯	<b>=</b> 7- 47 STI
▹ Social									auranceu 🔠 🖤	2 <u>2</u> (2 10
Campaigns     Behavior	Source / Medium	Acquisition			Behavior			Conversions All Goals *		
		Users 🕐 🔸	New Users 🕜	Sessions	Bounce Rate	Pages / Session 🤊	Avg. Session Duration 📀	Goal Conversion Rate 📀	Goal Completions	Goal Value 🕜
Conversions		<b>123,809</b> % of Total: 100.00% (123,809)	121,230 % of Total: 100.00% (121,230)	<b>185,499</b> % of Tota: 100.00% (185,499)	44.00% Avg for View: 44.00% (0.00%)	2.09 Avg for View: 2.09 (0.00%)	00:02:47 Avg for View: 00:02:47 (0.00%)	<b>3.19%</b> Avg for View: 3.19% (0.00%)	<b>5,926</b> % of Total: 100.00% (5,926)	<b>\$0.00</b> % of Total: 0.00% (\$0.00)
	1. gocgle / cpc	<b>43,558</b> (33.13%)	41,240 (34.02%)	60,859 (32.81%)	62.49%	1.78	00:01:38	2.56%	1,558 (26.29%)	\$0.00 (0.00%)
	2. (direct) / (none)	<b>21,751</b> (16.55%)	21,470 (17.71%)	<b>31,982</b> (17.24%)	21.57%	1.65	00:04:47	3.16%	<b>1,010</b> (17.04%)	\$0.00 (0.00%)
	3. gocgle / organic	<b>13,015</b> (9.90%)	<b>10,573</b> (8.72%)	20,594 (11.10%)	25.36%	2.95	00:03:47	5.61%	<b>1,155</b> (19.51%)	\$0.00 (0.00%)
	4. gocgle_my_business_listing / organic	<b>11,289</b> (8.59%)	<b>9.481</b> (7.82%)	<b>18.419</b> (9.93%)	13.54%	3.64	00:04:31	6.14%	<b>1.131</b> (19.09%)	\$0.00 (0.00%)
	5. spmfb / video	<b>8,797</b> (6.69%)	<b>8,445</b> (6.97%)	11,150 (6.01%)	84.00%	1.22	00:00:33	1.00%	111 (1.87%)	\$0.00 (0.00%)
	6. dealerleads.com / referral	<b>5,480</b> (4.17%)	4,309 (3.97%)	<b>6,596</b> (3.56%)	39.18%	2.61	00:02:21	3.58%	<b>235</b> (3.98%)	\$0.00 (0.00%)
	C 7. m.facebock.com / referral	<b>3,917</b> (2.98%)	<b>3,538</b> (2.92%)	<b>6,138</b> (3.31%)	46.51%	1.70	00:01:14	1.48%	<b>91</b> (1.54%)	\$0.00 (0.00%)
	8. spmfb / carousel	<b>3,917</b> (2.98%)	<b>3,712</b> (3.06%)	4,876 (2.63%)	57.18%	1.84	00:00:49	1.58%	<b>77</b> (1.30%)	<b>\$0.00</b> (0.00%)
℃ Attribution BETA	9. elead / blast	<b>1,555</b> (1.18%)	<b>1,161</b> (0.96%)	<b>2.623</b> (1.41%)	45.94%	2.39	00:03:02	2.48%	<b>65</b> (1.10%)	\$0.00 (0.00%)
Q Discover	D 10. bing / cpc	1,052 (0.80%)	920 (0.76%)	<b>1,344</b> (0.72%)	40.10%	2.36	00:02:30	3.94%	<b>53</b> (0.89%)	\$0.00 (0.00%)
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A Home	All Traffic 🥏		DEAI	LERL	EAD	5		ave 🕁 exp	PORT < SHARE 🎤	DIT @ INSIGHTS
Customization     REPORTS     Continue     Realtime	All Users 100.00% Users Explorer		Segm						Jul 1, 2021	- Sep 30, 2021 👻
<ul> <li>Audience</li> <li>Acquisition</li> </ul>	Summary Site Usage Goal Set 1 Goal Set Users - VS. Select a metric	t 2 Goal Set 3merce							Day Week	Manth 🗹 🕄
Overview - All Traffic Channels	• Users 3,000		PERF							
Treemaps	2,000		~~~~		$\sim$	$\sim$			~	
Source/Medium	1,000									
Referrals			August 2021		Ŧ		September 2021			
► Google Ads	Primary Dimension: Source / Medium Source Media	um Keyword Other -								
<ul> <li>Search Console</li> <li>Social</li> </ul>	Plot Rows Secondary dimension - Sort Type:	Default 🔻							Q advanced 🔳 🕒	E 12 42 511
▶ Campaigns		Acquisition			Behavior			Conversions All Goals -		
▶ 🖃 Behavior	Source / Medium	Users ?	New Users 🕜	Sessions 🕜	Bounce Rate 📀	Pages / Session	Avg. Session Duration	Goal Conversion Rate (?)	Goal Completions	Goal Value
Conversions		115,593	112,724	173,677	35.29%	2.14	00:02:52	4.45%	7,737	\$0.00
							Avg for View: 00:02:52 (0.00%)		% of Total: 100.00% (7,737)	% of Total: 0.00% (\$0.00)
	1. gocgle / cpc	34,437 (28.13%)	<b>32,131</b> (28.50%)	50,475 (29.06%)	52.82%	1.81	00:01:56	2.67%	<b>1,348</b> (17.42%)	\$0.00 (0.00%)
	I. gocgle / cpc       I. gocgle / cpc       I. gocgle / cpc       I. gocgle / cpc	34,437 (28.13%) 21,722 (17.74%)	32,131 (28.50%) 21,063 (18.69%)	50,475 (29.06%) 31,081 (17.90%)	52.82% 21.23%	1.81 1.65	00:01:56 00:03:57	2.67% 8.39%	1,343 (17.42%) 2,607 (33.70%)	
										\$0.00 (0.00%)
	2. (direct) / (none)	21,722 (17.74%) 12,751 (10.42%)	21,063 (18.69%)	<b>31,081</b> (17.90%)	21.23%	1.65	00:03:57	8.39%	<b>2,607</b> (33.70%)	\$0.00 (0.00%) \$0.00 (0.00%)
	Image: Construction of the second	21,722 (17.74%) 12,751 (10.42%)	21,063 (18.69%) 10,363 (9.19%)	31,081 (17.90%) 19,987 (11.51%)	21.23% 24.56%	1.65 2.80	00:03:57 00:03:52	8.39% 6.09%	2,607 (33.70%) 1,217 (15.73%)	\$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
	Image: Constraint of the second se	21,722 (17.74%) 12,751 (10.42%) 11,301 (9.23%)	21,063 (18.69%) 10,363 (9.19%) 9.600 (8.52%)	31,081 (17.90%) 19,987 (11.51%) 18,551 (10.68%)	21.23% 24.56% 14.23%	1.65 2.80 3.55	00:03:57 00:03:52 00:04:19	8.39% 6.09% 6.32%	2,607 (33.70%) 1,217 (15.73%) 1.172 (15.15%)	\$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
	<ul> <li>2. (direct) / (none)</li> <li>3. gocgle / organic</li> <li>4. gocgle_my_business_listing / organic</li> <li>5. dealerleads.com / referral</li> </ul>	21,722 (17.74%) 12,751 (10.42%) 11,301 (9.23%) 5,879 (4.80%)	21,063 (18.69%) 10,363 (9.19%) 9,600 (8.52%) 5,274 (4.68%)	31,081 (17.90%) 19,987 (11.51%) 18.551 (10.68%) 7,470 (4.30%)	21.23% 24.56% 14.23% 39.89%	1.65 2.80 3.55 2.35 1.83	00:03:57 00:03:52 00:04:19 00:02:13	8.39% 6.09% 6.32% 2.92%	2,607 (33.70%) 1,217 (15.73%) 1.172 (15.15%) 218 (2.82%)	\$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
	<ul> <li>2. (direct) / (none)</li> <li>3. gocgle / organic</li> <li>4. gocgle_my_business_listing / organic</li> <li>5. dealerleads.com / referral</li> <li>6. m.facebock.com / referral</li> </ul>	21,722 (17.74%) 12,751 (10.42%) 11,301 (9.23%) 5,879 (4.80%) 4,346 (3.55%)	21,063 (18.69%) 10,363 (9.19%) 9,500 (8.52%) 5,274 (4.68%) 4,082 (3.62%)	31,081 (17.90%) 19,987 (11.51%) 18.551 (10.68%) 7,470 (4.30%) 6,901 (3.97%)	21.23% 24.56% 14.23% 39.39% 48.95%	1.65 2.80 3.55 2.35 1.83 <0.01	00:03:57 00:03:52 00:04:19 00:02:13 00:01:24	8.39% 6.09% 6.32% 2.92% 1.12%	2,607 (33.70%) 1,217 (15.73%) 1.172 (15.15%) 213 (2.82%) 77 (1.00%)	\$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
°€ Attribution ^{BETA}	<ul> <li>2. (direct) / (none)</li> <li>3. gocgle / organic</li> <li>4. gocgle_my_business_listing / organic</li> <li>5. dealerleads.com / referral</li> <li>6. m.facebock.com / referral</li> <li>7. edmunds / referral</li> </ul>	21,722 (17.74%) 12,751 (10.42%) 11,301 (9.23%) 5,879 (4.80%) 4,346 (3.55%) 3,542 (2.89%)	21,063 (18.69%) 10,363 (9.19%) 9,500 (8.52%) 5,274 (4.68%) 4,082 (3.62%) 3,519 (3.12%)	31,081 (17.90%) 19,987 (11.51%) 18.551 (10.68%) 7,470 (4.30%) 6,901 (3.97%) 3,195 (1.84%)	21.23% 24.56% 14.23% 39.39% 48.95% 0.00%	1.65 2.80 3.55 2.35 1.83 <0.01 1.23	00:03:57 00:03:52 00:04:19 00:02:13 00:01:24 00:00:58	8.39% 6.09% 6.32% 2.92% 1.12% 1.97%	2,607 (33.70%) 1,217 (15.73%) 1.172 (15.15%) 213 (2.82%) 77 (1.00%) 63 (0.81%)	\$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
<ul> <li>Attribution ^{BETA}</li> <li>Discover</li> </ul>	<ul> <li>2. (direct) / (none)</li> <li>3. gocgle / organic</li> <li>4. gocgle_my_business_listing / organic</li> <li>5. dealerleads.com / referral</li> <li>6. m.facebock.com / referral</li> <li>7. edmunds / referral</li> <li>8. spmfb / video</li> </ul>	21,722 (17.74%) 12,751 (10.42%) 11,301 (9.23%) 5,879 (4.80%) 4,346 (3.55%) 3,542 (2.89%) 3,505 (2.86%)	21,063 (18.69%) 10,363 (9.19%) 9.600 (8.52%) 5,274 (4.68%) 4,082 (3.62%) 3,519 (3.12%) 3,365 (2.99%)	31,081 (17.90%)         19,987 (11.51%)         18.551 (10.68%)         7,470 (4.30%)         6,901 (3.97%)         3,195 (1.84%)         5,112 (2.94%)	21.23% 24.56% 14.23% 39.39% 48.95% 0.00% 77.95%	1.65 2.80 3.55 2.35 1.83 <0.01 1.23	00:03:57 00:03:52 00:04:19 00:02:13 00:01:24 00:00:58 00:00:41	8.39% 6.09% 6.32% 2.92% 1.12% 1.97% 0.80%	2,607       (33.70%)         1,217       (15.73%)         1.172       (15.15%)         213       (2.82%)         77       (1.00%)         63       (0.81%)         41       (0.53%)	\$0.00 (0.00%) \$0.00 (0.00%) \$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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