# DEALERLEADS our shoppers, your customers



DealerLeads.com "We have a better mousetrap."



#### PARTNER CASE STUDY #80

View 200 more case studies here...



# **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.

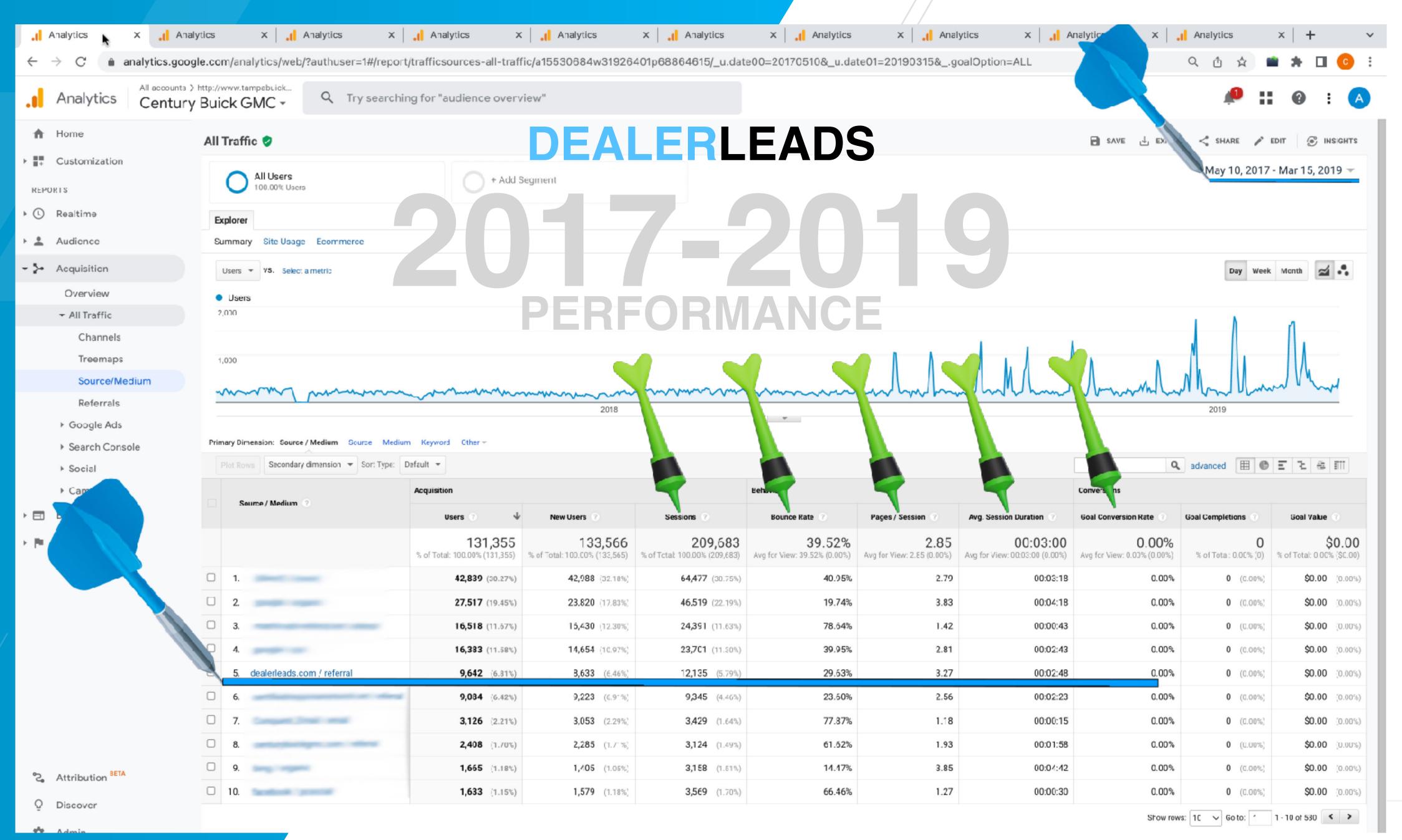
We will show our program's dominating influence on our other dealership partners across the U.S. month after month, year after year, and hope we can fit into your future marketing objectives.

# 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.





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

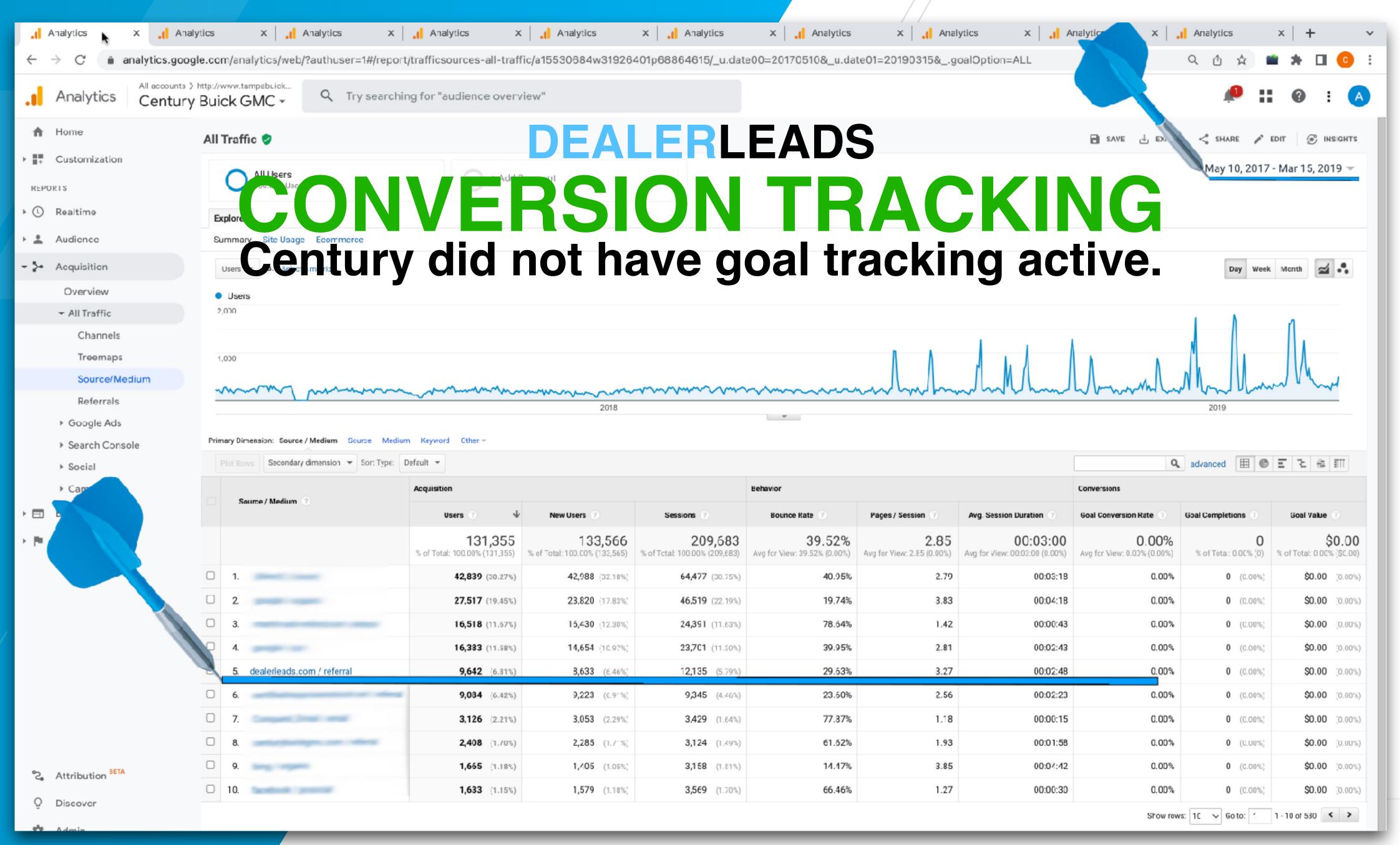
### Introducing DealerLeads.com

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**

### Introducing DealerLeads.com

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

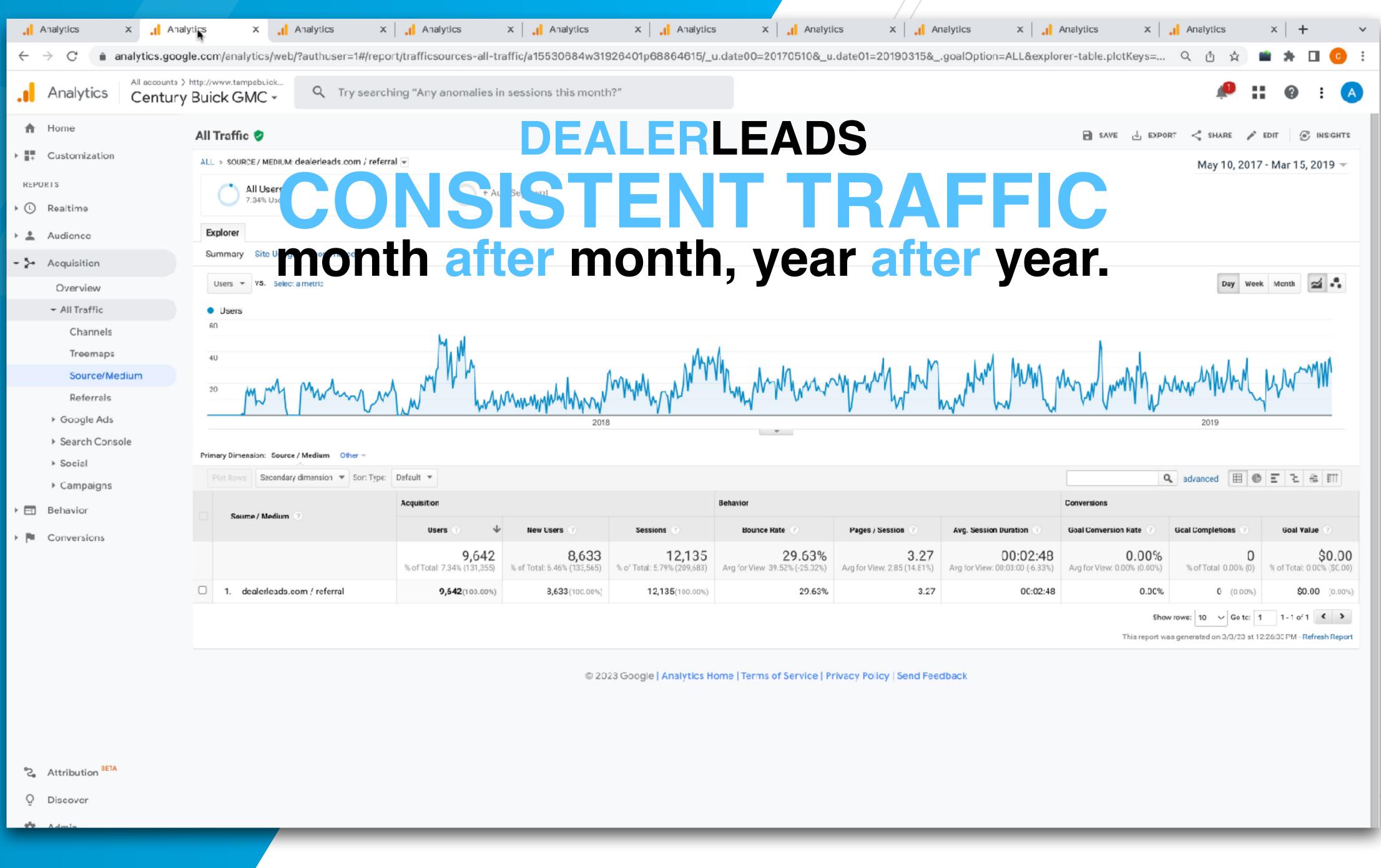














# LET'S GO Quarter by Quarter

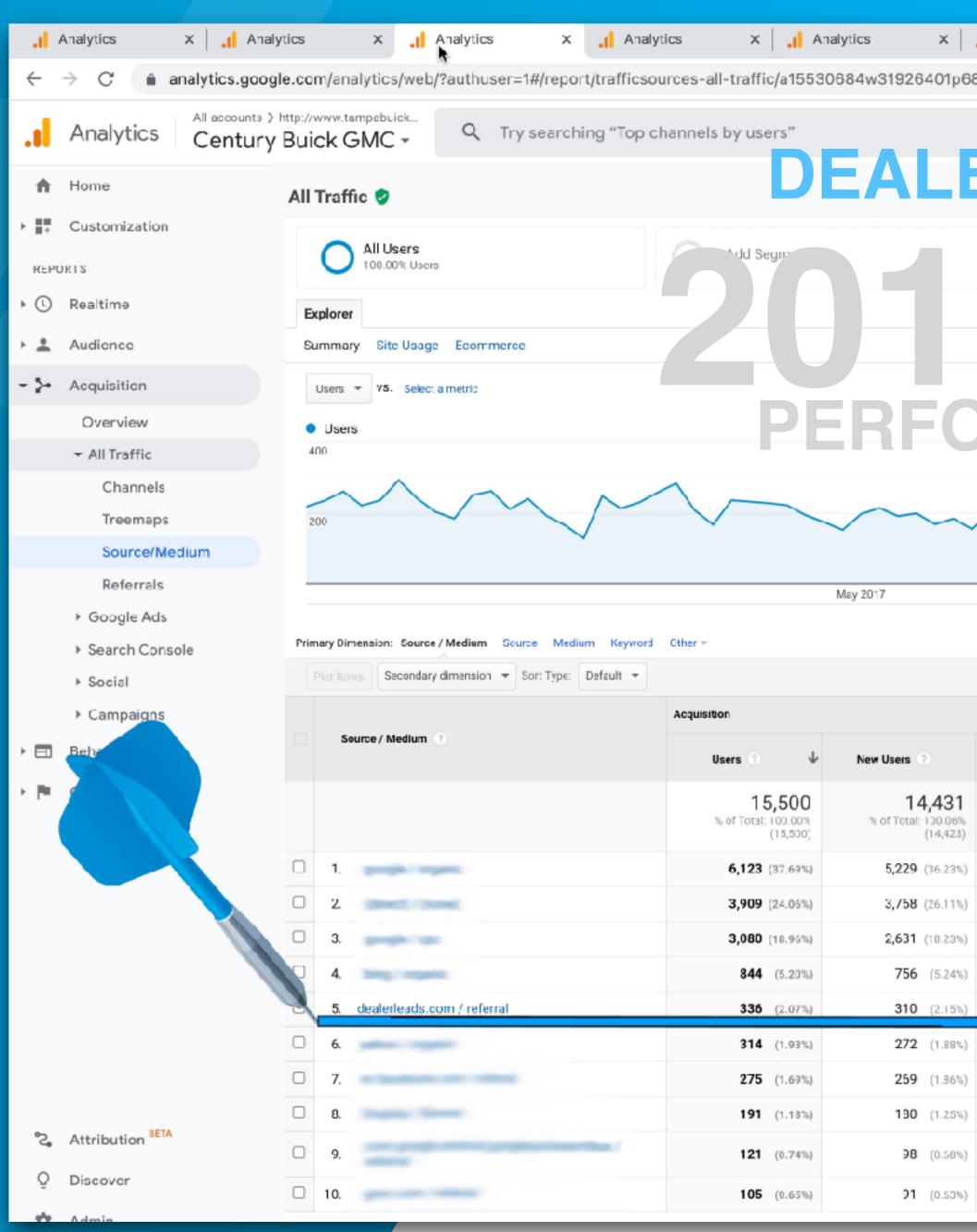
**1ST QUARTER REPORTING** JAN 1 thru MAR 31

2ND QUARTER REPORTING APR 1 thru JUN 30

**3RD QUARTER REPORTING** JUL 1 thru SEP 30

**4TH QUARTER REPORTING** OCT 1 thru DEC 31





Baseseded 15/_uudete00-20170407:8_uudete01-201708308_goal0ptilon=ALL/       Q Q X X X X X X X X X X X X X X X X X X											
	(   "I	Analytics	×	Analytics	5	x Analytic	s x Ana	alytic x   .	Analytics	×   +	
	1p688	364615/_u.date	e00=2	0170401&_u.d	late01=	=20170630&goal	IOption=ALL/		< △ ☆ ■	* = = (	
										•	
Apr 1, 2017- Jun 30, 2017           OPM week level           OPM week level           OPM week level           June 2017           June 2017           Low 2017 <thl< td=""><td>-</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>P</td><td>•</td><td>A</td></thl<>	-								P	•	A
Total         Burrel Rate         Page / Session         Conversion Rate         Conversion Rate           31         22,994         34,57%         3.28         00:02:48         0.00%         0         0.00%           33         22,994         34,57%         3.28         00:02:48         0.00%         0         0.00%         0         0.00%           34         22,994         34,57%         3.28         00:02:48         0.00%         0         0.00%         0         0.00%         0         0.00%         0         0.00%         0         0.00%         0         0.00%         0         0.00%         0         0.00%         0         0.00%         0         0.00%         0         0.00%         0         0.00%         0         0         0.00%         0         0         0.00%         0         0         0.00%         0         0         0.00%         0         0         0.00%         0         0         0.00%         0         0         0.00%         0         0         0.00%         0         0         0.00%         0         0         0.00%         0         0         0.00%         0         0.00%         0         0.00%         0		:KL	E	AD	5			🔒 SAVE 🚽 EX	< SHARE / E	EDIT 🕑 INSIG	HTS
Normation         Page / Mark           And Control         June 2017           June 2017         Sections           Image / Mark         Image / Mark           Sections         Record Rate           Page / Mark         Page / Section           Mark         Page / Sectio									Apr 1, 2017	- Jun 30, 2017	Ŧ
Behavior         Conversions		RM							Day Week	Month	
Image: constraint of the session of the ses	~		J	-		Jun	e 2017				
Sessions ?         Bource Rate         Pages / Session ?         Avg. Session Duration ?         Avg. Session Duration ?         Avg. Session Duration ?         Geal Value ?           31         22,994         34.57%         Avg for View: 3.45%         Avg for View: 3.28%         00:02:48         0.00%         \$	~			-		Jun	e 2017	Q	advanced 🖽 🕑	E 2 4 III	
06%         % of Total: 100.00%         Avg for View: 3.23         Avg for View: 0.00%         Avg for View: 0.00%         % of Total: 0.00%         % of Total: 0.00%           23%         9,049 (39.35%)         2519%         3.87         0.00332         0.00%         0 (.0.00%)         \$0.00% </th <th>~</th> <th></th> <th></th> <th></th> <th></th> <th>Jun</th> <th>e 2017</th> <th></th> <th>advanced 🖽 🜑</th> <th>E 2 4 III</th> <th></th>	~					Jun	e 2017		advanced 🖽 🜑	E 2 4 III	
11%       5,265 (22.90%)       48.83%       2.55       D002204       0.00%       0 (0.00%)       \$0.00 (0.00%)         23%       4,377 (19.04%)       35.87%       2.86       D0.02213       0.00%       0 (0.00%)       \$0.00 (0.00%)         24%       1.297 (5.64%)       17.27%       4.13       D0.03242       0.00%       0 (0.00%)       \$0.00 (0.00%)         15%       470 (2.04%)       53.19%       2.45       D0.01342       0.00%       0 (0.00%)       \$0.00 (0.00%)         88%       424 (1.84%)       118.63%       3.95       D0.03229       0.00%       0 (0.00%)       \$0.00 (0.00%)         86%       311 (1.35%)       73.63%       1.95       D0.01116       0.00%       0 (0.00%)       \$0.00 (0.00%)         25%       267 (1.15%)       79.03%       1.34       D0.0026       0.00%       0 (0.00%)       \$0.00 (0.00%)	~	Sessions ?		Behavior				Conversions Goal Conversion Rate	Goal Completions		
4,377 (19.04%)       35.87%       2.86       D0:02:13       0.00%       0 (0.00%)       \$0.00 (0.00%)         24%       1.297 (5.64%)       17.27%       4.13       D0:03:42       0.00%       0 (0.00%)       \$0.00 (0.00%)         15%       470 (2.04%)       53.19%       2.45       D0:01:42       0.00%       0 (0.00%)       \$0.00 (0.00%)         88%       424 (1.84%)       18.63%       3.95       D0:03:29       0.00%       0 (0.00%)       \$0.00 (0.00%)         86%       311 (1.35%)       73.63%       1.95       D0:01:16       0.00%       0 (0.00%)       \$0.00 (0.00%)         25%       267 (1.16%)       79.03%       1.34       D0:00:26       0.00%       0 (0.00%)       \$0.00 (0.00%)	<b>31</b> 06% 423)	<b>22,9</b> % of Total: 100	<b>994</b> 0.00%	Behavior Bounce Rate (1) 34.1 Avg for View:	34.57%	Pages / Session ? 3.28 Avg for View: 3.28	Avg. Session Duration ? 00:02:48 Avg for View: 00:02:48	Conversions Goal Conversion Rate	Goal Completions	Gcal Value ? \$0. % of Total 0	00
24%)       1.297 (5.64%)       17.27%       4.13       00.03:42       0.00%       0 (0.00%)       \$0.00 (0.00%)         15%)       470 (2.04%)       53.19%       2.45       00.01:42       0.00%       0 (0.00%)       \$0.00 (0.00%)         88%)       424 (1.84%)       18.63%       3.95       00:03:29       0.00%       0 (0.00%)       \$0.00 (0.00%)         86%)       311 (1.35%)       73.63%       1.95       00:01:16       0.00%       0 (0.00%)       \$0.00 (0.00%)         25%)       267 (1.15%)       79.03%       1.34       00:00:26       0.00%       0 (0.00%)       \$0.00 (0.00%)	06%	<b>22,9</b> % of Total: 100 (22,	<b>994</b> 0.00% 2,994)	Behavior Bounce Rate (? 34.! Avg for View: (	34.57% (0.00%)	Pages / Session ? 3.28 Avg for View: 3.28 (0.00%)	Avg. Session Duration ? 00:02:48 Avg for View: 00:02:48 (0.00%)	Conversions Goal Conversion Rate 2 0.00% Avg for View: 0.00% (0.00%)	Goal Completions	Gcal Value ? \$0. % of Total 0 (\$0	00
15%       470       (2.04%)       53.19%       2.45       D0.01:42       0.00%       0       (0.00%)       \$0.00       (0.00%)         88%       424       (1.84%)       18.63%       3.95       D0.03:29       0.00%       0       (0.00%)       \$0.00       (0.00%)         86%       311       (1.35%)       73.63%       1.95       D0.01:16       0.00%       0       (0.00%)       \$0.00       (0.00%)         25%       267       (1.15%)       79.03%       1.34       D0.00:26       0.00%       0       (0.00%)       \$0.00       (0.00%)	06% 423)	22,9 % of Total: 100 (22, 9,049 (39)	<b>994</b> 0.00% 2,994) 9.35%)	Behavior Bounce Rate ? 34. Avg for View; (	34.57% (0.00%) 25.19%	Pages / Session ? 3.28 Avg for View: 3.28 (0.00%) 3.87	Avg. Session Duration ? 00:02:48 Avg for View: 00:02:48 (0.00%) 00:03:32	Conversions Goal Conversion Rate 7 0.00% Avg for View: 0.00% (0.00%) 0.00%	Goal Completions 0 % cf Total: 0.00% (0) 0 (0.00%)	Gcal Value ? \$0. % of Total 0 (\$0 \$0.00 (0.	<b>00</b> .00% 00)
88%)       424       (*.84%)       18.63%       3.95       D0:03:29       0.00%       0       (0.00%)       \$0.00       (0.00%)         86%)       311       (*.35%)       73.63%       1.95       D0:01:16       0.00%       0       (0.00%)       \$0.00       (0.00%)         25%)       267       (*.16%)       79.03%       1.34       D0:00:26       0.00%       0       (0.00%)       \$0.00       (0.00%)	06% 423) 23%)	22,9 % of Total: 100 (22, 9,049 (39) 5,265 (22,	<b>994</b> 0.00% 2,994) 9.35%) 2.90%)	Behavior Bounce Rate (? 34. Avg for View: ( 2 4	34.57% (0.00%) (5.19% (8.83%)	Pages / Session ? 3.28 Avg for View: 3.28 (0.00%) 3.87 2.55	Avg. Session Duration ? 00:02:48 Avg for View: 00:02:48 (0.00%) 00:03:32 00:02:04	Conversions Goal Conversion Rate 7 0.00% Avg for View: 0.00% (0.00% 0.00%	Goal Completions () () () () () () () () () ()	Gcal Value ? \$0. % of Total 0. (\$0. \$0.00 (0. \$0.00 (0.	00%) 00%)
86%)       311 (*.35%)       73.63%       1.95       D0:01:16       0.00%       0 (0.00%)       \$0.00 (0.00%)         25%)       267 (*.15%)       79.03%       1.34       D0:00:26       0.00%       0 (0.00%)       \$0.00 (0.00%)	06% 423) 23%) 11%)	22,9 % of Total: 100 (22, 9,049 (39, 5,265 (22, 4,377 (19,	994 0.00% 2,994) 9.35%) 2.90%) 9.04%)	Behavior Bounce Rate (2) Avg for View: (2) 4 3	34.57% (0.00%) 25.19% 8.83% 95.87%	Pages / Session ? 3.28 Avg for View: 3.28 (0.00%) 3.87 2.55 2.85	Avg. Session Duration ? 00:02:48 Avg for View: 00:02:48 (0.00%) 00:03:32 00:02:04 00:02:13	Conversions Goal Conversion Rate COUNTIENT COUNTS C	Goal Completions         0           ©         0           % cf Total: 0.00% (0)         0           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)	Gcal Value ? \$0. % of Total 0 (\$0 \$0.00 (0. \$0.00 (0. \$0.00 (0.	00%) 00%) 00%)
25%) 267 (`.15%) 79.03% 1.34 D0:00:26 0.00% 0 (D.00%) \$0.00 (D.00%)	06% 423) 23%) 11%) 23%)	22,9 % of Total: 100 (22, 9,049 (39, 5,265 (22, 4,377 (19, 1.297 (5,	<b>994</b> 0.00% 2,994) 9.35%) 2.90%) 9.04%) 5.64%)	Behavior Bource Rate ? 34. Avg for View: ( 4 3 1	34.57% (0.00%) (5.19% (8.83%) (5.87%) (7.27%)	Pages / Session ? 3.28 Avg for View: 3.28 (0.00%) 3.87 2.55 2.86 4.13	Avg. Session Duration ? 00:02:48 Avg for View: 00:02:48 (0.00%) 00:03:32 00:02:04 00:02:13 00:03:42	Conversions           Goal Conversion Rate           0.00%           Avg for View: 0.00%           0.00%           0.00%           0.00%           0.00%           0.00%           0.00%	Goal Completions         O           % cf Total: 0.00% (0)         0           % cf Total: 0.00% (0)         0           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)	Gcal Value ? \$0. % of Total 0 (50 \$0.00 (0. \$0.00 (0. \$0.00 (0. \$0.00 (0.	00%) 00%) 00%)
	06% 423) 23%) 11%) 23%) 23%) 24%)	22,9 % of Total: 100 (22, 9,049 (39, 5,265 (22, 4,377 (19, 1.297 (5, 470 (2,	<b>994</b> 0.00% 2,994) 9.35%) 2.90%) 9.04%) 5.64%) 2.04%)	Behavior Bounce Rate ? 34. Avg for View: 4 3 1 5	34.57% (0.00%) (5.19% (8.83%) (5.87%) (5.87%) (7.27%) (3.19%)	Pages / Session ? 3.28 Avg for View: 3.28 (0.00%) 3.87 2.55 2.85 4.13 2.45	Avg. Session Duration (*) 00:02:48 Avg for View: 00:02:48 (0.00%) 00:03:32 00:02:13 00:02:13 00:03:42 00:03:42	Conversions           Goal Conversion Rate           0.00%           Avg for View: 0.00%           (0.00%           0.00%           0.00%           0.00%           0.00%           0.00%	Goal Completions         O           % cf Total:         0           % cf Total:         0           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)	Gcal Value ? \$0. % of Total 0. (50 \$0.00 (0. \$0.00 (0. \$0.00 (0. \$0.00 (0. \$0.00 (0.	00%) 00%) 00%) 00%) 00%)
168 (0.73%)         23.81%         4.62         D0:03:24         0.00%         0 (0.00%)         \$0.00 (0.00%)	06% 423) 23%) 11%) 23%) 24%) 15%)	22,9 % of Total: 100 (22, 9,049 (39, 5,265 (22, 4,377 (19, 1.297 (5, 470 (2, 424 (*,	994 0.00% 2,994) 9.35%) 2.90%) 9.04%) 5.64%) 2.04%)	Behavior Bounce Rate ? 34. Avg for View: ( 2 4 3 1 5 5	34.57% (0.00%) (5.19% (8.83%) (5.87%) (5.87%) (5.87%) (3.19%) (3.19%) (8.63%)	Pages / Session ? 3.28 Avg for View: 3.28 (0.00%) 3.87 2.55 2.85 4.13 2.45 3.95	Avg. Session Duration ? 00:02:48 Avg for View: 00:02:48 (0.00%) 00:03:32 00:02:04 00:02:13 00:03:42 00:03:42 00:03:42	Conversions           Goal Conversion Rate           0.00%           Avg for View: 0.00%           (0.00%)           0.00%           0.00%           0.00%           0.00%           0.00%           0.00%           0.00%           0.00%           0.00%	Goal Completions           0           % cf Total: 0.00% (0)           % cf Total: 0.00% (0)           0           (0,00%)           0           (0,00%)           0           (0,00%)           0           (0,00%)           0           (0,00%)           0           (0,00%)           0           (0,00%)           0           (0,00%)           0           (0,00%)	Gcal Value         ?           \$0.         \$0.           \$0.00         (0.           \$0.00         (0.           \$0.00         (0.           \$0.00         (0.           \$0.00         (0.           \$0.00         (0.           \$0.00         (0.           \$0.00         (0.           \$0.00         (0.           \$0.00         (0.	00%) 00%) 00%) 00%) 00%) 00%)
	06% 423) 23%) 11%) 23%) 24%) 15%) 88%)	22,9 % of Total: 100 (22, 9,049 (39, 5,265 (22, 4,377 (19, 1,297 (5, 470 (2, 424 (*, 311 (*,	994 0.00% 2,994) 9.35%) 2.90%) 9.04%) 5.64%) 2.04%) 7.84%) 7.84%)	Behavior Bounce Rate (1) Avg for View: (1) 3 4 3 1 5 1 7	34.57% (0.00%) 25.19% 8.83% 5.87% 7.27% 3.19% 8.63% 3.63%	Pages / Session ? 3.28 Avg for View: 3.28 (0.00%) 3.87 2.55 2.85 4.13 2.45 3.95 1.95	Avg. Session Duration ? 00:02:48 Avg for View: 00:02:48 (0.00%) 00:03:32 00:02:04 00:02:04 00:02:13 00:02:13 00:03:42 00:03:42 00:03:42	Conversions           Goal Conversion Rate           0.00%           Avg for View: 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%	Goal Completions           0           % cf Total: 0.00% (0)           % cf Total: 0.00% (0)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)	Gcal Value         ?           \$0.0         \$0.0           \$0.00         (0.           \$0.00         (0.           \$0.00         (0.           \$0.00         (0.           \$0.00         (0.           \$0.00         (0.           \$0.00         (0.           \$0.00         (0.           \$0.00         (0.           \$0.00         (0.           \$0.00         (0.	00%) 00%) 00%) 00%) 00%) 00%) 00%)

4.70

11.85%

135 (0.59%)

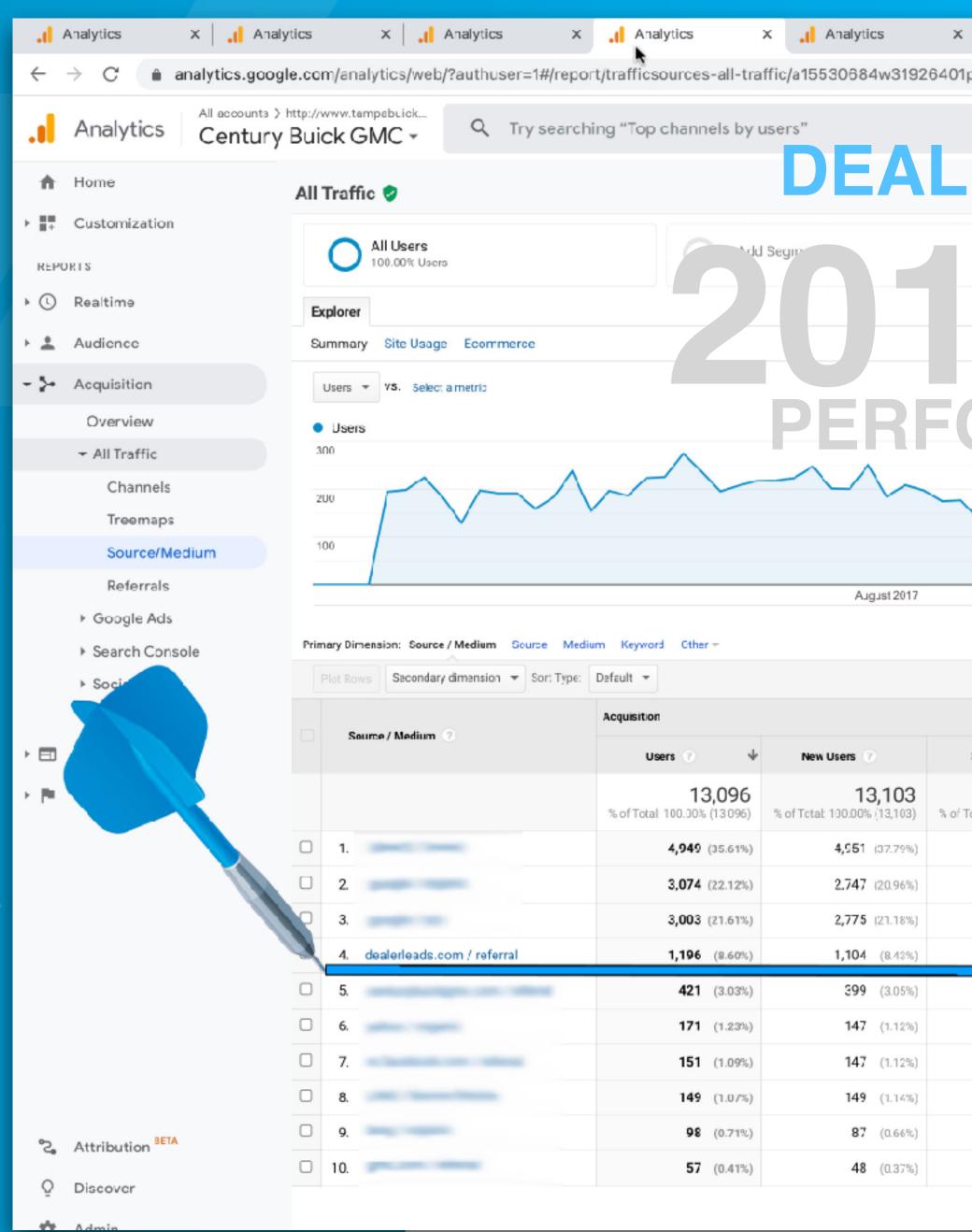
00:03:24



\$0.00 (0.00%)

O (0.00%)

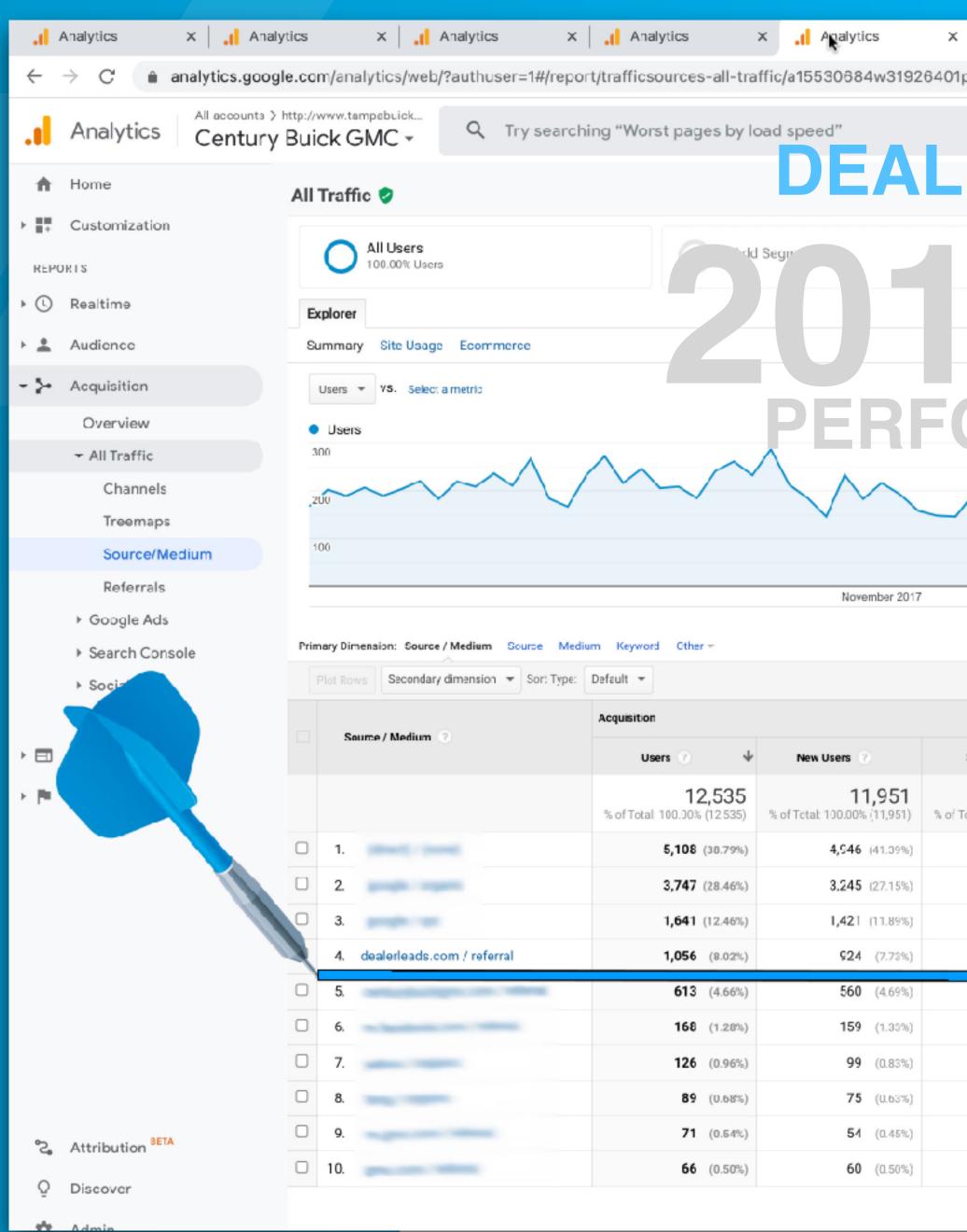
0.00%



x Analytics X	Analytics x	Analytics X	Analytic	X Analytics	×   +	~
01p68864615/_u.date00=2017	'0701&_u.date01=2017093	30&goalOption=ALL	1	Q 凸 ☆	📫 🛪 🖬 📀	:
				P	<b>II ()</b> : <b>(</b>	
ERLE	105		SAVE 🚽	, EX. < SHARE	EDIT 🕑 INSIGHTS	
				Jul 1, 20	17 - Sep 30, 2017 👻	
ORMAI				Day We	eek Manth 🗹 🕄	
ORMAI	NUE				$\sim$	
$\sim$	$\sim$	$\sim$		$\neg \land \land$		
*			$\sim$	V		
		September 2017				
Ŧ						
				۹ advanced 🔳	0 E 2 & III	
Behavior			Conversions			

			Conversions			Dellavior	
0	Goal Value	Completions	Goal Conversion Rate 🦿 Go	Avg. Session Duration 💿	Pages / Session 🦿	Bounce Rate 📀	Sessions 🕐
<b>\$0.00</b> % (\$0.00)	\$ % of Total: 0.00%	<b>0</b> of Total 0.00% (0)	0.00% Avg for View: 0.00% (0.00%)	00:03:23 Avg for View: 00:03:23 (0.00%)	3.27 Avg for View: 3.27 (0.00%)	<b>34.78%</b> Avg for View: 34.78% (D.CO%)	<b>20,527</b> Total: 100.00% (20,527)
(0.00%)	\$0.00	0 (0.00%)	0.DC%	00:03:33	3.03	38.71%	7,814 (38.07%)
(0.00%)	\$0.00	0 (0.00%)	0.DC%	00:04:03	4.14	19.88%	<b>4.623</b> (22.52%)
(0.00%)	\$0.00	0 (0.00%)	0.DC%	00:02:42	2.78	43.69%	<b>4,310</b> (21.00%)
(0.00%)	\$0.00	0 (0.00%)	0.00%	00:02:24	3.66	23.96%	1,352 (6.59%)
(0.00%)	\$0.00	0 (0.00%)	0.0C%	00:02:12	2.20	54.76%	<b>515</b> (2.51%)
(0.00%)	\$0.00	0 (0.00%)	0.00%	00:03:29	3.95	21.14%	<b>246</b> (1.20%)
(0.00%)	\$0.00	0 (0.00%)	0.DC%	00:01:51	3.13	33.95%	1 <b>62</b> (0.79%)
(0.00%)	\$0.00	0 (0.00%)	0.DC%	00:00:30	1.48	78.26%	1 <b>61</b> (0.78%)
(0.00%)	\$0.00	0 (0.00%)	0.00%	00:03:32	3.68	20.86%	1 <b>39</b> (0.68%)
(0.00%)	\$0.00	0 (0.00%)	0.DC%	00:03:51	4.41	14.08%	71 (0.35%)





X Analytics	x 🛛 📢 Analytic	s x Ani	alytics x	Analytic ×   ,	Analytics	×   +
1p68864615/_u.d	date00=20171001&_u.d	Jate01=20171231&g	joalOption=ALL/		Q ₫ ☆	🛎 🛪 🖬 📀
.ERL	EAD	S		SAVE 🕁 EX	🔎 :	edit 🗭 insights
ORN						17 - Dec 31, 2017 -
$\sim$	$\sim$			$\sim$		$\bigwedge$
$\sim$	· · ·	V	ecember 2017	$\sim$		
	•	V	ecember 2017			
		V	ecember 2017		advanced	
	•	V	ecember 2017	Conversions	advanced	
Sessions 7	Behavior Bounce Rate 🕜	De Pages / Session (?)	Avg. Session Duration 🕐	Conversions Goal Conversion Rate 🕜	Gcal Completions	Goal Value
	Behavior	De		Conversions		Goal Value 🤊
Sessions 7 20,063	Behavior Bounce Rate ? 27.93%	Pages / Session ? 3.31	Avg. Session Duration (7) 00:03:38	Conversions Goal Conversion Rate  0.00%	Gcal Completions ?	Goal Value () \$0.00 % of Total: 0.00% (\$0.00)
Sessions 20,063 f Total: 100.00% (20,063)	Behavior Bounce Rate 27.93% Avg for View: 27.93% (0.00%)	Pages / Session () 3.31 Avg for View: 3.31 (0.00%)	Avg. Session Duration (*) 00:03:38 Avg for View: 00:03:38 (0.00%)	Conversions Goal Conversion Rate O.00% Avg for View: 0.00% (0.00%)	Gcal Completions ? O % of Total 0.00% (0)	Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%)
Sessions 20,063 f Total: 100.00% (20,063) 8,160 (40.67%)	• Behavior Bounce Rate ? 27.93% Avg for View: 27.93% (0.00%) 31.73%	V De Pages / Session ? 3.31 Avg for View: 3.31 (0.00%) 3.12	Avg. Session Duration 00:03:38 Avg for View: 00:03:38 (0.00%) 00:04:05	Conversions Goal Conversion Rate () 0.00% Avg for View: 0.00% (0.00%) 0.00%	Gcal Completions ? 0 % of Total 0.00% (0) 0 (0.00%)	Goal Value         Image: Total and the second
Sessions ? 20,063 (* Total: 100.00% (20,063) 8,160 (40.67%) 5.804 (28.93%)	• Behavior Bounce Rate ? Avg for View: 27.93% (0.00%) 31.73% 17.87%	De Pages / Session (*)  Avg for View: 3.31 (0.00%)  3.12  3.80	Avg. Session Duration 00:03:38 Avg for View: 00:03:38 (0.00%) 00:04:05 00:03:37	Conversions Goal Conversion Rate  O.00% Avg for View: 0.00% (0.00%) O.DC% O.DC%	Gcal Completions ? 0 % of Total 0.00% (0) 0 (0.00%) 0 (0.00%)	Goal Value         Solo           \$0.00         \$0.00           % of Total: 0.00% (\$0.00)         \$0.00           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)
Sessions ? 20,063 (Total: 100.00% (20,063) 8,160 (40.67%) 5,804 (28.93%) 2,462 (12.27%)	• Behavior Bounce Rate ⑦ 27.93% Avg for View: 27.93% (0.00%) 31.73% 17.87% 35.46%	Pages / Session            Pages / Session            Avg for View: 3.31 (0.00%)           3.12           3.80           2.92	Avg. Session Duration (*) 00:03:38 Avg for View: 00:03:38 (0.00%) 00:04:05 00:03:37 00:03:02	Conversions Goal Conversion Rate ⑦ 0.00% Avg for View: 0.00% (0.00%) 0.00% 0.00%	Gcal Completions ? Sof Total 0.00% (0) 0 (0.00%) 0 (0.00%)	Goal Value         Solo           \$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%)           \$0.00         (0.00%)
Sessions 20,063 (Total: 100.00% (20,063) 8,160 (40.67%) 5,804 (28.93%) 2,462 (12.27%) 1,283 (6.39%)	Behavior           Bounce Rate            27.93%           Avg for View: 27.93% (0.00%)           31.73%           17.87%           35.46%           25.18%	Pages / Session ()           Rages / Session ()           Saal           Avg for View: 3.31 (0.00%)           3.12           3.80           2.92           3.55	Avg. Session Duration ③           00:03:38           Avg for View: 00:03:38 (0.00%)           00:03:37           00:03:02           00:02:36	Conversions Goal Conversion Rate ⑦ 0.00% Avg for View: 0.00% (0.00%) 0.00% 0.00% 0.00%	Gcal Completions ? % of Total 0.00% (0) 0 (0.00%) 0 (0.00%) 0 (0.00%) 0 (0.00%)	Goal Value       Signal         \$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       \$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%)
Sessions ⑦ 20,063 f Total: 100.00% (20,063) 8,160 (40.67%) 5,804 (28,93%) 2,462 (12.27%) 1,283 (6.39%) 816 (4.07%)	Behavior           Bounce Rate ⑦           27.93%           Avg for View: 27.93% (0.00%)           31.73%           17.87%           35.46%           25.18%	V De Pages / Session (?) Avg for View: 3.31 (0.00%) 3.12 3.80 2.92 3.55	Avg. Session Duration •           00:03:38           Avg for View: 00:03:38 (0.00%)           00:04:05           00:03:37           00:03:02           00:02:36	Conversions Goal Conversion Rate	Gcal Completions         O           % of Total         0.00% (0)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)	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         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)
Sessions ? 20,063 f Total: 100.00% (20,063) 8,160 (40.67%) 5,804 (28.93%) 2,462 (12.27%) 1,283 (6.39%) 816 (4.07%) 187 (0.93%)	Behavior           Bounce Rate ?           27.93%           Avg for View: 27.93% (0.00%)           31.73%           17.87%           35.46%           25.18%           47.43%           27.27%	Pages / Session ?           Pages / Session ?           Avg for View: 3.31 (0.00%)           3.12           3.80           2.92           3.55           2.20           2.96	Avg. Session Duration •           00:03:38           Avg for View: 00:03:38 (0.00%)           00:04:05           00:03:37           00:02:36           00:02:31           00:02:31	Conversions Goal Conversion Rate  Conversion Rate Conversion R	Gcal Completions         O           % of Total         0.00% (0)           % of Total         0.00% (0)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)	Goal Value         Solo           \$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%)           \$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%)

00:03:34

102 (0.51%)

12.75%

4.25

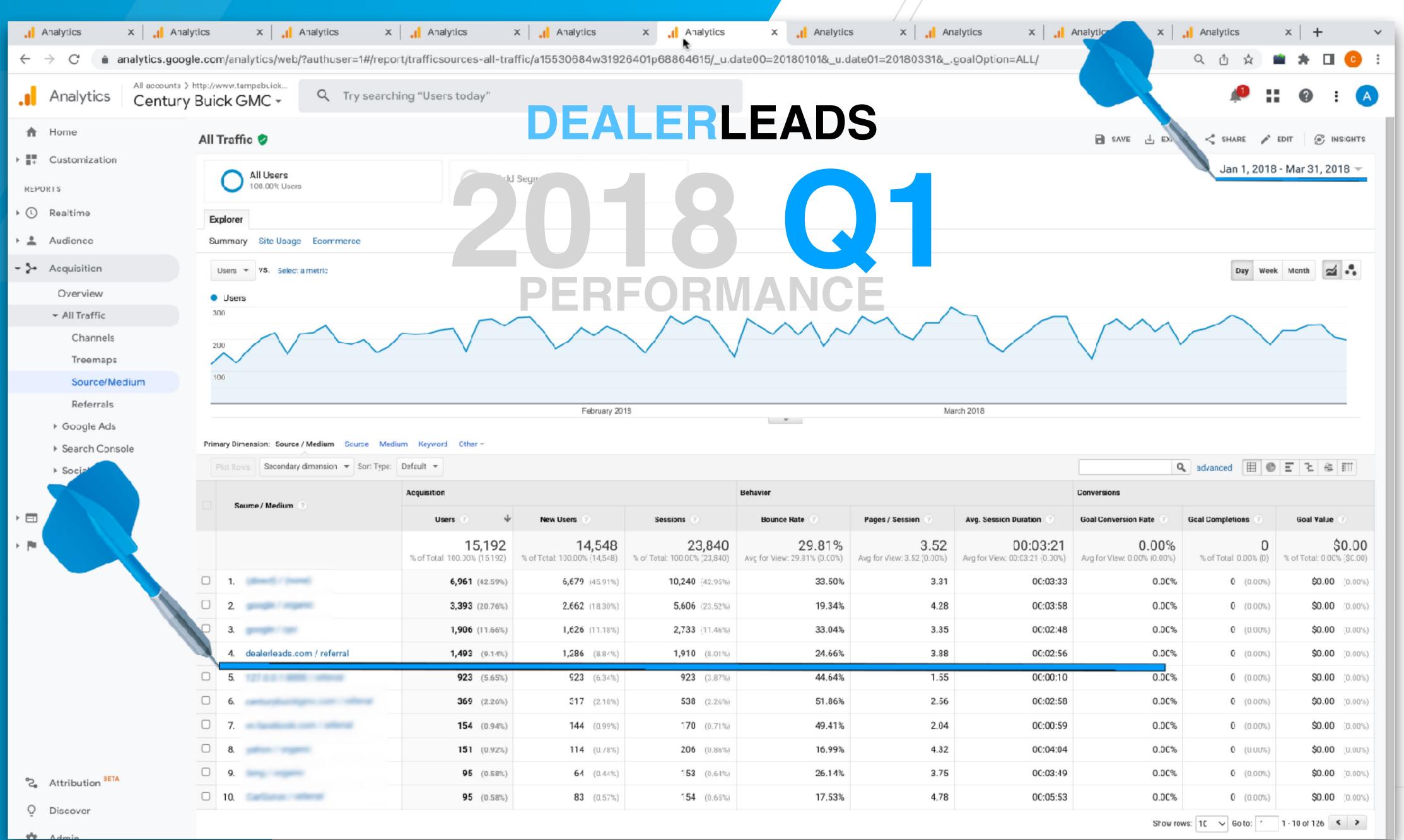
Show rows: 10 V Go to: 1 1 - 10 of 125 < >

0.00%

0 (0.00%)

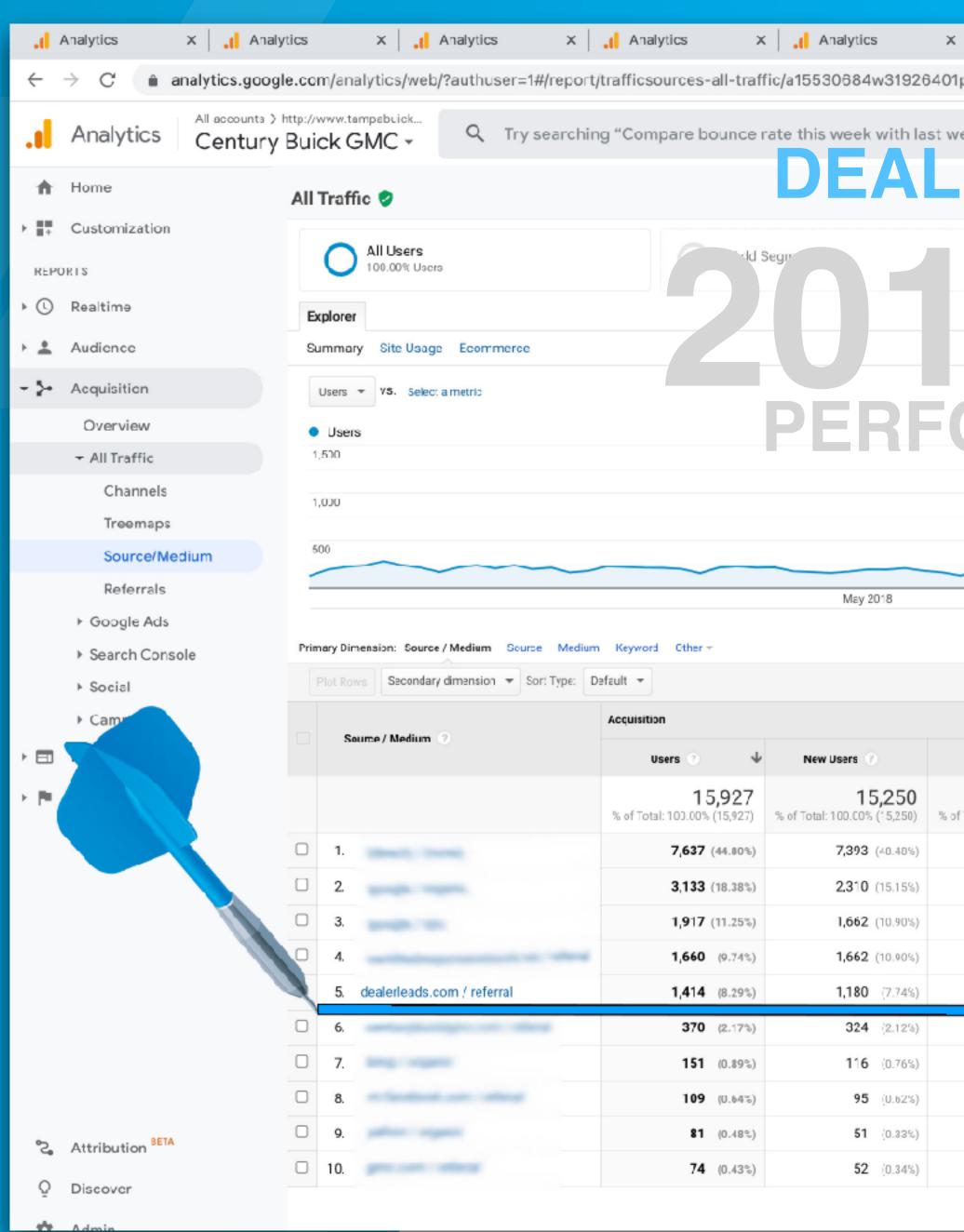
\$0.00 (0.00%)





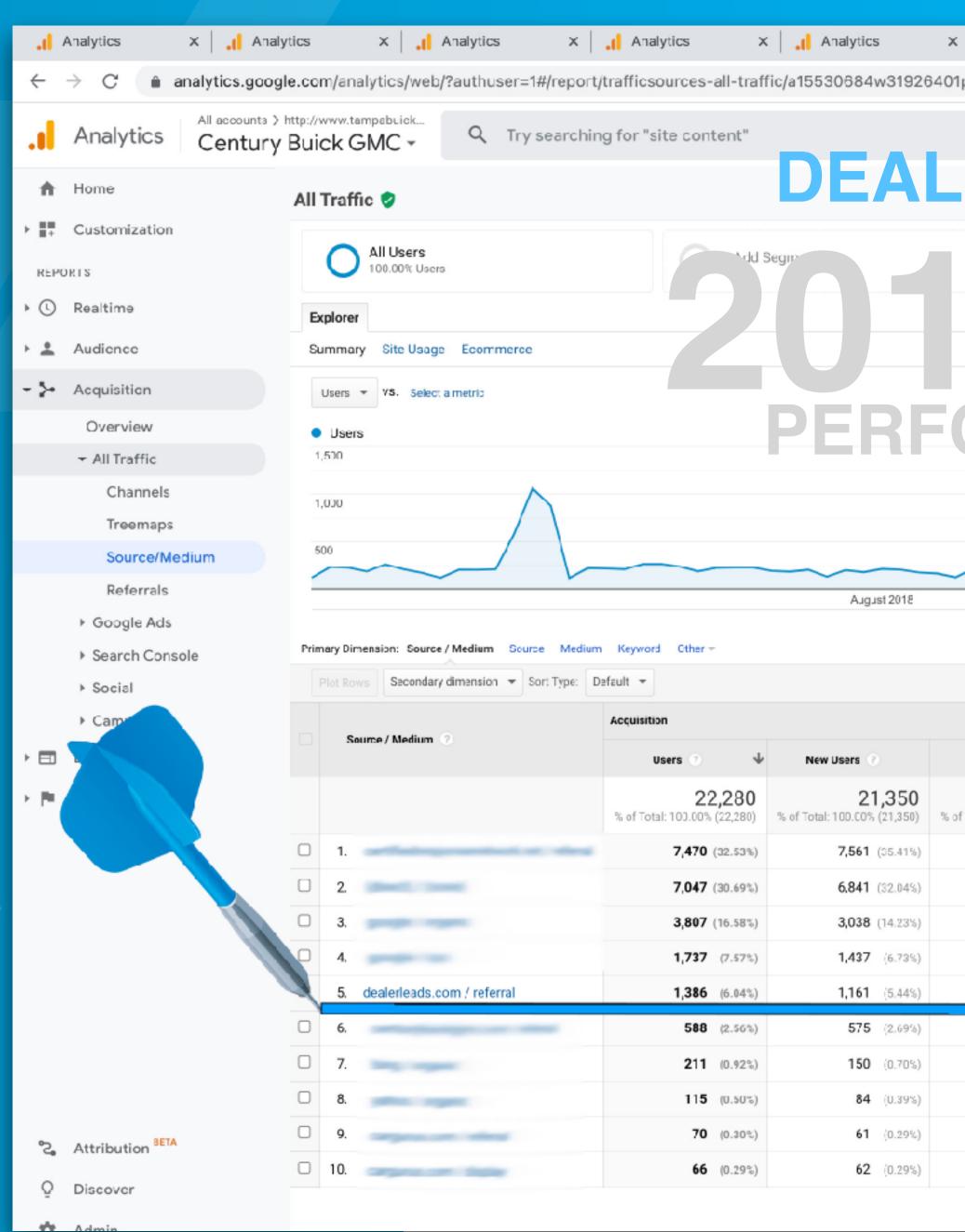
0	Goal Value	ns 🕐	Gcal Completio	Goal Conversion Rate 🕜	Avg. Session Duration 💿	Pages / Session 🕜	Bounce Rate 🕜	essions 🕐
<b>\$0.00</b> % (\$0.00)	\$ % of Total: 0.00%	<b>0</b> .00% (0)	% of Total 0	0.00% Avg for View: 0.00% (0.00%)	00:03:21 Avg for View: 00:03:21 (0.00%)	3.52 Avg for View: 3.52 (0.00%)	<b>29.81%</b> Avg for View: 29.81% (D.CO%)	23,840 al: 100.00% (23,840)
(0.00%)	\$0.00	(0.00%)	0	0.00%	00:03:33	3.31	33.50%	<b>10,240</b> (42.95%)
(0.00%	\$0.00	(0.00%)	0	0.0C%	00:03:58	4.28	19.34%	<b>5.606</b> (23.52%)
(0.00%)	\$0.00	(0.00%)	0	0.00%	00:02:48	3.35	33.04%	2,733 (11.46%)
(0.00%)	\$0.00	(0.00%)	0	0.00%	00:02:56	3.88	24.66%	1,910 (8.01%)
(0.00%	\$0.00	(0.00%)	0	0.00%	00:00:10	1.55	44.64%	<b>923</b> (3.87%)
(0.00%	\$0.00	(0.00%)	0	0.00%	00:02:58	2.56	51.86%	<b>538</b> (2.26%)
(0.00%)	\$0.00	(0.00%)	0	0.0C%	00:00:59	2.04	49.41%	1 <b>70</b> (0.71%)
(0.00%)	\$0.00	(0.00%)	0	0.00%	00:04:04	4.32	16.99%	206 (0.86%)
(0.00%)	\$0.00	(0.00%)	0	0.0C%	00:03:49	3.75	26.14%	153 (0.64%)
		(0.00%)	0	0.DC%	00:05:53	4.78	17.53%	154 (0.65%)





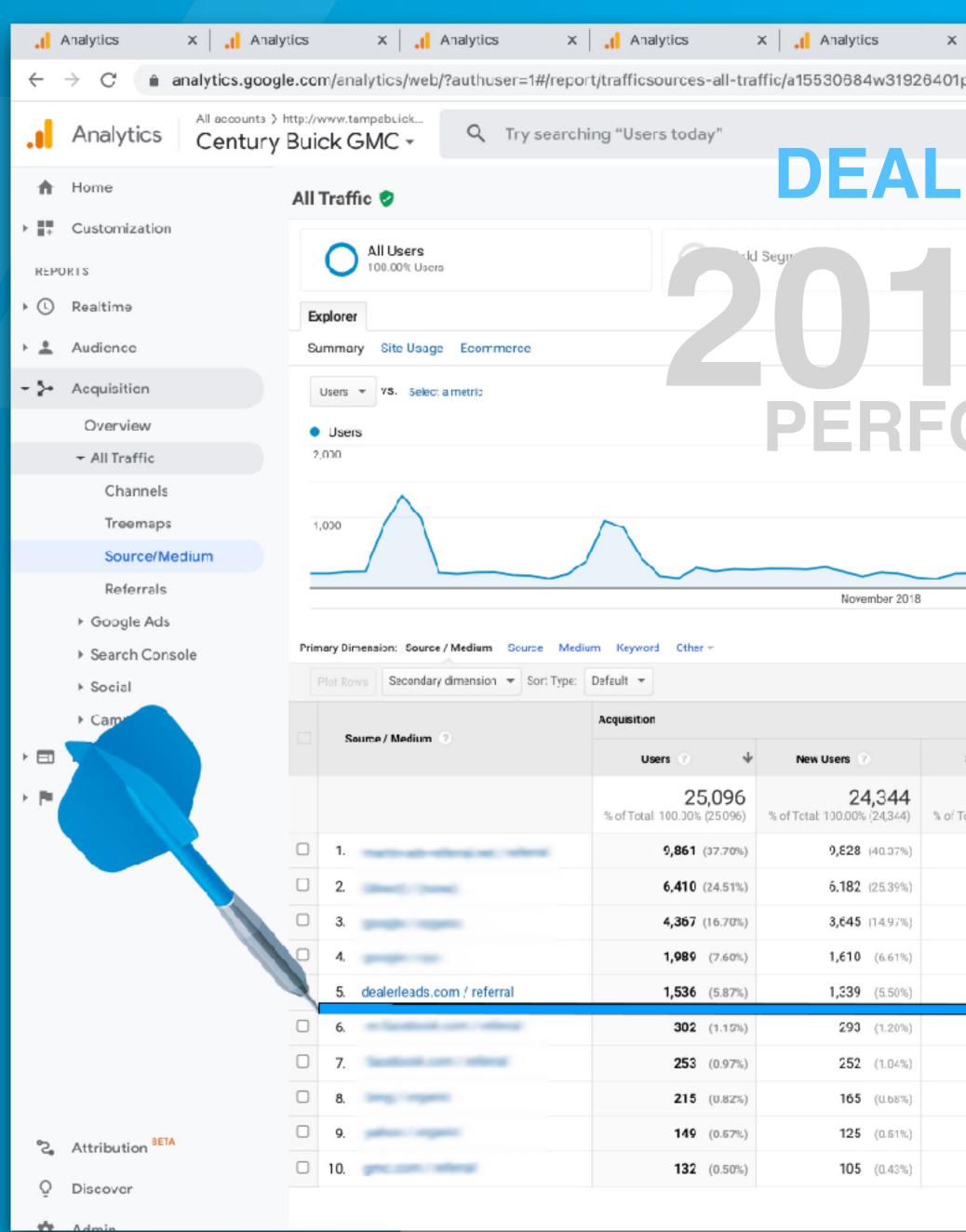
x . Analytics						
	× Analytics	x 🔒 Ana	alytics ×   /	Analytic ×	Analytics	×   + ~
01p68864615/_u.d	late00=201804018_u.da	ate01=20180630&	goalOption=ALL/		Q ① ☆	🔹 🛪 🖬 📀 E
week"	EAD	S			<i>"</i> • ::	1 1 I I I I I I I I I I I I I I I I I I
				🖬 save 🕹 ex	< SHARE	EDIT 🕑 INSIGHTS
					Day Week	Manth
	Ŧ		June 2013			
			June 2013	Q	advanced 🖽 🕒	E E & III
			June 2013	Conversions	advanced 🖽 🕒	E 2 & III
Sessions 🕐		Pages / Session 🕜	June 2013 Avg. Session Duration 🕐		advanced 🖽 🕐	E E E III Goal Value ?
24,193	Behavior Bounce Rate 🕜	Pages / Session (7) 2.95 Avg for View: 2.95 (0.00%)		Conversions		
	Behavior           Bounce Rate •           38.47%           Avg for View: 38.47% (0.00%)	2.95	Avg. Session Duration 7 00:03:21	Conversions Goal Conversion Rate @ 0.00%	Goal Completions 🕜	Goal Value 🤉
<b>24,193</b> f Total: 100.00% (24,193)	Behavior           Bounce Rate (*)           38.47%           Avg for View: 38.47% (0.00%)           46.94%	<b>2.95</b> Avg for View: 2.95 (0.00%)	Avg. Session Duration ⑦ 00:03:21 Avg for View: 00:03:21 (0.00%)	Conversions Goal Conversion Rate  O.00% Avg for View: 0.00% (0.00%)	Goal Completions ⑦ O % of Total: 0.00% (0)	Goal Value ③ \$0.00 % of Total: 0.00% (\$0.00)
<b>24,193</b> f Total: 100.00% (24,193) <b>10,707</b> (44.26%)	Behavior           Bounce Rate ⑦           38.47%           Avg for View: 38.47% (0.00%)           46.94%           23.79%	2.95 Avg for View: 2.95 (0.00%) 2.63	Avg. Session Duration ⑦ 00:03:21 Avg for View: 00:03:21 (0.00%) 00:02:59	Conversions Goal Conversion Rate  O.00% Avg for View: 0.00% (0.00%) 0.00%	Goal Completions ⑦ 0 % of Total: 0.00% (0) 0 (0.00%)	Goal Value () \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%)
<b>24,193</b> f Total: 100.00% (24,193) <b>10,707</b> (44.26%) <b>5,527</b> (22.85%)	Behavior           Bounce Rate ⑦           38.47%           Avg for View: 38.47% (0.00%)           46.94%           23.79%           45.70%	2.95 Avg for View: 2.95 (0.00%) 2.63 3.72	Avg. Session Duration ⑦ 00:03:21 Avg for View: 00:03:21 (0.00%) 00:02:59 00:04:50	Conversions Goal Conversion Rate  CONVERSION Rate CONVENSION CONVE	Goal Completions ⑦ 0 % of Total: 0.00% (0) 0 (0.00%) 0 (0.00%)	Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%)
<b>24,193</b> Total: 100.00% (24,193) <b>10,707</b> (44.26%) <b>5,527</b> (22.85%) <b>2,685</b> (11.10%)	Behavior           Bounce Rate •           38.47%           Avg for View: 38.47% (0.00%)           46.94%           23.79%           45.70%           28.95%	2.95 Avg for View: 2.95 (0.00%) 2.63 3.72 2.76	Avg. Session Duration ? 00:03:21 Avg for View: 00:03:21 (0.00%) 00:02:59 00:04:50 00:02:47	Conversions Goal Conversion Rate  CO00% Avg for View: 0.00% (0.00% 0.00% 0.00% 0.00%	Goal Completions         O           % of Total:         0.00% (0)           0         (0.00%)           0         (0.00%)           0         (0.00%)	Goal Value         Image: Constraint of the second sec
24,193 Total: 100.00% (24,193) 10,707 (44.26%) 5,527 (22.85%) 2,685 (11.10%) 1,672 (6.91%)	Behavior           Bounce Rate (*)           Bounce Rate (*)           38.47%           Avg for View: 38.47% (0.00%)           46.94%           23.79%           45.70%           28.95%           29.49%	2.95 Avg for View: 2.95 (0.00%) 2.63 3.72 2.76 2.46	Avg. Session Duration ?           00:03:21           Avg for View: 00:03:21 (0.00%)           00:02:50           00:04:50           00:02:47           00:02:14	Conversions Goal Conversion Rate  Conversion Rate Conversion R	Goal Completions         O           % of Total:         0.00% (0)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)	Goal Value ③           \$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%)
24,193 f Total: 100.00% (24,193) 10,707 (44.26%) 5.527 (22.35%) 2,685 (11.10%) 1,672 (6.91%) 1,811 (7.49%)	Behavior           Bounce Rate (*)           38.47%           Avg for View: 38.47% (0.00%)           46.94%           23.79%           45.70%           28.95%           29.49%	2.95 Avg for View: 2.95 (0.00%) 2.63 3.72 2.76 2.46 3.30	Avg. Session Duration ()           00:03:21           Avg for View: 00:03:21 (0.00%)           00:02:59           00:02:59           00:02:47           00:02:14           00:03:20	Conversions Goal Conversion Rate  Conversion Rate Conversion R	Goal Completions         O           % of Total:         0% (0)           % of Total:         0% (0)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)	Goal Value ③           \$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%
24,193 f Total: 100.00% (24,193) 10,707 (44.26%) 5.527 (22.85%) 2,685 (11.10%) 1,672 (6.91%) 1,811 (7.49%) 457 (1.89%)	Behavior           Bounce Rate ?           38.47%           Avg for View: 38.47% (0.00%)           46.94%           23.79%           45.70%           23.79%           23.79%           23.79%           23.79%           23.79%           145.70%           20.49%           14.87%	2.95 Avg for View: 2.95 (0.00%) 2.63 3.72 2.76 2.46 3.30 1.77	Avg. Session Duration ⑦ 00:03:21 Avg for View: 00:03:21 (0.00%) 00:02:59 00:02:47 00:02:14 00:03:20	Conversions Goal Conversion Rate  Conversion Rate Conversion R	Goal Campletions         O           % of Tatal:         0           % of Tatal:         0           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)	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
24,193 f Total: 100.00% (24,193) 10,707 (44.26%) 5.527 (22.85%) 2,685 (11.10%) 1,672 (6.91%) 1,811 (7.49%) 457 (1.89%) 195 (0.31%)	Behavior           Bounce Rate (*)           Bounce Rate (*)           38.47%           Avg for View: 38.47% (0.00%)           46.94%           23.79%           23.79%           23.79%           23.79%           23.79%           23.79%           23.79%           23.79%           23.79%           23.79%           23.79%           23.79%           23.79%           23.79%           23.79%           14.57%           14.87%           41.86%	2.95 Avg for View: 2.95 (0.00%) 2.63 3.72 2.76 2.76 3.30 1.77 3.95	Avg. Session Duration ? 00:03:21 Avg for View: 00:03:21 (0.00%) 00:02:59 00:02:47 00:02:47 00:02:14 00:03:20 00:01:24 00:01:24	Conversions Goal Conversion Rate  Goal Conversion Rate COO% COO% COO% COO% COO% COO% COO% COO	Goal Completions         O           % of Total:         0           % of Total:         0           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)	Goal Value         Image: Constraint of the second sec





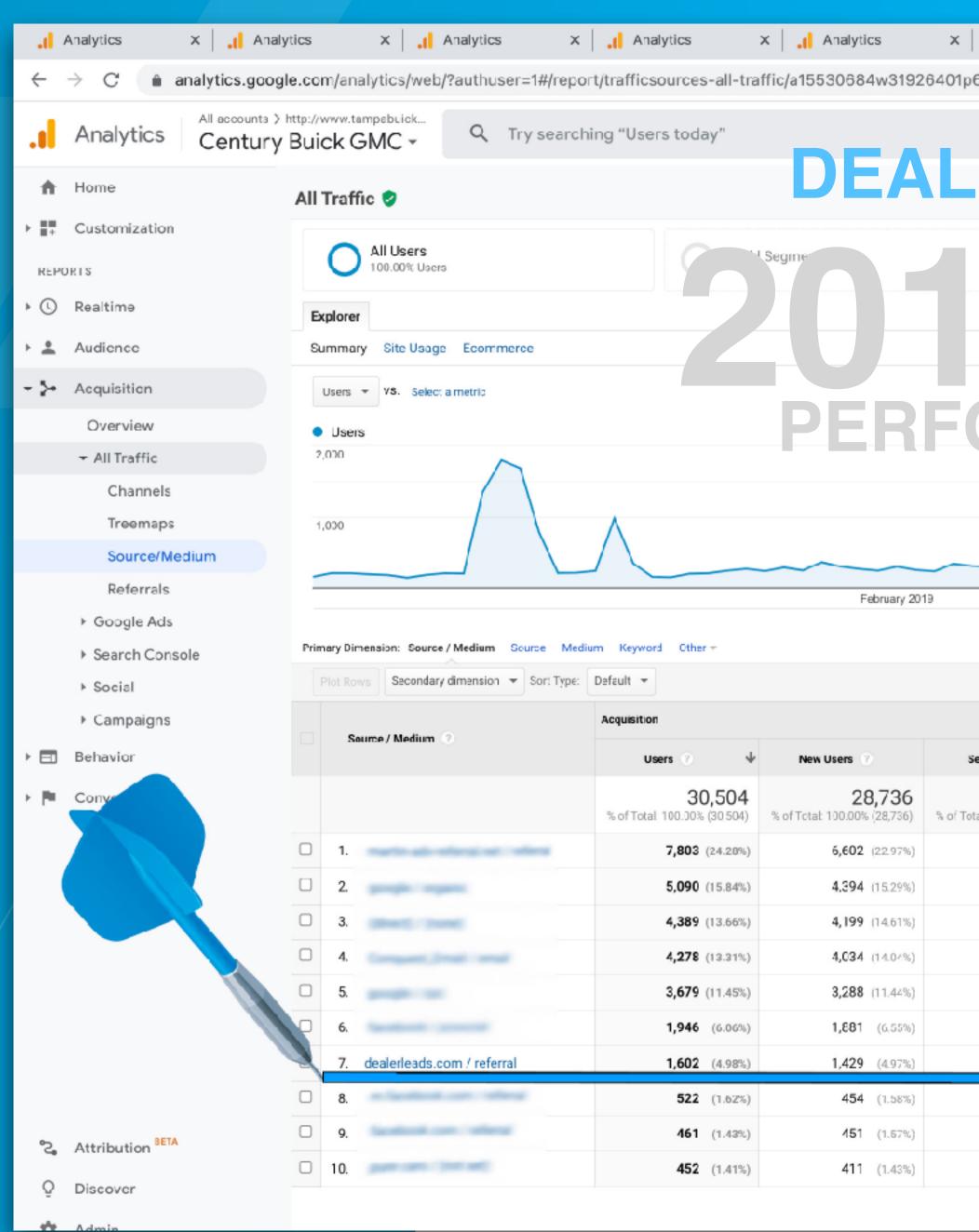
	×   +		Analytics	nalytic x   ,	.I A	alytics X	i 🗙 🔥 Ani	x Analytics	Analytics
J 📀	* 0	☆ 📫	QÔ			goalOption=ALL/	ate01=20180930&	ate00=20180701&_u.d	lp68864615/_u.da
: (^	<b>0</b> :		-				C		EDI
INSIGHTS	DIT 🛞 INS	e / 1	< SHAR	🔒 SAVE 🕁 EX			3	.EAD	CRL
2018 -	Sep 30, 201	1,2018	Jul J						
<b>1</b>	Month	ay Week	D						
							E	IANC	
				٨					٨
				$\land$		•	٨		
								1	
					1				
					/				
					<u>/</u>	September 2018			
					<u>/</u>	September 2018			
	12 2		advanced			September 2018			
			advanced	Conversions		September 2018		Behavior	
e ()	Goal Value	ns ()	advanced Goal Completio	Conversions Goal Conversion Rate 🕜	•	Avg. Session Duration	Pages / Session 🕐	Behavior Bounce Rate 🕜	Sessions (7)
• ? \$0.00	Goal Value	ns 😗		Conversions	⊙ 3:14			Behavior	Sessions 7 30,352 f Total: 100.00% (30,352)
e 7 \$0.00 D0% (\$0.00)	Goal Value \$ % of Total: 0.00%	ns 😗	Goal Completion	Conversions Goal Conversion Rate ③ 0.00%	⊙ 3:14	Avg. Session Duration 00:03 Avg for View: 00:03:14 (0	Pages / Session @ 2.85	Behavior Bounce Rate 7 35.22%	30,352
e ⑦ \$0.00 00% (\$0.00) 0 (0.00%)	Goal Value \$ % of Total: 0.00% \$0.00	ns ⑦ 0 1.00% (0)	Goal Completion	Conversions Goal Conversion Rate ⑦ 0.00% Avg for View: 0.00% (0.00%)	<ul><li>∂</li><li>3:14</li><li>0.00%)</li></ul>	Avg. Session Duration 00:03 Avg for View: 00:03:14 (0	Pages / Session 2.85 Avg for View: 2.85 (0.00%)	Behavior Bounce Rate ⑦ 35.22% Avg for View: 35.22% (0.00%)	<b>30,352</b> f Total: 100.00% (30,352)
e 7 \$0.00 00% (\$0.00) 0 (0.00%) 0 (0.00%)	Goal Value \$ % of Total: 0.00% \$0.00 \$0.00	ns ⑦ 0 1.00% (0) (0.00%)	Goal Completion % of Total: 0 0	Conversions Goal Conversion Rate ⑦ 0.00% Avg for View: 0.00% (0.00%) 0.00%	?           3:14           0.00%)           :02:25	Avg. Session Duration 00:03 Avg for View: 00:03:14 (0 00: 00:	Pages / Session 2.85 Avg for View: 2.85 (0.00%) 2.58	Behavior Bounce Rate ⑦ 35.22% Avg for View: 35.22% (0.00%) 22.41%	<b>30,352</b> f Total: 100.00% (30,352) <b>7,670</b> (25.27%)
e 7 \$0.00 00% (\$0.00) 0 (0.00%) 0 (0.00%) 0 (0.00%)	Goal Value \$ % of Total: 0.00% \$0.00 \$0.00 \$0.00	ns ⑦ 0 1.00% (0) (0.00%) (0.00%)	Goal Completion	Conversions Goal Conversion Rate 7 0.00% Avg for View: 0.00% (0.00% 0.00% 0.00%	?       3:14       0.00%)       :02:25       :03:05	Avg. Session Duration 00:03 Avg for View: 00:03:14 (0 00: 00: 00:	Pages / Session 2.85 Avg for View: 2.85 (0.00%) 2.58 2.57	Behavior           Bounce Rate ⑦           35.22%           Avg for View: 35.22% (0.00%)           22.41%           48.36%	<b>30,352</b> f Total: 100.00% (30,352) <b>7,670</b> (25.27%) <b>9,895</b> (32.50%)
e 7 \$0.00 00% (\$0.00) 0 (0.00%) 0 (0.00%) 0 (0.00%) 0 (0.00%)	Goal Value \$ % of Total: 0.00% \$0.00 \$0.00 \$0.00	ns ⑦ 0 0.00% (0) (0.00%) (0.00%) (0.00%)	Goal Completion	Conversions Goal Conversion Rate ③ 0.00% Avg for View: 0.00% (0.00%) 0.00% 0.00%	7       3:14       0.00%)       :02:25       :03:05       :04:43	Avg. Session Duration 00:03 Avg for View: 00:03:14 (0 00: 00: 00: 00:	Pages / Session (*) 2.85 Avg for View: 2.85 (0.00%) 2.58 2.57 3.61	Behavior           Bounce Rate ⑦           35.22%           Avg for View: 35.22% (0.00%)           22.41%           48.36%           23.40%	<b>30,352</b> f Total: 100.00% (30,352) <b>7,670</b> (25.27%) <b>9,895</b> (32.50%) <b>6,296</b> (20.74%)
e 7 \$0.00 00% (\$0.00) 0 (0.00%) 0 (0.00%) 0 (0.00%) 0 (0.00%)	Goal Value \$ % of Total: 0.00% \$0.00 \$0.00 \$0.00 \$0.00	ns ⑦ 0 0.00% (0) (0.00%) (0.00%) (0.00%)	Goal Completion % of Total: 0 0 0 0 0	Conversions Goal Conversion Rate ⑦ 0.00% Avg for View: 0.00% (0.00%) 0.00% 0.00% 0.00%	?       3:14       0.00%)       :02:25       :03:05       :04:43       :02:48	Avg. Session Duration 00:03 Avg for View: 00:03:14 ( 00: 00: 00: 00: 00:	Pages / Session (*) 2.85 Avg for View: 2.85 (0.00%) 2.58 2.57 3.61 2.77	Behavior           Bounce Rate ⑦           35.22%           Avg for View: 35.22% (0.00%)           22.41%           48.36%           23.40%           43.38%	30,352 f Total: 100.00% (30,352) 7,670 (25.27%) 9,895 (32.50%) 6,296 (20.74%) 2,418 (7.97%)
e 7 \$0.00 00% (\$0.00) 0 (0.00%) 0 (0.00%) 0 (0.00%) 0 (0.00%) 0 (0.00%)	Goal Value \$ % of Total: 0.00% \$0.00 \$0.00 \$0.00 \$0.00 \$0.00	ns ⑦ 0 0.00% (0) (0.00%) (0.00%) (0.00%) (0.00%)	Goal Completion % of Total: 0 0 0 0 0 0 0	Conversions Goal Conversion Rate ⑦ 0.00% Avg for View: 0.00% (0.00%) 0.00% 0.00% 0.00% 0.00%	?       3:14       0.00%)       :02:25       :03:05       :04:43       :02:48       :02:50	Avg. Session Duration 00:03 Avg for View: 00:03:14 (0 00: 00: 00: 00: 00: 00: 00: 0	Pages / Session 2.85 Avg for View: 2.85 (0.00%) 2.58 2.57 3.61 2.77 2.98	Behavior           Bounce Rate •           355.22%           Avg for View: 35.22% (0.00%)           22.41%           48.36%           23.40%           43.38%           31.47%	30,352         f Total: 100.00% (30,352)         7,670 (25.27%)         9,895 (32.50%)         6,296 (20.74%)         2,418 (7.97%)         1,792 (5.90%)
e 7 \$0.00 00% (\$0.00) 0 (0.00%) 0 (0.00%) 0 (0.00%) 0 (0.00%) 0 (0.00%) 0 (0.00%)	Goal Value \$ % of Total: 0.00% \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00	ns () (0.00% (0) (0.00%) (0.00%) (0.00%) (0.00%) (0.00%) (0.00%)	Goal Completion % of Total: 0 0 0 0 0 0 0 0 0	Conversions Goal Conversion Rate ⑦ 0.00% Avg for View: 0.00% (0.00%) 0.00% 0.00% 0.00% 0.00%	?         3:14         0.00%)         :02:25         :03:05         :04:43         :02:48         :02:50         :00:26	Avg. Session Duration 00:03 Avg for View: 00:03:14 ( 00: 00: 00: 00: 00: 00: 00: 00	Pages / Session 2.85 Avg for View: 2.85 (0.00%) 2.58 2.57 3.61 2.77 2.98 1.12	Behavior           Bounce Rate ⑦           35.22%           Avg for View: 35.22% (0.00%)           22.41%           48.36%           23.40%           43.38%           31.47%           91.82%	30,352         f Total: 100.00% (30,352)         7,670       (25.27%)         9,895       (32.50%)         6,296       (20.74%)         2,418       (7.97%)         1,792       (5.90%)         636       (2.10%)
• ? \$0.00	Goal Value \$ \$ of Total: 0.00% \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00	ms ⑦ 0 0.00% (0) (0.00%) (0.00%) (0.00%) (0.00%) (0.00%) (0.00%) (0.00%)	Goal Completion % of Total: 0 0 0 0 0 0 0 0 0 0 0	Conversions Goal Conversion Rate ⑦ Avg for View: 0.00% (0.00%) 0.00% 0.00% 0.00% 0.00% 0.00%	?         3:14         0.00%)         :02:25         :03:05         :04:43         :02:50         :00:26         :04:39	Avg. Session Duration 00:03 Avg for View: 00:03:14 (0 00: 00: 00: 00: 00: 00: 00: 0	Pages / Session 2.85 Avg for View: 2.85 (0.00%) 2.58 2.57 3.61 2.77 2.98 1.12 4.10	Behavior           Bounce Rate ⑦           35.22%           Avg for View: 35.22% (0.00%)           22.41%           48.36%           23.40%           43.38%           31.47%           91.82%           17.14%	30,352         f Total: 100.00% (30,352)         7,670       (25.27%)         9,895       (32.50%)         6,296       (20.74%)         2,418       (7.97%)         1,792       (5.90%)         6366       (2.10%)         426       (1.40%)





x   👖 Ana	alytics	x Analytics	s x   <u>.( </u> An	alytics x	Analytic ×	Analytics	×   + ~ ~
01p6886461	15/_u.date0	0=20181001&_u.d	ate01=20181231&g	goalOption=ALL/		৭ ৫ ☆	🛎 🛪 🖬 😳 E
			$\mathbf{\frown}$			<i>P</i> ::	🛛 : 🔿
.Er	<b>{</b> L	EAD	5		🗃 SAVE 🚽 EX	< SHARE	EDIT 🕑 INSIGHTS
				cember 2018		Oct 1, 2018	s - Dec 31, 2018 -
					C	advanced 🏢 🕒	E 2 & III
	Beha	vier			Conversions	advanced 🔳 🕒	E 2 & III
Sessions 🕜	Beha	vier Bounce Rate 🕜	Pages / Session 🕜	Avg. Session Duration 💿		Gcal Completions	E E & III Goal Value ?
36	5,707		Pages / Session ⑦ 2.57 Avg for View: 2.57 (0.00%)	Avg. Session Duration (7) 00:02:59 Avg for View: 00:02:59 (0.00%)	Conversions		
	5,707 (36,707) Avg	Bounce Rate <a> 40.36%</a>	2.57	00:02:59	Conversions Goal Conversion Fate 7 0.00%	Gcal Completions ?	Goal Value ⑦ \$0.00
36 of Total: 100.00% ( 12,110 (	5,707 (36,707) Avg	Bounce Rate 40.36% for View: 40.36% (0.00%)	<b>2.57</b> Avg for View: 2.57 (0.00%)	00:02:59 Avg for View: 00:02:59 (0.00%)	Conversions Goal Conversion Rate ⑦ O.00% Avg for View: 0.00% (0.00%)	Gcal Completions ? O % of Total 0.00% (0)	Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00)
36 of Total: 100.00% ( 12,110 (	(32.99%) (24.67%)	Bounce Rate 40.36% for View: 40.36% (D.CO%) 59.25%	2.57 Avg for View: 2.57 (0.00%) 1.82	00:02:59 Avg for View: 00:02:59 (0.00%) 00:01:18	Conversions Goal Conversion Rate ⑦ O.00% Avg for View: 0.00% (0.00%) O.00%	Gcal Completions ? 0 % of Total 0.00% (0) 0 (0.00%)	Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%)
36 ( Total: 100.00% ) 12,110 ( 9.055 ( 7,331	(32.99%) (24.67%)	Bounce Rate 40.36% for View: 40.36% (0.00%) 59.25% 42.25%	2.57 Avg for View: 2.57 (0.00%) 1.82 2.40	00:02:59 Avg for View: 00:02:59 (0.00%) 00:01:18 00:03:06	Conversions Goal Conversion Rate  CONS Avg for View: 0.00% (0.00%) O.DC% O.DC%	Gcal Completions ⑦ 0 % of Total 0.00% (0) 0 (0.00%) 0 (0.00%)	Goal Value ? \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%)
36 ( Total: 100.00% ) 12,110 ( 9.055 ( 7,331 ( 2,906	(36,707) Avg (32,99%) (24,67%) (19,97%)	Bounce Rate 40.36% for View: 40.36% (0.00%) 59.25% 42.25% 17.53%	2.57 Avg for View: 2.57 (0.00%) 1.82 2.40 3.68	00:02:59 Avg for View: 00:02:59 (0.00%) 00:01:18 00:03:06 00:04:33	Conversions Goal Conversion Fate ⑦ Avg for View: 0.00% (0.00%) 0.00% 0.00%	Gcal Completions         O           % of Total         0.00% (0)           0         (0.00%)           0         (0.00%)           0         (0.00%)	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%)
36 of Total: 100.00% ( 12,110 ( 9,055 ( 7,331 ( 2,906 1,830	5,707 (36,707) Avg (32.99%) (24.67%) (19.97%) (19.97%) (7.92%)	Bounce Rate 40.36% for View: 40.36% (0.00%) 59.25% 42.25% 17.53% 36.03%	2.57 Avg for View: 2.57 (0.00%) 1.82 2.40 3.68 2.78	00:02:59 Avg for View: 00:02:59 (0.00%) 00:01:18 00:03:06 00:04:33 00:03:01	Conversions Goal Conversion Rate  Conversion Rate Conversion R	Gcal Completions       O         % of Total       0.00% (0)         0       (0.00%)         0       (0.00%)         0       (0.00%)         0       (0.00%)	Goal Value         Image: Contract of the second secon
36 of Total: 100.00% ( 12,110 ( 9,055 ( 7,331 2,906 1,830 521	5,707 (36,707) Avg (32.99%) (24,67%) (19,97%) (7,92%) (7,92%) (4,99%)	Bounce Rate 40.36% for View: 40.36% (0.00%) 59.25% 42.25% 17.53% 36.03% 30.38%	2.57 Avg for View: 2.57 (0.00%) 1.82 2.40 3.68 2.78 2.95	00:02:59 Avg for View: 00:02:59 (0.00%) 00:01:18 00:03:06 00:04:33 00:03:01 00:02:49	Conversions Goal Conversion Rate ⑦	Gcal Completions ?         O       O         % of Total       0.00% (0)         0       (0.00%)         0       (0.00%)         0       (0.00%)         0       (0.00%)         0       (0.00%)	Goal Value         Image: Contract of Contract
36 of Total: 100.00% ( 12,110 ( 9,055 ( 7,331 ( 2,906 1,830 521 253	5,707 (36,707) Avg (32.99%) (24.67%) (19.97%) (1.92%) (4.99%) (1.42\%) (1.42\%)	Bounce Rate         40.36%         for View: 40.36% (0.00%)         59.25%         42.25%         17.53%         36.03%         30.38%	2.57 Avg for View: 2.57 (0.00%) 1.82 2.40 3.68 2.78 2.95 2.28	00:02:59 Avg for View: 00:02:59 (0.00%) 00:01:18 00:03:06 00:04:33 00:02:49 00:02:49	Conversions Goal Conversion Fate ⑦	Gcal Completions ?         O       O         % of Total 0.00% (0)       0         0       (0.00%)         0       (0.00%)         0       (0.00%)         0       (0.00%)         0       (0.00%)         0       (0.00%)         0       (0.00%)         0       (0.00%)	Goal Value ?           \$0.00
36 of Total: 100.00% ( 12,110 ( 9,055 ( 7,331 ( 2,906 1,830 521 253 578	5,707 (36,707) Avg (32,99%) (24,67%) (24,67%) (19,97%) (24,67\%) (24,67\%) (2	Bounce Rate 40.36% for View: 40.36% (0.00%) 59.25% 42.25% 17.53% 36.03% 30.38% 40.88%	2.57 Avg for View: 2.57 (0.00%) 1.82 2.40 3.68 2.78 2.95 2.95 2.28 1.91	00:02:59 Avg for View: 00:02:59 (0.00%) 00:01:18 00:03:06 00:04:33 00:02:49 00:02:49 00:03:43	Conversions           Goal Conversion Fate ⑦           0.00%           Arg for View: 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%	Gcal Completions ()         O       O         % of Total 0.00% (0)       (0.00%)         0       (0.00%)         0       (0.00%)         0       (0.00%)         0       (0.00%)         0       (0.00%)         0       (0.00%)         0       (0.00%)         0       (0.00%)         0       (0.00%)	Goal Value         Image: Contract of Contract
36 of Total: 100.00% ( 12,110 ( 9,055 ( 7,331 ( 2,906 1,830 521 253 578 221	5,707     Avg       (36,707)     Avg       (32.99%)     -       (24.67%)     -       (19.97%)     -       (1.92%)     -       (1.42%)     -       (0.69%)     -       (1.57%)     -	Bounce Rate 40.36% for View: 40.36% (0.00%) 59.25% 42.25% 42.25% 36.03% 30.38% 40.88% 9.88% 7.27%	2.57 Avg for View: 2.57 (0.00%) 1.82 2.40 3.68 2.78 2.95 2.95 2.28 1.91 3.84	00:02:59 Avg for View: 00:02:59 (0.00%) 00:01:18 00:03:06 00:04:33 00:02:49 00:02:49 00:00:15 00:00:15	Conversions           Goal Conversion Rate ⑦           0.00%           Avg for View: 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%	Gcal Completions ()         C       C         % of Total 0.00% (0)       (0.00%)         0       (0.00%)         0       (0.00%)         0       (0.00%)         0       (0.00%)         0       (0.00%)         0       (0.00%)         0       (0.00%)         0       (0.00%)         0       (0.00%)         0       (0.00%)         0       (0.00%)         0       (0.00%)	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         \$0.00\$           \$0.00         \$0.00\$           \$0.00         \$0.00\$           \$0.00         \$0.00\$           \$0.00         \$0.00\$





. Analytics	× 🔤 📶 Analytics	s x An	alytics x	Analytic ×	Analytics	× +	`
68864615/_u.d	late00=20190101&_u.d	late01=20190331&	goalOption=ALL/		< ∆ ☆	* * 🗆 📀	
					<i>P</i> ::	<b>0</b> : (	
ED	LEAD	C			÷ 11		0
		5		🖬 save 🕁 ex.	< SHARE 🎤	EDIT @ INSIGHT	s
					Jan 1, 2019	- Mar 31, 2019 👻	-
							_
					Day Week	K Manth 🗹 🕄	
JKI	VIANC						
		$\wedge$			~		
						$\sim$	
		Ма	rch 2019				
	, , , , , , , , , , , , , , , , , , ,	Ma	rch 2019				
		Ma	rch 2019		advanced		
	Behavior	Ma	rch 2019	Conversions	advanced III 🕑		
ssions 🕐		Ma Pages / Session 7	rch 2019 Avg. Session Duration 🕐		advanced III Constant	E E E III	
47,888	Behavior Bounce Rate ? 56.67%	Pages / Session 7	Avg. Session Duration 🕐 00:02:06	Conversions Goal Conversion Rate $@$ 0.00%	Gcal Completions (?	Goal Value 🤊 \$0.00	
<b>47,888</b> 100.00% (47,888)	Behavior Bounce Rate 56.67% Avg for View: 56.67% (0.00%)	Pages / Session ? 2.09 Avg for View: 2.09 (0.00%)	Avg. Session Duration ③ 00:02:06 Avg for View: 00:02:06 (0.00%)	Conversions Goal Conversion Rate  O.00% Avg for View: 0.00% (0.00%)	Gcal Completions ? O % of Total 0.00% (0)	Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00	0)
<b>47,888</b> 100.00% (47,888) <b>12,283</b> (25.65%)	Behavior Bounce Rate 56.67% Avg for View: 56.67% (D.CO%) 97.74%	Pages / Session ⑦ 2.09 Avg for View: 2.09 (0.00%) 1.03	Avg. Session Duration (************************************	Conversions Goal Conversion Rate  O.00% Avg for View: 0.00% (0.00%) O.DC%	Gcal Completions ? 0 % of Total 0.00% (0) 0 (0.00%)	Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00 \$0.00 (0.00)	)0) )%)
47,888 100.00% (47,888) 12,283 (25.65%) 8.125 (16.97%)	Behavier Bounce Rate 56.67% Avg for View: 56.67% (D.C0%) 97.74% 16.37%	Pages / Session ⑦ 2.09 Avg for View: 2.09 (0.00%) 1.03 3.57	Avg. Session Duration 00:02:06 Avg for View: 00:02:06 (0.00%) 00:00:08 00:04:35	Conversions Goal Conversion Rate  CONS CONS CONS CONS CONS CONS CONS CONS	Gcal Completions ? 0 % of Total 0.00% (0) 0 (0.00%) 0 (0.00%)	Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00 \$0.00 (0.00 \$0.00 (0.00)	10) 1%) 1%)
47,888 : 100.00% (47,888) 12,283 (25.65%)	Behavior Bounce Rate 56.67% Avg for View: 56.67% (D.CO%) 97.74%	Pages / Session ⑦ 2.09 Avg for View: 2.09 (0.00%) 1.03	Avg. Session Duration (************************************	Conversions Goal Conversion Rate  O.00% Avg for View: 0.00% (0.00%) O.DC%	Gcal Completions ? 0 % of Total 0.00% (0) 0 (0.00%)	Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00 \$0.00 (0.00)	10) 1%) 1%)
47,888 100.00% (47,888) 12,283 (25.65%) 8.125 (16.97%) 6,437 (13.44%)	Behavior           Bounce Rate ?           56.67%           Avg for View: 56.67% (0.00%)           97.74%           16.37%           36.00%	Pages / Session ?           2.09           Avg for View: 2.09 (0.00%)           1.03           3.57           2.54	Avg. Session Duration • 00:02:06 Avg for View: 00:02:06 (0.00%) 00:00:08 00:04:35 00:03:34	Conversions Goal Conversion Rate ⑦ 0.00% Avg for View: 0.00% (0.00%) 0.00% 0.00%	Gcal Completions         O           % of Total         0.00% (0)           0         (0.00%)           0         (0.00%)           0         (0.00%)	Goal Value ? \$0.00 % of Total: 0.00% (\$0.00 \$0.00 (0.00 \$0.00 (0.00) \$0.00 (0.00)	10) 1%) 1%) 1%)
47,888 100.00% (47,888) 12,283 (25.65%) 8.125 (16.97%) 6,437 (13.44%) 5,145 (10.74%)	Bounce Rate         Image: Comparison of the second se	Pages / Session ?           2.09           Avg for View: 2.09 (0.00%)           1.03           3.57           2.54           1.27	Avg. Session Duration •           00:02:06           Avg for View: 00:02:06 (0.00%)           00:00:08           00:04:35           00:03:34           00:00:20	Conversions Goal Conversion Rate ⑦  A/g for View: 0.00% (0.00%)  0.00%  0.00%  0.00%  0.00%  0.00%  0.00%	Gcal Completions         O           % of Total         0.00% (0)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)	Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00 \$0.00 (0.00 \$0.00 (0.00 \$0.00 (0.00)	10) 1%) 1%) 1%)
47,888 (100.00% (47,888) 12,283 (25.65%) 8.125 (16.97%) 6,437 (13.44%) 5,145 (10.74%) 4,735 (9.89%)	Behavier           Bounce Rate •           556.67%           Societation           97.74%           16.37%           36.00%           82.49%           42.79%	Pages / Session ⑦           2.09           Avg for View: 2.09 (0.00%)           1.03           3.57           2.54           1.27           2.43	Avg. Session Duration •           00:02:06           Avg for View: 00:02:06 (0.00%)           00:00:08           00:03:34           00:00:20           00:02:25	Conversions Goal Conversion Rate  Conversion Rate Conversion Rate Conversion Rate Conversion Rate Convex Co	Gcal Completions         O           % of Total         .00% (0)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)	Goal Value         ?           \$0.0         \$0.0           % of Total: 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	10) 1%) 1%) 1%) 1%)
47,888 100.00% (47,888) 12,283 (25.65%) 8.125 (16.97%) 6,437 (13.44%) 5,145 (10.74%) 4,735 (9.89%) 4,345 (9.07%)	Bounce Rate ⑦           Sounce Rate ⑦           56.67%           Avg for View: 56.67% (D.CO%)           97.74%           16.37%           36.00%           82.49%           42.79%           65.87%	Pages / Session ?         2.09         Avg for View: 2.09 (0.00%)         1.03         3.57         2.54         1.27         2.43         1.26	Avg. Session Duration •           00:02:06           Avg for View: 00:02:06 (0.00%)           00:00:08           00:04:35           00:03:34           00:02:25           00:02:25           00:02:25	Conversions           Goal Conversion Rate ⑦           0.00%           Arg for View: 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%	Gcal Completions ()         C       C         % of Total       .00% (0)         0       (0.00%)         0       (0.00%)         0       (0.00%)         0       (0.00%)         0       (0.00%)         0       (0.00%)         0       (0.00%)         0       (0.00%)	Goal Value         ?           \$0.0         \$0.0           % of Total: 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	10) 1%) 1%) 1%) 1%) 1%)
<ul> <li>100.00% (47,888)</li> <li>12,283 (25.65%)</li> <li>8.125 (16.97%)</li> <li>6,437 (13.44%)</li> <li>5,145 (10.74%)</li> <li>4,735 (9.89%)</li> <li>4,345 (9.07%)</li> <li>1,836 (3.83%)</li> </ul>	Bounce Rate ?         56.67%         Avg for View: 56.67% (0.00%)         97.74%         16.37%         36.00%         82.49%         42.79%         65.87%         34.53%	Pages / Session ?         2.09         Avg for View: 2.09 (0.00%)         1.03         3.57         2.54         1.27         2.43         1.26         2.85	Avg. Session Duration •         00:02:06         Avg for View: 00:02:06 (0.00%)         00:00:08         00:04:35         00:00:20         00:02:25         00:02:25         00:02:25         00:02:25         00:02:25	Conversions Goal Conversion Rate ⑦	Gcal Completion: ()         C       O         % of Total	Goal Value         Image: Contract of Contract	10) 15) 15) 15) 15) 15) 15) 15)



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



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**

