DEALERLEADS
OUR SHOPPERS, YOUR CUSTOMERS

A family owned and operated company.

(800) 369-3003 dealerleads.com

4 YEAR PLUS

Partner Case Study #47

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MILDENBERGER MOTORS
www.mildenbergermotors.com

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.

2

Bounce Rate Comparison

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

3

Page View / SRP View / VDP Views

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

4

Time On Site

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

5

City Locale

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

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.

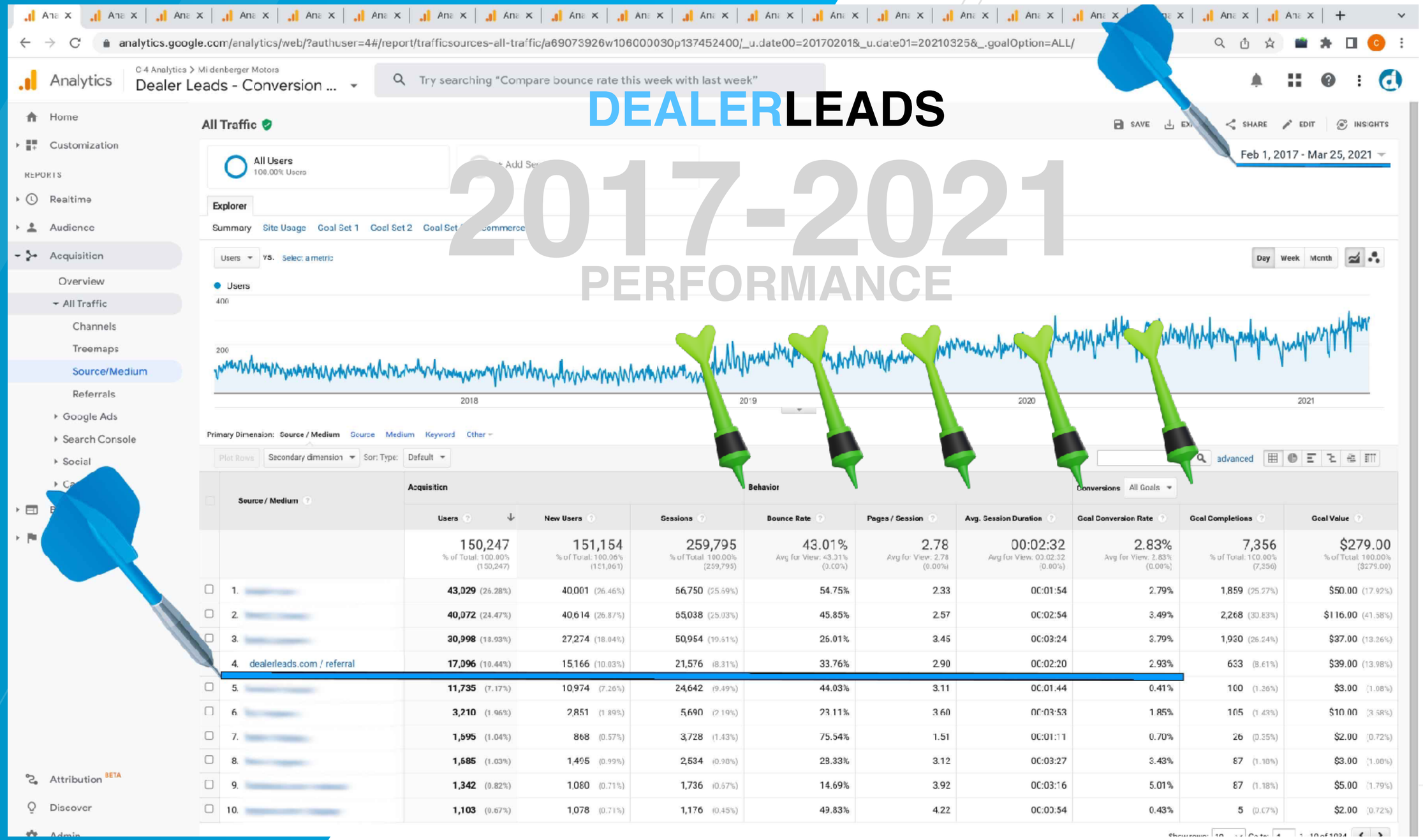
We will show our program's dominating influence on our other dealership partners across the U.S. month after month, year after year, and hope we can fit into your future marketing objectives.

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
analytics.google.com/analytics/web/?authuser=4#/report/trafficsources-all-traffic/a69073926w106000030p137452400/_u.date00=20170201&_u.date01=20210325&_.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
All Traffic
SAVE
SHARE
EDIT
INSIGHTS
Feb 1, 2017 - Mar 25, 2021
All Users
100.00% Users
Explorer
Summary
Site Usage
Goal Set 1
Goal Set 2
Users
Day
Week
Month
2018
2019
2020
2021
Primary Dimension: Source / Medium
Source
Medium
Keyword
Other
Secondary dimension
Default
advanced
Source / Medium
Acquisition
Behavior
Conversions
All Goals
Users
New Users
Sessions
Bounce Rate
Pages / Session
Avg. Session Duration
Goal Conversion Rate
Goal Completions
Goal Value
150,247
151,154
259,795
43.01%
2.78
00:02:32
2.83%
7,356
$279.00
1. 43,029 (26.28%) 40,001 (26.46%) 56,750 (25.59%) 54.75% 2.33 00:01:54 2.79% 1,859 (25.27%) $50.00 (17.92%)
2. 40,072 (24.47%) 40,614 (26.87%) 65,038 (25.03%) 45.85% 2.57 00:02:54 3.49% 2,268 (30.83%) $116.00 (41.58%)
3. 30,998 (18.93%) 27,274 (18.04%) 50,954 (19.61%) 25.01% 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. 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. 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. 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. 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 (1.08%)
9. 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. 1,103 (0.67%) 1,078 (0.71%) 1,176 (0.45%) 49.83% 4.22 00:03:54 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.

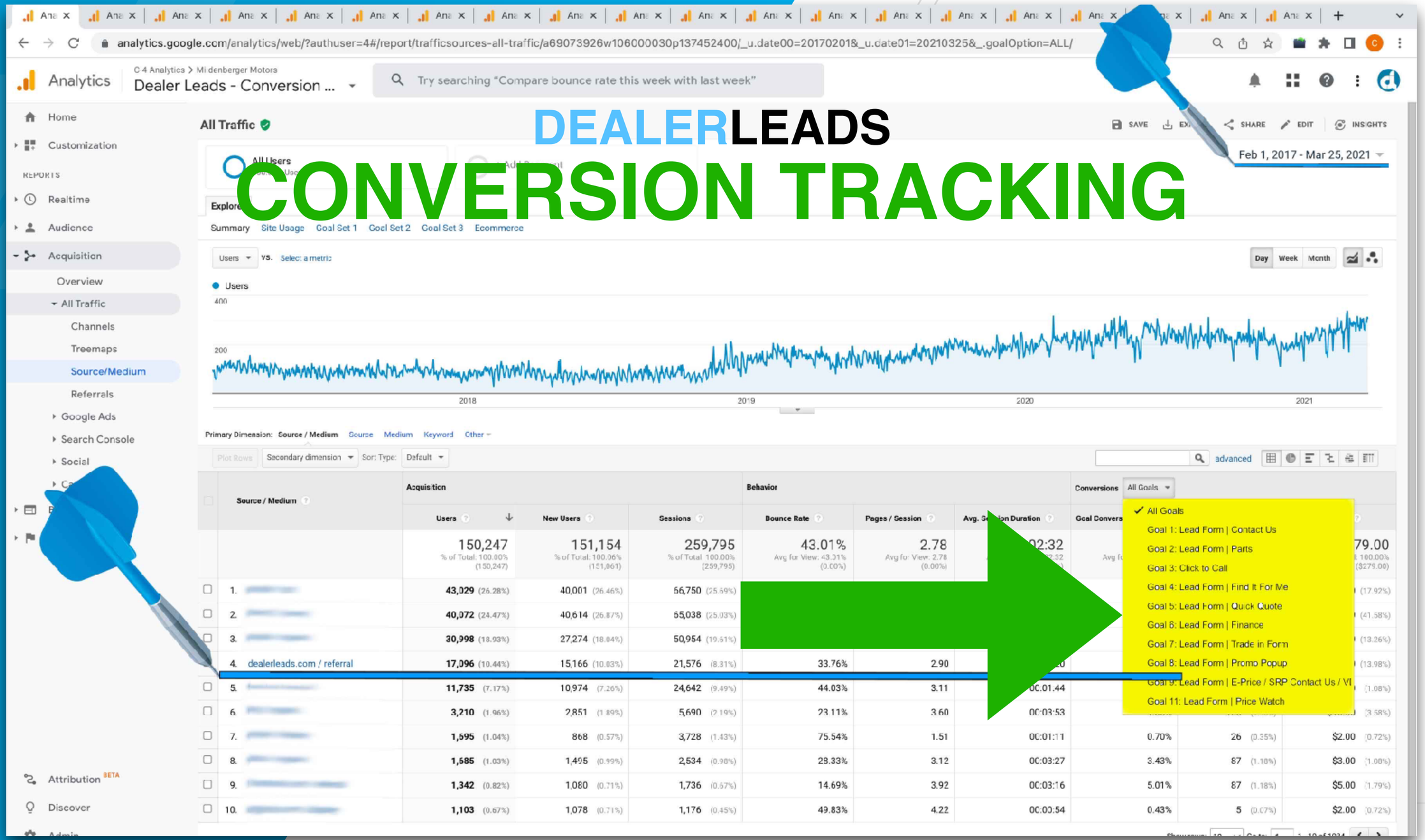
HARD GOAL CONVERSIONS

Introducing

DealerLeads.com

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



OUR TRAFFIC & CITY LOCATION

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.

Introducing

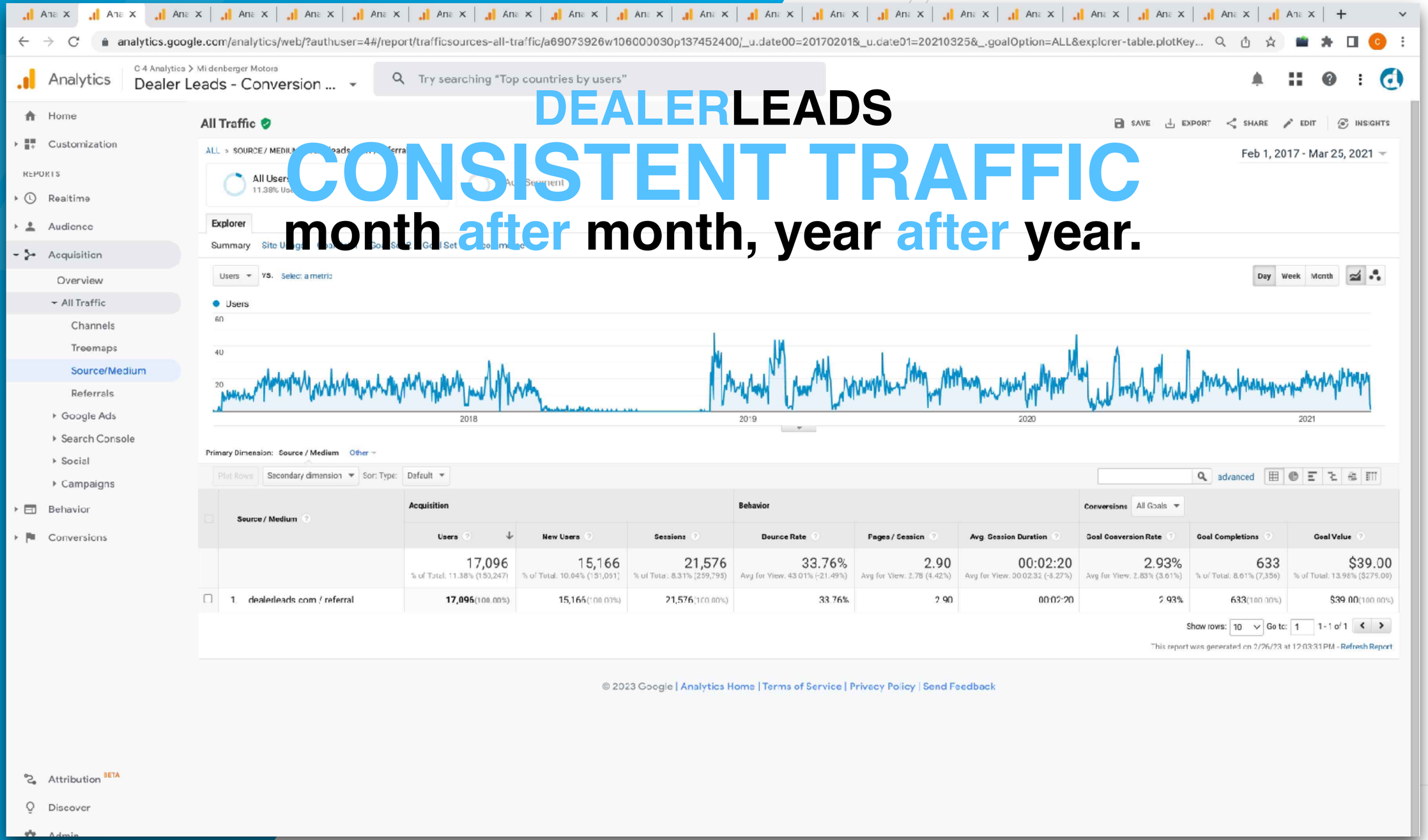
DealerLeads.com

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

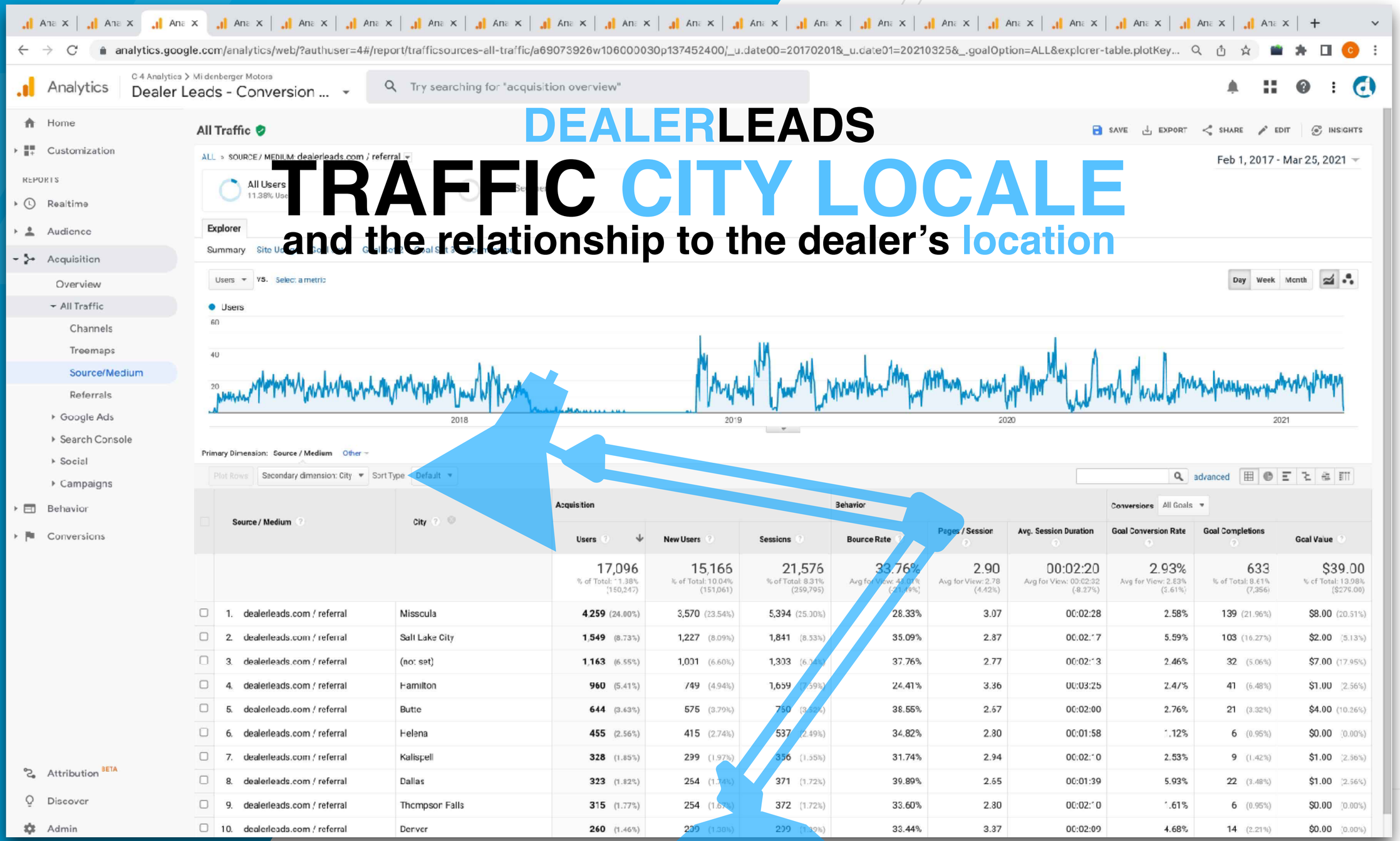
month after month, year after year.



DEALERLEADS

TRAFFIC CITY LOCALE

and the relationship to the dealer's location



LET'S GO
Quarter by Quarter

1ST QUARTER REPORTING
JAN 1 thru MAR 31

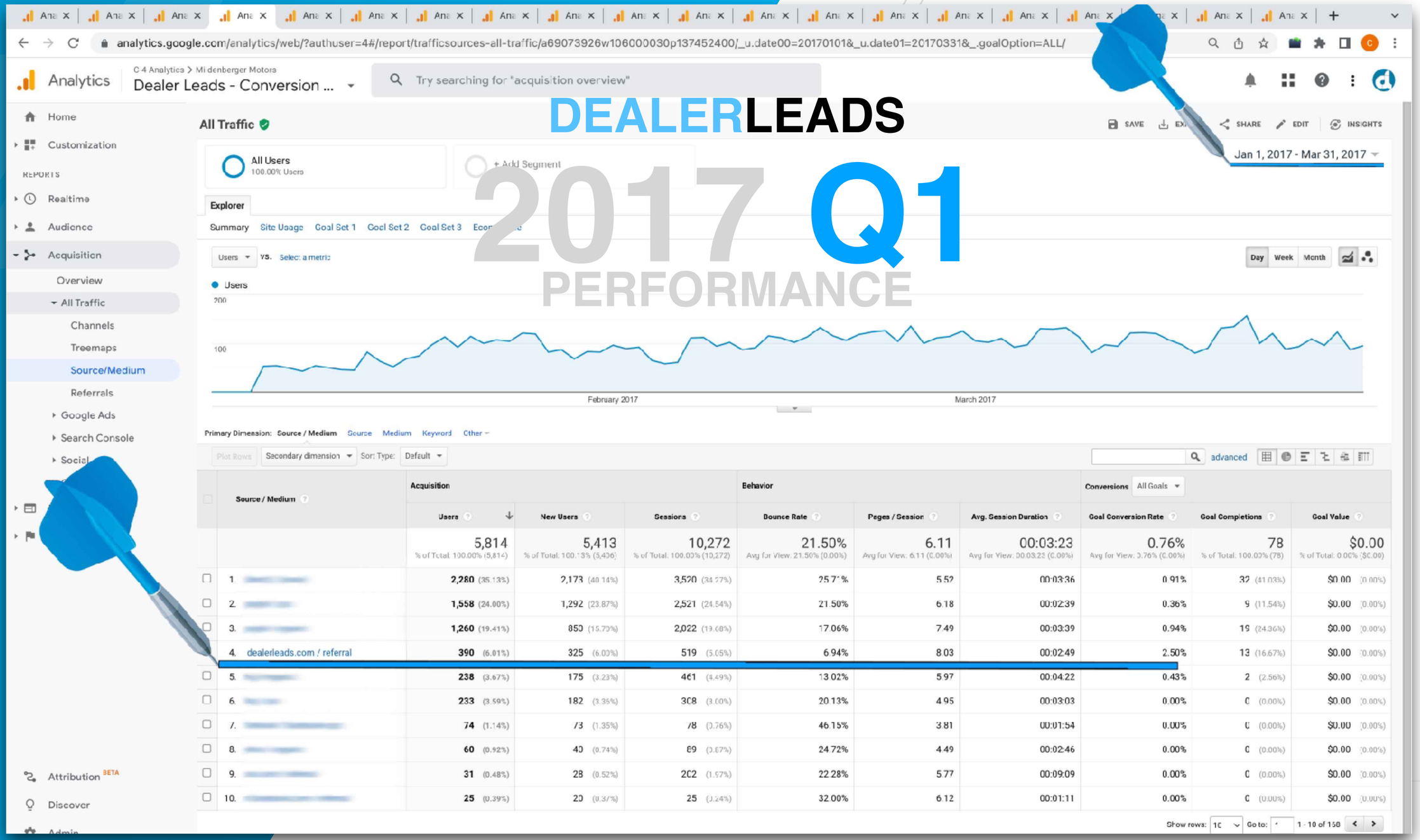
2ND QUARTER REPORTING
APR 1 thru JUN 30

3RD QUARTER REPORTING
JUL 1 thru SEP 30

4TH QUARTER REPORTING
OCT 1 thru DEC 31

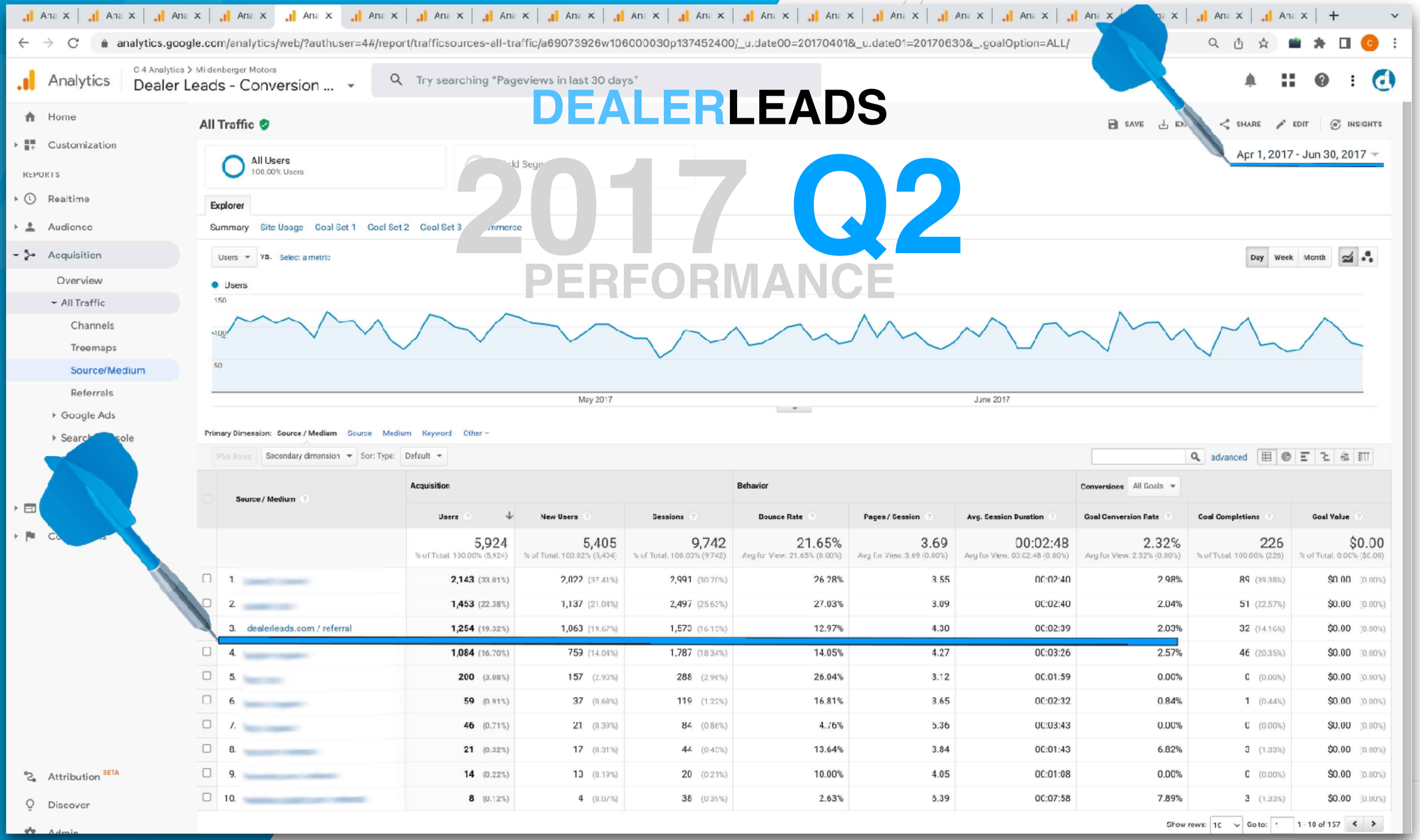
DEALERLEADS

2017 Q1 PERFORMANCE



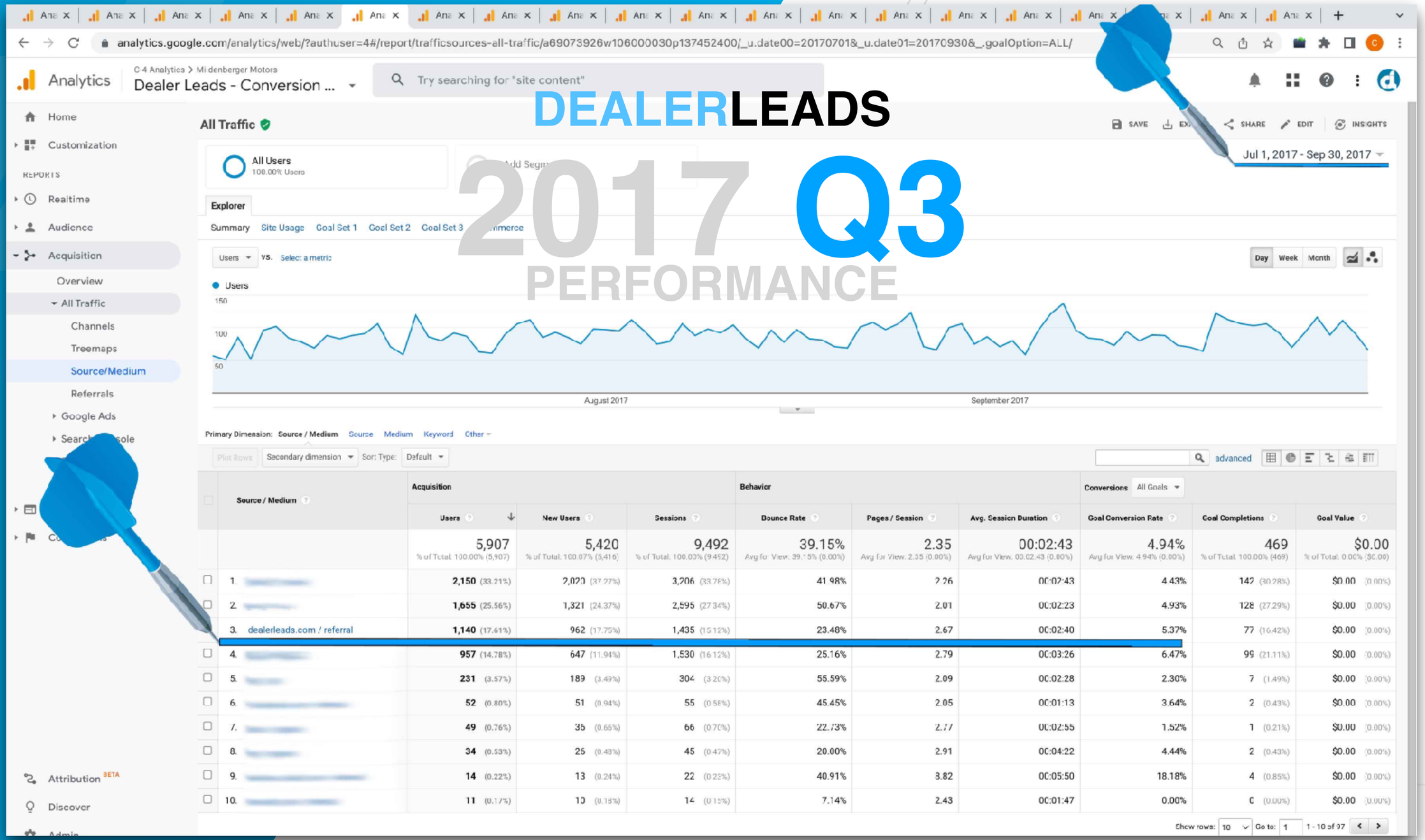
DEALERLEADS

2017 Q2 PERFORMANCE



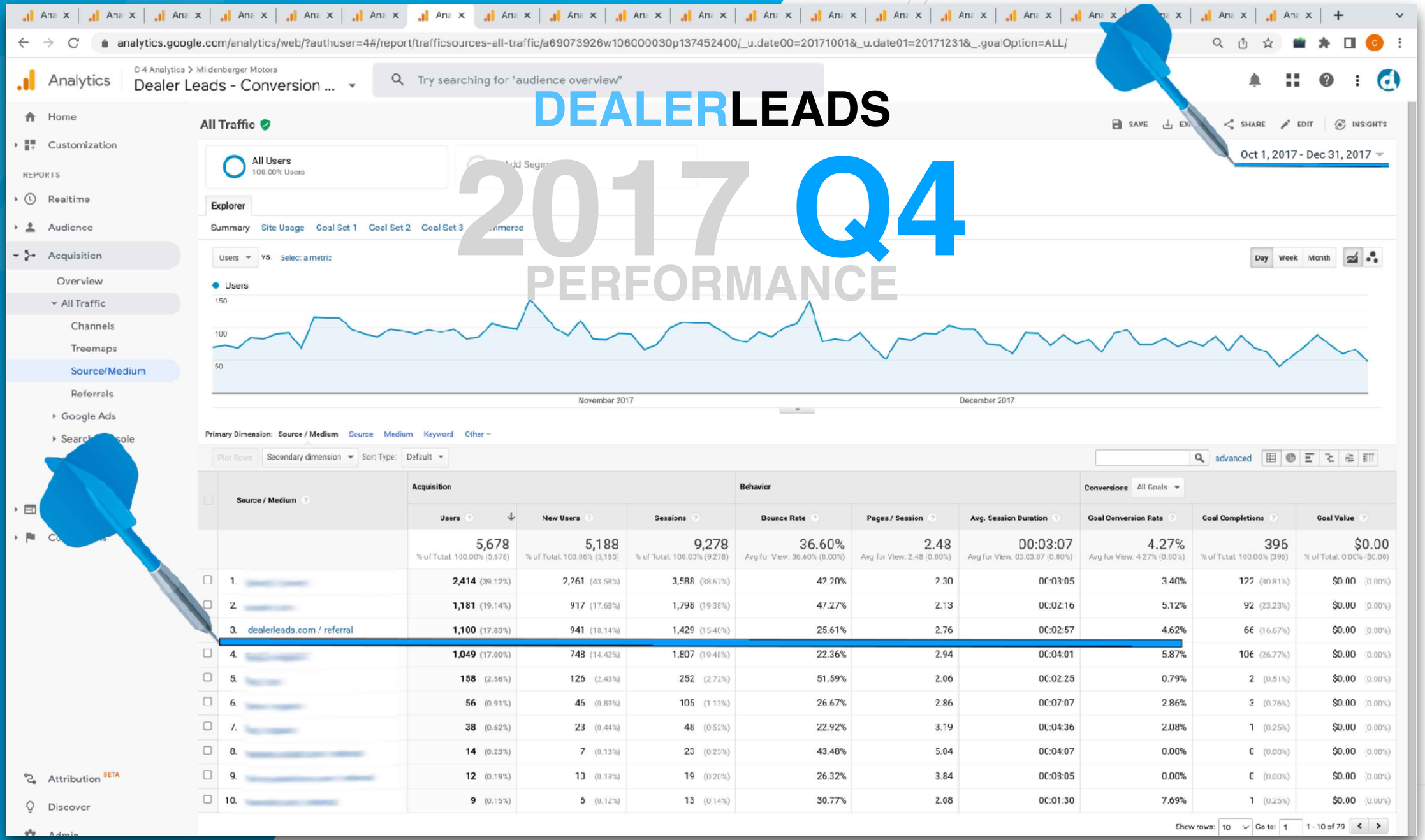
DEALERLEADS

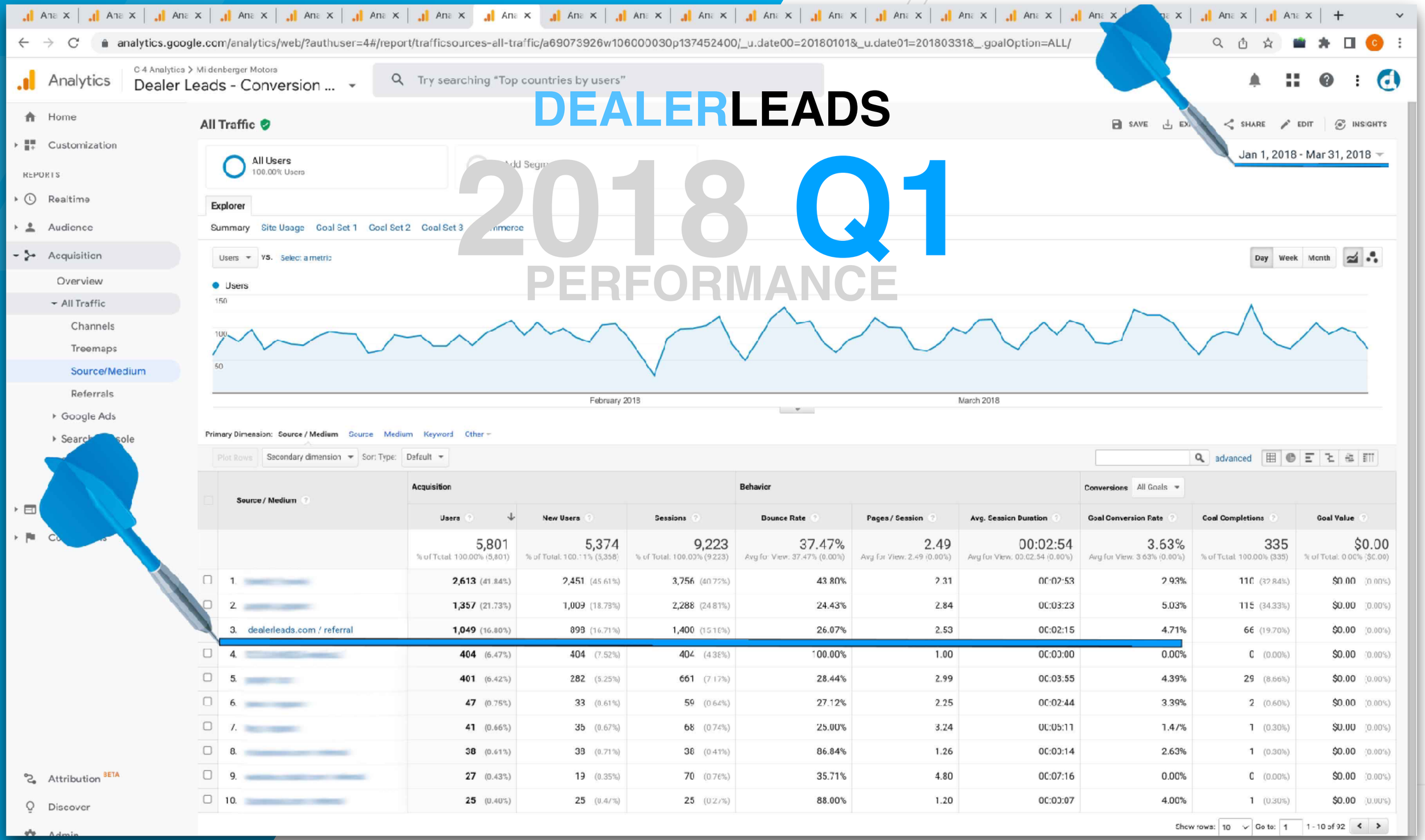
2017 Q3 PERFORMANCE

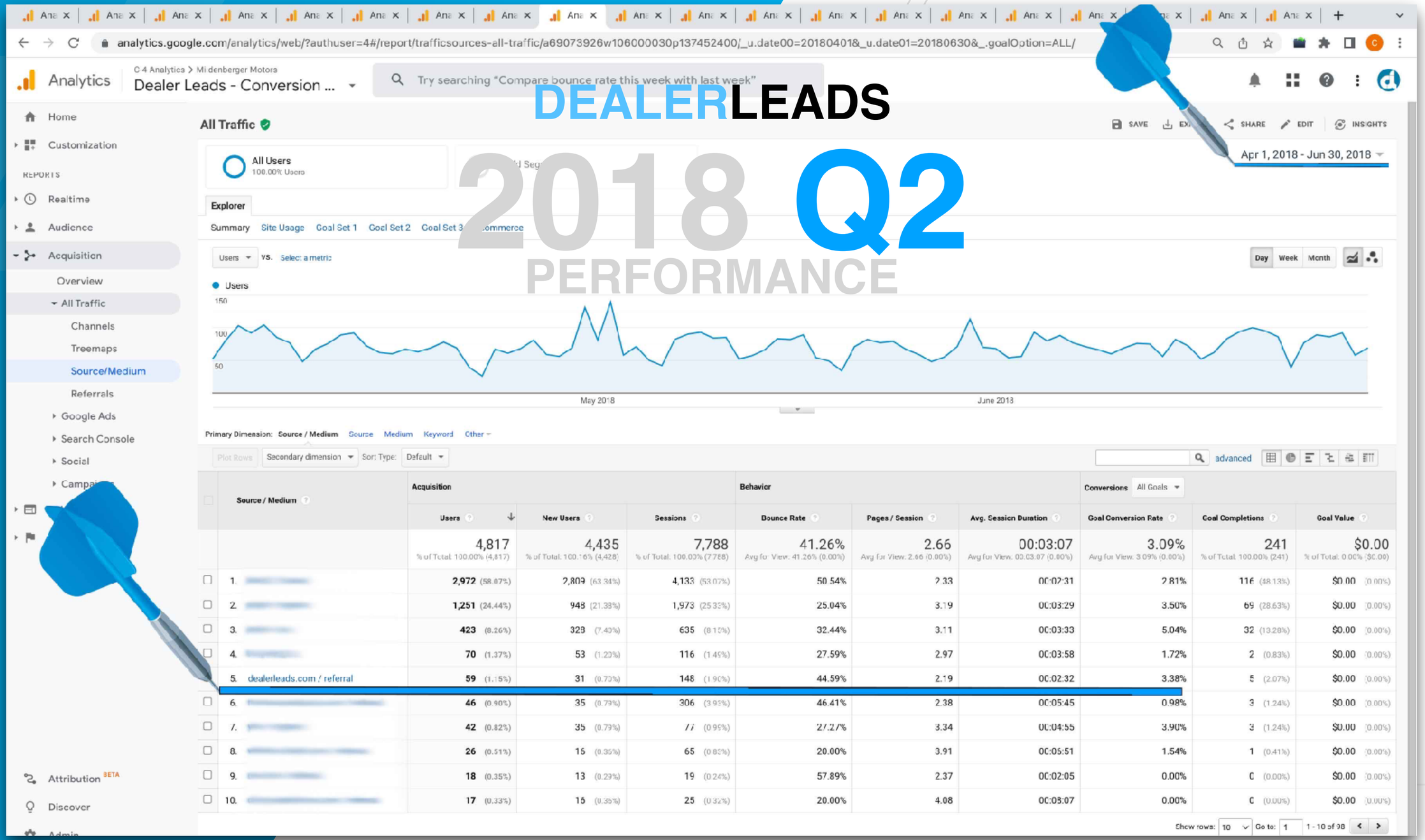


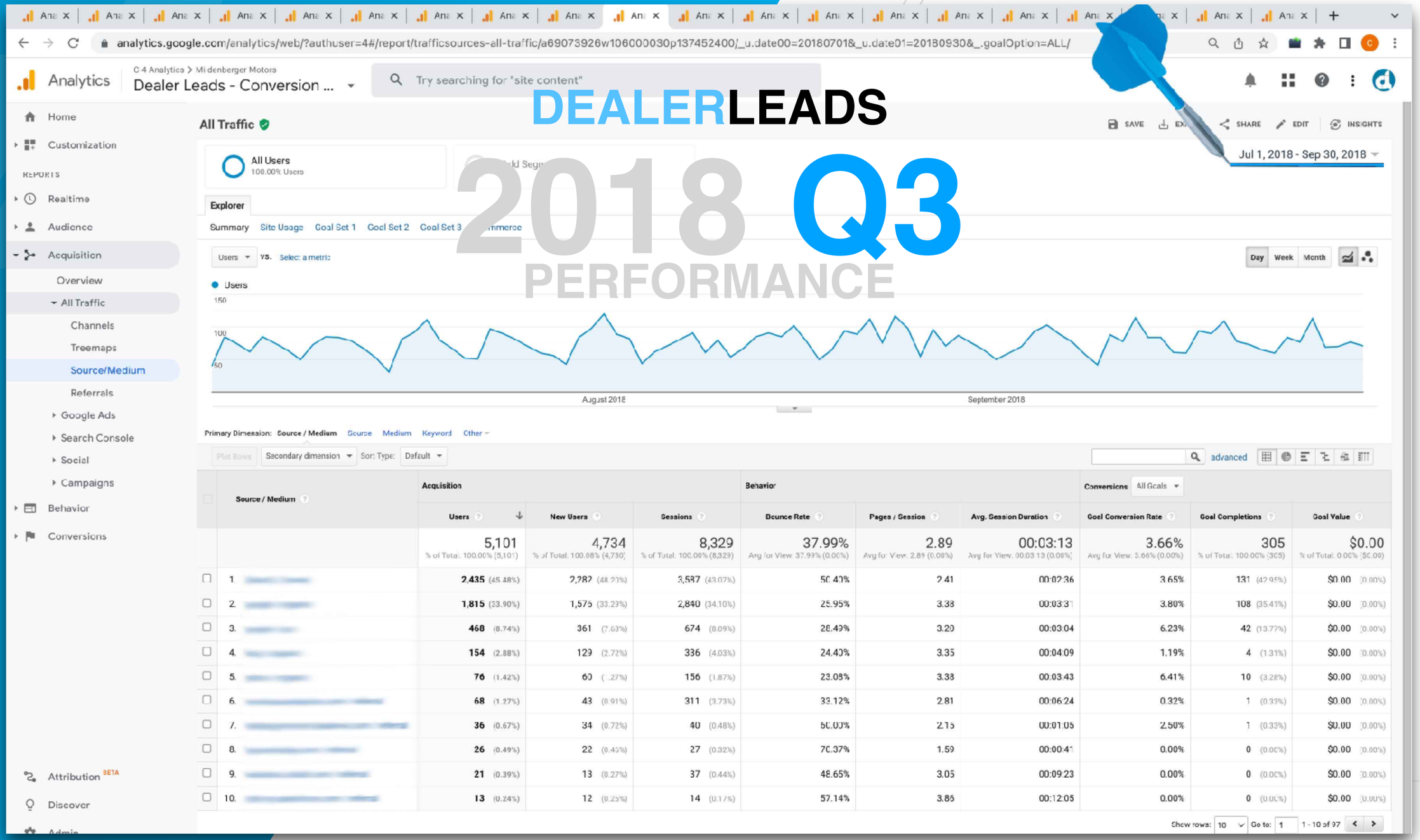
DEALERLEADS

2017 Q4 PERFORMANCE



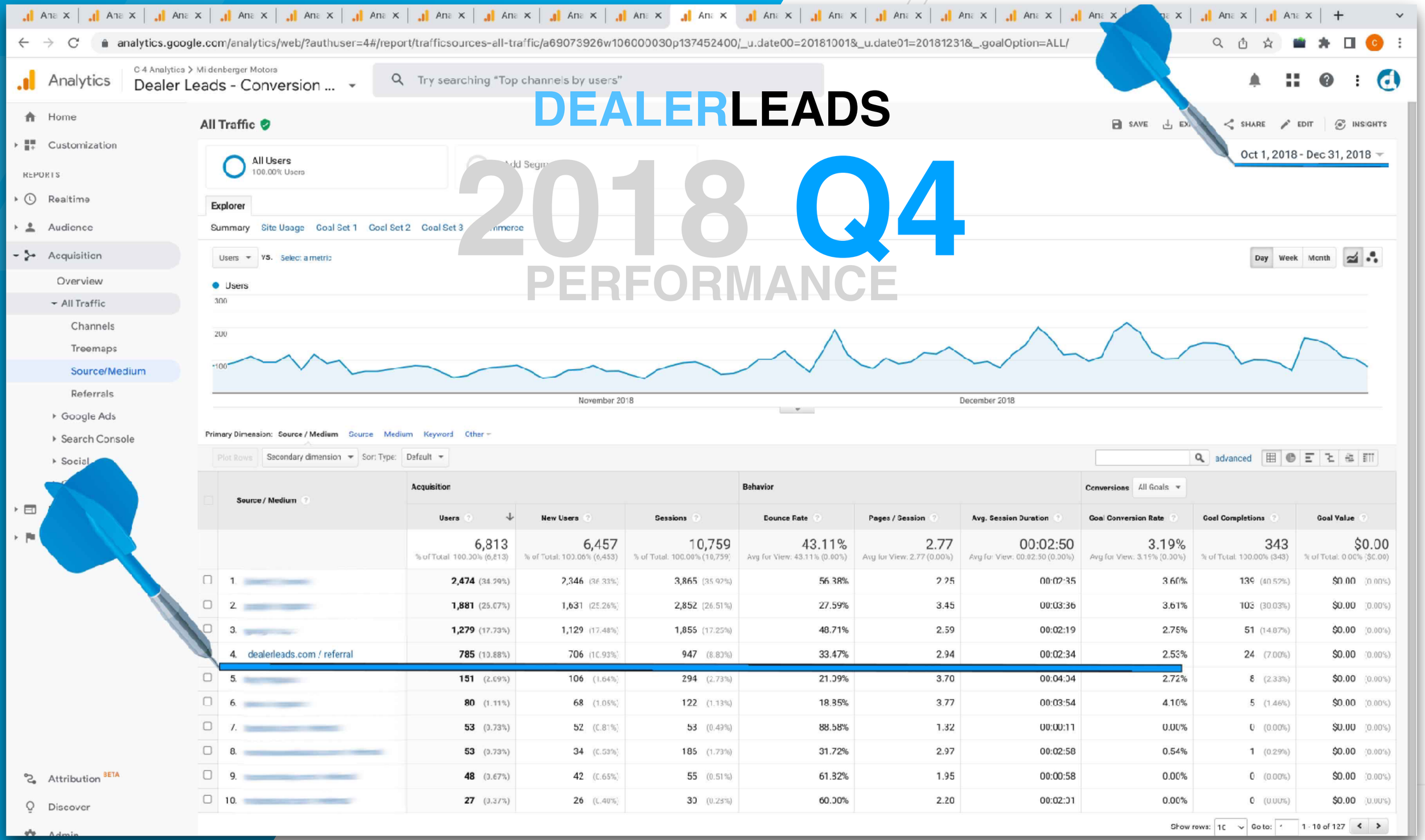

DEALERLEADS
2018 Q1
PERFORMANCE
Analytics
Dealer Leads - Conversion ...
Try searching "Top countries by users"
analytics.google.com/analytics/web/?authuser=4#/report/trafficsources-all-traffic/a69073926w106000030p137452400/_u.date00=20180101&_u.date01=20180331&_.goalOption=ALL/
All Traffic
SAVE
SHARE
EDIT
INSIGHTS
Jan 1, 2018 - Mar 31, 2018
All Users
100.00% Users
Explorer
Summary
Site Usage
Goal Set 1
Goal Set 2
Goal Set 3
Users
Day
Week
Month
February 2018
March 2018
Primary Dimension: Source / Medium
Source
Medium
Keyword
Other
Secondary dimension
Default
advanced
Source / Medium
Acquisition
Behavior
Conversions
All Goals
Users
New Users
Sessions
Bounce Rate
Pages / Session
Avg. Session Duration
Goal Conversion Rate
Goal Completions
Goal Value
5,801
% of Total: 100.00% (5,801)
5,374
% of Total: 100.11% (5,368)
9,223
% of Total: 100.03% (9,223)
37.47%
Avg for View: 37.47% (0.00%)
2.49
Avg for View: 2.49 (0.00%)
00:02:54
Avg for View: 00:02:54 (0.00%)
3.63%
Avg for View: 3.63% (0.00%)
335
% of Total: 100.00% (335)
$0.00
% of Total: 0.00% ($0.00)
1. 2,613 (41.84%) 2,451 (45.61%) 3,756 (40.72%) 43.80% 2.31 00:02:53 2.93% 110 (32.84%) $0.00 (0.00%)
2. 1,357 (21.73%) 1,009 (18.78%) 2,288 (24.81%) 24.43% 2.84 00:03:23 5.03% 115 (34.33%) $0.00 (0.00%)
3. dealerleads.com / referral 1,049 (16.80%) 899 (16.73%) 1,400 (15.18%) 26.07% 2.53 00:02:15 4.71% 66 (19.70%) $0.00 (0.00%)
4. 404 (6.47%) 404 (7.52%) 404 (4.38%) 100.00% 1.00 00:00:00 0.00% 0 (0.00%) $0.00 (0.00%)
5. 401 (6.42%) 282 (5.25%) 661 (7.17%) 28.44% 2.99 00:03:55 4.39% 29 (8.66%) $0.00 (0.00%)
6. 47 (0.75%) 33 (0.61%) 59 (0.64%) 27.12% 2.25 00:02:44 3.39% 2 (0.60%) $0.00 (0.00%)
7. 41 (0.66%) 35 (0.67%) 68 (0.74%) 25.00% 3.24 00:05:11 1.47% 1 (0.30%) $0.00 (0.00%)
8. 38 (0.61%) 38 (0.71%) 38 (0.41%) 86.84% 1.26 00:00:14 2.63% 1 (0.30%) $0.00 (0.00%)
9. 27 (0.43%) 19 (0.35%) 70 (0.76%) 35.71% 4.80 00:07:16 0.00% 0 (0.00%) $0.00 (0.00%)
10. 25 (0.40%) 25 (0.47%) 25 (0.27%) 88.00% 1.20 00:00:07 4.00% 1 (0.30%) $0.00 (0.00%)
Show rows: 10
Go to: 1
1 - 10 of 92
Attribution BETA
Discover
Admin


DEALERLEADS
2018 Q2
PERFORMANCE
analytics.google.com/analytics/web/?authuser=4#/report/trafficsources-all-traffic/a69073926w106000030p137452400/_u.date00=20180401&_u.date01=20180630&_.goalOption=ALL/
Analytics
C 4 Analytics > Mi denberger Motors
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
All Traffic
SAVE
SHARE
EDIT
INSIGHTS
Apr 1, 2018 - Jun 30, 2018
All Users
100.00% Users
Explorer
Summary
Site Usage
Goal Set 1
Goal Set 2
Goal Set 3
Users
vs.
Select a metric
Day
Week
Month
150
100
50
May 2018
June 2018
Primary Dimension: Source / Medium
Source
Medium
Keyword
Other
Plot Rows
Secondary dimension
Sort Type:
Default
advanced
Source / Medium
Acquisition
Behavior
Conversions
All Goals
Users
New Users
Sessions
Bounce Rate
Pages / Session
Avg. Session Duration
Goal Conversion Rate
Goal Completions
Goal Value
4,817
% of Total: 100.00% (4,817)
4,435
% of Total: 100.16% (4,428)
7,788
% of Total: 100.03% (7,788)
41.26%
Avg for View: 41.26% (0.00%)
2.66
Avg for View: 2.66 (0.00%)
00:03:07
Avg for View: 00:03:07 (0.00%)
3.09%
Avg for View: 3.09% (0.00%)
241
% of Total: 100.00% (241)
$0.00
% of Total: 0.00% ($0.00)
1. 2,972 (58.07%) 2,809 (63.34%) 4,133 (53.07%) 50.54% 2.33 00:02:31 2.81% 116 (48.13%) $0.00 (0.00%)
2. 1,251 (24.44%) 948 (21.38%) 1,973 (25.33%) 25.04% 3.19 00:03:29 3.50% 69 (28.63%) $0.00 (0.00%)
3. 423 (8.26%) 329 (7.42%) 635 (8.15%) 32.44% 3.11 00:03:33 5.04% 32 (13.28%) $0.00 (0.00%)
4. 70 (1.37%) 53 (1.20%) 116 (1.49%) 27.59% 2.97 00:03:58 1.72% 2 (0.83%) $0.00 (0.00%)
5. dealerleads.com / referral 59 (1.15%) 31 (0.70%) 148 (1.90%) 44.59% 2.19 00:02:32 3.38% 5 (2.07%) $0.00 (0.00%)
6. 46 (0.90%) 35 (0.79%) 306 (3.93%) 46.41% 2.38 00:05:45 0.98% 3 (1.24%) $0.00 (0.00%)
7. 42 (0.82%) 35 (0.79%) 77 (0.99%) 27.27% 3.34 00:04:55 3.90% 3 (1.24%) $0.00 (0.00%)
8. 26 (0.51%) 15 (0.34%) 65 (0.83%) 20.00% 3.91 00:05:51 1.54% 1 (0.41%) $0.00 (0.00%)
9. 18 (0.35%) 13 (0.29%) 19 (0.24%) 57.89% 2.37 00:02:05 0.00% 0 (0.00%) $0.00 (0.00%)
10. 17 (0.33%) 15 (0.34%) 25 (0.32%) 20.00% 4.08 00:03:07 0.00% 0 (0.00%) $0.00 (0.00%)
Show rows: 10
Go to: 1
1 - 10 of 98


DEALERLEADS
2018 Q3
PERFORMANCE
Analytics
Dealer Leads - Conversion ...
All Traffic
Jul 1, 2018 - Sep 30, 2018
Home
Customization
Realtime
Audience
Acquisition
Overview
All Traffic
Channels
Treemaps
Source/Medium
Referrals
Google Ads
Search Console
Social
Campaigns
Behavior
Conversions
Attribution
Discover
Admin
Explorer
Summary
Site Usage
Goal Set 1
Goal Set 2
Goal Set 3
August 2018
September 2018

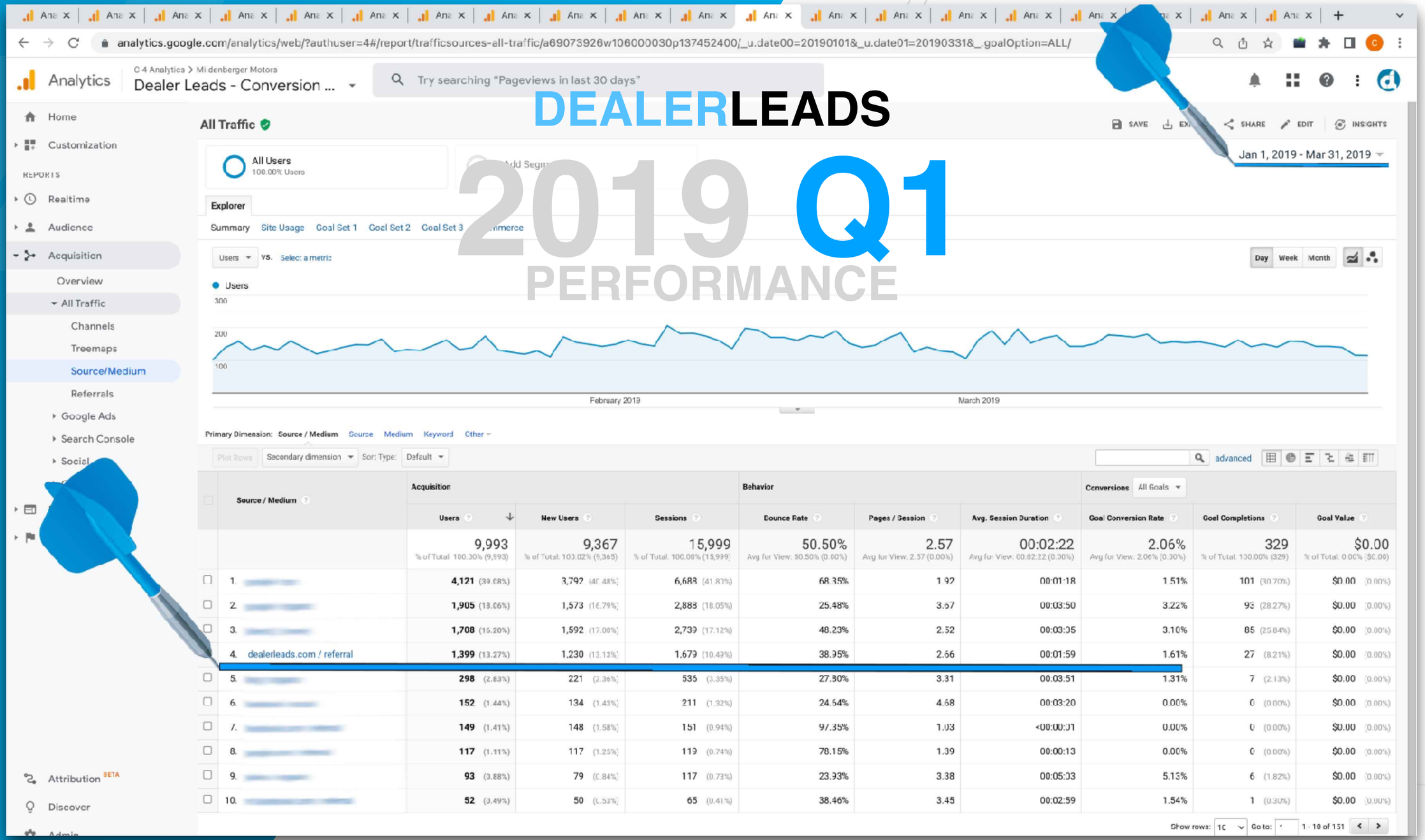
DEALERLEADS

2018 Q4 PERFORMANCE



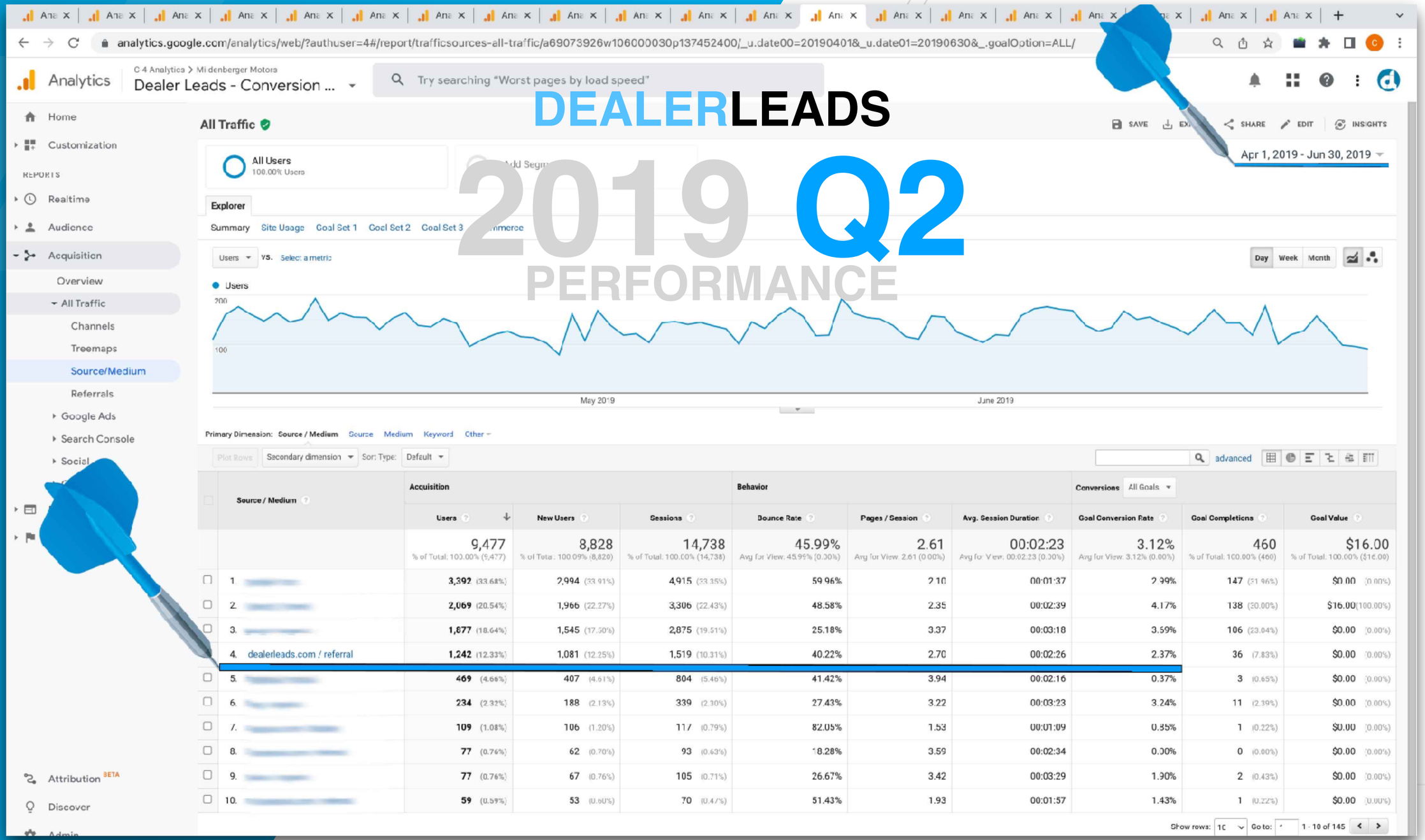
DEALERLEADS

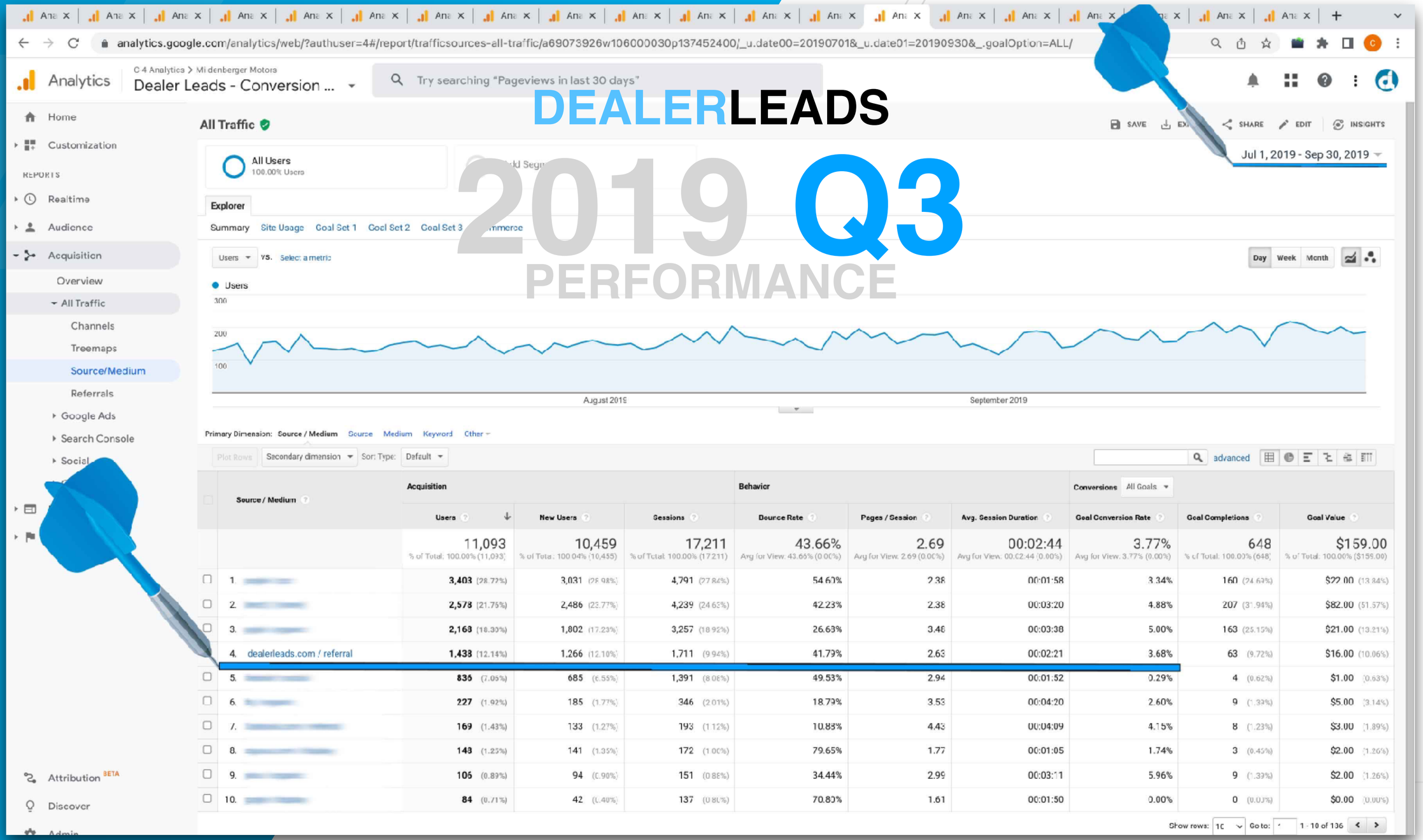
2019 Q1 PERFORMANCE



DEALERLEADS

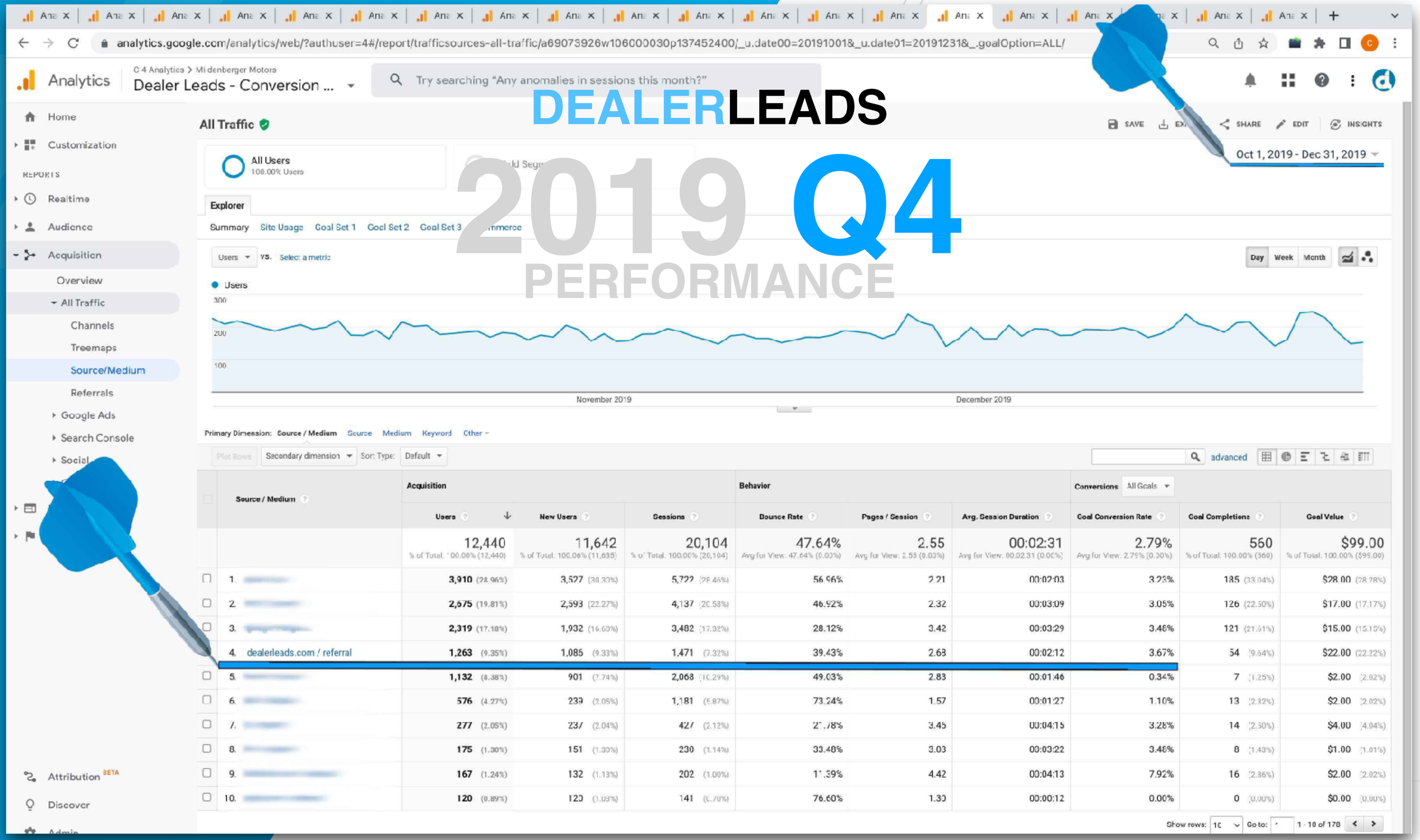
2019 Q2 PERFORMANCE




DEALERLEADS
2019 Q3
PERFORMANCE
Analytics
Dealer Leads - Conversion ...
Try searching "Pageviews in last 30 days"
Home
Customization
REPORTS
Realtime
Audience
Acquisition
Overview
All Traffic
Channels
Treemaps
Source/Medium
Referrals
Google Ads
Search Console
Social
Attribution BETA
Discover
Admin
All Traffic
SAVE
SHARE
EDIT
INSIGHTS
Jul 1, 2019 - Sep 30, 2019
All Users
100.00% Users
Explorer
Summary
Site Usage
Goal Set 1
Goal Set 2
Goal Set 3
Users
vs.
Select a metric
Day
Week
Month
Users
300
200
100
August 2019
September 2019
Primary Dimension: Source / Medium
Source
Medium
Keyword
Other
Plot Rows
Secondary dimension
Sort Type:
Default
advanced
Source / Medium
Acquisition
Behavior
Conversions
All Goals
Users
New Users
Sessions
Bounce Rate
Pages / Session
Avg. Session Duration
Goal Conversion Rate
Goal Completions
Goal Value
11,093
% of Total: 100.00% (11,093)
10,459
% of Total: 100.04% (10,455)
17,211
% of Total: 100.00% (17,211)
43.66%
Avg for View: 43.66% (0.00%)
2.69
Avg for View: 2.69 (0.00%)
00:02:44
Avg for View: 00:02:44 (0.00%)
3.77%
Avg for View: 3.77% (0.00%)
648
% of Total: 100.00% (648)
$159.00
% of Total: 100.00% ($159.00)
1. 3,403 (28.77%) 3,031 (28.98%) 4,791 (27.84%) 54.60% 2.38 00:01:58 3.34% 160 (24.69%) $22.00 (13.84%)
2. 2,578 (21.79%) 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. 2,163 (18.29%) 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. 835 (7.06%) 685 (6.55%) 1,391 (8.08%) 49.53% 2.94 00:01:52 0.29% 4 (0.62%) $1.00 (0.63%)
6. 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. 169 (1.43%) 133 (1.27%) 193 (1.12%) 10.88% 4.43 00:04:09 4.15% 8 (1.23%) $3.00 (1.89%)
8. 143 (1.21%) 141 (1.35%) 172 (1.00%) 79.65% 1.77 00:01:05 1.74% 3 (0.46%) $2.00 (1.26%)
9. 105 (0.89%) 94 (0.90%) 151 (0.88%) 34.44% 2.99 00:03:11 5.96% 9 (1.39%) $2.00 (1.26%)
10. 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%)
Show rows: 10
Go to: 1
1 - 10 of 136

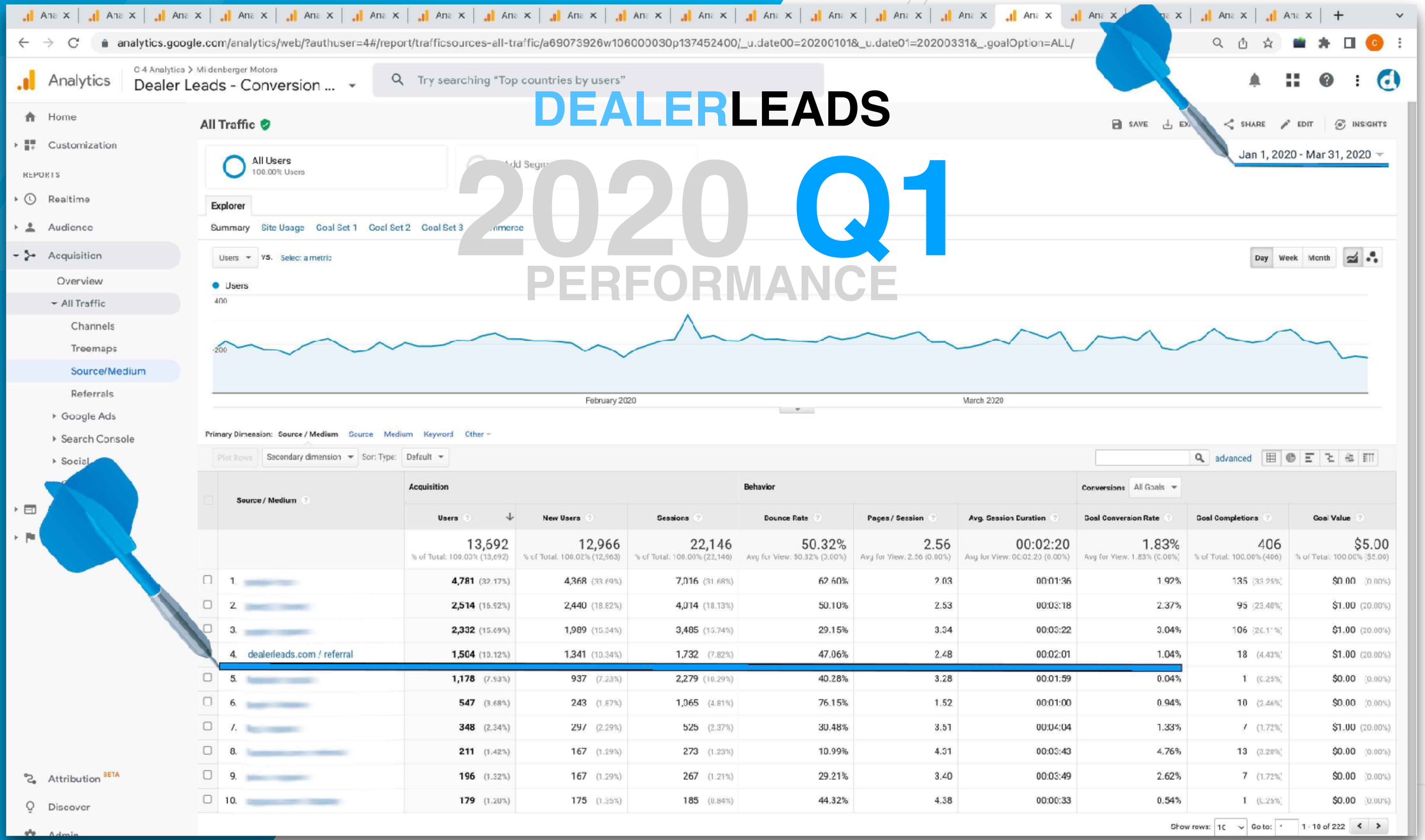
DEALERLEADS

2019 Q4 PERFORMANCE



DEALERLEADS

2020 Q1 PERFORMANCE



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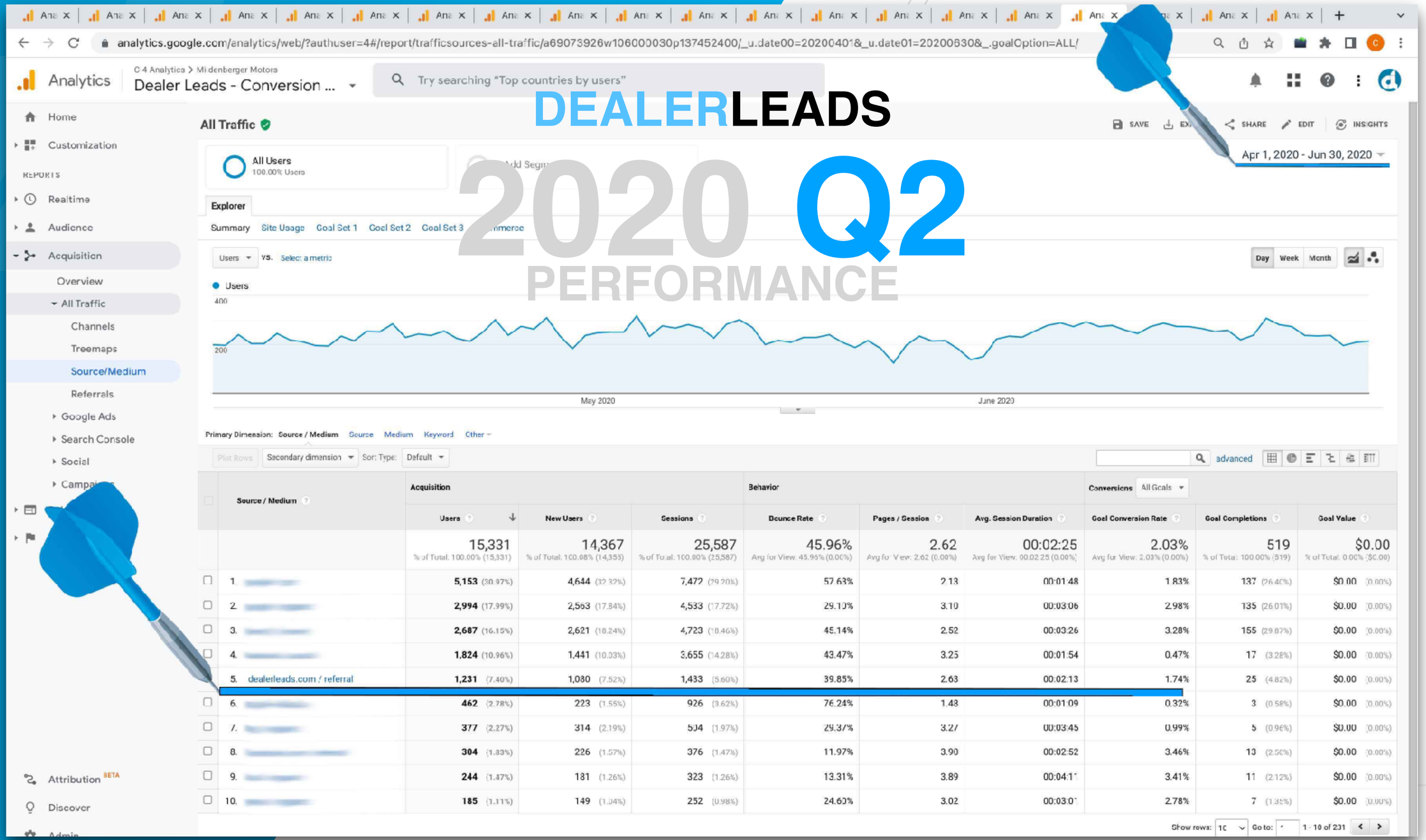
2020 Q2 PERFORMANCE



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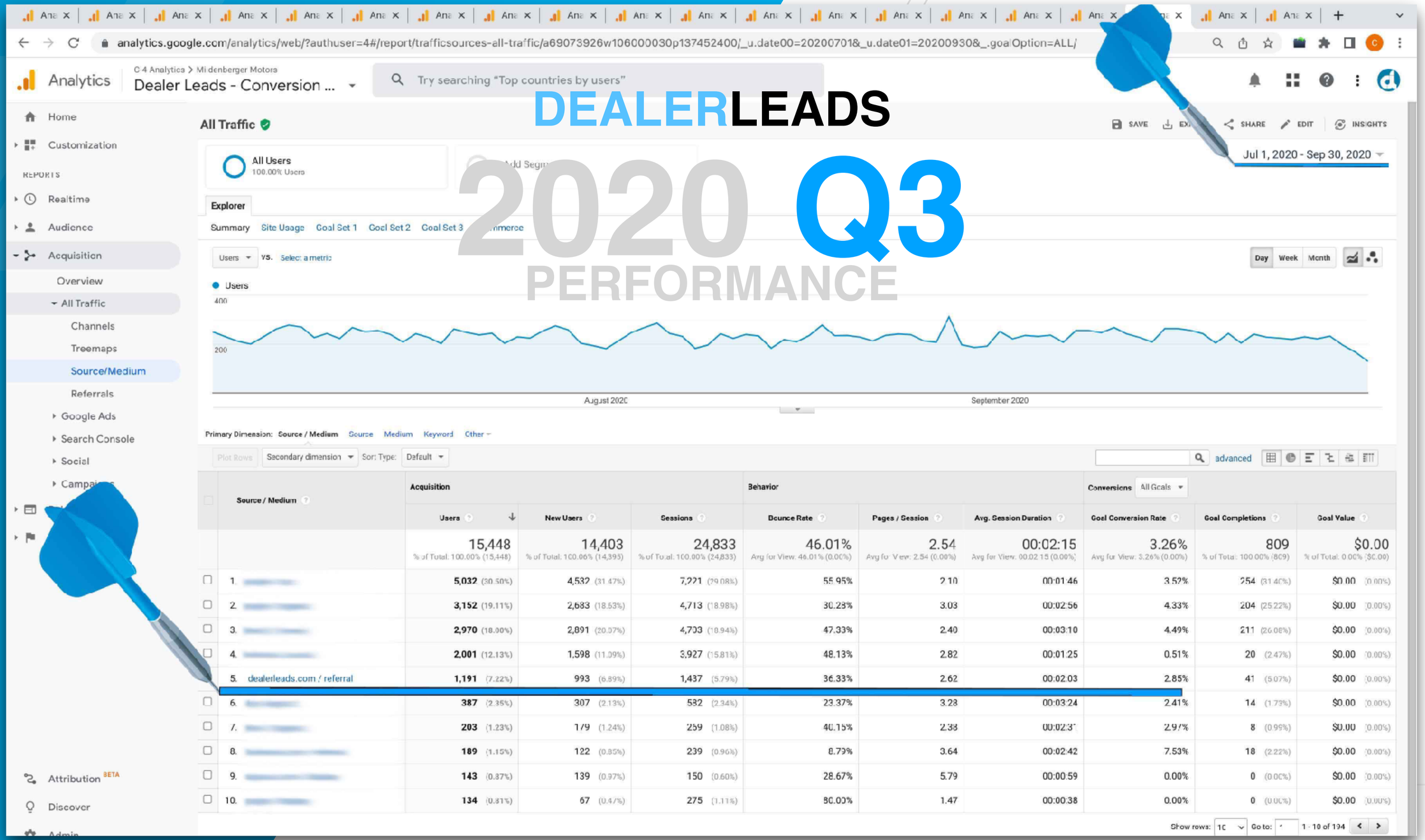
2020 Q3 PERFORMANCE



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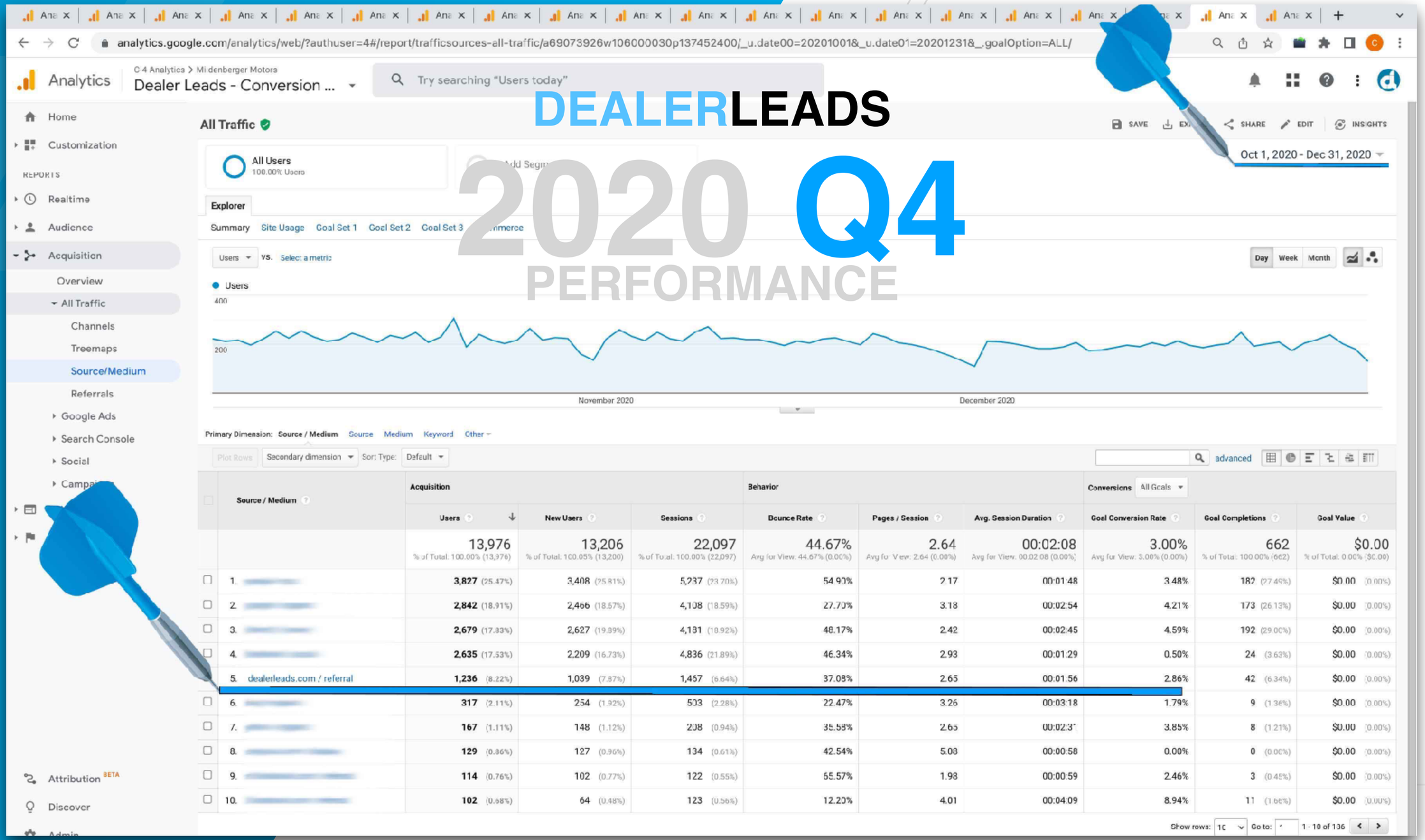
2020 Q4 PERFORMANCE



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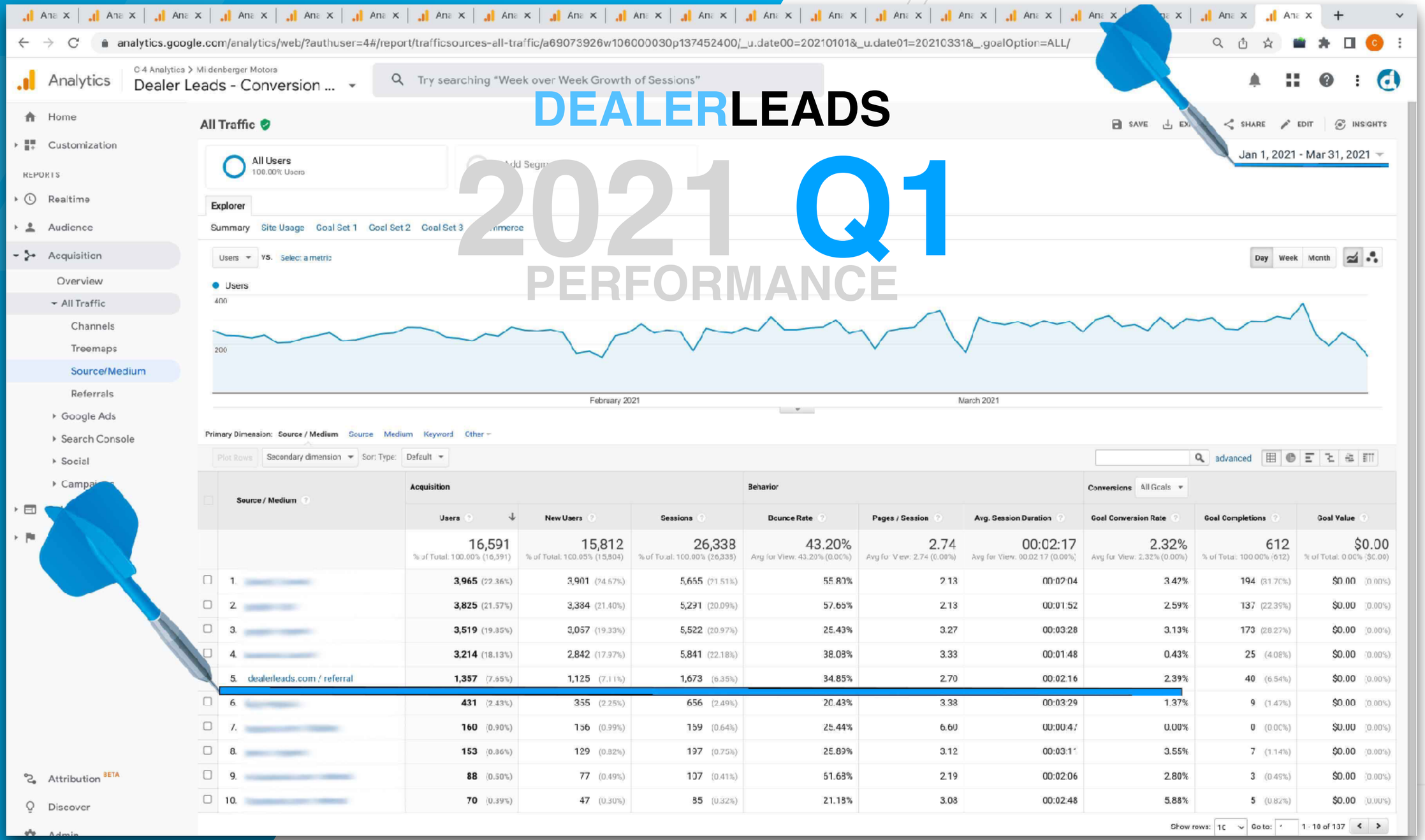
2021 Q1 PERFORMANCE



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

2023

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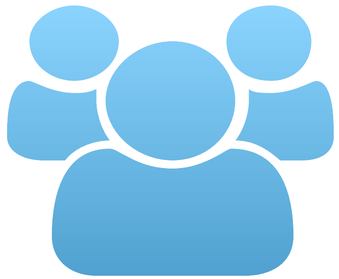

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