



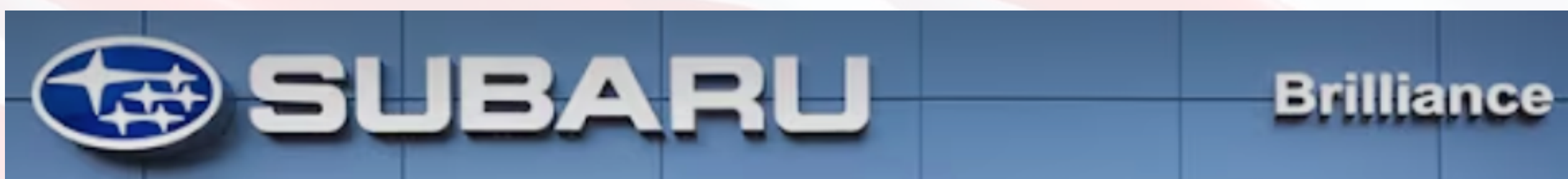
A family owned and operated company.

(800) 369-3003 dealerleads.com

1 YEAR PLUS

PARTNER CASE STUDY #23

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DealerLeads.com "We have a better mousetrap."

OUR SIX FOCAL POINTS

1 Media Buy / The Budget

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

4 Time On Site

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

2 Bounce Rate Comparison

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

5 City Locale

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

3 Page View / SRP View / VDP Views

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

6 Traffic Sustainability

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

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

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

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

THE MATH

Introducing
DealerLeads.com

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

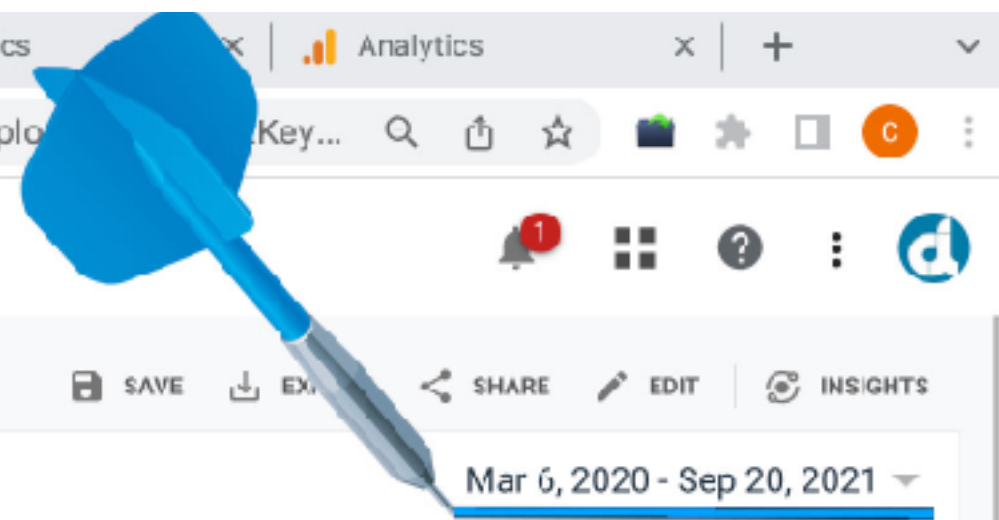
- Home
- Customization
- REPORTS
- Realtime
- Audience
- Acquisition
 - Overview
 - All Traffic
 - Channels
 - Treemaps
 - Source/Medium
 - Referrals
- Google Ads
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- Conversions
- Attribution BETA
- Discover
- Admin

DEALERLEADS

2020-2021 PERFORMANCE



Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	448,716 <small>% of Total: 100.00% (448,716)</small>	56.52% <small>Avg for View: 56.52% (0.30%)</small>	253,596 <small>% of Total: 100.00% (253,596)</small>	31.67% <small>Avg for View: 31.67% (0.00%)</small>	2.43 <small>Avg for View: 2.43 (0.00%)</small>	00:02:32 <small>Avg for View: 00:02:32 (0.00%)</small>	1.91% <small>Avg for View: 1.91% (0.00%)</small>	8,549 <small>% of Total: 100.00% (8,549)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	111,878 (24.93%)	44.70%	50,011 (19.72%)	34.54%	1.16	00:00:48	0.58%	647 (7.57%)	\$0.00 (0.00%)
2. [blurred]	86,057 (19.18%)	60.02%	51,653 (20.37%)	18.88%	3.95	00:04:27	3.86%	3,324 (38.88%)	\$0.00 (0.00%)
3. [blurred]	50,400 (13.46%)	69.11%	41,745 (16.45%)	28.67%	2.89	00:03:32	2.25%	1,356 (15.86%)	\$0.00 (0.00%)
4. [blurred]	56,678 (12.53%)	46.81%	26,532 (10.45%)	35.96%	1.18	00:00:50	0.48%	272 (3.18%)	\$0.00 (0.00%)
5. [blurred]	25,299 (5.64%)	61.06%	15,448 (6.09%)	36.94%	3.04	00:03:37	3.09%	782 (9.15%)	\$0.00 (0.00%)
6. [blurred]	11,960 (2.67%)	53.69%	6,421 (2.53%)	32.87%	1.81	00:01:41	1.15%	137 (1.60%)	\$0.00 (0.00%)
7. [blurred]	11,010 (2.45%)	90.05%	9,914 (3.91%)	20.76%	3.74	00:00:46	0.12%	13 (0.15%)	\$0.00 (0.00%)
8. dealerleads.com / referral	10,915 (2.43%)	76.70%	8,372 (3.30%)	59.44%	2.23	00:01:56	2.40%	262 (3.06%)	\$0.00 (0.00%)
9. [blurred]	9,597 (2.14%)	41.31%	3,965 (1.55%)	23.78%	2.45	00:04:13	4.26%	409 (4.78%)	\$0.00 (0.00%)
10. [blurred]	9,565 (2.13%)	52.92%	5,062 (2.00%)	60.63%	1.72	00:00:44	0.54%	61 (0.71%)	\$0.00 (0.00%)
11. [blurred]	8,503 (1.89%)	58.93%	5,011 (1.93%)	23.93%	3.50	00:03:41	2.57%	227 (2.66%)	\$0.00 (0.00%)



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

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

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

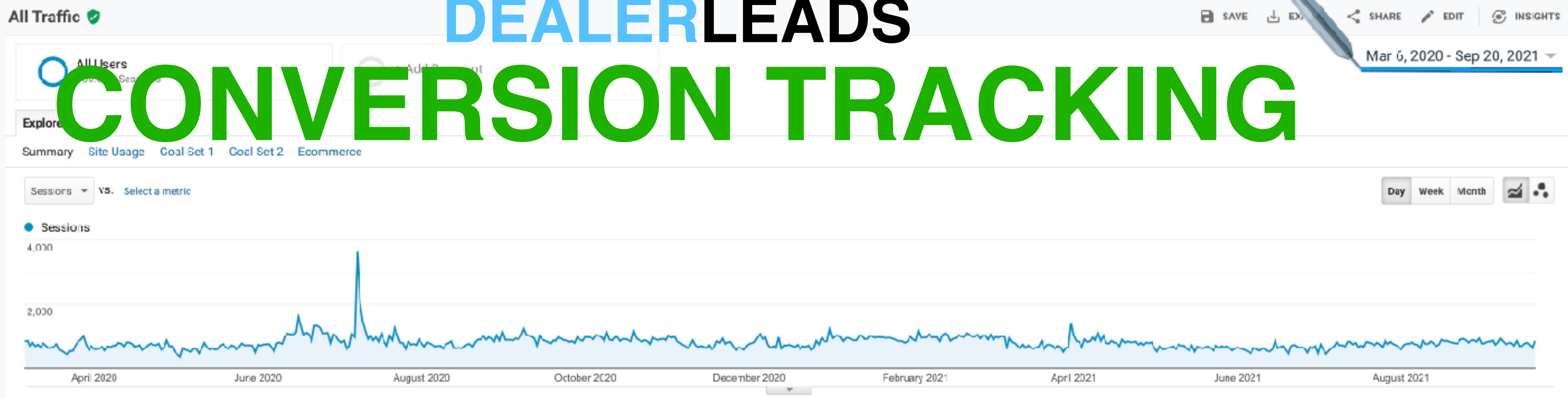
HARD GOAL CONVERSIONS

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

DEALERLEADS CONVERSION TRACKING

- Home
- Customization
- REPORTS
- Realtime
- Audience
- Acquisition
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Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Count	Goal Value
448,716	56.52%	253,596	31.67%	2.43	00:02:32				
1. [blurred]	111,878 (24.93%)	44.70%	50,011 (19.72%)	31.54%	1.16				
2. [blurred]	86,057 (19.18%)	60.02%	51,653 (20.37%)						
3. [blurred]	50,400 (13.46%)	69.11%	41,745 (16.45%)						
4. [blurred]	56,678 (12.53%)	46.81%	26,532 (10.45%)	35.96%	1.18				
5. [blurred]	25,299 (5.64%)	61.06%	15,448 (6.09%)	36.94%	3.04	00:03:37			
6. [blurred]	11,960 (2.67%)	53.69%	6,421 (2.53%)	32.87%	1.81	00:01:41	1.15%	137 (1.60%)	\$0.00 (0.00%)
7. [blurred]	11,010 (2.45%)	90.05%	9,914 (3.91%)	20.76%	3.74	00:00:46	0.12%	13 (0.15%)	\$0.00 (0.00%)
8. dealerleads.com / referral	10,915 (2.43%)	76.70%	8,372 (3.30%)	59.44%	2.23	00:01:56	2.40%	262 (3.06%)	\$0.00 (0.00%)
9. [blurred]	9,597 (2.14%)	41.31%	3,965 (1.55%)	23.78%	2.45	00:04:13	4.26%	409 (4.78%)	\$0.00 (0.00%)
10. [blurred]	9,565 (2.13%)	52.92%	5,062 (2.00%)	60.63%	1.72	00:00:44	0.54%	61 (0.71%)	\$0.00 (0.00%)
11. [blurred]	8,503 (1.89%)	58.93%	5,011 (1.93%)	23.93%	3.53	00:03:41	2.57%	227 (2.66%)	\$0.00 (0.00%)

- ✓ All Goals
- Goal 1: Click to Call
- Goal 2: Click to Chat
- Goal 3: Click to Text
- Goal 4: Lead Form | Contact
- Goal 5: Lead Form | Today's Price / I'm Interested
- Goal 6: Lead Form | Promo Popup
- Goal 7: Lead Form | Test Drive
- Goal 8: Lead Form | Car Finder
- Goal 9: Lead Form | Information Request



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

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

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

OUR TRAFFIC & CITY LOCATION

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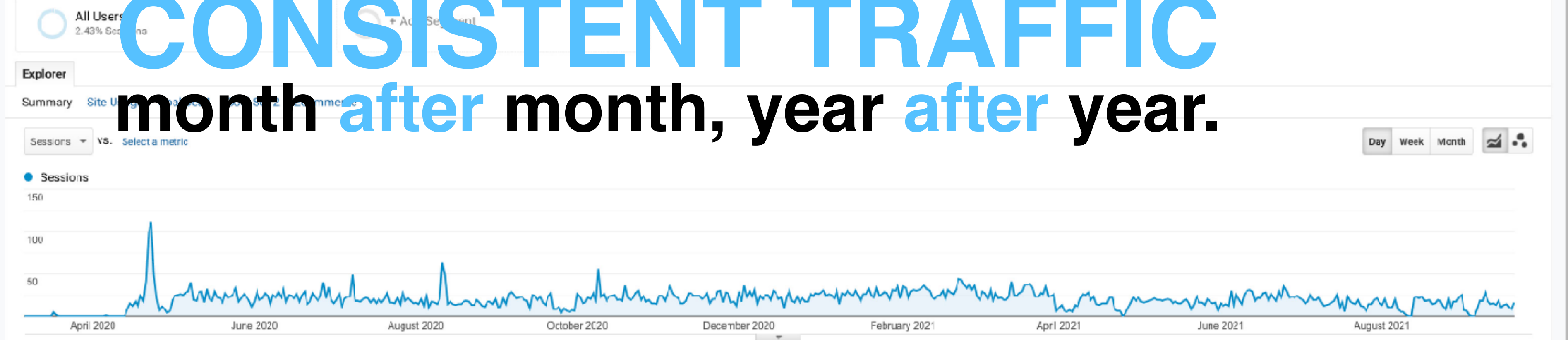
The dealer Leads program provides an economically viable, predictable, sustainable, trackable program dealers rely on to turn inventory quickly and grow their dealerships.

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- Conversions

All Traffic SAVE EXPORT SHARE EDIT INSIGHTS

ALL > SOURCE / MEDIUM: dealerleads.com / referral Mar 6, 2020 - Sep 20, 2021

DEALERLEADS
CONSISTENT TRAFFIC
 month after month, year after year.



Primary Dimension: Source / Medium Other

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	10,915 <small>% of Total: 2.43% (448,716)</small>	76.70% <small>Avg for View: 56.52% (35.72%)</small>	8,372 <small>% of Total: 3.30% (253,596)</small>	59.44% <small>Avg for View: 31.67% (87.68%)</small>	2.23 <small>Avg for View: 2.43 (+8.19%)</small>	00:01:56 <small>Avg for View: 00:02:32 (-23.77%)</small>	2.40% <small>Avg for View: 1.91% (25.99%)</small>	262 <small>% of Total: 3.06% (8,549)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1 dealerleads.com / referral	10,915 (100.00%)	76.70%	8,372 (100.00%)	59.44%	2.23	00:01:55	2.40%	262 (100.00%)	\$0.00 (0.00%)

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

This report was generated on 7/27/23 at 1:22:55 PM - Refresh Report

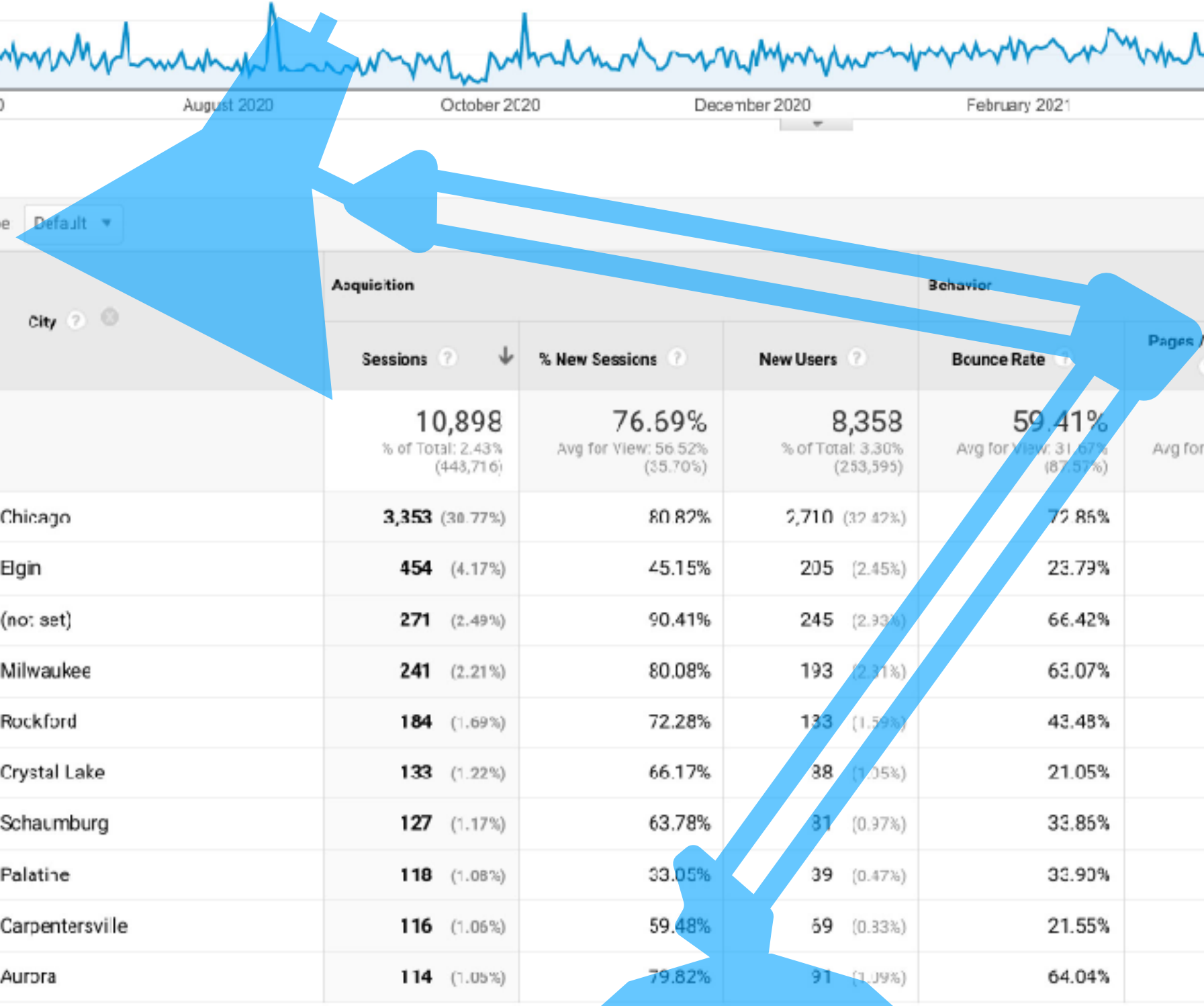
- Attribution BETA
- Discover
- Admin

- Home
- Customization
- REPORTS
- Realtime
- Audience
- Acquisition
 - Overview
 - All Traffic
 - Channels
 - Treemaps
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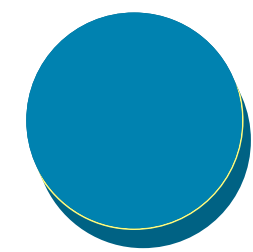
Source / Medium		Acquisition			Behavior			Conversions		
Source / Medium	City	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
All Users		10,898	76.69%	8,358	59.41%	2.23	00:01:56	2.40%	262	\$0.00
1	dealerleads.com / referral	3,353 (30.77%)	80.82%	2,710 (32.42%)	72.85%	1.68	00:01:10	1.52%	51 (19.47%)	\$0.00 (0.00%)
2	dealerleads.com / referral	454 (4.17%)	45.15%	205 (2.45%)	23.79%	4.13	00:05:49	4.19%	19 (7.25%)	\$0.00 (0.00%)
3	dealerleads.com / referral	271 (2.49%)	90.41%	245 (2.93%)	66.42%	1.56	00:00:37	2.58%	7 (2.67%)	\$0.00 (0.00%)
4	dealerleads.com / referral	241 (2.21%)	80.08%	193 (2.31%)	63.07%	1.91	00:01:15	2.07%	5 (1.91%)	\$0.00 (0.00%)
5	dealerleads.com / referral	184 (1.69%)	72.28%	133 (1.59%)	43.48%	3.14	00:02:51	2.72%	5 (1.91%)	\$0.00 (0.00%)
6	dealerleads.com / referral	133 (1.22%)	66.17%	38 (1.05%)	21.05%	3.61	00:02:51	5.26%	7 (2.67%)	\$0.00 (0.00%)
7	dealerleads.com / referral	127 (1.17%)	63.78%	31 (0.37%)	33.85%	2.65	00:02:16	3.94%	5 (1.91%)	\$0.00 (0.00%)
8	dealerleads.com / referral	118 (1.08%)	33.05%	39 (0.47%)	33.90%	2.86	00:03:31	0.85%	1 (0.38%)	\$0.00 (0.00%)
9	dealerleads.com / referral	116 (1.06%)	59.48%	59 (0.33%)	21.55%	4.13	00:04:03	8.62%	10 (3.82%)	\$0.00 (0.00%)
10	dealerleads.com / referral	114 (1.05%)	79.82%	91 (1.09%)	64.04%	2.07	00:01:22	2.63%	3 (1.13%)	\$0.00 (0.00%)

DEALERLEADS TRAFFIC CITY LOCALE and the relationship to the dealer's location

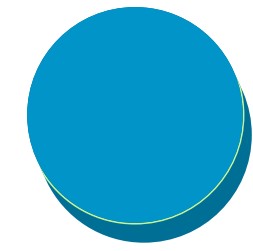


LET'S GO

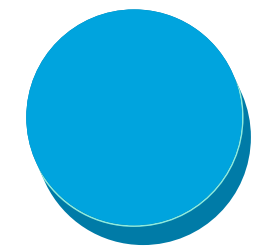
Quarter by Quarter



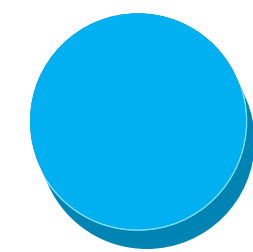
1ST QUARTER REPORTING
JAN 1 thru MAR 31



2ND QUARTER REPORTING
APR 1 thru JUN 30



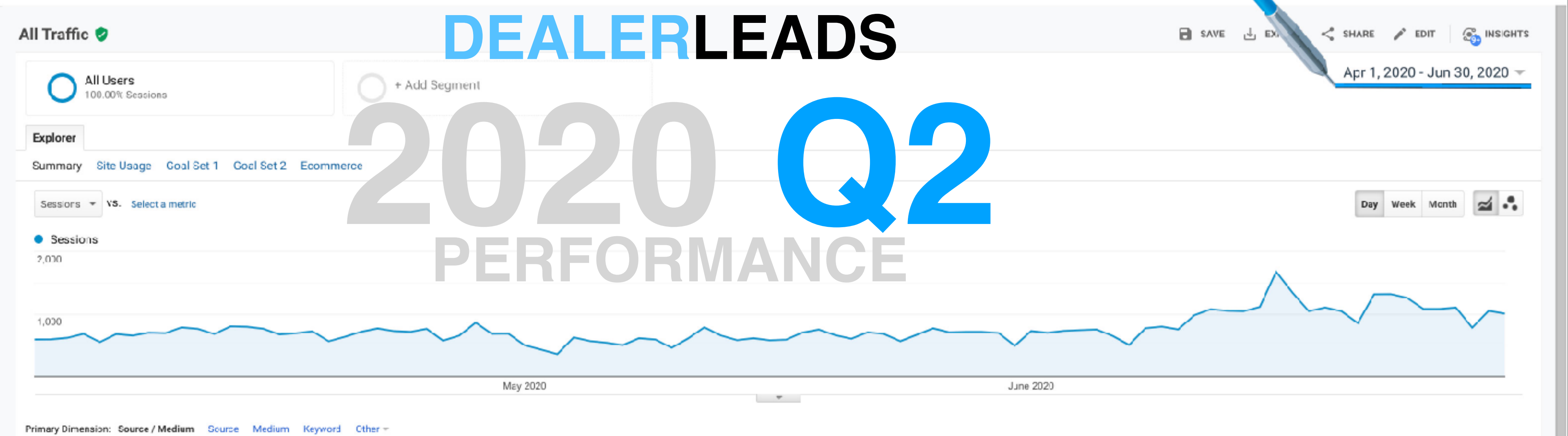
3RD QUARTER REPORTING
JUL 1 thru SEP 30



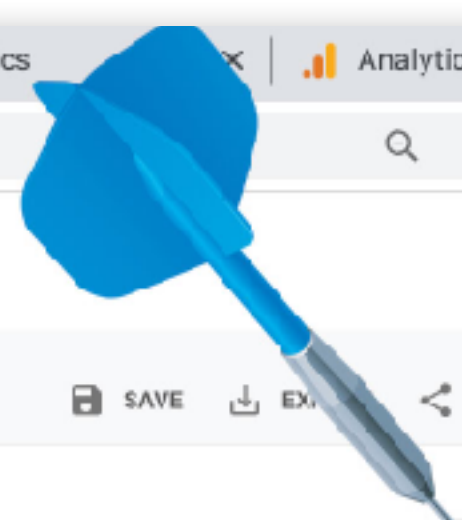
4TH QUARTER REPORTING
OCT 1 thru DEC 31



- Home
- Customization
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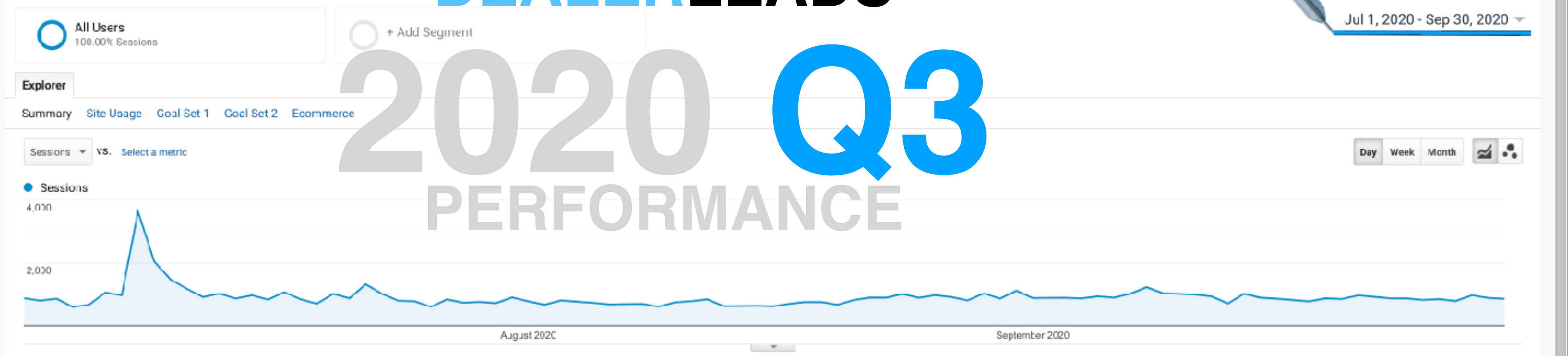


Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	69,253 <small>% of Total: 100.00% (69,253)</small>	56.05% <small>Avg for View: 56.05% (0.00%)</small>	38,818 <small>% of Total: 100.00% (38,818)</small>	22.29% <small>Avg for View: 22.25% (0.00%)</small>	3.10 <small>Avg for View: 3.10 (0.00%)</small>	00:03:21 <small>Avg for View: 00:03:21 (0.00%)</small>	1.79% <small>Avg for View: 1.79% (0.00%)</small>	1,237 <small>% of Total: 100.00% (1,237)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	15,483 (22.36%)	60.67%	9,394 (24.20%)	14.34%	4.93	00:05:14	3.51%	544 (43.98%)	\$0.00 (0.00%)
2. [blurred]	10,946 (15.81%)	63.37%	6,937 (17.37%)	21.93%	3.58	00:04:50	1.99%	218 (17.62%)	\$0.00 (0.00%)
3. [blurred]	9,250 (13.36%)	43.29%	4,004 (10.31%)	23.35%	1.32	00:00:59	0.26%	24 (1.94%)	\$0.00 (0.00%)
4. [blurred]	7,661 (11.06%)	48.74%	3,734 (9.52%)	11.34%	1.13	00:00:46	0.14%	11 (0.89%)	\$0.00 (0.00%)
5. [blurred]	5,909 (8.53%)	44.54%	2,632 (6.78%)	26.43%	1.76	00:01:37	0.69%	41 (3.31%)	\$0.00 (0.00%)
6. [blurred]	3,763 (5.43%)	60.09%	2,261 (5.82%)	29.68%	3.90	00:03:46	4.01%	151 (12.21%)	\$0.00 (0.00%)
7. [blurred]	3,139 (4.53%)	59.92%	1,881 (4.85%)	52.21%	1.88	00:00:47	0.19%	6 (0.49%)	\$0.00 (0.00%)
8. [blurred]	2,269 (3.28%)	38.48%	873 (2.25%)	17.81%	2.49	00:04:16	2.56%	58 (4.69%)	\$0.00 (0.00%)
9. dealerleads.com / referral	1,896 (2.74%)	71.36%	1,353 (3.49%)	40.03%	3.14	00:02:58	2.74%	52 (4.20%)	\$0.00 (0.00%)
10. [blurred]	1,376 (1.99%)	91.06%	1,253 (3.23%)	18.39%	3.55	00:00:42	0.07%	1 (0.08%)	\$0.00 (0.00%)



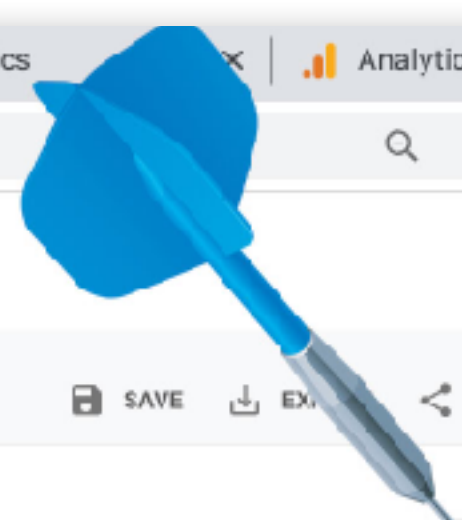
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All Traffic **DEALERLEADS** Jul 1, 2020 - Sep 30, 2020



2020 Q3 PERFORMANCE

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	82,860 <small>% of Total: 100.00% (82,860)</small>	59.83% <small>Avg for View: 59.83% (0.00%)</small>	49,579 <small>% of Total: 100.00% (49,579)</small>	24.34% <small>Avg for View: 24.34% (0.00%)</small>	2.77 <small>Avg for View: 2.77 (0.00%)</small>	00:02:32 <small>Avg for View: 00:02:32 (0.00%)</small>	3.16% <small>Avg for View: 3.16% (0.00%)</small>	2,616 <small>% of Total: 100.00% (2,616)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	27,326 (32.98%)	47.48%	11,607 (23.41%)	22.24%	1.22	00:01:46	1.45%	395 (15.10%)	\$0.00 (0.00%)
2. [blurred]	14,150 (17.08%)	66.15%	9,360 (18.38%)	17.72%	4.59	00:04:32	6.50%	920 (35.17%)	\$0.00 (0.00%)
3. [blurred]	11,457 (13.83%)	65.89%	7,549 (15.23%)	21.65%	3.72	00:04:34	3.61%	414 (15.83%)	\$0.00 (0.00%)
4. [blurred]	5,540 (6.69%)	55.36%	3,067 (6.19%)	22.69%	1.30	00:01:53	1.75%	97 (3.71%)	\$0.00 (0.00%)
5. [blurred]	4,560 (5.50%)	96.38%	4,395 (8.36%)	30.29%	2.91	00:03:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. [blurred]	3,269 (3.95%)	67.21%	2,197 (4.43%)	37.96%	3.37	00:03:06	5.14%	168 (6.42%)	\$0.00 (0.00%)
7. [blurred]	2,884 (3.48%)	88.28%	2,546 (5.14%)	12.10%	3.91	00:01:51	0.31%	9 (0.34%)	\$0.00 (0.00%)
8. [blurred]	1,723 (2.08%)	48.64%	838 (1.69%)	60.65%	1.81	00:01:43	2.09%	36 (1.38%)	\$0.00 (0.00%)
9. dealerleads.com / referral	1,669 (2.01%)	85.44%	1,426 (2.38%)	50.99%	2.90	00:02:26	5.27%	88 (3.36%)	\$0.00 (0.00%)
10. [blurred]	1,590 (1.92%)	52.45%	834 (1.68%)	21.82%	2.88	00:03:43	6.16%	98 (3.75%)	\$0.00 (0.00%)



analytics.google.com/analytics/web/?authuser=3#/report/traffic-sources-all-traffic/a56576841w90052249p212750606/_u.date00=20201001&_u.date01=20201231&_.goalOption=ALL/

Analytics Dealer Leads - Conversion ... Try searching "Top countries by users"

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

DEALERLEADS

2020 Q4

PERFORMANCE

Oct 1, 2020 - Dec 31, 2020

SAVE EXPORT SHARE EDIT INSIGHTS

All Users 100.00% Sessions + Add Segment

Explorer Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce

Sessions vs. Select a metric

Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sor: Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	74,503 <small>% of Total: 100.00% (74,503)</small>	55.23% <small>Avg for View: 55.25% (0.00%)</small>	41,150 <small>% of Total: 100.00% (41,150)</small>	36.14% <small>Avg for View: 35.14% (0.00%)</small>	2.12 <small>Avg for View: 2.12 (0.00%)</small>	00:02:44 <small>Avg for View: 00:02:44 (0.00%)</small>	1.24% <small>Avg for View: 1.24% (0.00%)</small>	927 <small>% of Total: 100.00% (927)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	28,201 (37.85%)	42.41%	11,960 (29.06%)	39.70%	1.15	00:01:05	0.40%	113 (12.14%)	\$0.00 (0.00%)
2. [blurred]	11,448 (15.37%)	58.37%	6,682 (16.24%)	19.25%	3.62	00:05:45	2.87%	329 (35.45%)	\$0.00 (0.00%)
3. [blurred]	9,789 (13.14%)	71.75%	7,024 (17.07%)	26.69%	2.22	00:03:18	1.49%	146 (15.75%)	\$0.00 (0.00%)
4. [blurred]	4,828 (6.48%)	42.67%	2,060 (5.01%)	44.10%	1.16	00:00:46	0.39%	19 (2.05%)	\$0.00 (0.00%)
5. [blurred]	3,369 (4.52%)	59.75%	2,013 (4.89%)	40.31%	2.80	00:07:05	2.02%	68 (7.34%)	\$0.00 (0.00%)
6. [blurred]	2,560 (3.44%)	94.34%	2,415 (5.87%)	10.16%	4.37	00:00:46	0.04%	1 (0.11%)	\$0.00 (0.00%)
7. dealerleads.com / referral	2,071 (2.78%)	75.28%	1,559 (3.79%)	68.18%	1.78	00:01:48	1.74%	36 (3.88%)	\$0.00 (0.00%)
8. [blurred]	1,479 (1.99%)	92.43%	1,367 (3.32%)	70.18%	3.80	00:00:41	0.14%	2 (0.22%)	\$0.00 (0.00%)
9. [blurred]	1,329 (1.78%)	44.85%	596 (1.45%)	27.31%	2.49	00:05:58	3.69%	49 (5.25%)	\$0.00 (0.00%)
10. [blurred]	1,148 (1.54%)	42.68%	490 (1.19%)	69.86%	1.48	00:00:45	0.70%	8 (0.86%)	\$0.00 (0.00%)

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- Search Console
- Social
- Campaigns
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- Attribution BETA
- Discover
- Admin

All Traffic 100.00% Sessions + Add Segment SAVE EXPORT SHARE EDIT INSIGHTS Jan 1, 2021 - Mar 31, 2021

DEALERLEADS

2021 Q1

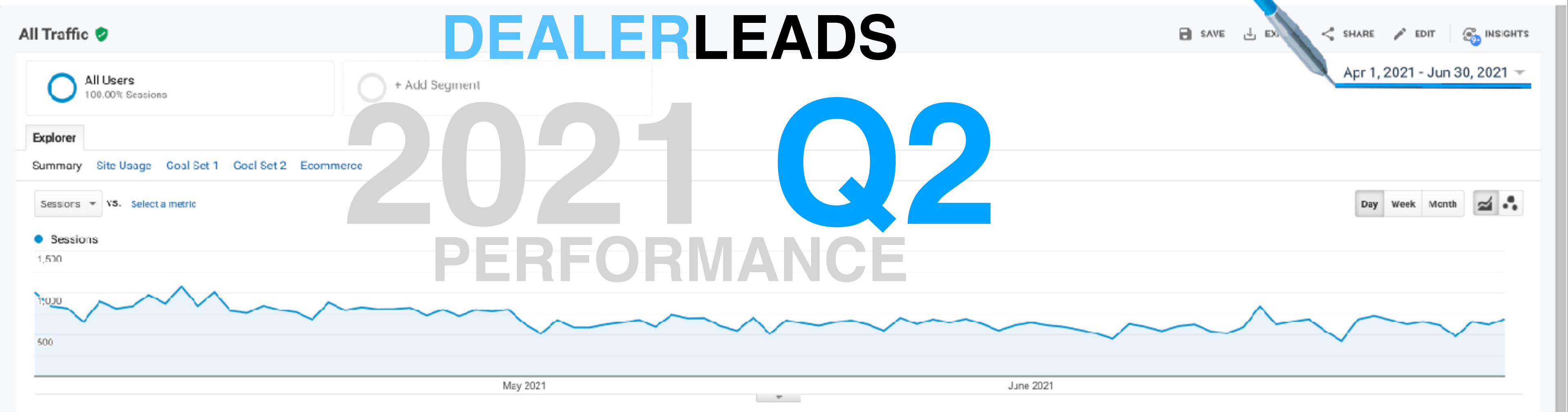
PERFORMANCE



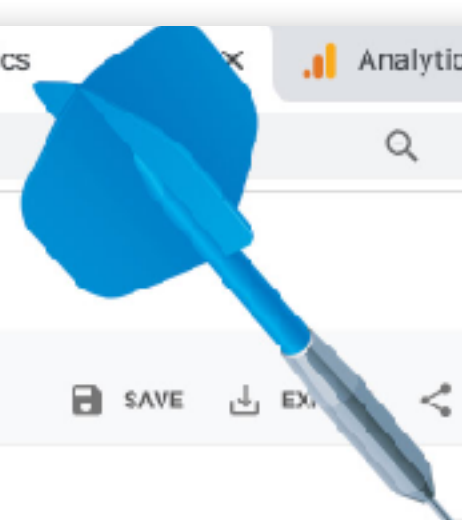
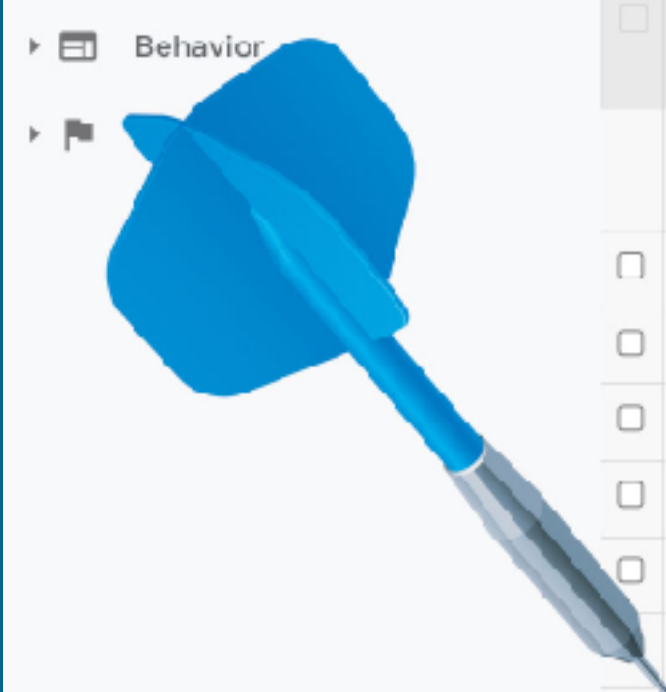
Primary Dimension: Source / Medium Source Medium Keyword Other Plot Rows Secondary dimension Sort Type: Default advanced Table Chart Filter Export Print

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	79,713 <small>% of Total: 100.00% (79,713)</small>	57.34% <small>Avg for View: 57.34% (0.00%)</small>	45,707 <small>% of Total: 100.00% (45,707)</small>	36.80% <small>Avg for View: 36.80% (0.00%)</small>	2.15 <small>Avg for View: 2.15 (0.00%)</small>	00:02:08 <small>Avg for View: 00:02:08 (0.00%)</small>	1.36% <small>Avg for View: 1.36% (0.00%)</small>	1,087 <small>% of Total: 100.00% (1,087)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	25,194 (31.61%)	57.10%	13,176 (28.77%)	39.86%	1.15	00:01:44	0.19%	47 (4.32%)	\$0.00 (0.00%)
2. [blurred]	12,489 (15.67%)	56.75%	7,088 (15.51%)	39.26%	3.58	00:04:25	3.35%	418 (38.45%)	\$0.00 (0.00%)
3. [blurred]	10,129 (12.71%)	46.09%	4,668 (10.21%)	41.55%	1.12	00:03:42	0.31%	31 (2.85%)	\$0.00 (0.00%)
4. [blurred]	7,691 (9.65%)	74.94%	5,764 (12.51%)	32.62%	2.72	00:02:40	2.00%	154 (14.17%)	\$0.00 (0.00%)
5. [blurred]	5,584 (7.01%)	61.52%	3,441 (7.53%)	39.18%	2.76	00:03:01	2.42%	135 (12.42%)	\$0.00 (0.00%)
6. [blurred]	2,535 (3.18%)	61.91%	2,330 (5.10%)	33.33%	4.17	00:03:48	0.04%	1 (0.09%)	\$0.00 (0.00%)
7. dealerleads.com / referral	2,473 (3.10%)	77.03%	1,905 (4.17%)	33.72%	1.59	00:01:20	1.09%	27 (2.48%)	\$0.00 (0.00%)
8. [blurred]	1,614 (2.02%)	36.52%	591 (1.29%)	26.15%	2.48	00:04:36	4.65%	75 (6.90%)	\$0.00 (0.00%)
9. [blurred]	1,419 (1.78%)	48.20%	684 (1.50%)	69.63%	1.57	00:03:37	0.28%	4 (0.37%)	\$0.00 (0.00%)
10. [blurred]	1,379 (1.73%)	62.36%	860 (1.88%)	45.61%	2.56	00:02:49	1.81%	25 (2.30%)	\$0.00 (0.00%)

- Home
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- Discover
- Admin



Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	62,607 <small>% of Total: 100.00% (62,607)</small>	56.22% <small>Avg for View: 56.22% (0.00%)</small>	35,195 <small>% of Total: 100.00% (35,195)</small>	36.05% <small>Avg for View: 36.05% (0.00%)</small>	2.18 <small>Avg for View: 2.18 (0.00%)</small>	00:02:17 <small>Avg for View: 00:02:17 (0.00%)</small>	2.14% <small>Avg for View: 2.14% (0.00%)</small>	1,341 <small>% of Total: 100.00% (1,341)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	14,644 (23.56%)	56.73%	8,308 (23.61%)	17.86%	3.40	00:03:48	3.84%	567 (41.91%)	\$0.00 (0.00%)
2. [blurred]	11,741 (18.75%)	49.54%	5,817 (16.53%)	40.81%	1.10	00:03:46	0.37%	43 (3.21%)	\$0.00 (0.00%)
3. [blurred]	10,494 (16.76%)	47.12%	4,945 (14.05%)	45.02%	1.14	00:03:36	0.36%	38 (2.83%)	\$0.00 (0.00%)
4. [blurred]	8,933 (14.27%)	69.05%	6,168 (17.53%)	37.92%	2.40	00:02:44	2.49%	222 (16.55%)	\$0.00 (0.00%)
5. [blurred]	4,056 (6.48%)	59.47%	2,412 (6.85%)	40.09%	2.59	00:02:41	2.88%	117 (8.72%)	\$0.00 (0.00%)
6. dealerleads.com / referral	1,614 (2.58%)	78.00%	1,259 (3.58%)	59.05%	2.00	00:01:27	1.86%	30 (2.24%)	\$0.00 (0.00%)
7. [blurred]	1,481 (2.37%)	58.47%	866 (2.46%)	30.18%	2.95	00:03:23	2.57%	38 (2.83%)	\$0.00 (0.00%)
8. [blurred]	1,400 (2.24%)	37.57%	526 (1.49%)	26.50%	2.16	00:03:35	5.57%	78 (5.82%)	\$0.00 (0.00%)
9. [blurred]	1,132 (1.81%)	66.40%	978 (2.78%)	84.45%	1.26	00:03:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. [blurred]	955 (1.53%)	54.66%	522 (1.48%)	68.48%	1.56	00:03:40	0.42%	4 (0.30%)	\$0.00 (0.00%)



Analytics x Analytics x Analytics x Analytics x Analytics x Analytics x Analytics x Analytics x Analytics x Analytics

analytics.google.com/analytics/web/?authuser=3#/report/traffic-sources-all-traffic/a56576841w90052249p212750606/_u.date00=20210701&_u.date01=20210930&_goalOption=ALL/

Analytics Dealer Leads - Conversion ... Try searching "Users today"

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

DEALERLEADS

2021 Q3

PERFORMANCE

Jul 1, 2021 - Sep 30, 2021

SAVE EXPORT SHARE EDIT INSIGHTS

All Users 100.00% Sessions + Add Segment

Explorer Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce

Sessions vs. Select a metric

Sessions 1,500

August 2021 September 2021

Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	70,033 <small>% of Total: 100.00% (70,033)</small>	53.92% <small>Avg for View: 53.92% (0.00%)</small>	37,760 <small>% of Total: 100.00% (37,760)</small>	38.05% <small>Avg for View: 38.05% (0.00%)</small>	1.98 <small>Avg for View: 1.98 (0.00%)</small>	00:01:54 <small>Avg for View: 00:01:54 (0.00%)</small>	1.90% <small>Avg for View: 1.90% (0.00%)</small>	1,334 <small>% of Total: 100.00% (1,334)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	16,197 (23.13%)	67.43%	10,111 (26.78%)	26.88%	3.00	00:03:01	3.42%	554 (41.53%)	\$0.00 (0.00%)
2. [blurred]	15,159 (21.65%)	34.73%	5,264 (13.94%)	44.17%	1.13	00:03:40	0.36%	55 (4.12%)	\$0.00 (0.00%)
3. [blurred]	13,444 (19.20%)	45.27%	6,086 (16.12%)	41.94%	1.12	00:03:50	0.42%	56 (4.20%)	\$0.00 (0.00%)
4. [blurred]	10,555 (15.07%)	73.71%	7,780 (20.50%)	39.96%	2.07	00:02:15	1.79%	189 (14.17%)	\$0.00 (0.00%)
5. [blurred]	3,959 (5.65%)	60.57%	2,402 (6.36%)	38.34%	2.53	00:02:36	3.46%	137 (10.27%)	\$0.00 (0.00%)
6. [blurred]	2,000 (2.86%)	58.45%	1,169 (3.10%)	33.60%	2.61	00:02:16	2.60%	52 (3.90%)	\$0.00 (0.00%)
7. dealerleads.com / referral	1,229 (1.75%)	72.74%	894 (2.37%)	57.93%	2.03	00:01:39	2.69%	33 (2.47%)	\$0.00 (0.00%)
8. [blurred]	971 (1.39%)	37.90%	368 (0.97%)	26.36%	2.18	00:03:14	5.56%	54 (4.05%)	\$0.00 (0.00%)
9. [blurred]	806 (1.15%)	64.39%	519 (1.37%)	51.86%	2.08	00:01:53	2.36%	19 (1.42%)	\$0.00 (0.00%)
10. [blurred]	742 (1.06%)	51.91%	682 (1.81%)	92.45%	1.11	00:03:08	0.27%	2 (0.15%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 - 10 of 153

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

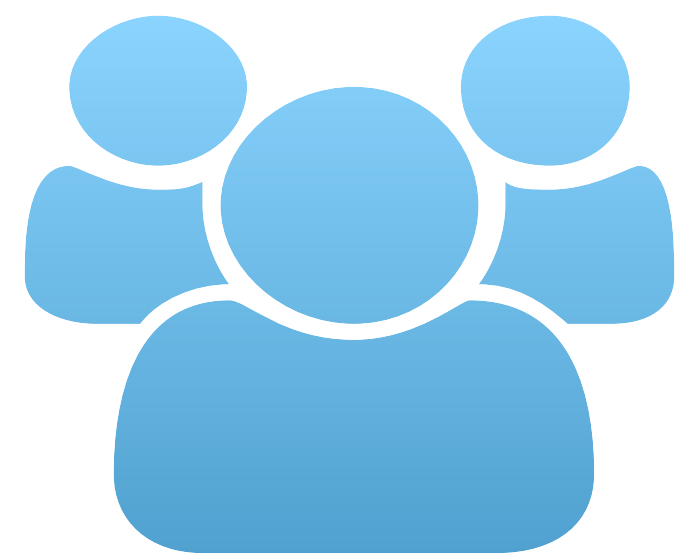
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