DEALERLEADS our shoppers, your customers



DealerLeads.com "We have a better mousetrap."



PARTNER CASE STUDY #107

Volksweigen

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OUR SIX FOCAL POINTS

Media Buy / The Budget

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

Bounce Rate Comparison

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

Page View / SRP View / VDP Views

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



Time On Site

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

City Locale

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

Traffic Sustainability

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







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

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

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

THE MATH

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.



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

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

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

HARD GOAL CONVERSIONS

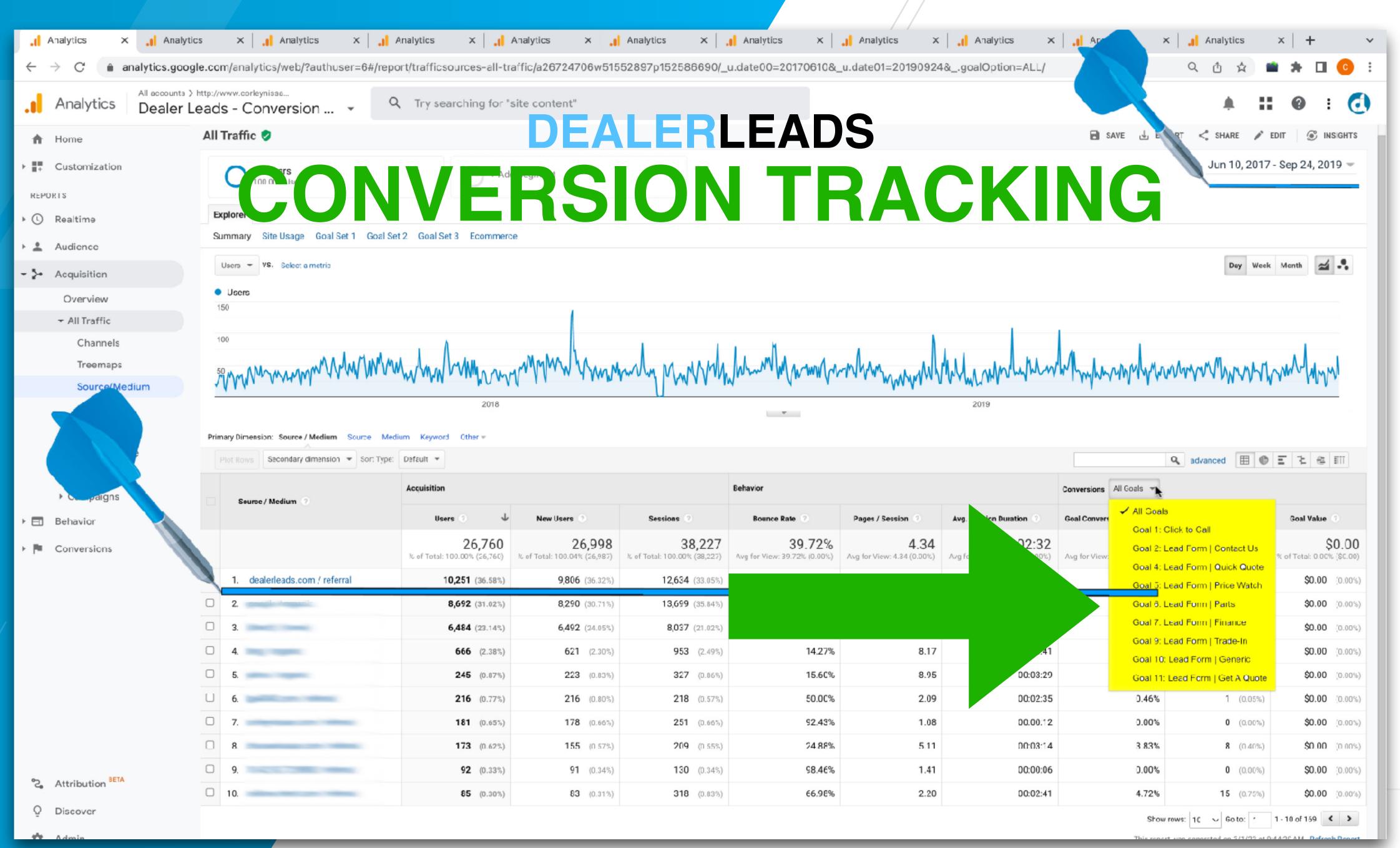
Introducing DealerLeads.com

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.











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

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

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

OUR TRAFFIC & CITY LOCATION

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

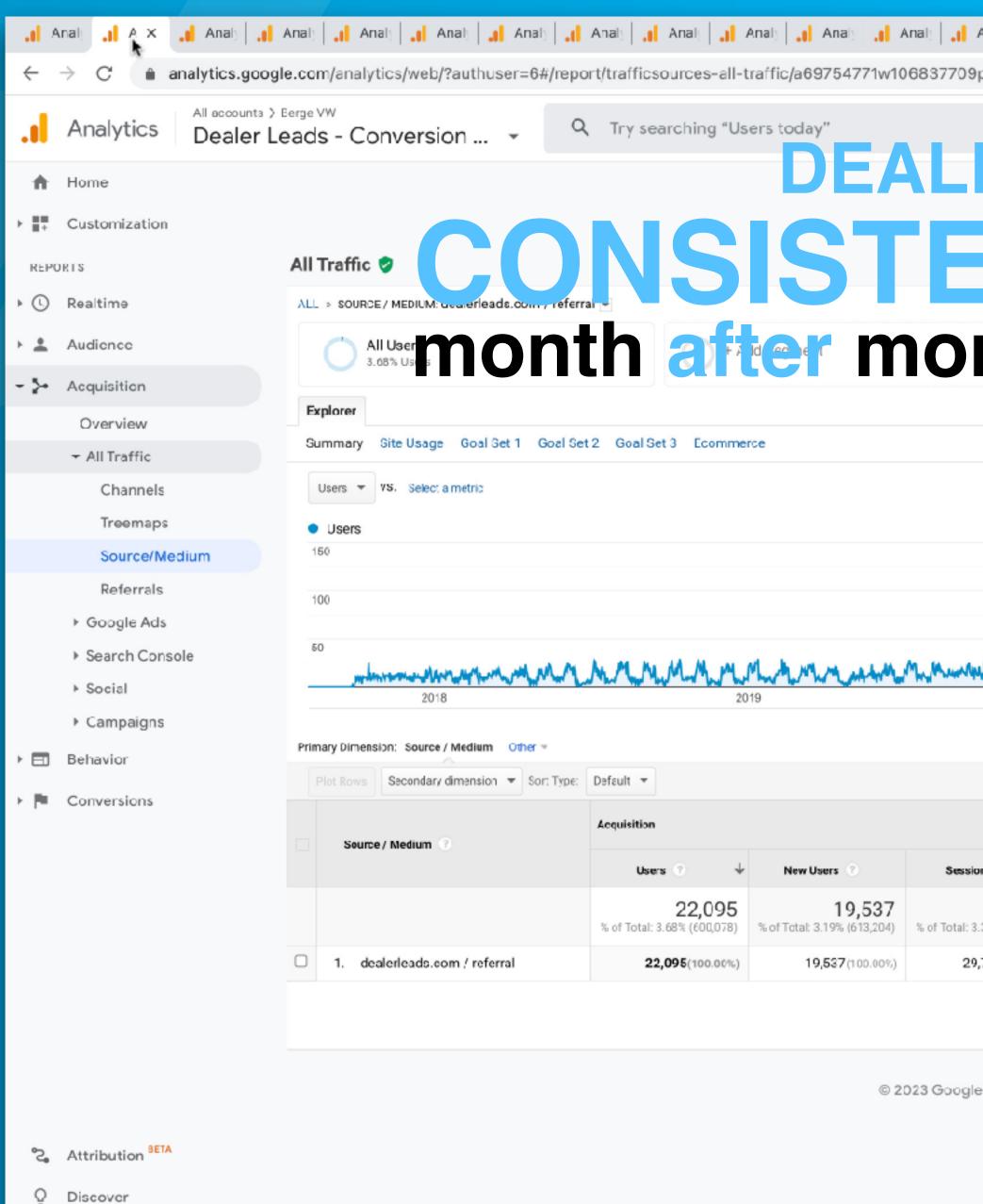










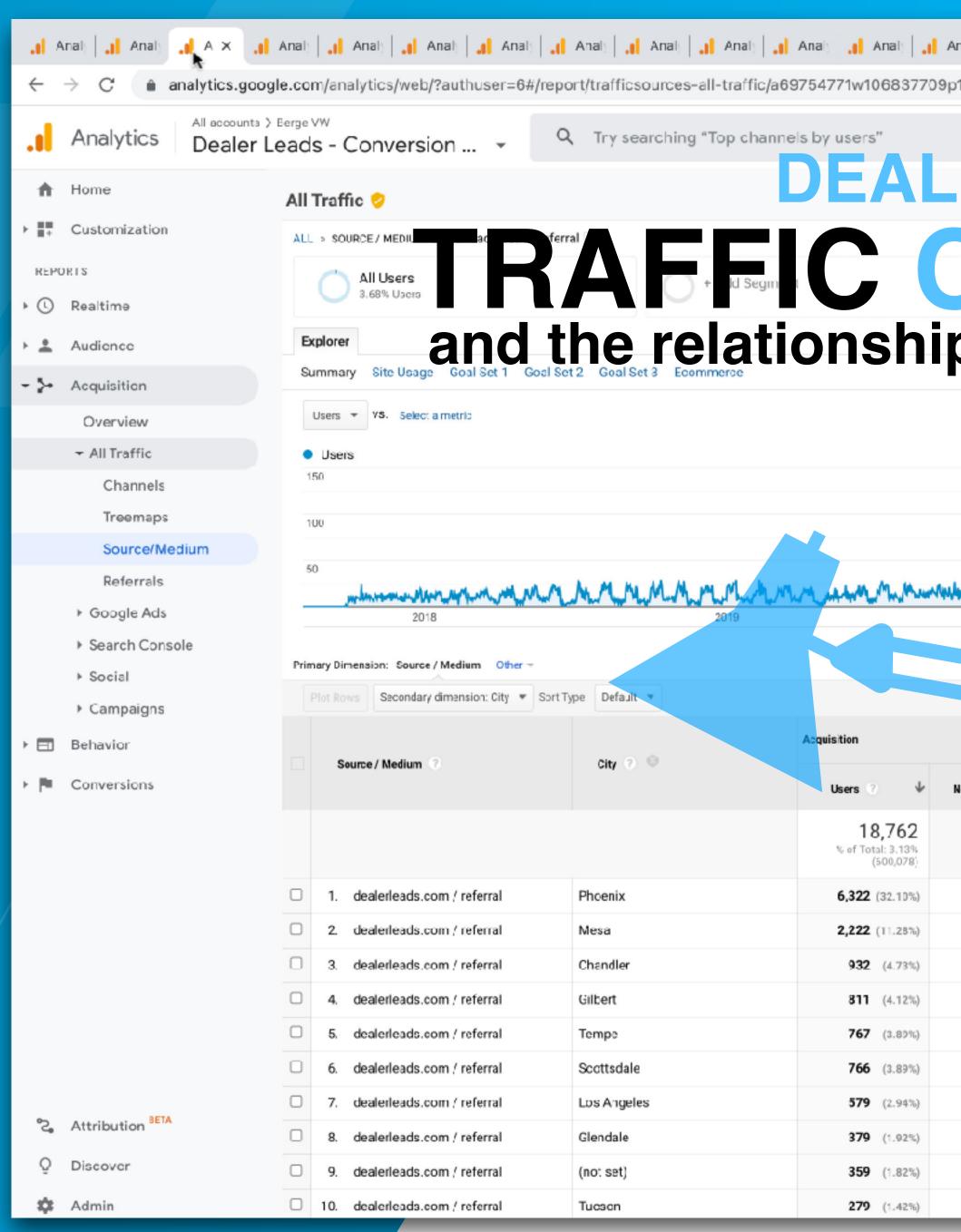


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Users ? 17,063 of Total: 2.78% (613,224) 5,592 (32.77%) 1,783 (10.45%) 739 (4.33%) 669 (3.92%)	Sessions ? 24,838 % of Total: 2.83% (876,924) 7,532 (30.32%) 4,367 (17.58%) 1,155 (4.65%) 993 (4.00%)	Bounce Rate ? 32.77% 32.77% Avg for Vice 36.64% ? 33.91% 33.91% 25.72% 25.26% 24.87% 24.87%	Pages / Session 2.85 Avg for View: 2.26 (25.85%) 2.84 2.90 3.51 3.60	00:02:24 Avg for View: 00:01:50 (30.30%) 00:02:07 00:03:18 00:03:07 00:03:36	Q ad Conversions All Goals Goal Conversion Rate ad 3.39% add Arg for View: 2.42% add (40.10%) add 2.47% add 3.46% add 4.23% add	Goal Completions 848 % of Total: 3.99% (21,231) 317 (37.33%) 108 (12.74%) 40 (4.72%) 42 (4.95%)	Goal Value ? \$0.00 % of Total 0.00 % of Total 0.00 \$0.00 (0.00 \$0.00 (0.00 \$0.00 (0.00 \$0.00 (0.00	3% (%) (%) (%) (%) (%)
Users 17,063 17,063 (613,224) 5,592 (32.77%) 1,783 (10.45%) 739 (4.33%) 669 (3.92%) 616 (3.61%)	Sessions ? 24,838 % of Total: 2.83% (876,924) 7,532 (30.32%) 4,367 (17.58%) 1,155 (4.65%) 993 (4.00%) 867 (3.49%)	Bounce Rate O 32.77% 32.77% Avg for Vorm 36.64% 33.91% 33.91% 25.72% 25.26% 24.87% 33.68% 33.68%	Pages / Session 2.85 Avg for View: 2.26 (25.85%) 2.84 2.90 3.51 3.60 2.98	00:02:24 Avg for View: 00:01:50 (30.30%) 00:02:07 00:03:18 00:03:07 00:03:36 00:02:14	Q ad Conversions All Goals Goal Conversion Rate ad 3.39% add add add add add add add add add ad	Coal Completions Coal Coal Coal Coal Coal Coal Coal Coal	Goal Value ? \$0.00 % of Total 0.00 % of Total 0.00 \$0.00 (0.00 \$0.00 (0.00 \$0.00 (0.00 \$0.00 (0.00 \$0.00 (0.00)	3% (%) (%) (%) (%) (%)
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LET'S GO Quarter by Quarter

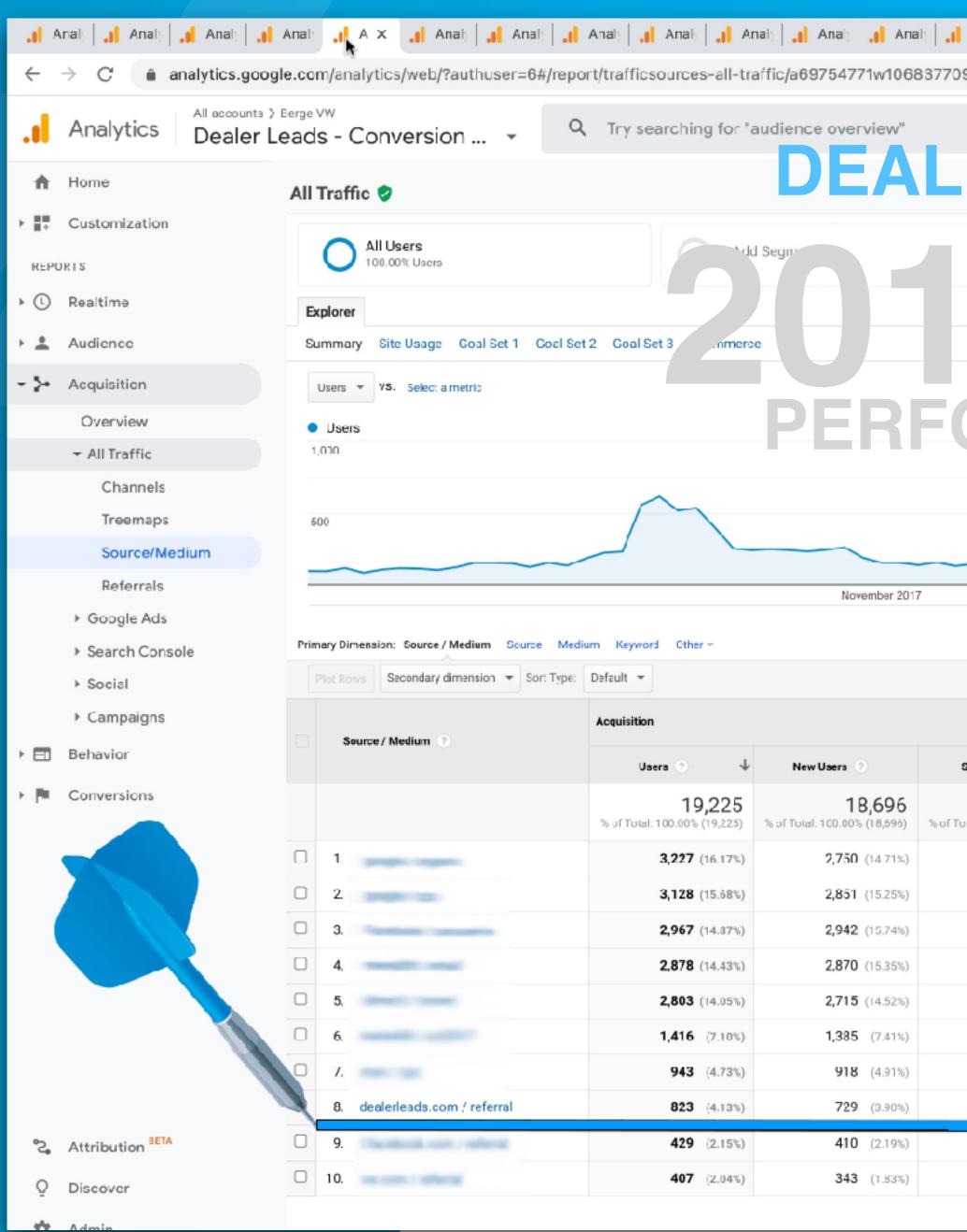
1ST QUARTER REPORTING JAN 1 thru MAR 31

2ND QUARTER REPORTING APR 1 thru JUN 30

3RD QUARTER REPORTING JUL 1 thru SEP 30

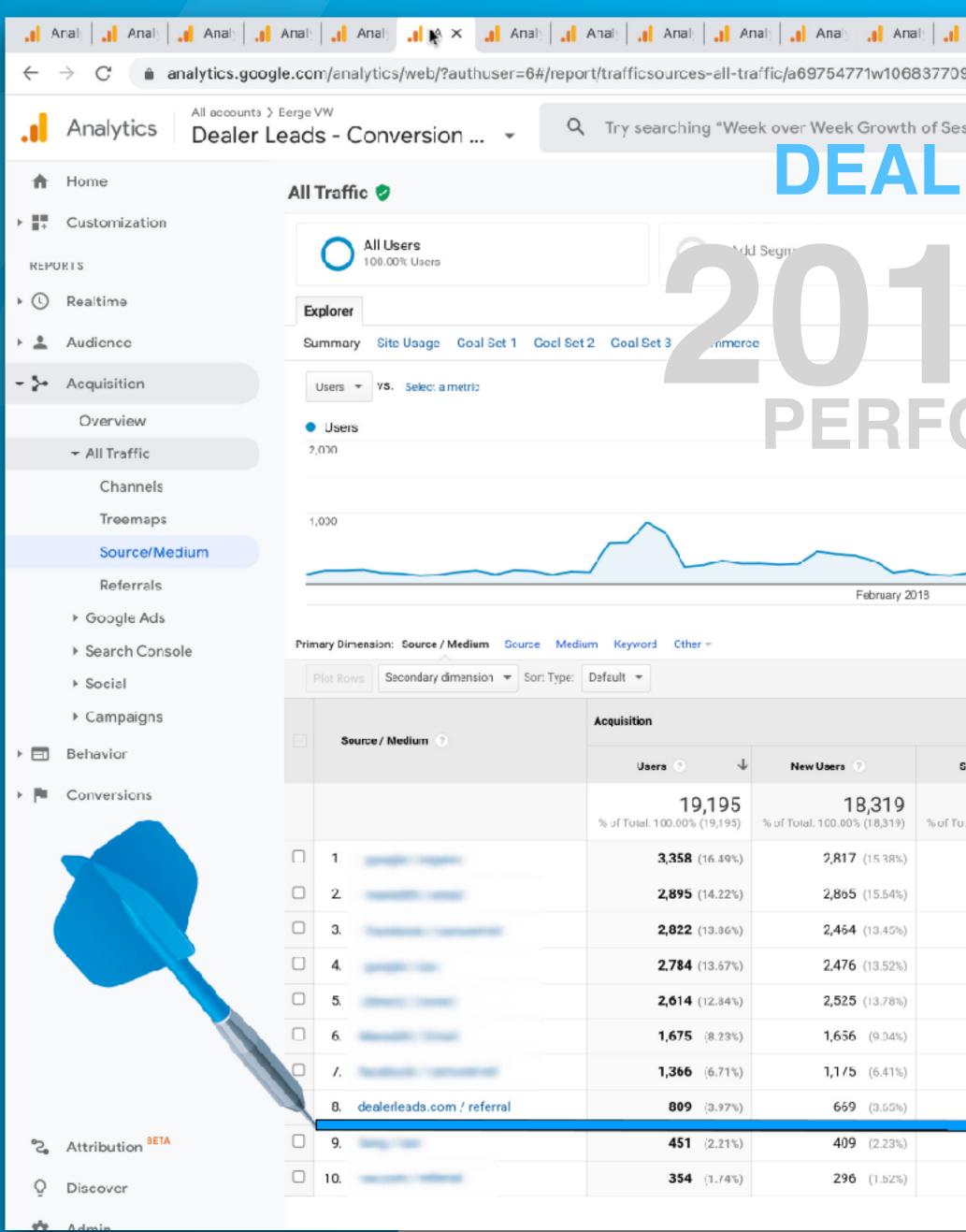
4TH QUARTER REPORTING OCT 1 thru DEC 31





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27,584 of Total: 100.00% (27,584) 5,041 (18,28%)	Behavior Dounce Rate ⑦ 52.80% Arg for View: 52.80% (0.00%) 21.95%	Pages / Session (*) 2.32 Avg for View: 2.32 (0.00%) 3.70	Avg. Session Duration (?) 00:01:43 Avg for View: 00.0143 (0.00%) 00:03:19	Conversions All Gcals • Goel Conversion Rate ? 2.24% Avg for View: 2.24% (0.00%) 3.65%	Goal Completions ? 617 % of Tota: 100.00% (617) 184 (29.82%)	Goal Value () \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%)
27,584 of Total: 100.00% (27,584) 5,041 (18,28%) 4,552 (16.50%)	Behavior Dounce Rate ⑦ 52.80% Avg for View: 52.80% (0.00%) 21.95% 56.43%	Pages / Session 2.32 Avg fo: Vew: 2.32 (0.00%) 3.70 2.05	Avg. Session Duration (*) 00:01:43 Avg for View: 00.0143 (0.00%) 00:03:19 00:01:26	Conversions All Gcals Cool Conversion Rate	Goal Completions ? 617 % of Total: 100 00% (617) 184 (29.82%) 159 (25.77%)	Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%)
27,584 of Total: 100.00% (27,584) 5,041 (18,28%) 4,552 (16.50%) 4,707 (17.06%)	Behavior Dounce Rate ⑦ 52.80% Avg for View: 52.80% (0.00%) 21.95% 56.43% 55.62%	Pages / Session ? 2.32 Avg fo: Vew: 2.32 (0.00%) 3.70 2.05 1.19	Avg. Session Duration 00:01:43 Avg for View: 00.0143 (0.00%) 00:03:19 00:01:26 00:00:17	Conversions All Gcals Goel Conversion Rate Conversion R	Goal Completions ? 617 % of Total: 100 00% (617) 184 (29.82%) 159 (25.77%) 29 (4.70%)	Goal Value ? \$0.00 \$0.00 % of Total: 0.00% (\$0.00) \$0.00 \$0.00 (0.00%) \$0.00 (0.00%)
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27,759 of Total: 100.00% (27,759) 5,384 (19.40%)	Behavior Dounce Rate (7) 38.61% Avg for View: 38.61% (0.00%) 18.24%	Pages / Session ② 2.93 Avg fo: View: 2.93 (0.00%) 4.55	Avg. Session Duration ③ 00:01:50 Avg for View: 00:01 50 (0.00%) 00:03:24	Conversions All Gcals Goal Conversion Rate 2.48% Avg for View: 2.48% (0.00%) 4.20%	Goal Completions ⑦ 688 % of Tota: 100 00% (688) 226 (32.85%)	Goal Value (?) \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%)
27,759 of Total: 100.00% (27,759) 5,384 (19.40%) 3,127 (11.26%)	Behavior Dounce Rate ⑦ 38.61% Arg for View: 38.61% (0.00%) 18.24% 50.83% 53.99%	Pages / Session 2.93 Avg fo: View: 2.93 (0.00%) 4.55 1.63	Avg. Session Duration 00:01:50 Avg for View: 00.01 50 (0.00%) 00:03:24 00:00:34	Conversions All Gcals Goal Conversion Rate 2.48% Avg for View: 2.48% (0.00%) 4.20% 0.00%	Goal Completions ? 688 % of Tota: 100 00% (688) 226 (32.85%) 0 (0.00%)	Goal Value 7 \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%)
27,759 of Total: 100.00% (27,759) 5,384 (19.40%) 3,127 (11.26%) 3,977 (14.33%)	Behavior Dounce Rate ⑦ 38.61% Arg for View: 38.61% (0.00%) 18.24% 50.83% 53.99%	Pages / Session ? 2.93 Avg fo: View: 2.93 (0.00%) 4.55 1.63 1.65	Avg. Session Duration (?) 00:01:50 Avg for View: 00:01 50 (0.00%) 00:03:24 00:00:34 00:00:19	Conversions All Gcals Goel Conversion Rate Conversion R	Goal Completions ? 688 % of Total: 100 00% (688) 226 (32.85%) 0 (0.00%) 23 (3.34%)	Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
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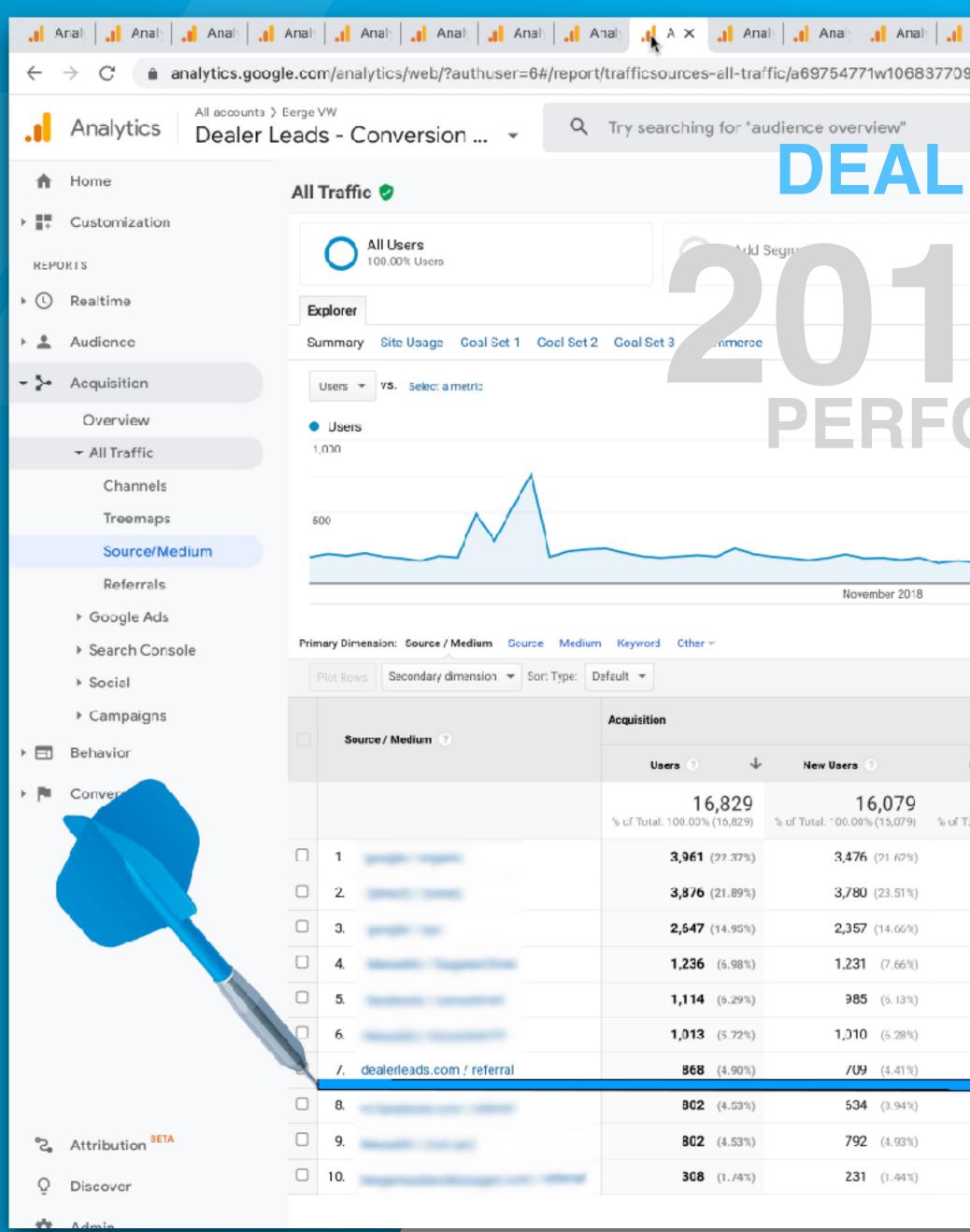


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6,297 (26.42%)	12.29%	5.01	00:03:38	3.03%	191 (35.24%)	\$0.00 (0.00%)
4,976 (20.88%)	34.89%	2.98	00:01:52	1.69%	84 (15.50%)	\$0.00 (0.00%)
3,547 (14.88%)	27.69%	3.44	00:02:18	4.17%	148 (27.31%)	\$0.00 (0.00%)
1.240 (5.20%)	26.85%	2.36	00:02:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
1,432 (6.01%)	33.59%	2.56	00:01:02	0.56%	8 (1.48%)	\$0.00 (0.00%)
1,051 (4.41%)	4.57%	2.59	00:00:30	0.10%	1 (0.18%)	\$0.00 (0.00%)
1,283 (5.38%)	16.68%	4.31	00:03:10	2.65%	34 (6.27%)	\$0.00 (0.00%)
1,032 (4.33%)	30.14%	2.95	00:01:28	1.26%	13 (2.40%)	\$0.00 (0.00%)
816 (3.42%)	85.66%	1.30	00:00:19	0.12%	1 (0.18%)	\$0.00 (0.00%)
444 (1.86%)	9.68%	5.52	00:03:31	4.50%	20 (3.69%)	\$0.00 (0.00%)

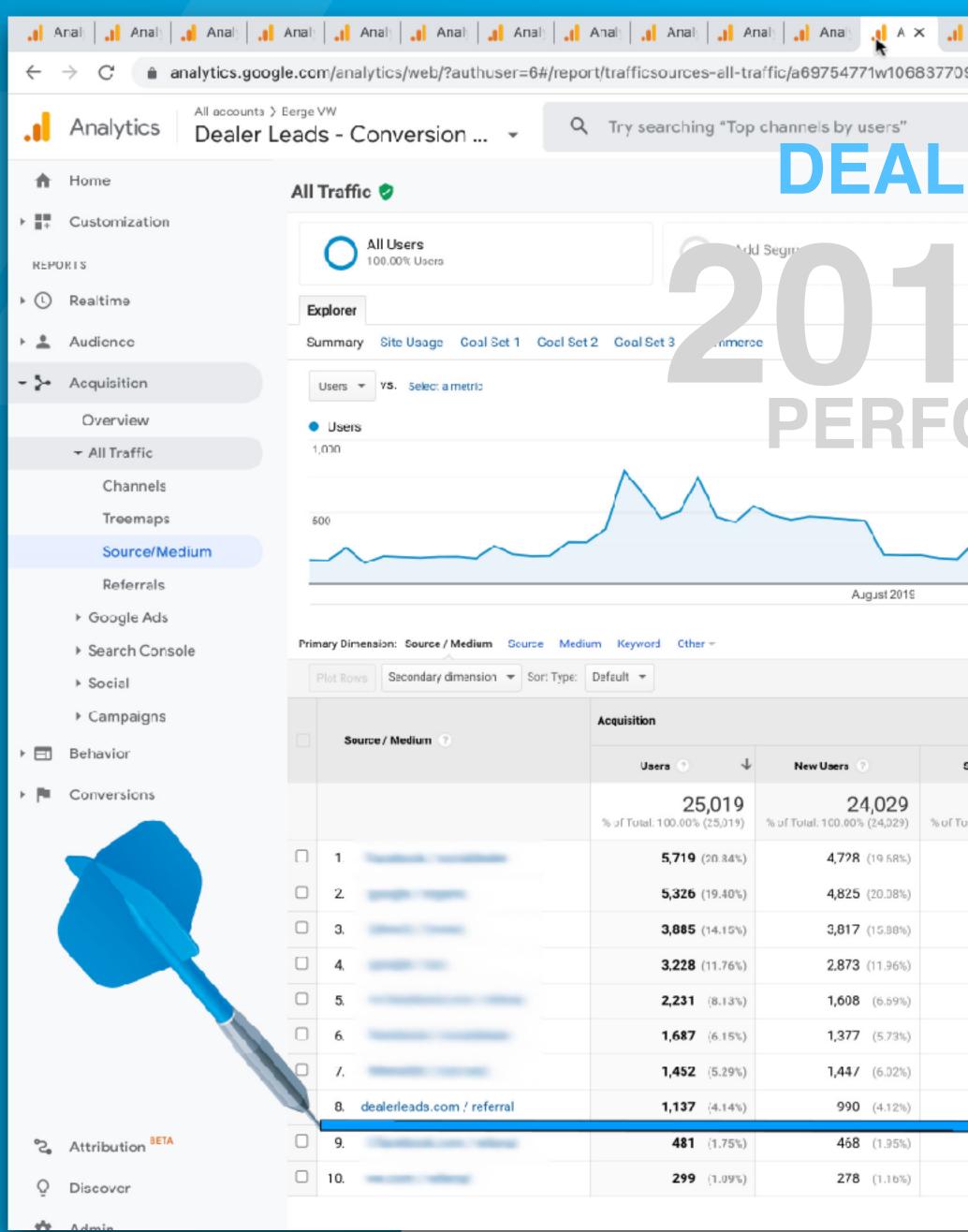


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▶ Social ▶ Campaigns	Plot Rows Secondary dimension - Sor: Ty	ype: Default -	New Users ? 14,773 % of Total: 100.00% (14,773)	Sessions (7) 23,698 % of Total: 100.00% (23,698)		Pages / Session ? 2.60 Avg for View: 2.60 (0.00%)	Avg. Session Duration ? 00:02:25 Avg for View: 00.02.25 (0.00%)	Conversions All Gcals * Goel Conversion Rate ? 2.35%		
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 Social Campaigns Behavior 	Plot Rows Secondary dimension Sort Ty Source / Medium	ype: Default Acquisition Users 4 15,880 % of Total: 100.00% (15,380)	14,773 % of Total: 100.00% (14,773)	23,698 % of Total: 100.00% (23,698) 6,457 (27.25%)	Dounce Rate ⑦ 40.95% Avg for View: 40.95% (0.00%)	2.60 Avg for View: 2.60 (0.00%)	00:02:25 Avg for View: 00.02.25 (0.00%)	Conversions All Gcals Goel Conversion Rate 2.35% Avg for View: 2.35% (0.00%)	Goal Completions ? 556 % of Total: 100 00% (556) 208 (37 41%)	Goal Value ? \$0.00 % of Total: 0.00% (\$0.00)
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 Social Campaigns Behavior 	Plot Rows Secondary dimension Source / Medium 1 2	ype: Default ▼ Acquisition Users ●	14,773 % of Total: 100.00% (14,773) 3,659 (24,77%) 2,859 (19.35%) 2,533 (17.15%)	23,698 % of To.al. 100.00% (23,698) 6,457 (27.25%) 4,076 (17.20%) 4,142 (17.48%)	Dounce Rate ? 40.95% 40.95% Arg for View: 40.95% (0.00%) 20.55% 20.55% 46.83% 43.87% 43.87%	2.60 Avg fo: View: 2.60 (0.00%) 3.45 2.40 2.52	00:02:25 Avg for View: 00.02 25 (0.00%) 00:03:23 00:02:13 00:02:23	Conversions All Gcals Cool Conversion Rate Cool Conversion Rate	Goal Completions ? 556 % of Total: 100 00% (556) 208 (37 41%) 97 (17.45%) 117 (21.04%) 2 (0.36%)	Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
 Social Campaigns Behavior 	Plot Rows Secondary dimension Source / Medium 1 2	ype: Default • Acquisition Users • Users • • 15,880 • % of Total: 100.00% (15,380) • 4,189 (25.29%) 2,946 (17.79%) 2,886 (17.43%) 1,930 (11.65%)	14,773 % of Total: 100.00% (14,773) 3,659 (24.77%) 2,859 (19.35%) 2,533 (17.15%) 1,920 (13.00%)	23,698 % of Total: 100.00% (23,698) 6,457 (77.25%) 4,076 (17.20%) 4,142 (17.48%) 2.090 (8.82%)	Dounce Rate ? 40.95% 40.95% Arg for View: 40.95% (0.00%) 20.55% 20.55% 46.83% 43.87% 85.74%	2.60 Avg for Vew: 2.60 (0.00%) 3.45 2.40 2.52 1.48 1.82	00:02:25 Avg for View: 00.02:25 (0.00%) 00:03:23 00:02:13 00:02:23 00:00:32	Conversions All Gcals Goel Conversion Rate	Goal Completions ? 5556 % of Total: 100 00% (556) 208 (37 41%) 97 (17.45%) 117 (21.04%) 2 (0.36%) 9 (1.62%)	Goal Value ? \$0.00 \$0.00 % of Total: 0.00% (\$0.00) \$0.00 \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
 Social Campaigns Behavior 	Plot Rows Secondary dimension Source / Medium 1 2 3 4 5	Acquisition Users ↓ 15,880 ↓ 15,880 ↓ \$of Total: 100.00% (15,380) ↓ 2,946 (17.79%) ↓ 1,930 (11.65%) ↓ 961 (5.80%) ↓	14,773 % of Total: 100.00% (14,773) 3,659 (24.77%) 2,859 (19.35%) 2,533 (17.15%) 1,920 (13.00%) 764 (5.17%)	23,698 % of Total: 100.00% (23,698) 6,457 (27.25%) 4,076 (17.20%) 4,142 (17.48%) 2.090 (8.82%) 1,710 (7.22%)	Dounce Rate Image: Color C	2.60 Avg for Vew: 2.60 (0.00%) 3.45 2.40 2.52 1.48 1.82	00:02:25 Avg for View: 00.02:25 (0.00%) 00:03:23 00:02:23 00:02:23 00:00:32	Conversions All Gcals Goel Conversion Rate	Goal Completions ? 5556 % of Total: 100 00% (556) 208 (37 41%) 97 (17.45%) 117 (21.04%) 2 (0.36%) 9 (1.62%)	Goal Value Image: Control of Contro of Control of Con
 Social Campaigns Behavior 	Plot Rows Secondary dimension Source / Medium 1 2 3. 4. 5. 6. dealerleads.com / referral	ype: Default • Acquisition Users • Users • • 15,880 • % of Total: 100.00% (15,380) • 4,189 (25.29%) • 2,946 (17.79%) • 1,930 (11.65%) • 961 (5.30%) • 924 (5.58%) •	14,773 % of Total: 100.00% (14,773) 3,659 (24.77%) 2,859 (19.35%) 2,533 (17.15%) 1.920 (13.00%) 764 (5.17%) 773 (5.23%)	23,698 % of Total: 100.00% (23,698) 6,457 (77.25%) 4,076 (17.20%) 4,142 (17.48%) 2.090 (8.82%) 1,710 (7.22%) 1,235 (5.42%)	Dounce Rate ? 40.95% 40.95% Arg for View: 40.95% (0.00%) 20.55% 20.55% 46.88% 46.88% 43.87% 85.74% 39.88% 30.43% 51.67%	2.60 Avg for Vew: 2.60 (0.00%) 3.45 2.40 2.52 1.48 1.82 3.13	00:02:25 Avg for View: 00.02 25 (0.00%) 00:03:23 00:02:23 00:02:23 00:01:22 00:01:22	Conversions All Gcals * Goel Conversion Rate ? 2.35% Avg for View: 2.35% (0.00%) 3.22% 2.38% 2.82% 0.10% 3.97% 0.19%	Goal Completions ? 5566 % of Total: 100 00% (556) 208 (37 41%) 97 (17.45%) 117 (21.04%) 2 (0.36%) 9 (1.62%) 51 (9.17%) 1 (0.18%)	Goal Value ? \$0.00 \$0.00 \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
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 Social Campaigns Behavior Image: Campaigne state state	Plot Rows Secondary dimension Source / Medium 1 2 3 4 5 6. dealerleads.com / referral /. 8.	Acquisition Users ↓ 15,880 ↓ 15,880 ↓ \$01 Total: 100.00% (15,380) ↓ 2,946 (17.79%) ↓ 2,886 (17.43%) ↓ 1,930 (11.65%) ↓ 961 (5.30%) ↓ 4466 (2.31%) ↓ 401 (2.42%) ↓	14,773 % of Total: 100.00% (14,773) 3,659 (74.77%) 2,859 (19.35%) 2,859 (19.35%) 2,533 (17.15%) 1.920 (13.00%) 764 (5.17%) 773 (5.23%) 356 (2.41%) 377 (2.55%)	23,698 % of Total: 100.00% (23,698) 6,457 (77.25%) 4,076 (17.20%) 4,142 (17.48%) 2.090 (8.82%) (8.82%) (7.22%) 1,235 (5.42%) (5.42%) 445 (1.88%)	Dounce Rate • 40.95% 40.95% Arg for View: 40.95% (0.00%) 20.55% 20.55% 46.83% 46.83% 43.87% 85.74% 39.83% 30.43% 51.67% 91.80% 13.15%	2.60 Avg for Vew: 2.60 (0.00%) 3.45 2.40 2.52 1.48 1.82 3.13 1.88 1.32 3.42	00:02:25 Avg for View: 00.02 25 (0.00%) 00:03:23 00:02:23 00:02:23 00:00:32 00:01:22 00:02:48 00:02:48	Conversions All Gcals * Goel Conversion Rate ? 2.35% Avg for View: 2.35% (0.00%) 3.22% 2.38% 2.82% 0.10% 0.53% 3.97% 0.19% 0.00%	Goal Completions ? S556 % of Total: 100 00% (556) 208 (37 41%) 97 (17.45%) 117 (21.04%) 2 (0.36%) 9 (1.62%) 51 (9.17%) 1 (0.18%) 0 (0.00%) 15 (2.70%)	Goal Value ? \$0.00 \$0.00 \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)



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		19,871 % cf Total: 100.00% (19,871)	18,982 % of Total: 100.00% (18,982)	29,566 % of Total: 100.00% (29,566)	38.84% Avg for View: \$8.84% (0.00%)	2.36 Avg for Yiew: 2.36 (0.00%)	00:02:16 Avg for View: 00.02:16 (0.00%)	1.59% Avg for View: 1.59% (0.00%)	469 % oʻ Total: 100.00% (469)	\$0.00 % of Total: 0.00% (\$0.00)
	1	4,814 (23.31%)	4,319 (22 75%)	7,057 (23.87%)	18.70%	3.32	00:03:27	2.27%	160 (3412%)	\$0.00 (0.00%)
	2	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.	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	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.	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	B75 (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%)
		773 (3.74%)	/04 (3.71%)	925 (3.13%)	/1./8%	1.46	00:00:32	0.43%	4 (0.85%)	\$0.00 (0.00%)
	8.	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%)
C Attribution	9.	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%)
Q Discover	10.	228 (1.10%)	163 (0.86%)	315 (1.0/%)	18.10%	3.02	00:02:52	4.44%	14 (2.99%)	\$0.00 (0.00%)
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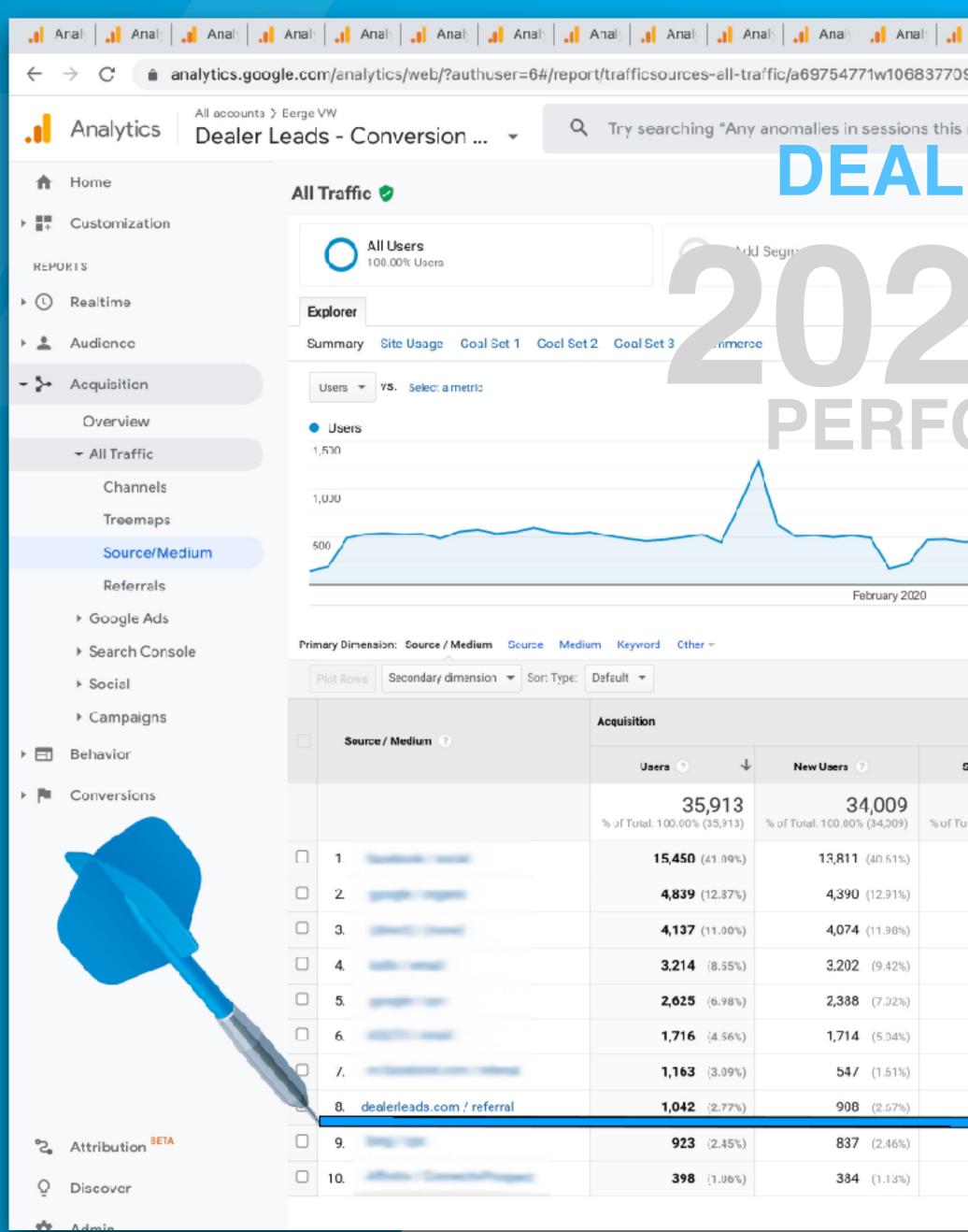


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52,670 of Total: 100.00% (52,670) 24,258 (46.06%) 7,456 (14.16%) 4,936 (9.47%)	36.17% Arg for View: 36.17% (0.00%) 30.15% 18.13% 51.99%	1.88 Avg fo: View: 1.88 (0.00%) 1.25 3.58 2.01	00:01:38 Avg for View: 00.01 38 (0.00%) 00:00:42 00:03:45 00:02:03	1.40% Avg for View: 1.40% (0.00%) 0.50% 2.79% 1.64%	739 % of Total: 100 00% (739) 122 (16 51%) 208 (28.15%) 82 (11.10%)	\$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
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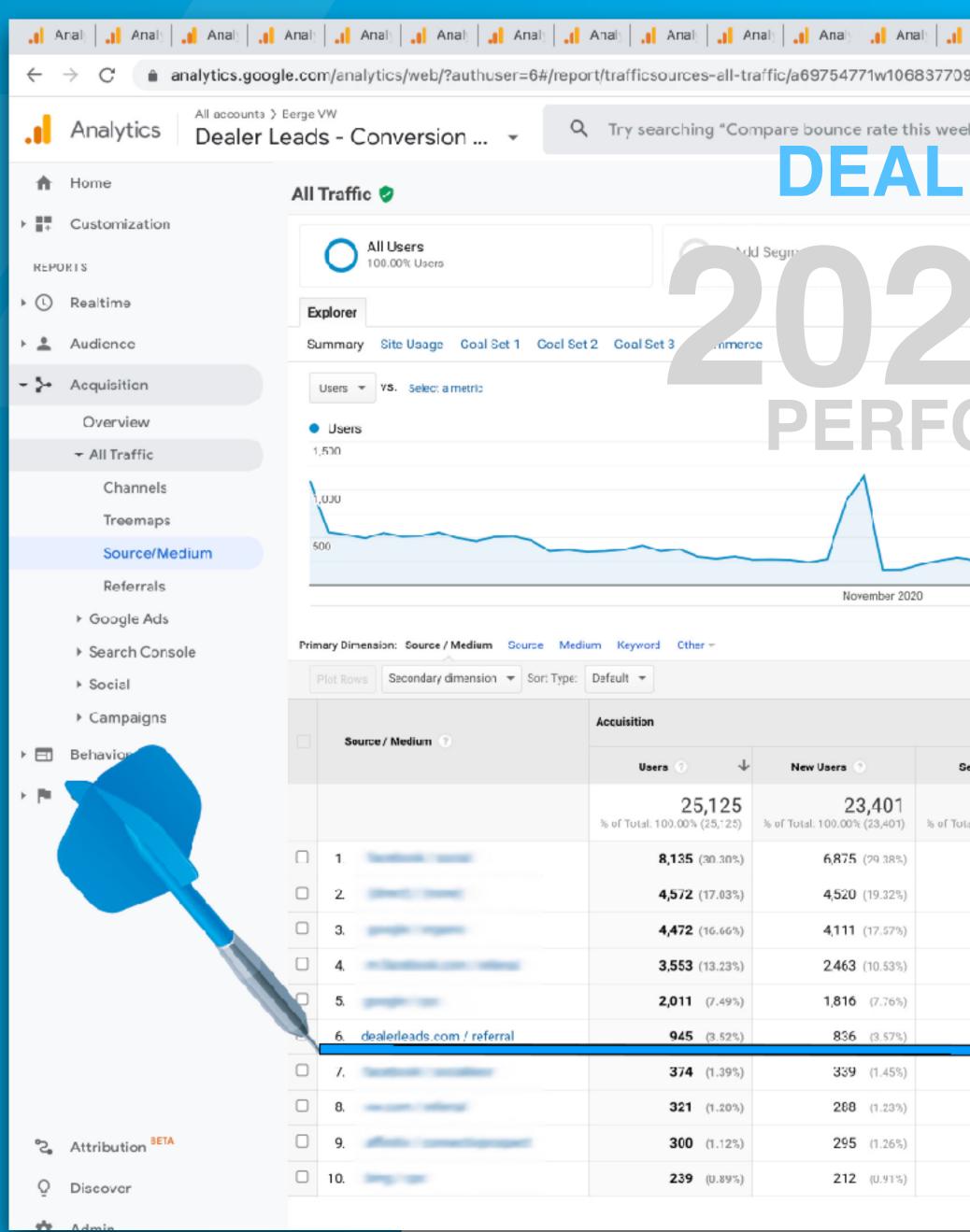


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		28,274 % of Total: 100.00% (28,274)	26,235 % of Total: 100.00% (26,235)	41,572 % of To.al: 100.00% (41,572)	25.70% Arg for View: 25.70% (0.00%)	2.32 Avg fo: View: 2.32 (0.00%)	00:02:01 Avg for View: 00.02.01 (0.00%)	2.23% Avg for View: 2.23% (0.00%)	928 % of Tetal: 100.00% (928)	\$0.00 % of Total: 0.00% (\$0.00)
	1	10,916 (36.61%)	9,169 (34.95%)	18,877 (45.41%)	19 78%	1.92	00:00:58	1.27%	240 (25.86%)	\$0.00 (0.00%)
	2	5,788 (19.41%)	5,733 (21.85%)	4,179 (10.05%)	40.13%	2.26	00:02:51	2.63%	110 (11.85%)	\$0.00 (0.00%)
	3.	5,587 (18.74%)	5,148 (19.52%)	8,440 (20.30%)	19.67%	3.33	00:03:48	3.89%	328 (35.34%)	\$0.00 (0.00%)
	4.	2.102 (7.05%)	1.889 (7.20%)	3.001 (7.22%)	28.65%	2.16	00:02:19	2.83%	85 (9.16%)	\$0.00 (0.00%)
	5.	1,400 (4.70%)	824 (3.14%)	1,935 (4.77%)	54.45%	1.77	00:01:04	1.76%	35 (3.77%)	\$0.00 (0.00%)
	6. dealerleads.com / referral	1,161 (3.89%)	1,018 (3.88%)	1,441 (3.47%)	29.42%	2.85	00:02:26	2.98%	43 (4.63%)	\$0.00 (0.00%)
	0 7.	369 (1.24%)	315 (1.20%)	471 (1.13%)	14.44%	3.42	00:03:54	3.18%	15 (1.62%)	\$U.UU (0.00%)
	8.	271 (0.91%)	239 (0.91%)	359 (0.86%)	17.27%	3.16	00:03:44	3.06%	1 1 (1.19%)	\$0.00 (0.00%)
°2, Attribution BETA	9.	242 (0.81%)	150 (0.57%)	305 (0.73%)	8.52%	3.82	00:03:40	4.92%	15 (1.62%)	\$0.00 (0.00%)
Q Discover	0 10.	190 (0.64%)	180 (0.59%)	196 (U.47%)	77.55%	1.51	00:00:48	0.00%	0 (U.UC%)	\$0.00 (0.00%)
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33,528	Behavior Dounce Rate ? 37.72%	Pages / Session 🤊 2.17	Avg. Session Duration ③ 00:01:56	Goal Conversion Rate ? 4.01%	Goal Completions 0	Gosl Value ③ \$0.00
33,528 tal: 100.00% (33,528)	Behavior Dounce Rate ③ 37.72% Avg for Yiew: 37.72% (0.00%)	Pages / Session ? 2.17 Ang for View: 2.17 (0.00%)	Avg. Session Duration ③ 00:01:56 Arg for View: 00:01:56 (0.00%)	Goal Conversion Rate ② 4.01% Avg for View: 4.01% (0.00%)	Goal Completions ? 1,345 % of Total: 100.00% (1,345)	Goal Value ③ \$0.00 % of Total: 0.00% (\$0.00)
33,528 tal: 100.00% (33,528) 10,188 (30.39%)	Behavior Dounce Rate ? 37.72% Avyg for Yiew: 37.72% (0.00%) 39.41%	Pages / Session ? 2.17 Avg for View: 2.17 (0.00%) 1.36	Avg. Session Duration (*) 00:01:56 Arg for View: 00:01:56 (0.00%) 00:00:44	Goal Conversion Rate ? 4.01% Avg for View: 4.01% (0.00%) 4.32%	Goal Completions ⑦ 1,345 % of Total: 100.00% (1,345) 440 (32.71%)	Goal Value ③ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%)
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33,528 tal: 100.00% (33,528) 10,188 (30.39%) 3,360 (10.02%) 6,530 (19.48%)	Behavior Dounce Rate ? 37.72% Avy for Yiew: 37.72% (0.00%) 39.41% 39.46% 20.05% 52.89%	Pages / Session (*) 2.17 Ang for View: 2.17 (0.00%) 1.36 2.16 3.40	Avg. Session Duration (*) 00:01:56 Arg for View: 00:01:56 (0.00%) 00:00:44 00:02:28 00:03:27	Goal Conversion Rate ? 4.01%	Goal Completions ? 1,345 36 of Total: 100.00% (1,345) 440 (32.71%) 129 (9.59%) 365 (27.14%) 365 (27.14%)	Goal Value ⑦ \$0.00 \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
33,528 tal: 100.00% (33,528) 10,188 (30.39%) 3,360 (10.02%) 6,530 (19.48%) 5,184 (15.46%)	Behavior Dounce Rate 37.72% Avyg for Yiew: 37.72% (0.00%) 39.41% 39.46% 20.05% 52.89% 39.13%	Pages / Session ? 2.17 Aug for View: 2.17 (0.00%) 1.36 2.16 3.40 1.88	Avg. Session Duration () 00:01:56 Avg for View: 00:01:56 (0:00%) 00:00:44 00:02:28 00:03:27 00:01:11	Goal Conversion Rate ? 4.01% 4.01% Avg for View: 4.01% (0.00%) 4.32% 3.84% 5.59% 1.54% 1.54%	Goal Completions ? 1,345	Goal Value () \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00
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33,528 10,188 (30,39%) 3,360 (10.02%) 6,530 (19.48%) 5,184 (15.46%) 2,727 (8.13%) 1,286 (3.84%) 432 (1.29%) 413 (1.23%)	Behavior Dounce Rate ? 37.72% Avy for Yiew: 37.72% (0.00%) 39.41% 39.46% 39.46% 20.05% 52.89% 39.13% 38.26% 70.37% 13.56%	Pages / Session (*) Pages / Session (*) 2.17 Avg for View: 2.17 (0.00%) 1.36 2.16 3.40 3.40 1.38 2.36 2.36 1.71 3.20	Avg. Session Duration () 00:01:55 Avg for View: 00:01:56 (0:00%) 00:00:44 00:02:28 00:01:11 00:02:41 00:02:13	Coal Conversion Rate ? 4.01% Avg for View: 4.01% (0.00%) 4.32% 3.84% 5.59% 1.54% 5.32% 4.04% 1.62% 5.33%	Goal Completions ? 1,345	Coal Value () \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00



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Conversions		28,791 % of Total: 100.00% (28,791)	28,158 % of Total: 100.00% (28,158)	40,183 % of Total: 100.00% (40,182)	30.36% Avy for Yiew: 30.36% (0.00%)	2.07 Avg for View: 2.07 (0.00%)	00:01:51 Arg for View: 00:01:51 (0:00%)	3.97% Avg for View: 3.97% (0.00%)	1,594 % of Total: 100.00% (1,594)	\$0.00 % of Total: 0.00% (\$0.00)
	□ 1.	9,712 (32.19%)	9,320 (33.10%)	13,605 (33.86%)	26.70%	1.10	00:00:40	4.81%	654 (41.03%)	\$0.00 (0.00%)
	□ 2	4,489 (14.88%)	4,146 (14.72%)	6,410 (15.95%)	16.74%	3.43	00:03:38	5.49%	352 (22.08%)	\$0.00 (0.00%)
	3.	2,914 (9.66%)	2,879 (10.22%)	3,878 (9.65%)	32.31%	2.43	00:02:33	3.97%	154 (9.66%)	\$0.00 (0.00%)
	4.	2,536 (8.41%)	2.537 (9.01%)	2.545 (6.33%)	40.28%	2.70	00:02:17	0.59%	15 (0.94%)	\$0.00 (0.00%)
	5.	2,322 (7.70%)	1,859 (6.60%)	3,014 (7.50%)	51.39%	1.76	00:01:05	1.46%	44 (2.76%)	\$0.00 (0.00%)
	6.	2,195 (7.27%)	2,011 (7.14%)	2,689 (6.69%)	35.11%	2.36	00:02:04	4.72%	127 (7.97%)	\$0.00 (0.00%)
	□ <i>I</i> .	2,129 (7.06%)	1,944 (6.90%)	2,731 (6.80%)	39.95%	1.84	00:01:21	2.86%	78 (4.89%)	\$U.UU (0.00%)
	8. dealerleads.com / referral	1,177 (3.90%)	1,051 (3.73%)	1,627 (4.05%)	29.15%	2.75	00:02:33	3.13%	51 (3.20%)	\$0.00 (0.00%)
C Attribution BETA	9.	264 (0.87%)	253 (0.90%)	340 (D.85%)	29.41%	1.06	00:01:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
Q Discover	10.	229 (0.76%)	201 (0.71%)	279 (0.69%)	11.47%	3.94	00:03:59	7.53%	2 1 (1.32%)	\$0.00 (0.00%)
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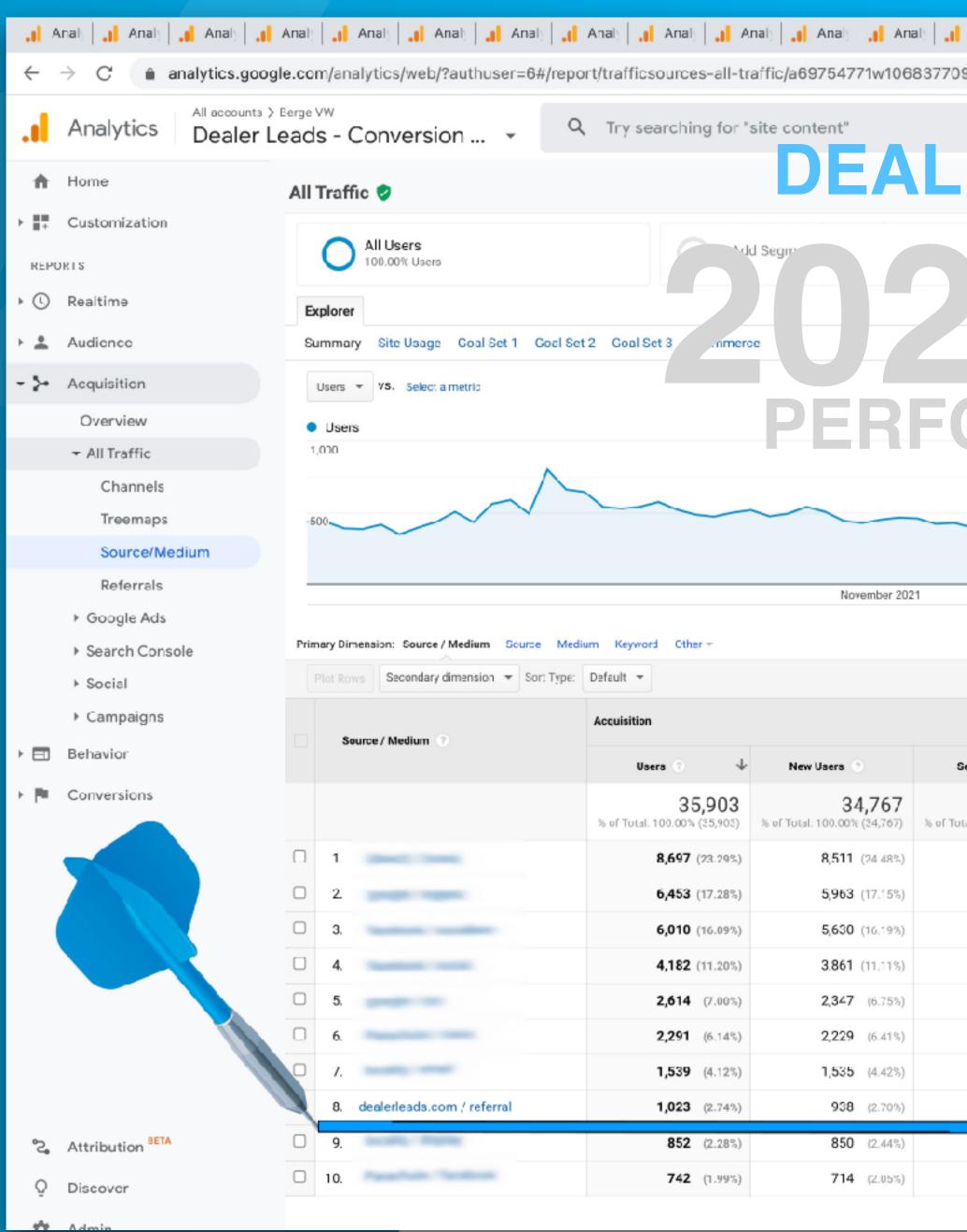


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Conversions		41,842 % of Total: 100.00% (41,842)	41,013 % of Total: 100.00% (41,013)	62,227 % of Total: 100.00% (62,227)	33.45% Avg for Yiew: 33.45% (0.00%)	1.95 Avg for View: 1.95 (0.00%)	00:01:45 Arg for View: 00:01:45 (0.00%)	3.49% Avg for View: 3.49% (0.00%)	2,170 % of Total: 100.00% (2,170)	\$0.00 % of Total: 0.00% (\$0.00)
	□ 1. ·····	11,664 (26.08%)	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	6,393 (14.30%)	5,815 (14.18%)	9,795 (15.74%)	17.28%	3.58	00:03:42	5.49%	538 (24.79%)	\$0.00 (0.00%)
						1.00	00:00:51	3.48%	315 (14.52%)	\$0.00 (0.00%)
	3.	6,164 (13.78%)	5,622 (13.71%)	9,056 (14.55%)	29.64%	1.29	00.00101			
	3. 4.	6,164 (13.78%) 5,390 (12.05%)	5,622 (13.71%) 5,336 (13.01%)	9,056 (14.55%) 7,319 (11.76%)	29.64% 45.65%	2.27	00:02:52	2.96%	217 (10.00%)	\$0.00 (0.00%)
	4.	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%)
	4. 5.	5,390 (12.05%) 3,554 (7.95%)	5.336 (13.01%) 3,165 (7.72%)	7.319 (11.76%) 4,570 (7.34%)	45.65% 35.69%	2.27 1.13	00:02:52 00:00:35	2.96% 2.14%	217 (10.00%) 98 (4.52%)	\$0.00 (0.00%) \$0.00 (0.00%)
	4. 5. 6.	5,390 (12.05%) 3,554 (7.95%) 2,483 (5.55%)	5.336 (13.01%) 3,165 (7.72%) 2,221 (5.42%)	7.319 (11.76%) 4,570 (7.34%) 3,150 (5.06%)	45.65% 35.69% 32.8 <i>6</i> %	2.27 1.13 2.65	00:02:52 00:00:35 00:02:24	2.96% 2.14% 5.46%	217 (10.00%) 98 (4.52%) 172 (7.93%)	\$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
Attribution BETA	4. 5. 6. 7.	5,390 (12.05%) 3,554 (7.95%) 2,483 (5.55%) 2,176 (4.87%)	5.336 (13.01%) 3,165 (7.72%) 2,221 (5.42%) 2,176 (5.31%)	7.319 (11.76%) 4,570 (7.34%) 3,150 (5.06%) 2,184 (3.51%)	45.65% 35.69% 32.86% 39.10%	2.27 1.13 2.65 2.53	00:02:52 00:00:35 00:02:24 00:02:20	2.96% 2.14% 5.46% 0.14%	217 (10.00%) 98 (4.52%) 172 (7.93%) 3 (0.14%)	\$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
 Attribution BETA Discover 	 4. 5. 6. 7. 8. 	5,390 (12.05%) 3,554 (7.95%) 2,483 (5.55%) 2,176 (4.87%) 1,415 (3.16%)	5.336 (13.01%) 3,165 (7.72%) 2,221 (5.42%) 2,176 (5.31%) 1,018 (2.48%)	7.319 (11.76%) 4,570 (7.34%) 3,150 (5.06%) 2,184 (3.51%) 1,523 (2.45%)	45.65% 35.69% 32.86% 39.10% 65.13%	2.27 1.13 2.65 2.53 1.45	00:02:52 00:00:35 00:02:24 00:02:20 00:00:40	2.96% 2.14% 5.46% 0.14% 0.98%	217 (10.00%) 98 (4.52%) 172 (7.93%) 3 (0.14%) 15 (0.69%)	\$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)



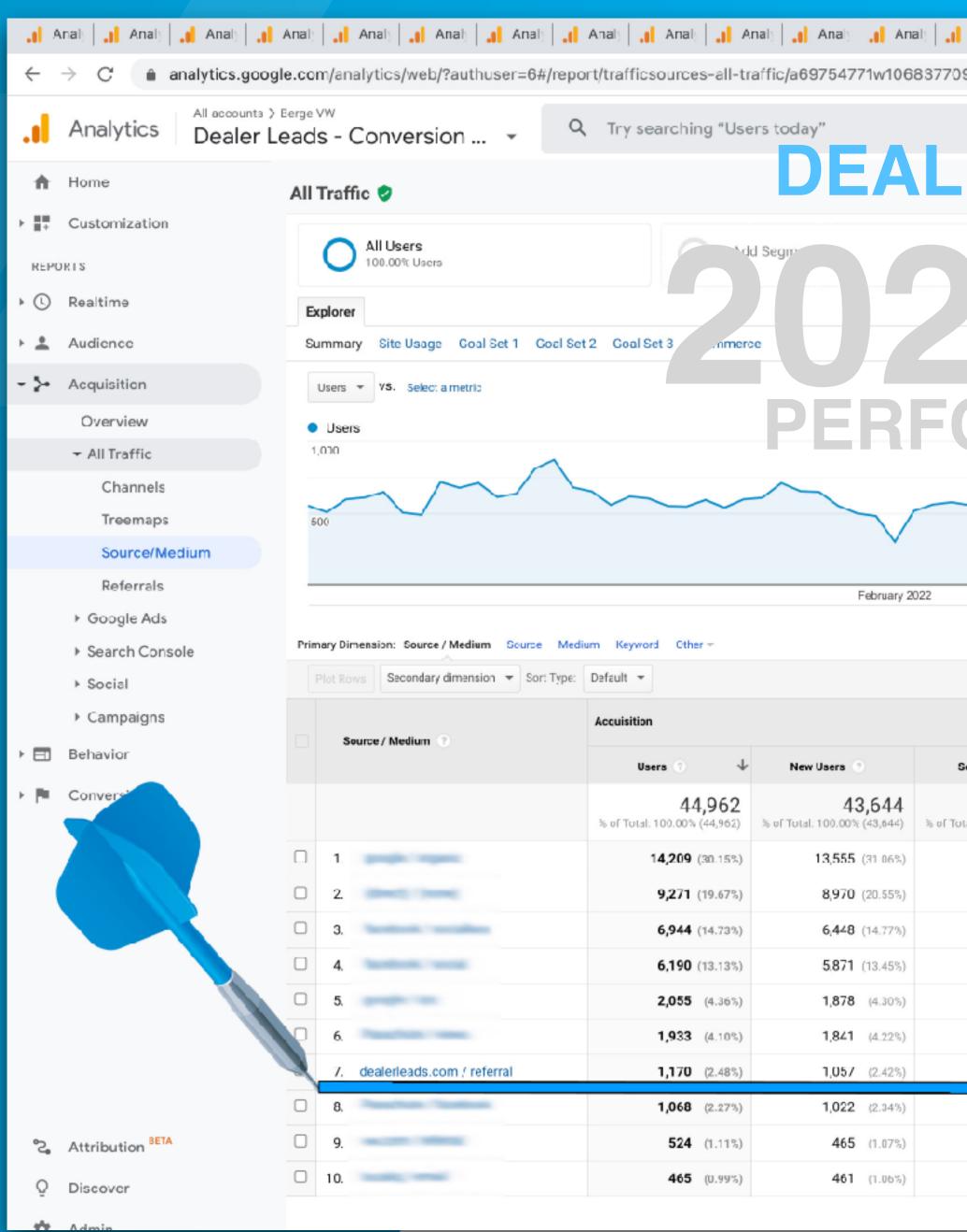
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		41,119 % of Total: 100.00% (41,119)	40,122 % of Total: 100.00% (40,122)	55,178 % of Total: 100.00% (55,178)	36.35% Avg for Yiew: 36.35% (0.00%)	2.09 Avg for View: 2.09 (0.00%)	00:02:00 Arg for View: 00.02.00 (0.00%)	3.57% Avg for View: 3.57% (0.00%)	1,968 % of Total: 100.00% (1,968)	\$0.00 % of Total: 0.00% (\$0.00)
	□ 1.	7,155 (16.76%)	7,229 (18.02%)	7000						\$0.00 (0.00%)
			(10 U/ A)	7,308 (13.24%)	34 46%	2.54	00:03:04	0.36%	26 (1.32%)	\$0.00 (0.00s)
	2	6,617 (15.50%)	6,126 (15.27%)	7,308 (13.24%) 9,561 (17.33%)	34 46% 17.48%	2.54	00:03:13	0.36%	26 (1.32%)615 (31.25%)	\$0.00 (0.00%)
	2. 3.									
		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.	6,617 (15.50%) 5,609 (13.14%)	6,126 (15.27%) 5,528 (13.78%)	9,561 (17.33%) 7,653 (13.87%)	17.48% 46.66%	3.31 2.18	00:03:13 00:02:19	5.43% 3.08%	615 (31.25%) 236 (11.99%)	\$0.00 (0.00%) \$0.00 (0.00%)
	3. 4.	6,617 (15.50%) 5,609 (13.14%) 5,515 (12.92%)	6,126 (15.27%) 5,528 (13.78%) 5,073 (12.64%)	9,561 (17.33%) 7,653 (13.87%) 8,834 (16.01%)	17.48% 46.66% 18.58%	3.31 2.18 1.14	00:03:13 00:02:19 00:01:01	5.43% 3.08% 5.07%	615 (31.25%) 236 (11.99%) 448 (22.76%)	\$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
	3. 4. 5.	6,617 (15.50%) 5,609 (13.14%) 5,515 (12.92%) 4,217 (9.88%)	6,126 (15.27%) 5,528 (13.78%) 5,073 (12.64%) 3,908 (9.74%)	9,561 (17.33%) 7,653 (13.87%) 8,834 (16.01%) 5,588 (10.13%)	17.48% 46.66% 18.58% 37.42%	3.31 2.18 1.14 1.27	00:03:13 00:02:19 00:01:01 00:00:46	5.43% 3.08% 5.07% 2.97%	615 (31.25%) 236 (11.99%) 448 (22.76%) 166 (8.43%)	\$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
	3. 4. 5.	6,617 (15.50%) 5,609 (13.14%) 5,515 (12.92%) 4,217 (9.88%) 2,733 (6.40%)	6,126 (15.27%) 5,528 (13.78%) 5,073 (12.64%) 3,908 (9.74%) 2,451 (6.11%)	9,561 (17.33%) 7,653 (13.87%) 8.834 (16.01%) 5,588 (10.13%) 3,565 (6.46%) 2,811 (5.09%)	17.48% 46.66% 18.58% 37.42% 35.48%	3.31 2.18 1.14 1.27 2.45 1.04	00:03:13 00:02:19 00:01:01 00:00:46 00:02:09	5.43% 3.08% 5.07% 2.97% 5.61%	615 (31.25%) 236 (11.99%) 448 (22.76%) 166 (8.43%) 200 (10.16%)	\$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
Attribution BETA	3. 4. 5. 6. 7. 8. dealerleads.com / referral 9.	6,617 (15.50%) 5,609 (13.14%) 5,515 (12.92%) 4,217 (9.88%) 2,733 (6.40%) 2,688 (6.30%)	6,126 (15.27%) 5,528 (13.78%) 5,073 (12.64%) 3,908 (9.74%) 2,451 (6.11%) 2,650 (6.60%)	9,561 (17.33%) 7,653 (13.87%) 8.834 (16.01%) 5,588 (10.13%) 3,565 (6.46%) 2,811 (5.09%)	17.48% 46.66% 18.58% 37.42% 35.48% \$5.77%	3.31 2.18 1.14 1.27 2.45 1.04	00:03:13 00:02:19 00:01:01 00:00:46 00:02:09 00:00:04	5.43% 3.08% 5.07% 2.97% 5.61% 0.32%	615 (31.25%) 236 (11.99%) 448 (22.76%) 166 (8.43%) 200 (10.16%) 9 (0.46%)	\$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
 Attribution BETA Discover 	 3. 4. 5. 6. 7. 8. dealerleads.com / referral 	6,617 (15.50%) 5,609 (13.14%) 5,515 (12.92%) 4,217 (9.88%) 2,733 (6.40%) 2,688 (6.30%) 1,401 (3.28%)	6,126 (15.27%) 5,528 (13.78%) 5.073 (12.64%) 3,908 (9.74%) 2,451 (6.11%) 2,650 (6.60%) 1,256 (3.13%)	9,561 (17.33%) 7,653 (13.87%) 8.834 (16.01%) 5,588 (10.13%) 3,565 (6.46%) 2,811 (5.09%) 1,883 (3.41%) 1,271 (2.30%)	17.48% 46.66% 18.58% 37.42% 35.48% \$5.77% 33.62%	3.31 2.18 1.14 1.27 2.45 1.04 2.47 1.52	00:03:13 00:02:19 00:01:01 00:00:46 00:02:09 00:02:04 00:02:17	5.43% 3.08% 5.07% 2.97% 5.61% 0.32% 3.35% 3.30% 0.28%	615 (31.25%) 236 (11.99%) 448 (22.76%) 166 (8.43%) 200 (10.16%) 9 (0.46%) 63 (3.20%) 42 (2.13%)	 \$0.00 (0.00%)





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50,553 F Total: 100.00% (50,553)	Behavior Bounce Rate 43.32% Avg for Yiew: 43.32% (0.00%)	Pages / Session () 1.95 Avg. for View: 1.95 (0.00%)	Avg. Session Duration ③ 00:01:35 Avg for View: 00:01:35 (0:00%)	Goal Conversion Rate (2) 3.54% Avg for View: 3.54% (0.00%)	Goal Completions ? 1,792 % of Total: 100.00% (1,792)	Goal Value ③ \$0.00 % of Total: 0.00% (\$0.00)
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50,553 FTotal: 100.00% (50,553) 11,664 (23.07%) 8,614 (17.04%)	Behavior Dounce Rate ? 43.32% Avg for Yiew: 43.32% (0.00%) 62.83% 23.00%	Pages / Session (*) 1.95 Avg for View: 1.95 (0.00%) 1.75 3.20	Avg. Session Duration (*) 00:01:35 Arg for View: 00:01:35 (0.00%) 00:01:28 00:03:00	Goal Conversion Rate 3.54% Avg for View: 3.54% (0.00%) 1.63% 5.46%	Goal Completions 1,792 % of Total: 100.00% (1,792) 190 (10.60%) 470 (26.23%)	Goal Value ③ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%)
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50,553 FTotal: 100.00% (50,553) 11,664 (23.07%) 8,614 (17.04%) 9,234 (18.27%)	Behavior Dounce Rate ? 43.32% Avg for View: 43.32% (0.00%) 62.83% 23.00% 34.29%	Pages / Session (*) 1.95 Avg for View: 1.95 (0.00%) 1.75 3.20 1.39	Avg. Session Duration (*) 00:01:35 Avg for View: 00:01:35 (0.00%) 00:01:28 00:03:00 00:00:49	Goal Conversion Rate ? 3.54% 3.54% Avg for View: 3.54% (0.00%) 1.63% 1.63% 5.46% 4.12% 4.12%	Goal Completions 1,792 % of Total: 100.00% (1,792) 190 (10.60%) 470 (26.23%) 380 (21.21%)	Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
50,553 (Total: 100.00% (50,553) 11,664 (23.07%) 8,614 (17.04%) 9,234 (18.27%) 6,589 (13.03%)	Behavior Dounce Rate ? 43.32% Avg for Yiew: 43.32% (0.00%) 62.83% 23.00% 34.29% 26.18%	Pages / Session ? 1.95 Avg for View: 1.95 (0.00%) 1.75 3.20 1.39 1.35	Avg. Session Duration () 00:01:35 Avg for View: 00:01:35 (0.00%) 00:01:28 00:01:28 00:01:28 00:01:28 00:01:28 00:01:28 00:01:28 00:01:28 00:01:28 00:01:28	Goal Conversion Rate ? 3.54% 3.54% Avg for View: 3.54% (0.00%) 1.63% 1.63% 5.46% 4.12% 5.02%	Goal Completions 1,792 % of Total: 100.00% (1,792) 190 (10.60%) 470 (26.23%) 380 (21.21%) 331 (18.47%)	Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
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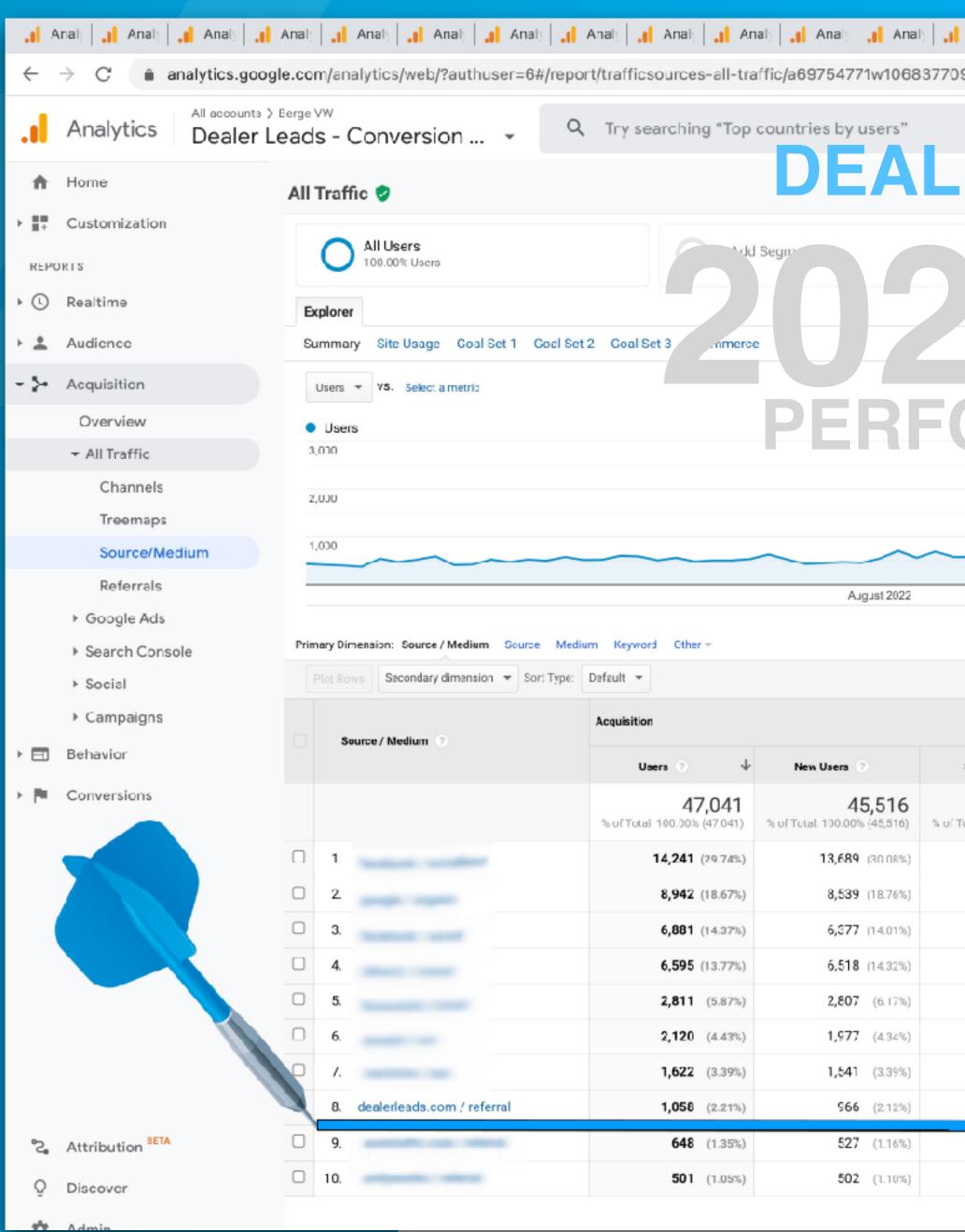


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Sessions ③ 60,961 otal: 100.00% (60,961) 17,381 (28.51%)	Behavior Dounce Rate ? 43.97% Avy for Yiew: 43.97% (0.00%) 46.41%	Pages / Session (?) 1.82 Aug for View: 1.82 (0.00%) 2.33	Avg. Session Duration (*) 00:01:25 Arg for View: 00:01:25 (0.00%) 00:01:56	Goal Conversion Rate ? 3.02%	Goal Completions ? 1,844 % of Total: 100.00% (1,844) 474 (25.70%)	Goal Value ③ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%)
Sessions ? 60,961 otal: 100.00% (60,961) 17,381 (28 51%) 10,835 (17.77%)	Behavior Downce Rate 43.97% Avy for Yiew: 43.97% (0.00%) 46.41% 65.10%	Pages / Session (*) 1.82 Ang for View: 1.82 (0.00%) 2.33 1.79	Avg. Session Duration (*) 00:01:25 Arg for View: 00:01:25 (0.00%) 00:01:56 00:01:26	Goal Conversion Rate Image: Conversion Rate 3.02% Avg for View: 3.02% (0.00%) 2.73% 1.43%	Coal Completions ? 1,844 % of Total: 100.00% (1,844) 474 (25.70%) 155 (8.41%)	Goal Value ③ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%)
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Sessions (?) 60,961 otal: 100.00% (60,961) 17,381 (28 51%) 10,835 (17.77%) 10,073 (16.52%) 9,519 (15.61%)	Behavior Dounce Rate ? 43.97% 43.97% Avy for Yiew: 43.97% (0.00%) 46.41% 65.10% 26.29% 17.34%	Pages / Session ? 1.82 Aug for View: 1.82 (0.00%) 2.33 1.79 1.29 1.22	Avg. Session Duration () 00:01:25 Arg for View: 00:01:25 (0:00%) 00:01:26 00:00:46 00:00:54	Goal Conversion Rate ? 3.02% 3.02% Avg for View: 3.02% (0.00%) 2.73% 1.43% 3.90% 5.47% 3.47%	Goal Completions ? 1,844 * % of Total: 100.00% (1,844) 474 (25.70%) 155 (8.41%) 393 (21.31%) 393 (21.31%) 521 (28.25%)	Goal Value ⑦ \$0.00 \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
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		42,899 % of Total: 100.00% (42,899)	41,992 % of Total: 100.00% (41,992)	50,439 % of Total: 100.00% (50,439)	46.47% Avg for Yiew: 46.47% (0.00%)	1.98 Avg for View: 1.98 (0.00%)	00:01:34 Arg for View: 00:01:34 (0.00%)	2.50% Avg for View: 2.50% (0.00%)	1,260 % of Total: 100.00% (1,260)	\$0.00 % of Total: 0.00% (\$0.00)
	1.	1 3,860 (30.49%)	13,298 (31.67%)	16,954 (33.61%)	46 57%	2 44	00:01:54	2.25%	38 1 (30.24%)	\$0.00 (0.00%)
	2	8,741 (19.23%)	8,546 (20.35%)	7,793 (15.45%)	54.57%	2.21	00:02:13	1.71%	133 (10.56%)	\$0.00 (0.00%)
	3.	6,843 (15.05%)	6,537 (15.57%)	7,452 (14.77%)	39.29%	1.25	00:00:36	2.84%	212 (16.83%)	\$0.00 (0.00%)
	4.	6,771 (14.89%)	6.306 (15.02%)	6,883 (13.65%)	24.92%	1.21	00:00:50	5.08%	350 (27.78%)	\$0.00 (0.00%)
	5.	2,054 (4.52%)	1,892 (4.51%)	2,666 (5.29%)	45.12%	2.35	00:01:57	3.60%	96 (7.62%)	\$0.00 (0.00%)
	6.	1,794 (3.95%)	1,716 (4.09%)	47 (0.09%)	100.00%	1.00	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
	□ <i>I</i> .	1,429 (3.14%)	490 (1.17%)	3,359 (6.66%)	93.78%	1.07	00:00:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
	8. dealerleads.com / referral	970 (2.13%)	875 (2.08%)	1,252 (2.48%)	39.70%	2.60	00:02:04	2.16%	27 (214%)	\$0.00 (0.00%)
C Attribution BETA	9.	489 (1.08%)	438 (1.04%)	603 (1.20%)	17.74%	3.17	00:02:37	3.48%	2 1 (1.67%)	\$0.00 (0.00%)
Q Discover	10.	344 (0.76%)	320 (0.76%)	366 (U./3%)	\$3.44%	1.05	00:00:04	0.27%	1 (0.08%)	\$0.00 (0.00%)
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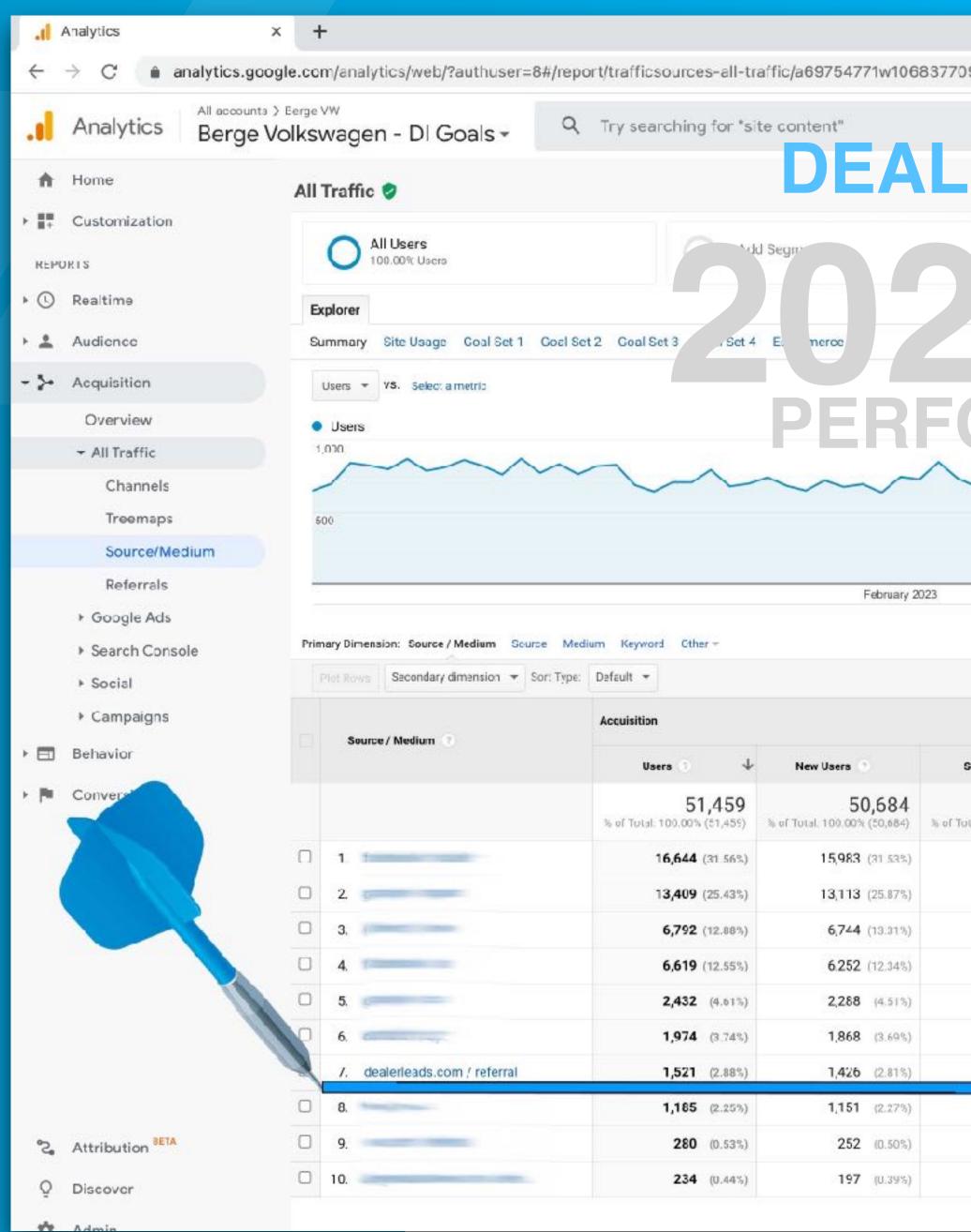


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14,629 (28.39%) 55.11% 1.30 00:00:31 0.00% 0 (0.00%)	\$0.00 (0.00%)
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▶ Social ▶ Campaigns	Plot Rows Secondary dimension 👻 Sort Ty	Acquisition	New Users ? 52,960 % of Total: 100.00% (52,960)	Sessions 60,364 % of To.al. 100.00% (60,364)		1.83	Avg. Session Duration ? 00:01:13 Avg for View: 00.0113 (0.00%)	Conversions All Gcals Goel Conversion Rate 1.38%		
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