



A family owned and operated company.

(800) 369-3003

dealerleads.com

5 YEAR PLUS

PARTNER CASE STUDY #107

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DealerLeads.com "We have a better mousetrap."

OUR SIX FOCAL POINTS

1 Media Buy / The Budget

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

4 Time On Site

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

2 Bounce Rate Comparison

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

5 City Locale

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

3 Page View / SRP View / VDP Views

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

6 Traffic Sustainability

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

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

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

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

THE MATH

Introducing
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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.

DEALERLEADS

2017-2022 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

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

Users vs. Select a metric

Users

3,000

2,000

1,000

2018

2019

2020

2021

2022

Primary Dimension: Source / Medium

Plot Rows

Secondary dimension

Sort 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
	600,078 <small>% of Total: 100.00% (600,078)</small>	613,204 <small>% of Total: 100.00% (613,204)</small>	876,924 <small>% of Total: 100.00% (876,924)</small>	36.64% <small>Arg for View: 36.64% (0.00%)</small>	2.26 <small>Arg for View: 2.26 (0.00%)</small>	00:01:50 <small>Arg for View: 00:01:50 (0.00%)</small>	2.42% <small>Arg for View: 2.42% (0.00%)</small>	21,231 <small>% of Total: 100.00% (21,231)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	124,443 (19.25%)	119,706 (19.52%)	183,868 (21.07%)	24.92%	3.40	00:03:04	3.45%	6,342 (29.87%)	\$0.00 (0.00%)
2. [blurred]	107,838 (16.68%)	103,897 (16.94%)	165,396 (18.86%)	26.06%	1.42	00:00:50	2.35%	3,883 (18.31%)	\$0.00 (0.00%)
3. [blurred]	100,050 (15.47%)	100,542 (16.40%)	123,559 (14.09%)	47.82%	2.32	00:02:10	2.17%	2,685 (12.66%)	\$0.00 (0.00%)
4. [blurred]	66,272 (10.25%)	64,548 (10.53%)	83,702 (9.54%)	42.53%	1.31	00:00:40	1.97%	1,651 (7.78%)	\$0.00 (0.00%)
5. [blurred]	52,303 (8.09%)	48,438 (7.90%)	74,014 (8.44%)	36.97%	2.56	00:02:08	3.79%	2,804 (13.21%)	\$0.00 (0.00%)
6. dealerleads.com / referral	22,095 (3.42%)	19,537 (3.19%)	29,704 (3.39%)	29.69%	3.04	00:02:37	3.37%	1,002 (4.72%)	\$0.00 (0.00%)
7. [blurred]	17,973 (2.78%)	13,382 (2.18%)	25,333 (2.89%)	47.31%	1.79	00:01:03	1.02%	263 (1.26%)	\$0.00 (0.00%)
8. [blurred]	16,771 (2.59%)	16,723 (2.73%)	17,018 (1.94%)	47.14%	2.23	00:02:18	0.69%	117 (0.55%)	\$0.00 (0.00%)
9. [blurred]	12,624 (1.95%)	12,479 (2.04%)	13,017 (1.48%)	49.12%	1.97	00:01:07	0.44%	57 (0.27%)	\$0.00 (0.00%)
10. [blurred]	8,264 (1.28%)	6,735 (1.10%)	15,419 (1.76%)	30.33%	1.43	00:01:04	0.54%	83 (0.39%)	\$0.00 (0.00%)

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

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

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

HARD GOAL CONVERSIONS

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

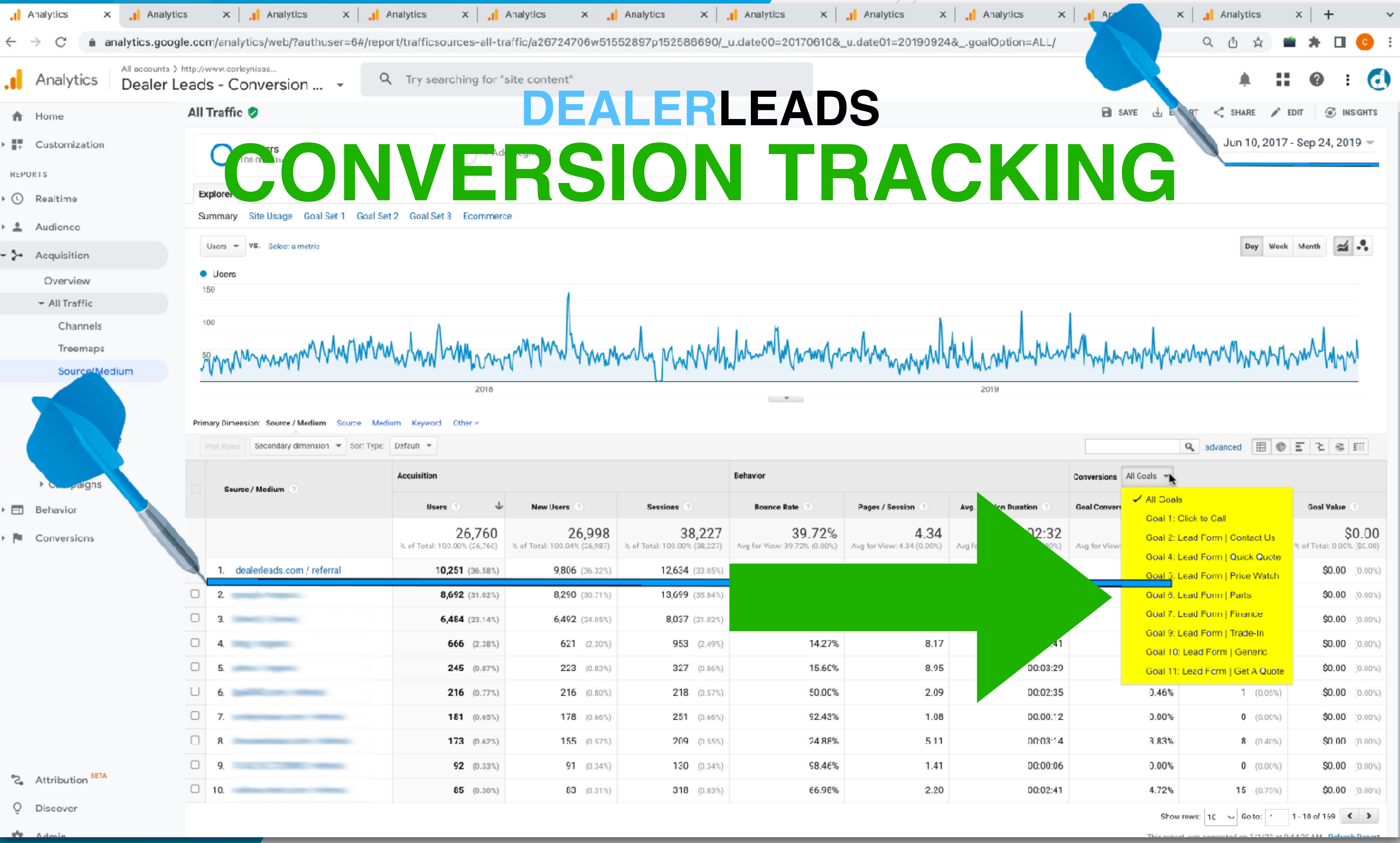
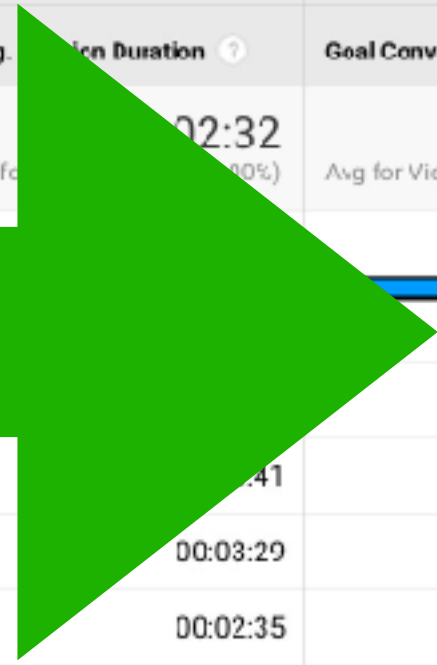
DEALERLEADS

CONVERSION TRACKING



Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion %	Goal Count	Goal Value
1. dealerleads.com / referral	10,251 (36.58%)	9,806 (36.32%)	12,634 (33.05%)						
2. [blurred]	8,692 (31.02%)	8,290 (30.71%)	13,699 (35.84%)						
3. [blurred]	6,484 (23.14%)	6,492 (24.05%)	8,037 (21.02%)						
4. [blurred]	666 (2.38%)	621 (2.30%)	953 (2.49%)	14.27%	8.17				
5. [blurred]	245 (0.87%)	223 (0.83%)	327 (0.86%)	15.60%	8.95	00:03:29			
6. [blurred]	216 (0.77%)	216 (0.80%)	218 (0.57%)	50.00%	2.09	00:02:35	0.46%	1 (0.05%)	\$0.00 (0.00%)
7. [blurred]	181 (0.65%)	178 (0.66%)	251 (0.66%)	92.43%	1.08	00:00:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. [blurred]	173 (0.62%)	155 (0.57%)	209 (0.55%)	24.88%	5.11	00:03:14	3.83%	8 (0.40%)	\$0.00 (0.00%)
9. [blurred]	92 (0.33%)	91 (0.34%)	130 (0.34%)	98.46%	1.41	00:00:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. [blurred]	85 (0.30%)	83 (0.31%)	318 (0.83%)	66.96%	2.20	00:02:41	4.72%	15 (0.75%)	\$0.00 (0.00%)

- All Goals
- Goal 1: Click to Call
- Goal 2: Lead Form | Contact Us
- Goal 4: Lead Form | Quick Quote
- Goal 5: Lead Form | Price Watch
- Goal 6: Lead Form | Parts
- Goal 7: Lead Form | Finance
- Goal 9: Lead Form | Trade-In
- Goal 10: Lead Form | Generic
- Goal 11: Lead Form | Get A Quote



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

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

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

OUR TRAFFIC & CITY LOCATION

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

DEALERLEADS

CONSISTENT TRAFFIC

month after month, year after year.

The screenshot displays a Google Analytics report for 'Dealer Leads - Conversion ...'. The report is titled 'All Traffic' and shows data for the period 'Aug 8, 2017 - Dec 31, 2022'. The primary dimension is 'Source / Medium', and the secondary dimension is 'Other'. The report shows a consistent flow of traffic over time, with a notable spike in 2020. The table below provides detailed metrics for the top source/medium: 'dealerleads.com / referral'.

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	22,095 % of Total: 3.68% (600,078)	19,537 % of Total: 3.19% (613,204)	29,704 % of Total: 3.39% (876,924)	29.69% Avg for View: 35.64% (-18.97%)	3.04 Avg for View: 2.26 (34.62%)	00:02:37 Avg for View: 00:01:50 (42.51%)	3.37% Avg for View: 2.42% (39.33%)	1,002 % of Total: 4.72% (21,231)	\$0.00 % of Total: 0.00% (\$0.00)
1. dealerleads.com / referral	22,095 (100.00%)	19,537 (100.00%)	29,704 (100.00%)	29.69%	3.04	00:02:37	3.37%	1,002 (100.00%)	\$0.00 (0.00%)

DEALERLEADS

TRAFFIC CITY LOCALE

and the relationship to the dealer's location

All Traffic

SAVE EXPORT SHARE EDIT INSIGHTS

Aug 8, 2017 - Dec 31, 2022

All Users
3.68% Users

Explorer

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

Users vs. Select a metric

Day Week Month



Primary Dimension: Source / Medium Other

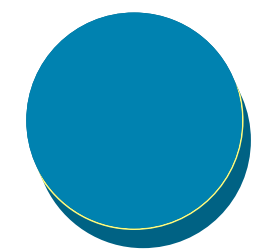
Plot Rows Secondary dimension: City Sort Type Default

advanced

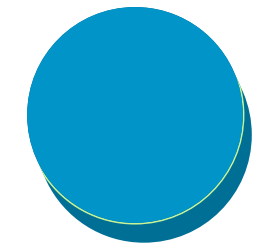
Source / Medium	City	Acquisition			Behavior			Conversions		
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		18,762 % of Total: 3.13% (500,078)	17,063 % of Total: 2.78% (613,234)	24,838 % of Total: 2.83% (876,924)	32.77% Avg for View: 36.64% (-10.87%)	2.85 Avg for View: 2.26 (25.85%)	00:02:24 Avg for View: 00:01:50 (30.30%)	3.39% Avg for View: 2.42% (40.10%)	848 % of Total: 3.99% (21,231)	\$0.00 % of Total: 0.00% (\$0.00)
1. dealerleads.com / referral	Phoenix	6,322 (32.10%)	5,592 (32.77%)	7,532 (30.32%)	33.91%	2.84	00:02:07	4.21%	317 (37.38%)	\$0.00 (0.00%)
2. dealerleads.com / referral	Mesa	2,222 (11.28%)	1,783 (10.45%)	4,367 (17.58%)	25.72%	2.90	00:03:18	2.47%	108 (12.74%)	\$0.00 (0.00%)
3. dealerleads.com / referral	Chandler	932 (4.73%)	739 (4.33%)	1,155 (4.65%)	25.26%	3.51	00:03:07	3.46%	40 (4.72%)	\$0.00 (0.00%)
4. dealerleads.com / referral	Gilbert	811 (4.12%)	669 (3.92%)	993 (4.00%)	24.87%	3.60	00:03:36	4.23%	42 (4.93%)	\$0.00 (0.00%)
5. dealerleads.com / referral	Tempe	767 (3.89%)	615 (3.61%)	867 (3.49%)	33.68%	2.98	00:02:14	3.65%	32 (3.77%)	\$0.00 (0.00%)
6. dealerleads.com / referral	Scottsdale	766 (3.89%)	652 (3.82%)	931 (3.75%)	27.93%	2.97	00:02:06	2.36%	22 (2.59%)	\$0.00 (0.00%)
7. dealerleads.com / referral	Los Angeles	579 (2.94%)	494 (2.90%)	695 (2.80%)	38.79%	2.49	00:01:58	5.75%	40 (4.72%)	\$0.00 (0.00%)
8. dealerleads.com / referral	Glendale	379 (1.92%)	350 (2.05%)	419 (1.69%)	42.48%	2.35	00:01:44	2.39%	10 (1.18%)	\$0.00 (0.00%)
9. dealerleads.com / referral	(no: set)	359 (1.82%)	335 (1.95%)	384 (1.55%)	46.09%	2.05	00:00:59	1.82%	7 (0.83%)	\$0.00 (0.00%)
10. dealerleads.com / referral	Tucson	279 (1.42%)	252 (1.48%)	320 (1.32%)	27.96%	3.05	00:02:19	2.43%	8 (0.94%)	\$0.00 (0.00%)

LET'S GO

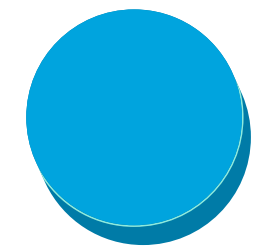
Quarter by Quarter



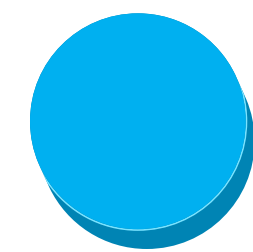
1ST QUARTER REPORTING
JAN 1 thru MAR 31



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 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

1,000

500

November 2017 December 2017

Day Week Month

Primary Dimension: Source / Medium Source Medium Keyword Other

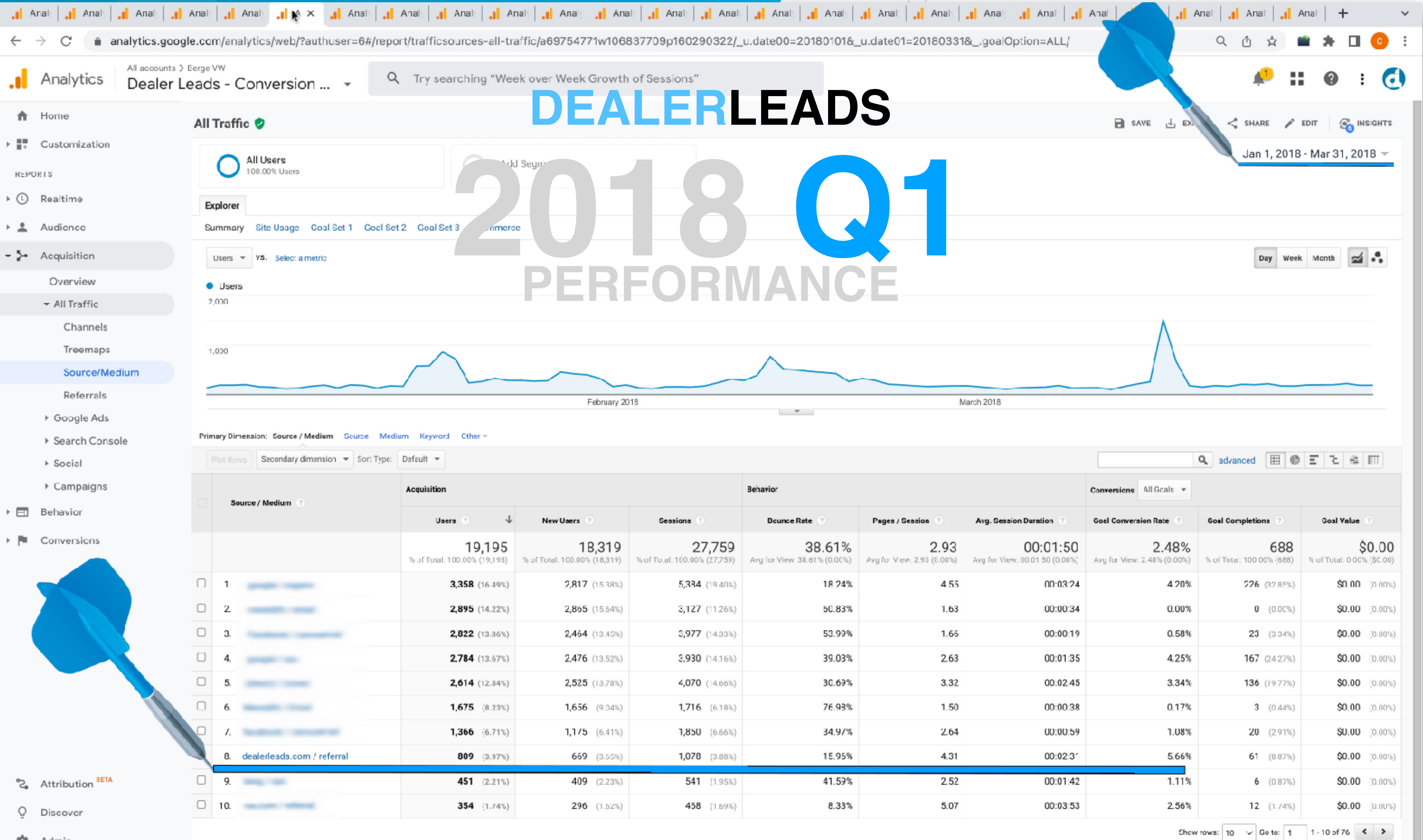
Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	19,225 <small>% of Total: 100.00% (19,225)</small>	18,696 <small>% of Total: 100.00% (18,696)</small>	27,584 <small>% of Total: 100.00% (27,584)</small>	52.80% <small>Avg for View: 52.80% (0.00%)</small>	2.32 <small>Avg for View: 2.32 (0.00%)</small>	00:01:43 <small>Avg for View: 00:01:43 (0.00%)</small>	2.24% <small>Avg for View: 2.24% (0.00%)</small>	617 <small>% of Total: 100.00% (617)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	3,227 (16.17%)	2,750 (14.71%)	5,041 (18.28%)	71.95%	3.70	00:03:19	3.65%	184 (29.82%)	\$0.00 (0.00%)
2. [blurred]	3,128 (15.68%)	2,851 (15.25%)	4,552 (16.50%)	56.48%	2.05	00:01:26	3.49%	159 (25.77%)	\$0.00 (0.00%)
3. [blurred]	2,967 (14.87%)	2,942 (15.74%)	4,737 (17.06%)	85.62%	1.19	00:00:17	0.62%	29 (4.70%)	\$0.00 (0.00%)
4. [blurred]	2,878 (14.43%)	2,870 (15.35%)	3,037 (10.90%)	73.23%	1.55	00:00:39	0.27%	8 (1.30%)	\$0.00 (0.00%)
5. [blurred]	2,803 (14.05%)	2,715 (14.52%)	4,496 (16.30%)	45.95%	2.43	00:02:28	2.87%	129 (20.91%)	\$0.00 (0.00%)
6. [blurred]	1,416 (7.10%)	1,385 (7.41%)	1,436 (5.42%)	46.25%	1.95	00:01:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. [blurred]	943 (4.73%)	918 (4.91%)	1,130 (4.10%)	71.05%	1.76	00:00:58	1.59%	18 (2.92%)	\$0.00 (0.00%)
8. dealerleads.com / referral	823 (4.13%)	729 (3.90%)	971 (3.52%)	24.92%	3.37	00:02:18	4.43%	43 (6.97%)	\$0.00 (0.00%)
9. [blurred]	429 (2.15%)	410 (2.19%)	471 (1.71%)	85.77%	1.17	00:00:20	0.42%	2 (0.32%)	\$0.00 (0.00%)
10. [blurred]	407 (2.04%)	343 (1.83%)	476 (1.73%)	8.61%	4.43	00:03:22	2.94%	14 (2.27%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 75

DEALERLEADS

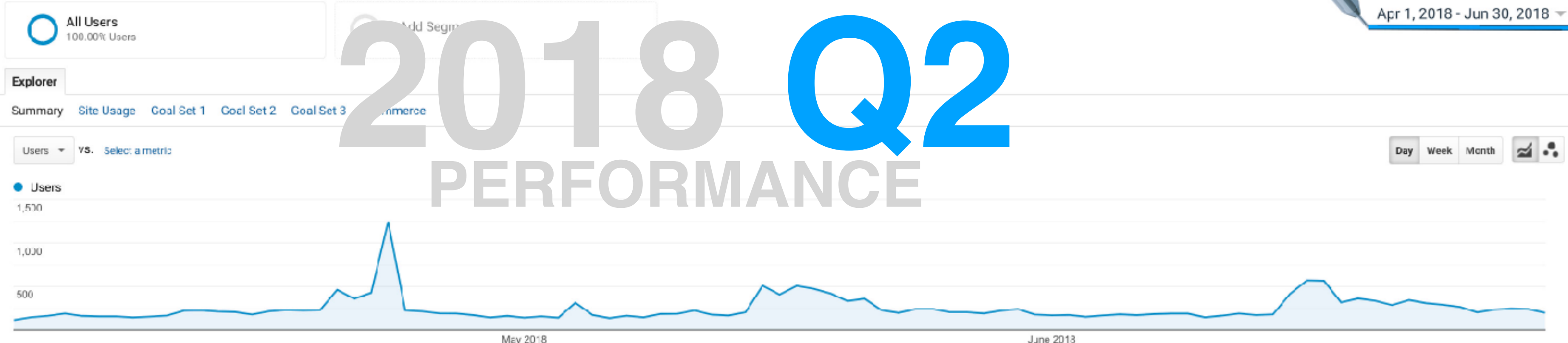
2018 Q1 PERFORMANCE



DEALERLEADS

2018 Q2 PERFORMANCE

All Traffic



Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	18,198 <small>% of Total: 100.00% (18,198)</small>	17,504 <small>% of Total: 100.00% (17,504)</small>	26,163 <small>% of Total: 100.00% (26,163)</small>	24.79% <small>Avg for View: 24.79% (0.00%)</small>	3.69 <small>Avg for View: 3.69 (0.00%)</small>	00:02:16 <small>Avg for View: 00:02:16 (0.00%)</small>	2.80% <small>Avg for View: 2.80% (0.00%)</small>	732 <small>% of Total: 100.00% (732)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	5,084 (26.24%)	5,068 (28.95%)	5,131 (19.80%)	39.51%	2.12	00:01:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. [blurred]	3,712 (19.16%)	3,051 (17.43%)	5,938 (22.70%)	15.63%	5.26	00:03:20	4.23%	251 (34.25%)	\$0.00 (0.00%)
3. [blurred]	3,079 (15.99%)	2,964 (16.93%)	5,032 (19.12%)	25.79%	3.71	00:02:49	3.28%	164 (22.40%)	\$0.00 (0.00%)
4. [blurred]	2,620 (13.52%)	2,316 (13.23%)	3,808 (14.55%)	23.61%	3.25	00:01:49	4.57%	174 (23.77%)	\$0.00 (0.00%)
5. [blurred]	1,159 (5.98%)	1,008 (5.76%)	1,472 (5.63%)	19.63%	2.83	00:00:42	0.61%	9 (1.23%)	\$0.00 (0.00%)
6. dealerleads.com / referral	825 (4.26%)	678 (3.87%)	1,118 (4.27%)	11.72%	5.13	00:02:29	4.92%	55 (7.51%)	\$0.00 (0.00%)
7. [blurred]	783 (4.04%)	733 (4.19%)	891 (3.41%)	34.57%	2.13	00:00:29	1.12%	10 (1.37%)	\$0.00 (0.00%)
8. [blurred]	602 (3.11%)	550 (3.14%)	741 (2.83%)	37.92%	2.61	00:01:38	2.16%	16 (2.19%)	\$0.00 (0.00%)
9. [blurred]	396 (2.04%)	316 (1.81%)	497 (1.90%)	8.65%	4.85	00:03:09	2.62%	13 (1.78%)	\$0.00 (0.00%)
10. [blurred]	271 (1.40%)	225 (1.29%)	370 (1.41%)	11.89%	4.76	00:03:53	2.70%	10 (1.37%)	\$0.00 (0.00%)

DEALERLEADS

2018 Q3 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

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

Users vs. Select a metric

Users

1,500

1,000

500

May 2018

June 2018

Day Week Month

Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	18,198 <small>% of Total: 100.00% (18,198)</small>	17,504 <small>% of Total: 100.00% (17,504)</small>	26,163 <small>% of Total: 100.00% (26,163)</small>	24.79% <small>Avg for View: 24.79% (0.00%)</small>	3.69 <small>Avg for View: 3.69 (0.00%)</small>	00:02:16 <small>Avg for View: 00:02:16 (0.00%)</small>	2.80% <small>Avg for View: 2.80% (0.00%)</small>	732 <small>% of Total: 100.00% (732)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	5,084 (26.24%)	5,068 (28.95%)	5,131 (19.80%)	39.51%	2.12	00:01:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. [blurred]	3,712 (19.16%)	3,051 (17.43%)	5,938 (22.70%)	15.63%	5.26	00:03:20	4.23%	251 (34.25%)	\$0.00 (0.00%)
3. [blurred]	3,079 (15.99%)	2,964 (16.93%)	5,032 (19.12%)	25.79%	3.71	00:02:49	3.28%	164 (22.40%)	\$0.00 (0.00%)
4. [blurred]	2,620 (13.52%)	2,316 (13.23%)	3,808 (14.55%)	23.61%	3.25	00:01:49	4.57%	174 (23.77%)	\$0.00 (0.00%)
5. [blurred]	1,159 (5.98%)	1,008 (5.76%)	1,472 (5.63%)	19.63%	2.83	00:00:42	0.61%	9 (1.23%)	\$0.00 (0.00%)
6. dealerleads.com / referral	825 (4.26%)	678 (3.87%)	1,118 (4.27%)	11.72%	5.13	00:02:29	4.92%	55 (7.51%)	\$0.00 (0.00%)
7. [blurred]	783 (4.04%)	733 (4.19%)	891 (3.41%)	34.57%	2.13	00:00:29	1.12%	10 (1.37%)	\$0.00 (0.00%)
8. [blurred]	602 (3.11%)	550 (3.14%)	741 (2.83%)	37.92%	2.61	00:01:38	2.16%	16 (2.19%)	\$0.00 (0.00%)
9. [blurred]	396 (2.04%)	316 (1.81%)	497 (1.90%)	8.65%	4.85	00:03:09	2.62%	13 (1.78%)	\$0.00 (0.00%)
10. [blurred]	271 (1.40%)	225 (1.29%)	370 (1.41%)	11.89%	4.76	00:03:53	2.70%	10 (1.37%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 50

DEALERLEADS

2018 Q4 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

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

Users vs. Select a metric

Users

1,000



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	16,829 <small>% of Total: 100.00% (16,829)</small>	16,079 <small>% of Total: 100.00% (16,079)</small>	23,831 <small>% of Total: 100.00% (23,831)</small>	25.52% <small>Avg for View: 25.52% (0.00%)</small>	3.61 <small>Avg for View: 3.61 (0.00%)</small>	00:02:25 <small>Avg for View: 00:02:25 (0.00%)</small>	2.27% <small>Avg for View: 2.27% (0.00%)</small>	542 <small>% of Total: 100.00% (5-2)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	3,961 (23.37%)	3,476 (21.62%)	6,797 (28.42%)	17.79%	5.01	00:03:38	3.03%	191 (35.24%)	\$0.00 (0.00%)
2. [blurred]	3,876 (21.89%)	3,780 (23.51%)	4,976 (20.88%)	34.89%	2.98	00:01:52	1.69%	84 (15.50%)	\$0.00 (0.00%)
3. [blurred]	2,547 (14.95%)	2,357 (14.66%)	3,547 (14.88%)	27.69%	3.44	00:02:18	4.17%	148 (27.31%)	\$0.00 (0.00%)
4. [blurred]	1,236 (6.98%)	1,231 (7.66%)	1,240 (5.20%)	26.85%	2.36	00:02:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. [blurred]	1,114 (6.29%)	985 (6.13%)	1,432 (6.01%)	33.59%	2.56	00:01:02	0.56%	8 (1.48%)	\$0.00 (0.00%)
6. [blurred]	1,013 (5.72%)	1,010 (6.28%)	1,051 (4.41%)	4.57%	2.59	00:00:30	0.10%	1 (0.18%)	\$0.00 (0.00%)
7. dealerleads.com / referral	868 (4.90%)	709 (4.41%)	1,283 (5.38%)	16.68%	4.31	00:03:10	2.65%	34 (6.27%)	\$0.00 (0.00%)
8. [blurred]	802 (4.53%)	534 (3.94%)	1,032 (4.33%)	30.14%	2.95	00:01:28	1.25%	13 (2.40%)	\$0.00 (0.00%)
9. [blurred]	802 (4.53%)	792 (4.93%)	816 (3.42%)	85.66%	1.30	00:00:19	0.12%	1 (0.18%)	\$0.00 (0.00%)
10. [blurred]	308 (1.74%)	231 (1.44%)	444 (1.86%)	9.68%	5.52	00:03:31	4.50%	20 (3.69%)	\$0.00 (0.00%)

DEALERLEADS

2019 Q1 PERFORMANCE

All Traffic

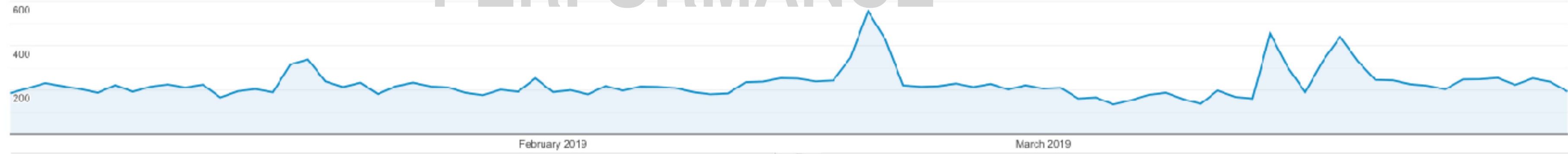
All Users
100.00% Users

Explorer

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

Users vs. Select a metric

Users



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
	15,880 <small>% of Total: 100.00% (15,880)</small>	14,773 <small>% of Total: 100.00% (14,773)</small>	23,698 <small>% of Total: 100.00% (23,698)</small>	40.95% <small>Avg for View: 40.95% (0.00%)</small>	2.60 <small>Avg for View: 2.60 (0.00%)</small>	00:02:25 <small>Avg for View: 00:02:25 (0.00%)</small>	2.35% <small>Avg for View: 2.35% (0.00%)</small>	556 <small>% of Total: 100.00% (556)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	4,189 (25.29%)	3,659 (24.77%)	6,457 (27.25%)	70.55%	3.45	00:03:23	3.22%	208 (37.41%)	\$0.00 (0.00%)
2. [blurred]	2,946 (17.79%)	2,859 (19.35%)	4,076 (17.20%)	46.83%	2.40	00:02:13	2.38%	97 (17.45%)	\$0.00 (0.00%)
3. [blurred]	2,886 (17.43%)	2,533 (17.15%)	4,142 (17.48%)	43.87%	2.52	00:02:23	2.82%	117 (21.04%)	\$0.00 (0.00%)
4. [blurred]	1,930 (11.65%)	1,920 (13.00%)	2,030 (8.82%)	85.74%	1.43	00:00:32	0.10%	2 (0.36%)	\$0.00 (0.00%)
5. [blurred]	961 (5.80%)	764 (5.17%)	1,710 (7.22%)	39.83%	1.82	00:01:22	0.53%	9 (1.62%)	\$0.00 (0.00%)
6. dealerleads.com / referral	924 (5.58%)	773 (5.23%)	1,235 (5.42%)	30.43%	3.13	00:02:48	3.97%	51 (9.17%)	\$0.00 (0.00%)
7. [blurred]	466 (2.81%)	356 (2.41%)	540 (2.28%)	51.67%	1.83	00:01:06	0.19%	1 (0.18%)	\$0.00 (0.00%)
8. [blurred]	401 (2.42%)	377 (2.55%)	445 (1.88%)	81.80%	1.32	00:00:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. [blurred]	327 (1.97%)	286 (1.94%)	456 (1.92%)	13.15%	3.42	00:03:00	3.29%	15 (2.70%)	\$0.00 (0.00%)
10. [blurred]	244 (1.47%)	191 (1.29%)	331 (1.41%)	54.85%	2.01	00:01:57	1.31%	5 (0.90%)	\$0.00 (0.00%)

DEALERLEADS

2019 Q2 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

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

Users vs. Select a metric

Users

1,000



Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sor: Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	19,871 (100.00%)	18,982 (100.00%)	29,566 (100.00%)	38.84% (38.84%)	2.36 (2.36)	00:02:16 (00:02:16)	1.59% (1.59%)	469 (469)	\$0.00 (\$0.00)
1. [blurred]	4,814 (23.31%)	4,319 (22.75%)	7,057 (23.87%)	18.70%	3.32	00:03:27	2.27%	160 (34.12%)	\$0.00 (0.00%)
2. [blurred]	4,028 (19.51%)	4,017 (21.16%)	4,140 (14.00%)	86.40%	1.20	00:00:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. [blurred]	3,587 (17.37%)	3,185 (16.78%)	5,281 (17.86%)	42.04%	2.46	00:02:24	2.22%	117 (24.95%)	\$0.00 (0.00%)
4. [blurred]	2,558 (12.39%)	2,462 (12.97%)	3,586 (12.47%)	29.71%	2.78	00:03:00	2.14%	79 (16.84%)	\$0.00 (0.00%)
5. [blurred]	1,990 (9.64%)	1,318 (9.58%)	4,104 (13.88%)	27.88%	1.57	00:01:13	0.58%	24 (5.12%)	\$0.00 (0.00%)
6. dealerleads.com / referral	875 (4.24%)	779 (4.10%)	1,135 (3.84%)	34.98%	2.57	00:02:02	1.94%	22 (4.69%)	\$0.00 (0.00%)
7. Facebook / [blurred]	773 (3.74%)	704 (3.71%)	925 (3.13%)	71.78%	1.46	00:00:32	0.43%	4 (0.85%)	\$0.00 (0.00%)
8. Facebook / [blurred]	436 (2.11%)	420 (2.21%)	458 (1.55%)	71.18%	1.27	00:00:27	0.44%	2 (0.43%)	\$0.00 (0.00%)
9. [blurred]	256 (1.24%)	227 (1.20%)	320 (1.08%)	9.38%	3.60	00:03:28	3.12%	10 (2.13%)	\$0.00 (0.00%)
10. [blurred]	228 (1.10%)	163 (0.86%)	315 (1.07%)	18.10%	3.02	00:02:52	4.44%	14 (2.99%)	\$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

1,000



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sor: Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	25,019 <small>% of Total: 100.00% (25,019)</small>	24,029 <small>% of Total: 100.00% (24,029)</small>	40,701 <small>% of Total: 100.00% (40,701)</small>	35.80% <small>Avg for View: 35.80% (0.00%)</small>	2.17 <small>Avg for View: 2.17 (0.00%)</small>	00:02:02 <small>Avg for View: 00:02:02 (0.00%)</small>	1.58% <small>Avg for View: 1.58% (0.00%)</small>	642 <small>% of Total: 100.00% (642)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	5,719 (20.84%)	4,728 (19.68%)	10,476 (25.74%)	35.41%	1.43	00:01:05	0.52%	54 (8.41%)	\$0.00 (0.00%)
2. [blurred]	5,326 (19.40%)	4,825 (20.08%)	8,111 (19.93%)	19.62%	3.29	00:03:25	2.82%	229 (35.67%)	\$0.00 (0.00%)
3. [blurred]	3,885 (14.15%)	3,817 (15.88%)	5,351 (13.17%)	45.70%	2.15	00:02:21	1.75%	94 (14.64%)	\$0.00 (0.00%)
4. [blurred]	3,228 (11.76%)	2,873 (11.96%)	5,012 (12.31%)	37.21%	2.52	00:02:41	2.73%	137 (21.34%)	\$0.00 (0.00%)
5. [blurred]	2,231 (8.13%)	1,608 (6.69%)	2,952 (7.25%)	42.63%	1.53	00:00:51	0.54%	16 (2.45%)	\$0.00 (0.00%)
6. [blurred]	1,687 (6.15%)	1,377 (5.73%)	1,946 (4.78%)	40.54%	1.31	00:00:44	0.41%	8 (1.25%)	\$0.00 (0.00%)
7. [blurred]	1,452 (5.29%)	1,447 (6.02%)	1,474 (3.62%)	53.51%	1.85	00:00:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. dealerleads.com / referral	1,137 (4.14%)	990 (4.12%)	1,630 (4.00%)	26.32%	2.61	00:02:56	2.27%	37 (5.76%)	\$0.00 (0.00%)
9. [blurred]	481 (1.75%)	458 (1.95%)	636 (1.49%)	73.10%	1.25	00:00:30	0.99%	6 (0.93%)	\$0.00 (0.00%)
10. [blurred]	299 (1.09%)	278 (1.16%)	359 (0.91%)	12.74%	3.24	00:03:19	1.63%	6 (0.93%)	\$0.00 (0.00%)

DEALERLEADS

2019 Q4 PERFORMANCE

All Traffic

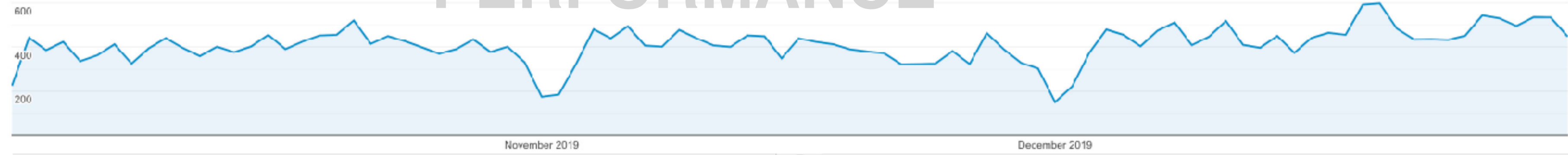
All Users
100.00% Users

Explorer

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

Users vs. Select a metric

Users



Primary Dimension: Source / Medium 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
	27,645 <small>% of Total: 100.00% (27,645)</small>	25,981 <small>% of Total: 100.00% (25,981)</small>	42,281 <small>% of Total: 100.00% (42,281)</small>	33.87% <small>Avg for View: 33.87% (0.00%)</small>	1.96 <small>Avg for View: 1.96 (0.00%)</small>	00:01:45 <small>Avg for View: 00:01:45 (0.00%)</small>	1.46% <small>Avg for View: 1.46% (0.00%)</small>	618 <small>% of Total: 100.00% (618)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	10,178 (33.97%)	8,995 (34.62%)	14,274 (33.64%)	36.71%	1.26	00:00:43	0.45%	64 (10.36%)	\$0.00 (0.00%)
2. [blurred]	4,629 (15.45%)	4,182 (16.10%)	6,732 (15.92%)	19.04%	3.32	00:03:16	2.99%	201 (32.52%)	\$0.00 (0.00%)
3. [blurred]	3,562 (11.89%)	3,515 (13.53%)	4,743 (11.22%)	52.52%	2.01	00:01:57	1.41%	67 (10.84%)	\$0.00 (0.00%)
4. [blurred]	2,953 (9.86%)	2,006 (7.72%)	4,942 (11.69%)	19.57%	1.43	00:01:04	0.59%	29 (4.65%)	\$0.00 (0.00%)
5. [blurred]	2,507 (8.37%)	2,230 (8.58%)	3,826 (9.05%)	34.34%	2.52	00:02:45	3.19%	122 (19.74%)	\$0.00 (0.00%)
6. dealerleads.com / referral	1,418 (4.73%)	1,296 (4.99%)	1,849 (4.37%)	16.65%	2.77	00:03:22	2.70%	50 (8.09%)	\$0.00 (0.00%)
7. [blurred]	1,251 (4.18%)	1,021 (3.93%)	1,451 (3.46%)	43.87%	1.36	00:00:49	0.34%	5 (0.81%)	\$0.00 (0.00%)
8. [blurred]	1,098 (3.66%)	1,036 (3.99%)	1,518 (3.59%)	47.83%	1.82	00:02:23	0.99%	15 (2.43%)	\$0.00 (0.00%)
9. [blurred]	790 (2.64%)	343 (1.32%)	941 (2.23%)	58.65%	1.83	00:00:54	0.32%	3 (0.45%)	\$0.00 (0.00%)
10. [blurred]	345 (1.15%)	340 (1.31%)	352 (0.83%)	77.27%	1.43	00:01:08	2.27%	8 (1.29%)	\$0.00 (0.00%)

DEALERLEADS

2020 Q1 PERFORMANCE

- 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

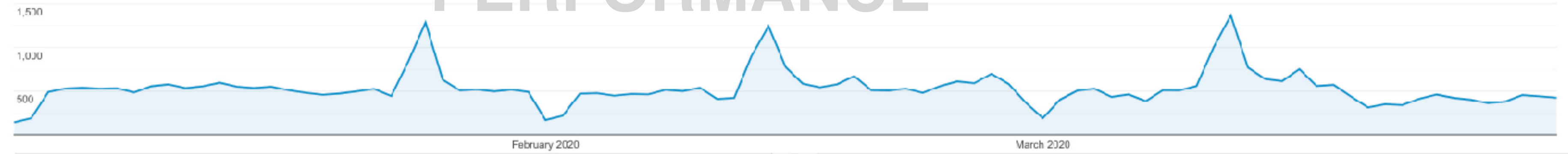
All Users
100.00% Users

Explorer

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

Users vs. Select a metric

Users



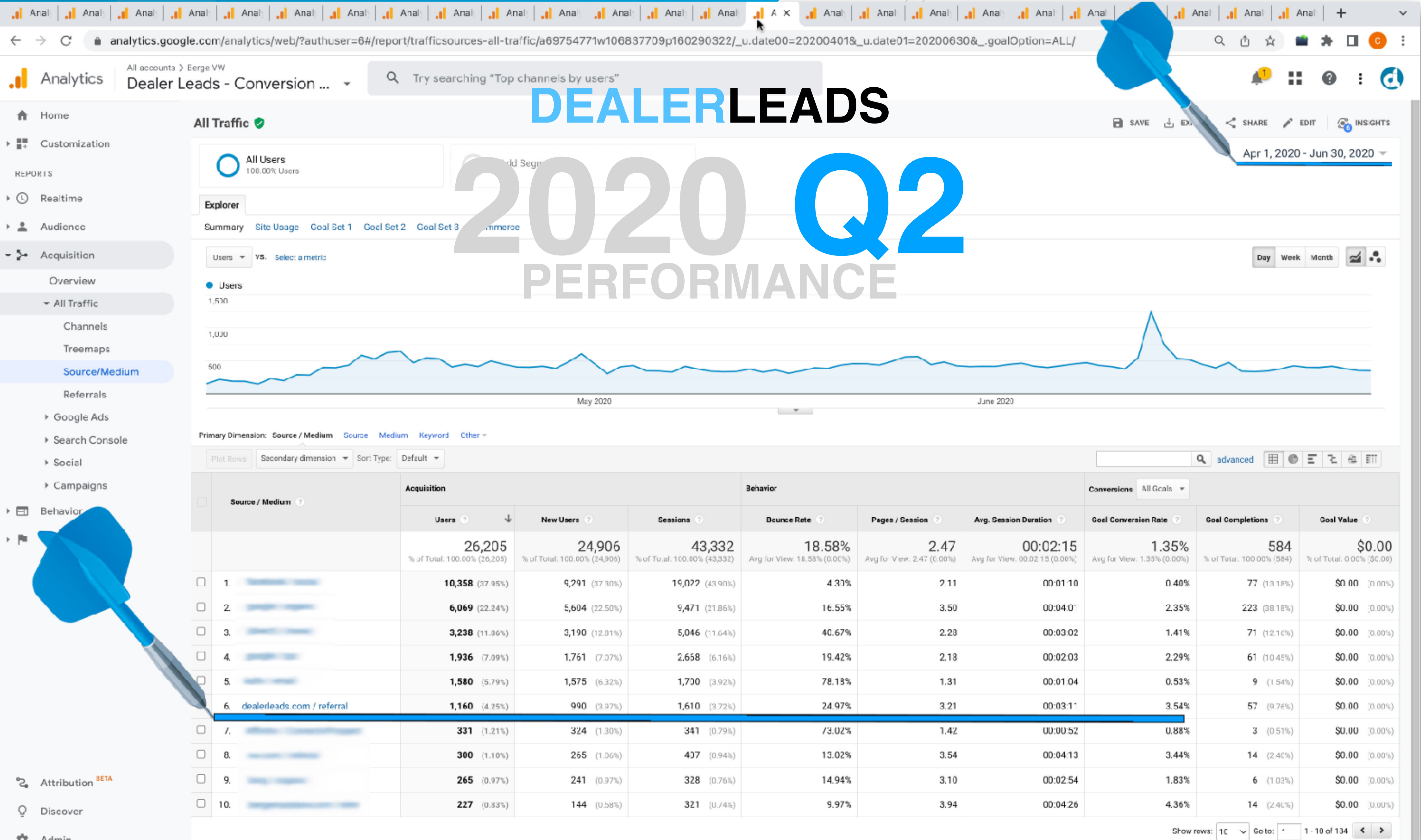
Primary Dimension: Source / Medium

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
	35,913 <small>% of Total: 100.00% (35,913)</small>	34,009 <small>% of Total: 100.00% (34,009)</small>	52,670 <small>% of Total: 100.00% (52,670)</small>	36.17% <small>Avg for View: 36.17% (0.00%)</small>	1.88 <small>Avg for View: 1.88 (0.00%)</small>	00:01:38 <small>Avg for View: 00:01:38 (0.00%)</small>	1.40% <small>Avg for View: 1.40% (0.00%)</small>	739 <small>% of Total: 100.00% (739)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	15,450 (41.09%)	13,811 (40.61%)	24,258 (46.06%)	30.15%	1.25	00:00:42	0.50%	122 (16.51%)	\$0.00 (0.00%)
2. [blurred]	4,839 (12.87%)	4,390 (12.91%)	7,456 (14.16%)	18.13%	3.58	00:03:45	2.79%	208 (28.15%)	\$0.00 (0.00%)
3. [blurred]	4,137 (11.00%)	4,074 (11.98%)	4,936 (9.47%)	51.99%	2.01	00:02:03	1.64%	82 (11.10%)	\$0.00 (0.00%)
4. [blurred]	3,214 (8.55%)	3,202 (9.42%)	3,251 (6.19%)	70.10%	1.43	00:01:15	1.96%	64 (8.66%)	\$0.00 (0.00%)
5. [blurred]	2,625 (6.98%)	2,388 (7.02%)	3,482 (6.61%)	42.30%	2.29	00:02:01	2.56%	89 (12.04%)	\$0.00 (0.00%)
6. [blurred]	1,716 (4.56%)	1,714 (5.04%)	1,726 (3.28%)	66.85%	1.47	00:01:10	1.74%	30 (4.06%)	\$0.00 (0.00%)
7. [blurred]	1,163 (3.09%)	547 (1.51%)	1,378 (2.62%)	57.98%	1.85	00:00:43	0.22%	3 (0.41%)	\$0.00 (0.00%)
8. dealerleads.com / referral	1,042 (2.77%)	908 (2.67%)	1,677 (3.18%)	21.47%	2.84	00:04:05	3.58%	60 (8.12%)	\$0.00 (0.00%)
9. [blurred]	923 (2.45%)	837 (2.46%)	1,231 (2.43%)	38.83%	2.21	00:02:36	1.25%	16 (2.17%)	\$0.00 (0.00%)
10. [blurred]	398 (1.06%)	384 (1.13%)	411 (0.78%)	76.64%	1.39	00:01:03	1.22%	5 (0.68%)	\$0.00 (0.00%)

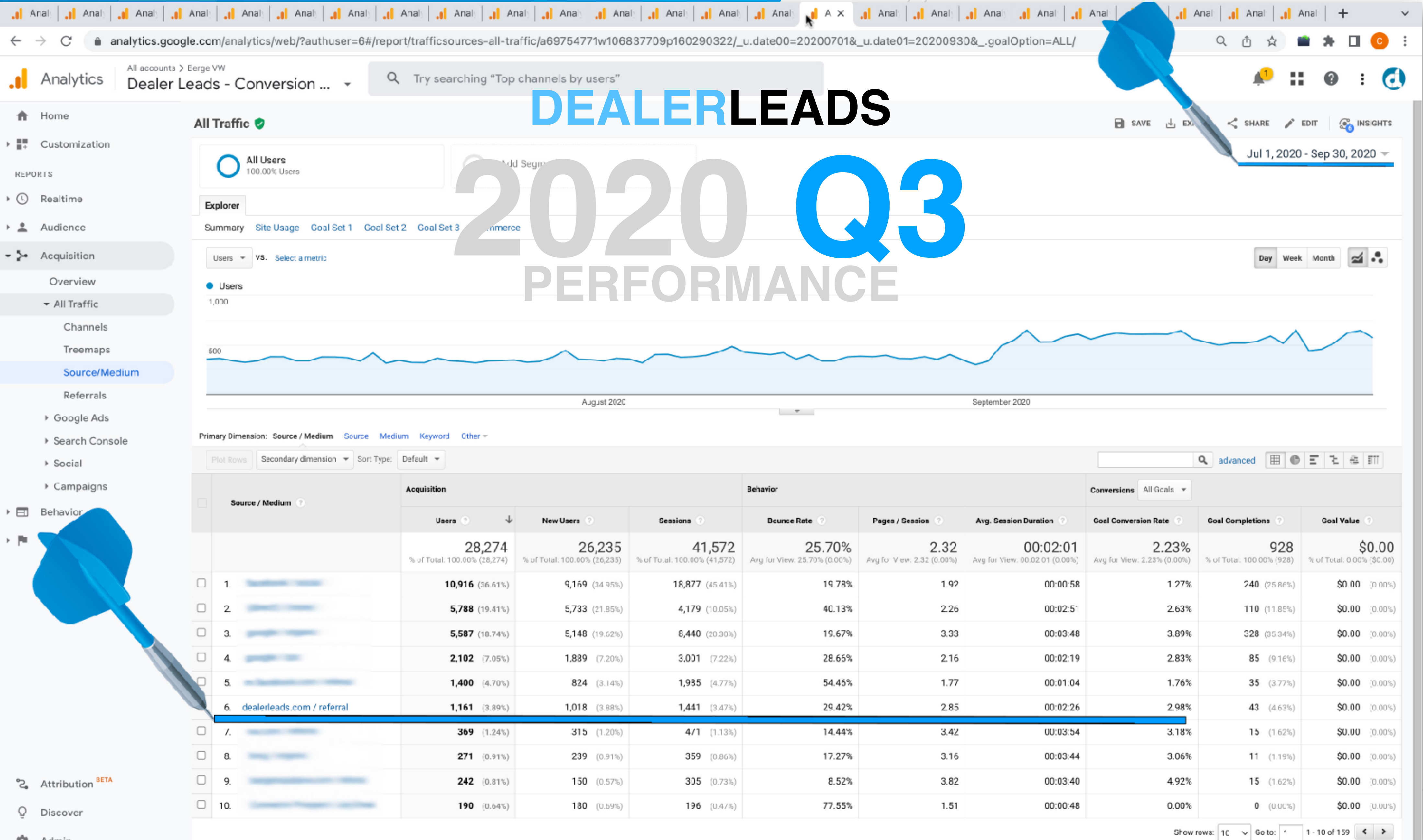
DEALERLEADS

2020 Q2 PERFORMANCE



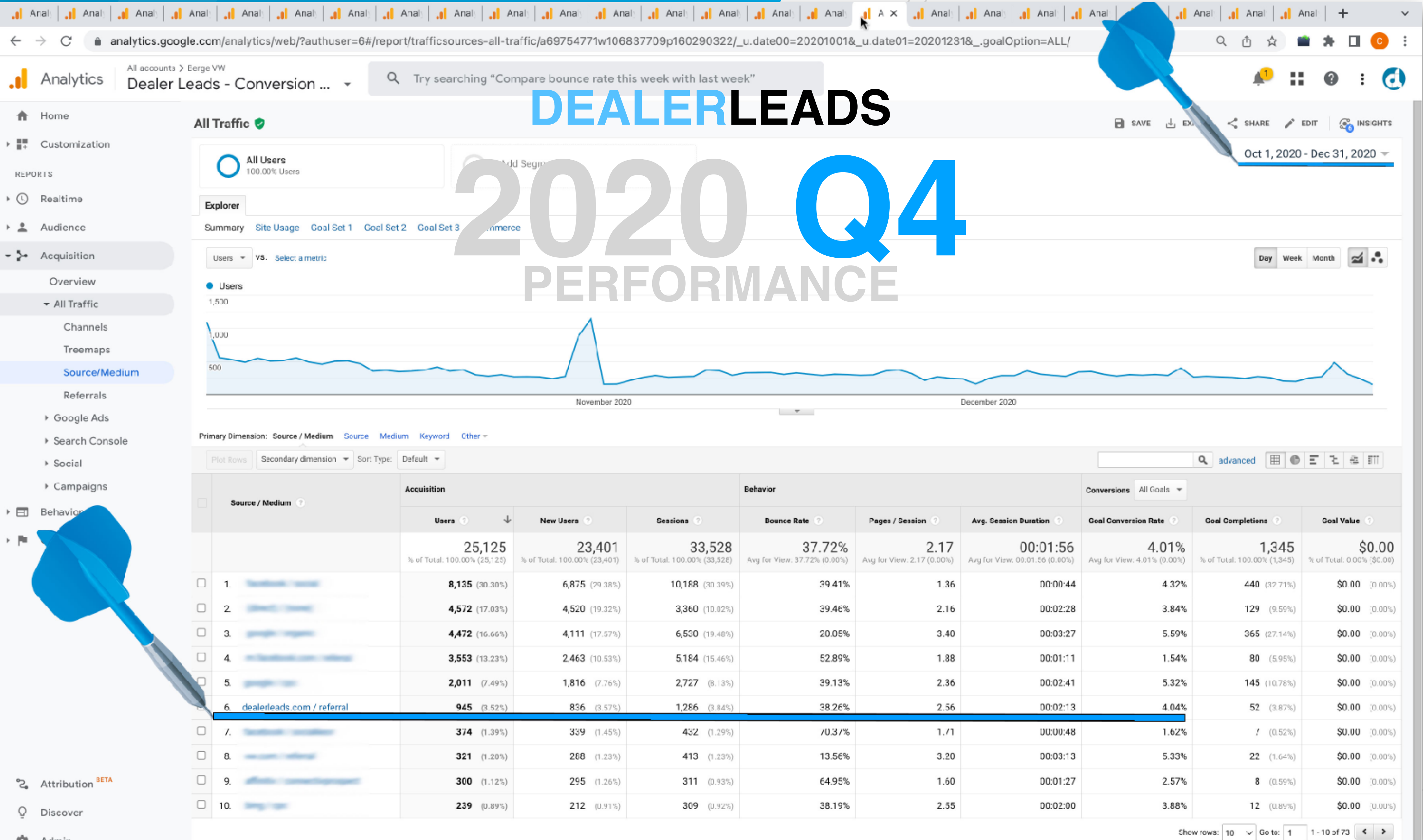
DEALERLEADS

2020 Q3 PERFORMANCE



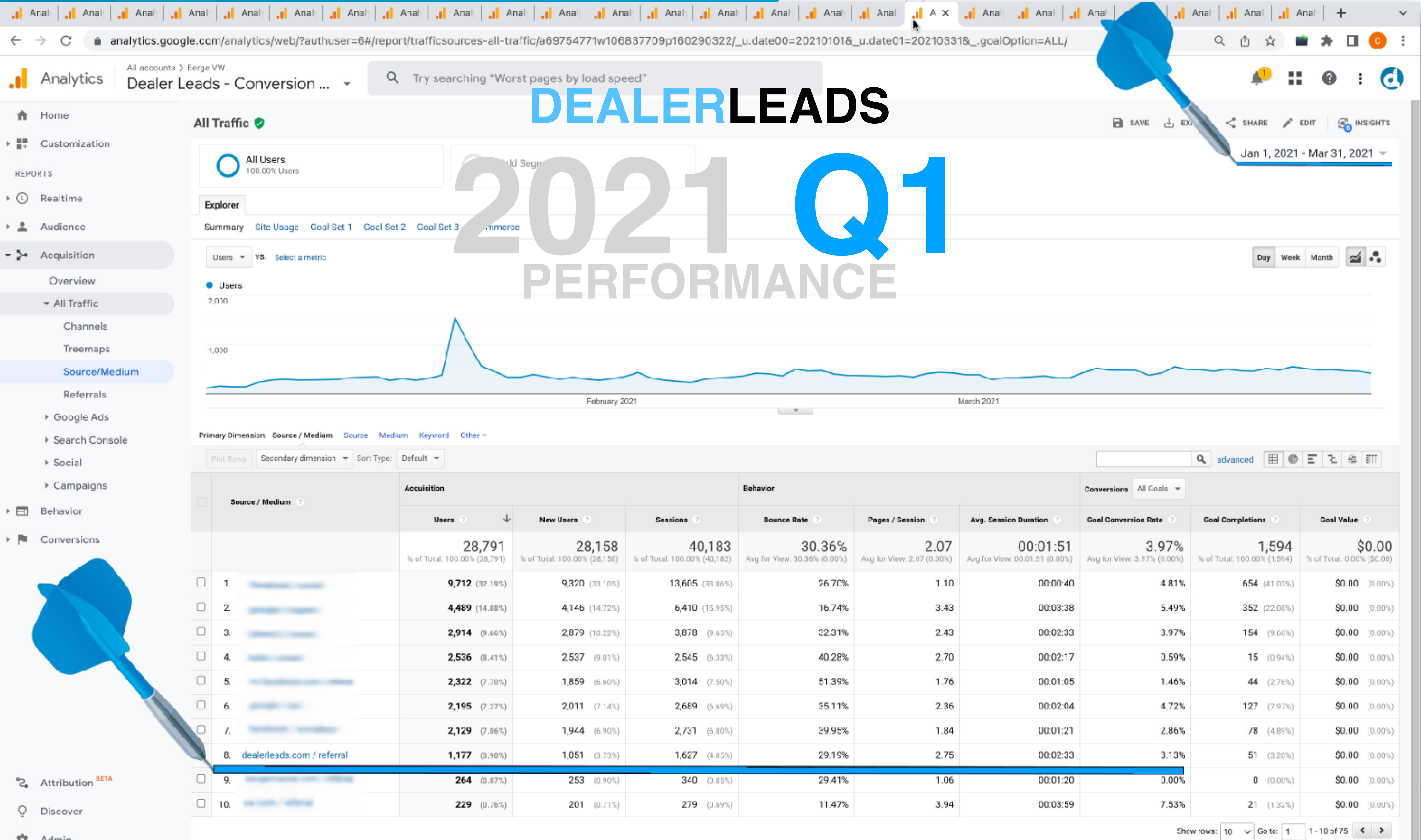
DEALERLEADS

2020 Q4 PERFORMANCE



DEALERLEADS

2021 Q1 PERFORMANCE



DEALERLEADS

2021 Q2 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

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

Users vs. Select a metric

Users

1,500

1,000

500

May 2021

June 2021

Primary Dimension: Source / Medium

Plot Rows

Secondary dimension

Sort Type: Default

advanced

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	41,842 <small>% of Total: 100.00% (41,842)</small>	41,013 <small>% of Total: 100.00% (41,013)</small>	62,227 <small>% of Total: 100.00% (62,227)</small>	33.45% <small>Avg for View: 33.45% (0.00%)</small>	1.95 <small>Avg for View: 1.95 (0.00%)</small>	00:01:45 <small>Avg for View: 00:01:45 (0.00%)</small>	3.49% <small>Avg for View: 3.49% (0.00%)</small>	2,170 <small>% of Total: 100.00% (2,170)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	11,664 (26.88%)	10,809 (26.36%)	17,404 (27.97%)	30.65%	1.12	00:00:40	3.49%	607 (27.97%)	\$0.00 (0.00%)
2. [blurred]	6,393 (14.30%)	5,815 (14.18%)	9,795 (15.74%)	17.28%	3.58	00:03:42	5.49%	538 (24.75%)	\$0.00 (0.00%)
3. [blurred]	6,164 (13.78%)	5,622 (13.71%)	9,056 (14.55%)	29.64%	1.29	00:00:51	3.48%	315 (14.52%)	\$0.00 (0.00%)
4. [blurred]	5,390 (12.05%)	5,336 (13.01%)	7,319 (11.76%)	45.65%	2.27	00:02:52	2.96%	217 (10.00%)	\$0.00 (0.00%)
5. [blurred]	3,554 (7.95%)	3,165 (7.72%)	4,570 (7.34%)	35.69%	1.13	00:00:35	2.14%	98 (4.52%)	\$0.00 (0.00%)
6. [blurred]	2,483 (5.55%)	2,221 (5.42%)	3,150 (5.06%)	32.86%	2.65	00:02:24	5.46%	172 (7.95%)	\$0.00 (0.00%)
7. [blurred]	2,176 (4.87%)	2,176 (5.31%)	2,184 (3.51%)	39.10%	2.53	00:02:20	0.14%	3 (0.14%)	\$0.00 (0.00%)
8. [blurred]	1,415 (3.16%)	1,018 (2.48%)	1,523 (2.45%)	65.13%	1.45	00:00:40	0.98%	15 (0.69%)	\$0.00 (0.00%)
9. dealerleads.com / referral	1,327 (2.97%)	1,183 (2.88%)	1,753 (2.82%)	34.11%	2.76	00:02:27	4.22%	74 (3.41%)	\$0.00 (0.00%)
10. [blurred]	1,001 (2.24%)	991 (2.42%)	1,028 (1.65%)	56.65%	1.04	00:00:05	0.10%	1 (0.05%)	\$0.00 (0.00%)

DEALERLEADS

2021 Q3 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

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

Users vs. Select a metric

Users

3,000



Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sor: Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	41,119 <small>% of Total: 100.00% (41,119)</small>	40,122 <small>% of Total: 100.00% (40,122)</small>	55,178 <small>% of Total: 100.00% (55,178)</small>	36.35% <small>Avg for View: 36.35% (0.00%)</small>	2.09 <small>Avg for View: 2.09 (0.00%)</small>	00:02:00 <small>Avg for View: 00:02:00 (0.00%)</small>	3.57% <small>Avg for View: 3.57% (0.00%)</small>	1,968 <small>% of Total: 100.00% (1,968)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	7,155 (16.76%)	7,229 (18.02%)	7,308 (13.24%)	34.46%	2.54	00:03:04	0.36%	26 (1.32%)	\$0.00 (0.00%)
2. [blurred]	6,617 (15.50%)	6,126 (15.27%)	9,561 (17.33%)	17.48%	3.31	00:03:13	5.43%	615 (31.25%)	\$0.00 (0.00%)
3. [blurred]	5,609 (13.14%)	5,528 (13.78%)	7,653 (13.87%)	46.66%	2.18	00:02:19	3.08%	236 (11.99%)	\$0.00 (0.00%)
4. [blurred]	5,515 (12.92%)	5,073 (12.64%)	8,834 (16.01%)	18.58%	1.14	00:01:01	5.07%	448 (22.76%)	\$0.00 (0.00%)
5. [blurred]	4,217 (9.88%)	3,908 (9.74%)	5,568 (10.13%)	37.42%	1.27	00:00:46	2.97%	166 (8.43%)	\$0.00 (0.00%)
6. [blurred]	2,733 (6.40%)	2,451 (6.11%)	3,565 (6.46%)	35.48%	2.45	00:02:09	5.61%	200 (10.16%)	\$0.00 (0.00%)
7. [blurred]	2,688 (6.30%)	2,650 (6.60%)	2,811 (5.09%)	55.77%	1.04	00:00:04	0.32%	9 (0.46%)	\$0.00 (0.00%)
8. dealerleads.com / referral	1,401 (3.28%)	1,256 (3.13%)	1,863 (3.41%)	33.62%	2.47	00:02:17	3.35%	63 (3.20%)	\$0.00 (0.00%)
9. [blurred]	1,184 (2.77%)	1,182 (2.95%)	1,271 (2.30%)	55.07%	1.52	00:02:15	3.30%	42 (2.13%)	\$0.00 (0.00%)
10. [blurred]	1,016 (2.38%)	988 (2.46%)	1,090 (1.98%)	53.94%	1.06	00:00:04	0.28%	3 (0.15%)	\$0.00 (0.00%)

DEALERLEADS

2021 Q4 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

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

Users vs. Select a metric

Users

1,000



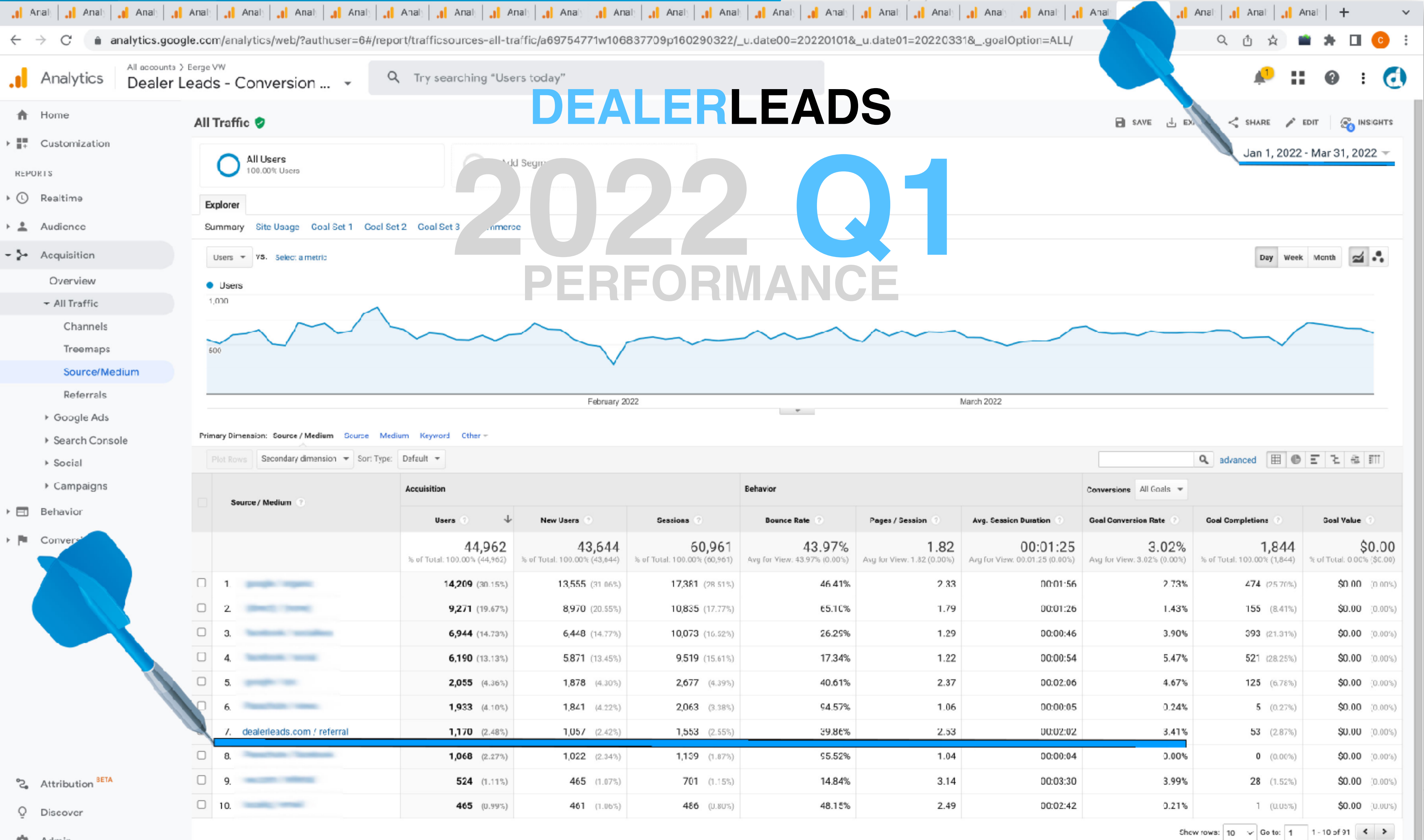
Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sor: Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	35,903 <small>% of Total: 100.00% (35,903)</small>	34,767 <small>% of Total: 100.00% (34,767)</small>	50,553 <small>% of Total: 100.00% (50,553)</small>	43.32% <small>Avg for View: 43.32% (0.00%)</small>	1.95 <small>Avg for View: 1.95 (0.00%)</small>	00:01:35 <small>Avg for View: 00:01:35 (0.00%)</small>	3.54% <small>Avg for View: 3.54% (0.00%)</small>	1,792 <small>% of Total: 100.00% (1,792)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	8,697 (23.29%)	8,511 (24.48%)	11,664 (23.07%)	62.83%	1.75	00:01:28	1.63%	190 (10.60%)	\$0.00 (0.00%)
2. [blurred]	6,453 (17.28%)	5,963 (17.15%)	8,614 (17.04%)	23.00%	3.20	00:03:00	5.46%	470 (26.23%)	\$0.00 (0.00%)
3. [blurred]	6,010 (16.09%)	5,630 (16.19%)	9,234 (18.27%)	34.29%	1.39	00:00:49	4.12%	380 (21.21%)	\$0.00 (0.00%)
4. [blurred]	4,182 (11.20%)	3,861 (11.11%)	6,589 (13.03%)	26.18%	1.35	00:00:56	5.02%	331 (18.47%)	\$0.00 (0.00%)
5. [blurred]	2,614 (7.00%)	2,347 (6.75%)	3,348 (6.62%)	34.56%	2.53	00:02:12	5.82%	195 (10.88%)	\$0.00 (0.00%)
6. [blurred]	2,291 (6.14%)	2,229 (6.41%)	2,434 (4.81%)	95.65%	1.05	00:00:04	0.33%	8 (0.45%)	\$0.00 (0.00%)
7. [blurred]	1,539 (4.12%)	1,535 (4.42%)	1,607 (3.18%)	51.40%	1.69	00:01:40	1.12%	18 (1.00%)	\$0.00 (0.00%)
8. dealerleads.com / referral	1,023 (2.74%)	938 (2.70%)	1,334 (2.64%)	34.76%	2.60	00:02:06	3.60%	48 (2.66%)	\$0.00 (0.00%)
9. [blurred]	852 (2.28%)	850 (2.44%)	863 (1.71%)	98.03%	1.08	00:00:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. [blurred]	742 (1.99%)	714 (2.05%)	805 (1.59%)	55.16%	1.05	00:00:07	0.50%	4 (0.22%)	\$0.00 (0.00%)

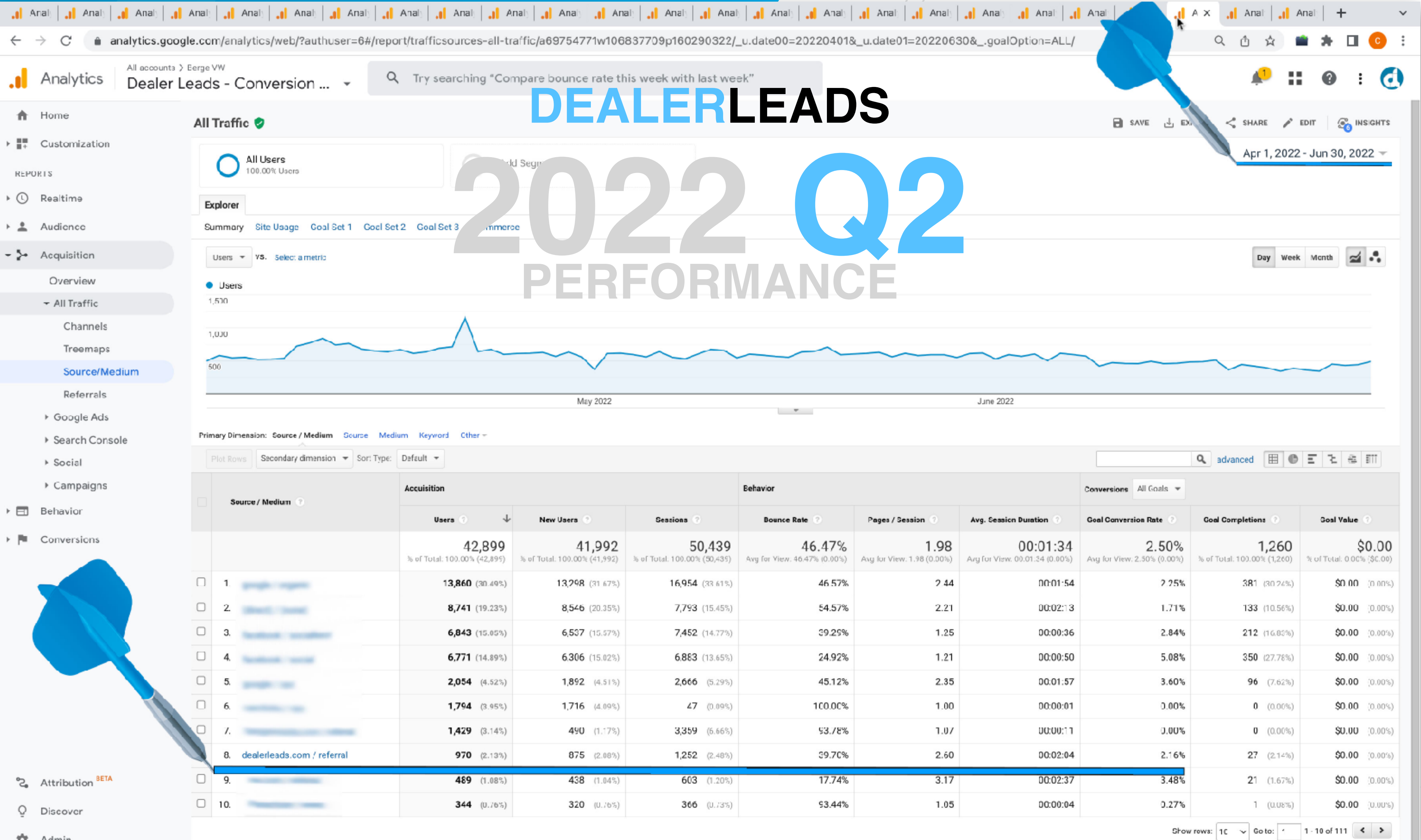
DEALERLEADS

2022 Q1 PERFORMANCE



DEALERLEADS

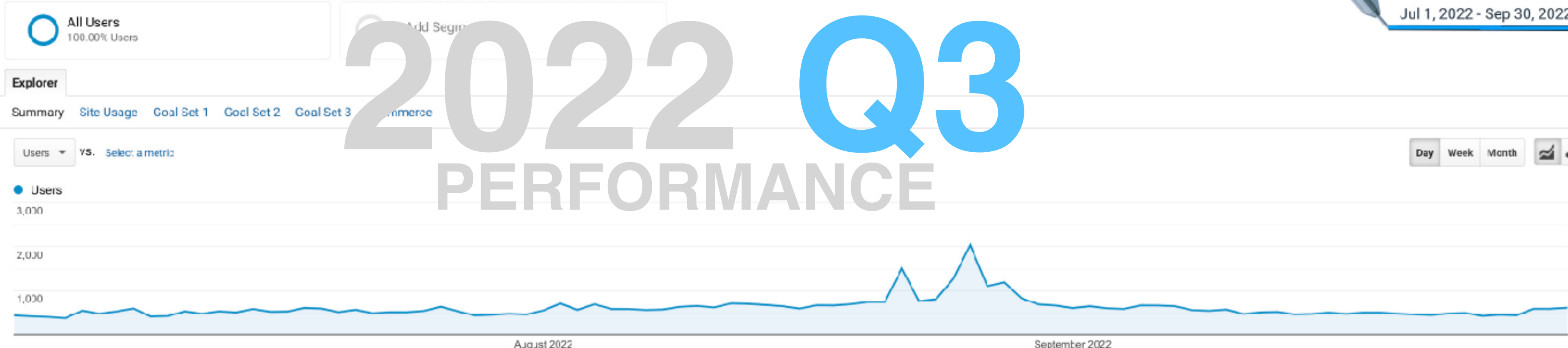
2022 Q2 PERFORMANCE



DEALERLEADS

2022 Q3 PERFORMANCE

All Traffic



Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	47,041 <small>% of Total: 100.00% (47,041)</small>	45,516 <small>% of Total: 100.00% (45,516)</small>	51,524 <small>% of Total: 100.00% (51,524)</small>	47.12% <small>Avg for View: 47.12% (0.00%)</small>	2.26 <small>Avg for View: 2.26 (0.00%)</small>	00:01:33 <small>Avg for View: 00:01:33 (0.30%)</small>	0.00% <small>Avg for View: 0.00% (0.00%)</small>	0 <small>% of Total: 0.00% (0)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	14,241 (30.27%)	13,689 (30.08%)	14,629 (28.39%)	55.11%	1.30	00:00:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. [blurred]	8,942 (18.99%)	8,539 (18.76%)	11,775 (22.85%)	37.60%	3.44	00:02:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. [blurred]	6,881 (14.63%)	6,377 (14.01%)	6,781 (13.16%)	36.78%	1.48	00:00:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. [blurred]	6,595 (13.99%)	6,518 (14.32%)	6,829 (13.25%)	63.95%	2.05	00:01:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. [blurred]	2,811 (5.97%)	2,807 (6.17%)	2,913 (5.65%)	43.94%	2.44	00:03:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. [blurred]	2,120 (4.51%)	1,977 (4.34%)	2,569 (4.99%)	51.34%	2.72	00:01:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. [blurred]	1,622 (3.45%)	1,541 (3.39%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. dealerleads.com / referral	1,058 (2.25%)	966 (2.12%)	1,280 (2.48%)	49.92%	2.93	00:02:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. [blurred]	648 (1.38%)	527 (1.16%)	800 (1.55%)	0.12%	2.00	00:00:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. [blurred]	501 (1.07%)	502 (1.10%)	605 (1.17%)	71.24%	4.48	00:02:01	0.00%	0 (0.00%)	\$0.00 (0.00%)

DEALERLEADS

2022 Q4 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

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

Users vs. Select a metric

Users

1,000



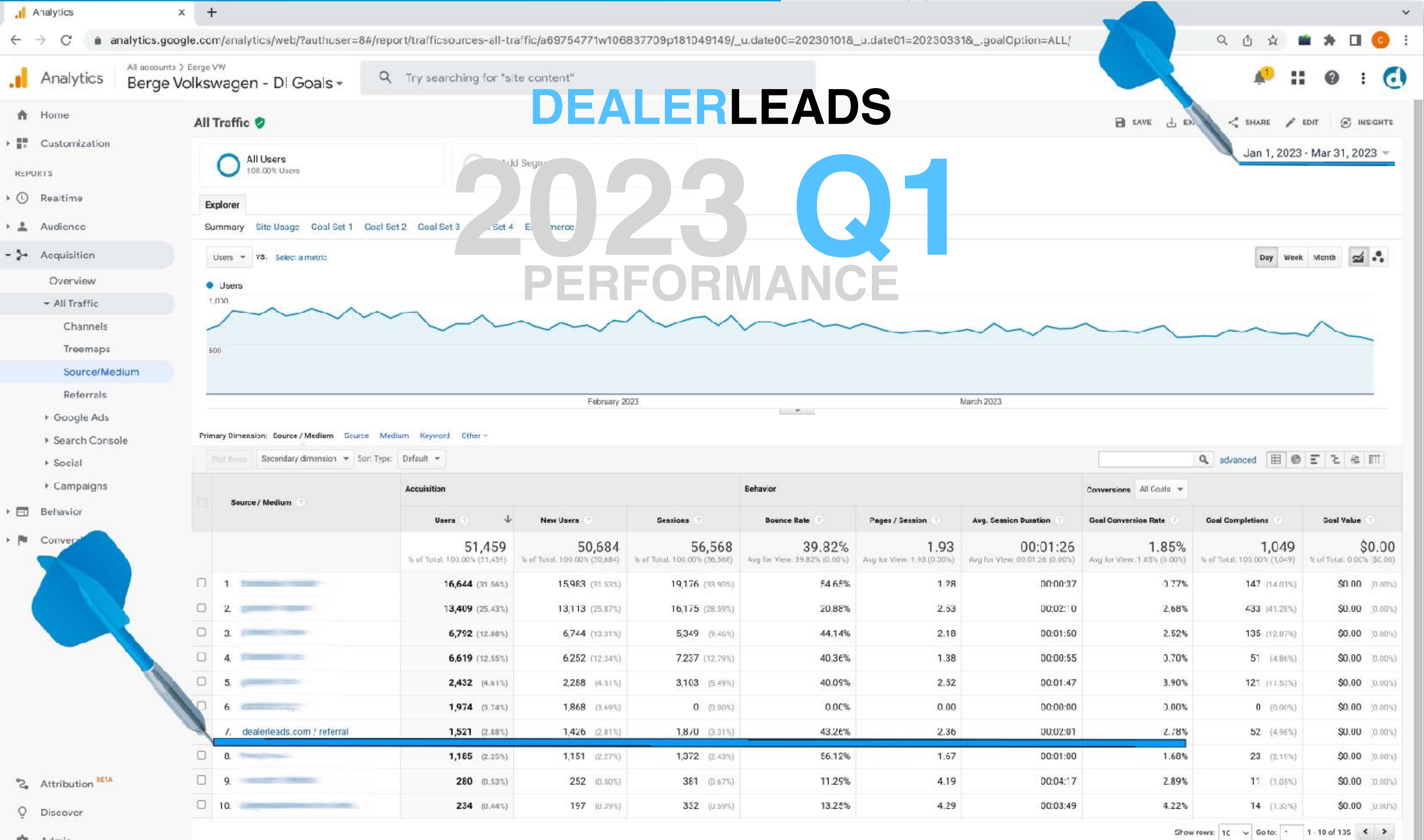
Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sor: Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	53,614 <small>% of Total: 100.00% (53,614)</small>	52,960 <small>% of Total: 100.00% (52,960)</small>	60,364 <small>% of Total: 100.00% (60,364)</small>	43.62% <small>Avg for View: 43.62% (0.00%)</small>	1.83 <small>Avg for View: 1.83 (0.00%)</small>	00:01:13 <small>Avg for View: 00:01:13 (0.00%)</small>	1.38% <small>Avg for View: 1.38% (0.00%)</small>	833 <small>% of Total: 100.00% (833)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	20,985 (38.79%)	20,431 (38.58%)	24,517 (40.60%)	51.51%	1.26	00:00:32	0.41%	100 (12.00%)	\$0.00 (0.00%)
2. [blurred]	10,148 (18.52%)	9,813 (18.53%)	12,530 (20.84%)	20.29%	2.88	00:02:28	2.71%	341 (40.94%)	\$0.00 (0.00%)
3. [blurred]	8,422 (15.37%)	8,007 (15.12%)	8,959 (14.86%)	41.53%	1.30	00:00:41	0.35%	31 (3.72%)	\$0.00 (0.00%)
4. [blurred]	7,196 (13.13%)	7,206 (13.61%)	6,559 (10.88%)	51.75%	1.89	00:01:17	1.98%	130 (15.61%)	\$0.00 (0.00%)
5. [blurred]	2,024 (3.69%)	1,923 (3.63%)	2,458 (4.09%)	45.34%	2.31	00:01:32	3.36%	83 (9.96%)	\$0.00 (0.00%)
6. [blurred]	1,929 (3.52%)	1,844 (3.48%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. dealerleads.com / referral	1,203 (2.19%)	1,125 (2.12%)	1,436 (2.46%)	51.23%	2.46	00:02:06	3.30%	49 (5.88%)	\$0.00 (0.00%)
8. [blurred]	655 (1.20%)	631 (1.19%)	942 (1.56%)	49.04%	1.95	00:01:15	0.85%	8 (0.96%)	\$0.00 (0.00%)
9. [blurred]	543 (0.99%)	540 (1.02%)	599 (0.99%)	77.80%	1.31	00:00:26	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. [blurred]	301 (0.55%)	270 (0.51%)	333 (0.55%)	11.20%	4.49	00:04:38	3.05%	12 (1.44%)	\$0.00 (0.00%)

DEALERLEADS

2023 Q1 PERFORMANCE



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

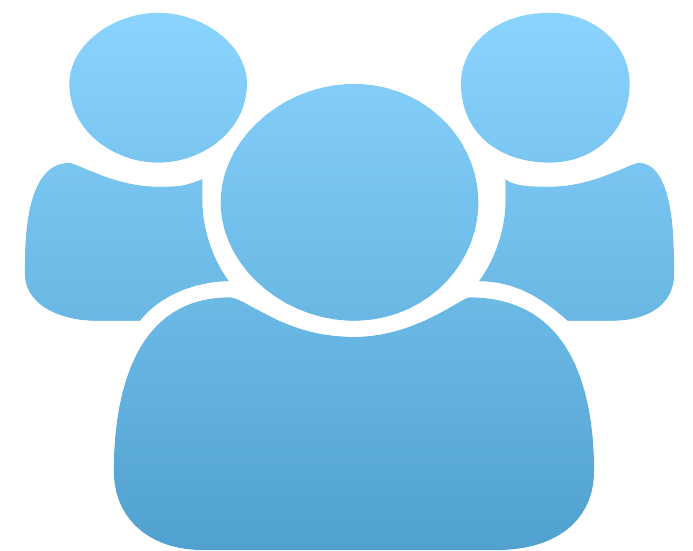
2023

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