



A family owned and operated company.  
**(800) 369-3003** [dealerleads.com](http://dealerleads.com)

# 4 YEAR PLUS

PARTNER CASE STUDY #47

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**MILDENBERGER MOTORS**

[www.mildenbergermotors.com](http://www.mildenbergermotors.com)

[DealerLeads.com](http://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.

# DEALERLEADS

# 2017-2021 PERFORMANCE



| Source / Medium               | Acquisition   |   |   | Behavior  |   |   | Conversions   |   |   |  |
|-------------------------------|---|---|---|---|---|---|---|---|---|--|
|                               | Users   | New Users   | Sessions  | Bounce Rate   | Pages / Session                                       | Avg. Session Duration   | Goal Conversion Rate                                    | Goal Completions  | Goal Value  |  |
|                               | 150,247<br><small>% of Total: 100.00%<br/>(150,247)</small> | 151,154<br><small>% of Total: 100.06%<br/>(151,061)</small> | 259,795<br><small>% of Total: 100.00%<br/>(259,795)</small> | 43.01%<br><small>Avg for View: 43.31%<br/>(0.00%)</small> | 2.78<br><small>Avg for View: 2.78<br/>(0.00%)</small> | 00:02:32<br><small>Avg for View: 03:02:32<br/>(0.00%)</small> | 2.83%<br><small>Avg for View: 2.83%<br/>(0.00%)</small> | 7,356<br><small>% of Total: 100.00%<br/>(7,356)</small> | \$279.00<br><small>% of Total: 100.00%<br/>(279.00)</small> |  |
| 1. [blurred]                  | 43,029 (26.28%)   | 40,001 (26.46%)   | 56,750 (25.69%)   | 54.75%  | 2.33  | 00:01:54  | 2.79%   | 1,859 (25.27%)  | \$50.00 (17.92%)  |  |
| 2. [blurred]                  | 40,072 (24.47%)   | 40,614 (26.87%)   | 55,038 (25.03%)   | 45.85%  | 2.57  | 00:02:54  | 3.49%   | 2,268 (30.83%)  | \$116.00 (41.58%)   |  |
| 3. [blurred]                  | 30,998 (18.93%)   | 27,274 (18.04%)   | 50,954 (19.61%)   | 26.01%  | 3.45  | 00:03:24  | 3.79%   | 1,930 (26.24%)  | \$37.00 (13.26%)  |  |
| 4. dealerleads.com / referral | 17,096 (10.44%)   | 15,166 (10.03%)   | 21,576 (8.31%)  | 33.76%  | 2.90  | 00:02:20  | 2.93%   | 633 (8.61%)   | \$39.00 (13.98%)  |  |
| 5. [blurred]                  | 11,735 (7.17%)  | 10,974 (7.26%)  | 24,642 (9.49%)  | 44.03%  | 3.11  | 00:01:44  | 0.41%   | 100 (1.36%)   | \$3.00 (1.08%)  |  |
| 6. [blurred]                  | 3,210 (1.96%)   | 2,851 (1.89%)   | 5,690 (2.19%)   | 23.11%  | 3.60  | 00:03:53  | 1.85%   | 105 (1.43%)   | \$10.00 (3.58%)   |  |
| 7. [blurred]                  | 1,595 (1.04%)   | 868 (0.57%)   | 3,728 (1.43%)   | 75.54%  | 1.51  | 00:01:11  | 0.70%   | 26 (0.35%)  | \$2.00 (0.72%)  |  |
| 8. [blurred]                  | 1,585 (1.03%)   | 1,495 (0.99%)   | 2,534 (0.98%)   | 29.33%  | 3.12  | 00:03:27  | 3.43%   | 87 (1.18%)  | \$3.00 (1.00%)  |  |
| 9. [blurred]                  | 1,342 (0.82%)   | 1,080 (0.71%)   | 1,736 (0.67%)   | 14.69%  | 3.92  | 00:03:16  | 5.01%   | 87 (1.18%)  | \$5.00 (1.79%)  |  |
| 10. [blurred]                 | 1,103 (0.67%)   | 1,078 (0.71%)   | 1,176 (0.45%)   | 49.83%  | 4.22  | 00:00:54  | 0.43%   | 5 (0.07%)   | \$2.00 (0.72%)  |  |

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

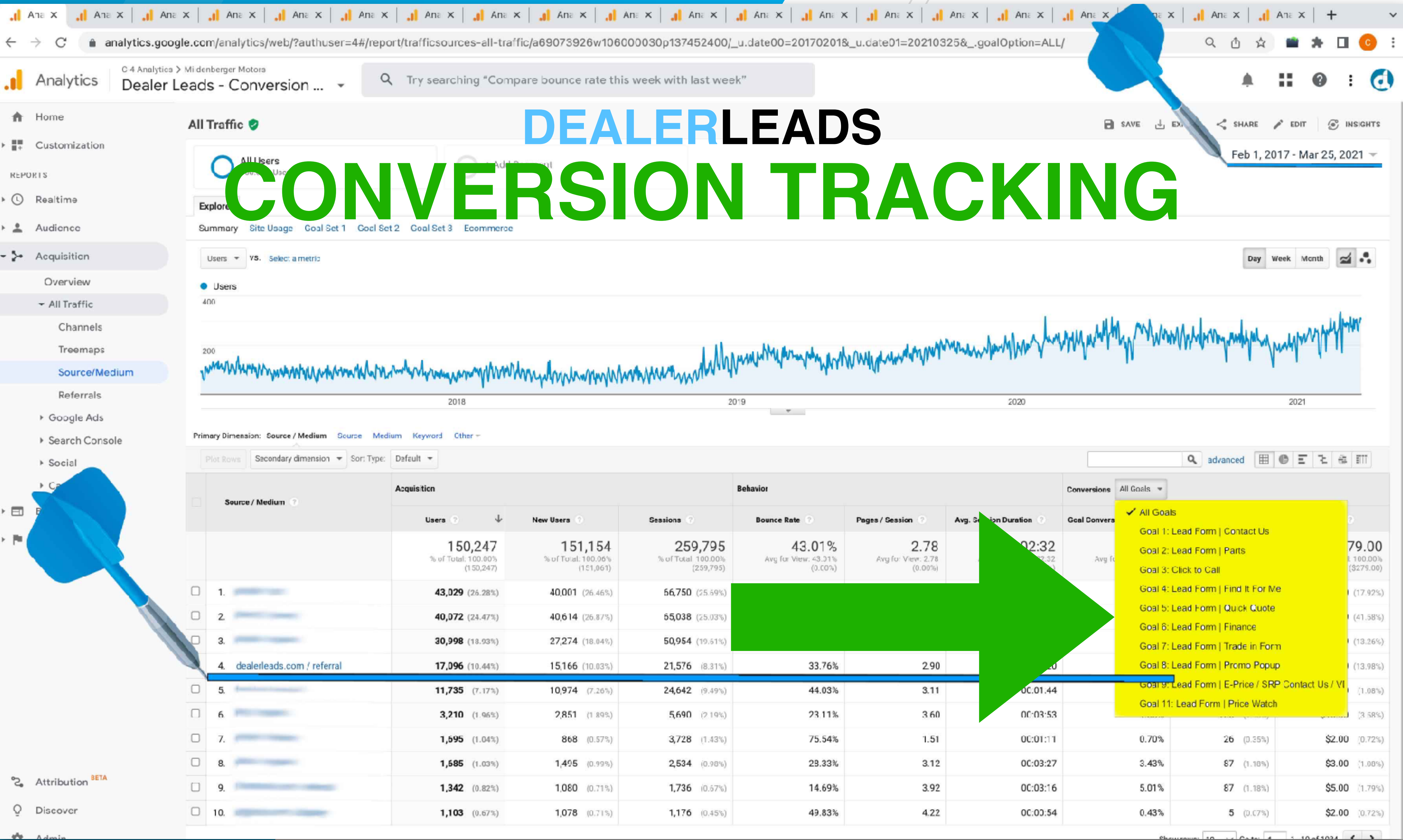
A **hard goal conversion** completion is anytime your dealership gets the customer's information. (i.e.), a lead form completion from a VDP, a click-to-call, a click-to-chat, a click-to-text, or any CTA on your website that can capture customers' information in some form is considered a hard goal conversion.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



# DEALERLEADS CONVERSION TRACKING

- ✓ All Goals
- Goal 1: Lead Form | Contact Us
- Goal 2: Lead Form | Parts
- Goal 3: Click to Call
- Goal 4: Lead Form | Find It For Me
- Goal 5: Lead Form | Quick Quote
- Goal 6: Lead Form | Finance
- Goal 7: Lead Form | Trade in Form
- Goal 8: Lead Form | Promo Popup
- Goal 9: Lead Form | E-Price / SRP Contact Us / VI
- Goal 11: Lead Form | Price Watch

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

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

All Traffic

SAVE EXPORT SHARE EDIT INSIGHTS

Feb 1, 2017 - Mar 25, 2021

ALL > SOURCE / MEDIUM: dealerleads.com / referral

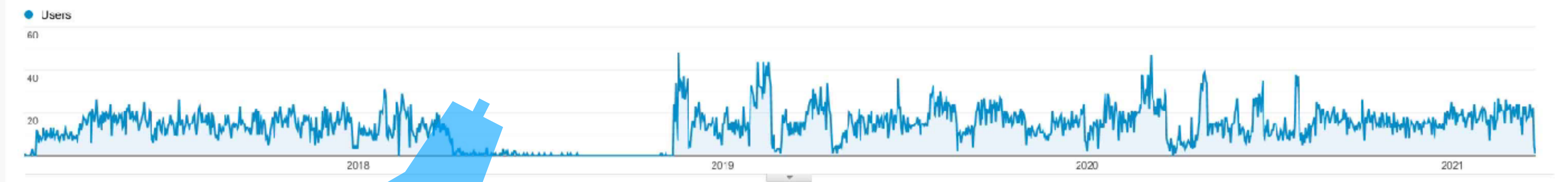
All Users  
11.38% Used

Explorer

Summary Site Usage Goals Completed Goal Set & Progress

Users vs. Select a metric

Day Week Month



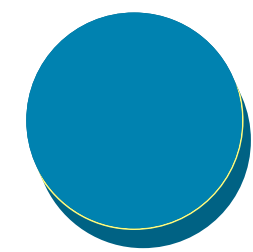
Primary Dimension: Source / Medium Other

Plot Rows Secondary dimension: City Sort Type: Default

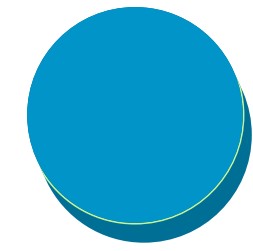
| Source / Medium                | City           | Acquisition  |   |  | Behavior   |   |  | Conversions   |   |   |
|--------------------------------|----------------|--|---|--|--|---|--|---|---|---|
|                                |                | Users  | New Users   | Sessions   | Bounce Rate  | Pages / Session                                       | Avg. Session Duration  | Goal Conversion Rate                                    | Goal Completions                                    | Goal Value  |
|                                |                | 17,096<br><small>% of Total: 1.38%<br/>(150,247)</small> | 15,166<br><small>% of Total: 10.04%<br/>(151,061)</small> | 21,576<br><small>% of Total: 8.31%<br/>(259,795)</small> | 33.76%<br><small>Avg for View: 44.01%<br/>(21,19%)</small> | 2.90<br><small>Avg for View: 2.78<br/>(4.42%)</small> | 00:02:20<br><small>Avg for View: 00:02:32<br/>(-8.27%)</small> | 2.93%<br><small>Avg for View: 2.83%<br/>(3.61%)</small> | 633<br><small>% of Total: 8.61%<br/>(7,356)</small> | \$39.00<br><small>% of Total: 13.08%<br/>(\$275.00)</small> |
| 1. dealerleads.com / referral  | Misscula       | 4,259 (24.00%)   | 3,570 (23.54%)  | 5,394 (25.00%)   | 28.33%   | 3.07  | 00:02:28   | 2.58%   | 139 (21.96%)  | \$8.00 (20.51%)   |
| 2. dealerleads.com / referral  | Salt Lake City | 1,549 (8.73%)  | 1,227 (8.09%)   | 1,841 (8.53%)  | 35.09%   | 2.87  | 00:02:17   | 5.59%   | 103 (16.27%)  | \$2.00 (5.13%)  |
| 3. dealerleads.com / referral  | (no: set)      | 1,163 (6.55%)  | 1,001 (6.60%)   | 1,303 (6.14%)  | 37.76%   | 2.77  | 00:02:13   | 2.46%   | 32 (5.06%)  | \$7.00 (17.95%)   |
| 4. dealerleads.com / referral  | Hamilton       | 960 (5.41%)  | 749 (4.94%)   | 1,659 (7.59%)  | 24.41%   | 3.36  | 00:03:25   | 2.47%   | 41 (6.48%)  | \$1.00 (2.56%)  |
| 5. dealerleads.com / referral  | Butte          | 644 (3.63%)  | 575 (3.79%)   | 750 (3.52%)  | 38.55%   | 2.67  | 00:02:00   | 2.76%   | 21 (3.32%)  | \$4.00 (10.26%)   |
| 6. dealerleads.com / referral  | Helena         | 455 (2.56%)  | 415 (2.74%)   | 537 (2.49%)  | 34.82%   | 2.80  | 00:01:58   | 1.12%   | 6 (0.95%)   | \$0.00 (0.00%)  |
| 7. dealerleads.com / referral  | Kalispell      | 328 (1.85%)  | 299 (1.97%)   | 356 (1.55%)  | 31.74%   | 2.94  | 00:02:10   | 2.53%   | 9 (1.42%)   | \$1.00 (2.56%)  |
| 8. dealerleads.com / referral  | Dallas         | 323 (1.82%)  | 254 (1.74%)   | 371 (1.72%)  | 39.89%   | 2.65  | 00:01:39   | 5.93%   | 22 (3.48%)  | \$1.00 (2.56%)  |
| 9. dealerleads.com / referral  | Thompson Falls | 315 (1.77%)  | 254 (1.67%)   | 372 (1.72%)  | 33.60%   | 2.80  | 00:02:10   | 1.61%   | 6 (0.95%)   | \$0.00 (0.00%)  |
| 10. dealerleads.com / referral | Denver         | 260 (1.46%)  | 209 (1.38%)   | 299 (1.39%)  | 33.44%   | 3.37  | 00:02:09   | 4.68%   | 14 (2.21%)  | \$0.00 (0.00%)  |

# LET'S GO

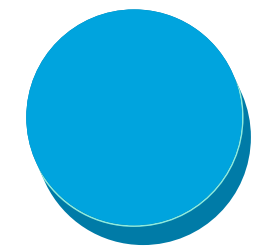
## Quarter by Quarter



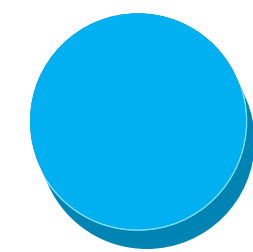
1ST QUARTER REPORTING  
JAN 1 thru MAR 31



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

# 2017 Q1 PERFORMANCE

## All Traffic

All Users  
100.00% Users

### Explorer

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

Users vs. Select a metric

Users

200



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  |
|                               | 5,814<br><small>% of Total: 100.00% (5,814)</small> | 5,413<br><small>% of Total: 100.13% (5,406)</small> | 10,272<br><small>% of Total: 100.00% (10,272)</small> | 21.50%<br><small>Avg for View: 21.50% (0.00%)</small> | 6.11<br><small>Avg for View: 6.11 (0.00%)</small> | 00:03:23<br><small>Avg for View: 00:03:23 (0.00%)</small> | 0.76%<br><small>Avg for View: 0.76% (0.00%)</small> | 78<br><small>% of Total: 100.00% (78)</small> | \$0.00<br><small>% of Total: 0.00% (\$0.00)</small> |
| 1. [blurred]                  | 2,280 (39.13%)                                      | 2,173 (40.14%)                                      | 3,520 (34.27%)  | 25.7%   | 5.52  | 00:03:36  | 0.91%   | 32 (41.03%)                                   | \$0.00 (0.00%)                                      |
| 2. [blurred]                  | 1,558 (24.00%)                                      | 1,292 (23.87%)                                      | 2,521 (24.54%)  | 21.50%  | 6.18  | 00:02:39  | 0.36%   | 9 (11.54%)                                    | \$0.00 (0.00%)                                      |
| 3. [blurred]                  | 1,260 (19.41%)                                      | 850 (15.70%)  | 2,022 (19.68%)  | 17.06%  | 7.49  | 00:03:39  | 0.94%   | 19 (24.36%)                                   | \$0.00 (0.00%)                                      |
| 4. dealerleads.com / referral | 390 (6.01%)   | 325 (6.00%)   | 519 (5.05%)   | 6.94%   | 8.03  | 00:02:49  | 2.50%   | 13 (16.67%)                                   | \$0.00 (0.00%)                                      |
| 5. [blurred]                  | 238 (3.67%)   | 175 (3.23%)   | 461 (4.49%)   | 13.02%  | 5.97  | 00:04:22  | 0.43%   | 2 (2.56%)                                     | \$0.00 (0.00%)                                      |
| 6. [blurred]                  | 233 (3.59%)   | 182 (3.35%)   | 308 (3.00%)   | 20.13%  | 4.95  | 00:03:03  | 0.00%   | 0 (0.00%)                                     | \$0.00 (0.00%)                                      |
| 7. [blurred]                  | 74 (1.14%)  | 73 (1.35%)  | 78 (0.76%)  | 46.15%  | 3.81  | 00:01:54  | 0.00%   | 0 (0.00%)                                     | \$0.00 (0.00%)                                      |
| 8. [blurred]                  | 60 (0.92%)  | 40 (0.74%)  | 69 (0.67%)  | 24.72%  | 4.49  | 00:02:46  | 0.00%   | 0 (0.00%)                                     | \$0.00 (0.00%)                                      |
| 9. [blurred]                  | 31 (0.48%)  | 28 (0.52%)  | 202 (1.97%)   | 22.28%  | 5.77  | 00:09:09  | 0.00%   | 0 (0.00%)                                     | \$0.00 (0.00%)                                      |
| 10. [blurred]                 | 25 (0.39%)  | 20 (0.37%)  | 25 (0.24%)  | 32.00%  | 6.12  | 00:01:11  | 0.00%   | 0 (0.00%)                                     | \$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



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  |
|                               | 5,924<br><small>% of Total: 100.00% (5,924)</small> | 5,405<br><small>% of Total: 100.02% (5,404)</small> | 9,742<br><small>% of Total: 100.03% (9,742)</small> | 21.65%<br><small>Avg for View: 21.65% (0.00%)</small> | 3.69<br><small>Avg for View: 3.69 (0.00%)</small> | 00:02:48<br><small>Avg for View: 00:02:48 (0.00%)</small> | 2.32%<br><small>Avg for View: 2.32% (0.00%)</small> | 226<br><small>% of Total: 100.00% (226)</small> | \$0.00<br><small>% of Total: 0.00% (\$0.00)</small> |
| 1. [blurred]                  | 2,143 (36.01%)                                      | 2,027 (37.41%)                                      | 2,991 (30.70%)                                      | 26.28%  | 3.55  | 00:02:40  | 2.98%   | 89 (39.38%)                                     | \$0.00 (0.00%)                                      |
| 2. [blurred]                  | 1,453 (24.53%)                                      | 1,137 (21.04%)                                      | 2,497 (25.63%)                                      | 27.03%  | 3.09  | 00:02:40  | 2.04%   | 51 (22.57%)                                     | \$0.00 (0.00%)                                      |
| 3. dealerleads.com / referral | 1,254 (21.17%)                                      | 1,063 (19.67%)                                      | 1,573 (16.15%)                                      | 12.97%  | 4.30  | 00:02:39  | 2.03%   | 32 (14.16%)                                     | \$0.00 (0.00%)                                      |
| 4. [blurred]                  | 1,084 (18.29%)                                      | 759 (14.04%)  | 1,787 (18.34%)                                      | 14.05%  | 4.27  | 00:03:26  | 2.57%   | 46 (20.35%)                                     | \$0.00 (0.00%)                                      |
| 5. [blurred]                  | 200 (3.37%)   | 157 (2.90%)   | 286 (2.94%)   | 26.04%  | 3.12  | 00:01:59  | 0.00%   | 0 (0.00%)                                       | \$0.00 (0.00%)                                      |
| 6. [blurred]                  | 59 (0.99%)  | 37 (0.68%)  | 119 (1.22%)   | 16.81%  | 3.65  | 00:02:32  | 0.84%   | 1 (0.44%)                                       | \$0.00 (0.00%)                                      |
| 7. [blurred]                  | 46 (0.77%)  | 21 (0.39%)  | 84 (0.86%)  | 4.76%   | 5.36  | 00:03:43  | 0.00%   | 0 (0.00%)                                       | \$0.00 (0.00%)                                      |
| 8. [blurred]                  | 21 (0.35%)  | 17 (0.31%)  | 44 (0.45%)  | 13.64%  | 3.84  | 00:01:43  | 6.82%   | 3 (1.33%)                                       | \$0.00 (0.00%)                                      |
| 9. [blurred]                  | 14 (0.24%)  | 10 (0.19%)  | 20 (0.21%)  | 10.00%  | 4.05  | 00:01:08  | 0.00%   | 0 (0.00%)                                       | \$0.00 (0.00%)                                      |
| 10. [blurred]                 | 8 (0.13%)   | 4 (0.07%)   | 38 (0.39%)  | 2.63%   | 5.39  | 00:07:58  | 7.89%   | 3 (1.33%)                                       | \$0.00 (0.00%)                                      |

# DEALERLEADS

# 2017 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

150

100

50

August 2017

September 2017

Primary Dimension: Source / Medium

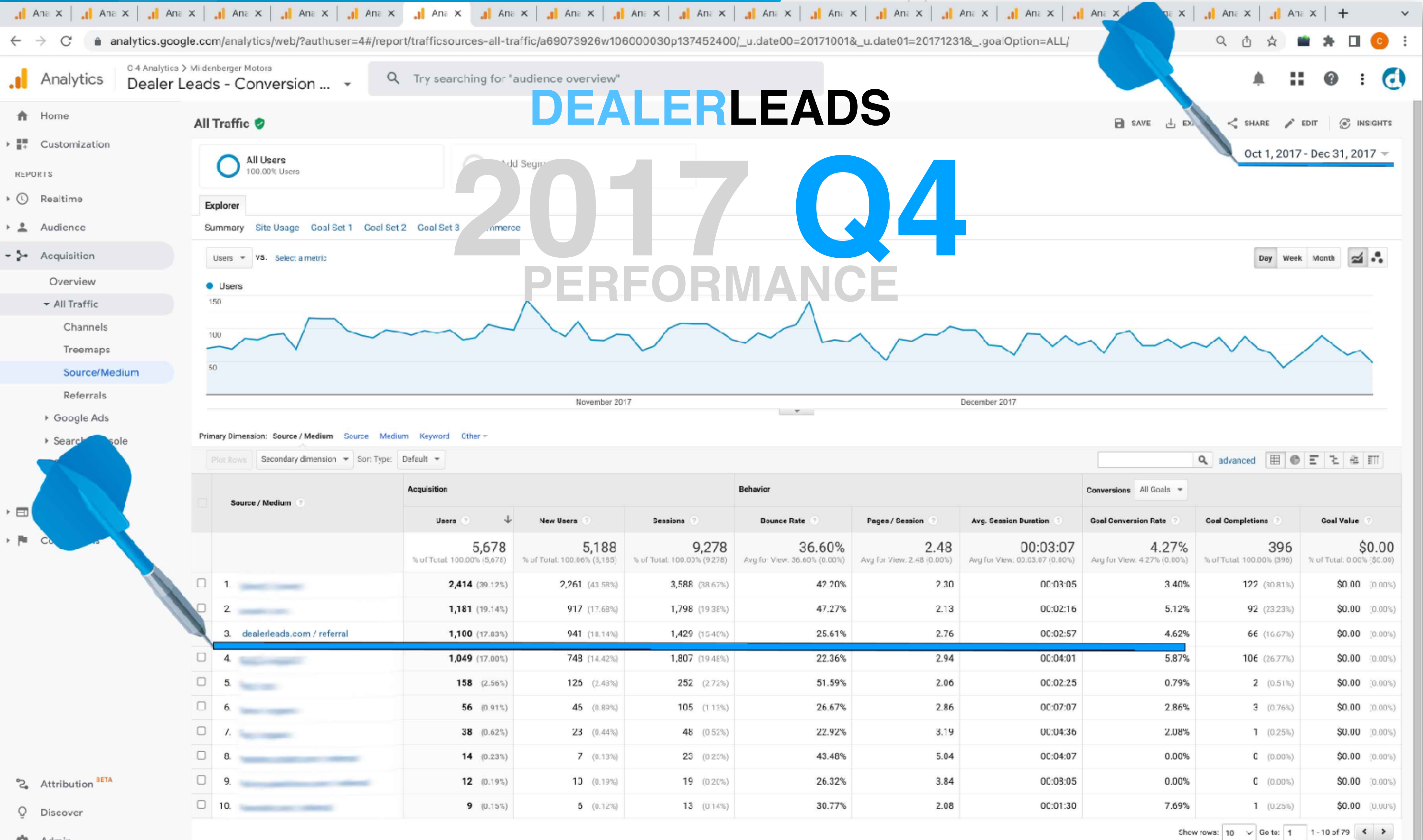
Plot Rows Secondary dimension Sor: Type: Default

| Source / Medium               | Acquisition   |   |   | Behavior  |   |   | Conversions   |   |   |
|-------------------------------|---|---|---|---|---|---|---|---|---|
|                               | Users   | New Users   | Sessions  | Bounce Rate   | Pages / Session                                   | Avg. Session Duration                                     | Goal Conversion Rate                                | Goal Completions                                | Goal Value  |
|                               | 5,907<br><small>% of Total: 100.00% (5,907)</small> | 5,420<br><small>% of Total: 100.07% (5,416)</small> | 9,492<br><small>% of Total: 100.03% (9,452)</small> | 39.15%<br><small>Avg for View: 39.15% (0.00%)</small> | 2.35<br><small>Avg for View: 2.35 (0.00%)</small> | 00:02:43<br><small>Avg for View: 00:02:43 (0.00%)</small> | 4.94%<br><small>Avg for View: 4.94% (0.00%)</small> | 469<br><small>% of Total: 100.00% (469)</small> | \$0.00<br><small>% of Total: 0.00% (\$0.00)</small> |
| 1. [blurred]                  | 2,150 (33.21%)                                      | 2,020 (37.27%)                                      | 3,206 (33.76%)                                      | 41.98%  | 2.26  | 00:02:43  | 4.43%   | 142 (30.28%)                                    | \$0.00 (0.00%)                                      |
| 2. [blurred]                  | 1,655 (25.56%)                                      | 1,321 (24.37%)                                      | 2,595 (27.34%)                                      | 50.67%  | 2.01  | 00:02:23  | 4.93%   | 128 (27.29%)                                    | \$0.00 (0.00%)                                      |
| 3. dealerleads.com / referral | 1,140 (17.61%)                                      | 962 (17.75%)  | 1,435 (15.12%)                                      | 23.48%  | 2.67  | 00:02:40  | 5.37%   | 77 (16.42%)                                     | \$0.00 (0.00%)                                      |
| 4. [blurred]                  | 957 (14.78%)  | 647 (11.94%)  | 1,530 (16.12%)                                      | 25.16%  | 2.79  | 00:03:26  | 6.47%   | 99 (21.11%)                                     | \$0.00 (0.00%)                                      |
| 5. [blurred]                  | 231 (3.57%)   | 189 (3.49%)   | 304 (3.20%)   | 55.59%  | 2.09  | 00:02:28  | 2.30%   | 7 (1.49%)                                       | \$0.00 (0.00%)                                      |
| 6. [blurred]                  | 52 (0.80%)  | 51 (0.94%)  | 55 (0.56%)  | 45.45%  | 2.05  | 00:01:13  | 3.64%   | 2 (0.43%)                                       | \$0.00 (0.00%)                                      |
| 7. [blurred]                  | 49 (0.76%)  | 35 (0.65%)  | 66 (0.70%)  | 22.73%  | 2.77  | 00:02:55  | 1.52%   | 1 (0.21%)                                       | \$0.00 (0.00%)                                      |
| 8. [blurred]                  | 34 (0.53%)  | 25 (0.48%)  | 45 (0.47%)  | 20.00%  | 2.91  | 00:04:22  | 4.44%   | 2 (0.43%)                                       | \$0.00 (0.00%)                                      |
| 9. [blurred]                  | 14 (0.22%)  | 13 (0.24%)  | 22 (0.23%)  | 40.91%  | 3.82  | 00:05:50  | 18.18%  | 4 (0.85%)                                       | \$0.00 (0.00%)                                      |
| 10. [blurred]                 | 11 (0.17%)  | 10 (0.18%)  | 14 (0.15%)  | 7.14%   | 2.43  | 00:01:47  | 0.00%   | 0 (0.00%)                                       | \$0.00 (0.00%)                                      |

Show rows: 10 Go to: 1 1 - 10 of 97

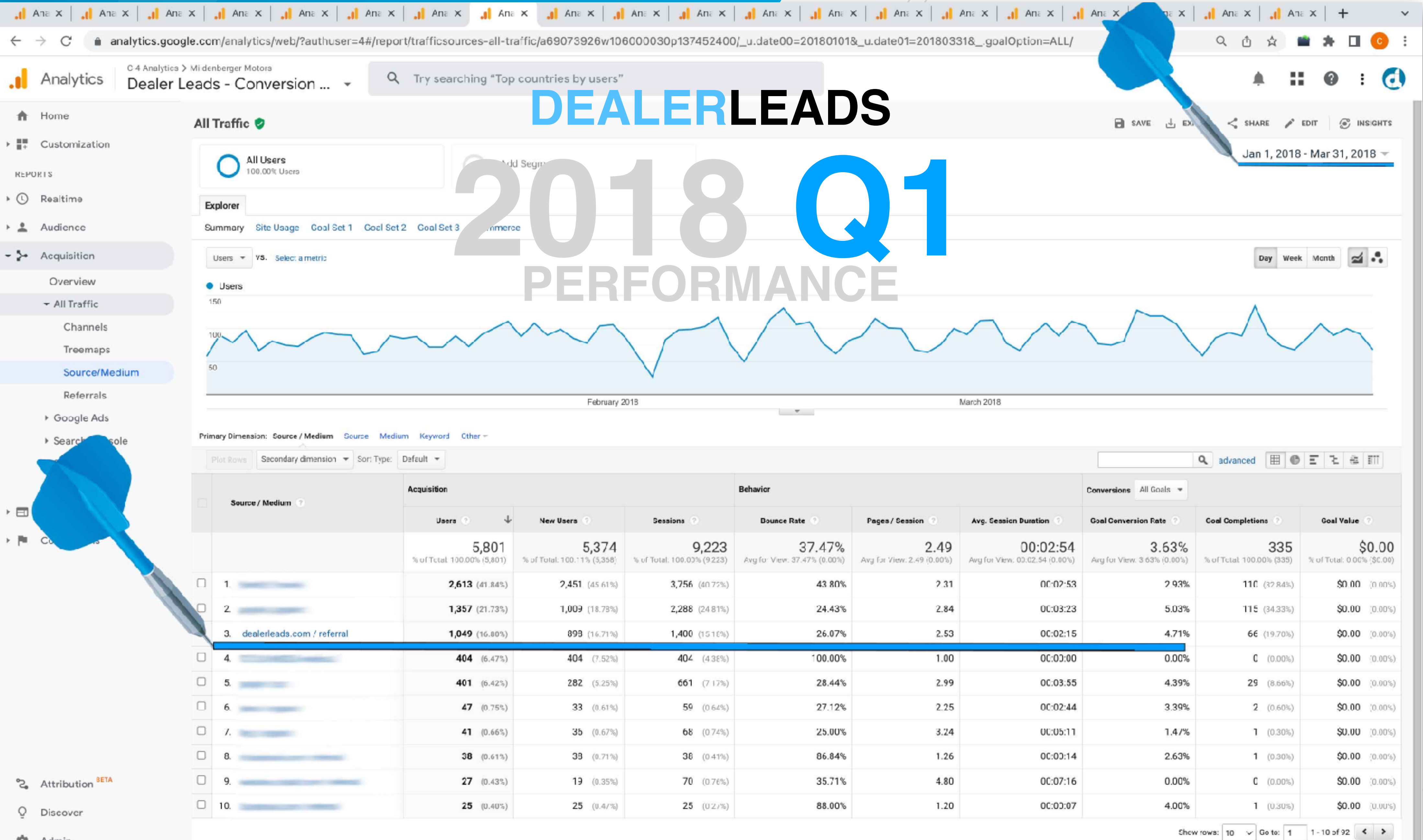
# DEALERLEADS

# 2017 Q4 PERFORMANCE



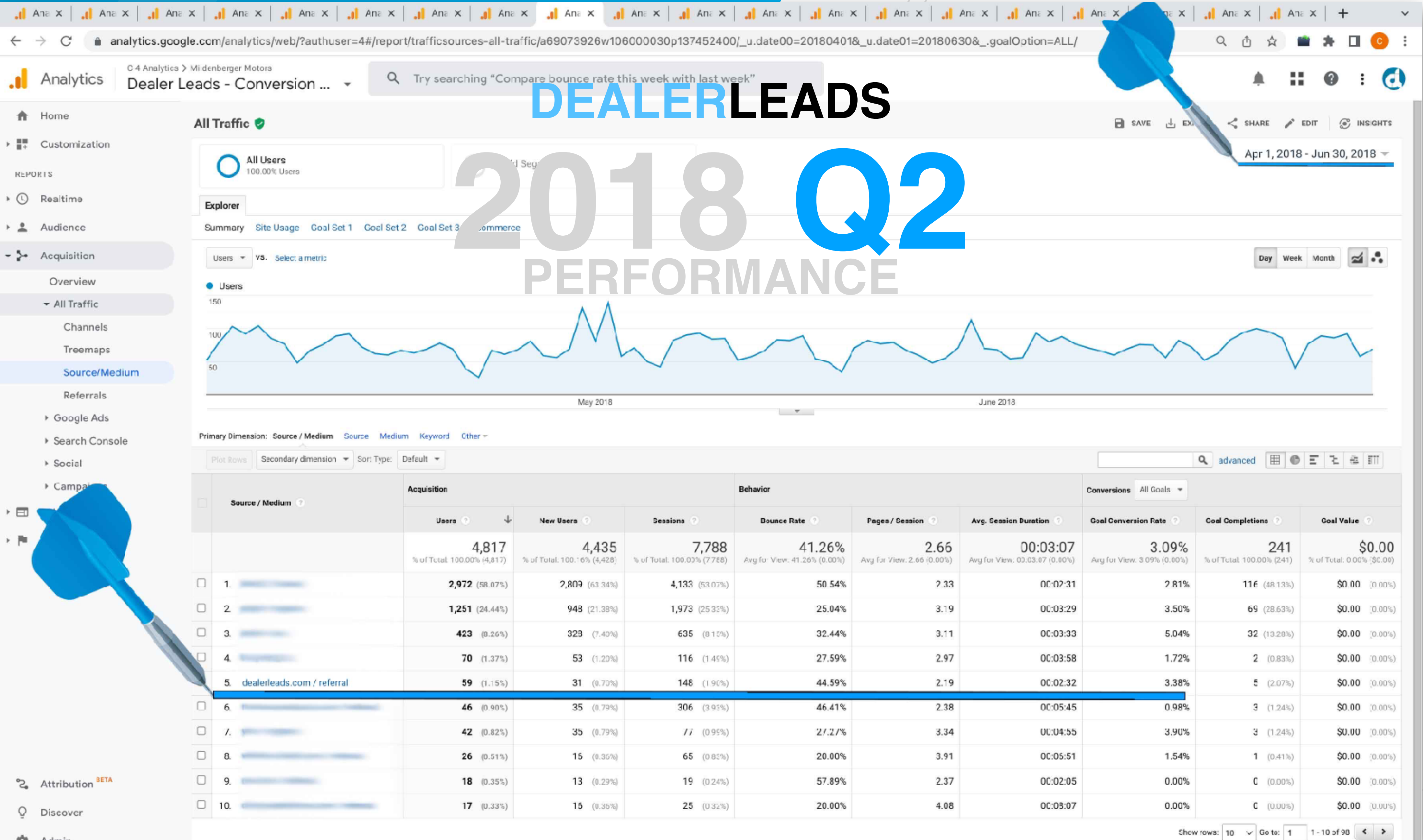
# DEALERLEADS

# 2018 Q1 PERFORMANCE



# DEALERLEADS

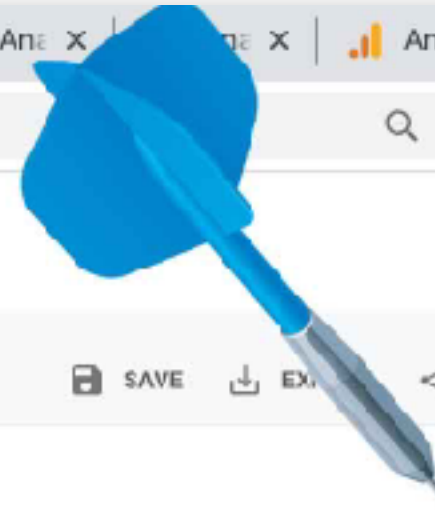
# 2018 Q2 PERFORMANCE





# DEALERLEADS

# 2018 Q3 PERFORMANCE



analytics.google.com/analytics/web/?authuser=4#/report/trafficsources-all-traffic/a69073926w106000030p137452400/\_u.date00=20180701&\_u.date01=20180930&\_.goalOption=ALL/

Analytics Dealer Leads - Conversion ... Try searching for "site content"

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

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

Day Week Month

August 2018 September 2018

Primary Dimension: Source / Medium Source Medium Keyword Other

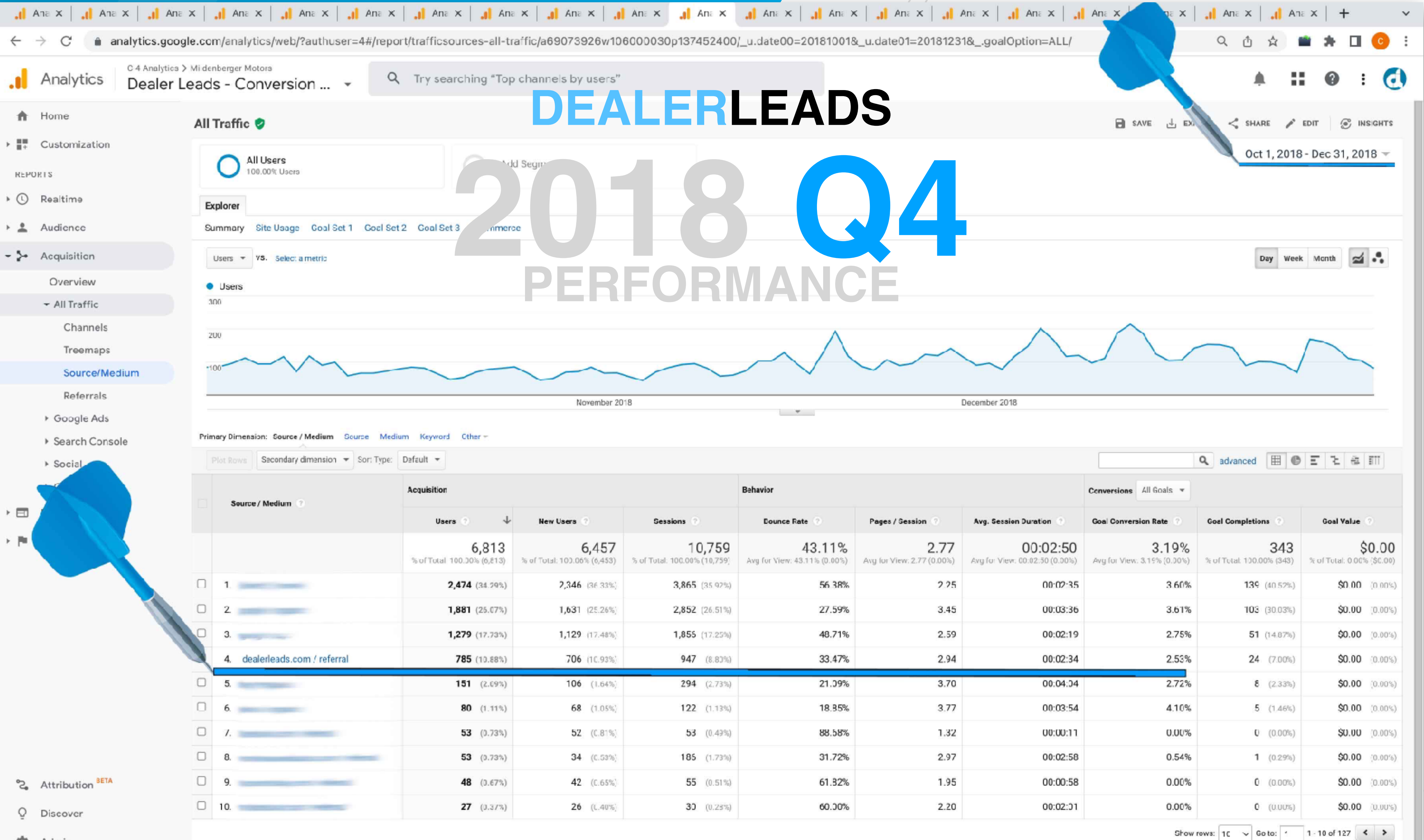
Plot Rows Secondary dimension Sor: Type: Default

| Source / Medium | Acquisition   |   |   | Behavior  |   |   | Conversions   |   |   |
|-----------------|---|---|---|---|---|---|---|---|---|
|                 | Users   | New Users   | Sessions  | Bounce Rate   | Pages / Session                                   | Avg. Session Duration                                     | Goal Conversion Rate                                | Goal Completions                                | Goal Value  |
|                 | 5,101<br><small>% of Total: 100.00% (5,101)</small> | 4,734<br><small>% of Total: 100.08% (4,730)</small> | 8,329<br><small>% of Total: 100.00% (8,329)</small> | 37.99%<br><small>Avg for View: 37.99% (0.00%)</small> | 2.89<br><small>Avg for View: 2.89 (0.00%)</small> | 00:03:13<br><small>Avg for View: 00:03:13 (0.00%)</small> | 3.66%<br><small>Avg for View: 3.66% (0.00%)</small> | 305<br><small>% of Total: 100.00% (305)</small> | \$0.00<br><small>% of Total: 0.00% (\$0.00)</small> |
| 1. [blurred]    | 2,435 (45.48%)                                      | 2,282 (48.21%)                                      | 3,587 (43.07%)                                      | 50.41%  | 2.41  | 00:02:36  | 3.65%   | 131 (42.95%)                                    | \$0.00 (0.00%)                                      |
| 2. [blurred]    | 1,815 (33.90%)                                      | 1,575 (33.23%)                                      | 2,840 (34.10%)                                      | 25.95%  | 3.33  | 00:03:31  | 3.80%   | 108 (35.41%)                                    | \$0.00 (0.00%)                                      |
| 3. [blurred]    | 468 (8.74%)   | 361 (7.63%)   | 674 (8.09%)   | 26.43%  | 3.20  | 00:03:04  | 6.23%   | 42 (13.77%)                                     | \$0.00 (0.00%)                                      |
| 4. [blurred]    | 154 (2.88%)   | 129 (2.72%)   | 336 (4.03%)   | 24.40%  | 3.35  | 00:04:09  | 1.19%   | 4 (1.31%)                                       | \$0.00 (0.00%)                                      |
| 5. [blurred]    | 76 (1.42%)  | 60 (1.27%)  | 156 (1.87%)   | 23.05%  | 3.33  | 00:03:43  | 6.41%   | 10 (3.28%)                                      | \$0.00 (0.00%)                                      |
| 6. [blurred]    | 68 (1.27%)  | 43 (0.91%)  | 311 (3.73%)   | 33.12%  | 2.81  | 00:06:24  | 0.32%   | 1 (0.33%)                                       | \$0.00 (0.00%)                                      |
| 7. [blurred]    | 36 (0.67%)  | 34 (0.72%)  | 40 (0.48%)  | 50.03%  | 2.15  | 00:01:05  | 2.50%   | 1 (0.33%)                                       | \$0.00 (0.00%)                                      |
| 8. [blurred]    | 26 (0.49%)  | 22 (0.45%)  | 27 (0.32%)  | 70.37%  | 1.59  | 00:00:41  | 0.00%   | 0 (0.00%)                                       | \$0.00 (0.00%)                                      |
| 9. [blurred]    | 21 (0.39%)  | 13 (0.27%)  | 37 (0.44%)  | 48.65%  | 3.05  | 00:09:23  | 0.00%   | 0 (0.00%)                                       | \$0.00 (0.00%)                                      |
| 10. [blurred]   | 13 (0.24%)  | 12 (0.25%)  | 14 (0.17%)  | 57.14%  | 3.85  | 00:12:05  | 0.00%   | 0 (0.00%)                                       | \$0.00 (0.00%)                                      |

Show rows: 10 Go to: 1 1 - 10 of 97

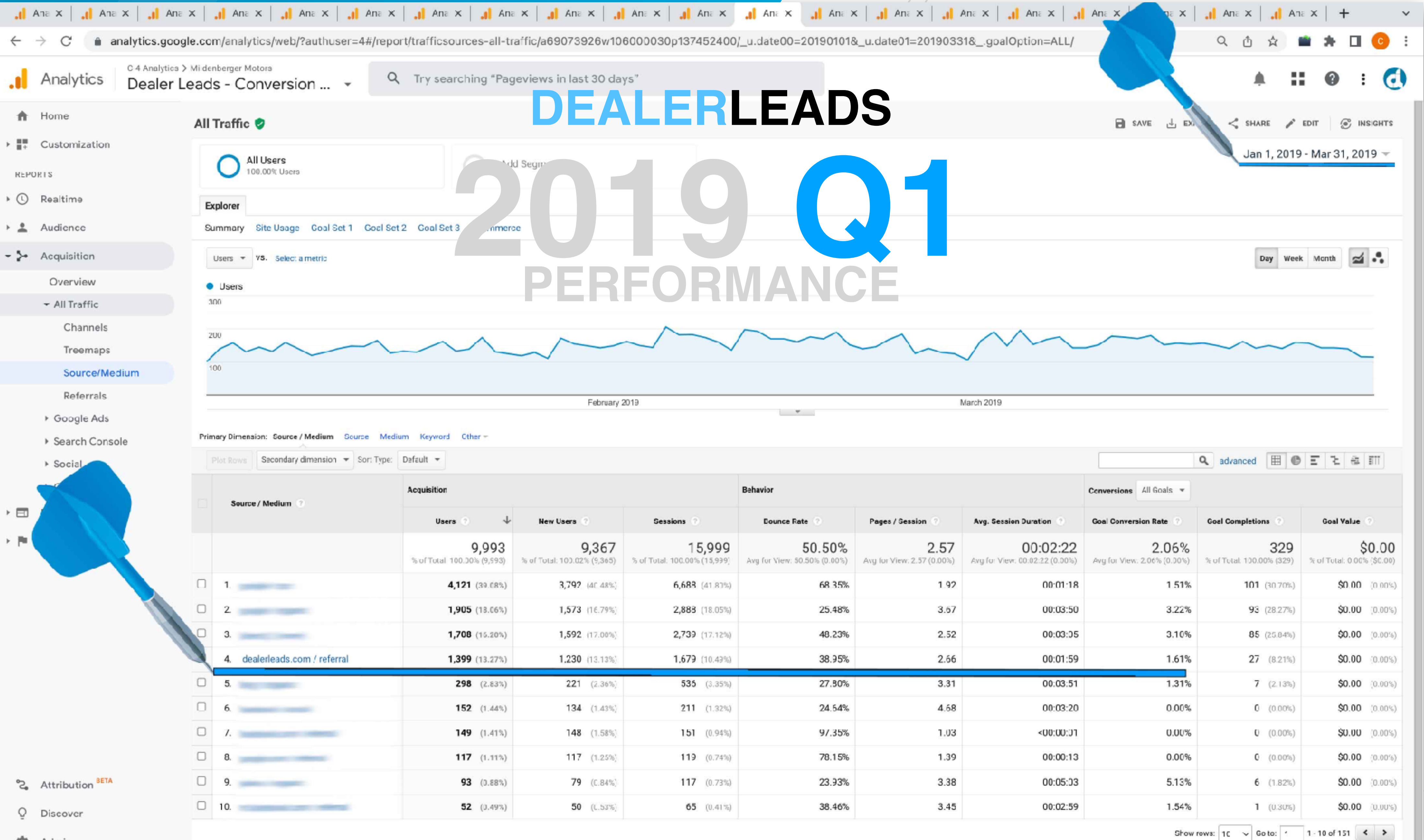
# DEALERLEADS

# 2018 Q4 PERFORMANCE



# DEALERLEADS

# 2019 Q1 PERFORMANCE



# 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



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  |
|                               | 9,477<br><small>% of Total: 100.00% (9,477)</small> | 8,828<br><small>% of Total: 100.09% (8,820)</small> | 14,738<br><small>% of Total: 100.00% (14,738)</small> | 45.99%<br><small>Avg for View: 45.95% (0.00%)</small> | 2.61<br><small>Avg for View: 2.61 (0.00%)</small> | 00:02:23<br><small>Avg for View: 00:02:23 (0.00%)</small> | 3.12%<br><small>Avg for View: 3.12% (0.00%)</small> | 460<br><small>% of Total: 100.00% (460)</small> | \$16.00<br><small>% of Total: 100.00% (\$16.00)</small> |
| 1. [blurred]                  | 3,392 (33.68%)                                      | 2,994 (33.91%)                                      | 4,915 (33.35%)  | 59.96%  | 2.10  | 00:01:37  | 2.39%   | 147 (31.96%)                                    | \$0.00 (0.00%)  |
| 2. [blurred]                  | 2,069 (20.54%)                                      | 1,966 (22.27%)                                      | 3,306 (22.43%)  | 48.58%  | 2.35  | 00:02:39  | 4.17%   | 138 (30.00%)                                    | \$16.00 (100.00%)                                       |
| 3. [blurred]                  | 1,877 (18.64%)                                      | 1,545 (17.50%)                                      | 2,875 (19.51%)  | 25.18%  | 3.37  | 00:03:18  | 3.59%   | 106 (23.04%)                                    | \$0.00 (0.00%)  |
| 4. dealerleads.com / referral | 1,242 (12.33%)                                      | 1,081 (12.25%)                                      | 1,519 (10.31%)  | 40.22%  | 2.70  | 00:02:26  | 2.37%   | 36 (7.83%)                                      | \$0.00 (0.00%)  |
| 5. [blurred]                  | 469 (4.66%)   | 407 (4.61%)   | 804 (5.46%)   | 41.42%  | 3.94  | 00:02:16  | 0.37%   | 3 (0.65%)                                       | \$0.00 (0.00%)  |
| 6. [blurred]                  | 234 (2.32%)   | 188 (2.13%)   | 339 (2.30%)   | 27.43%  | 3.22  | 00:03:23  | 3.24%   | 11 (2.39%)                                      | \$0.00 (0.00%)  |
| 7. [blurred]                  | 109 (1.08%)   | 106 (1.20%)   | 117 (0.79%)   | 82.05%  | 1.53  | 00:01:09  | 0.35%   | 1 (0.22%)                                       | \$0.00 (0.00%)  |
| 8. [blurred]                  | 77 (0.76%)  | 62 (0.70%)  | 93 (0.63%)  | 18.28%  | 3.59  | 00:02:34  | 0.30%   | 0 (0.00%)                                       | \$0.00 (0.00%)  |
| 9. [blurred]                  | 77 (0.76%)  | 67 (0.76%)  | 105 (0.71%)   | 26.67%  | 3.42  | 00:03:29  | 1.90%   | 2 (0.43%)                                       | \$0.00 (0.00%)  |
| 10. [blurred]                 | 59 (0.59%)  | 53 (0.60%)  | 70 (0.47%)  | 51.43%  | 1.93  | 00:01:57  | 1.43%   | 1 (0.22%)                                       | \$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

300

200

100

August 2019

September 2019

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  |
|                               | 11,093<br><small>% of Total: 100.00% (11,093)</small> | 10,459<br><small>% of Total: 100.04% (10,455)</small> | 17,211<br><small>% of Total: 100.00% (17,211)</small> | 43.66%<br><small>Avg for View: 43.65% (0.00%)</small> | 2.69<br><small>Avg for View: 2.69 (0.00%)</small> | 00:02:44<br><small>Avg for View: 00:02:44 (0.00%)</small> | 3.77%<br><small>Avg for View: 3.77% (0.00%)</small> | 648<br><small>% of Total: 100.00% (648)</small> | \$159.00<br><small>% of Total: 100.00% (\$159.00)</small> |
| 1. [blurred]                  | 3,403 (28.72%)  | 3,031 (28.98%)  | 4,791 (27.84%)  | 54.61%  | 2.38  | 00:01:58  | 3.34%   | 160 (24.63%)                                    | \$22.00 (13.84%)  |
| 2. [blurred]                  | 2,578 (21.75%)  | 2,486 (23.77%)  | 4,239 (24.63%)  | 42.23%  | 2.38  | 00:03:20  | 4.88%   | 207 (31.94%)                                    | \$82.00 (51.57%)  |
| 3. [blurred]                  | 2,163 (18.93%)  | 1,802 (17.23%)  | 3,257 (18.92%)  | 26.63%  | 3.46  | 00:03:38  | 5.00%   | 163 (25.15%)                                    | \$21.00 (13.21%)  |
| 4. dealerleads.com / referral | 1,433 (12.14%)  | 1,266 (12.10%)  | 1,711 (9.94%)   | 41.79%  | 2.63  | 00:02:21  | 3.68%   | 63 (9.72%)                                      | \$16.00 (10.06%)  |
| 5. [blurred]                  | 835 (7.05%)   | 685 (6.55%)   | 1,391 (8.06%)   | 49.53%  | 2.94  | 00:01:52  | 0.29%   | 4 (0.62%)                                       | \$1.00 (0.63%)  |
| 6. [blurred]                  | 227 (1.92%)   | 185 (1.77%)   | 346 (2.01%)   | 18.79%  | 3.53  | 00:04:20  | 2.60%   | 9 (1.39%)                                       | \$5.00 (3.14%)  |
| 7. [blurred]                  | 169 (1.43%)   | 133 (1.27%)   | 193 (1.12%)   | 10.85%  | 4.43  | 00:04:09  | 4.15%   | 8 (1.23%)                                       | \$3.00 (1.89%)  |
| 8. [blurred]                  | 143 (1.23%)   | 141 (1.35%)   | 172 (1.00%)   | 79.65%  | 1.77  | 00:01:05  | 1.74%   | 3 (0.45%)                                       | \$2.00 (1.26%)  |
| 9. [blurred]                  | 105 (0.89%)   | 94 (0.90%)  | 151 (0.86%)   | 34.44%  | 2.99  | 00:03:11  | 5.96%   | 9 (1.39%)                                       | \$2.00 (1.26%)  |
| 10. [blurred]                 | 84 (0.71%)  | 42 (0.40%)  | 137 (0.80%)   | 70.80%  | 1.61  | 00:01:50  | 0.00%   | 0 (0.00%)                                       | \$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



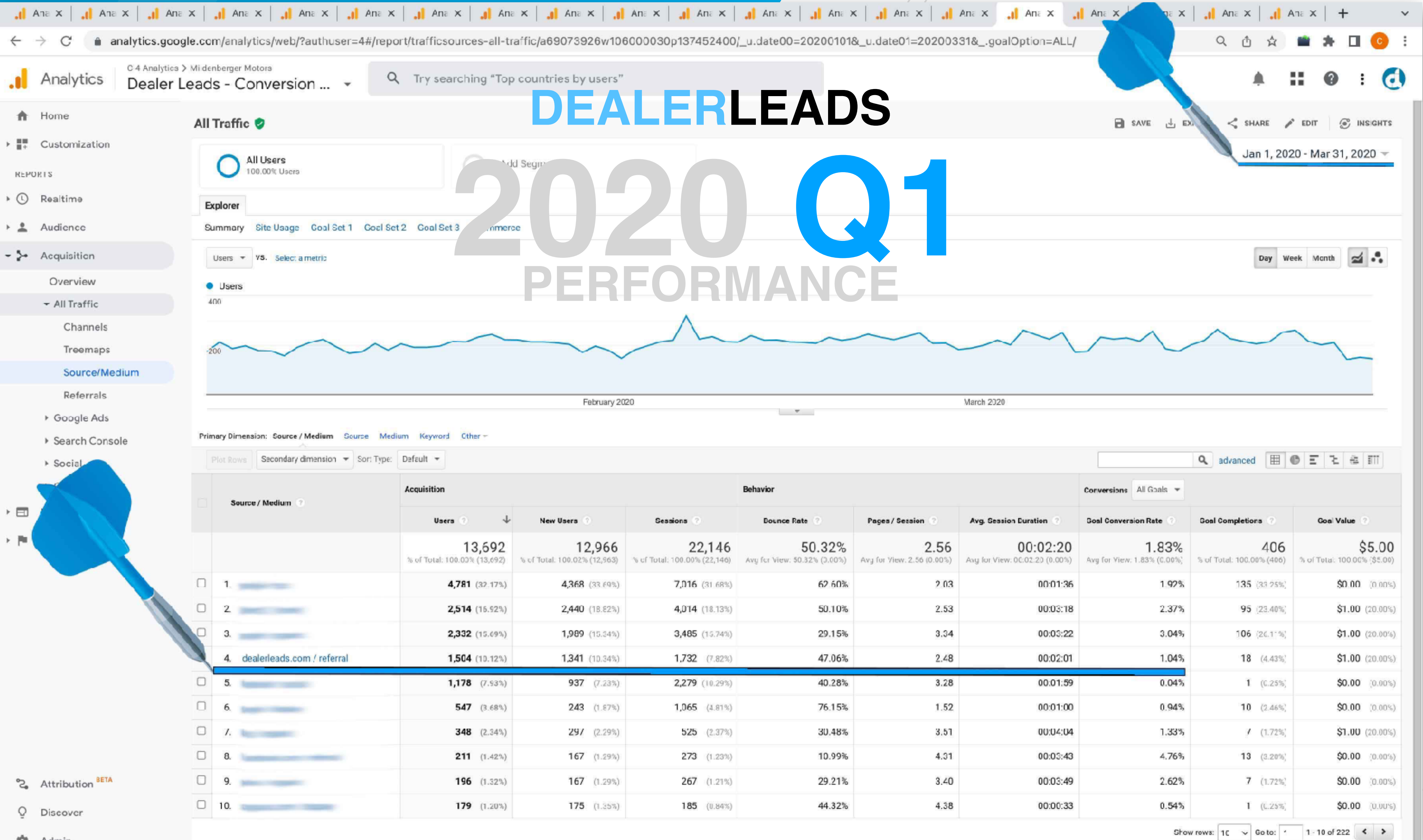
Primary Dimension: Source / Medium

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  |
|                               | 12,440<br><small>% of Total: 100.00% (12,440)</small> | 11,642<br><small>% of Total: 100.00% (11,635)</small> | 20,104<br><small>% of Total: 100.00% (20,104)</small> | 47.64%<br><small>Avg for View: 47.64% (0.03%)</small> | 2.55<br><small>Avg for View: 2.55 (0.02%)</small> | 00:02:31<br><small>Avg for View: 00:02:31 (0.00%)</small> | 2.79%<br><small>Avg for View: 2.75% (0.30%)</small> | 560<br><small>% of Total: 100.00% (360)</small> | \$99.00<br><small>% of Total: 100.00% (\$99.00)</small> |
| 1. [blurred]                  | 3,910 (28.96%)  | 3,527 (30.30%)  | 5,722 (28.46%)  | 56.96%  | 2.21  | 00:02:03  | 3.23%   | 185 (33.04%)                                    | \$28.00 (28.28%)  |
| 2. [blurred]                  | 2,575 (19.81%)  | 2,593 (22.27%)  | 4,137 (20.58%)  | 46.92%  | 2.32  | 00:03:09  | 3.05%   | 126 (22.50%)                                    | \$17.00 (17.17%)  |
| 3. [blurred]                  | 2,319 (17.18%)  | 1,932 (16.60%)  | 3,482 (17.32%)  | 28.12%  | 3.42  | 00:03:29  | 3.46%   | 121 (21.61%)                                    | \$15.00 (15.15%)  |
| 4. dealerleads.com / referral | 1,263 (9.35%)   | 1,085 (9.33%)   | 1,471 (7.32%)   | 39.43%  | 2.63  | 00:02:12  | 3.67%   | 54 (9.64%)                                      | \$22.00 (22.22%)  |
| 5. [blurred]                  | 1,132 (8.38%)   | 901 (7.74%)   | 2,068 (10.29%)  | 49.03%  | 2.83  | 00:01:46  | 0.34%   | 7 (1.25%)                                       | \$2.00 (2.02%)  |
| 6. [blurred]                  | 576 (4.27%)   | 239 (2.05%)   | 1,181 (5.87%)   | 73.24%  | 1.57  | 00:01:27  | 1.10%   | 13 (2.32%)                                      | \$2.00 (2.02%)  |
| 7. [blurred]                  | 277 (2.05%)   | 237 (2.04%)   | 427 (2.12%)   | 27.78%  | 3.45  | 00:04:15  | 3.28%   | 14 (2.50%)                                      | \$4.00 (4.04%)  |
| 8. [blurred]                  | 175 (1.30%)   | 151 (1.30%)   | 230 (1.14%)   | 33.48%  | 3.03  | 00:03:22  | 3.46%   | 8 (1.43%)                                       | \$1.00 (1.01%)  |
| 9. [blurred]                  | 167 (1.24%)   | 132 (1.13%)   | 202 (1.00%)   | 17.39%  | 4.42  | 00:04:13  | 7.92%   | 16 (2.86%)                                      | \$2.00 (2.02%)  |
| 10. [blurred]                 | 120 (0.89%)   | 120 (1.03%)   | 141 (0.70%)   | 76.60%  | 1.30  | 00:00:12  | 0.00%   | 0 (0.00%)                                       | \$0.00 (0.00%)  |

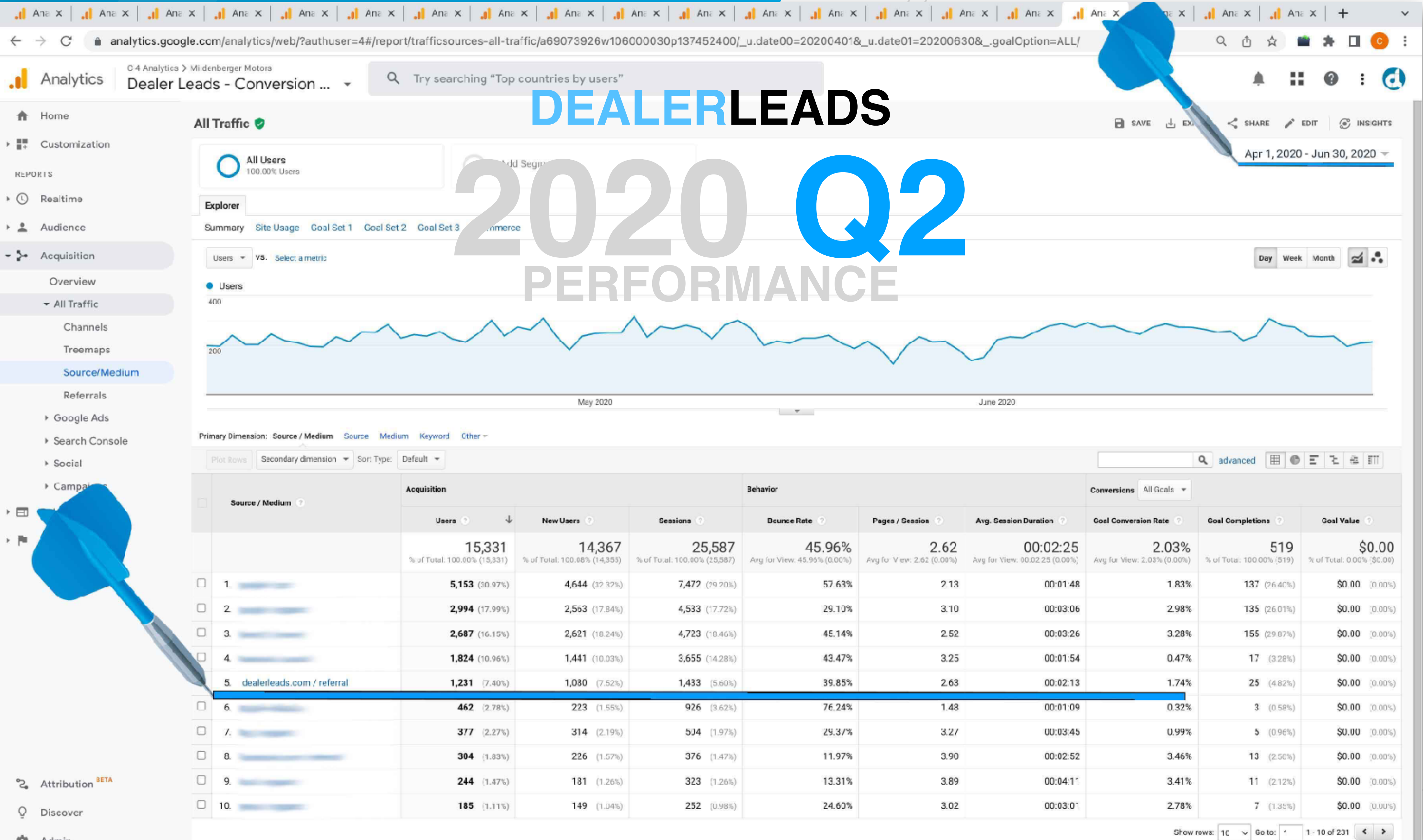
# DEALERLEADS

# 2020 Q1 PERFORMANCE



# DEALERLEADS

# 2020 Q2 PERFORMANCE





# 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

400



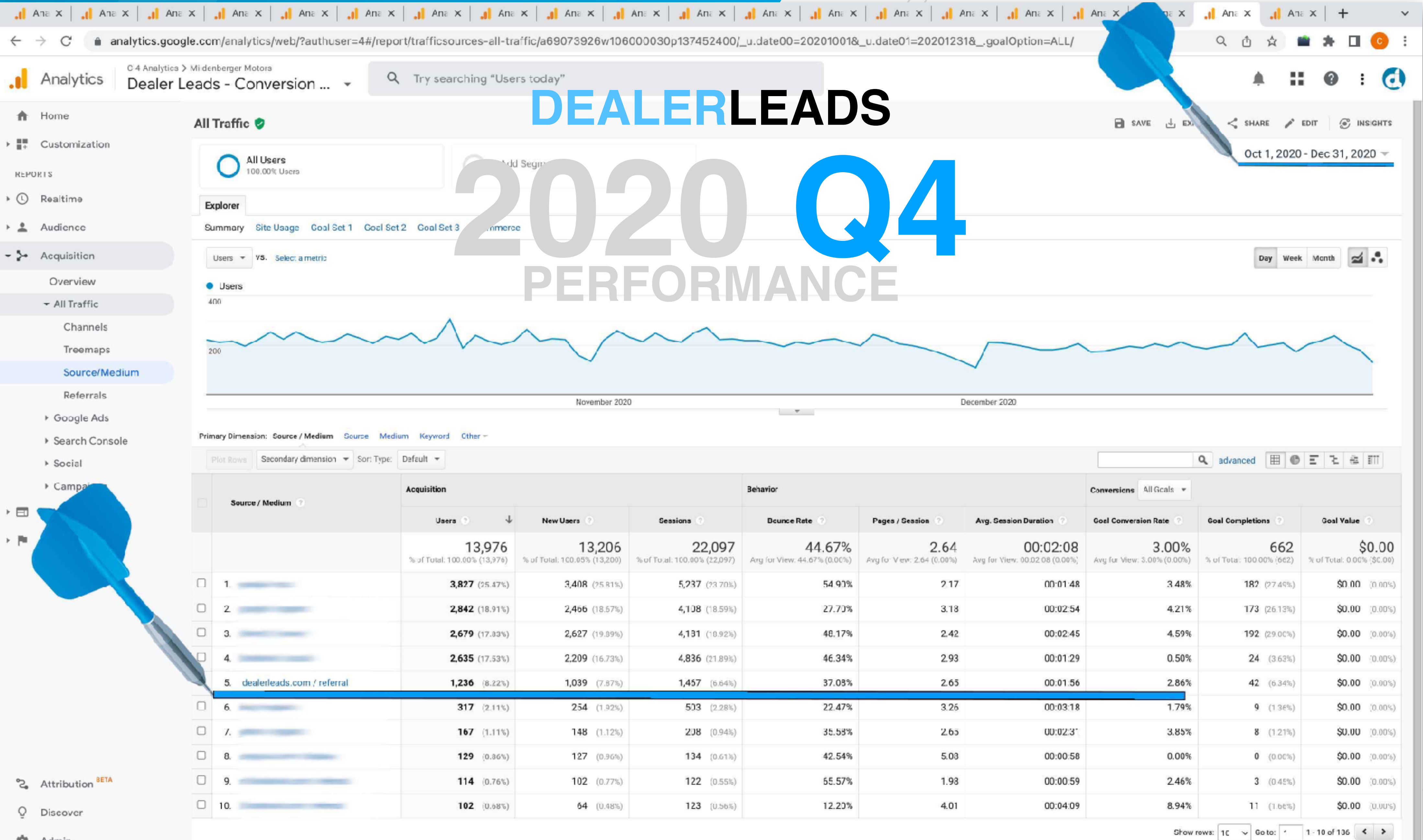
Primary Dimension: Source / Medium

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        |
|                               | 15,448<br>(100.00%) | 14,403<br>(100.00%) | 24,833<br>(100.00%) | 46.01%<br>(0.00%) | 2.54<br>(0.00%) | 00:02:15<br>(0.00%)   | 3.26%<br>(0.00%)     | 809<br>(100.00%) | \$0.00<br>(0.00%) |
| 1. [blurred]                  | 5,032 (30.50%)      | 4,537 (31.47%)      | 7,271 (29.08%)      | 55.95%            | 2.10            | 00:01:46              | 3.52%                | 254 (31.40%)     | \$0.00 (0.00%)    |
| 2. [blurred]                  | 3,152 (19.11%)      | 2,683 (18.53%)      | 4,713 (18.98%)      | 30.23%            | 3.03            | 00:02:56              | 4.33%                | 204 (25.22%)     | \$0.00 (0.00%)    |
| 3. [blurred]                  | 2,970 (18.90%)      | 2,891 (20.07%)      | 4,733 (18.94%)      | 47.33%            | 2.40            | 00:03:10              | 4.49%                | 211 (26.08%)     | \$0.00 (0.00%)    |
| 4. [blurred]                  | 2,001 (12.13%)      | 1,598 (11.09%)      | 3,927 (15.81%)      | 48.13%            | 2.82            | 00:01:25              | 0.51%                | 20 (2.47%)       | \$0.00 (0.00%)    |
| 5. dealerleads.com / referral | 1,191 (7.22%)       | 993 (6.89%)         | 1,437 (5.79%)       | 36.33%            | 2.62            | 00:02:03              | 2.85%                | 41 (5.07%)       | \$0.00 (0.00%)    |
| 6. [blurred]                  | 387 (2.35%)         | 307 (2.13%)         | 582 (2.34%)         | 23.37%            | 3.28            | 00:03:24              | 2.41%                | 14 (1.73%)       | \$0.00 (0.00%)    |
| 7. [blurred]                  | 203 (1.23%)         | 179 (1.24%)         | 259 (1.08%)         | 40.15%            | 2.38            | 00:02:31              | 2.97%                | 8 (0.99%)        | \$0.00 (0.00%)    |
| 8. [blurred]                  | 189 (1.15%)         | 122 (0.85%)         | 239 (0.96%)         | 8.79%             | 3.64            | 00:02:42              | 7.53%                | 18 (2.22%)       | \$0.00 (0.00%)    |
| 9. [blurred]                  | 143 (0.87%)         | 139 (0.97%)         | 150 (0.60%)         | 28.67%            | 5.79            | 00:00:59              | 0.00%                | 0 (0.00%)        | \$0.00 (0.00%)    |
| 10. [blurred]                 | 134 (0.81%)         | 67 (0.47%)          | 275 (1.11%)         | 80.00%            | 1.47            | 00:00:38              | 0.00%                | 0 (0.00%)        | \$0.00 (0.00%)    |

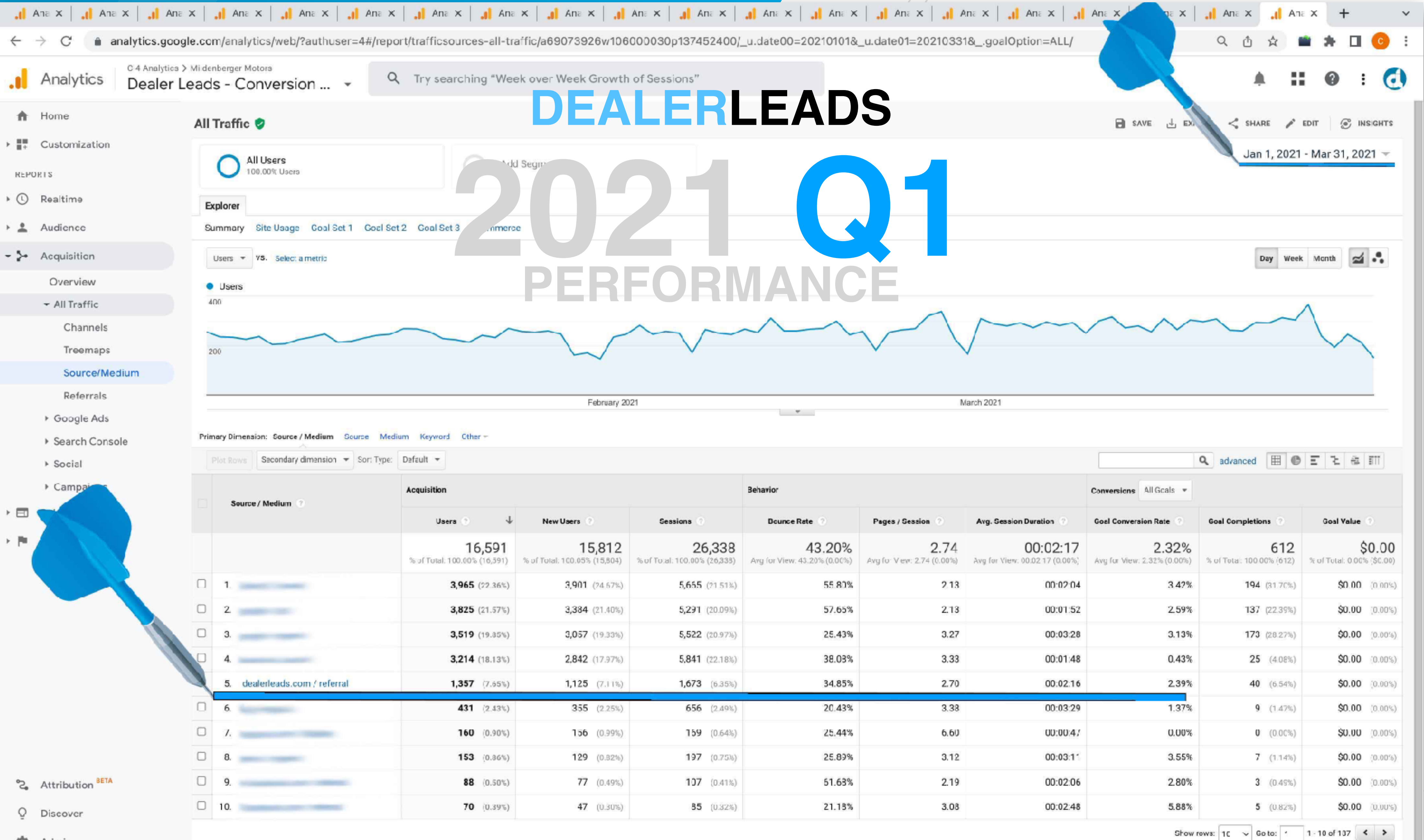
# DEALERLEADS

# 2020 Q4 PERFORMANCE



# DEALERLEADS

# 2021 Q1 PERFORMANCE



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

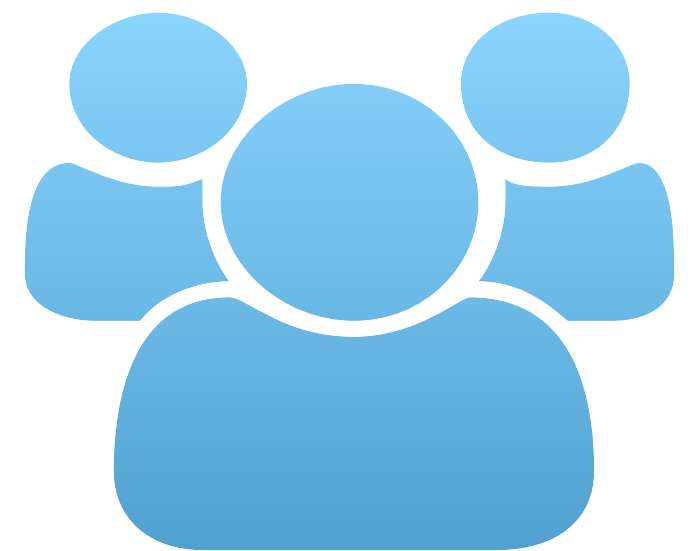
# 2023

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