DEALERLEADS our shoppers, your customers



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



PARTNER CASE STUDY #33

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"You've Got A Friend "



OUR SIX FOCAL POINTS

Media Buy / The Budget

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

Bounce Rate Comparison

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

Page View / SRP View / VDP Views

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



Time On Site

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

City Locale

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

Traffic Sustainability

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







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

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

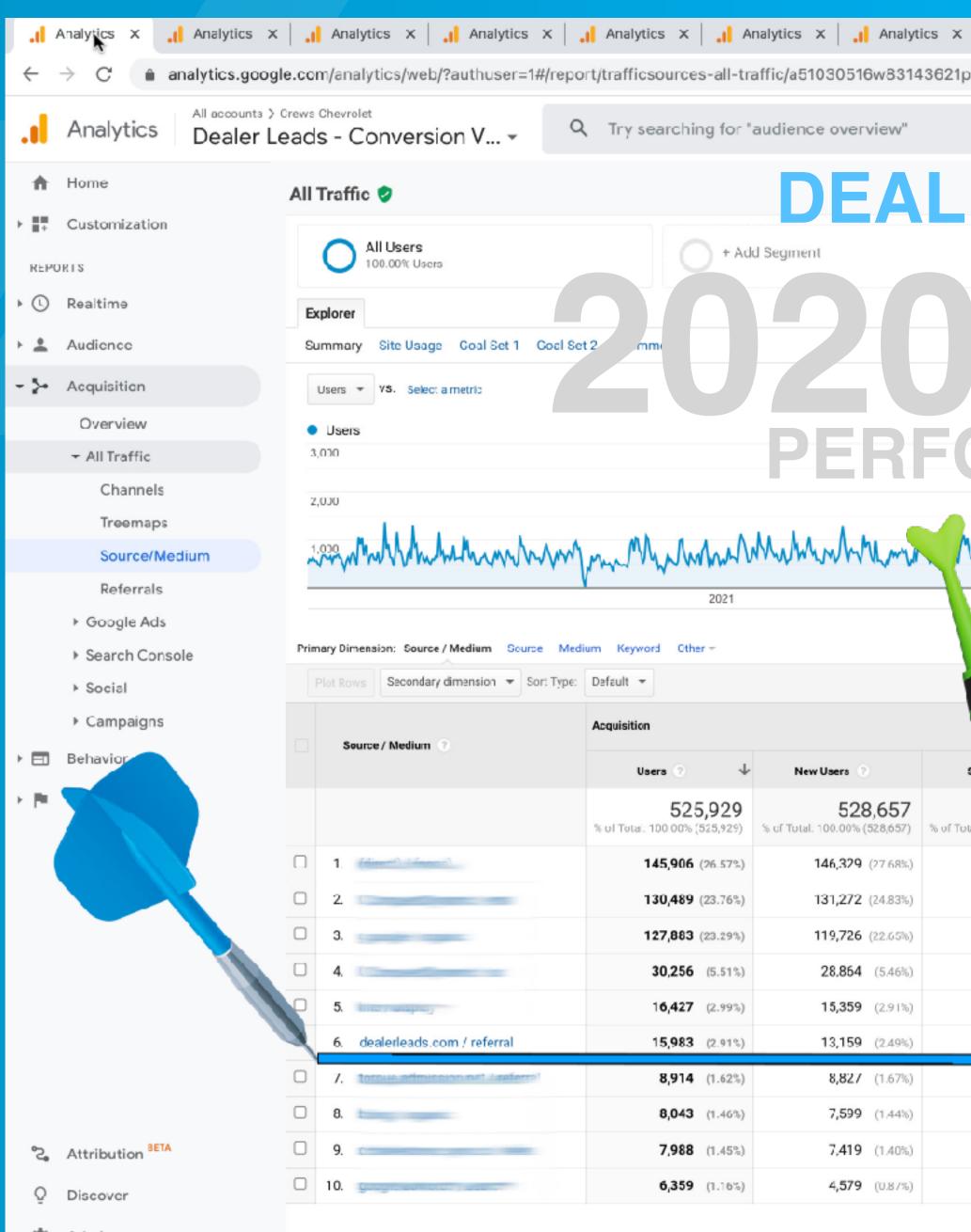
We will show our program's dominating influence on our other dealership partners across the U.S. month after month, year after year, and hope we can fit into your future marketing objectives.

THE MATH

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





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

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

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

HARD GOAL CONVERSIONS

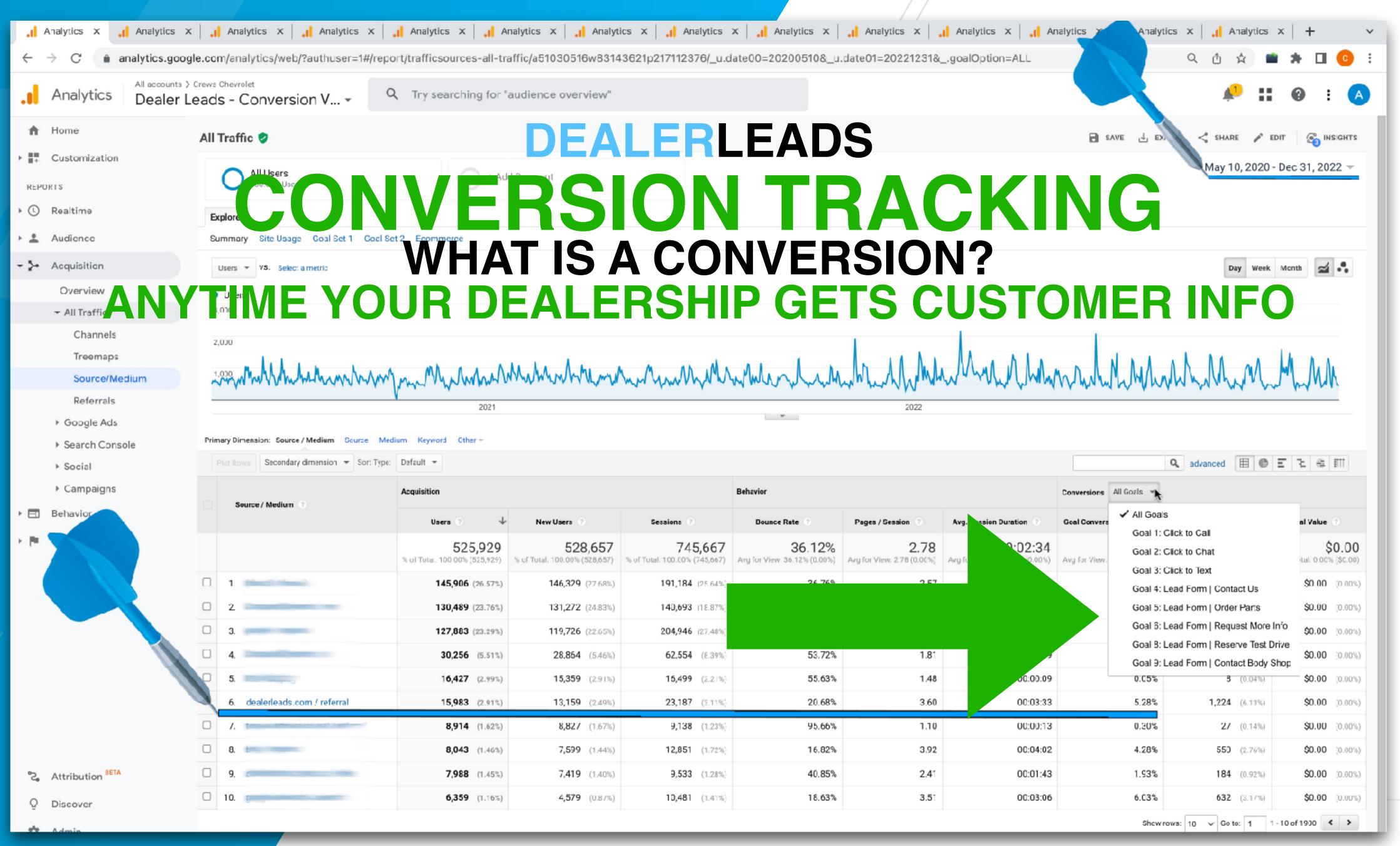
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We use Google Goals to track these goal events' completion, then compare our conversion rates to our competitors. We focus on these metrics in this case study and our monthly reporting to our clients.











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

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

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

OUR TRAFFIC & CITY LOCATION

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

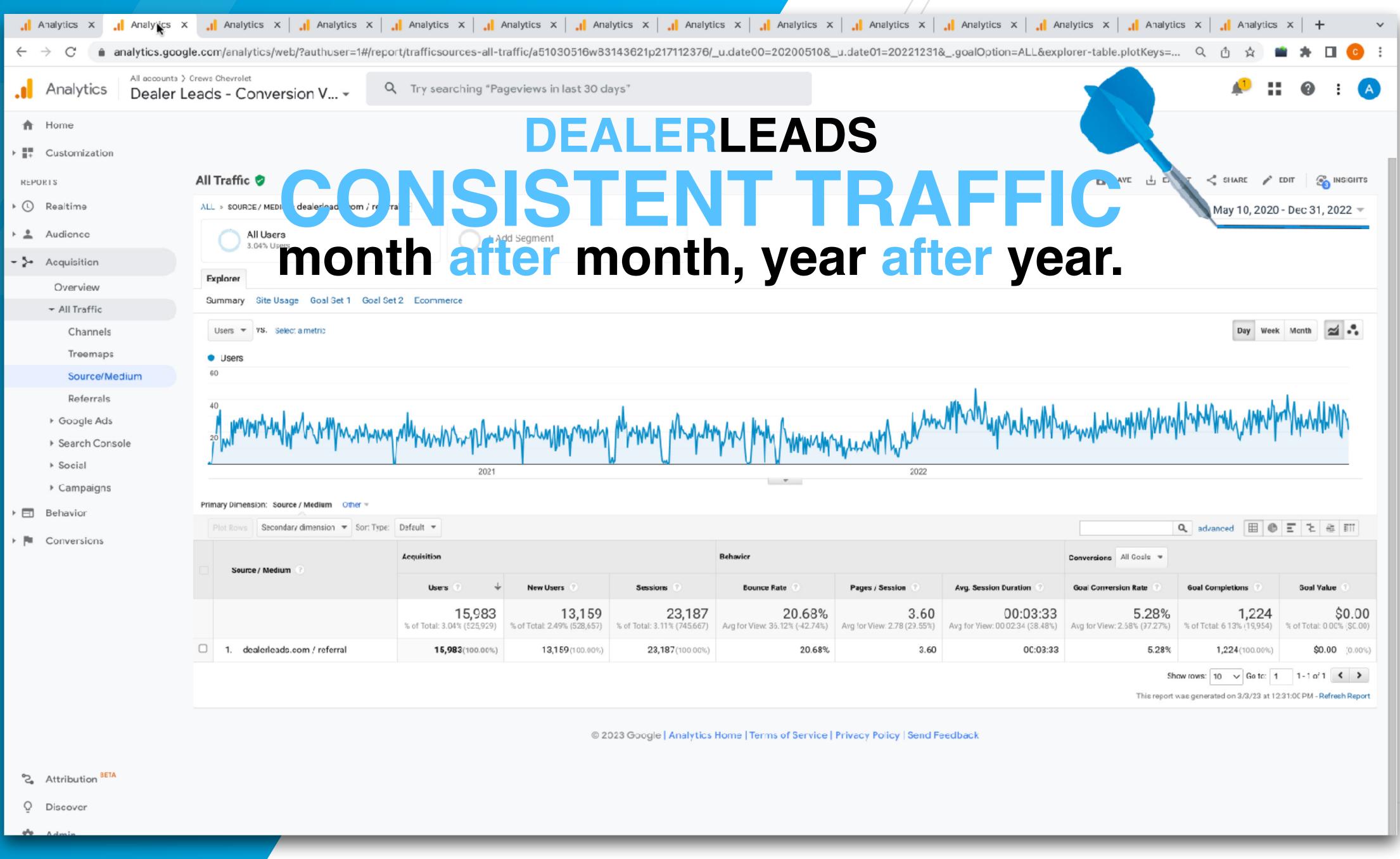




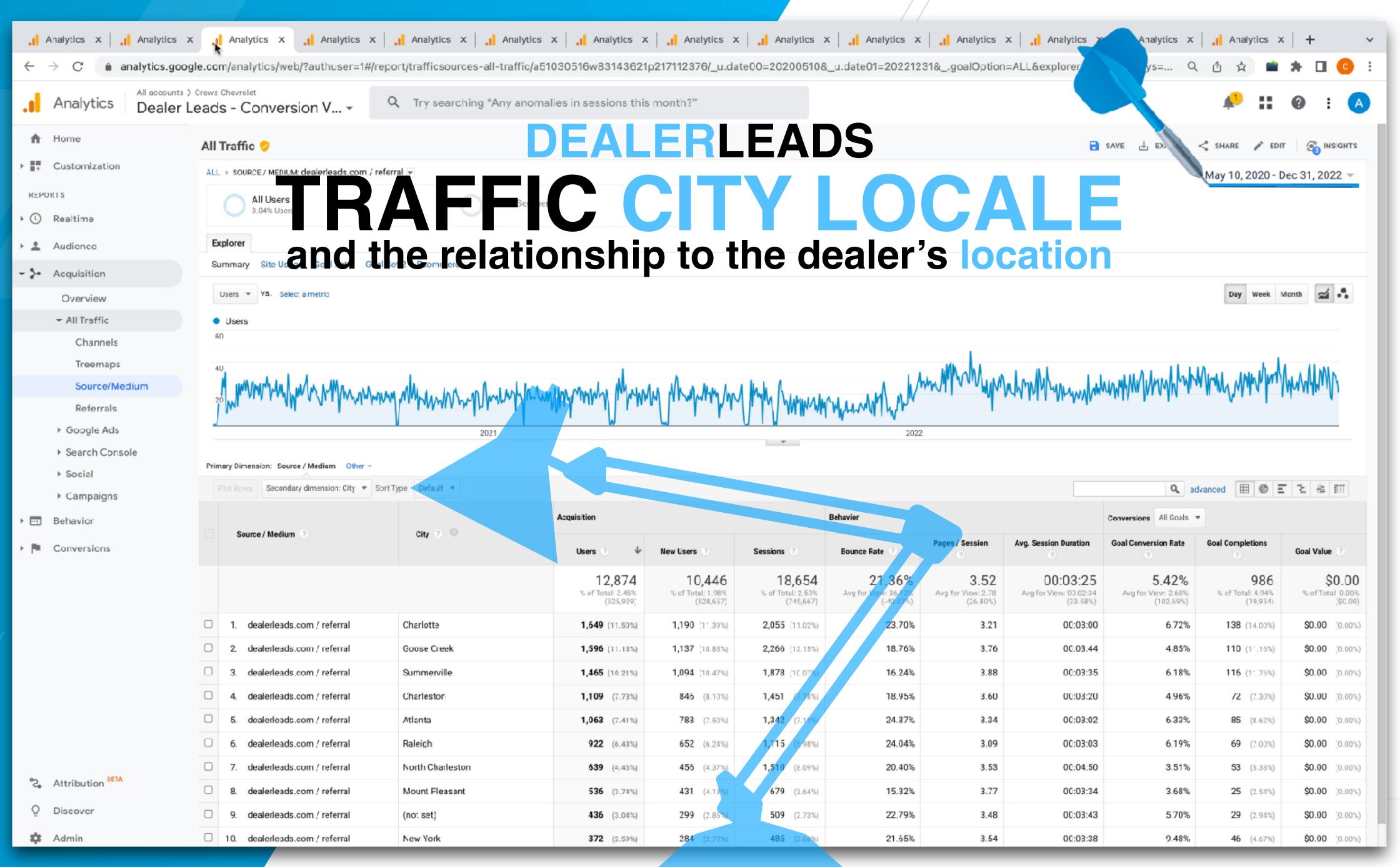














LET'S GO Quarter by Quarter

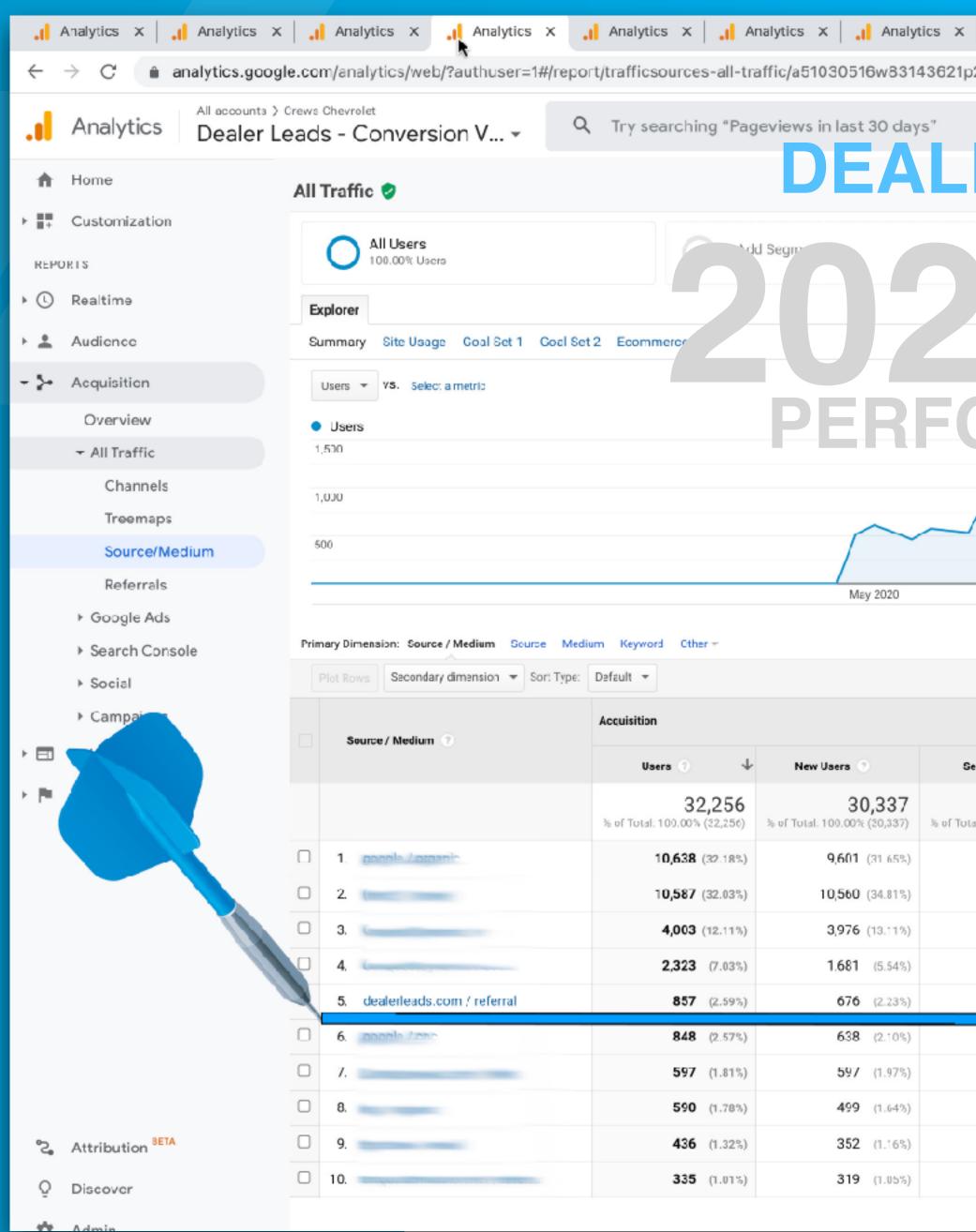
1ST QUARTER REPORTING JAN 1 thru MAR 31

2ND QUARTER REPORTING APR 1 thru JUN 30

3RD QUARTER REPORTING JUL 1 thru SEP 30

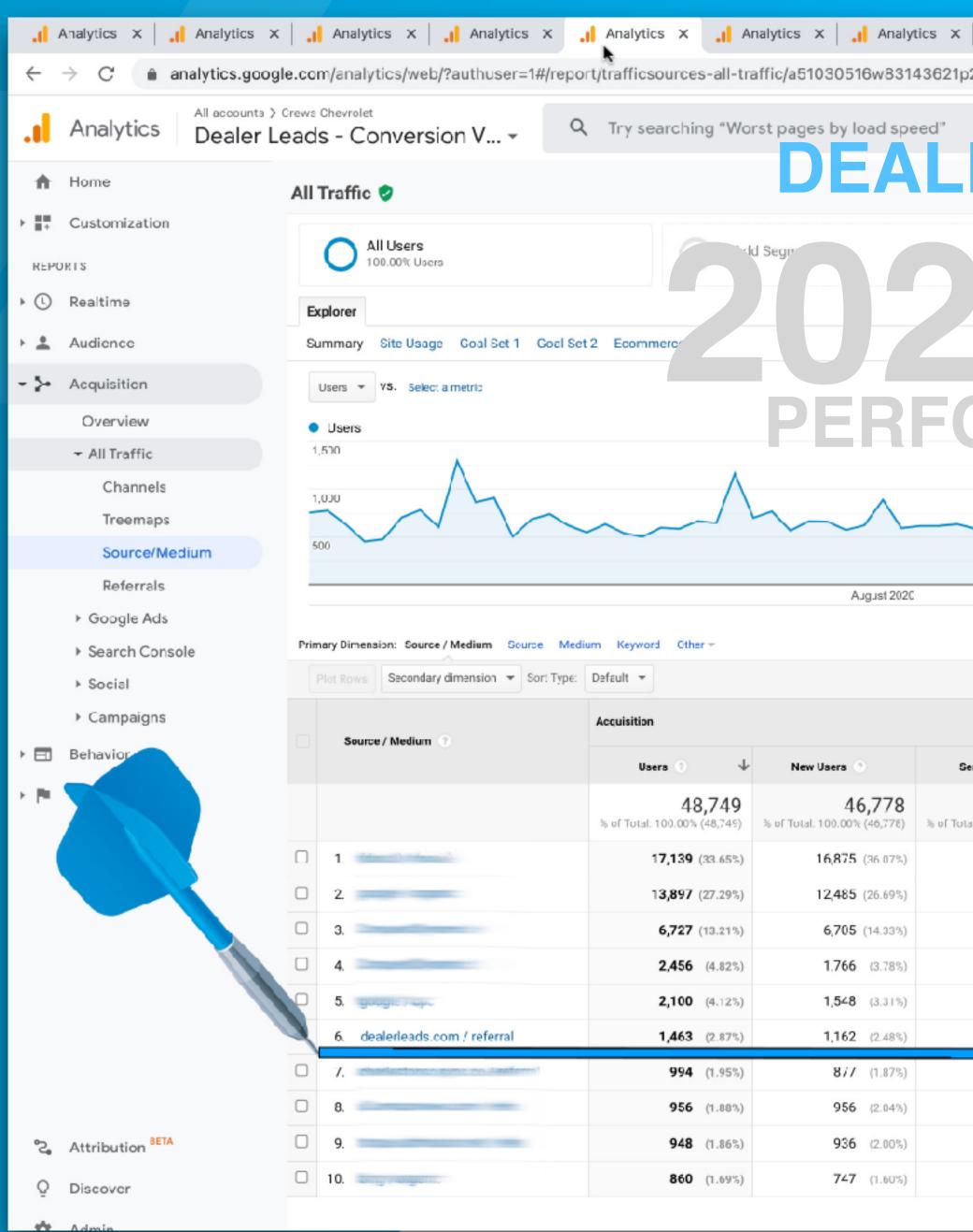
4TH QUARTER REPORTING OCT 1 thru DEC 31





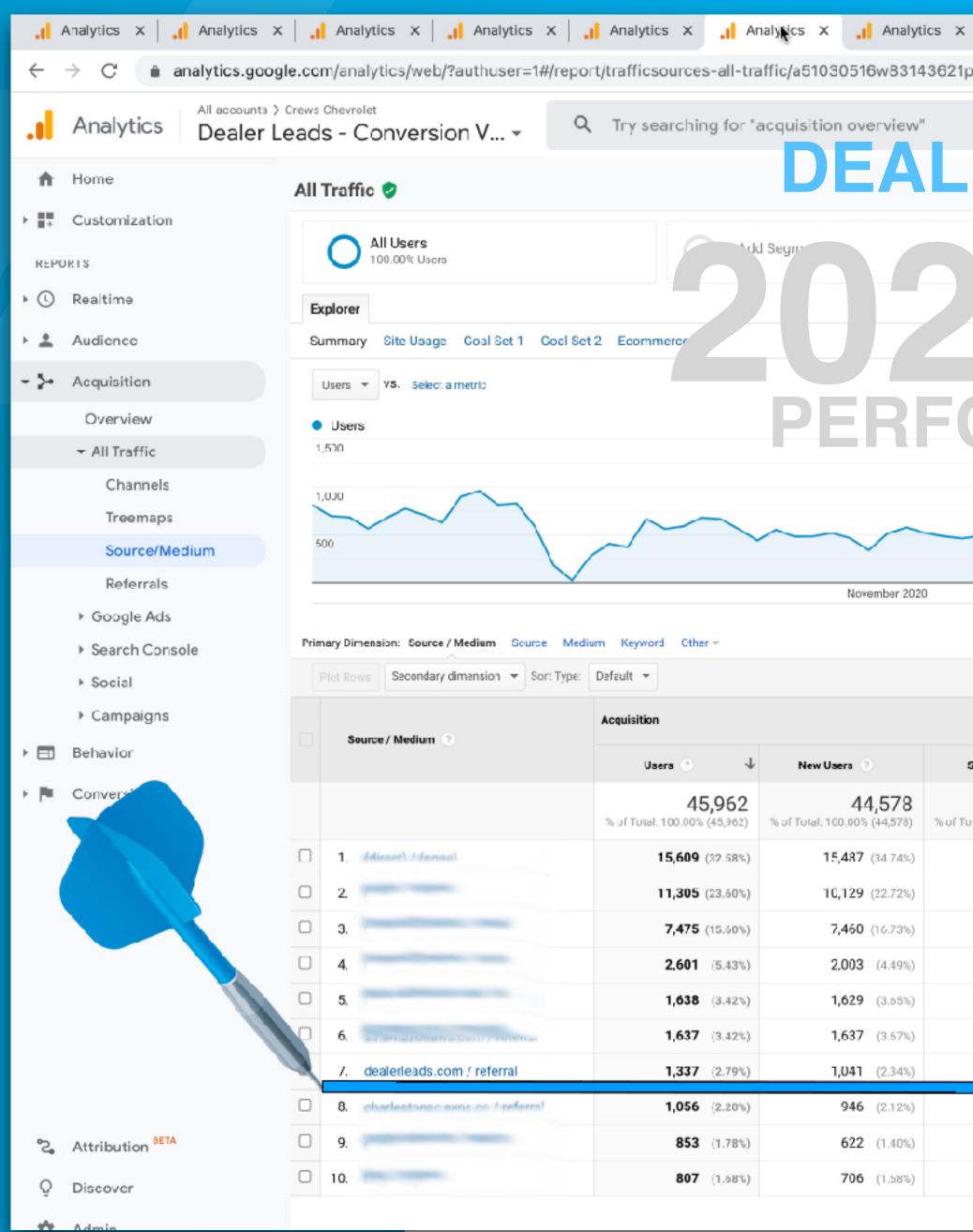
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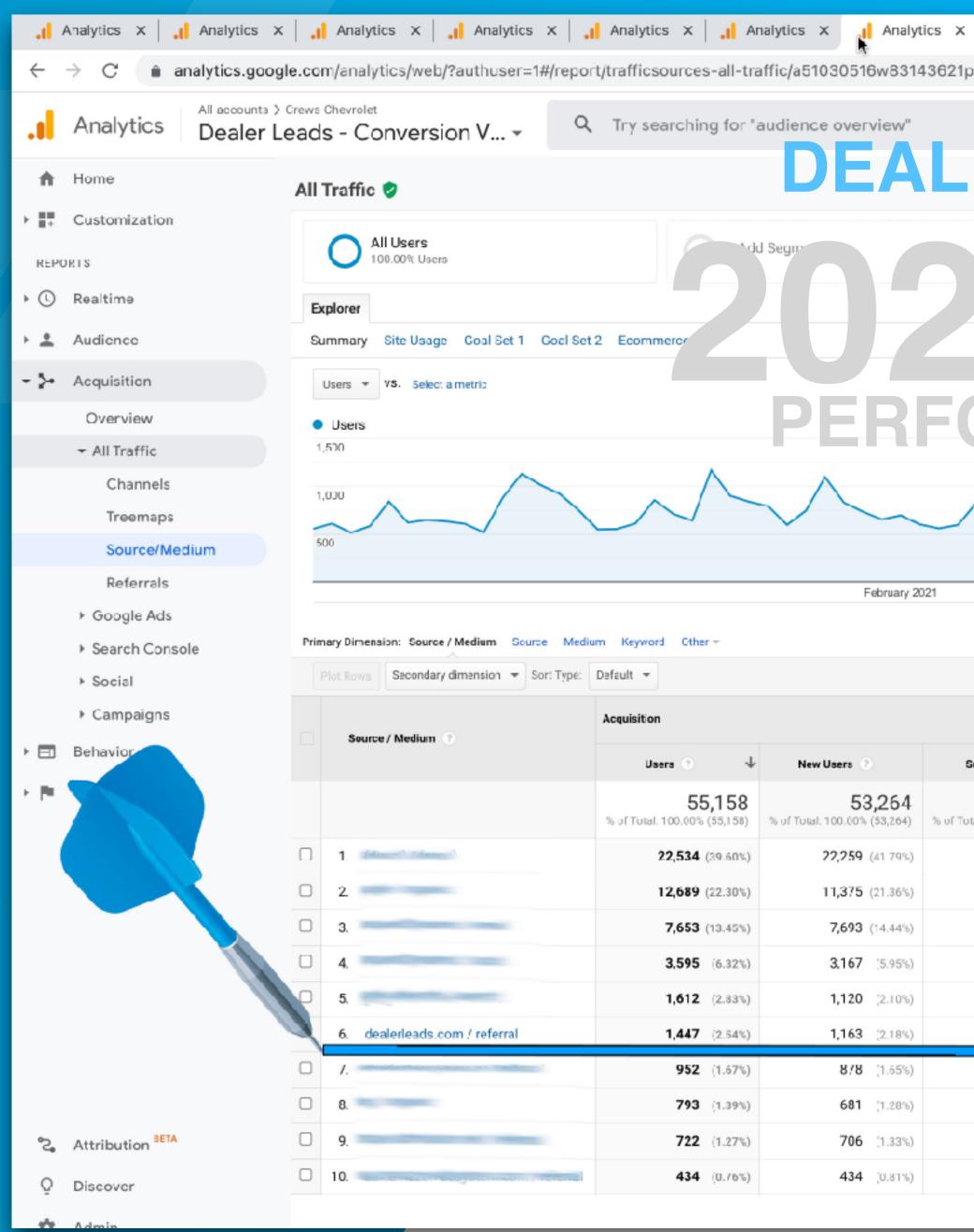
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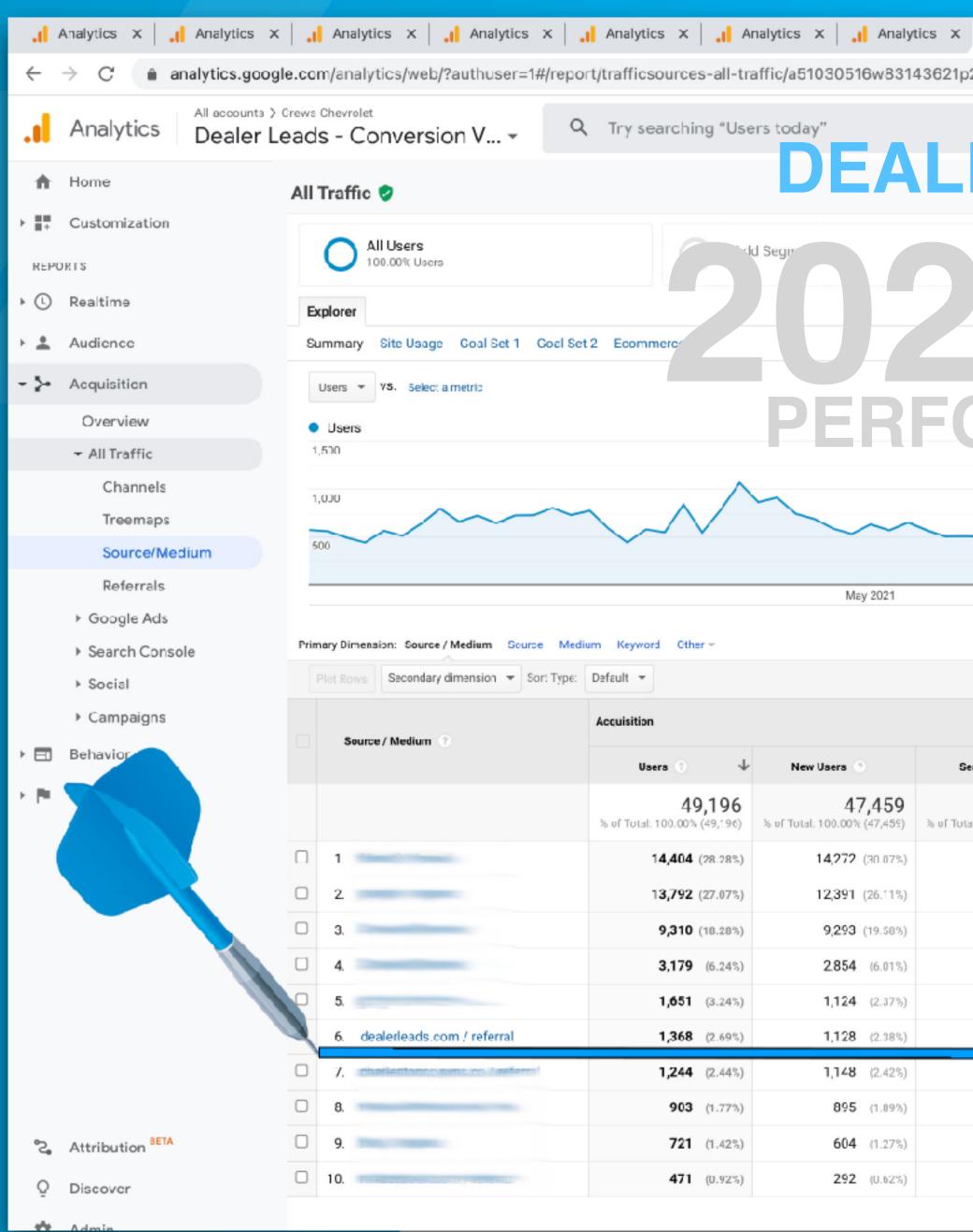
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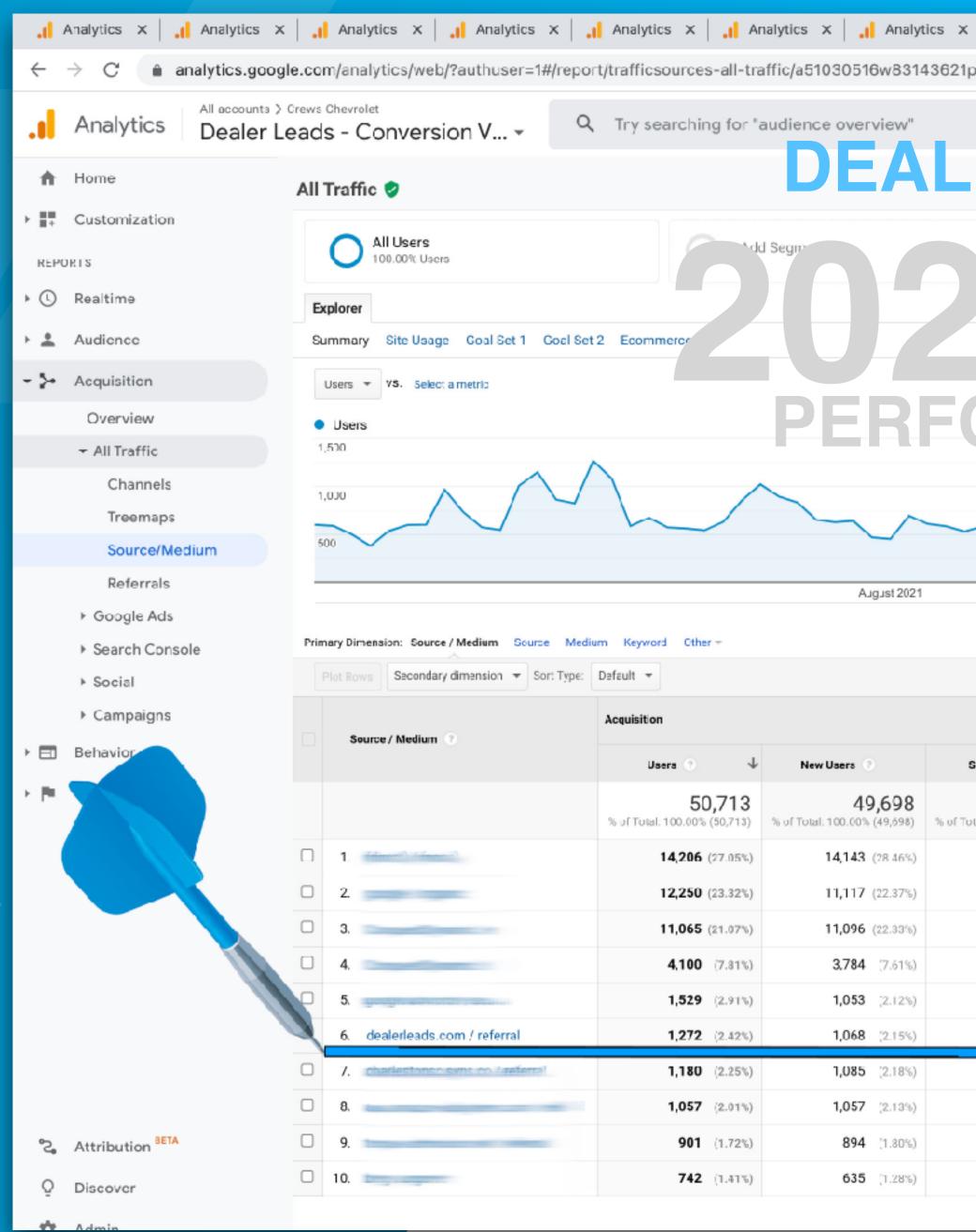
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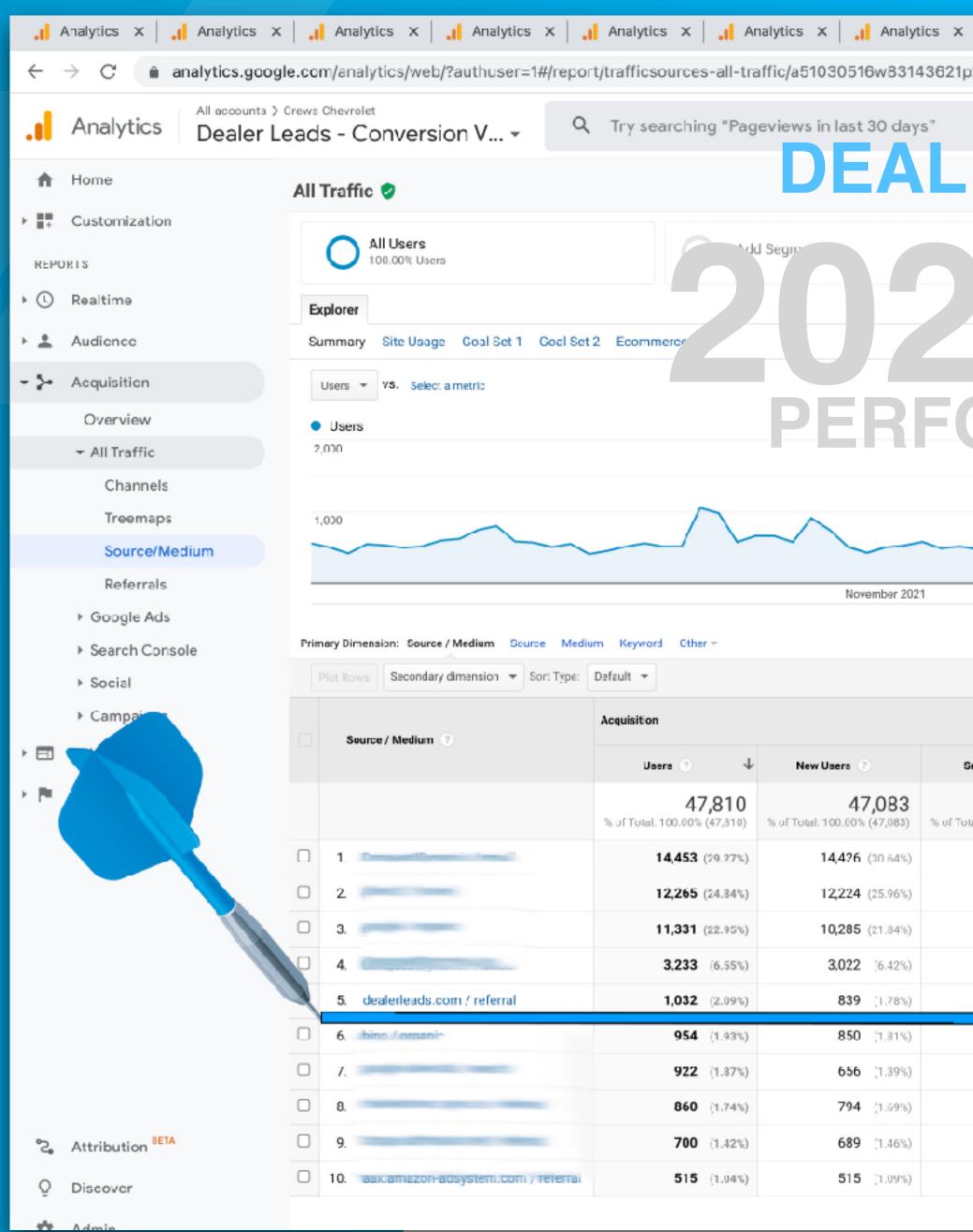
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ons (?) 67,577 00.00% (67,577) 8,791 (27.81%) 0,560 (30.42%) 9,651 (14.28%) 5,377 (7.96%)	Eehavior Downce Rate 40.87% Avg for View: 40.87% (0.00%) 42.04% 18.06% 66.44% 67.10% 18.45%	2.52 Avg for View: 2.52 (0.00%) 2.32 3.37 1.62 1.73 3.22	Avg. Session Duration ③ 00:02:19 Avg for View: 00:02:19 (0:00%) 00:02:05 00:01:48 00:01:48 00:02:54	Coal Conversion Rate ? 2.40% 2.40% Avg for View: 2.40% (0.00%) 2.53% 3.61% 3.61% 0.01% 0.58% 5.69% 3.69%	Goal Completions 1,619 % of Total: 100.00% (1,619) 475 (29.34%) 742 (45.83%) 742 (45.83%) 1 (0.00%) 31 (1.91%) 173 (10.69%) 10.69%)	E 2 3 111 Goal Value 7 \$0.00
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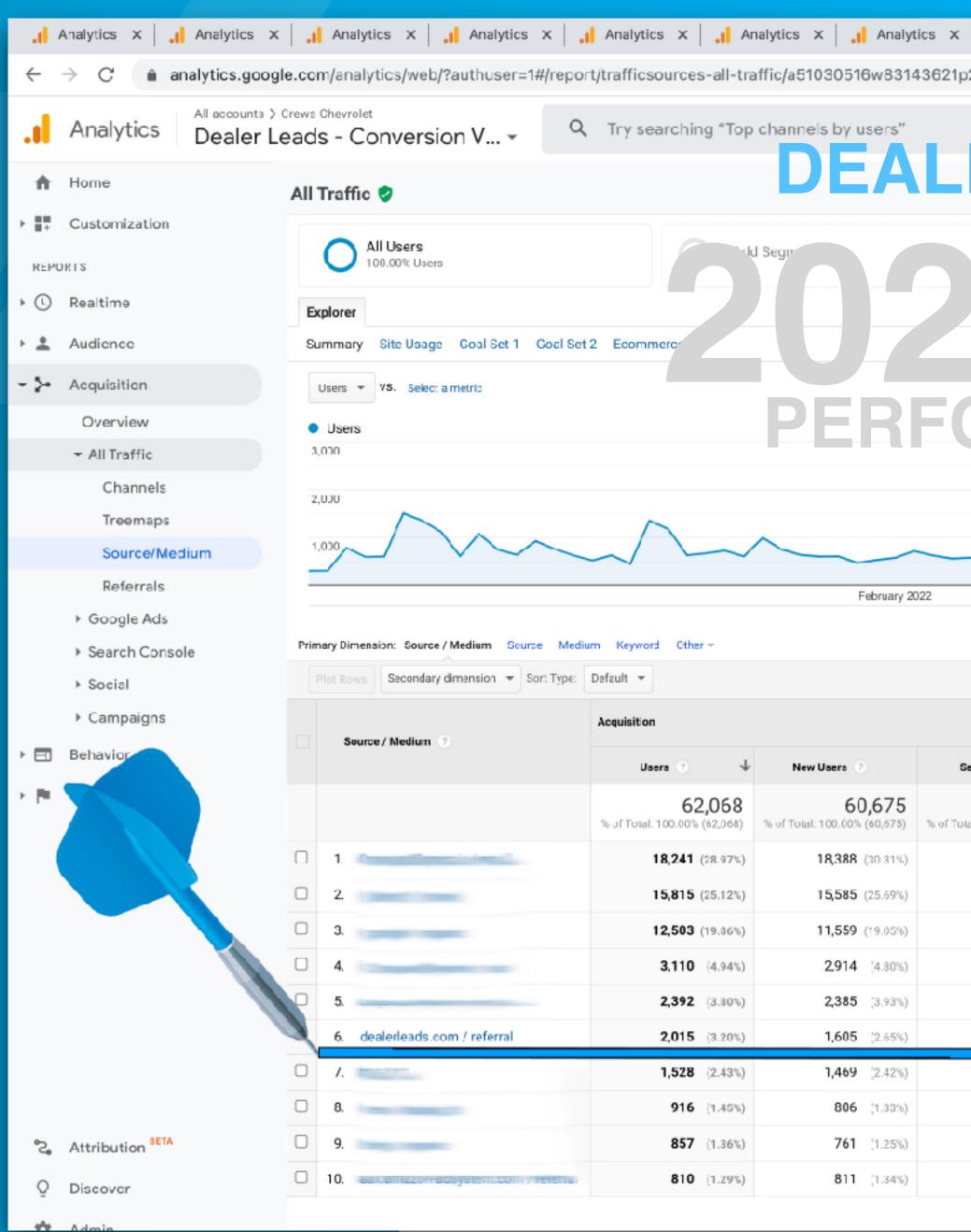
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Cool Value Image: Cool Value \$0.00 \$0.00 \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)	Coal Completions ? 1,749 1,749 % of Total: 100.00% (1,749) 544 (31 10%) 762 (43.57%) 762 (43.57%) 2 (0.11%) 44 (2.52%) 164 (9.38%) 59 (3.37%)	Coal Conversion Rate ? 2.49% 2.49% Avg for View: 2.49% (0.00%) 2.91% 2.91% 4.03% 0.02% 0.60% 5.44% 3.68%	Avg. Session Duration () D0:D2:D1 Avg for View: 00:02:01 (0.00%) O0:01:46 00:01:66 00:01:66 00:01:46 00:01:61 00:01:62	2.34 Avg for View: 2.34 (0.00%) 2.14 3.24 1.56 1.32 3.06 2.95	Behavior Dounce Rate • 46.48% 46.48% Av; j for View: 46.48% (0.00%) 45.41% 19.79% 76.32% 63.87% 18.30% 25.23%	70,273 ptal: 100.00% (70,273) 18,710 (26.62%) 18,919 (26.92%) 11,578 (16.48%) 7,274 (10.35%) 2,546 (3.62%) 1,605 (2.28%)
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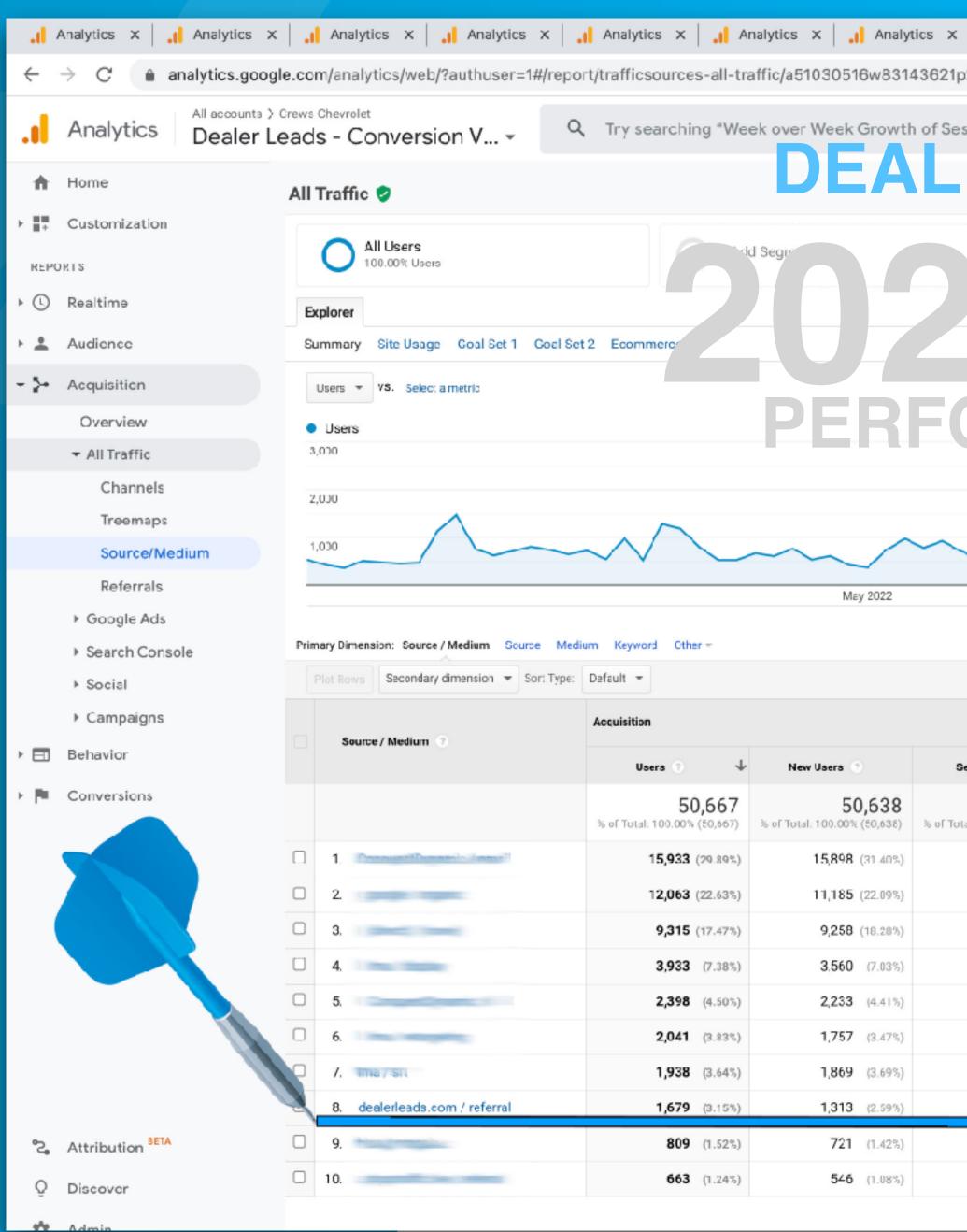
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<b>64,412</b> tal: 100.00% (64,412) <b>14,967</b> (23.24%) <b>15,873</b> (24.64%)	Behavior Dounce Rate 39.73% Avg for View: 39.73% (0.00%) 47.52% 41.47%	Pages / Session ③ 2.59 Avg for View: 2.59 (0.00%) 2.25 2.28	Avg. Session Duration            00:02:15           Avg for View: 00:02:15 (0.00%)           00:02:09           00:01:48	Coal Conversion Rate         ?           2.42%	Goal Completions () 1,561 % of Total: 100.00% (1,561) 0 (0.00%) 422 (27.03%)	Soal Value         ?           \$0.00         \$0.00           % of Total: 0.00% (\$0.00)         \$0.00 (0.00%)           \$0.00 (0.00%)         \$0.00 (0.00%)
64,412         64,412         14,967 (23.24%)         15,873 (24.64%)         17,326 (26.90%)	Behavior           Dounce Rate ⑦           39.73%           Avg for View: 39.73% (0.00%)           47.52%           41.47%           20.63%	Pages / Session (*) 2.59 Avg for View. 2.59 (0.00%) 2.25 2.28 3.45	Avg. Session Duration •           00:02:15           Avg for View: 00:02:15 (0.00%)           00:02:09	Coal Conversion Rate         ?           2.42%	Coal Completiens ? 1,561 % of Total: 100.00% (1,561) 0 (0.00%) 422 (27.03%) 738 (47.28%)	Soal Value         Image: Total OC% (\$0.00)           % of Total OC% (\$0.00)         \$0.00 (0.00%)           \$0.00 (0.00%)         \$0.00 (0.00%)
Gessions       O         64,412       64,412         tal: 100.00% (64,412)       14,967 (23.24%)         15,873 (24.64%)       15,873 (24.64%)         17,326 (26.90%)       5,541 (8.60%)	Behavior           Dounce Rate •           39.73%           Avg for View: 39.73% (0.00%)           47.52%           41.47%           20.63%           63.29%	Pages / Session (*)           2.59           Avg for View: 2.59 (0.00%)           2.25           2.28           3.45           1.35	Avg. Session Duration •           00:02:15           Avg for View: 00:02:15 (0.00%)           00:02:09           00:03:09           00:00:43	Coal Conversion Rate         ?           2.42%         2.42%           Avg for View: 2.42% (0.00%)         0.00%           0.00%         2.66%           4.26%         0.60%	Coal Completions ? 1,561 % of Total: 100.00% (1,561) 0 (0.00%) 422 (27.03%) 738 (47.28%) 33 (2.11%)	Goal Value         Image: Constraint of the second sec
Sessions       ?         64,412       64,412)         14,967       (23,24%)         15,873       (24.64%)         17,326       (26.90%)         5,541       (8.60%)         1,407       (2.18%)	Behavior           Dounce Rate ⑦           39.73%           Avg for View: 39.73% (0.00%)           47.52%           41.47%           20.63%           63.29%           21.11%	Pages / Session           2.59           Avg for View. 2.59 (0.00%)           2.25           2.28           3.45           1.35           3.31	Avg. Session Duration ()           00:02:15           Avg for View: 00:02:15 (0.00%)           00:02:09           00:01:48           00:03:09           00:00:43           00:03:09	Coal Conversion Rate         ?           2.42%         2.42%           Avg for View: 2.42% (0.00%)         0.00%           2.66%         4.26%           0.60%         5.19%	Goal Completions       I,561         % of Total: 100.00% (1,561)         0 (0.00%)         422 (27.03%)         738 (47.28%)         33 (2.11%)         73 (4.68%)	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%)
Sessions         O           64,412         64,412           0tal: 100.00% (64,412)         14,967 (23.24%)           15,873 (24.64%)         15,873 (24.64%)           17,326 (26.90%)         17,326 (26.90%)           1,407 (2.18%)         1,407 (2.18%)	Behavior           Dounce Rate ?           39.73%           Avg for Yiew: 39.73% (0.00%)           47 52%           41.47%           20.63%           63.29%           21.11%	Pages / Session         ?           2.59         ?           Avg for View: 2.59 (0.00%)         ?           2.25         ?           2.28         ?           3.45         ?           1.35         ?           3.27         ?	Avg. Session Duration           00:02:15           Avg for View: 00:02:15 (0.00%)           00:02:09           00:01:48           00:00:43           00:03:09           00:03:11	Goal Conversion Rate ?         2.42%         Avg for View: 2.42% (0.00%)         0.00%         2.66%         4.26%         0.60%         5.19%	Coal Completions ?         1,561         % of Total: 100.00% (1,561)         0 (0.00%)         422 (27.03%)         738 (47.28%)         33 (2.11%)         73 (4.68%)         72 (4.61%)	Coal Value         Image: Coal Value           \$0.00         \$0.00           % of Total: 0.00% (\$0.00%)         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)
Sessions ?         64,412         otal: 100.00% (64,412)         14,967 (23.24%)         15,873 (24.64%)         17,326 (26.90%)         5,541 (8.60%)         1,407 (2.18%)         1,308 (2.03%)         1,579 (2.45%)	Behavior         Dounce Rate ()         39.73%         Avg for View: 39.73% (0.00%)         47.52%         47.52%         20.63%         20.63%         21.11%         21.25%         21.41%	Pages / Session (*)         2.59         Avg for View: 2.59 (0.00%)         2.25         2.28         3.45         3.45         1.35         3.31         3.12	Avg. Session Duration           00:02:15           Avg for View: 00:02:15 (0.00%)           00:02:09           00:01:48           00:00:43           00:03:09           00:03:11           00:03:11	Coal Conversion Rate ? 2.42% Avg for View: 2.42% (0.00%) 0.00% 2.66% 4.26% 0.60% 5.19% 5.50%	Coal Completions ?         1,561         % of Total: 100.00% (1,561)         0 (0.00%)         422 (27.03%)         738 (47.28%)         33 (2.11%)         73 (4.68%)         72 (4.61%)         106 (6.79%)	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
Sessions ?         64,412         atal: 100.00% (64,412)         14,967 (23 24%)         15,873 (24.64%)         17,326 (26.90%)         5,541 (8.60%)         1,407 (2.18%)         1,308 (2.03%)         1,579 (2.45%)         981 (1.52%)	Behavior         Dounce Rate ?         39.73%         Arg for View: 39.73% (0.00%)         47.52%         47.52%         41.47%         20.63%         20.63%         21.11%         21.25%         21.41%         54.64%	Pages / Session ?         2.59         Avg for View: 2.59 (0.00%)         2.25         2.28         3.45         1.35         3.31         3.27         3.12         2.32	Avg. Session Duration ()         OD:D2:15         Avg for View: 00:02:15 (0.00%)         OD:02:09         OD:01:48         OD:00:03:09         OD:00:03:11         OD:02:53         OD:02:53         OD:01:06	Coal Conversion Rate ? 2.42% Avg for View: 2.42% (0.00%) 0.00% 2.66% 4.26% 0.60% 5.19% 5.50% 5.71% 1.02%	Coal Completions ?         1,561         % of Total: 100.00% (1,561)         0 (0.00%)         422 (27.03%)         422 (27.03%)         738 (47.28%)         738 (47.28%)         738 (47.28%)         738 (47.28%)         738 (47.28%)         106 (6.79%)         106 (0.64%)	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         (0.00%)           \$0.00         (0.00%)





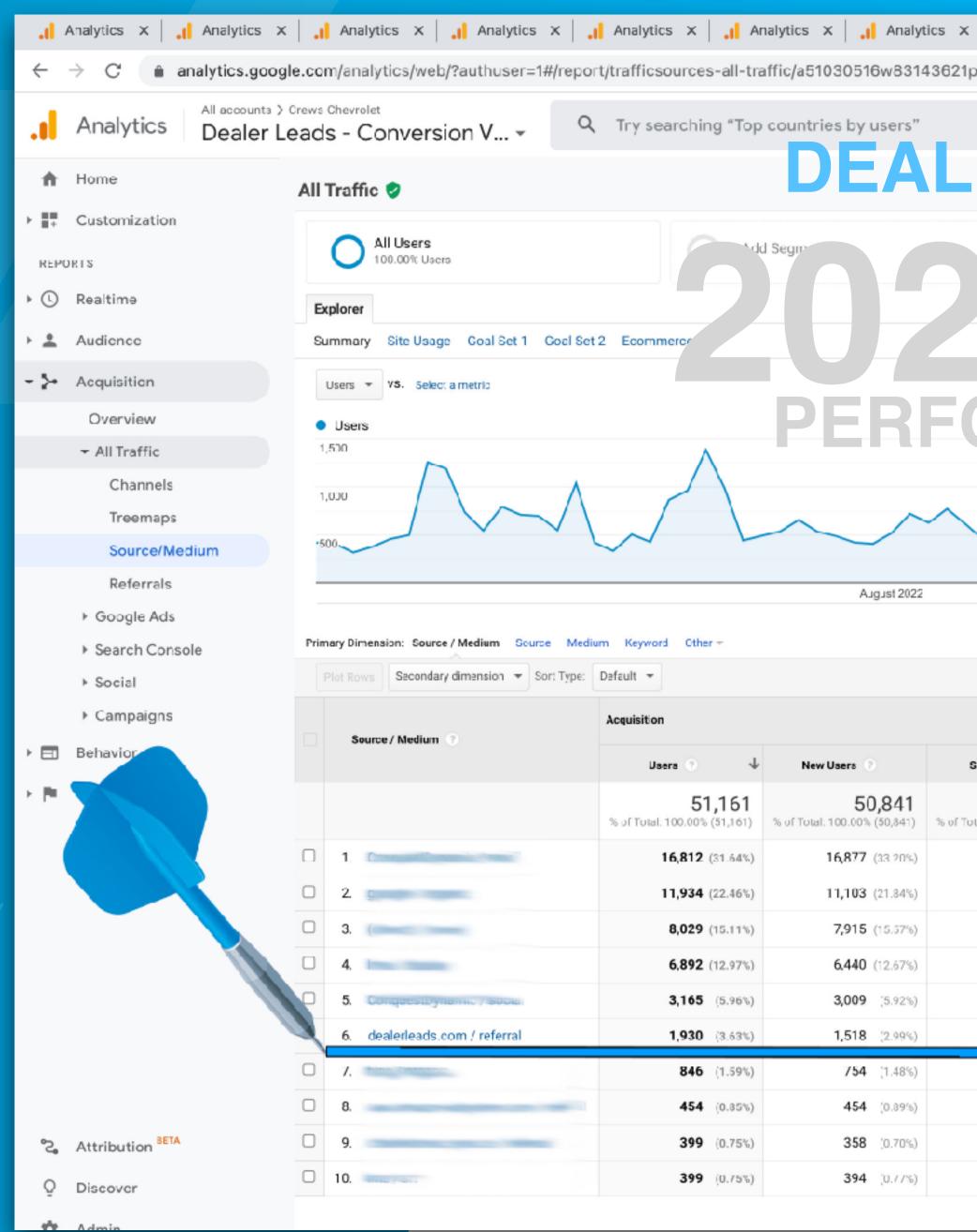
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Goal Value ③ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%)	Goel Completions ⑦ 1,518 % of Total: 103.00% (1,518) 6 (0.40%)	Goal Conversion Rate ? 1.89% Avg for View: 1.89% (0.00%) 0.03%	Avg. Session Duration (*) 00:02:20 Avg for View. 00:02:20 (0.00%) 00:02:58	Pages / Session ③ 2.55 Avg for View. 2.55 (0.00%) 2.35	Behavior Dounce Rate 38.71% Avg for View: 38.71% (0.00%) 38.22%	80,274 100.00% (80,274) 19,252 (23.98%)
Goal Value         ?           \$0.00         \$0.00           % of Total: 0.00% (\$0.00)         \$0.00           \$0.00         (0.00%)           \$0.00         (0.00%)	Coal Completions ? 1,518 % of Total: 100.00% (1,518) 6 (0.40%) 373 (24.57%)	Goal Conversion Rate 1.89% Aug for View: 1.89% (0.00%) 0.03% 1.93%	Avg. Session Duration 00:02:20 Avg for View. 00:02:20 (0.00%) 00:02:58 00:01:26	Pages / Session ③ 2.55 Avg for View: 2.55 (0.00%) 2.35 2.17	Behavior Dounce Rate	80,274 100.00% (80,274) 19,252 (73.98%) 19,357 (24.11%)
Goal Value ③ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)	Coal Completions ? 1,518 % of Total: 100.00% (1,518) 6 (0.40%) 373 (24.57%) 815 (53.69%)	Goal Conversion Rate         ?           1.89%	Avg. Session Duration •           00:02:20           Avg for View. 00:02:20 (0.00%)           00:02:58           00:01:26           00:03:27	Pages / Session (*) 2.55 Avg for View. 2.55 (0.00%) 2.35 2.17 3.54	Behavior           Dounce Rate •           38.71%           Avg for View: 38.71% (0.00%)           38 22%           40.37%           20.75%	80,274 100.00% (80,274) 19,252 (23.98%) 19,357 (24.11%) 20,298 (25.29%)
Goal Value         \$           \$0.00         \$           % of Total: 0.00% (\$         \$           \$         0.00         (0.00%)           \$         0.00         (0.00%)           \$         0.00         (0.00%)           \$         0.00         (0.00%)	Coal Completions ? 1,518 % of Total: 100.00% (1,518) 6 (0.40%) 373 (24.57%) 815 (53.69%) 42 (2.77%)	Coal Conversion Rate         ?           1.89%	Avg. Session Duration •           00:02:20           Avg for View: 00:02:20 (0.00%)           00:02:58           00:01:26           00:03:27           00:00:51	Pages / Session (*)           2.55           Avg for View. 2.55 (0.00%)           2.35           2.17           3.54           1.96	Behavior           Dounce Rate ?           38.71%           Avg for View: 38.71% (0.00%)           38.27%           40.37%           20.75%           60.35%	80,274 100.00% (80,274) 19,252 (23.98%) 19,357 (24.11%) 20,298 (25.29%) 5,437 (6.77%)
Goal Value         \$           \$0.00         \$           % of Total: 0.00% (\$         \$           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$         \$           \$         \$           \$         \$           \$         \$           \$         \$           \$         \$           \$         \$           \$         \$           \$         \$           \$         \$           \$         \$           \$         \$           \$         \$           \$         \$           \$         \$           \$         \$           \$         \$           \$         \$           \$         \$           \$         \$           \$         \$	Goal Completions       ?         1,518	Goal Conversion Rate         Image: Conversion Rate          Image: Conversi <th< td=""><td>Avg. Session Duration           00:02:20           Avg for View. 00:02:20 (0.00%)           00:02:58           00:01:26           00:03:27           00:00:51           00:00:05</td><td>Pages / Session ?           2.55           Arg for View: 2.55 (0.00%)           2.35           2.17           3.54           1.96           1.06</td><td>Behavior           Dounce Rate •           38.71%           Av;j for Yiew: 38.71% (0.00%)           38.22%           40.37%           20.75%           60.35%           97.79%</td><td>80,274 100.00% (80,274) 19,252 (23.98%) 19,357 (24.11%) 20,298 (25.29%) 5,437 (6.77%) 2,441 (3.04%)</td></th<>	Avg. Session Duration           00:02:20           Avg for View. 00:02:20 (0.00%)           00:02:58           00:01:26           00:03:27           00:00:51           00:00:05	Pages / Session ?           2.55           Arg for View: 2.55 (0.00%)           2.35           2.17           3.54           1.96           1.06	Behavior           Dounce Rate •           38.71%           Av;j for Yiew: 38.71% (0.00%)           38.22%           40.37%           20.75%           60.35%           97.79%	80,274 100.00% (80,274) 19,252 (23.98%) 19,357 (24.11%) 20,298 (25.29%) 5,437 (6.77%) 2,441 (3.04%)
Goal Value (*)           \$0.00           % of Total: 0.00% (\$0.00)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)	Coal Completions       ?         1,518       *         % of Total: 100.00% (1,518)       6 (0.40%)         373 (24.57%)       373 (24.57%)         815 (53.69%)       42 (2.77%)         2 (0.13%)       147 (9.68%)	Goal Conversion Rate         Image: Conversion Rate           1.89%         .000%           Avg for View: 1.39% (0.00%)         0.03%           0.03%         1.93%           1.93%         0.03%           0.03%         0.03%           0.03%         0.03%           0.03%         0.03%           1.93%         0.03%           0.011         0.02%           0.02%         0.01%           0.03%         0.01%	Avg. Session Duration •           OD:D2:20           Avg for View: 00:02:20 (0.00%)           OC:02:58           OC:01:26           OC:02:27           OC:02:58           OC:02:51           OC:02:52           OC:02:51           OC:02:52	Pages / Session (*)           2.55           Avg for View: 2.55 (0.00%)           2.35           2.17           3.54           1.96           1.26           3.54	Behavior           Dounce Rate •           38.71%           38.71%           Av;j for Yiew: 38.71% (0.00%)           38.22%           40.37%           20.75%           60.35%           97.79%           19.14%	80,274 100.00% (80,274) 19,252 (73 98%) 19,357 (24.11%) 20,298 (25.29%) 5,437 (6.77%) 2,441 (3.04%) 2,874 (3.58%)
Goal Value         S           \$0.00         \$0.00           % of Total: 0.00% (\$0.00%)         \$0.00           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)	Coal Completions ?         1,518         % of Total: 100.00% (1,518)         6 (0.40%)         373 (24.57%)         815 (53.69%)         42 (2.77%)         2 (0.13%)         147 (9.68%)         1 (0.07%)	Coal Conversion Rate ? 1.89% Aug for View: 1.39% (0.00%) 0.03% 1.93% 4.02% 0.77% 0.08% 5.11%	Avg. Session Duration           O0:02:20           Avg for View. 00:02:20 (0.00%)           O0:02:58           O0:01:26           O0:01:26           O0:01:26           O0:01:26           O0:01:27           O0:01:26           O0:01:26           O0:01:26           O0:01:26           O0:01:26           O0:01:26           O0:01:26	Pages / Session (*)           2.55           Avg for View: 2.55 (0.00%)           2.35           2.35           2.17           3.54           1.96           1.96           3.54           1.36           3.54	Behavior           Dounce Rate •           38.71%           Avg for View: 38.71% (0.00%)           38 22%           40.37%           20.75%           60.35%           97.79%           19.14%	80,274         100.00% (80,274)         19,252 (23.98%)         19,357 (24.11%)         20,298 (25.29%)         5,437 (6.77%)         2,441 (3.04%)         2,874 (3.58%)         1,529 (1.90%)





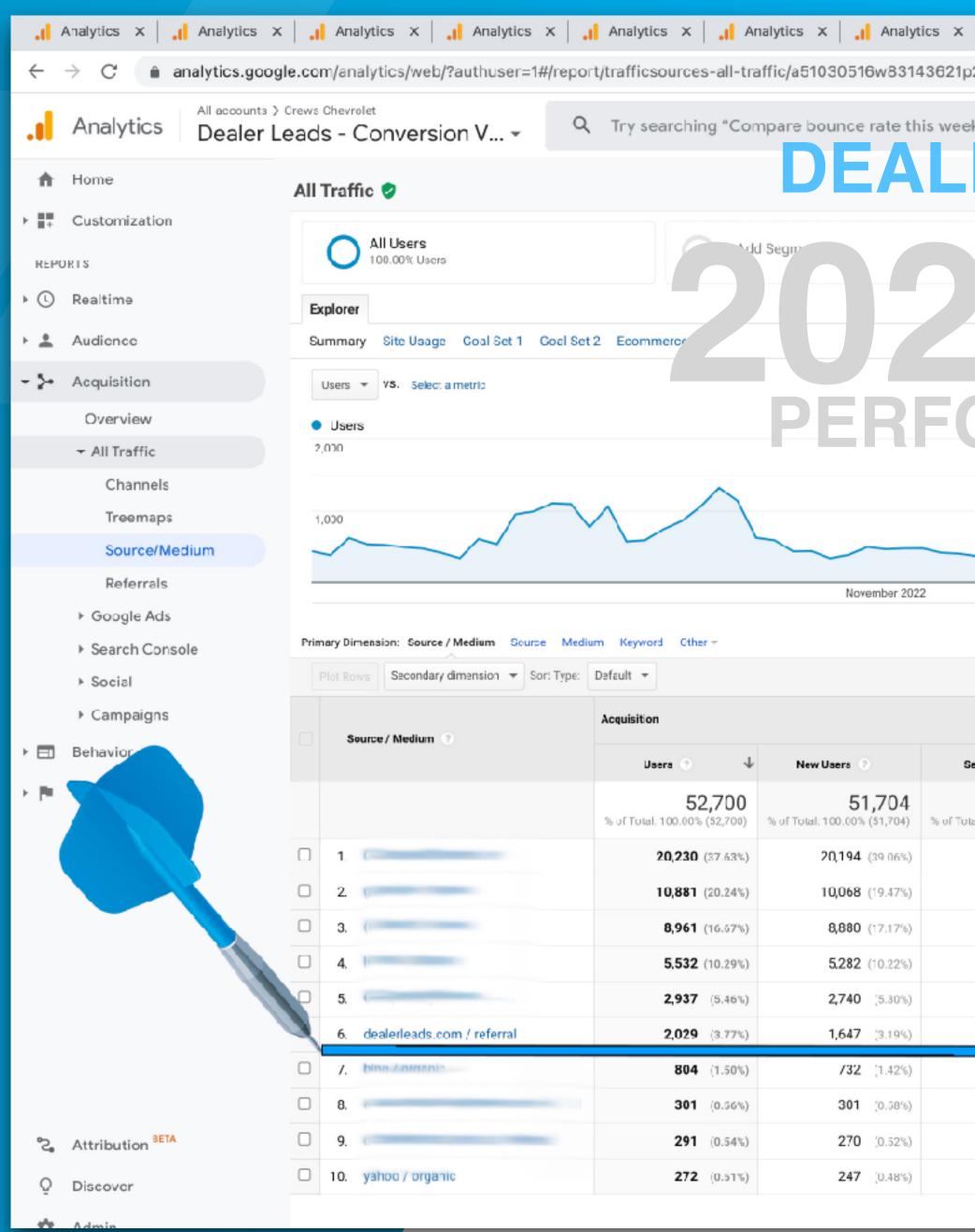
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Gosl Value ③ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%)	Coal Completions ? 2,218 of Total: 100.00% (2,218) 3 (0.14%) 1,220 (55.00%)	Goal Conversion Rate 3.18% Avg for View: 3.18% (0.00%) 0.02% 5.31%	Avg. Session Duration (*) 00:02:35 Arg for View: 00:02:35 (0.00%) 00:03:17 00:03:30	2.79 Avg for View: 2.79 (0.00%) 2.89 3.61	Behavior           Dounce Rate            33.95%           Avy for Yiew: 33.95% (0.00%)           29.88%           19.98%	<b>69,834</b> 100.00% (69,834) <b>16,695</b> (23.91%) <b>19,322</b> (27.67%)
Goal Value ⑦           \$0.00           \$0.00           % of Total: 0.00% (\$0.00)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)	Coal Completions ? 2,218 of Total. 100.00% (2,218) 3 (0.14%) 1,220 (55.00%) 477 (21.51%)	Goal Conversion Rate       ?         3.18%       3.18%         Avg for View: 3.18% (0.00%)       0.02%         0.02%       5.31%         3.61%       3.61%	Avg. Session Duration ()           00:02:35           Avg for View. 00:02:35 (0.00%)           00:03:17           00:03:30           00:02:12	2.79 Avg for View: 2.79 (0.00%) 2.89 3.61 2.39	Behavior           Dounce Rate ⑦           33.95%           Avy for View: \$3.95% (0.00%)           29 88%           19.98%           48.43%	<b>69,834</b> 100.00% (69,834) <b>16,695</b> (23.91%) <b>19,322</b> (27.67%) <b>13,215</b> (18.92%)
Goal Value         Image: Constraint of the second sec	Goal Completions       ?         2,218       ?         of Total. 100.00% (2,218)       ?         3 (0.14%)       1,220 (55.00%)         477 (21.51%)       3 (0.14%)	Goal Conversion Rate         ?           3.18%         3.18%           Avg for View: 3.18% (0.00%)         0.02%           0.02%         5.31%           3.61%         0.08%	Avg. Session Duration ()           00:02:35           Avg for View. 00:02:35 (0.00%)           00:03:17           00:03:30           00:02:12           00:02:11	2.79 Axg for View: 2.79 (0.00%) 2.89 3.61 2.39 1.63	Behavior           Dounce Rate ?           33.95%           Avy for Yiew: 33.95% (0.00%)           29.88%           19.98%           48.43%           43.64%	69,834 100.00% (69,834) 16,695 (23.91%) 19,322 (27.67%) 13,215 (18.92%) 3,941 (5.64%)
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	Goal Completions       ?         2,218       ?         of Total: 100.00% (2,218)       ?         3 (0.14%)       .         477 (21.51%)       .         3 (0.14%)       .         164 (7.39%)       .	Goal Conversion Rate         Image: Conversion Rate          Image: Conversi <th< td=""><td>Avg. Session Duration (*)           00:02:35           Arg for View: 00:02:35 (0:00%)           00:03:17           00:03:12           00:02:12           00:02:12           00:00:11           00:00:57</td><td>2.79 Asg for View: 2.79 (0.00%) 2.89 3.61 2.39 1.63 2.02</td><td>Behavior           Dounce Rate ?           33.95%           Avyg for Yiew: 33.95% (0.00%)           29.88%           19.98%           48.43%           43.64%           57.29%</td><td>69,834 100.00% (69,834) 16,695 (23.91%) 19,322 (27.67%) 13,215 (18.92%) 3,941 (5.64%) 4,491 (6.43%)</td></th<>	Avg. Session Duration (*)           00:02:35           Arg for View: 00:02:35 (0:00%)           00:03:17           00:03:12           00:02:12           00:02:12           00:00:11           00:00:57	2.79 Asg for View: 2.79 (0.00%) 2.89 3.61 2.39 1.63 2.02	Behavior           Dounce Rate ?           33.95%           Avyg for Yiew: 33.95% (0.00%)           29.88%           19.98%           48.43%           43.64%           57.29%	69,834 100.00% (69,834) 16,695 (23.91%) 19,322 (27.67%) 13,215 (18.92%) 3,941 (5.64%) 4,491 (6.43%)
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           \$0.00           \$0.00           \$0.00           \$0.00	Coal Completions       ?         2,218       ?         of Total: 100.00% (2,218)       ?         3 (0.14%)       ?         1,220 (55.00%)       ?         477 (21.51%)       ?         3 (0.14%)       ?         164 (7.39%)       ?         0 (0.00%)       ?	Goal Conversion Rate         ?           3.18%         3.18%           Avg for View: 3.18% (0.00%)         0.02%           0.02%         3.31%           3.61%         0.08%           0.02%         3.65%           0.00%         0.00%	Avg. Session Duration (*)           00:02:35           Avg for View. 00:02:35 (0.00%)           00:03:17           00:03:12           00:02:12           00:02:12           00:00:57           00:00:10	2.79 Avg for View: 2.79 (0.00%) 2.89 3.61 2.39 1.63 2.02 1.69	Behavior           Dounce Rate ?           33.95%           Avy for Yiew. 33.95% (0.00%)           29.88%           19.98%           19.98%           48.43%           43.64%           37.13%           48.54%	69,834         100.00% (69,834)         16,695 (23.91%)         19,322 (27.67%)         13,215 (18.92%)         3,941 (5.64%)         4,491 (6.43%)         2,044 (2.93%)
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           \$0.00           \$0.00           \$0.00           \$0.00	Coal Completions       ?         2,218       ?         of Total. 100.00% (2,218)       ?         3 (0.14%)       .         1,220 (55.00%)       .         477 (21.51%)       .         3 (0.14%)       .         164 (7.39%)       .         0 (0.00%)       .         0 (0.00%)       .	Goal Conversion Rate         ?           3.18%         3.18%           Avg for View: 3.18% (0.00%)         0.02%           0.02%         3.31%           3.61%         3.65%           0.00%         0.00%	Avg. Session Duration ()         O0:02:35         Avg for View: 00:02:35 (0.00%)         O0:03:17         00:03:30         00:02:12         00:00:11         00:00:57         00:00:10         00:00:10	2.79 Axg for View: 2.79 (0.00%) 2.89 3.61 2.39 1.63 2.02 1.69 1.52	Behavior           Dounce Rate ?           33.95%           Avy for Yiew. 33.95% (0.00%)           29.88%           19.98%           19.98%           48.43%           43.64%           37.13%           48.54%	69,834         100.00% (69,834)         16,695 (23.91%)         19,322 (27.67%)         13,215 (18.92%)         3,941 (5.64%)         4,491 (6.43%)         2,044 (2.93%)         1,951 (2.79%)





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Sessions ?	Dounce Rate ?	Pages / Session ()	Avg. Session Duration ③	Goal Conversion Rate ?	Goal Completions ()	Goal Value 💿
<b>71,379</b> Total: 100.00% (71,379)	<b>36.45%</b> Avg for View: 36.45% (0.00%)	<b>2.83</b> Avg for View: 2.83 (0.00%)	00:02:52 Avg for View: 03:02:52 (0.00%)	3.00% Avg for View: 3.00% (0.00%)	<b>2,138</b> % of Total: 100.00% (2,138)	\$0.00 % of Total: 0.00% (\$0.00)
18,249 (25.57%)	32.16%	2.81	00:03:39	0.04%	<b>8</b> (0.37%)	\$0.00 (0.00%)
19,310 (27.05%)	20.39%	3.56	00:03:42	5.93%	1,145 (53.55%)	<b>\$0.00</b> (0.00%)
12,278 (17.20%)	45.21%	2.50	00:02:48	3.83%	<b>470</b> (21.98%)	\$0.00 (0.00%)
<b>6.893</b> (9.66%)	62.09%	1.40	00:00:08	D.01%	1 (0.05%)	\$0.00 (0.00%)
5,803 (8.13%)	57.52%	2.05	00:00:56	2.33%	135 (6.31%)	\$0.00 (0.00%)
<b>2,972</b> (4.16%)	20.19%	3.71	00:03:45	6.26%	<b>186</b> (8.70%)	\$0.00 (0.00%)
<b>1,2/5</b> (1.79%)	15.69%	3.90	00:03:45	3.84%	<b>49</b> (2.29%)	\$U.UU (0.00%)
454 (0.64%)	100.00%	1.00	00:00:00	D.00%	0 (0.00%)	\$0.00 (0.00%)
<b>456</b> (0.64%)	40.35%	2.55	00:01:57	4.82%	<b>22</b> (1.03%)	<b>\$0.00</b> (0.00%)
405 (0.57%)	56.79%	1.43	00:00:09	D.25%	1 (0.05%)	\$0.00 (0.00%)
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Sessions ?	Behavior Dounce Rate 🕜	Pages / Session 🕥	Avg. Session Duration 💿	Conversions All Goals -	Goal Completions	E 1 🚓 IIII Goal Value 🕐
Sessions ? 71,632 Total: 100.00% (71,632)		Pages / Session ③ 2.64 Avg for View: 2.54 (0.00%)	Avg. Session Duration • 00:02:47 Avg for View. 00.02:47 (0.00%)		Goal Completions	
71,632	Dounce Rate ③ 38.33%	2.64	00:02:47	Goal Conversion Rate ? 3.04%	Goal Completions	Goal Value ③ \$0.00
<b>71,632</b> Total: 100.00% (71,632)	Bounce Rate ③ 38.33% Avg for View: 38.33% (0.00%)	2.64 Avg for View: 2.54 (0.00%)	00:02:47 Awg for View: 00:02:47 (0:00%)	Goal Conversion Rate ③ 3.04% Avg. for View: 3.04% (0.00%)	Goal Completions ? 2,175 % of Total: 103.00% (2,175)	Goal Value ③ \$0.00 % of Total: 0.00% (\$0.00)
71,632 Total: 100.00% (71,632) 22,205 (31.00%)	Bounce Rate ③ 38.33% Avg for View: 38.33% (0.00%) 36.63%	2.64 Arg for View: 2.54 (0.00%) 2.34	00:02:47 Avg for View: 00:02:47 (0:00%) 00:03:10	Goal Conversion Rate         ?           3.04%         3.04%           Avg for View: 3.04% (0.00%)         <0.01%	Goal Completions ? 2,175 % of Total: 103.00% (2,175) 2. (0.09%)	Goal Value ③ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%)
71,632 Total: 100.00% (71,632) 22,205 (31.00%) 17,584 (24.55%)	Bounce Rate ⑦ 38.33% Avg for View: 38.33% (0.00%) 36.63% 20.64%	2.64 Avg for View: 2.54 (0.00%) 2.34 3.54	00:02:47 Avg for View: 00:02:47 (0:00%) 00:03:10 00:03:48	Goal Conversion Rate ⑦ 3.04% Avg for View: 3.04% (0.00%) <0.01% 5.99%	Coal Completions ? 2,175 % of Total: 103.00% (2,175) ? (0.09%) 1,054 (48.46%)	Goal Value () \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%)

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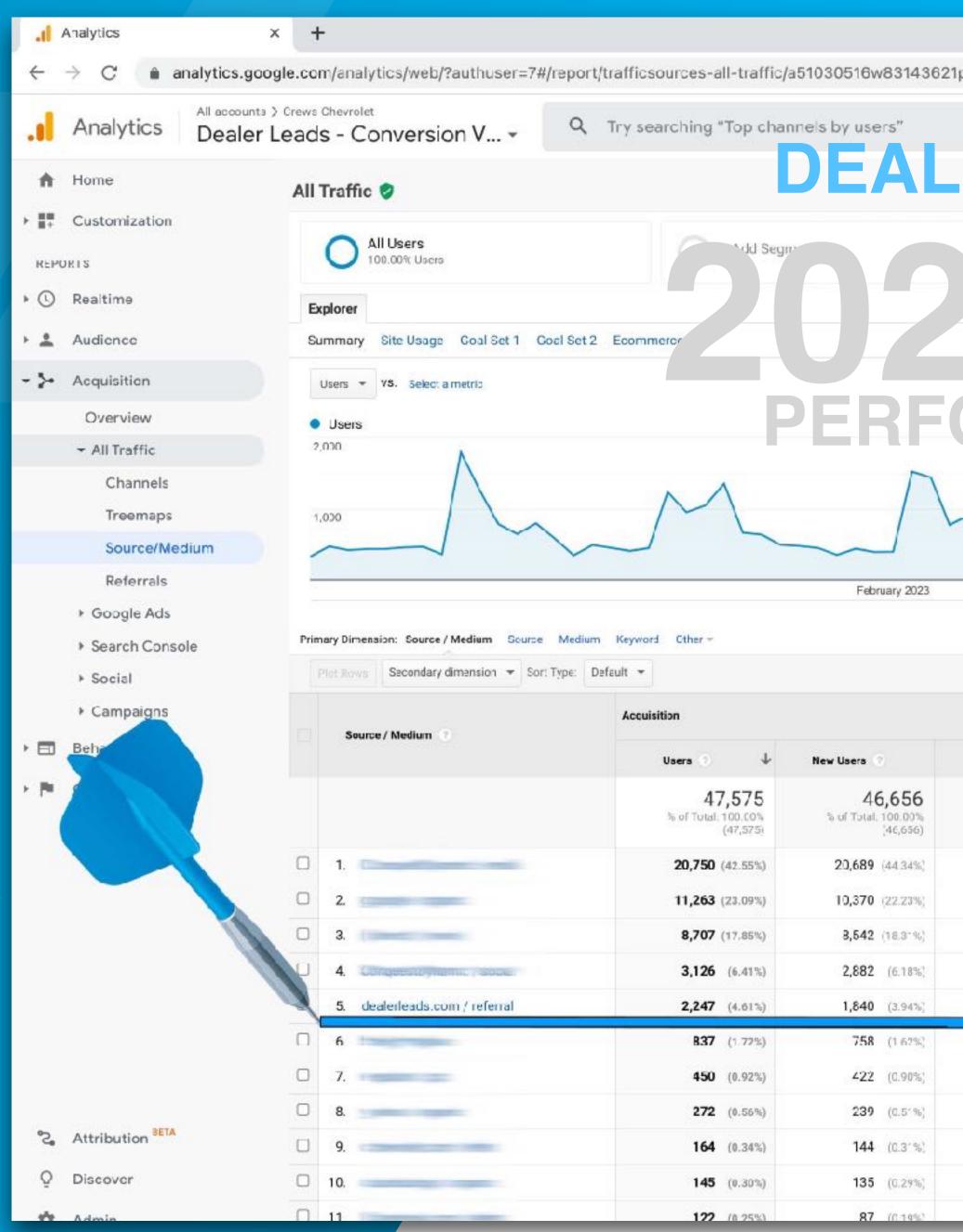
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65,621 65,621	Behavior Bounce Rate () 35.14% Avg for View, 35.14%	Pages / Session () 2.82 Avg fur View 2.82	Avg. Session Duration ? 00:02:50 Avg for View. 00:02:50	Conversions All Goals + Goal Conversion Rate ? 2.45% Avg for View: 2.45%	Goal Completions	Goal Value (*) \$0.00 % of Total 0.00%
65,621 65,621 % of Tota: 100.00% (65,621)	Behavior Dounce Rate () 35.14% Avg for View: 35.14% (0.00%)	Pages / Session () 2.82 Avg f.ir View. 2.82 (0.00%)	Avg. Session Duration ? 00:02:50 Avg for View. 00.02.50 (0.03%)	Conversions All Goals + Goel Conversion Rate ? 2.45% Avg for View: 2.45% (0.00%)	Goal Completions 1,609 % of Total. 100.00% (1,609)	Goal Value ? \$0.00 % of Total 0.00% (\$0.00)
essions (2) 65,621 % of Tota: 100.00% (65,621) 21,244 (32.37%)	Behavior Bounce Rate () 35.14% Avg for View, 35.14%	Pages / Session () 2.82 Avg fur View 2.82	Avg. Session Duration ? 00:02:50 Avg for View. 00:02:50	Conversions All Goals + Goal Conversion Rate ? 2.45% Avg for View: 2.45%	Goal Completions ? 1,609 % of Total. 100.00% (*,609) 10 (0.62%)	Goal Value ? \$0.00 % of Total 0.00% (30.00) \$0.00 (0.00%)
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essions () 65,621 % of Tota: 100.00% (65,621) 21,244 (32.37%) 18,314 (27.91%)	Behavior Dounce Rate 35.14% Avg for View: 35.14% (0.00%) 36.19% 20.35%	Pages / Session () 2.82 Avg f.ir View. 2.82 (0.00%) 2.45 3.62	Avg. Session Duration (?) 00:02:50 Avg for View.0002:50 (0.03%) 00:02:20 00:02:51	Conversions All Goals + Cool Conversion Rate 2.45% Avg for Verv. 2.45% (0.00%) 0.05% 4.19%	Goal Completions 7 1,609 % of Total. 100.00% (1,609) 10 (0.62%) 768 (47.73%)	Coal Value ? \$0.00 % of Total 0.00% (30.00) \$0.00 (0.00%) \$0.00 (0.00%)
essions () 65,621 % of Tota: 100.00% (65,621) 21,244 (32.37%) 18,314 (27.91%) 12,574 (19.16%)	Behavior Dounce Rate (*) 35.14% Avg for View. 35.14% (0.00%) 36.19% 20.35% 47.61%	Pages / Session () 2.82 Avg (ur View. 2.82 (0.00%) 2.45 3.62 2.45	Avg. Session Duration ? 00:02:50 Avg for Yiew: 00:02:50 (0:03:51 00:02:30	Conversions         All Goals           Goel Conversion Rate         ?           2.45%         ?           Avg for Vew; 2.45%         ?           0.05%         4.19%           3.40%         ?	Goal Completions 7 1,609 % of Total. 100.00% (1,609) 10 (0.62%) 768 (47.73%) 427 (26.54%)	Goal Value         ?           \$0.00         \$0.00%           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)
essions () 65,621 % of Tota: 100.00% (65,621) 21,244 (32.37%) 18,314 (27.91%) 12,574 (19.16%) 5,729 (8.73%)	Behavior Dounce Rate (*) 35.14% Avy for View: 35.14% (0.00%) 36.19% 20.35% 47.61% 63.12%	Pages / Session () 2.82 Avg für View: 2.82 (0.00%) 2.45 3.62 2.45 1.83	Avg. Session Duration ? 00:02:50 Avg for View 00:02:50 (0:03:51 00:02:30 00:02:30	Conversions         All Goals           Goel Conversion Rate         •           2.45%         •           Avg for Verw: 2.45%         •           (0.00%)         •           0.05%         •           4.19%         •           3.40%         •	Goal Completions 7 1,609 % of Total. 100.00% (*,609) 10 (0.62%) 768 (47.73%) 427 (26.54%) 79 (4.91%)	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%)
essions () 65,621 % of Tota: 100.00% (65,621) 21,244 (32.37%) 18,314 (27.91%) 12,574 (19.16%) 5,729 (8.73%) 3,723 (5.07%)	Behavior Dounse Rate	Pages / Session (*) 2.82 Avg fur View: 2.82 (0.00%) 2.45 3.62 2.45 1.83 3.47	Avg. Session Duration (*) OO:O2:50 Avg for View: 00:02:50 (0:02:20) (0:02:30) (0:02:30) (0:02:51 (0:02:51)	Conversions         All Goals           Goel Conversion Rate         •           2.45%         •           Avg for Verw: 2.45%         •           0.05%         •           4.19%         •           3.40%         •           1.38%         •	Goal Completions 1,609 % of Total. 100.00% (*,609) 10 (0.62%) 768 (47.73%) 427 (26.54%) 79 (4.91%) 190 (11.81%)	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         (0.00%)
65,621         % 01 Tota: 100.00%         (65,621)         21,244 (32.37%)         18,314 (27.91%)         12,574 (19.16%)         5,729 (8.73%)         3,723 (5.67%)         1,315 (2.00%)	Behavior Dounce Rate 35.14% Avy for View: 35.14% (0.00%) 36.19% 20.35% 47.61% 63.12% 20.57%	Pages / Session () 2.82 Avg f.ir View. 2.82 (0.00%) 2.45 3.62 2.45 1.83 3.47 3.78	Avg. Session Duration ? 00:02:50 Avg for View. 0002:50 (0.03%) 00:02:20 00:02:30 00:02:30 00:02:31 00:02:31	Conversions         All Goals           Goel Conversion Rate         •           2.45%         •           Avg for Verw: 2.45%         •           0.05%         •           4.19%         •           3.40%         •           1.38%         •           2.66%         •	Goal Completions         1,609           % of Total. 100.00% (1,609)         10 (0.62%)           10 (0.62%)         768 (47.73%)           427 (26.54%)         79 (4.91%)           190 (11.81%)         35 (2.18%)	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           \$0.00           \$0.00           \$0.00           \$0.00
Sessions ()         65,621         % of Tota: 100.00%         (65,621)         21,244 (32.37%)         18,314 (27.91%)         12,574 (19.16%)         5,729 (8.73%)         3,723 (5.67%)         1,315 (2.00%)         497 (0.76%)	Behavior Dounce Rate () 35.14% Avy for View. 35.14% (0.00%) 36.19% 20.35% 47.61% 63.12% 12.02% 69.42%	Pages / Session () 2.82 Avg (ir View 2.82 (0.00%) 2.45 3.62 2.45 1.83 3.47 3.78 1.55	Avg. Session Duration (*) O(2):50 Avg for View: 00.02:50 (0.03%) (0.03:51 (0:02:30) (0:02:31 (0:02:31 (0:02:31 (0:02:31) (0:02:31 (0:02:31)	Conversions       All Goals         Goel Conversion Rate       •         2.45%       •         Avg for Verw: 2.45%       •         (0.00%)       •         0.05%       •         4.19%       •         3.40%       •         1.38%       •         5.10%       •         5.23%       •	Goal Completions         1,609           1,609         % of Total. 100.00% (1,609)           10 (0.62%)         10 (0.62%)           768 (47.73%)         427 (26.54%)           79 (4.91%)         190 (11.81%)           35 (2.18%)         25 (1.62%)	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           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00
Sessions (?)         65,621 (55,621)         21,244 (32.37%)         18,314 (27.91%)         12,574 (19.16%)         5,729 (8.73%)         3,723 (5.67%)         497 (0.76%)         427 (0.65%)	Behavior           Dounce Rate ()           35.14%           Avy for View: 35.14%           (0.00%)           36.19%           20.35%           47.61%           63.12%           20.57%           12.02%           69.42%           16.39%	Peges / Session () 2.82 Avg fur View, 2.82 (0.00%) 2.45 3.62 2.45 3.62 1.83 3.47 3.78 1.55 3.70	Avg. Session Duration (*) OC:O2:50 Avg for View: 00:02:50 (0.03%) (0:02:20 (0:02:20 (0:02:30 (0:02:30 (0:02:31 (0:02:31 (0:02:31 (0:02:33 (0:02:43 (0:02:53	Conversions       All Goals         Goel Conversion Rate       •         2.45%       •         Avg for Verw: 2.45%       •         Avg for Verw: 2.45%       •         0.05%       •         4.19%       •         3.40%       •         1.38%       •         5.10%       •         2.66%       •         4.22%       •	Goal Completions       7         1,609       % of Total. 100.00%         % of Total. 100.00%       (*,609)         10 (0.62%)       768 (47.73%)         427 (26.54%)       427 (26.54%)         190 (11.81%)       35 (2.18%)         25 (1.62%)       18 (1.12%)	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           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00           \$0.00





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