



A family owned and operated company.

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[dealerleads.com](http://dealerleads.com)

# 7 YEAR PLUS

PARTNER CASE STUDY #53

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**MILLENNIUM**  
**Honda**

[DealerLeads.com](http://DealerLeads.com) "We have a better mousetrap."



# OUR SIX FOCAL POINTS

**1** Media Buy / The Budget

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

**4** Time On Site

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

**2** Bounce Rate Comparison

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

**5** City Locale

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

**3** Page View / SRP View / VDP Views

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

**6** Traffic Sustainability

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

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

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

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

# THE MATH

Introducing  
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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

# 2016-2022 PERFORMANCE



Source / Medium	Acquisition			Behavior			Conversions			
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value	
	1,425,781 <small>% of Total: 100.00% (1,425,781)</small>	1,415,464 <small>% of Total: 100.01% (1,415,304)</small>	2,133,430 <small>% of Total: 100.01% (2,133,268)</small>	41.78% <small>Avg for View: 41.78% (0.00%)</small>	2.63 <small>Avg for View: 2.63 (0.00%)</small>	00:02:43 <small>Avg for View: 00:02:43 (0.00%)</small>	3.49% <small>Avg for View: 3.49% (0.00%)</small>	74,408 <small>% of Total: 100.05% (74,372)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>	
1. [blurred]	463,555 (30.93%)	438,316 (30.97%)	786,504 (35.87%)	29.60%	3.29	00:03:32	5.16%	40,565 (54.52%)	\$0.00 (0.00%)	
2. [blurred]	367,109 (24.50%)	359,368 (25.39%)	479,425 (22.47%)	54.19%	2.08	00:02:06	2.92%	14,008 (18.83%)	\$0.00 (0.00%)	
3. [blurred]	224,385 (14.97%)	222,248 (15.70%)	226,809 (11.63%)	46.12%	1.94	00:02:19	0.05%	119 (0.16%)	\$0.00 (0.00%)	
4. [blurred]	187,384 (12.50%)	178,820 (12.53%)	249,043 (11.67%)	59.90%	2.09	00:01:40	2.44%	6,084 (8.18%)	\$0.00 (0.00%)	
5. dealerleads.com / referral	44,687 (2.98%)	35,711 (2.52%)	73,435 (3.44%)	27.92%	3.29	00:03:28	5.51%	4,122 (5.54%)	\$0.00 (0.00%)	
6. [blurred]	30,953 (2.07%)	29,141 (2.06%)	48,937 (2.29%)	55.24%	1.95	00:01:25	2.49%	1,217 (1.64%)	\$0.00 (0.00%)	
7. [blurred]	26,319 (1.74%)	25,020 (1.77%)	37,527 (1.76%)	26.11%	3.53	00:03:40	3.11%	1,167 (1.57%)	\$0.00 (0.00%)	
8. [blurred]	17,457 (1.16%)	15,216 (1.07%)	24,063 (1.13%)	18.42%	3.56	00:03:37	3.91%	942 (1.27%)	\$0.00 (0.00%)	
9. [blurred]	14,877 (0.95%)	13,578 (0.96%)	21,241 (1.00%)	29.35%	3.38	00:03:24	5.54%	1,176 (1.58%)	\$0.00 (0.00%)	
10. [blurred]	10,183 (0.68%)	10,023 (0.71%)	12,352 (0.58%)	17.96%	1.07	00:01:03	1.22%	151 (0.20%)	\$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.

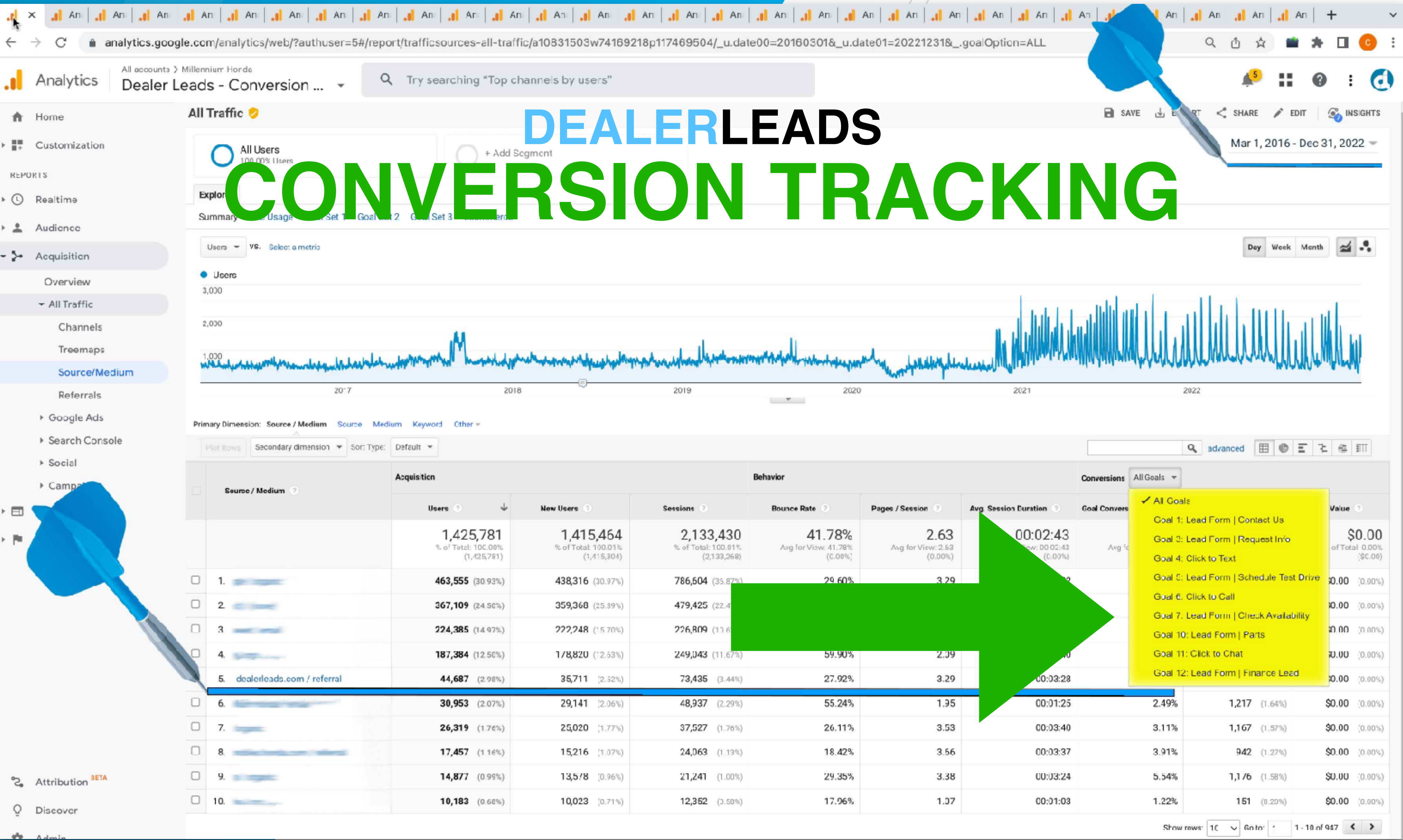
A **hard goal conversion** completion is anytime your dealership gets the customer's information. (i.e.), a lead form completion from a VDP, a click-to-call, a click-to-chat, a click-to-text, or any CTA on your website that can capture customers' information in some form is considered a hard goal conversion.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

- ✓ All Goals
- Goal 1: Lead Form | Contact Us
- Goal 3: Lead Form | Request Info
- Goal 4: Click to Text
- Goal 5: Lead Form | Schedule Test Drive
- Goal 6: Click to Call
- Goal 7: Lead Form | Check Availability
- Goal 10: Lead Form | Parts
- Goal 11: Click to Chat
- Goal 12: Lead Form | Finance Lead



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 shows a Google Analytics report for 'Dealer Leads - Conversion ...'. The main chart displays 'Users' over time from 2017 to 2022, showing a steady, consistent flow of traffic with minor seasonal fluctuations. Below the chart is a table with the following data:

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	44,687 <small>% of Total: 3.13% (1,425,781)</small>	35,711 <small>% of Total: 2.52% (1,415,304)</small>	73,435 <small>% of Total: 3.44% (2,133,268)</small>	27.92% <small>Avg for View: 41.73% (-33.18%)</small>	3.29 <small>Avg for View: 2.63 (25.15%)</small>	00:03:28 <small>Avg for View: 00:02:43 (27.35%)</small>	5.61% <small>Avg for View: 3.49% (61.01%)</small>	4,122 <small>% of Total: 5.54% (74,372)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. dealerleads.com / referral	44,687 (100.00%)	35,711 (100.00%)	73,435 (100.00%)	27.92%	3.29	00:03:28	5.61%	4,122 (100.00%)	\$0.00 (0.00%)

Additional details from the screenshot include: 'All Traffic' report, 'Source / Medium' dimension, 'Users' metric, and a date range of 'Mar 1, 2016 - Dec 31, 2022'. The footer shows '© 2023 Google | Analytics Home | Terms of Service | Privacy Policy | Send Feedback'.



# DEALERLEADS

# TRAFFIC CITY LOCALE

and the relationship to the dealer's location

SAVE EXPORT SHARE EDIT INSIGHTS

Mar 1, 2016 - Dec 31, 2022

All Traffic

ALL > SOURCE / MEDIUM: dealerleads.com / referral

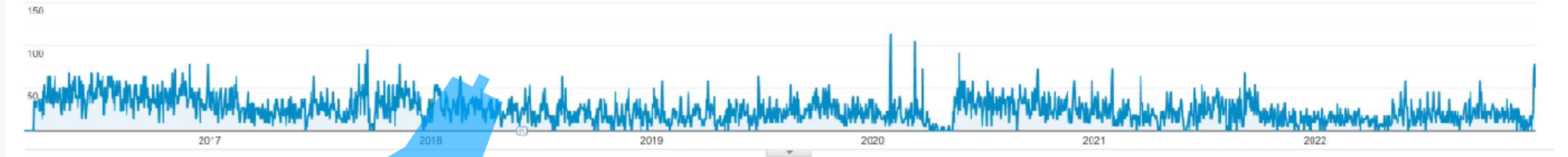
All Users  
3.13% Users

Explorer

Summary Site Usage Goals Completion Goal Settings

Users vs. Select a metric

Users



Primary Dimension: Source / Medium Other

Plot Rows Secondary dimension: City Sort Type: Default

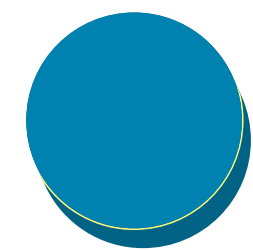
advanced [Grid] [Table] [List] [Filter] [Refresh]

Source / Medium	City	Acquisition			Behavior			Conversions		
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		44,687 % of Total: 3.13% (1,125,781)	35,888 % of Total: 2.54% (1,115,204)	73,618 % of Total: 3.45% (2,133,268)	27.92% Avg for View: 41.78% (33.78%)	3.29 Avg for View: 2.63 (25.15%)	00:03:28 Avg for View: 00:02:43 (27.35%)	5.61% Avg for View: 3.49% (61.01%)	4,148 % of Total: 5.58% (74,372)	\$0.00 % of Total: 0.00% (\$0.00)
1. dealerleads.com / referral	New York	21,817 (45.24%)	15,666 (46.44%)	31,767 (43.15%)	30.16%	3.25	00:03:22	7.26%	2,306 (55.59%)	\$0.00 (0.00%)
2. dealerleads.com / referral	Hempstead	2,154 (4.49%)	1,372 (3.82%)	11,565 (15.71%)	16.06%	3.36	00:04:47	1.35%	156 (3.76%)	\$0.00 (0.00%)
3. dealerleads.com / referral	Freeport	1,061 (2.20%)	759 (2.11%)	1,350 (1.83%)	24.74%	4.20	00:03:55	8.44%	114 (2.75%)	\$0.00 (0.00%)
4. dealerleads.com / referral	Elmont	979 (2.03%)	599 (1.67%)	1,391 (1.89%)	24.01%	4.05	00:04:04	8.20%	114 (2.75%)	\$0.00 (0.00%)
5. dealerleads.com / referral	(no: est)	938 (1.94%)	746 (2.08%)	1,139 (1.55%)	35.72%	3.01	00:02:24	3.25%	37 (0.89%)	\$0.00 (0.00%)
6. dealerleads.com / referral	Valley Stream	787 (1.53%)	535 (1.49%)	1,066 (1.45%)	32.18%	3.23	00:03:08	3.47%	37 (0.89%)	\$0.00 (0.00%)
7. dealerleads.com / referral	Garden City	691 (1.43%)	421 (1.17%)	1,308 (1.78%)	19.95%	3.39	00:03:37	5.58%	73 (1.76%)	\$0.00 (0.00%)
8. dealerleads.com / referral	Levittown	586 (1.22%)	366 (1.02%)	823 (1.12%)	21.14%	3.61	00:03:23	4.50%	37 (0.89%)	\$0.00 (0.00%)
9. dealerleads.com / referral	Hicksville	554 (1.15%)	393 (1.10%)	663 (0.90%)	18.70%	3.97	00:03:33	11.76%	78 (1.88%)	\$0.00 (0.00%)
10. dealerleads.com / referral	Oceanside	526 (1.09%)	348 (0.97%)	645 (0.88%)	22.54%	3.40	00:03:18	7.75%	50 (1.21%)	\$0.00 (0.00%)

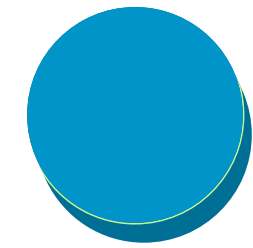


# LET'S GO

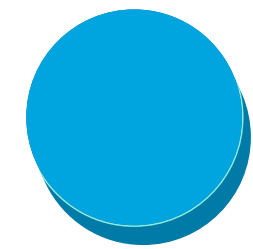
## Quarter by Quarter



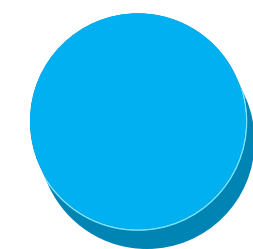
1ST QUARTER REPORTING  
JAN 1 thru MAR 31



2ND QUARTER REPORTING  
APR 1 thru JUN 30



3RD QUARTER REPORTING  
JUL 1 thru SEP 30



4TH QUARTER REPORTING  
OCT 1 thru DEC 31





- 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

# DEALERLEADS

# 2016 Q2 PERFORMANCE

All Users  
100.00% Users

+ Add Segment

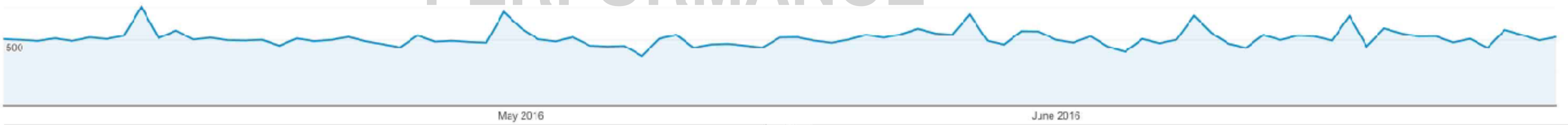
Explorer

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

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
	35,275 <small>% of Total: 100.00% (35,275)</small>	32,902 <small>% of Total: 100.00% (32,902)</small>	54,498 <small>% of Total: 100.00% (54,498)</small>	38.87% <small>Avg for View: 38.87% (0.00%)</small>	3.10 <small>Avg for View: 3.10 (0.00%)</small>	00:02:59 <small>Avg for View: 00:02:59 (0.00%)</small>	0.39% <small>Avg for View: 0.39% (0.00%)</small>	211 <small>% of Total: 100.00% (211)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	14,246 (38.21%)	12,347 (37.52%)	22,615 (41.48%)	29.53%	3.49	00:03:36	0.53%	120 (56.87%)	\$0.00 (0.00%)
2. [blurred]	9,162 (24.58%)	8,372 (25.45%)	11,771 (21.60%)	55.23%	2.31	00:01:39	0.14%	17 (8.06%)	\$0.00 (0.00%)
3. [blurred]	6,517 (17.48%)	6,046 (18.38%)	9,632 (17.70%)	48.53%	2.87	00:02:51	0.36%	35 (16.59%)	\$0.00 (0.00%)
4. dealerleads.com / referral	3,056 (8.20%)	2,553 (7.76%)	4,158 (7.65%)	36.15%	3.17	00:03:04	0.29%	12 (5.69%)	\$0.00 (0.00%)
5. [blurred]	1,217 (3.26%)	1,006 (3.06%)	1,730 (3.17%)	20.52%	3.81	00:03:34	0.40%	7 (3.32%)	\$0.00 (0.00%)
6. [blurred]	1,026 (2.75%)	892 (2.71%)	1,545 (2.83%)	22.52%	3.64	00:03:36	0.39%	6 (2.84%)	\$0.00 (0.00%)
7. [blurred]	763 (2.05%)	655 (1.99%)	1,113 (2.04%)	28.43%	3.59	00:04:02	0.18%	2 (0.95%)	\$0.00 (0.00%)
8. [blurred]	163 (0.44%)	162 (0.49%)	175 (0.32%)	74.23%	1.79	00:00:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. [blurred]	153 (0.41%)	118 (0.36%)	195 (0.36%)	10.77%	3.56	00:03:17	0.51%	1 (0.47%)	\$0.00 (0.00%)
10. [blurred]	125 (0.34%)	125 (0.38%)	125 (0.23%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

- 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

# DEALERLEADS

# 2016 Q3 PERFORMANCE

All Users 100.00% Users

Explorer

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

Users vs. Select a metric

Users



Primary Dimension: Source / Medium

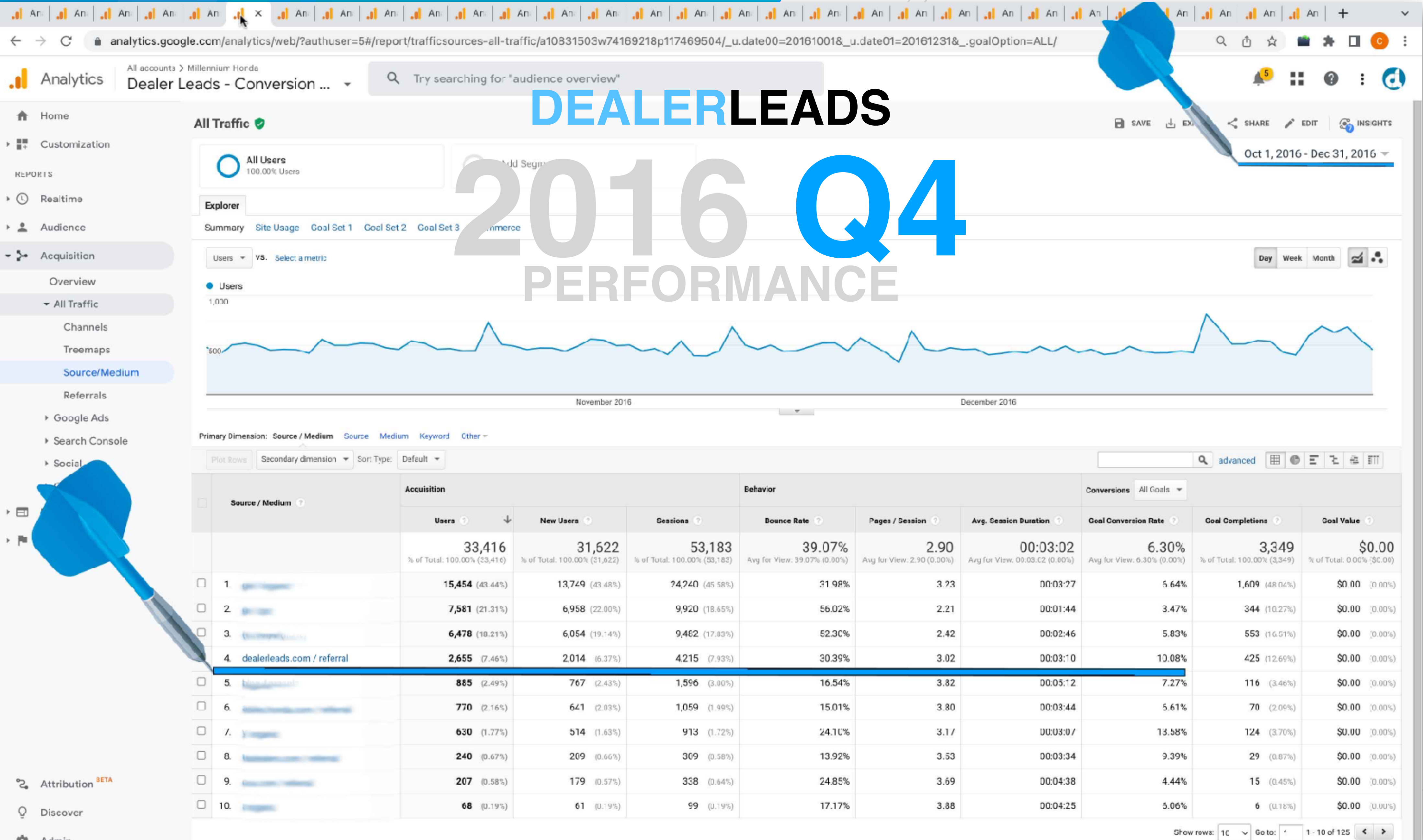
Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	38,309 <small>% of Total: 100.00% (38,309)</small>	35,801 <small>% of Total: 100.00% (35,801)</small>	59,296 <small>% of Total: 100.00% (59,296)</small>	38.35% <small>Avg for View: 38.35% (0.00%)</small>	3.03 <small>Avg for View: 3.03 (0.00%)</small>	00:02:57 <small>Avg for View: 00:02:57 (0.00%)</small>	1.56% <small>Avg for View: 1.56% (0.00%)</small>	924 <small>% of Total: 100.00% (924)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	16,403 (41.02%)	14,577 (40.58%)	26,047 (43.93%)	28.14%	3.47	00:03:34	1.78%	463 (50.11%)	\$0.00 (0.00%)
2. [blurred]	8,755 (21.39%)	8,102 (22.53%)	11,554 (19.49%)	54.35%	2.25	00:01:38	0.47%	54 (5.84%)	\$0.00 (0.00%)
3. [blurred]	7,651 (19.13%)	7,254 (20.26%)	11,300 (19.06%)	53.33%	2.53	00:02:30	1.49%	168 (18.18%)	\$0.00 (0.00%)
4. dealerleads.com / referral	2,983 (7.46%)	2,360 (6.59%)	4,208 (7.10%)	34.45%	3.12	00:03:02	3.37%	142 (15.37%)	\$0.00 (0.00%)
5. [blurred]	1,067 (2.67%)	930 (2.50%)	1,707 (2.88%)	18.04%	3.77	00:03:56	0.82%	14 (1.52%)	\$0.00 (0.00%)
6. [blurred]	955 (2.39%)	797 (2.23%)	1,305 (2.20%)	20.00%	3.78	00:03:25	1.38%	18 (1.95%)	\$0.00 (0.00%)
7. [blurred]	750 (1.88%)	632 (1.77%)	1,035 (1.83%)	25.71%	3.40	00:03:38	4.06%	44 (4.76%)	\$0.00 (0.00%)
8. [blurred]	308 (0.77%)	303 (0.85%)	348 (0.59%)	72.99%	1.67	00:00:41	0.57%	2 (0.22%)	\$0.00 (0.00%)
9. [blurred]	172 (0.43%)	135 (0.38%)	235 (0.40%)	10.21%	3.43	00:02:50	0.85%	2 (0.22%)	\$0.00 (0.00%)
10. [blurred]	124 (0.31%)	110 (0.31%)	132 (0.31%)	27.47%	3.43	00:03:58	1.65%	3 (0.32%)	\$0.00 (0.00%)



# DEALERLEADS

# 2016 Q4 PERFORMANCE



# DEALERLEADS

# 2017 Q1 PERFORMANCE

All Traffic

All Users  
100.00% Users

Explorer

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

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
	40,488 <small>% of Total: 100.00% (40,488)</small>	38,380 <small>% of Total: 100.00% (38,380)</small>	60,894 <small>% of Total: 100.00% (60,894)</small>	45.30% <small>Avg for View: 45.30% (0.00%)</small>	2.68 <small>Avg for View: 2.68 (0.00%)</small>	00:02:41 <small>Avg for View: 00:02:41 (0.00%)</small>	7.07% <small>Avg for View: 7.07% (0.00%)</small>	4,308 <small>% of Total: 100.00% (4,308)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	16,658 (40.12%)	14,559 (37.93%)	25,764 (42.31%)	32.85%	3.17	00:03:22	8.23%	2,121 (49.25%)	\$0.00 (0.00%)
2. [blurred]	11,631 (27.31%)	11,267 (29.36%)	15,008 (24.65%)	68.07%	1.92	00:01:37	4.64%	697 (16.18%)	\$0.00 (0.00%)
3. [blurred]	8,390 (19.70%)	7,692 (20.04%)	11,105 (18.24%)	56.32%	2.15	00:01:42	4.52%	502 (11.65%)	\$0.00 (0.00%)
4. dealerleads.com / referral	2,143 (5.03%)	1,636 (4.26%)	3,174 (5.21%)	28.58%	3.16	00:03:13	11.56%	367 (8.52%)	\$0.00 (0.00%)
5. [blurred]	1,076 (2.53%)	948 (2.47%)	1,933 (3.17%)	19.09%	3.71	00:05:58	14.43%	279 (6.46%)	\$0.00 (0.00%)
6. [blurred]	755 (1.77%)	632 (1.65%)	1,064 (1.75%)	16.92%	3.72	00:03:40	7.99%	85 (1.97%)	\$0.00 (0.00%)
7. [blurred]	613 (1.44%)	518 (1.35%)	970 (1.59%)	25.77%	3.22	00:03:57	13.92%	135 (3.13%)	\$0.00 (0.00%)
8. [blurred]	212 (0.50%)	172 (0.45%)	278 (0.46%)	12.55%	3.82	00:04:18	13.31%	37 (0.86%)	\$0.00 (0.00%)
9. [blurred]	175 (0.41%)	171 (0.45%)	211 (0.35%)	52.42%	1.37	00:00:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. [blurred]	80 (0.19%)	60 (0.16%)	194 (0.32%)	39.18%	3.07	00:04:56	5.67%	11 (0.26%)	\$0.00 (0.00%)



# DEALERLEADS

# 2017 Q2 PERFORMANCE

All Traffic

All Users  
100.00% Users

Explorer

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

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
	47,689 <small>% of Total: 100.00% (47,689)</small>	45,074 <small>% of Total: 100.00% (45,074)</small>	69,028 <small>% of Total: 100.00% (69,028)</small>	46.81% <small>Avg for View: 46.81% (0.00%)</small>	2.65 <small>Avg for View: 2.65 (0.00%)</small>	00:02:33 <small>Avg for View: 00:02:33 (0.00%)</small>	6.72% <small>Avg for View: 6.72% (0.00%)</small>	4,639 <small>% of Total: 100.00% (4,639)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	19,449 (39.31%)	17,256 (38.28%)	29,696 (43.02%)	34.00%	3.15	00:03:15	3.47%	2,516 (54.24%)	\$0.00 (0.00%)
2. [blurred]	15,150 (30.62%)	14,808 (32.85%)	19,050 (27.60%)	68.11%	1.93	00:01:39	4.07%	775 (16.71%)	\$0.00 (0.00%)
3. [blurred]	7,895 (15.96%)	7,162 (15.89%)	10,616 (15.38%)	57.52%	2.11	00:01:37	4.32%	459 (9.85%)	\$0.00 (0.00%)
4. dealerleads.com / referral	1,803 (3.64%)	1,332 (2.96%)	2,659 (3.85%)	30.50%	3.20	00:03:17	10.72%	285 (6.14%)	\$0.00 (0.00%)
5. [blurred]	1,491 (3.01%)	1,339 (2.97%)	2,045 (2.96%)	25.92%	3.34	00:03:35	10.90%	223 (4.81%)	\$0.00 (0.00%)
6. [blurred]	785 (1.59%)	647 (1.44%)	1,106 (1.60%)	13.56%	4.04	00:04:09	3.41%	93 (2.00%)	\$0.00 (0.00%)
7. [blurred]	753 (1.52%)	638 (1.42%)	1,021 (1.48%)	26.44%	3.16	00:03:11	13.71%	140 (3.02%)	\$0.00 (0.00%)
8. [blurred]	264 (0.53%)	216 (0.48%)	325 (0.47%)	13.54%	4.13	00:04:13	10.15%	33 (0.71%)	\$0.00 (0.00%)
9. [blurred]	149 (0.30%)	142 (0.32%)	162 (0.23%)	63.58%	1.78	00:00:56	0.62%	1 (0.02%)	\$0.00 (0.00%)
10. [blurred]	148 (0.30%)	145 (0.32%)	164 (0.24%)	85.98%	1.19	00:00:25	3.05%	5 (0.11%)	\$0.00 (0.00%)



# DEALERLEADS

# 2017 Q3 PERFORMANCE

All Traffic

All Users  
100.00% Users

Explorer

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

Users vs. Select a metric

Users

1,500

1,000

500

August 2017

September 2017

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
	63,889 <small>% of Total: 100.00% (€3,885)</small>	61,903 <small>% of Total: 100.00% (€1,903)</small>	85,984 <small>% of Total: 100.00% (85,984)</small>	51.08% <small>Avg for View: 51.08% (0.00%)</small>	2.38 <small>Avg for View: 2.38 (0.00%)</small>	00:02:16 <small>Avg for View: 00:02:16 (0.00%)</small>	4.75% <small>Avg for View: 4.75% (0.00%)</small>	4,081 <small>% of Total: 100.00% (4,081)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	25,753 (37.73%)	25,048 (40.46%)	28,269 (32.90%)	65.70%	1.90	00:01:54	3.50%	991 (24.26%)	\$0.00 (0.00%)
2. [blurred]	25,390 (37.20%)	22,238 (35.92%)	35,983 (41.85%)	40.20%	2.79	00:02:42	5.96%	2,144 (52.54%)	\$0.00 (0.00%)
3. [blurred]	8,249 (12.09%)	7,286 (11.77%)	10,156 (11.81%)	56.03%	2.10	00:01:37	3.58%	364 (8.92%)	\$0.00 (0.00%)
4. dealerleads.com / referral	1,893 (2.77%)	1,411 (2.28%)	2,547 (2.96%)	40.28%	2.64	00:02:31	7.22%	184 (4.51%)	\$0.00 (0.00%)
5. [blurred]	1,527 (2.24%)	1,369 (2.21%)	1,965 (2.29%)	30.53%	2.89	00:02:41	5.56%	129 (3.16%)	\$0.00 (0.00%)
6. [blurred]	1,244 (1.82%)	1,201 (1.94%)	1,402 (1.63%)	84.95%	1.20	00:00:21	0.64%	9 (0.22%)	\$0.00 (0.00%)
7. [blurred]	997 (1.46%)	868 (1.40%)	1,211 (1.41%)	33.11%	2.80	00:02:28	5.85%	83 (2.03%)	\$0.00 (0.00%)
8. [blurred]	398 (0.58%)	297 (0.48%)	553 (0.64%)	17.54%	3.91	00:04:15	5.69%	37 (0.91%)	\$0.00 (0.00%)
9. [blurred]	329 (0.48%)	265 (0.43%)	392 (0.46%)	22.96%	3.47	00:03:27	5.36%	21 (0.51%)	\$0.00 (0.00%)
10. [blurred]	263 (0.39%)	256 (0.41%)	281 (0.33%)	83.63%	1.45	00:00:48	0.71%	2 (0.05%)	\$0.00 (0.00%)

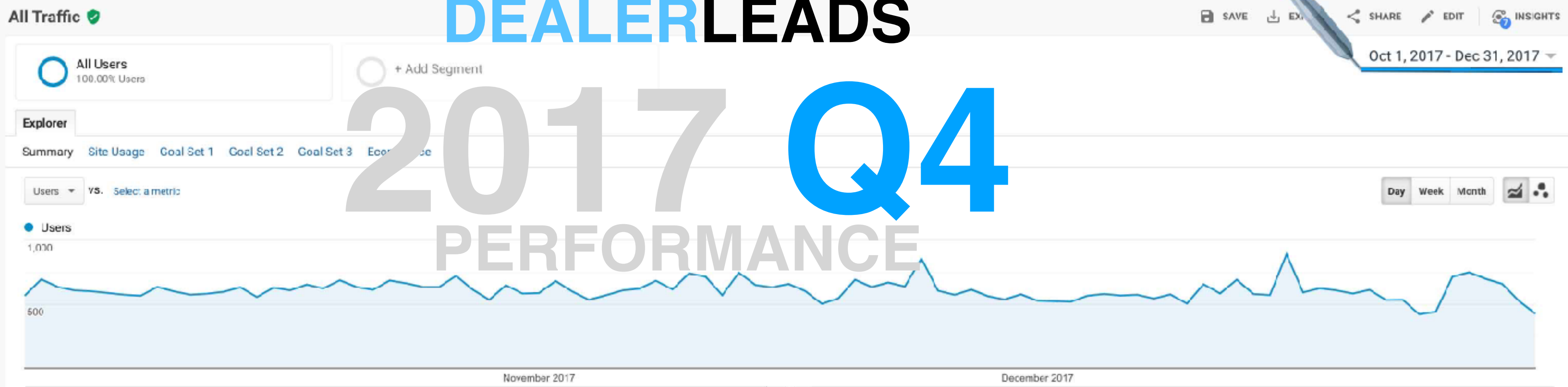


# DEALERLEADS

# 2017 Q4

## PERFORMANCE

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

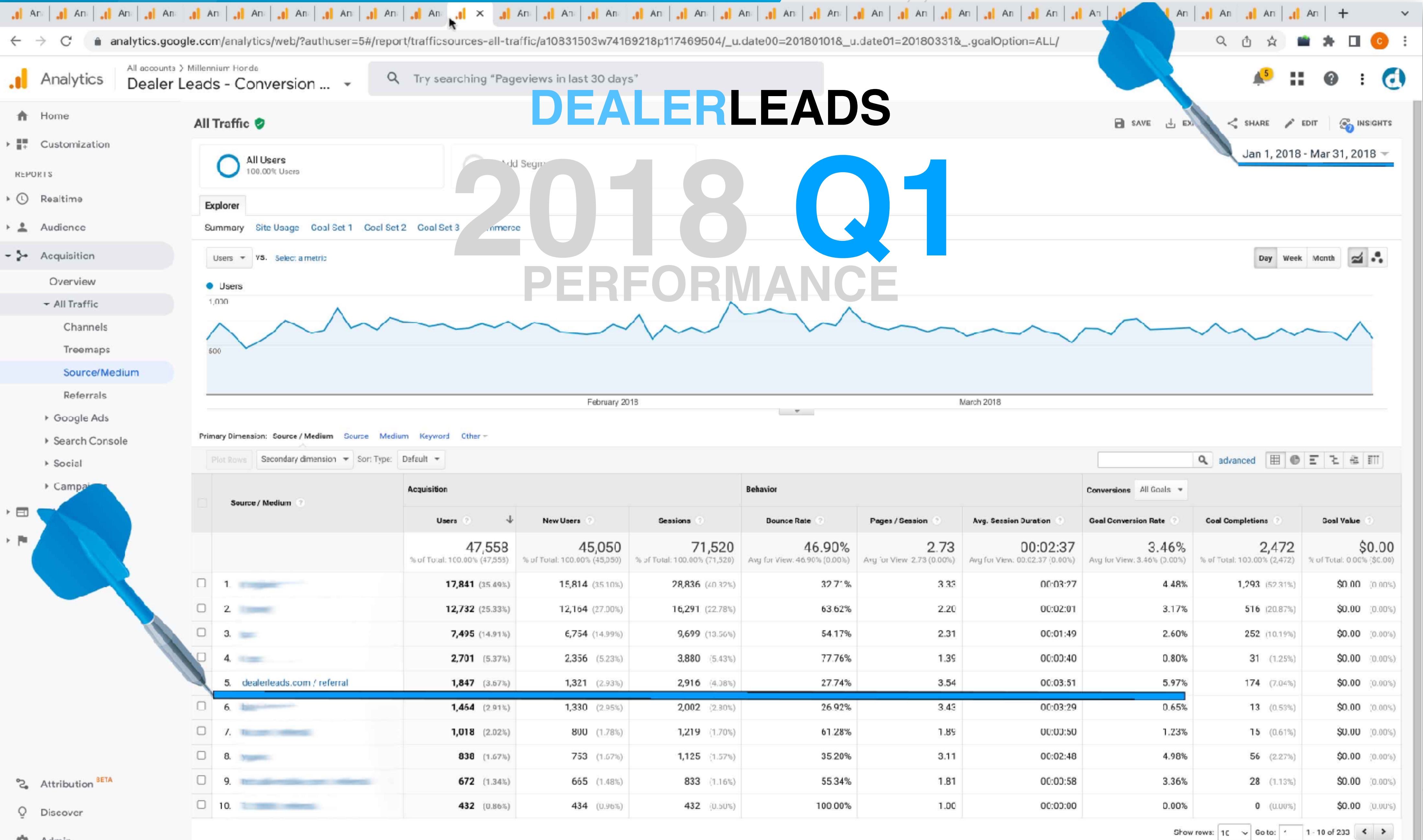


Primary Dimension: Source / Medium

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	44,253 (100.00%)	41,914 (100.00%)	66,724 (100.00%)	46.53%	2.66	00:02:35	3.66%	2,445	\$0.00
1. [blurred]	17,045 (38.72%)	15,101 (36.03%)	26,373 (39.53%)	54.61%	3.11	00:03:10	4.78%	1,260 (51.55%)	\$0.00 (0.00%)
2. [blurred]	12,970 (29.29%)	12,121 (28.92%)	16,973 (25.44%)	61.29%	2.22	00:02:14	3.09%	525 (21.47%)	\$0.00 (0.00%)
3. [blurred]	6,685 (15.09%)	6,031 (14.39%)	8,552 (12.82%)	52.97%	2.31	00:01:48	3.06%	262 (10.72%)	\$0.00 (0.00%)
4. [blurred]	2,303 (5.20%)	2,103 (5.02%)	3,346 (5.01%)	75.40%	1.40	00:00:39	0.78%	26 (1.06%)	\$0.00 (0.00%)
5. dealerleads.com / referral	2,292 (5.18%)	1,696 (4.05%)	3,539 (5.30%)	28.60%	3.37	00:03:25	5.79%	205 (8.38%)	\$0.00 (0.00%)
6. [blurred]	1,264 (2.85%)	1,158 (2.76%)	1,656 (2.48%)	26.63%	3.39	00:03:20	0.97%	16 (0.65%)	\$0.00 (0.00%)
7. [blurred]	726 (1.64%)	664 (1.58%)	966 (1.45%)	35.51%	3.03	00:02:53	3.42%	33 (1.35%)	\$0.00 (0.00%)
8. [blurred]	722 (1.63%)	545 (1.30%)	925 (1.39%)	66.16%	1.74	00:00:52	2.38%	22 (0.90%)	\$0.00 (0.00%)
9. [blurred]	385 (0.87%)	315 (0.75%)	576 (0.86%)	14.24%	3.83	00:04:30	4.17%	24 (0.96%)	\$0.00 (0.00%)
10. [blurred]	218 (0.49%)	191 (0.46%)	264 (0.40%)	70.45%	2.01	00:01:14	0.00%	0 (0.00%)	\$0.00 (0.00%)

# DEALERLEADS

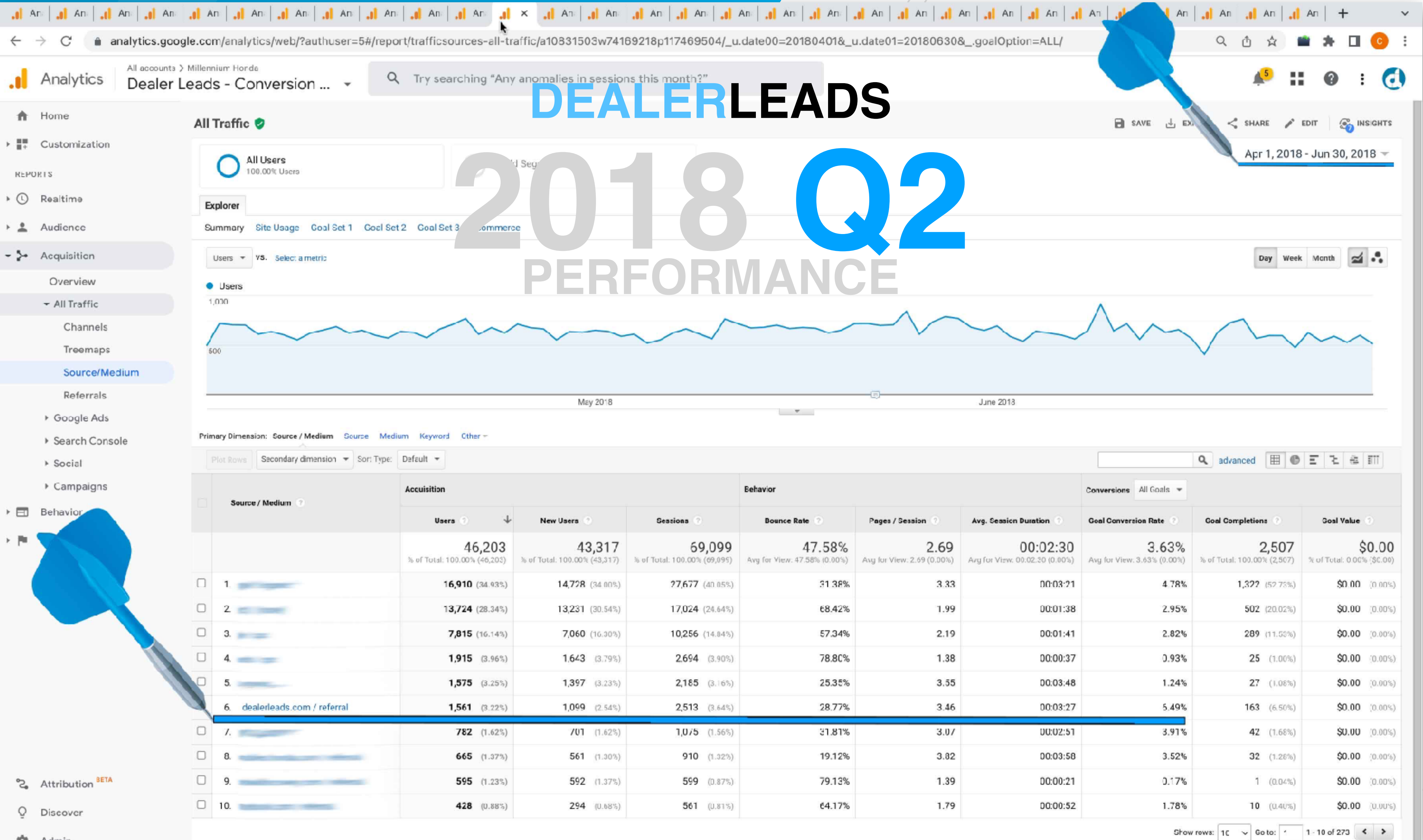
# 2018 Q1 PERFORMANCE





# DEALERLEADS

# 2018 Q2 PERFORMANCE

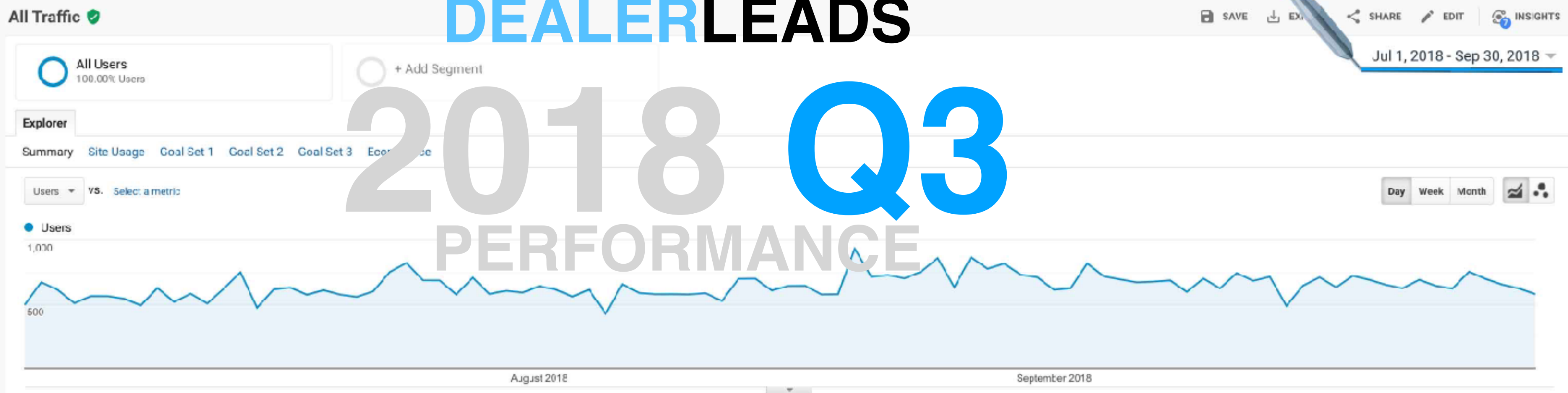




# DEALERLEADS

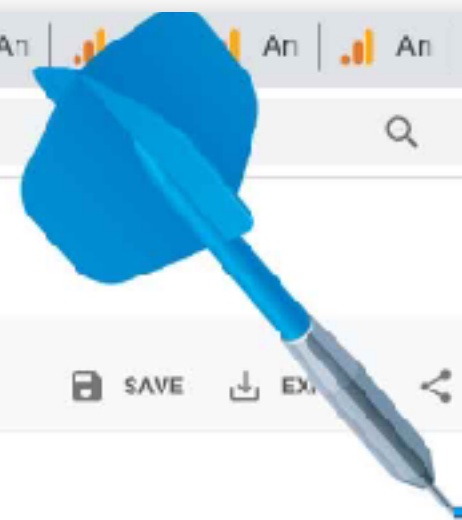
# 2018 Q3

## PERFORMANCE



Primary Dimension: Source / Medium

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	47,088 (100.00%)	44,620 (100.00%)	70,439 (100.00%)	48.18% (Avg for View: 48.18%)	2.64 (Avg for View: 2.64)	00:02:29 (Avg for View: 00:02:29)	3.85% (Avg for View: 3.85%)	2,713 (100.00%)	\$0.00 (0.00%)
1. [blurred]	16,802 (34.02%)	14,696 (32.94%)	27,846 (39.53%)	32.18%	3.26	00:03:21	5.02%	1,397 (51.46%)	\$0.00 (0.00%)
2. [blurred]	15,860 (32.11%)	15,080 (33.80%)	19,502 (27.69%)	69.81%	1.95	00:01:34	2.40%	468 (17.25%)	\$0.00 (0.00%)
3. [blurred]	9,271 (18.77%)	8,533 (19.12%)	12,490 (17.73%)	57.64%	2.06	00:01:36	3.42%	427 (15.74%)	\$0.00 (0.00%)
4. dealerleads.com / referral	1,426 (2.89%)	1,037 (2.32%)	2,317 (3.29%)	27.97%	3.55	00:03:40	3.16%	189 (6.97%)	\$0.00 (0.00%)
5. [blurred]	1,322 (2.68%)	1,172 (2.63%)	1,875 (2.66%)	28.00%	3.19	00:03:10	1.17%	22 (0.81%)	\$0.00 (0.00%)
6. [blurred]	755 (1.53%)	666 (1.49%)	1,138 (1.62%)	32.51%	2.95	00:03:00	5.98%	68 (2.51%)	\$0.00 (0.00%)
7. [blurred]	461 (0.93%)	377 (0.84%)	634 (0.90%)	22.08%	3.58	00:04:03	2.84%	18 (0.66%)	\$0.00 (0.00%)
8. [blurred]	306 (0.62%)	305 (0.68%)	309 (0.44%)	61.23%	1.37	00:00:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. [blurred]	262 (0.53%)	255 (0.57%)	314 (0.45%)	82.80%	1.34	00:00:35	1.59%	5 (0.18%)	\$0.00 (0.00%)
10. [blurred]	261 (0.53%)	247 (0.55%)	292 (0.41%)	60.96%	2.05	00:01:21	3.08%	9 (0.33%)	\$0.00 (0.00%)



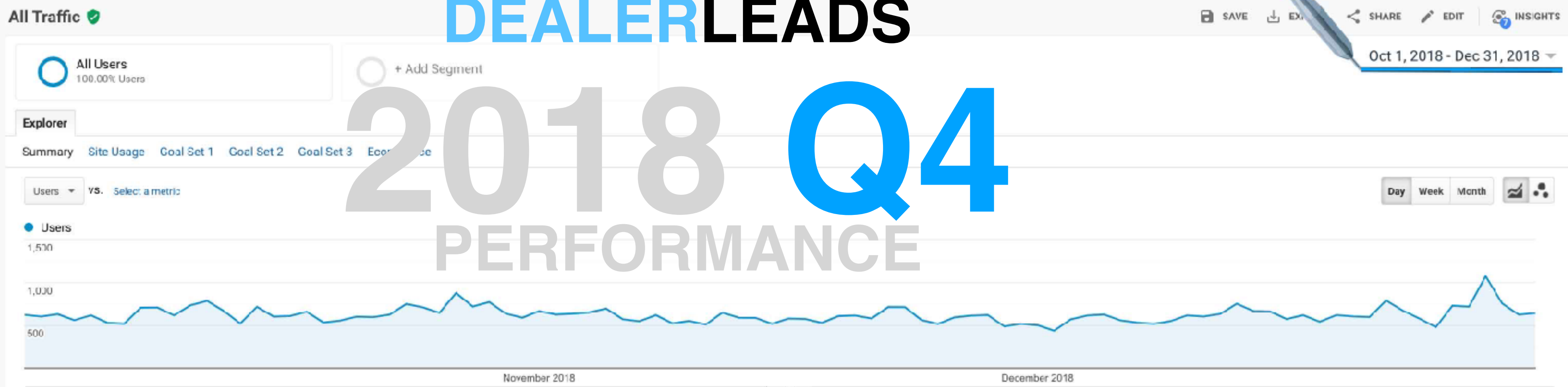


- Home
- Customization
- REPORTS
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- Acquisition
  - Overview
  - All Traffic
  - Channels
  - Treemaps
  - Source/Medium
  - Referrals
- Google Ads
- Search Console
- Social
- Attribution BETA
- Discover
- Admin

# DEALERLEADS

# 2018 Q4

## PERFORMANCE



Primary Dimension: Source / Medium

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	45,769	43,455	68,630	46.54%	2.65	00:02:34	3.82%	2,625	\$0.00
1. [blurred]	14,679	13,847	18,118	61.56%	2.08	00:01:41	2.43%	440	\$0.00
2. [blurred]	14,442	12,342	23,829	29.98%	3.38	00:03:33	5.25%	1,252	\$0.00
3. [blurred]	10,378	9,481	13,761	58.17%	1.99	00:01:38	3.52%	485	\$0.00
4. dealerleads.com / referral	1,324	921	2,131	27.78%	3.37	00:03:40	9.34%	199	\$0.00
5. [blurred]	965	842	1,394	30.92%	3.26	00:02:56	1.94%	27	\$0.00
6. [blurred]	825	751	1,080	32.41%	3.27	00:02:53	3.43%	37	\$0.00
7. [blurred]	815	680	1,157	15.82%	3.90	00:04:02	4.06%	47	\$0.00
8. [blurred]	424	413	431	96.52%	1.09	00:00:05	0.00%	0	\$0.00
9. [blurred]	306	252	478	24.90%	3.32	00:03:27	2.51%	12	\$0.00
10. [blurred]	259	248	291	70.45%	1.83	00:01:04	2.75%	8	\$0.00

# DEALERLEADS

# 2019 Q1 PERFORMANCE

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

All Traffic

All Users  
100.00% Users

+ Add Segment

Explorer

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

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
	48,742 <small>% of Total: 100.00% (48,742)</small>	46,717 <small>% of Total: 100.00% (46,717)</small>	77,801 <small>% of Total: 100.00% (77,801)</small>	42.91% <small>Avg for View: 42.91% (0.00%)</small>	2.94 <small>Avg for View: 2.94 (0.00%)</small>	00:02:55 <small>Avg for View: 00:02:55 (0.00%)</small>	3.58% <small>Avg for View: 3.58% (0.00%)</small>	2,784 <small>% of Total: 100.00% (2,784)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	16,452 (31.53%)	14,387 (30.80%)	28,966 (37.23%)	29.56%	3.62	00:03:50	4.83%	1,399 (50.25%)	\$0.00 (0.00%)
2. [blurred]	13,389 (25.66%)	12,346 (26.43%)	17,555 (22.56%)	57.62%	2.16	00:01:53	3.25%	570 (20.47%)	\$0.00 (0.00%)
3. [blurred]	11,822 (22.65%)	10,812 (23.14%)	16,351 (21.02%)	49.51%	2.53	00:02:22	2.55%	417 (14.96%)	\$0.00 (0.00%)
4. [blurred]	1,324 (2.54%)	1,320 (2.83%)	1,464 (1.88%)	84.97%	1.28	00:00:34	0.75%	11 (0.40%)	\$0.00 (0.00%)
5. dealerleads.com / referral	1,290 (2.47%)	885 (1.89%)	2,281 (2.93%)	27.71%	3.71	00:03:39	7.28%	166 (5.96%)	\$0.00 (0.00%)
6. [blurred]	1,189 (2.28%)	1,085 (2.32%)	1,599 (2.06%)	33.90%	3.46	00:03:09	0.81%	13 (0.47%)	\$0.00 (0.00%)
7. [blurred]	1,125 (2.16%)	1,054 (2.26%)	1,494 (1.92%)	36.88%	3.13	00:02:58	3.15%	47 (1.69%)	\$0.00 (0.00%)
8. [blurred]	965 (1.85%)	804 (1.72%)	1,367 (1.78%)	15.65%	4.36	00:04:40	3.39%	47 (1.69%)	\$0.00 (0.00%)
9. [blurred]	628 (1.20%)	623 (1.33%)	626 (0.80%)	98.40%	1.02	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. [blurred]	283 (0.54%)	232 (0.50%)	403 (0.52%)	19.60%	3.75	00:03:41	2.98%	12 (0.43%)	\$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



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
	50,595 <small>% of Total: 100.00% (50,595)</small>	48,498 <small>% of Total: 100.00% (48,498)</small>	80,788 <small>% of Total: 100.00% (80,788)</small>	43.82% <small>Avg for View: 43.82% (0.00%)</small>	2.98 <small>Avg for View: 2.98 (0.00%)</small>	00:02:51 <small>Avg for View: 00:02:51 (0.00%)</small>	2.79% <small>Avg for View: 2.79% (0.00%)</small>	2,255 <small>% of Total: 100.00% (2,255)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	20,003 (37.22%)	17,819 (36.74%)	34,148 (42.27%)	33.61%	3.53	00:03:35	3.60%	1,228 (54.46%)	\$0.00 (0.00%)
2. [blurred]	13,765 (25.61%)	12,738 (26.27%)	17,910 (22.17%)	58.68%	2.12	00:01:43	2.05%	368 (16.32%)	\$0.00 (0.00%)
3. [blurred]	11,051 (20.56%)	10,274 (21.18%)	15,834 (19.60%)	54.65%	2.55	00:02:20	2.26%	358 (15.86%)	\$0.00 (0.00%)
4. [blurred]	1,875 (3.49%)	1,735 (3.58%)	2,418 (2.99%)	35.86%	3.36	00:02:41	0.83%	20 (0.89%)	\$0.00 (0.00%)
5. dealerleads.com / referral	1,271 (2.37%)	895 (1.85%)	2,204 (2.73%)	25.41%	3.97	00:04:09	4.72%	104 (4.61%)	\$0.00 (0.00%)
6. [blurred]	973 (1.81%)	884 (1.82%)	1,384 (1.71%)	35.84%	3.24	00:03:06	3.40%	47 (2.06%)	\$0.00 (0.00%)
7. [blurred]	688 (1.28%)	595 (1.23%)	893 (1.11%)	17.36%	3.89	00:03:16	2.35%	21 (0.93%)	\$0.00 (0.00%)
8. [blurred]	327 (0.61%)	313 (0.65%)	344 (0.43%)	61.05%	1.75	00:00:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. [blurred]	285 (0.53%)	239 (0.49%)	360 (0.45%)	12.50%	4.70	00:04:13	1.94%	7 (0.31%)	\$0.00 (0.00%)
10. [blurred]	246 (0.46%)	218 (0.45%)	396 (0.49%)	51.26%	2.56	00:02:51	4.55%	18 (0.80%)	\$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

1,500



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
	53,000 <small>% of Total: 100.00% (53,000)</small>	51,217 <small>% of Total: 100.00% (51,217)</small>	80,576 <small>% of Total: 100.00% (80,576)</small>	46.72% <small>Avg for View: 46.72% (0.00%)</small>	2.88 <small>Avg for View: 2.88 (0.00%)</small>	00:02:35 <small>Avg for View: 00:02:35 (0.00%)</small>	2.61% <small>Avg for View: 2.61% (0.00%)</small>	2,105 <small>% of Total: 100.00% (2,105)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	20,226 (36.20%)	18,162 (35.46%)	33,228 (41.24%)	31.73%	3.61	00:03:26	3.65%	1,212 (57.56%)	\$0.00 (0.00%)
2. [blurred]	13,816 (24.73%)	13,186 (25.75%)	18,451 (22.90%)	64.64%	2.18	00:01:51	1.73%	320 (15.20%)	\$0.00 (0.00%)
3. [blurred]	12,701 (22.73%)	11,921 (23.28%)	15,602 (19.36%)	63.04%	2.02	00:01:22	1.87%	292 (13.87%)	\$0.00 (0.00%)
4. [blurred]	1,925 (3.45%)	1,786 (3.49%)	2,437 (3.02%)	37.83%	3.21	00:02:32	1.23%	30 (1.45%)	\$0.00 (0.00%)
5. dealerleads.com / referral	1,411 (2.53%)	1,038 (2.03%)	2,930 (3.64%)	28.36%	3.58	00:03:41	3.21%	94 (4.47%)	\$0.00 (0.00%)
6. [blurred]	874 (1.56%)	785 (1.53%)	1,109 (1.38%)	34.08%	3.48	00:03:10	3.61%	40 (1.90%)	\$0.00 (0.00%)
7. [blurred]	593 (1.06%)	505 (0.99%)	763 (0.95%)	21.36%	3.80	00:03:47	3.80%	29 (1.38%)	\$0.00 (0.00%)
8. [blurred]	328 (0.59%)	281 (0.55%)	453 (0.56%)	13.47%	4.26	00:04:30	2.87%	13 (0.62%)	\$0.00 (0.00%)
9. [blurred]	274 (0.49%)	261 (0.51%)	289 (0.36%)	68.86%	1.82	00:00:39	0.35%	1 (0.05%)	\$0.00 (0.00%)
10. [blurred]	260 (0.47%)	259 (0.51%)	266 (0.33%)	89.10%	1.20	00:00:18	0.00%	0 (0.00%)	\$0.00 (0.00%)



# DEALERLEADS

# 2019 Q4 PERFORMANCE

## All Traffic

All Users  
100.00% Users

### Explorer

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

Users vs. Select a metric

Users

1,000



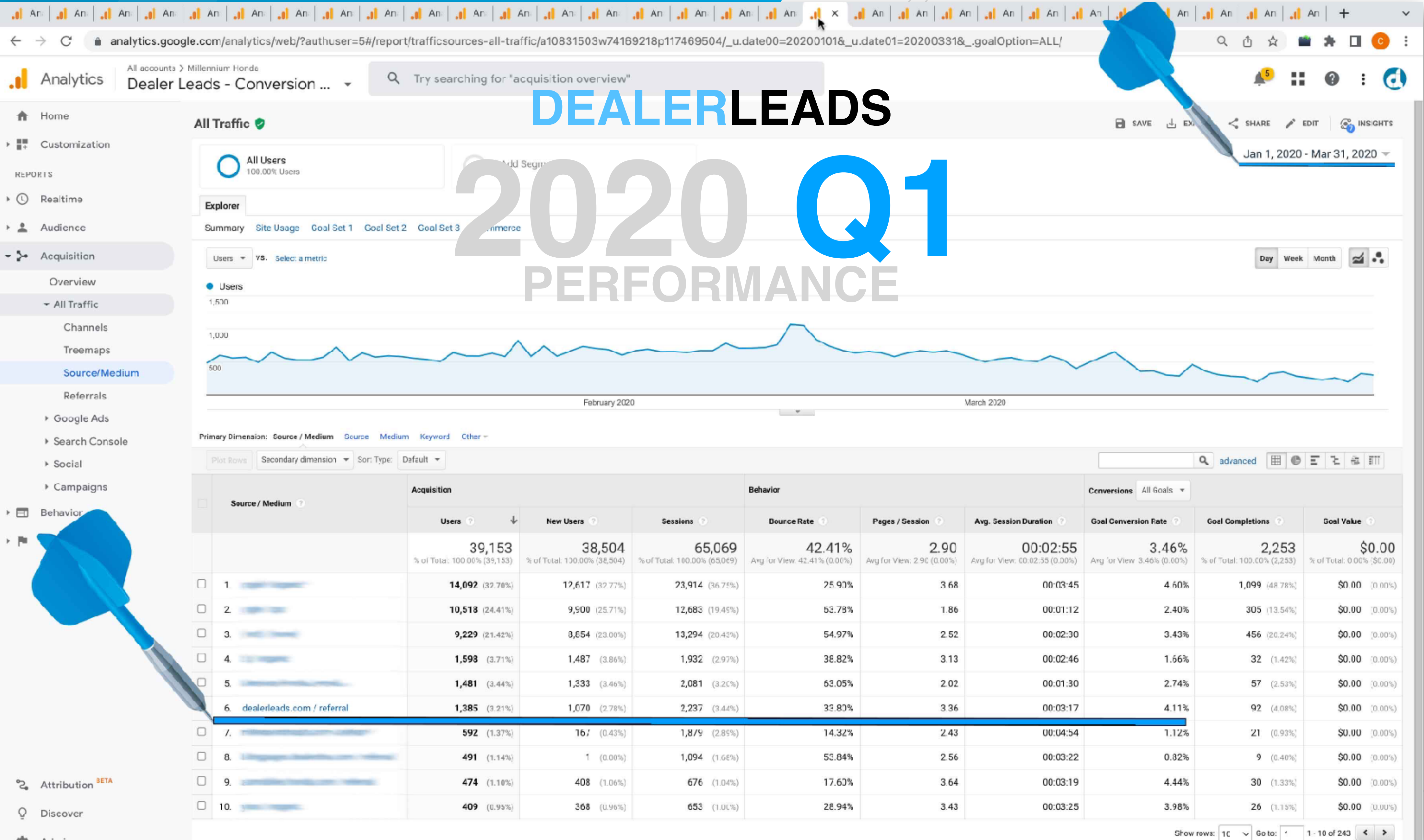
Primary Dimension: Source / Medium Source Medium Keyword Other

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
	43,400 <small>% of Total: 100.00% (43,400)</small>	41,614 <small>% of Total: 100.00% (41,614)</small>	66,930 <small>% of Total: 100.00% (66,930)</small>	43.04% <small>Avg for View: 43.04% (0.00%)</small>	2.98 <small>Avg for View: 2.98 (0.00%)</small>	00:02:46 <small>Avg for View: 00:02:46 (0.00%)</small>	2.87% <small>Avg for View: 2.87% (0.00%)</small>	1,923 <small>% of Total: 100.00% (1,923)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	16,455 (36.04%)	14,765 (35.48%)	26,786 (40.02%)	29.75%	3.60	00:03:23	3.55%	950 (49.40%)	\$0.00 (0.00%)
2. [blurred]	12,105 (26.52%)	11,155 (26.81%)	14,697 (21.96%)	61.32%	2.05	00:01:30	1.99%	292 (15.18%)	\$0.00 (0.00%)
3. [blurred]	9,266 (20.30%)	8,951 (21.51%)	13,519 (20.20%)	54.51%	2.59	00:02:30	2.72%	368 (19.14%)	\$0.00 (0.00%)
4. [blurred]	1,582 (3.47%)	1,473 (3.54%)	1,965 (2.94%)	37.20%	3.31	00:03:03	1.42%	28 (1.46%)	\$0.00 (0.00%)
5. dealerleads.com / referral	1,324 (2.90%)	975 (2.34%)	2,687 (4.01%)	25.64%	3.71	00:03:56	3.50%	94 (4.89%)	\$0.00 (0.00%)
6. [blurred]	759 (1.66%)	699 (1.68%)	947 (1.41%)	33.37%	3.49	00:03:06	3.91%	37 (1.92%)	\$0.00 (0.00%)
7. [blurred]	568 (1.24%)	474 (1.14%)	753 (1.13%)	18.86%	3.87	00:03:19	3.32%	25 (1.30%)	\$0.00 (0.00%)
8. [blurred]	385 (0.84%)	330 (0.79%)	545 (0.81%)	58.35%	2.23	00:01:37	1.28%	7 (0.36%)	\$0.00 (0.00%)
9. [blurred]	327 (0.72%)	268 (0.64%)	399 (0.60%)	14.04%	4.11	00:03:49	3.76%	15 (0.78%)	\$0.00 (0.00%)
10. [blurred]	300 (0.66%)	296 (0.71%)	320 (0.48%)	71.25%	2.09	00:00:56	0.62%	2 (0.10%)	\$0.00 (0.00%)

# DEALERLEADS

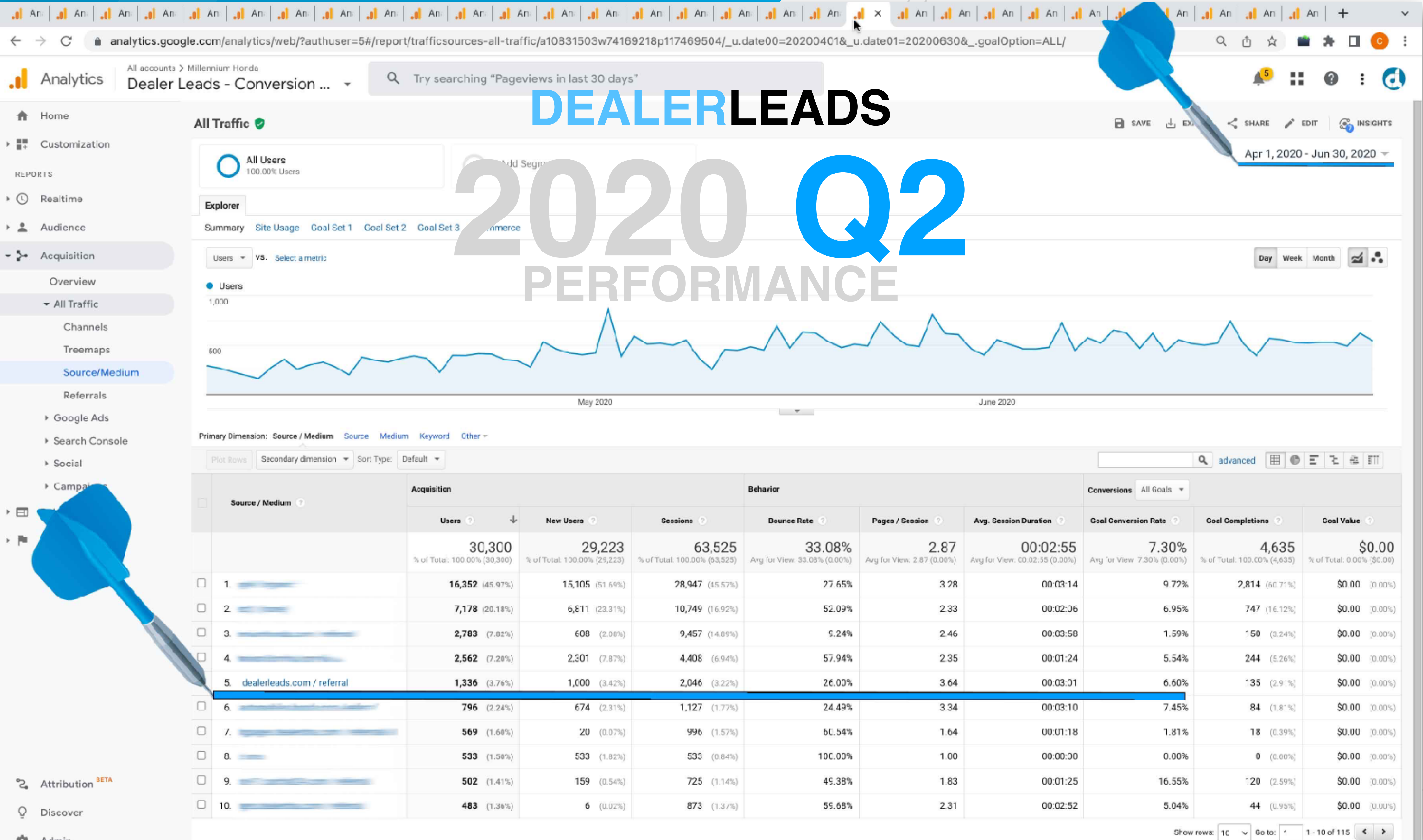
# 2020 Q1 PERFORMANCE





# DEALERLEADS

# 2020 Q2 PERFORMANCE





# DEALERLEADS

# 2020 Q3

## PERFORMANCE



Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

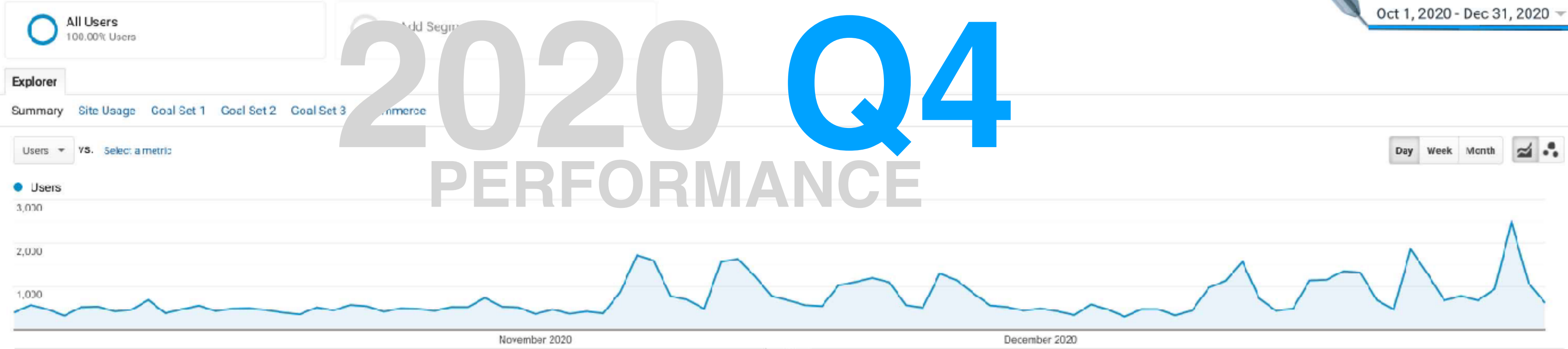
Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Source Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	34,821 (100.00%)	33,186 (100.00%)	69,754 (100.00%)	32.16% (32.15%)	2.94 (2.94)	00:03:11 (00:03:11)	3.71% (3.71%)	2,588 (2,588)	\$0.00 (0.00%)
1. [blurred]	18,107 (51.99%)	16,686 (50.28%)	31,376 (44.98%)	24.31%	3.33	00:03:25	4.66%	1,467 (56.49%)	\$0.00 (0.00%)
2. [blurred]	8,487 (23.22%)	8,120 (24.47%)	12,939 (18.55%)	49.29%	2.38	00:02:45	3.75%	485 (18.74%)	\$0.00 (0.00%)
3. dealerleads.com / referral	2,179 (6.25%)	1,656 (4.99%)	3,555 (5.09%)	27.00%	3.48	00:03:35	4.44%	158 (6.11%)	\$0.00 (0.00%)
4. [blurred]	2,178 (6.25%)	1,931 (5.82%)	3,736 (5.34%)	59.80%	2.48	00:01:19	1.98%	74 (2.86%)	\$0.00 (0.00%)
5. [blurred]	1,932 (5.55%)	295 (0.89%)	7,433 (10.66%)	11.72%	2.50	00:04:12	0.86%	64 (2.47%)	\$0.00 (0.00%)
6. [blurred]	1,080 (3.10%)	12 (0.04%)	2,292 (3.28%)	48.78%	2.35	00:02:56	1.48%	34 (1.31%)	\$0.00 (0.00%)
7. [blurred]	770 (2.21%)	670 (2.02%)	1,082 (1.55%)	21.35%	3.28	00:03:39	3.05%	33 (1.28%)	\$0.00 (0.00%)
8. [blurred]	619 (1.78%)	545 (1.64%)	785 (1.12%)	16.31%	3.73	00:03:15	4.59%	36 (1.39%)	\$0.00 (0.00%)
9. [blurred]	584 (1.68%)	511 (1.54%)	875 (1.25%)	18.63%	3.55	00:03:14	4.34%	38 (1.47%)	\$0.00 (0.00%)
10. [blurred]	513 (1.47%)	15 (0.05%)	1,050 (1.51%)	51.14%	2.76	00:04:17	2.00%	21 (0.81%)	\$0.00 (0.00%)



# DEALERLEADS

# 2020 Q4 PERFORMANCE

All Traffic

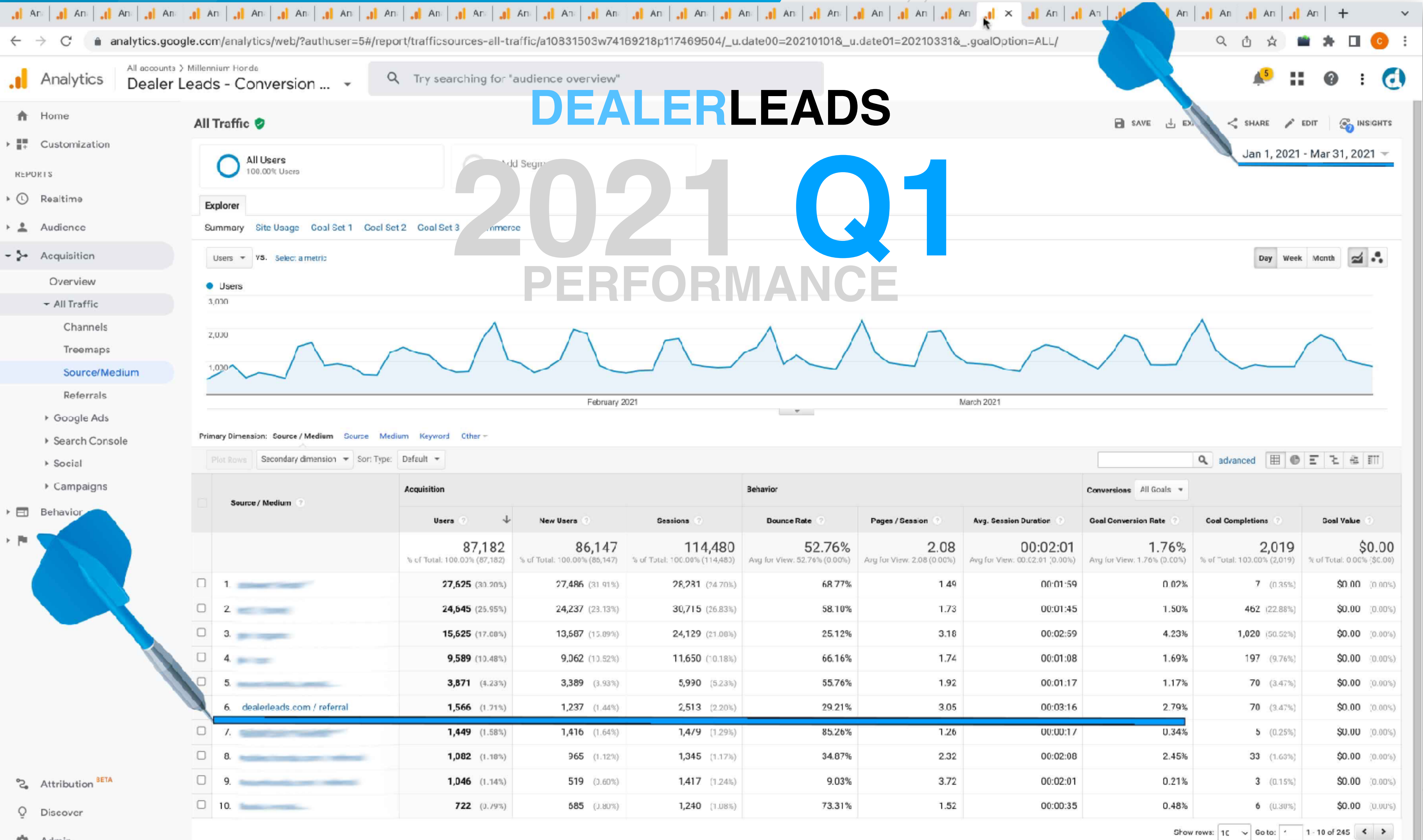


Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	55,778 <small>% of Total: 100.00% (55,778)</small>	55,029 <small>% of Total: 100.00% (55,029)</small>	79,689 <small>% of Total: 100.00% (79,689)</small>	50.43% <small>Avg for View: 50.43% (0.00%)</small>	2.34 <small>Avg for View: 2.34 (0.00%)</small>	00:02:22 <small>Avg for View: 00:02:22 (0.00%)</small>	2.26% <small>Avg for View: 2.26% (0.00%)</small>	1,797 <small>% of Total: 100.00% (1,797)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	20,179 (34.03%)	20,182 (36.68%)	20,943 (26.28%)	71.46%	1.47	00:01:44	0.06%	13 (0.75%)	\$0.00 (0.00%)
2. [blurred]	14,102 (23.78%)	12,766 (23.20%)	23,014 (28.88%)	24.65%	3.31	00:03:17	4.64%	1,069 (59.45%)	\$0.00 (0.00%)
3. [blurred]	13,314 (22.45%)	13,131 (23.86%)	16,946 (21.27%)	65.67%	1.82	00:01:47	2.02%	343 (19.05%)	\$0.00 (0.00%)
4. [blurred]	3,270 (5.52%)	2,996 (5.44%)	4,824 (6.05%)	70.11%	1.66	00:01:09	1.12%	54 (3.01%)	\$0.00 (0.00%)
5. dealerleads.com / referral	1,727 (2.91%)	1,376 (2.50%)	2,975 (3.73%)	29.45%	3.05	00:03:10	3.13%	93 (5.16%)	\$0.00 (0.00%)
6. [blurred]	929 (1.57%)	298 (0.54%)	2,185 (2.74%)	12.72%	4.16	00:03:34	1.01%	22 (1.25%)	\$0.00 (0.00%)
7. [blurred]	708 (1.19%)	608 (1.10%)	874 (1.10%)	26.85%	2.87	00:02:30	2.40%	21 (1.17%)	\$0.00 (0.00%)
8. [blurred]	592 (1.00%)	580 (1.05%)	601 (0.75%)	68.02%	1.24	00:00:19	0.17%	1 (0.06%)	\$0.00 (0.00%)
9. [blurred]	563 (0.95%)	524 (0.95%)	842 (1.06%)	71.02%	1.66	00:01:28	0.36%	3 (0.17%)	\$0.00 (0.00%)
10. [blurred]	513 (0.87%)	451 (0.82%)	603 (0.76%)	14.55%	3.57	00:03:19	3.98%	24 (1.34%)	\$0.00 (0.00%)



# DEALERLEADS

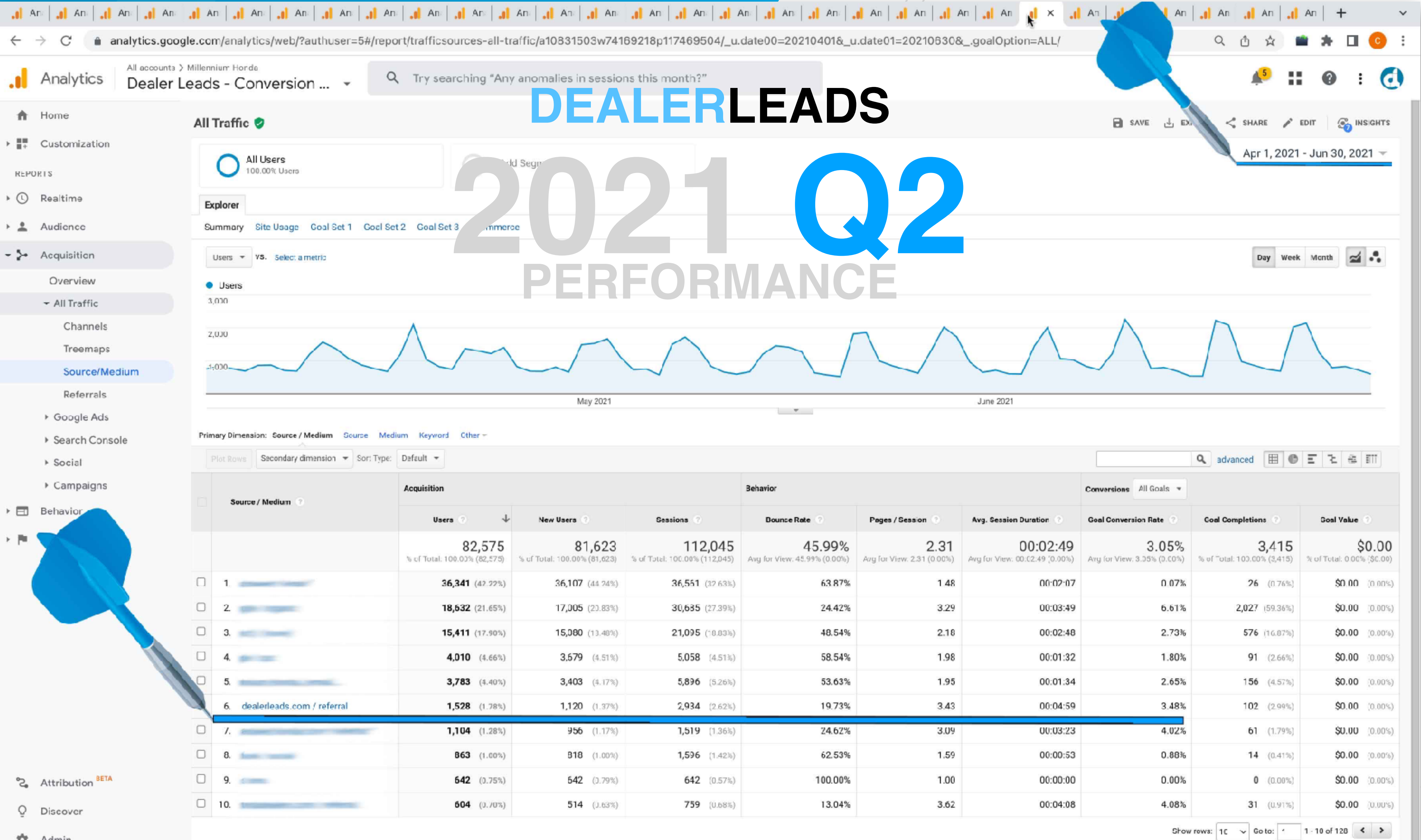
# 2021 Q1 PERFORMANCE





# DEALERLEADS

# 2021 Q2 PERFORMANCE





# 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



Primary Dimension: Source / Medium

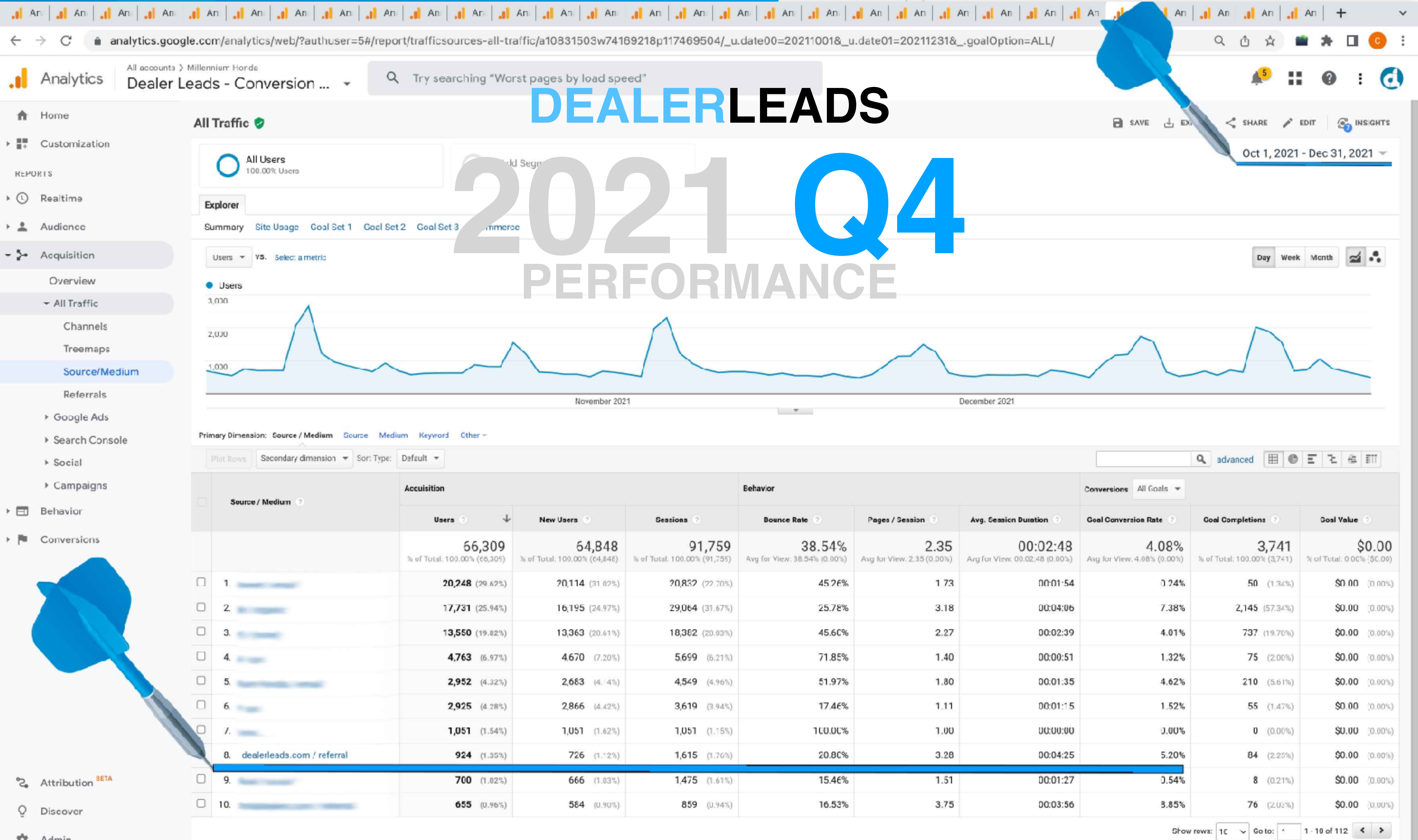
Plot Rows Secondary dimension Sor: Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	87,602 <small>% of Total: 100.00% (87,602)</small>	84,745 <small>% of Total: 100.00% (84,745)</small>	116,338 <small>% of Total: 100.00% (116,338)</small>	37.82% <small>Avg for View: 37.82% (0.00%)</small>	2.30 <small>Avg for View: 2.30 (0.00%)</small>	00:03:05 <small>Avg for View: 00:03:05 (0.00%)</small>	4.08% <small>Avg for View: 4.08% (0.00%)</small>	4,748 <small>% of Total: 100.00% (4,748)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	36,279 (41.76%)	35,944 (42.41%)	37,435 (32.18%)	41.80%	1.60	00:02:44	0.06%	23 (0.48%)	\$0.00 (0.00%)
2. [blurred]	20,500 (23.03%)	18,934 (22.34%)	34,078 (29.29%)	24.20%	3.21	00:04:12	8.39%	2,860 (60.24%)	\$0.00 (0.00%)
3. [blurred]	13,518 (15.19%)	13,279 (15.67%)	17,827 (15.32%)	52.43%	2.20	00:02:38	4.63%	826 (17.40%)	\$0.00 (0.00%)
4. [blurred]	4,341 (4.88%)	4,268 (5.04%)	4,945 (4.25%)	71.47%	1.41	00:00:46	1.62%	80 (1.68%)	\$0.00 (0.00%)
5. [blurred]	3,580 (4.02%)	3,236 (3.82%)	5,536 (4.80%)	50.82%	1.82	00:01:27	2.85%	159 (3.35%)	\$0.00 (0.00%)
6. [blurred]	1,976 (2.22%)	1,923 (2.27%)	2,604 (2.24%)	18.59%	1.18	00:01:24	1.46%	38 (0.80%)	\$0.00 (0.00%)
7. dealerleads.com / referral	1,760 (1.98%)	1,359 (1.60%)	3,409 (2.93%)	18.42%	3.30	00:05:09	4.75%	162 (3.41%)	\$0.00 (0.00%)
8. [blurred]	1,006 (1.13%)	1,006 (1.19%)	1,006 (0.86%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. [blurred]	950 (1.07%)	836 (0.99%)	1,409 (1.21%)	18.67%	3.43	00:03:40	4.54%	64 (1.35%)	\$0.00 (0.00%)
10. [blurred]	799 (0.90%)	770 (0.91%)	1,509 (1.30%)	24.59%	1.54	00:01:17	0.99%	15 (0.32%)	\$0.00 (0.00%)



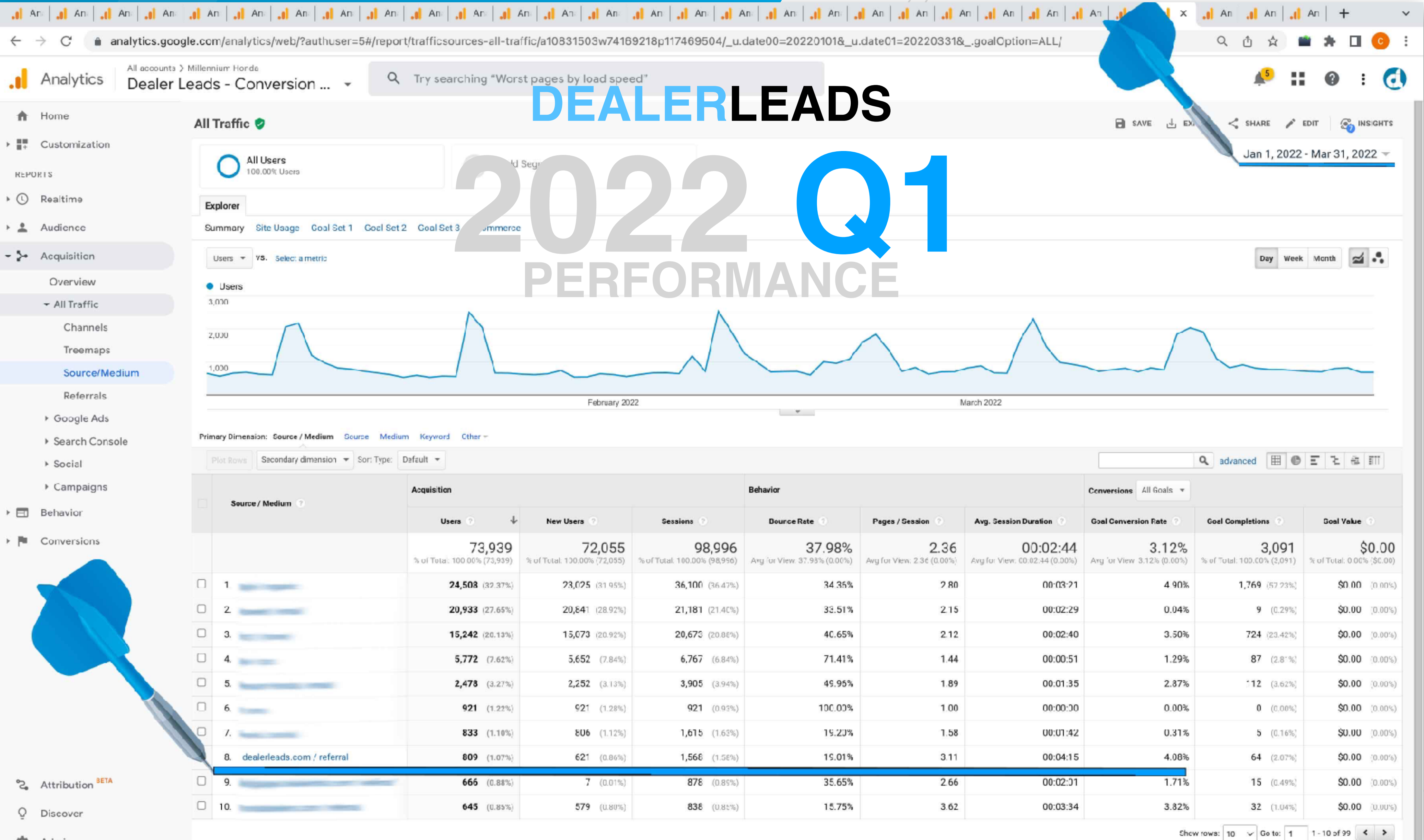
# DEALERLEADS

# 2021 Q4 PERFORMANCE



# DEALERLEADS

# 2022 Q1 PERFORMANCE





# DEALERLEADS

# 2022 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

3,000

2,000

1,000

0

-1,000

May 2022

June 2022

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
	76,009 <small>% of Total: 100.00% (76,009)</small>	76,168 <small>% of Total: 100.00% (76,168)</small>	101,949 <small>% of Total: 100.00% (101,949)</small>	36.10% <small>Avg for View: 36.10% (0.00%)</small>	2.35 <small>Avg for View: 2.35 (0.00%)</small>	00:02:37 <small>Avg for View: 00:02:37 (0.00%)</small>	2.77% <small>Avg for View: 2.77% (0.00%)</small>	2,826 <small>% of Total: 100.00% (2,826)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	30,173 (39.70%)	28,802 (37.81%)	45,138 (43.36%)	35.57%	2.60	00:02:59	3.82%	1,650 (58.39%)	\$0.00 (0.00%)
2. [blurred]	18,842 (24.79%)	18,803 (24.69%)	19,203 (18.84%)	27.67%	2.49	00:02:38	0.15%	29 (1.03%)	\$0.00 (0.00%)
3. [blurred]	15,537 (20.57%)	15,248 (20.02%)	19,979 (19.60%)	38.23%	1.91	00:02:15	3.28%	655 (23.18%)	\$0.00 (0.00%)
4. [blurred]	5,408 (7.11%)	5,269 (6.92%)	6,354 (6.23%)	70.24%	1.42	00:00:46	1.16%	74 (2.62%)	\$0.00 (0.00%)
5. [blurred]	1,603 (2.11%)	1,462 (1.92%)	2,314 (2.27%)	47.54%	2.08	00:01:39	2.59%	60 (2.12%)	\$0.00 (0.00%)
6. [blurred]	1,302 (1.71%)	1,276 (1.68%)	1,490 (1.46%)	23.36%	1.05	00:00:59	0.94%	14 (0.50%)	\$0.00 (0.00%)
7. dealerleads.com / referral	1,154 (1.52%)	993 (1.30%)	1,814 (1.78%)	22.22%	2.96	00:03:48	5.07%	92 (3.26%)	\$0.00 (0.00%)
8. [blurred]	1,058 (1.39%)	937 (1.23%)	1,348 (1.32%)	15.13%	3.59	00:03:35	3.71%	50 (1.77%)	\$0.00 (0.00%)
9. [blurred]	816 (1.07%)	816 (1.07%)	816 (0.80%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. [blurred]	630 (0.83%)	598 (0.79%)	1,253 (1.24%)	20.27%	1.60	00:01:31	0.16%	2 (0.07%)	\$0.00 (0.00%)

Show rows: 10

Go to:

1 - 10 of 118



# DEALERLEADS

# 2022 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

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
	58,735 <small>% of Total: 100.00% (58,735)</small>	57,748 <small>% of Total: 100.00% (57,748)</small>	76,495 <small>% of Total: 100.00% (76,495)</small>	31.13% <small>Avg for View: 31.13% (0.00%)</small>	2.71 <small>Avg for View: 2.71 (0.00%)</small>	00:02:38 <small>Avg for View: 00:02:38 (0.00%)</small>	2.14% <small>Avg for View: 2.14% (0.00%)</small>	1,636 <small>% of Total: 100.00% (1,636)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	18,105 (30.20%)	18,036 (31.23%)	18,426 (24.09%)	23.14%	3.11	00:02:34	0.05%	10 (0.61%)	\$0.00 (0.00%)
2. [blurred]	17,588 (29.34%)	17,467 (30.25%)	21,433 (28.02%)	45.72%	1.99	00:01:54	1.88%	402 (24.57%)	\$0.00 (0.00%)
3. [blurred]	16,061 (26.83%)	14,919 (25.83%)	25,022 (32.71%)	24.66%	3.19	00:03:24	3.69%	923 (56.42%)	\$0.00 (0.00%)
4. [blurred]	1,595 (2.66%)	1,432 (2.48%)	2,358 (3.08%)	46.48%	2.08	00:01:54	2.08%	49 (3.00%)	\$0.00 (0.00%)
5. dealerleads.com / referral	1,197 (2.00%)	1,033 (1.79%)	1,777 (2.32%)	23.86%	3.03	00:02:57	3.60%	64 (3.91%)	\$0.00 (0.00%)
6. [blurred]	1,177 (1.96%)	1,169 (2.02%)	1,279 (1.67%)	15.40%	1.13	00:00:57	1.09%	14 (0.86%)	\$0.00 (0.00%)
7. [blurred]	795 (1.33%)	702 (1.22%)	1,040 (1.36%)	16.25%	3.33	00:02:52	3.27%	34 (2.06%)	\$0.00 (0.00%)
8. [blurred]	755 (1.26%)	755 (1.31%)	755 (0.99%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. [blurred]	678 (1.13%)	643 (1.11%)	1,314 (1.72%)	24.58%	1.67	00:01:32	0.61%	8 (0.49%)	\$0.00 (0.00%)
10. [blurred]	440 (0.73%)	397 (0.69%)	648 (0.85%)	13.12%	3.75	00:04:12	4.17%	27 (1.65%)	\$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

3,000



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
	75,994 <small>% of Total: 100.00% (75,994)</small>	74,684 <small>% of Total: 100.00% (74,684)</small>	87,237 <small>% of Total: 100.00% (87,237)</small>	22.73% <small>Avg for View: 22.73% (0.00%)</small>	2.02 <small>Avg for View: 2.02 (0.00%)</small>	00:02:06 <small>Avg for View: 00:02:06 (0.00%)</small>	1.88% <small>Avg for View: 1.88% (0.00%)</small>	1,642 <small>% of Total: 100.00% (1,642)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	34,887 (45.46%)	34,273 (45.89%)	37,312 (42.77%)	26.82%	1.15	00:01:17	1.30%	485 (29.56%)	\$0.00 (0.00%)
2. [blurred]	23,907 (31.16%)	24,088 (32.25%)	23,753 (27.23%)	20.19%	2.83	00:02:24	0.08%	20 (1.22%)	\$0.00 (0.00%)
3. [blurred]	9,362 (12.23%)	8,562 (11.46%)	15,070 (17.27%)	14.94%	2.96	00:03:34	5.26%	792 (48.23%)	\$0.00 (0.00%)
4. [blurred]	2,096 (2.73%)	2,067 (2.77%)	2,578 (2.96%)	12.53%	0.86	00:01:08	0.66%	17 (1.04%)	\$0.00 (0.00%)
5. [blurred]	1,804 (2.35%)	1,672 (2.24%)	2,169 (2.49%)	34.30%	1.58	00:01:28	2.67%	58 (3.53%)	\$0.00 (0.00%)
6. dealerleads.com / referral	1,168 (1.52%)	1,004 (1.34%)	1,605 (1.84%)	16.26%	2.64	00:02:55	4.11%	66 (4.02%)	\$0.00 (0.00%)
7. [blurred]	930 (1.21%)	819 (1.10%)	1,067 (1.22%)	15.84%	3.05	00:02:46	5.06%	54 (3.25%)	\$0.00 (0.00%)
8. [blurred]	448 (0.58%)	394 (0.53%)	615 (0.70%)	9.59%	2.83	00:04:10	2.93%	18 (1.10%)	\$0.00 (0.00%)
9. [blurred]	447 (0.58%)	424 (0.57%)	836 (0.96%)	70.33%	1.47	00:00:19	0.12%	1 (0.06%)	\$0.00 (0.00%)
10. [blurred]	212 (0.28%)	212 (0.28%)	212 (0.24%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)



# 11 THINGS WE WANT YOU TO KNOW

1. Our clients are the center of our universe.
2. This is usually a CO-OP product.
3. We know every dealership, demographic and brand is different.
4. OUR EXCLUSIVE PLATFORM delivers twice the quality at half the price.
5. We use AI, ML and Scarcity Algorithms to dominate local markets.
6. Your Google Analytic report transparently documents every shopper we send.
7. Our conversion rates are predictable, trackable, sustainable and some of the highest in the automotive industry per Google Analytics.
8. We stay employed month after month because of our conversion rates.
9. We keep it so simple, like stupid simple, it's just a better mousetrap.
10. Several 7 YEAR case studies, with an average client tenure of 5 1/2 years
11. Over 200 case studies can be viewed here to back up the above statements.

200 case studies a bit obsessive? Maybe, but the goal of these case studies is to educate dealers on our ability to deliver as promised, document sustainability and develop trust. We did this to spark your interest and ultimately gain your dealership as a member of our 27 year digital automotive family.

[View 200 more case studies here...](#)

*Steve Tackett* CEO 818-262-8923



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

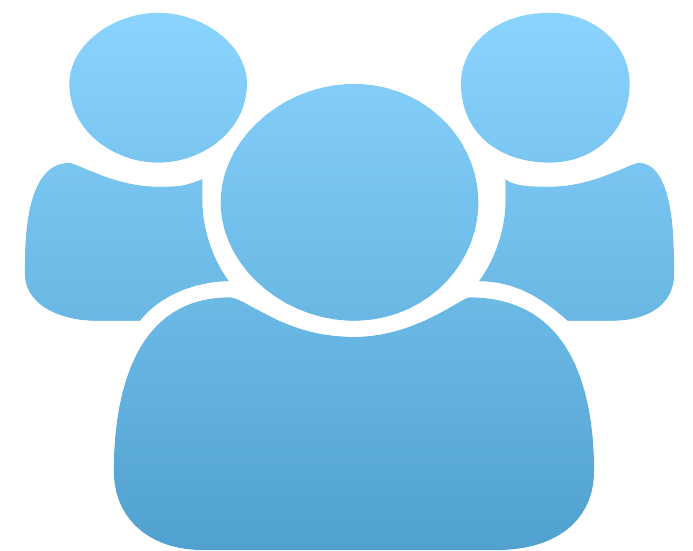
# 2023

Knowledge is power... never stop learning.

Let's get educated, call now.  
**(800) 369-3003**



Isn't it time for YOUR dealership to JOIN our family?



**DEALER LEADS.com**