



A family owned and operated company.

(800) 369-3003

dealerleads.com

8 YEAR PLUS

PARTNER CASE STUDY #176

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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.

analytics.google.com/analytics/web/?authuser=0#/report/traffic-sources-all-traffic/a67335507w103943307p111247230/_u.date0=20160828&_u.date1=20221231&_goalOption=ALL

Analytics Dealer Leads - Conversion ... Try searching "Compare bounce rate this week with last week"

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

DEALERLEADS

2016-2022 PERFORMANCE

Aug 28, 2016 - Dec 31, 2022

All Users 100.00% Users + Add Segment

Explorer Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Ecommerce

Users vs. Select a metric

Users 1,000

Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sor: Type: Default

Source / Medium	Acquisition			Behavior			Conversions			
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value	
	393,316 <small>% of Total: 100.00% (393,316)</small>	398,043 <small>% of Total: 100.00% (398,043)</small>	683,272 <small>% of Total: 100.00% (683,272)</small>	28.86% <small>Avg for View: 28.85% (0.00%)</small>	3.12 <small>Avg for View: 3.12 (0.00%)</small>	00:03:53 <small>Avg for View: 03:03:53 (0.00%)</small>	2.75% <small>Avg for View: 2.75% (0.00%)</small>	18,761 <small>% of Total: 100.00% (18,761)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>	
1. [blurred]	158,416 (36.75%)	143,616 (36.08%)	265,039 (38.79%)	19.16%	3.65	00:04:33	3.11%	8,253 (43.98%)	\$0.00 (0.00%)	
2. [blurred]	128,516 (29.81%)	128,591 (32.31%)	196,350 (28.74%)	34.71%	2.67	00:03:29	2.43%	4,775 (25.46%)	\$0.00 (0.00%)	
3. [blurred]	40,152 (9.31%)	36,838 (9.25%)	60,656 (8.88%)	52.91%	2.48	00:02:23	2.94%	1,781 (9.49%)	\$0.00 (0.00%)	
4. dealerleads.com / referral	26,771 (6.21%)	21,955 (5.52%)	43,171 (6.32%)	20.64%	3.51	00:04:19	3.97%	1,712 (9.13%)	\$0.00 (0.00%)	
5. [blurred]	17,787 (4.13%)	12,984 (3.26%)	31,763 (4.65%)	20.82%	3.50	00:04:52	1.90%	602 (3.21%)	\$0.00 (0.00%)	
6. [blurred]	8,874 (2.06%)	8,226 (2.07%)	16,602 (2.43%)	12.84%	3.92	00:05:08	1.99%	331 (1.76%)	\$0.00 (0.00%)	
7. [blurred]	4,828 (1.12%)	3,778 (0.95%)	8,934 (1.31%)	31.52%	2.73	00:04:26	3.87%	345 (1.84%)	\$0.00 (0.00%)	
8. [blurred]	3,571 (0.83%)	3,319 (0.83%)	5,868 (0.86%)	36.02%	2.46	00:02:58	1.38%	81 (0.43%)	\$0.00 (0.00%)	
9. [blurred]	3,495 (0.81%)	3,146 (0.79%)	5,145 (0.75%)	16.83%	3.70	00:04:45	2.97%	153 (0.82%)	\$0.00 (0.00%)	
10. [blurred]	3,370 (0.78%)	3,236 (0.81%)	3,371 (0.49%)	37.79%	1.64	00:00:08	0.03%	1 (0.01%)	\$0.00 (0.00%)	

Show rows: 10 Go to: 1 1 - 10 of 1643

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

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

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

HARD GOAL CONVERSIONS

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

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

The screenshot displays the Google Analytics interface for a report titled "Dealer Leads - Conversion...". The main content area shows a line chart for "All Traffic" from August 2016 to December 2022, with a secondary dimension table below it. A large green arrow points from the table to a dropdown menu of conversion goals.

DEALERLEADS CONVERSION TRACKING

Primary Dimension: Source / Medium

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Count	Goal Value
dealerleads.com / referral	26,771 (6.21%)	21,955 (5.52%)	43,171 (6.32%)	20.64%	3.51	00:03:53			
1. [blurred]	158,416 (36.75%)	143,616 (36.08%)	265,039 (38.79%)	10.16%	2.65				
2. [blurred]	128,516 (29.81%)	128,591 (32.31%)	196,350 (28.74%)						
3. [blurred]	40,152 (9.31%)	36,838 (9.25%)	60,656 (8.88%)						
4. dealerleads.com / referral	26,771 (6.21%)	21,955 (5.52%)	43,171 (6.32%)	20.64%	3.51	00:03:53			
5. [blurred]	17,787 (4.13%)	12,984 (3.26%)	31,763 (4.65%)	20.82%	3.50	00:04:52			
6. [blurred]	8,874 (2.06%)	8,226 (2.07%)	16,602 (2.43%)	12.84%	3.92	00:05:08			
7. [blurred]	4,828 (1.12%)	3,778 (0.95%)	8,934 (1.31%)	31.52%	2.73	00:04:26	3.87%	345 (1.84%)	\$0.00 (0.00%)
8. [blurred]	3,571 (0.83%)	3,319 (0.83%)	5,868 (8.66%)	36.02%	2.46	00:02:58	1.38%	81 (0.43%)	\$0.00 (0.00%)
9. [blurred]	3,495 (0.81%)	3,146 (0.79%)	5,145 (7.51%)	16.83%	3.70	00:04:45	2.97%	153 (0.82%)	\$0.00 (0.00%)
10. [blurred]	3,370 (0.78%)	3,236 (0.81%)	3,371 (4.91%)	37.79%	1.64	00:00:08	0.03%	1 (0.01%)	\$0.00 (0.00%)

Conversion Goals:

- All Goals
- Goal 1: Click to Call
- Goal 2: Lead Form | Contact Us
- Goal 3: Click to Chat
- Goal 4: Click to Text
- Goal 5: Lead Form | Order Parts
- Goal 6: Lead Form | Price Watch
- Goal 7: Lead Form | Request a Quote
- Goal 8: Lead Form | E-Price / Availability
- Goal 9: Lead Form | Promo Popup
- Goal 10: Lead Form | Finance

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

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

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

OUR TRAFFIC & CITY LOCATION

Introducing
DealerLeads.com

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

DEALERLEADS

CONSISTENT TRAFFIC

month after month, year after year.



DEALERLEADS

TRAFFIC CITY LOCALE

and the relationship to the dealer's location

All Traffic

SAVE EXPORT SHARE EDIT INSIGHTS

Aug 28, 2016 - Dec 31, 2022



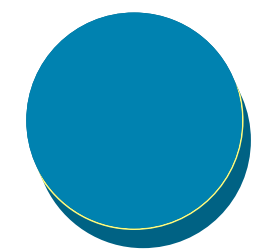
Primary Dimension: Source / Medium Other

Secondary dimension: City Sort Type: Default

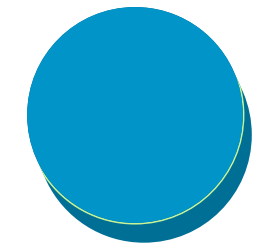
Source / Medium	City	Acquisition				Behavior			Conversions		
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value	
		8,573 <small>% of Total: 2.18% (393,316)</small>	6,808 <small>% of Total: 1.71% (393,043)</small>	15,247 <small>% of Total: 2.23% (583,272)</small>	18.78% <small>Avg for View: 28.66% (-34.31%)</small>	3.19 <small>Avg for View: 3.12 (2.32%)</small>	00:04:44 <small>Avg for View: 00:03:53 (21.82%)</small>	2.45% <small>Avg for View: 2.75% (-10.90%)</small>	373 <small>% of Total: 1.99% (18,761)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>	
1. dealerleads.com / referral	Pueblo	1,983 (20.85%)	1,367 (20.08%)	4,794 (31.44%)	15.42%	3.14	00:05:35	1.92%	92 (24.66%)	\$0.00 (0.00%)	
2. dealerleads.com / referral	Denver	1,883 (19.81%)	1,286 (18.89%)	3,310 (21.71%)	18.25%	3.16	00:04:48	3.63%	120 (32.17%)	\$0.00 (0.00%)	
3. dealerleads.com / referral	Colorado Springs	822 (8.65%)	648 (9.52%)	1,057 (6.93%)	18.92%	3.35	00:03:42	3.03%	32 (8.58%)	\$0.00 (0.00%)	
4. dealerleads.com / referral	Dallas	346 (3.64%)	250 (3.67%)	499 (3.27%)	14.43%	3.57	00:04:55	3.61%	18 (4.83%)	\$0.00 (0.00%)	
5. dealerleads.com / referral	(no: est)	323 (3.40%)	243 (3.57%)	380 (2.45%)	20.00%	3.14	00:03:52	3.16%	12 (3.22%)	\$0.00 (0.00%)	
6. dealerleads.com / referral	Englewood	270 (2.84%)	193 (2.83%)	432 (2.83%)	22.45%	3.31	00:05:47	0.93%	4 (1.07%)	\$0.00 (0.00%)	
7. dealerleads.com / referral	Phoenix	256 (2.69%)	182 (2.67%)	404 (2.65%)	21.29%	3.27	00:04:36	1.98%	8 (2.14%)	\$0.00 (0.00%)	
8. dealerleads.com / referral	La Junta	166 (1.75%)	122 (1.70%)	193 (1.27%)	13.47%	4.33	00:04:51	4.15%	8 (2.14%)	\$0.00 (0.00%)	
9. dealerleads.com / referral	Canon City	164 (1.73%)	128 (1.88%)	190 (1.25%)	14.74%	3.35	00:03:33	2.63%	5 (1.34%)	\$0.00 (0.00%)	

LET'S GO

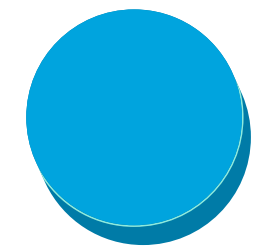
Quarter by Quarter



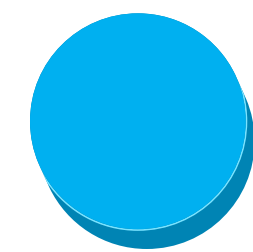
1ST QUARTER REPORTING
JAN 1 thru MAR 31



2ND QUARTER REPORTING
APR 1 thru JUN 30



3RD QUARTER REPORTING
JUL 1 thru SEP 30



4TH QUARTER REPORTING
OCT 1 thru DEC 31



DEALERLEADS

2016 Q4 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Commerce

Users vs. Select a metric

Users

300

200

100

November 2016

December 2016

Primary Dimension: Source / Medium

Plot Rows

Secondary dimension

Sort Type: Default

advanced

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	10,946 <small>% of Total: 100.00% (10,946)</small>	10,106 <small>% of Total: 100.00% (10,106)</small>	18,701 <small>% of Total: 100.00% (18,701)</small>	32.97% <small>Avg for View: 32.97% (0.00%)</small>	3.38 <small>Avg for View: 3.38 (0.00%)</small>	00:03:46 <small>Avg for View: 00:03:46 (0.00%)</small>	3.57% <small>Avg for View: 3.57% (0.00%)</small>	668 <small>% of Total: 100.00% (668)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	3,833 (30.61%)	3,714 (36.75%)	5,047 (26.99%)	43.33%	2.80	00:03:08	3.53%	178 (26.65%)	\$0.00 (0.00%)
2. [blurred]	2,949 (23.55%)	2,056 (20.34%)	4,473 (23.92%)	27.14%	3.71	00:04:11	3.31%	148 (22.16%)	\$0.00 (0.00%)
3. [blurred]	2,233 (17.93%)	1,742 (17.24%)	3,805 (20.35%)	31.51%	3.52	00:03:39	5.76%	219 (32.78%)	\$0.00 (0.00%)
4. [blurred]	969 (7.74%)	628 (6.21%)	1,572 (8.41%)	31.11%	3.50	00:03:55	1.65%	26 (3.89%)	\$0.00 (0.00%)
5. dealerleads.com / referral	821 (6.56%)	659 (6.52%)	1,024 (5.48%)	22.65%	3.76	00:03:44	6.84%	70 (10.48%)	\$0.00 (0.00%)
6. [blurred]	680 (5.43%)	547 (5.41%)	1,106 (5.91%)	17.72%	4.41	00:04:56	0.72%	8 (1.20%)	\$0.00 (0.00%)
7. [blurred]	221 (1.76%)	146 (1.44%)	298 (1.59%)	53.42%	2.00	00:01:58	1.34%	4 (0.60%)	\$0.00 (0.00%)
8. [blurred]	136 (1.09%)	111 (1.10%)	177 (0.95%)	23.15%	3.95	00:04:32	1.13%	2 (0.30%)	\$0.00 (0.00%)
9. [blurred]	87 (0.69%)	61 (0.50%)	151 (0.86%)	50.93%	2.70	00:04:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. [blurred]	74 (0.59%)	55 (0.54%)	110 (0.59%)	50.91%	2.49	00:03:04	0.91%	1 (0.15%)	\$0.00 (0.00%)

Show rows: 10

Go to: 1 - 10 of 117

DEALERLEADS

2017 Q1 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Commerce

Users vs. Select a metric

Users

300

200

100

February 2017

March 2017

Primary Dimension: Source / Medium

Plot Rows

Secondary dimension

Sort Type: Default

advanced

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	11,924 <small>% of Total: 100.00% (11,924)</small>	11,072 <small>% of Total: 100.00% (11,072)</small>	21,753 <small>% of Total: 100.00% (21,753)</small>	30.63% <small>Avg for View: 30.63% (0.00%)</small>	3.66 <small>Avg for View: 3.66 (0.00%)</small>	00:04:11 <small>Avg for View: 00:04:11 (0.00%)</small>	2.68% <small>Avg for View: 2.68% (0.00%)</small>	584 <small>% of Total: 100.00% (584)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	4,111 (34.48%)	3,976 (35.91%)	5,833 (27.00%)	39.32%	2.98	00:03:45	2.95%	174 (29.79%)	\$0.00 (0.00%)
2. [blurred]	3,475 (29.21%)	2,392 (21.50%)	5,772 (26.53%)	26.09%	3.97	00:04:23	2.74%	158 (27.05%)	\$0.00 (0.00%)
3. [blurred]	2,541 (21.34%)	1,952 (17.63%)	4,334 (20.15%)	27.67%	3.80	00:04:07	3.03%	133 (22.77%)	\$0.00 (0.00%)
4. dealerleads.com / referral	1,064 (8.92%)	818 (7.39%)	1,454 (6.73%)	21.17%	3.90	00:03:52	4.64%	68 (11.64%)	\$0.00 (0.00%)
5. [blurred]	903 (7.54%)	573 (5.18%)	1,643 (7.55%)	27.21%	4.30	00:05:29	1.58%	26 (4.45%)	\$0.00 (0.00%)
6. [blurred]	715 (5.96%)	607 (5.48%)	1,150 (5.33%)	17.67%	4.76	00:05:42	0.43%	5 (0.86%)	\$0.00 (0.00%)
7. [blurred]	127 (1.07%)	93 (0.84%)	246 (1.13%)	33.33%	3.47	00:04:02	2.44%	6 (1.03%)	\$0.00 (0.00%)
8. [blurred]	125 (1.05%)	122 (1.10%)	136 (0.63%)	91.91%	1.16	00:00:16	1.47%	2 (0.34%)	\$0.00 (0.00%)
9. [blurred]	102 (0.85%)	70 (0.63%)	172 (0.79%)	44.77%	2.62	00:02:40	0.58%	1 (0.17%)	\$0.00 (0.00%)
10. [blurred]	80 (0.67%)	56 (0.51%)	125 (0.57%)	48.00%	2.54	00:02:24	2.40%	3 (0.51%)	\$0.00 (0.00%)

DEALERLEADS

2017 Q2 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Commerce

Users vs. Select a metric

Users

300



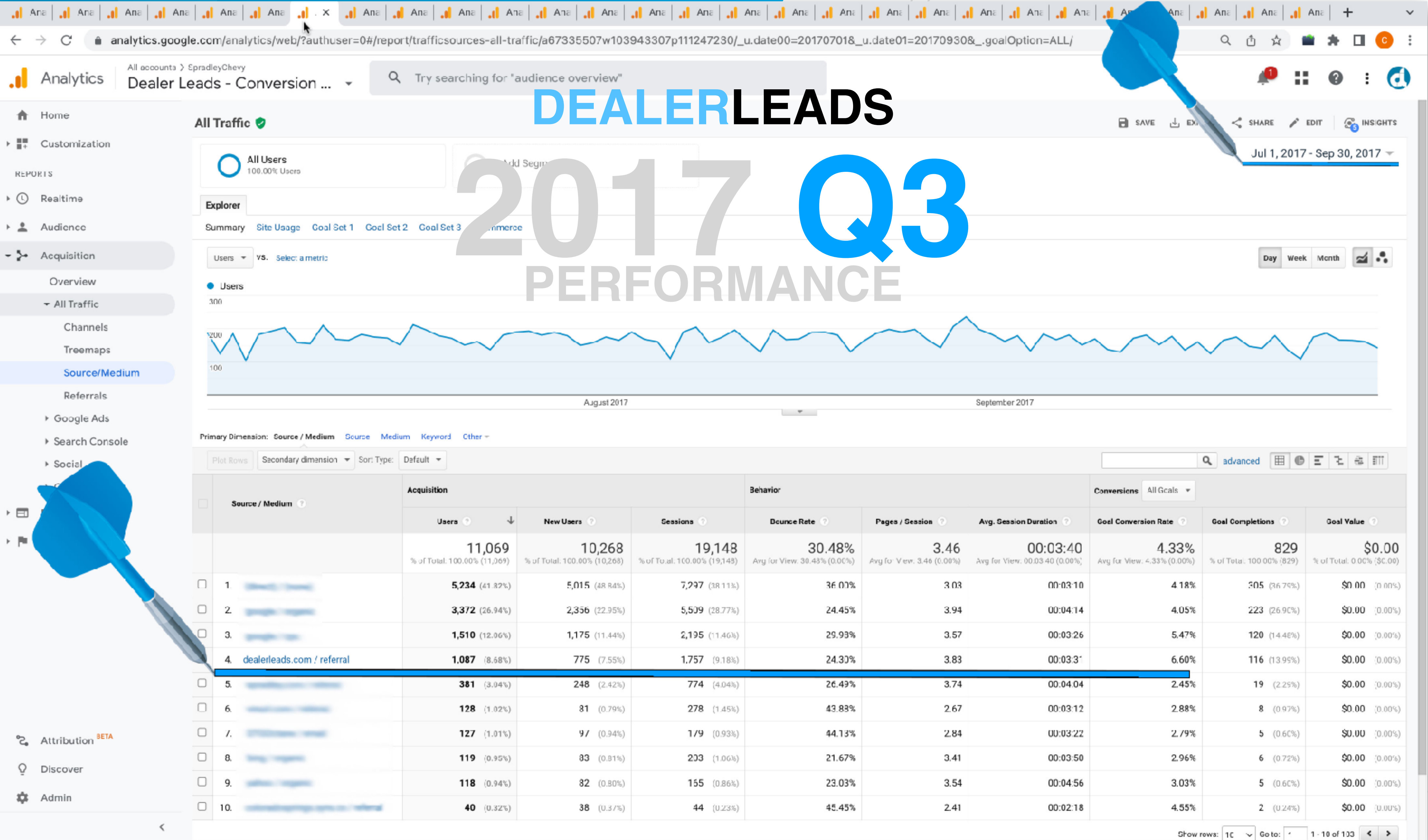
Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sor: Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	10,435 <small>% of Total: 100.00% (10,435)</small>	9,552 <small>% of Total: 100.00% (9,552)</small>	18,429 <small>% of Total: 100.00% (18,429)</small>	30.67% <small>Avg for View: 30.67% (0.00%)</small>	3.62 <small>Avg for View: 3.62 (0.00%)</small>	00:03:50 <small>Avg for View: 00:03:50 (0.00%)</small>	1.87% <small>Avg for View: 1.87% (0.00%)</small>	344 <small>% of Total: 100.00% (344)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	4,841 (40.81%)	4,668 (48.87%)	6,636 (36.01%)	36.63%	3.13	00:03:21	1.82%	121 (35.17%)	\$0.00 (0.00%)
2. [blurred]	3,247 (27.37%)	2,202 (23.05%)	5,703 (30.95%)	25.14%	4.04	00:04:17	1.63%	93 (27.03%)	\$0.00 (0.00%)
3. dealerleads.com / referral	1,189 (10.02%)	883 (9.24%)	1,769 (9.60%)	23.91%	4.22	00:04:05	4.18%	74 (21.51%)	\$0.00 (0.00%)
4. [blurred]	1,092 (9.21%)	794 (8.31%)	1,604 (8.70%)	30.30%	3.59	00:03:34	2.06%	33 (9.59%)	\$0.00 (0.00%)
5. [blurred]	450 (3.88%)	268 (2.81%)	955 (5.18%)	26.91%	4.07	00:04:48	0.94%	9 (2.62%)	\$0.00 (0.00%)
6. [blurred]	232 (1.96%)	150 (1.57%)	438 (2.38%)	15.75%	4.36	00:04:33	0.46%	2 (0.58%)	\$0.00 (0.00%)
7. [blurred]	146 (1.23%)	105 (1.10%)	208 (1.13%)	19.23%	3.83	00:03:18	1.92%	4 (1.16%)	\$0.00 (0.00%)
8. [blurred]	96 (0.81%)	74 (0.77%)	138 (0.75%)	50.72%	2.56	00:02:31	0.72%	1 (0.29%)	\$0.00 (0.00%)
9. [blurred]	96 (0.81%)	56 (0.59%)	187 (1.01%)	43.32%	2.65	00:03:06	1.60%	3 (0.87%)	\$0.00 (0.00%)
10. [blurred]	31 (0.26%)	27 (0.28%)	36 (0.20%)	36.11%	2.69	00:01:41	0.00%	0 (0.00%)	\$0.00 (0.00%)

DEALERLEADS

2017 Q3 PERFORMANCE



DEALERLEADS

2017 Q4 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Commerce

Users vs. Select a metric

Users

300



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sor: Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	9,231 <small>% of Total: 100.00% (9,231)</small>	8,416 <small>% of Total: 100.00% (8,416)</small>	15,469 <small>% of Total: 100.00% (15,469)</small>	23.12% <small>Avg for View: 23.12% (0.00%)</small>	4.59 <small>Avg for View: 4.59 (0.00%)</small>	00:03:46 <small>Avg for View: 00:03:46 (0.00%)</small>	4.65% <small>Avg for View: 4.65% (0.00%)</small>	720 <small>% of Total: 100.00% (720)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	4,337 (46.21%)	4,124 (48.00%)	6,164 (39.85%)	23.57%	4.92	00:03:33	4.77%	294 (40.83%)	\$0.00 (0.00%)
2. [blurred]	2,448 (24.39%)	1,829 (21.73%)	3,923 (25.33%)	19.25%	4.61	00:04:11	4.30%	169 (23.47%)	\$0.00 (0.00%)
3. [blurred]	1,488 (14.82%)	1,178 (14.00%)	2,423 (15.65%)	25.75%	4.27	00:03:37	5.06%	123 (17.08%)	\$0.00 (0.00%)
4. dealerleads.com / referral	652 (5.50%)	484 (5.75%)	995 (6.44%)	21.18%	4.16	00:03:41	7.23%	72 (10.00%)	\$0.00 (0.00%)
5. [blurred]	348 (3.47%)	215 (2.55%)	802 (5.18%)	22.57%	4.63	00:04:08	2.45%	20 (2.78%)	\$0.00 (0.00%)
6. [blurred]	132 (1.32%)	87 (1.03%)	253 (1.64%)	32.81%	3.41	00:03:40	3.16%	8 (1.11%)	\$0.00 (0.00%)
7. [blurred]	83 (0.83%)	66 (0.78%)	131 (0.85%)	16.79%	4.25	00:05:24	4.58%	6 (0.83%)	\$0.00 (0.00%)
8. [blurred]	76 (0.76%)	56 (0.67%)	112 (0.72%)	17.36%	5.36	00:03:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. [blurred]	65 (0.65%)	40 (0.48%)	102 (0.65%)	55.38%	2.41	00:01:53	4.90%	5 (0.69%)	\$0.00 (0.00%)
10. [blurred]	45 (0.45%)	33 (0.39%)	57 (0.37%)	17.54%	5.55	00:06:12	5.26%	3 (0.42%)	\$0.00 (0.00%)

DEALERLEADS

2018 Q1 PERFORMANCE

All Traffic

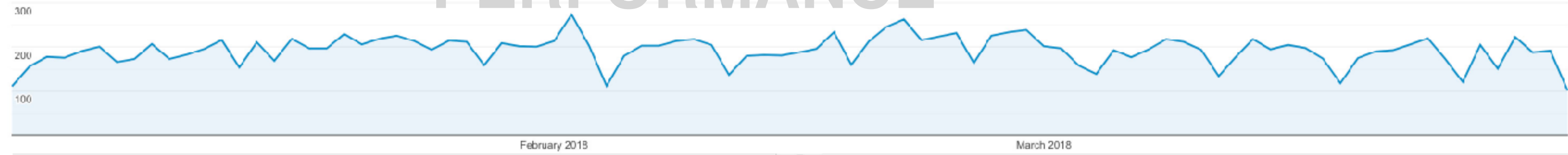
All Users
100.00% Users

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Commerce

Users vs. Select a metric

Users



Primary Dimension: Source / Medium

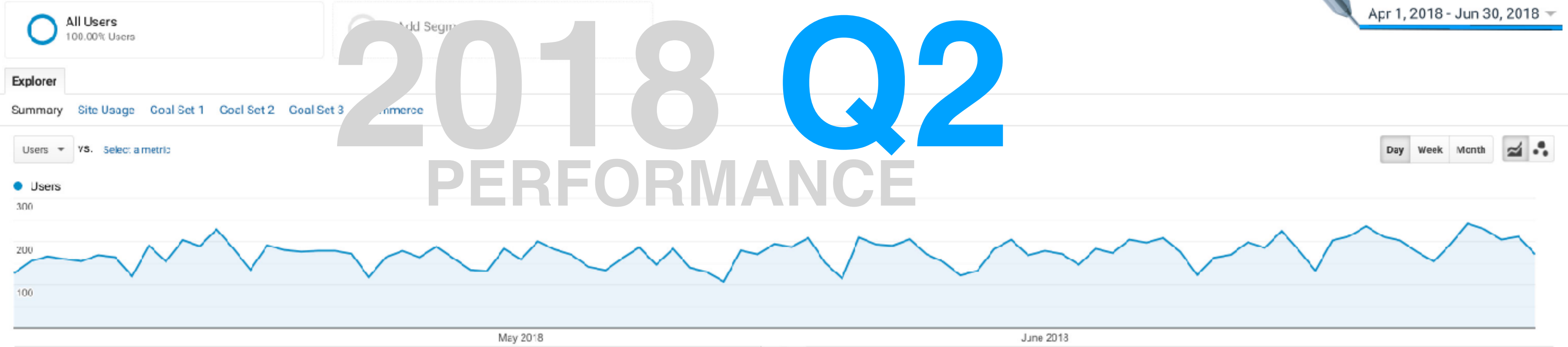
Plot Rows Secondary dimension Sor: Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	12,750 <small>% of Total: 100.00% (12,750)</small>	11,991 <small>% of Total: 100.00% (11,991)</small>	20,734 <small>% of Total: 100.00% (20,734)</small>	33.91% <small>Avg for View: 33.91% (0.00%)</small>	3.43 <small>Avg for View: 3.43 (0.00%)</small>	00:03:18 <small>Avg for View: 00:03:18 (0.00%)</small>	3.62% <small>Avg for View: 3.62% (0.00%)</small>	750 <small>% of Total: 100.00% (750)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	4,977 (35.16%)	4,702 (39.71%)	6,777 (32.69%)	38.25%	3.25	00:02:58	3.69%	250 (33.33%)	\$0.00 (0.00%)
2. [blurred]	3,746 (26.46%)	2,945 (24.56%)	5,671 (27.35%)	23.81%	4.02	00:03:48	3.61%	205 (27.33%)	\$0.00 (0.00%)
3. [blurred]	2,302 (16.26%)	1,848 (15.41%)	3,619 (17.45%)	34.32%	3.33	00:03:08	4.45%	161 (21.47%)	\$0.00 (0.00%)
4. dealerleads.com / referral	757 (5.35%)	554 (4.52%)	1,059 (5.16%)	21.70%	3.90	00:03:51	7.48%	80 (10.67%)	\$0.00 (0.00%)
5. [blurred]	474 (3.35%)	306 (2.55%)	956 (4.66%)	30.85%	3.43	00:04:08	1.55%	15 (2.00%)	\$0.00 (0.00%)
6. [blurred]	405 (2.86%)	405 (3.38%)	405 (1.95%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. [blurred]	198 (1.40%)	167 (1.39%)	274 (1.32%)	50.22%	2.26	00:01:56	1.46%	4 (0.53%)	\$0.00 (0.00%)
8. [blurred]	176 (1.24%)	170 (1.42%)	198 (0.95%)	43.43%	2.82	00:02:16	0.51%	1 (0.13%)	\$0.00 (0.00%)
9. [blurred]	138 (0.97%)	96 (0.80%)	297 (1.43%)	29.29%	3.53	00:05:37	4.71%	14 (1.87%)	\$0.00 (0.00%)
10. [blurred]	132 (0.93%)	104 (0.87%)	191 (0.92%)	19.90%	3.60	00:04:00	2.09%	4 (0.53%)	\$0.00 (0.00%)

DEALERLEADS

2018 Q2 PERFORMANCE

All Traffic



Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	11,353 <small>% of Total: 100.00% (11,353)</small>	10,621 <small>% of Total: 100.00% (10,621)</small>	19,465 <small>% of Total: 100.00% (19,465)</small>	33.45% <small>Avg for View: 33.45% (0.00%)</small>	3.34 <small>Avg for View: 3.34 (0.00%)</small>	00:03:26 <small>Avg for View: 00:03:26 (0.00%)</small>	3.83% <small>Avg for View: 3.83% (0.00%)</small>	745 <small>% of Total: 100.00% (745)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	4,374 (38.60%)	4,174 (39.30%)	5,992 (30.78%)	43.67%	2.87	00:02:54	3.84%	230 (30.87%)	\$0.00 (0.00%)
2. [blurred]	3,974 (35.13%)	3,169 (29.84%)	6,738 (34.62%)	23.39%	3.88	00:04:02	4.17%	281 (37.72%)	\$0.00 (0.00%)
3. [blurred]	1,532 (13.52%)	1,173 (11.04%)	2,520 (12.95%)	36.67%	3.13	00:03:07	4.40%	111 (14.90%)	\$0.00 (0.00%)
4. dealerleads.com / referral	827 (7.33%)	606 (5.71%)	1,235 (6.34%)	22.51%	3.90	00:03:40	5.51%	68 (9.13%)	\$0.00 (0.00%)
5. [blurred]	607 (5.35%)	390 (3.67%)	1,102 (5.66%)	31.53%	3.46	00:03:50	2.09%	23 (3.09%)	\$0.00 (0.00%)
6. [blurred]	184 (1.63%)	174 (1.64%)	209 (1.07%)	47.37%	2.43	00:01:54	1.44%	3 (0.40%)	\$0.00 (0.00%)
7. [blurred]	172 (1.52%)	138 (1.30%)	237 (1.22%)	20.63%	3.67	00:04:06	2.11%	5 (0.67%)	\$0.00 (0.00%)
8. [blurred]	155 (1.37%)	126 (1.19%)	201 (1.03%)	58.71%	2.25	00:02:10	0.50%	1 (0.13%)	\$0.00 (0.00%)
9. [blurred]	146 (1.28%)	107 (1.01%)	271 (1.39%)	36.15%	2.53	00:03:29	1.85%	5 (0.67%)	\$0.00 (0.00%)
10. [blurred]	122 (1.07%)	101 (0.95%)	157 (0.81%)	22.29%	3.38	00:03:28	1.27%	2 (0.27%)	\$0.00 (0.00%)

DEALERLEADS

2018 Q3 PERFORMANCE

All Traffic

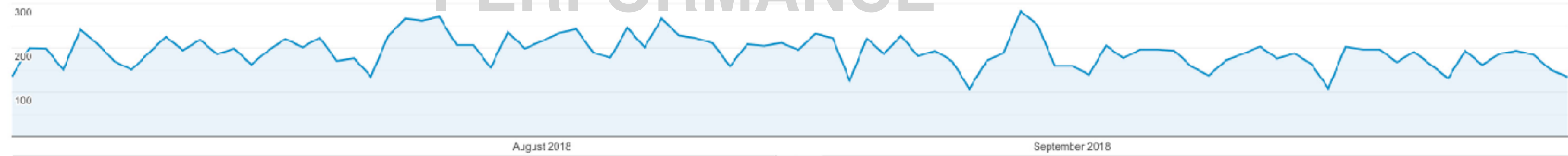
All Users
100.00% Users

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Commerce

Users vs. Select a metric

Users



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sor: Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	12,827 <small>% of Total: 100.00% (12,827)</small>	11,992 <small>% of Total: 100.00% (11,992)</small>	21,497 <small>% of Total: 100.00% (21,497)</small>	31.94% <small>Avg for View: 31.94% (0.00%)</small>	3.43 <small>Avg for View: 3.43 (0.00%)</small>	00:03:29 <small>Avg for View: 00:03:29 (0.00%)</small>	3.90% <small>Avg for View: 3.90% (0.00%)</small>	838 <small>% of Total: 100.00% (838)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	4,919 (34.88%)	4,121 (34.36%)	8,111 (37.73%)	23.14%	3.90	00:04:00	4.01%	225 (28.75%)	\$0.00 (0.00%)
2. [blurred]	3,882 (27.52%)	3,700 (30.85%)	5,472 (25.45%)	43.83%	2.99	00:03:08	3.25%	178 (21.24%)	\$0.00 (0.00%)
3. dealerleads.com / referral	1,618 (11.47%)	1,303 (10.87%)	2,155 (10.07%)	24.39%	3.59	00:03:20	5.82%	126 (15.04%)	\$0.00 (0.00%)
4. [blurred]	1,425 (10.10%)	1,122 (9.36%)	2,192 (10.20%)	34.35%	3.31	00:03:11	5.75%	126 (15.04%)	\$0.00 (0.00%)
5. [blurred]	620 (4.40%)	384 (3.20%)	1,073 (4.99%)	33.74%	3.23	00:03:18	3.08%	33 (3.94%)	\$0.00 (0.00%)
6. [blurred]	316 (2.24%)	262 (2.18%)	519 (2.41%)	21.77%	3.53	00:03:38	1.93%	10 (1.16%)	\$0.00 (0.00%)
7. [blurred]	223 (1.58%)	198 (1.65%)	259 (1.20%)	49.42%	2.33	00:01:53	1.16%	3 (0.36%)	\$0.00 (0.00%)
8. [blurred]	177 (1.25%)	134 (1.12%)	337 (1.57%)	35.61%	2.80	00:03:46	3.26%	11 (1.31%)	\$0.00 (0.00%)
9. [blurred]	148 (1.05%)	120 (1.00%)	207 (0.96%)	53.14%	2.47	00:02:12	0.48%	1 (0.12%)	\$0.00 (0.00%)
10. [blurred]	140 (0.99%)	115 (0.96%)	214 (1.00%)	21.50%	3.65	00:03:10	3.74%	8 (0.95%)	\$0.00 (0.00%)

DEALERLEADS

2018 Q4 PERFORMANCE

All Traffic

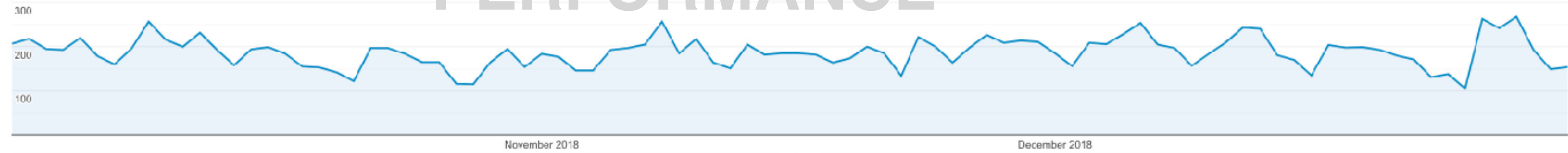
All Users
100.00% Users

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Commerce

Users vs. Select a metric

Users



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sor: Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	12,188 <small>% of Total: 100.00% (12,188)</small>	11,284 <small>% of Total: 100.00% (11,284)</small>	21,447 <small>% of Total: 100.00% (21,447)</small>	26.03% <small>Avg for View: 26.03% (0.00%)</small>	3.50 <small>Avg for View: 3.50 (0.00%)</small>	00:04:25 <small>Avg for View: 00:04:25 (0.00%)</small>	3.97% <small>Avg for View: 3.97% (0.00%)</small>	852 <small>% of Total: 100.00% (852)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	4,890 (40.19%)	4,189 (37.12%)	7,938 (37.01%)	19.43%	3.98	00:04:25	5.04%	400 (46.95%)	\$0.00 (0.00%)
2. [blurred]	3,088 (25.33%)	2,936 (26.02%)	5,030 (23.69%)	36.35%	2.99	00:04:26	2.70%	137 (16.08%)	\$0.00 (0.00%)
3. [blurred]	1,222 (10.02%)	946 (8.38%)	2,112 (9.85%)	23.43%	3.70	00:05:07	6.25%	132 (15.49%)	\$0.00 (0.00%)
4. dealerleads.com / referral	1,200 (9.85%)	937 (8.30%)	1,836 (8.57%)	21.00%	3.91	00:04:45	4.83%	91 (10.68%)	\$0.00 (0.00%)
5. [blurred]	603 (4.95%)	402 (3.56%)	1,038 (4.84%)	21.43%	3.92	00:05:16	2.99%	31 (3.64%)	\$0.00 (0.00%)
6. [blurred]	262 (2.15%)	177 (1.57%)	553 (2.58%)	17.00%	3.03	00:03:51	1.08%	6 (0.70%)	\$0.00 (0.00%)
7. [blurred]	232 (1.90%)	212 (1.88%)	255 (1.24%)	44.53%	2.21	00:02:13	1.13%	3 (0.35%)	\$0.00 (0.00%)
8. [blurred]	211 (1.73%)	207 (1.83%)	257 (1.20%)	54.47%	1.63	00:01:36	1.95%	5 (0.59%)	\$0.00 (0.00%)
9. [blurred]	209 (1.72%)	165 (1.46%)	372 (1.73%)	28.43%	3.55	00:05:54	3.49%	13 (1.53%)	\$0.00 (0.00%)
10. [blurred]	170 (1.40%)	153 (1.36%)	130 (0.61%)	39.44%	2.42	00:01:37	0.56%	1 (0.12%)	\$0.00 (0.00%)

DEALERLEADS

2019 Q1 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Commerce

Users vs. Select a metric

Users

400



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sor: Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	13,421 <small>% of Total: 100.00% (13,421)</small>	12,337 <small>% of Total: 100.00% (12,337)</small>	23,822 <small>% of Total: 100.00% (23,822)</small>	21.22% <small>Avg for View: 21.22% (0.00%)</small>	3.74 <small>Avg for View: 3.74 (0.00%)</small>	00:04:39 <small>Avg for View: 00:04:39 (0.00%)</small>	3.76% <small>Avg for View: 3.76% (0.00%)</small>	896 <small>% of Total: 100.00% (896)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	6,444 (44.50%)	5,536 (44.87%)	10,258 (43.06%)	17.77%	4.18	00:04:39	4.26%	437 (48.77%)	\$0.00 (0.00%)
2. [blurred]	2,863 (19.77%)	2,723 (22.07%)	5,038 (21.15%)	30.43%	3.18	00:04:32	2.76%	139 (15.51%)	\$0.00 (0.00%)
3. dealerleads.com / referral	1,155 (7.98%)	900 (7.30%)	1,717 (7.21%)	19.39%	4.11	00:04:36	4.95%	85 (9.49%)	\$0.00 (0.00%)
4. [blurred]	1,121 (7.74%)	847 (6.87%)	2,014 (8.45%)	19.41%	3.64	00:05:06	6.06%	122 (13.62%)	\$0.00 (0.00%)
5. [blurred]	773 (5.34%)	536 (4.34%)	1,445 (6.07%)	14.74%	4.03	00:05:57	3.25%	47 (5.25%)	\$0.00 (0.00%)
6. [blurred]	326 (2.25%)	244 (1.98%)	733 (3.33%)	12.35%	3.97	00:06:27	1.77%	14 (1.56%)	\$0.00 (0.00%)
7. [blurred]	259 (1.79%)	253 (2.05%)	355 (1.49%)	33.52%	2.34	00:02:50	1.69%	6 (0.67%)	\$0.00 (0.00%)
8. [blurred]	238 (1.64%)	181 (1.47%)	338 (1.63%)	25.77%	2.60	00:04:12	3.09%	12 (1.34%)	\$0.00 (0.00%)
9. [blurred]	171 (1.18%)	152 (1.23%)	220 (0.92%)	12.73%	3.93	00:04:48	3.18%	7 (0.78%)	\$0.00 (0.00%)
10. [blurred]	155 (1.07%)	123 (1.00%)	223 (0.94%)	32.29%	2.63	00:03:06	0.90%	2 (0.22%)	\$0.00 (0.00%)

DEALERLEADS

2019 Q2 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Commerce

Users vs. Select a metric

Users
400



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sor: Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	12,994 <small>% of Total: 100.00% (12,994)</small>	11,969 <small>% of Total: 100.00% (11,969)</small>	22,927 <small>% of Total: 100.00% (22,927)</small>	21.42% <small>Avg for View: 21.42% (0.00%)</small>	3.67 <small>Avg for View: 3.67 (0.00%)</small>	00:04:29 <small>Avg for View: 00:04:29 (0.00%)</small>	3.39% <small>Avg for View: 3.39% (0.00%)</small>	778 <small>% of Total: 100.00% (778)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	6,372 (45.53%)	5,517 (46.05%)	10,051 (43.88%)	17.27%	4.15	00:04:36	3.99%	401 (51.54%)	\$0.00 (0.00%)
2. [blurred]	3,084 (22.04%)	2,934 (24.51%)	5,343 (23.30%)	29.44%	3.11	00:04:27	2.49%	133 (17.10%)	\$0.00 (0.00%)
3. [blurred]	1,145 (8.18%)	835 (6.98%)	1,746 (7.62%)	21.53%	3.03	00:03:34	4.98%	87 (11.18%)	\$0.00 (0.00%)
4. dealerleads.com / referral	1,036 (7.40%)	821 (6.86%)	1,654 (7.21%)	21.95%	3.75	00:04:26	4.59%	76 (9.77%)	\$0.00 (0.00%)
5. [blurred]	693 (4.95%)	466 (3.89%)	1,333 (6.03%)	15.47%	3.95	00:05:30	1.81%	25 (3.21%)	\$0.00 (0.00%)
6. [blurred]	343 (2.45%)	278 (2.32%)	656 (2.86%)	9.75%	3.90	00:05:28	1.98%	13 (1.67%)	\$0.00 (0.00%)
7. [blurred]	147 (1.05%)	124 (1.04%)	217 (0.90%)	14.49%	4.13	00:04:29	0.97%	2 (0.26%)	\$0.00 (0.00%)
8. [blurred]	142 (1.01%)	103 (0.86%)	244 (1.06%)	27.05%	2.53	00:03:45	4.92%	12 (1.54%)	\$0.00 (0.00%)
9. [blurred]	141 (1.01%)	116 (0.97%)	232 (1.01%)	33.19%	2.89	00:03:52	1.29%	3 (0.39%)	\$0.00 (0.00%)
10. [blurred]	140 (1.00%)	132 (1.10%)	321 (1.40%)	29.91%	2.71	00:04:24	1.87%	6 (0.77%)	\$0.00 (0.00%)

DEALERLEADS

2019 Q3 PERFORMANCE

All Traffic

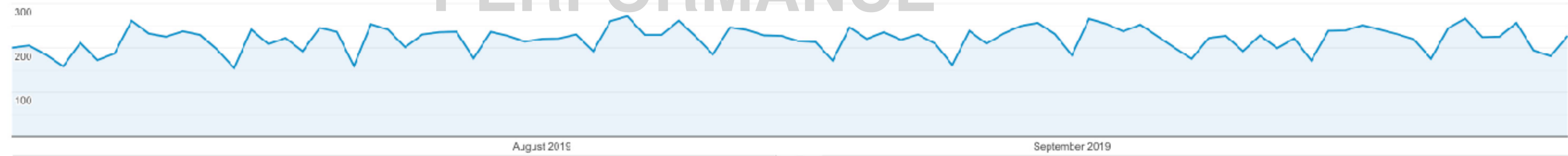
All Users
100.00% Users

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Commerce

Users vs. Select a metric

Users



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sor: Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	14,657 <small>% of Total: 100.00% (14,657)</small>	13,554 <small>% of Total: 100.00% (13,554)</small>	25,687 <small>% of Total: 100.00% (25,687)</small>	21.06% <small>Avg for View: 21.05% (0.00%)</small>	3.35 <small>Avg for View: 3.35 (0.00%)</small>	00:04:41 <small>Avg for View: 00:04:41 (0.00%)</small>	2.94% <small>Avg for View: 2.94% (0.00%)</small>	754 <small>% of Total: 100.00% (754)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	6,993 (44.95%)	6,089 (44.92%)	11,637 (45.30%)	16.65%	3.85	00:04:58	3.42%	398 (52.76%)	\$0.00 (0.00%)
2. [blurred]	3,835 (24.65%)	3,704 (27.33%)	6,395 (24.90%)	27.41%	2.74	00:04:18	2.44%	156 (20.65%)	\$0.00 (0.00%)
3. dealerleads.com / referral	1,263 (8.12%)	1,029 (7.59%)	1,912 (7.44%)	21.23%	3.35	00:04:35	3.35%	64 (8.49%)	\$0.00 (0.00%)
4. [blurred]	970 (6.24%)	732 (5.40%)	1,543 (6.01%)	23.27%	2.94	00:03:45	5.06%	78 (10.34%)	\$0.00 (0.00%)
5. [blurred]	595 (3.82%)	399 (2.94%)	1,110 (4.32%)	18.02%	3.24	00:04:40	0.90%	10 (1.33%)	\$0.00 (0.00%)
6. [blurred]	347 (2.23%)	273 (2.01%)	731 (2.85%)	12.85%	3.72	00:07:20	0.96%	7 (0.93%)	\$0.00 (0.00%)
7. [blurred]	226 (1.45%)	175 (1.29%)	412 (1.60%)	27.13%	2.82	00:05:14	2.18%	9 (1.15%)	\$0.00 (0.00%)
8. [blurred]	154 (0.99%)	136 (1.00%)	236 (0.80%)	12.14%	3.85	00:04:39	0.49%	1 (0.13%)	\$0.00 (0.00%)
9. [blurred]	137 (0.88%)	108 (0.80%)	234 (0.91%)	32.91%	2.74	00:03:00	1.71%	4 (0.53%)	\$0.00 (0.00%)
10. [blurred]	116 (0.75%)	109 (0.80%)	171 (0.67%)	22.22%	2.85	00:04:16	0.58%	1 (0.13%)	\$0.00 (0.00%)

DEALERLEADS

2019 Q4 PERFORMANCE

All Traffic

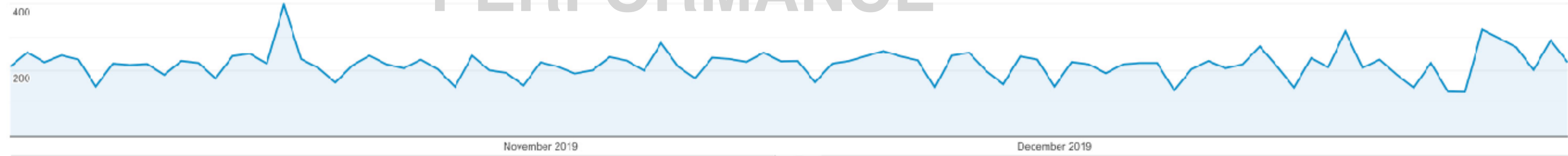
All Users
100.00% Users

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Commerce

Users vs. Select a metric

Users



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sor: Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	14,712 <small>% of Total: 100.00% (14,712)</small>	13,797 <small>% of Total: 100.00% (13,797)</small>	25,602 <small>% of Total: 100.00% (25,602)</small>	20.29% <small>Avg for View: 20.29% (0.00%)</small>	3.37 <small>Avg for View: 3.37 (0.00%)</small>	00:05:01 <small>Avg for View: 00:05:01 (0.00%)</small>	2.30% <small>Avg for View: 2.30% (0.00%)</small>	588 <small>% of Total: 100.00% (588)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	6,412 (43.54%)	5,614 (40.59%)	10,650 (41.64%)	16.81%	3.97	00:05:19	2.42%	258 (43.88%)	\$0.00 (0.00%)
2. [blurred]	4,315 (27.62%)	4,227 (30.54%)	7,232 (28.44%)	24.53%	2.80	00:05:03	1.74%	127 (21.60%)	\$0.00 (0.00%)
3. [blurred]	1,320 (8.45%)	1,010 (7.32%)	2,044 (7.98%)	19.23%	2.92	00:03:58	4.40%	90 (15.31%)	\$0.00 (0.00%)
4. dealerleads.com / referral	1,043 (6.58%)	856 (6.20%)	1,472 (5.75%)	18.41%	3.80	00:04:53	3.87%	57 (9.69%)	\$0.00 (0.00%)
5. [blurred]	704 (4.51%)	523 (3.79%)	1,213 (4.74%)	15.99%	3.47	00:06:05	0.66%	8 (1.36%)	\$0.00 (0.00%)
6. [blurred]	296 (1.89%)	245 (1.78%)	459 (1.79%)	12.64%	3.42	00:04:43	1.31%	6 (1.02%)	\$0.00 (0.00%)
7. [blurred]	282 (1.81%)	221 (1.50%)	614 (2.40%)	26.55%	3.11	00:04:48	2.44%	15 (2.55%)	\$0.00 (0.00%)
8. [blurred]	152 (0.97%)	141 (1.02%)	136 (0.73%)	15.59%	3.55	00:04:46	1.61%	3 (0.51%)	\$0.00 (0.00%)
9. [blurred]	140 (0.90%)	114 (0.83%)	228 (0.89%)	35.53%	2.39	00:03:08	1.75%	4 (0.68%)	\$0.00 (0.00%)
10. [blurred]	98 (0.63%)	93 (0.57%)	120 (0.47%)	28.33%	2.62	00:02:06	0.00%	0 (0.00%)	\$0.00 (0.00%)

DEALERLEADS

2020 Q1 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Commerce

Users vs. Select a metric

Users

600

400

200

February 2020

March 2020

Primary Dimension: Source / Medium

Plot Rows

Secondary dimension

Sort Type: Default

advanced

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	14,583 <small>% of Total: 100.00% (14,583)</small>	13,677 <small>% of Total: 100.00% (13,677)</small>	24,625 <small>% of Total: 100.00% (24,625)</small>	21.32% <small>Avg for View: 21.32% (0.00%)</small>	3.21 <small>Avg for View: 3.21 (0.00%)</small>	00:04:32 <small>Avg for View: 00:04:32 (0.00%)</small>	1.90% <small>Avg for View: 1.90% (0.00%)</small>	469 <small>% of Total: 100.00% (469)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	6,575 (43.04%)	5,853 (42.79%)	10,706 (43.48%)	15.74%	3.77	00:04:56	2.42%	259 (55.22%)	\$0.00 (0.00%)
2. [blurred]	4,750 (31.09%)	4,619 (33.77%)	7,716 (31.33%)	27.90%	2.60	00:04:10	1.27%	98 (20.90%)	\$0.00 (0.00%)
3. dealerleads.com / referral	1,440 (9.43%)	1,193 (8.72%)	2,036 (8.27%)	19.50%	3.23	00:04:03	3.44%	70 (14.93%)	\$0.00 (0.00%)
4. [blurred]	733 (4.80%)	537 (3.93%)	1,413 (5.74%)	17.62%	3.15	00:05:36	1.06%	15 (3.20%)	\$0.00 (0.00%)
5. [blurred]	299 (1.96%)	241 (1.76%)	535 (2.17%)	7.85%	3.85	00:05:10	2.06%	11 (2.35%)	\$0.00 (0.00%)
6. [blurred]	206 (1.35%)	129 (0.94%)	343 (1.39%)	17.43%	2.14	00:04:02	0.58%	2 (0.43%)	\$0.00 (0.00%)
7. [blurred]	199 (1.30%)	199 (1.45%)	199 (0.81%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. [blurred]	163 (1.07%)	127 (0.93%)	273 (1.11%)	29.30%	2.53	00:03:16	0.73%	2 (0.43%)	\$0.00 (0.00%)
9. [blurred]	163 (1.07%)	112 (0.82%)	377 (1.53%)	37.40%	2.27	00:03:26	0.53%	2 (0.43%)	\$0.00 (0.00%)
10. [blurred]	105 (0.69%)	101 (0.74%)	130 (0.53%)	27.69%	2.23	00:01:50	0.77%	1 (0.21%)	\$0.00 (0.00%)

Show rows: 10

Go to:

1 - 10 of 122

DEALERLEADS

2020 Q2 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Commerce

Users vs. Select a metric

Users

600



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sor: Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	16,993 <small>% of Total: 100.00% (16,993)</small>	16,274 <small>% of Total: 100.00% (16,274)</small>	28,865 <small>% of Total: 100.00% (28,865)</small>	19.73% <small>Avg for View: 19.73% (0.00%)</small>	3.19 <small>Avg for View: 3.19 (0.00%)</small>	00:04:36 <small>Avg for View: 00:04:36 (0.00%)</small>	2.64% <small>Avg for View: 2.64% (0.00%)</small>	763 <small>% of Total: 100.00% (763)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	8,907 (49.73%)	8,173 (50.72%)	14,430 (50.16%)	15.77%	3.64	00:04:55	2.80%	406 (53.21%)	\$0.00 (0.00%)
2. [blurred]	4,688 (26.18%)	4,576 (28.12%)	7,755 (26.87%)	26.82%	2.50	00:04:02	2.48%	192 (25.16%)	\$0.00 (0.00%)
3. dealerleads.com / referral	1,140 (6.37%)	922 (5.67%)	1,651 (5.72%)	17.57%	3.39	00:04:32	3.82%	63 (8.26%)	\$0.00 (0.00%)
4. [blurred]	856 (4.78%)	603 (3.71%)	1,547 (5.36%)	13.33%	3.21	00:05:45	1.62%	25 (3.28%)	\$0.00 (0.00%)
5. [blurred]	406 (2.27%)	347 (2.13%)	647 (2.24%)	9.53%	3.71	00:05:16	2.32%	15 (1.97%)	\$0.00 (0.00%)
6. [blurred]	284 (1.59%)	221 (1.36%)	524 (1.82%)	28.24%	2.60	00:05:00	3.05%	16 (2.10%)	\$0.00 (0.00%)
7. [blurred]	281 (1.57%)	241 (1.48%)	448 (1.55%)	37.05%	2.32	00:03:36	1.79%	8 (1.05%)	\$0.00 (0.00%)
8. [blurred]	250 (1.40%)	250 (1.54%)	250 (0.87%)	0.00%	2.00	00:00:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. [blurred]	165 (0.92%)	158 (0.97%)	227 (0.79%)	20.70%	2.10	00:03:08	3.52%	8 (1.05%)	\$0.00 (0.00%)
10. [blurred]	141 (0.79%)	141 (0.87%)	141 (0.49%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

DEALERLEADS

2020 Q3 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Commerce

Users vs. Select a metric

Users

600



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sor: Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	18,524 (100.00%)	17,690 (100.00%)	29,872 (100.00%)	20.61% (0.00%)	3.01 (0.00%)	00:04:06 (0.00%)	2.74% (0.00%)	819 (100.00%)	\$0.00 (0.00%)
1. google.org	8,570 (43.66%)	7,644 (43.21%)	15,617 (45.55%)	15.52%	3.48	00:04:38	3.13%	476 (52.01%)	\$0.00 (0.00%)
2. [blurred]	6,225 (31.71%)	6,033 (34.10%)	9,338 (31.26%)	24.30%	2.44	00:03:34	2.41%	225 (27.47%)	\$0.00 (0.00%)
3. dealerleads.com / referral	1,452 (7.40%)	1,170 (6.51%)	1,928 (6.45%)	22.15%	3.21	00:03:28	3.73%	72 (8.79%)	\$0.00 (0.00%)
4. [blurred]	773 (3.94%)	556 (3.14%)	1,259 (4.25%)	13.43%	3.10	00:04:31	1.65%	21 (2.56%)	\$0.00 (0.00%)
5. [blurred]	436 (2.22%)	395 (2.23%)	639 (2.14%)	7.82%	3.83	00:05:25	2.19%	14 (1.71%)	\$0.00 (0.00%)
6. [blurred]	365 (1.86%)	307 (1.74%)	534 (1.96%)	36.13%	2.26	00:03:26	1.20%	7 (0.85%)	\$0.00 (0.00%)
7. [blurred]	343 (1.75%)	343 (1.94%)	343 (1.15%)	99.42%	1.01	<00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. [blurred]	212 (1.08%)	144 (0.81%)	371 (1.24%)	27.22%	2.31	00:03:21	3.77%	14 (1.71%)	\$0.00 (0.00%)
9. [blurred]	172 (0.88%)	122 (0.59%)	255 (0.89%)	13.21%	2.03	00:03:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. [blurred]	168 (0.86%)	146 (0.83%)	226 (0.76%)	11.50%	3.48	00:05:55	5.75%	13 (1.59%)	\$0.00 (0.00%)

DEALERLEADS

2020 Q4 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Commerce

Users vs. Select a metric

Users

400



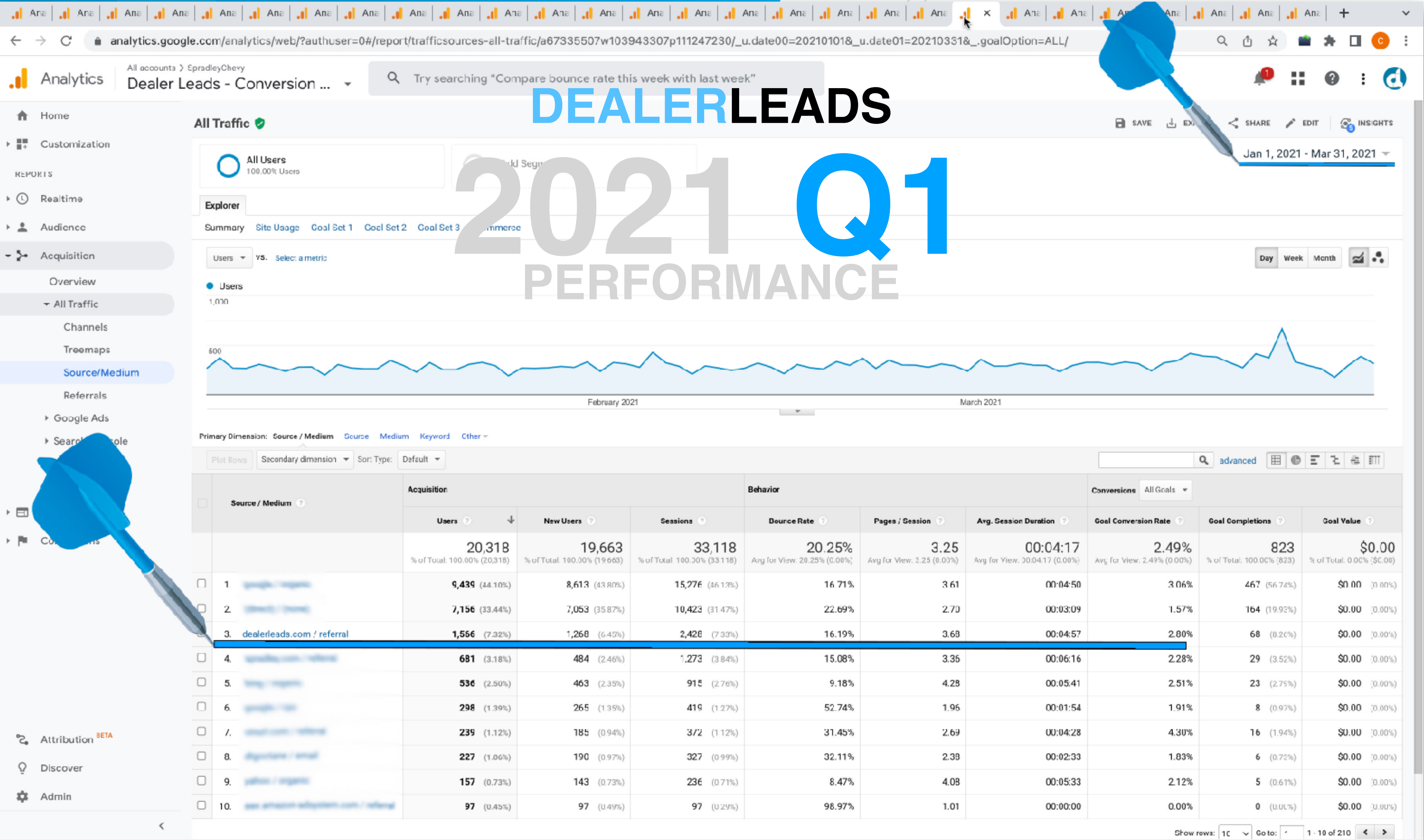
Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sor: Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	16,235 <small>% of Total: 100.00% (16,235)</small>	15,585 <small>% of Total: 100.00% (15,585)</small>	26,372 <small>% of Total: 100.00% (26,372)</small>	22.40% <small>Avg for View: 22.40% (0.00%)</small>	3.22 <small>Avg for View: 3.22 (0.00%)</small>	00:04:24 <small>Avg for View: 00:04:24 (0.00%)</small>	2.56% <small>Avg for View: 2.56% (0.00%)</small>	676 <small>% of Total: 100.00% (676)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. google.org	7,462 (43.69%)	6,773 (43.46%)	11,759 (44.63%)	17.73%	3.75	00:04:54	3.00%	353 (52.22%)	\$0.00 (0.00%)
2. dealerleads.com	5,431 (31.80%)	5,317 (34.12%)	8,218 (31.16%)	26.41%	2.66	00:03:34	2.11%	173 (25.59%)	\$0.00 (0.00%)
3. dealerleads.com / referral	1,119 (6.55%)	912 (5.85%)	1,652 (6.30%)	24.31%	3.22	00:04:16	2.95%	49 (7.25%)	\$0.00 (0.00%)
4. dealerleads.com / referral	657 (3.85%)	472 (3.03%)	1,171 (4.44%)	18.45%	3.18	00:05:48	1.88%	22 (3.25%)	\$0.00 (0.00%)
5. google.org	422 (2.47%)	361 (2.32%)	630 (2.39%)	6.67%	4.28	00:05:13	2.54%	16 (2.37%)	\$0.00 (0.00%)
6. dealerleads.com	330 (1.93%)	284 (1.82%)	455 (1.76%)	30.11%	2.33	00:02:47	1.08%	5 (0.74%)	\$0.00 (0.00%)
7. dealerleads.com / referral	300 (1.76%)	300 (1.92%)	300 (1.14%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. dealerleads.com	234 (1.37%)	182 (1.17%)	352 (1.33%)	25.85%	2.80	00:05:19	5.11%	18 (2.66%)	\$0.00 (0.00%)
9. google.org	157 (0.92%)	112 (0.72%)	231 (0.88%)	26.41%	2.03	00:02:05	2.60%	6 (0.89%)	\$0.00 (0.00%)
10. dealerleads.com / referral	151 (0.88%)	144 (0.92%)	175 (0.66%)	26.29%	2.45	00:03:04	1.14%	2 (0.30%)	\$0.00 (0.00%)

DEALERLEADS

2021 Q1 PERFORMANCE



DEALERLEADS

2021 Q2 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Commerce

Users vs. Select a metric

Users

1,000



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sor: Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	22,442 <small>% of Total: 100.00% (22,442)</small>	21,575 <small>% of Total: 100.00% (21,575)</small>	34,228 <small>% of Total: 100.00% (34,228)</small>	29.62% <small>Avg for View: 29.62% (0.00%)</small>	2.83 <small>Avg for View: 2.83 (0.00%)</small>	00:03:31 <small>Avg for View: 00:03:31 (0.00%)</small>	2.64% <small>Avg for View: 2.64% (0.00%)</small>	904 <small>% of Total: 100.00% (904)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. google.org	9,980 (42.34%)	8,978 (41.61%)	15,250 (44.58%)	17.04%	3.41	00:04:10	3.22%	491 (54.31%)	\$0.00 (0.00%)
2. google.com	7,249 (30.75%)	7,088 (32.85%)	10,406 (30.40%)	38.53%	2.15	00:02:56	2.21%	230 (25.44%)	\$0.00 (0.00%)
3. dealerleads.com / referral	1,332 (5.65%)	1,050 (4.87%)	2,073 (6.06%)	16.59%	3.45	00:04:09	2.89%	60 (6.64%)	\$0.00 (0.00%)
4. google.com / referral	956 (4.06%)	948 (4.39%)	1,032 (3.16%)	88.03%	1.17	00:00:23	1.11%	12 (1.33%)	\$0.00 (0.00%)
5. google.com / referral	634 (2.69%)	433 (2.01%)	975 (2.85%)	15.69%	3.42	00:05:08	1.74%	17 (1.88%)	\$0.00 (0.00%)
6. google.org	539 (2.29%)	463 (2.15%)	838 (2.62%)	10.47%	3.72	00:04:41	3.23%	29 (3.21%)	\$0.00 (0.00%)
7. google.com / referral	425 (1.80%)	378 (1.75%)	534 (1.47%)	89.29%	1.11	00:00:10	0.99%	5 (0.55%)	\$0.00 (0.00%)
8. google.com / referral	386 (1.54%)	380 (1.76%)	337 (1.13%)	96.33%	1.04	00:00:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. google.com / referral	231 (0.98%)	176 (0.82%)	354 (1.03%)	29.65%	2.74	00:04:20	2.54%	9 (1.00%)	\$0.00 (0.00%)
10. google.com	202 (0.86%)	173 (0.80%)	293 (0.86%)	33.79%	2.65	00:03:28	2.73%	8 (0.88%)	\$0.00 (0.00%)

DEALERLEADS

2021 Q3 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Commerce

Users vs. Select a metric



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sor: Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	21,979 <small>% of Total: 100.00% (21,979)</small>	21,198 <small>% of Total: 100.00% (21,198)</small>	34,539 <small>% of Total: 100.00% (34,539)</small>	33.57% <small>Avg for View: 33.57% (0.00%)</small>	2.80 <small>Avg for View: 2.80 (0.00%)</small>	00:03:41 <small>Avg for View: 00:03:41 (0.00%)</small>	2.71% <small>Avg for View: 2.71% (0.00%)</small>	937 <small>% of Total: 100.00% (937)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	9,215 (40.35%)	8,398 (39.62%)	14,553 (42.16%)	18.14%	3.49	00:04:37	3.55%	517 (55.18%)	\$0.00 (0.00%)
2. [blurred]	7,602 (33.29%)	7,524 (35.49%)	11,732 (33.97%)	46.51%	2.18	00:03:02	1.93%	226 (24.12%)	\$0.00 (0.00%)
3. dealerleads.com / referral	1,038 (4.55%)	812 (3.83%)	1,632 (4.87%)	16.59%	3.25	00:04:55	2.62%	44 (4.70%)	\$0.00 (0.00%)
4. [blurred]	755 (3.31%)	733 (3.46%)	890 (2.58%)	85.39%	1.19	00:00:29	0.90%	8 (0.85%)	\$0.00 (0.00%)
5. [blurred]	667 (2.92%)	489 (2.31%)	952 (2.79%)	21.41%	3.12	00:03:47	3.12%	30 (3.20%)	\$0.00 (0.00%)
6. [blurred]	474 (2.08%)	472 (2.23%)	474 (1.37%)	99.15%	1.01	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. [blurred]	456 (2.00%)	397 (1.87%)	827 (2.39%)	10.15%	3.50	00:04:55	2.90%	24 (2.56%)	\$0.00 (0.00%)
8. [blurred]	295 (1.29%)	232 (1.09%)	453 (1.34%)	30.67%	2.48	00:04:00	4.32%	20 (2.13%)	\$0.00 (0.00%)
9. [blurred]	261 (1.14%)	228 (1.08%)	300 (0.87%)	83.67%	1.23	00:00:53	2.00%	6 (0.64%)	\$0.00 (0.00%)
10. [blurred]	191 (0.84%)	185 (0.87%)	232 (0.68%)	89.60%	1.14	00:00:16	0.50%	1 (0.11%)	\$0.00 (0.00%)

DEALERLEADS

2021 Q4 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Commerce

Users vs. Select a metric

Users

600

400

200

November 2021

December 2021

Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows

Secondary dimension

Sort Type: Default

advanced

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Source Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	21,142 % of Total: 100.00% (21,142)	20,625 % of Total: 100.00% (20,625)	32,079 % of Total: 100.00% (32,079)	35.83% Avg for View: 35.83% (0.00%)	2.73 Avg for View: 2.73 (0.00%)	00:03:38 Avg for View: 00:03:38 (0.00%)	2.17% Avg for View: 2.17% (0.00%)	697 % of Total: 100.00% (697)	\$0.00 % of Total: 0.00% (\$0.00)
1. google / organic	7,913 (35.96%)	7,177 (34.80%)	12,370 (38.56%)	18.47%	3.53	00:04:45	2.58%	319 (45.77%)	\$0.00 (0.00%)
2. direct / brand	6,608 (30.03%)	6,523 (31.63%)	9,567 (29.82%)	38.83%	2.33	00:03:14	2.10%	201 (28.84%)	\$0.00 (0.00%)
3. google / ref	3,534 (16.06%)	3,489 (16.92%)	3,996 (12.46%)	87.29%	1.18	00:00:21	0.80%	32 (4.55%)	\$0.00 (0.00%)
4. dealerleads.com / referral	870 (3.95%)	687 (3.33%)	1,808 (5.64%)	19.30%	2.78	00:05:05	2.05%	37 (5.31%)	\$0.00 (0.00%)
5. google.com / referral	597 (2.71%)	450 (2.18%)	897 (2.80%)	21.85%	3.53	00:05:05	2.23%	20 (2.87%)	\$0.00 (0.00%)
6. google / organic	428 (1.94%)	371 (1.80%)	652 (2.03%)	13.50%	3.76	00:05:04	1.84%	12 (1.72%)	\$0.00 (0.00%)
7. https://dealerleads.com / referral	250 (1.14%)	248 (1.20%)	250 (0.78%)	98.00%	1.01	00:00:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. dealerleads.com / referral	217 (0.99%)	177 (0.80%)	367 (1.14%)	29.16%	2.51	00:05:10	7.08%	26 (3.72%)	\$0.00 (0.00%)
9. dealerleads.com / referral	191 (0.87%)	172 (0.83%)	274 (0.85%)	43.43%	2.33	00:02:51	2.55%	7 (1.00%)	\$0.00 (0.00%)
10. https://dealerleads.com / referral	177 (0.80%)	177 (0.80%)	177 (0.55%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

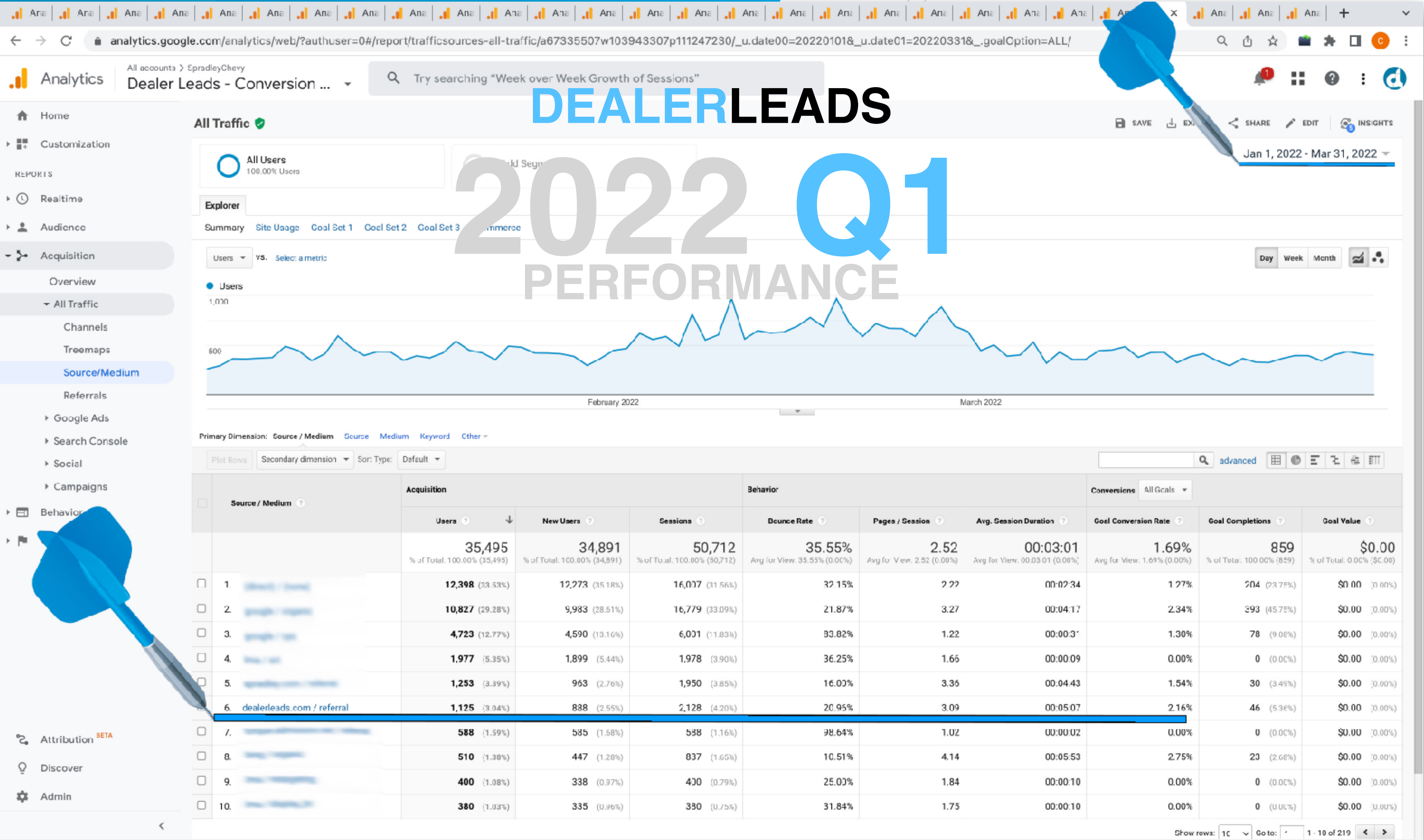
Show rows: 10

Go to:

1 - 10 of 155

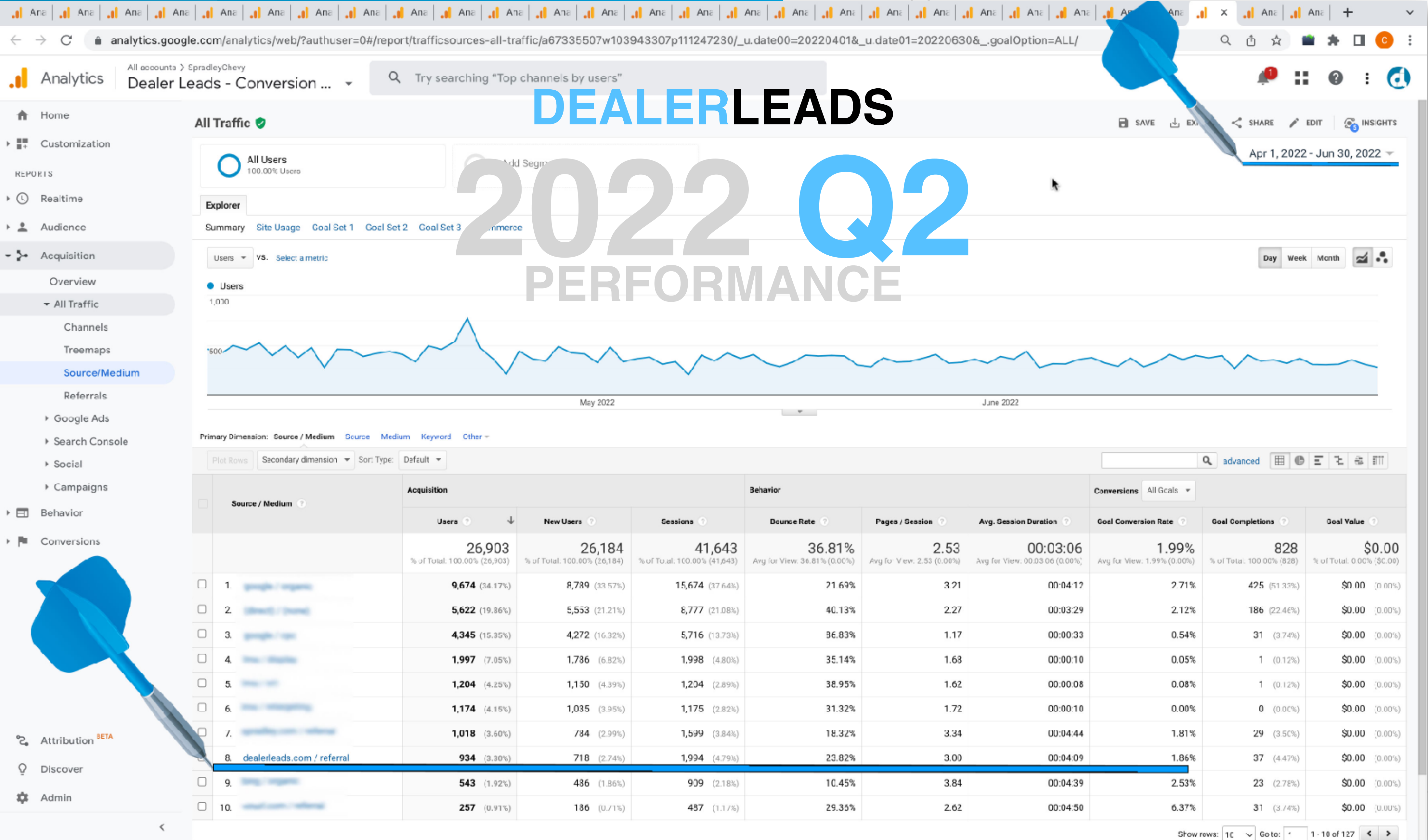
DEALERLEADS

2022 Q1 PERFORMANCE



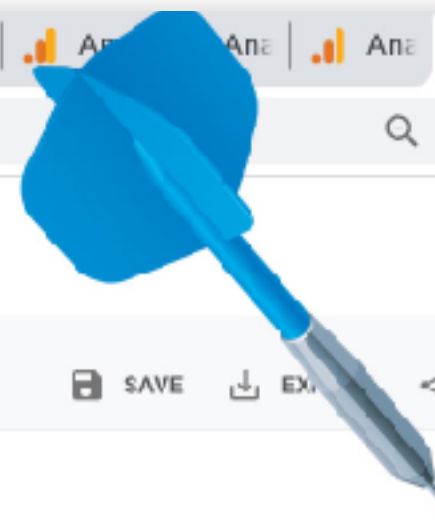
DEALERLEADS

2022 Q2 PERFORMANCE

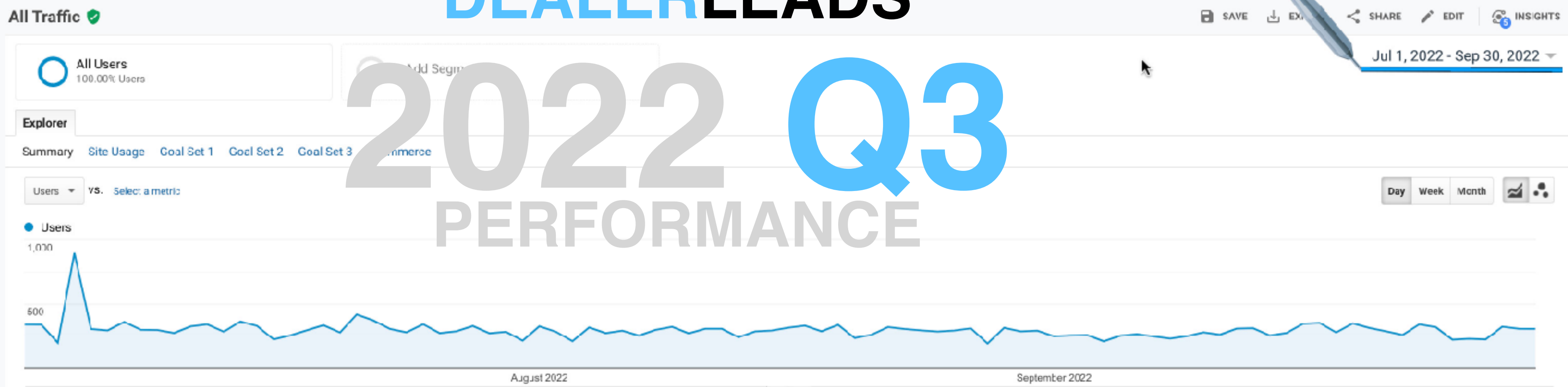


DEALERLEADS

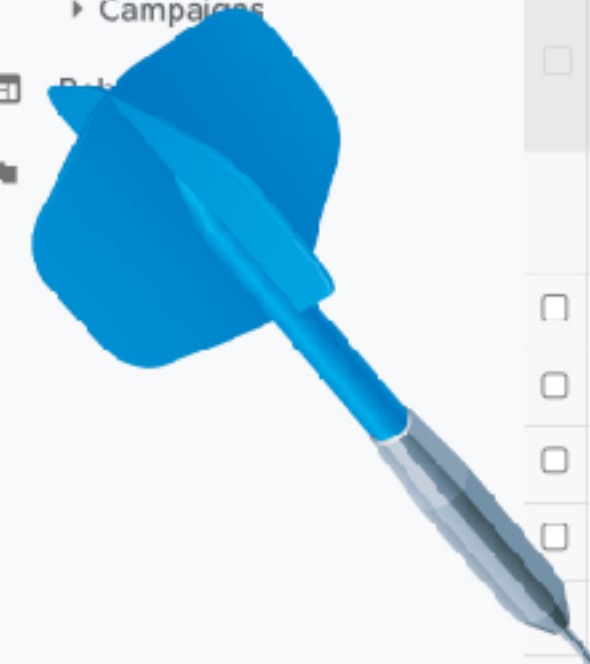
2022 Q3 PERFORMANCE



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



Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	21,005 <small>% of Total: 100.00% (21,005)</small>	20,248 <small>% of Total: 100.00% (20,248)</small>	33,437 <small>% of Total: 100.00% (33,437)</small>	34.23% <small>Avg for View: 34.23% (0.00%)</small>	2.60 <small>Avg for View: 2.60 (0.00%)</small>	00:03:32 <small>Avg for View: 00:03:32 (0.00%)</small>	2.11% <small>Avg for View: 2.11% (0.00%)</small>	704 <small>% of Total: 100.00% (704)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	8,363 (39.18%)	7,643 (37.75%)	15,832 (47.37%)	19.70%	3.14	00:04:27	2.47%	542 (48.58%)	\$0.00 (0.00%)
2. [blurred]	4,517 (20.62%)	4,460 (22.03%)	7,430 (22.37%)	40.60%	2.37	00:03:46	2.42%	181 (25.71%)	\$0.00 (0.00%)
3. [blurred]	3,684 (16.92%)	3,630 (17.93%)	4,574 (13.68%)	37.32%	1.17	00:00:39	0.37%	17 (2.41%)	\$0.00 (0.00%)
4. [blurred]	1,010 (4.51%)	762 (3.76%)	1,409 (4.21%)	17.32%	3.14	00:04:11	2.20%	31 (4.40%)	\$0.00 (0.00%)
5. dealerleads.com / referral	899 (4.10%)	674 (3.33%)	1,512 (4.52%)	18.19%	2.92	00:04:15	2.38%	36 (5.11%)	\$0.00 (0.00%)
6. [blurred]	657 (3.00%)	549 (2.71%)	831 (2.40%)	0.50%	2.00	00:00:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. [blurred]	611 (2.79%)	552 (2.73%)	941 (2.81%)	13.07%	3.68	00:04:53	3.08%	29 (4.12%)	\$0.00 (0.00%)
8. [blurred]	546 (2.49%)	509 (2.51%)	546 (1.63%)	40.84%	1.60	00:00:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. [blurred]	212 (0.97%)	168 (0.83%)	355 (1.06%)	34.03%	2.47	00:04:30	6.48%	23 (3.27%)	\$0.00 (0.00%)
10. [blurred]	189 (0.86%)	187 (0.92%)	139 (0.57%)	46.55%	1.57	00:00:08	0.00%	0 (0.00%)	\$0.00 (0.00%)



DEALERLEADS

2022 Q4 PERFORMANCE

All Traffic

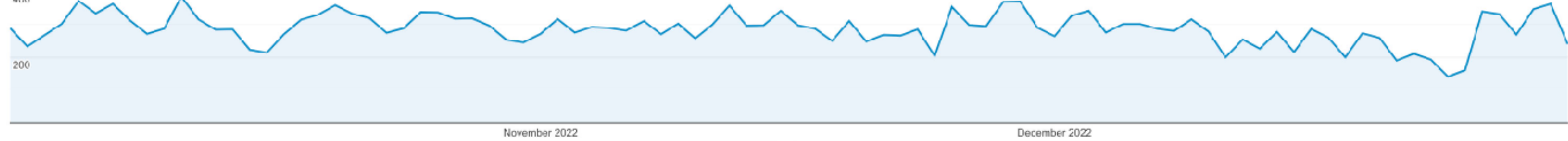
All Users
100.00% Users

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Commerce

Users vs. Select a metric

Users



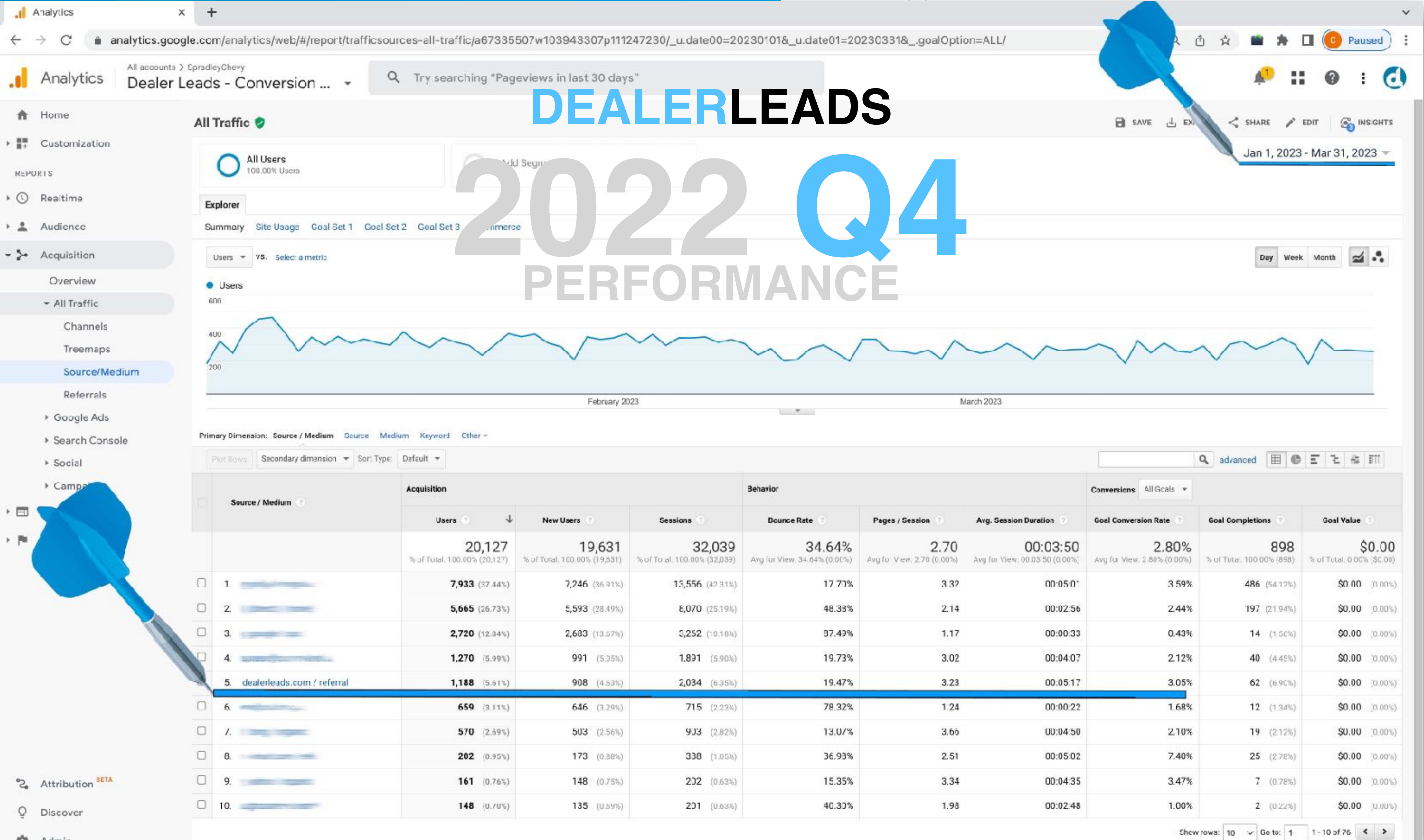
Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sor: Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	20,106 <small>% of Total: 100.00% (20,106)</small>	19,583 <small>% of Total: 100.00% (19,583)</small>	32,009 <small>% of Total: 100.00% (32,009)</small>	39.18% <small>Avg for View: 39.18% (0.00%)</small>	2.48 <small>Avg for View: 2.48 (0.00%)</small>	00:03:38 <small>Avg for View: 00:03:38 (0.00%)</small>	2.22% <small>Avg for View: 2.22% (0.00%)</small>	709 <small>% of Total: 100.00% (709)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	7,346 (34.94%)	6,687 (34.12%)	12,323 (38.50%)	19.45%	3.11	00:04:43	2.50%	308 (43.44%)	\$0.00 (0.00%)
2. [blurred]	5,627 (26.76%)	5,560 (28.39%)	8,590 (26.84%)	48.95%	2.05	00:03:27	2.46%	211 (29.76%)	\$0.00 (0.00%)
3. [blurred]	4,141 (19.70%)	4,080 (20.83%)	5,216 (16.30%)	37.44%	1.22	00:00:47	0.25%	13 (1.83%)	\$0.00 (0.00%)
4. [blurred]	1,067 (5.07%)	853 (4.36%)	1,555 (4.89%)	21.47%	2.95	00:04:28	1.79%	28 (3.95%)	\$0.00 (0.00%)
5. dealerleads.com / referral	995 (4.73%)	751 (3.83%)	1,650 (5.25%)	18.57%	3.16	00:05:12	2.74%	46 (6.49%)	\$0.00 (0.00%)
6. [blurred]	461 (2.19%)	398 (2.03%)	733 (2.29%)	10.73%	3.57	00:04:44	2.86%	21 (2.96%)	\$0.00 (0.00%)
7. [blurred]	226 (1.07%)	190 (0.97%)	350 (1.12%)	30.83%	2.57	00:04:45	8.89%	32 (4.51%)	\$0.00 (0.00%)
8. [blurred]	162 (0.77%)	147 (0.75%)	212 (0.66%)	40.57%	1.95	00:02:24	2.36%	5 (0.71%)	\$0.00 (0.00%)
9. [blurred]	151 (0.72%)	137 (0.70%)	199 (0.62%)	12.05%	3.35	00:04:47	3.52%	7 (0.99%)	\$0.00 (0.00%)
10. [blurred]	130 (0.62%)	122 (0.62%)	242 (0.76%)	28.93%	2.31	00:03:15	3.72%	9 (1.27%)	\$0.00 (0.00%)

DEALERLEADS

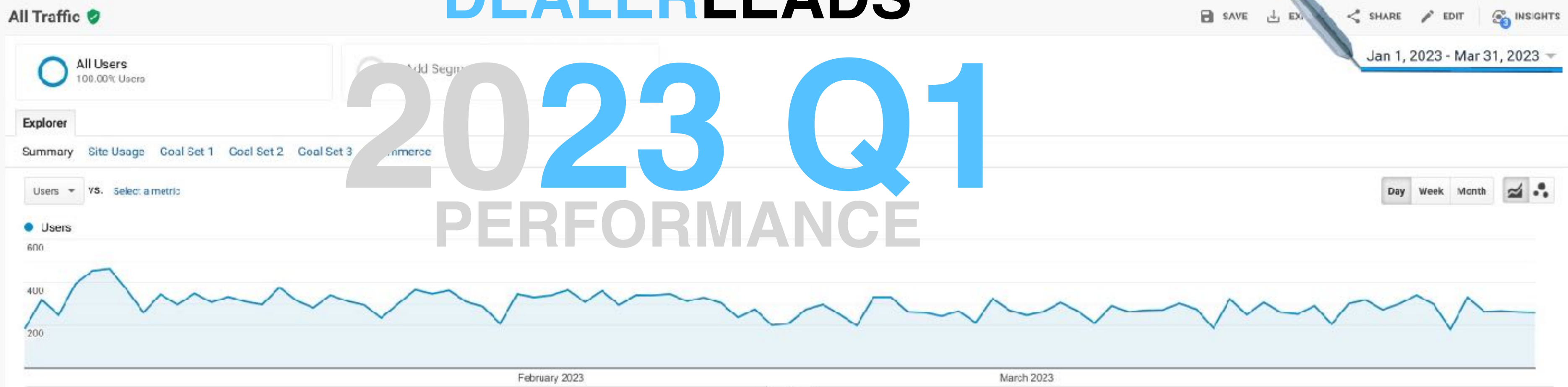
2022 Q4 PERFORMANCE



DEALERLEADS

2023 Q1 PERFORMANCE

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



Primary Dimension: Source / Medium

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	20,127	19,631	32,039	34.64%	2.70	00:03:50	2.80%	898	\$0.00
1. [blurred]	7,933 (37.44%)	7,246 (36.91%)	15,556 (42.31%)	17.71%	3.32	00:05:01	3.59%	486 (54.12%)	\$0.00 (0.00%)
2. [blurred]	5,665 (26.73%)	5,593 (28.49%)	8,070 (25.19%)	48.33%	2.14	00:02:56	2.44%	197 (21.94%)	\$0.00 (0.00%)
3. [blurred]	2,720 (12.84%)	2,683 (13.67%)	3,252 (10.18%)	37.49%	1.17	00:00:33	0.43%	14 (1.56%)	\$0.00 (0.00%)
4. [blurred]	1,270 (5.99%)	991 (5.05%)	1,891 (5.90%)	19.73%	3.02	00:04:07	2.12%	40 (4.45%)	\$0.00 (0.00%)
5. dealerleads.com / referral	1,188 (5.91%)	908 (4.53%)	2,034 (6.35%)	19.47%	3.23	00:05:17	3.05%	62 (6.90%)	\$0.00 (0.00%)
6. [blurred]	659 (3.11%)	646 (3.29%)	715 (2.23%)	78.32%	1.24	00:00:22	1.68%	12 (1.34%)	\$0.00 (0.00%)
7. [blurred]	570 (2.69%)	503 (2.56%)	933 (2.82%)	13.07%	3.66	00:04:50	2.10%	19 (2.12%)	\$0.00 (0.00%)
8. [blurred]	202 (0.95%)	173 (0.88%)	338 (1.05%)	36.93%	2.51	00:05:02	7.40%	25 (2.78%)	\$0.00 (0.00%)
9. [blurred]	161 (0.76%)	148 (0.75%)	232 (0.63%)	15.35%	3.34	00:04:35	3.47%	7 (0.78%)	\$0.00 (0.00%)
10. [blurred]	148 (0.70%)	135 (0.69%)	231 (0.63%)	40.30%	1.93	00:02:48	1.00%	2 (0.22%)	\$0.00 (0.00%)

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

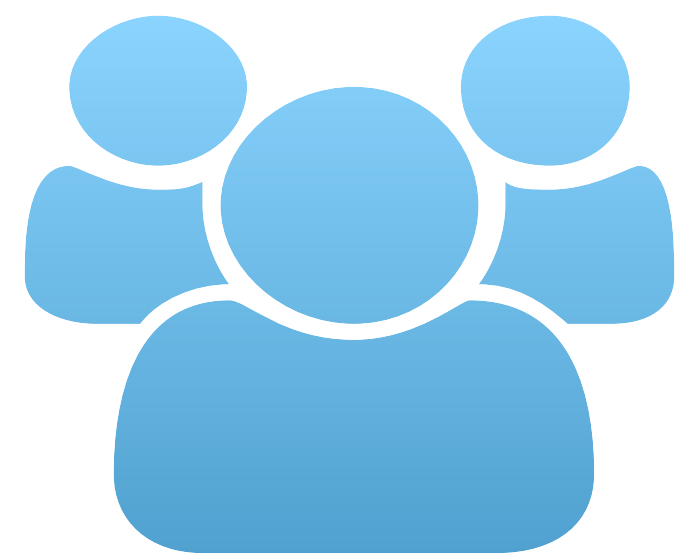
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