



A family owned and operated company.

(800) 369-3003

dealerleads.com

3 YEAR PLUS

PARTNER CASE STUDY #155

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Audi Elk Grove

📍 9776A W. Stockton Blvd #1 • Elk Grove, CA 95757

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.

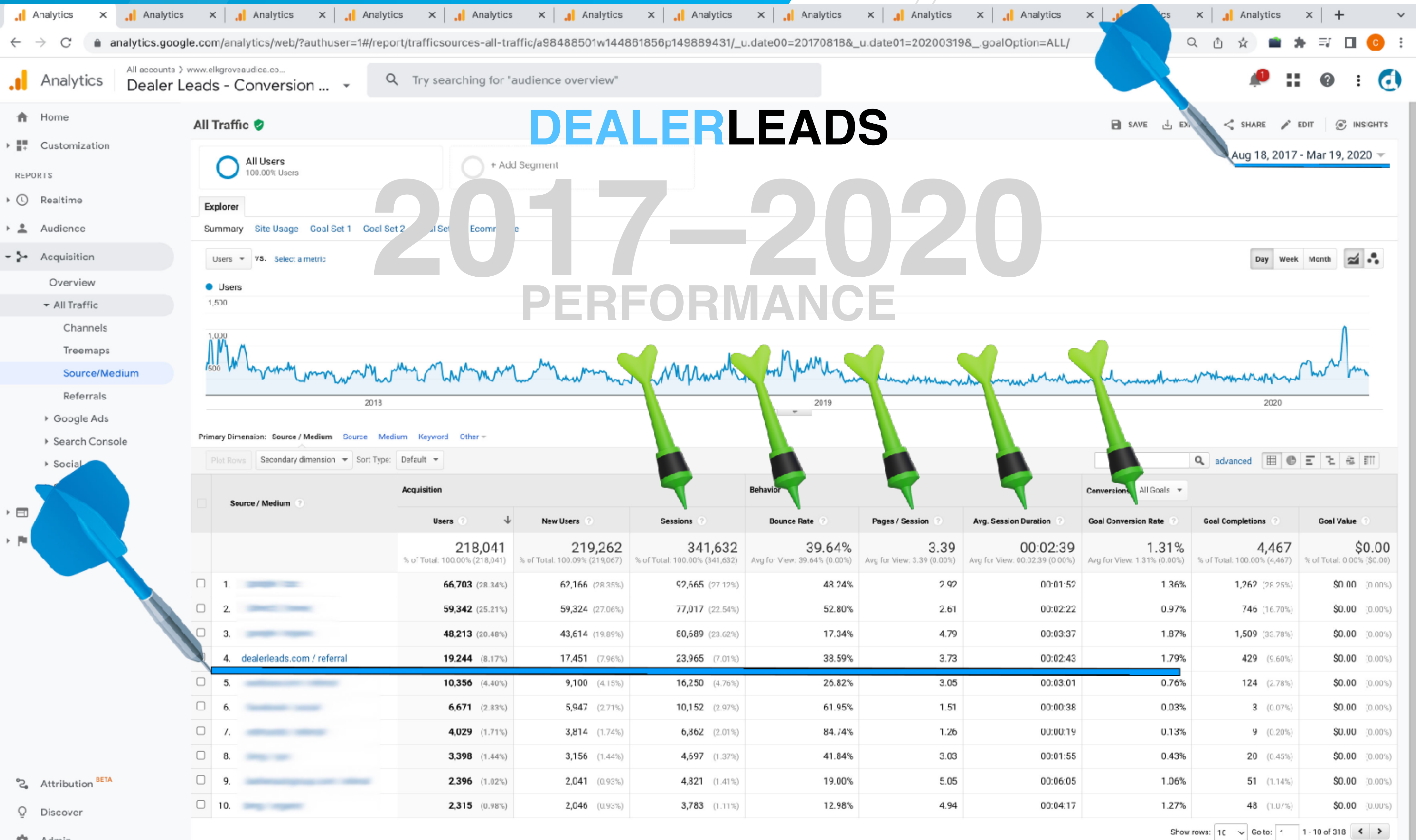
You won't find cool pictures of pretty people doing extraordinary things. There are no pie charts, bar graphs, or staircases with lightning bolt arrows pointing upward showing how much money you will make. At the end of the month, your P&L statement is all about the math, and so is this case study.

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
[DealerLeads.com](https://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-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

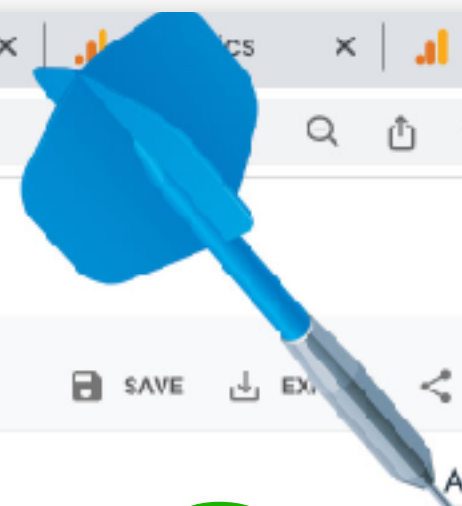
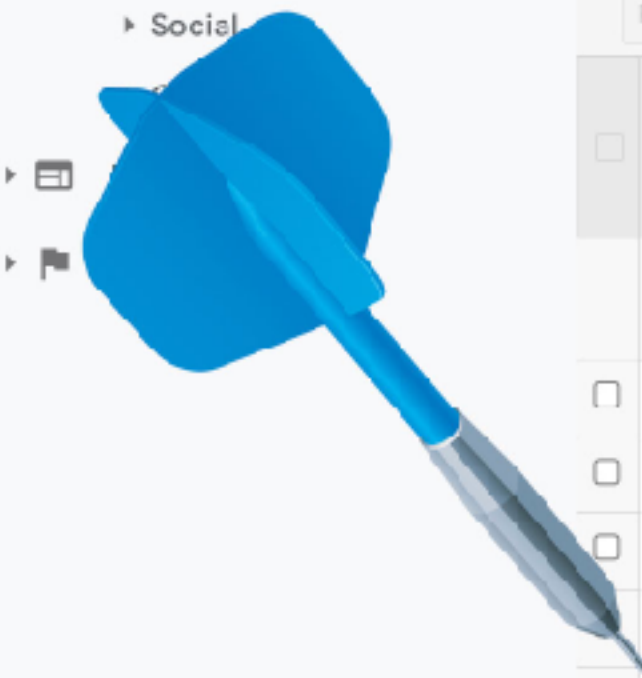
All Traffic



Primary Dimension: Source / Medium

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Count	Goal Value
	218,041	219,262	341,632	39.64%	3.39	00:02:39			
1. [blurred]	66,703 (30.63%)	67,166 (30.63%)	97,565 (28.56%)	42.24%	3.02	00:03:01			
2. [blurred]	59,342 (27.22%)	59,324 (27.06%)	77,017 (22.54%)	42.24%	3.02	00:03:01			
3. [blurred]	48,213 (22.11%)	43,614 (19.89%)	60,589 (17.74%)	42.24%	3.02	00:03:01			
4. dealerleads.com / referral	19,244 (8.83%)	17,451 (7.96%)	23,965 (7.01%)	38.59%	3.73	00:03:01			
5. [blurred]	10,356 (4.75%)	9,100 (4.15%)	16,250 (4.76%)	25.82%	3.05	00:03:01			
6. [blurred]	6,671 (3.06%)	5,947 (2.71%)	10,152 (2.97%)	61.95%	1.51	00:00:38			
7. [blurred]	4,029 (1.85%)	3,814 (1.74%)	6,362 (1.86%)	84.74%	1.26	00:00:19	0.13%	9 (0.20%)	\$0.00 (0.00%)
8. [blurred]	3,398 (1.56%)	3,156 (1.44%)	4,597 (1.37%)	41.84%	3.03	00:01:55	0.43%	20 (0.45%)	\$0.00 (0.00%)
9. [blurred]	2,396 (1.10%)	2,041 (0.93%)	4,321 (1.27%)	19.00%	5.05	00:06:05	1.06%	51 (1.14%)	\$0.00 (0.00%)
10. [blurred]	2,315 (1.06%)	2,046 (0.93%)	3,783 (1.11%)	12.98%	4.94	00:04:17	1.27%	48 (1.07%)	\$0.00 (0.00%)

- ✓ All Goals
- Goal 1: Click to Call
- Goal 3: Lead Form | Contact Us
- Goal 4: Lead Form | Parts
- Goal 5: Lead Form | Get E-Price
- Goal 6: Lead Form | Show Room
- Goal 7: Lead Form | Quick Quote
- Goal 8: Lead Form | Trade -In
- Goal 9: Lead Form | Specials & Incentives More
- Goal 10: Lead Form | Pure Protection
- Goal 11: Lead Form | Test Drive



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.

- Home
- Customization
- REPORTS
- Realtime
- Audience
- Acquisition
 - Overview
 - All Traffic
 - Channels
 - Treemaps
 - Source/Medium
 - Referrals
 - Google Ads
 - Search Console
 - Social
 - Campaigns
- Behavior
- Conversions

All Traffic

DEALERLEADS

CONSISTENT TRAFFIC

month after month, year after year.



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
	19,244 <small>% of Total: 8.33% (213,041)</small>	17,451 <small>% of Total: 7.97% (219,007)</small>	23,965 <small>% of Total: 7.01% (341,632)</small>	38.59% <small>Avg for View: 39.64% (-2.65%)</small>	3.73 <small>Avg for View: 3.39 (10.06%)</small>	00:02:43 <small>Avg for View: 00:02:39 (2.37%)</small>	1.79% <small>Avg for View: 1.31% (36.91%)</small>	429 <small>% of Total: 9.63% (4467)</small>	\$0.00 <small>% of Total: 0.00% (30.00)</small>
1. dealerleads.com / referral	19,244(100.00%)	17,451(100.00%)	23,965(100.00%)	38.59%	3.73	00:02:43	1.79%	429(100.00%)	\$0.00 (0.00%)

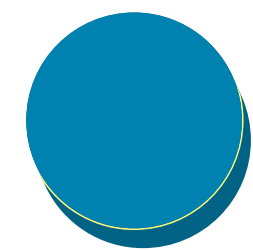
Show rows: 10 Go to: 1 1 - 1 of 1

This report was generated on 2/22/23 at 4:05:41 PM - Refresh Report

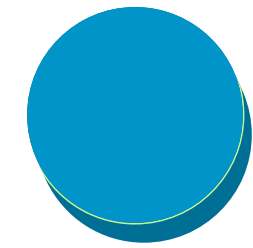
- Attribution BETA
- Discover
- Admin

LET'S GO

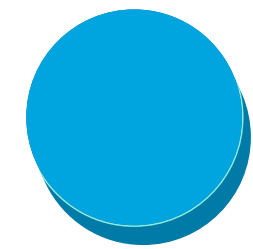
Quarter by Quarter



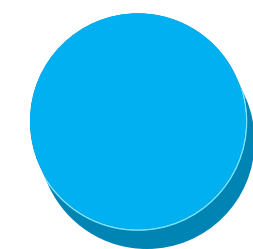
1ST QUARTER REPORTING
JAN 1 thru MAR 31



2ND QUARTER REPORTING
APR 1 thru JUN 30



3RD QUARTER REPORTING
JUL 1 thru SEP 30



4TH QUARTER REPORTING
OCT 1 thru DEC 31



analytics.google.com/analytics/web/?authuser=1#/report/trafficsources-all-traffic/a98488501w144861856p149889431/_u.date00=20171001&_u.date01=20171231&_.goalOption=ALL/

Analytics Dealer Leads - Conversion ... Try searching for "audience overview"

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

Analytics All Traffic 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

Day Week Month

Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

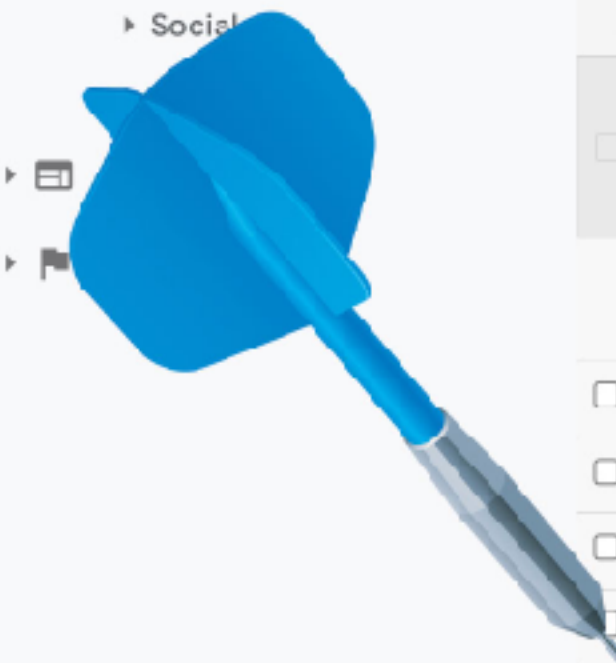
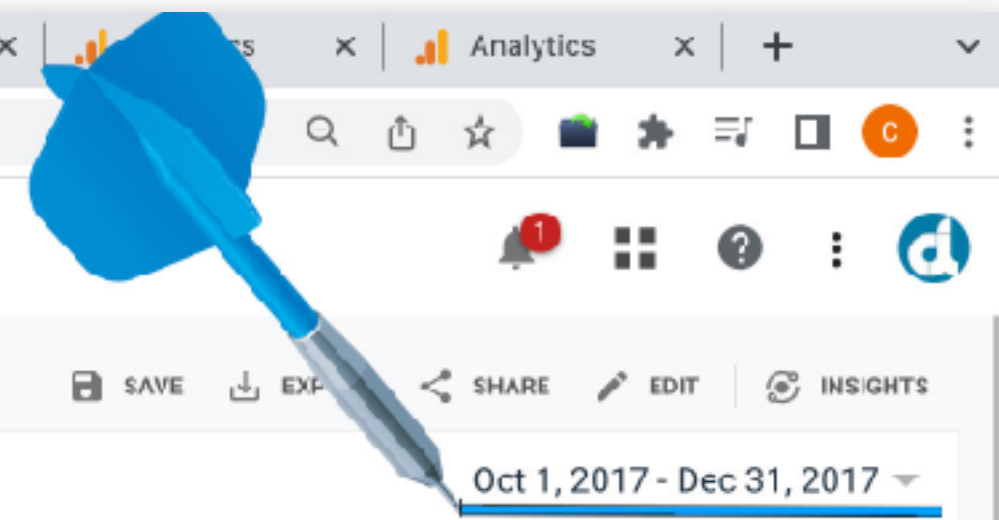
Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	23,255 <small>% of Total: 100.00% (23,255)</small>	22,131 <small>% of Total: 100.09% (22,112)</small>	35,886 <small>% of Total: 100.00% (35,885)</small>	32.93% <small>Avg for View: 32.93% (0.00%)</small>	3.71 <small>Avg for View: 3.71 (0.00%)</small>	00:03:00 <small>Avg for View: 00:03:00 (0.00%)</small>	1.83% <small>Avg for View: 1.83% (0.00%)</small>	657 <small>% of Total: 100.00% (657)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	11,363 (48.76%)	10,470 (47.31%)	15,433 (43.14%)	47.20%	2.81	00:01:52	1.64%	254 (38.66%)	\$0.00 (0.00%)
2. [blurred]	4,755 (19.15%)	3,906 (17.55%)	7,658 (21.34%)	13.35%	5.04	00:03:52	2.22%	170 (25.88%)	\$0.00 (0.00%)
3. [blurred]	3,742 (15.97%)	3,628 (16.39%)	5,437 (15.29%)	40.59%	3.43	00:03:23	1.64%	90 (13.70%)	\$0.00 (0.00%)
4. dealerleads.com / referral	1,659 (6.68%)	1,405 (6.35%)	2,039 (5.85%)	18.29%	4.95	00:03:37	3.43%	72 (10.96%)	\$0.00 (0.00%)
5. [blurred]	1,339 (5.39%)	1,108 (5.01%)	2,136 (5.95%)	12.50%	3.53	00:04:07	1.17%	25 (3.81%)	\$0.00 (0.00%)
6. [blurred]	418 (1.68%)	332 (1.50%)	558 (1.55%)	13.03%	5.50	00:04:29	1.97%	11 (1.67%)	\$0.00 (0.00%)
7. [blurred]	402 (1.52%)	312 (1.41%)	851 (2.40%)	15.63%	5.25	00:07:18	1.05%	9 (1.37%)	\$0.00 (0.00%)
8. [blurred]	350 (1.41%)	297 (1.34%)	504 (1.40%)	7.94%	5.35	00:04:54	1.19%	6 (0.91%)	\$0.00 (0.00%)
9. [blurred]	172 (0.69%)	167 (0.75%)	229 (0.64%)	36.63%	1.47	00:00:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. [blurred]	144 (0.38%)	100 (0.45%)	250 (0.70%)	12.80%	5.12	00:04:56	2.40%	6 (0.91%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 30

DEALERLEADS

2017 Q4

PERFORMANCE



DEALERLEADS

2018 Q1 PERFORMANCE

All Traffic

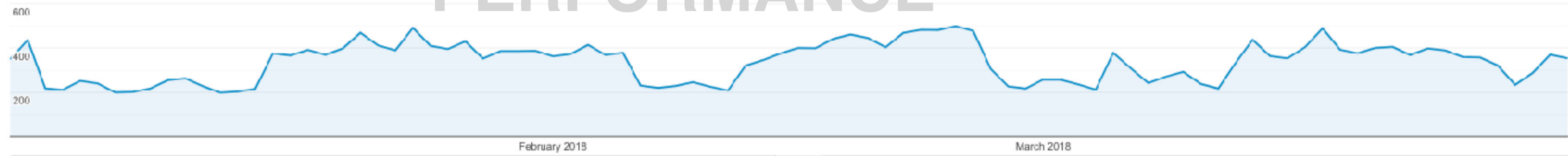
All Users
100.00% Users

Explorer

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

Users vs. Select a metric

Users



Primary Dimension: Source / Medium

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
	23,563 <small>% of Total: 100.00% (23,563)</small>	22,363 <small>% of Total: 100.00% (22,341)</small>	35,988 <small>% of Total: 100.00% (35,988)</small>	34.08% <small>Avg for View: 34.08% (0.00%)</small>	3.58 <small>Avg for View: 3.58 (0.00%)</small>	00:02:55 <small>Avg for View: 00:02:55 (0.00%)</small>	1.34% <small>Avg for View: 1.34% (0.00%)</small>	482 <small>% of Total: 100.00% (482)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	11,026 (43.91%)	10,236 (45.77%)	14,636 (40.67%)	50.85%	2.69	00:01:46	1.20%	175 (36.31%)	\$0.00 (0.00%)
2. [blurred]	5,130 (20.43%)	4,230 (18.92%)	8,653 (24.04%)	14.19%	4.85	00:04:00	1.53%	132 (27.35%)	\$0.00 (0.00%)
3. [blurred]	3,248 (12.94%)	3,145 (14.06%)	4,441 (12.34%)	42.45%	3.10	00:02:59	1.49%	66 (13.69%)	\$0.00 (0.00%)
4. dealerleads.com / referral	1,550 (6.17%)	1,282 (5.73%)	1,929 (5.36%)	20.27%	4.89	00:03:24	2.64%	51 (10.58%)	\$0.00 (0.00%)
5. [blurred]	1,238 (4.93%)	1,012 (4.53%)	2,039 (5.67%)	9.47%	3.07	00:03:39	0.54%	11 (2.28%)	\$0.00 (0.00%)
6. [blurred]	465 (1.85%)	390 (1.74%)	822 (2.28%)	21.53%	4.95	00:04:57	0.97%	8 (1.66%)	\$0.00 (0.00%)
7. [blurred]	450 (1.79%)	450 (2.01%)	450 (1.25%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. [blurred]	403 (1.61%)	310 (1.39%)	508 (1.41%)	13.19%	4.92	00:03:28	0.79%	4 (0.83%)	\$0.00 (0.00%)
9. [blurred]	392 (1.56%)	330 (1.48%)	538 (1.63%)	11.73%	5.67	00:05:15	0.34%	2 (0.41%)	\$0.00 (0.00%)
10. [blurred]	237 (0.94%)	185 (0.83%)	339 (1.08%)	9.51%	5.65	00:04:40	2.83%	11 (2.28%)	\$0.00 (0.00%)

DEALERLEADS

2018 Q2 PERFORMANCE



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
	23,038 <small>% of Total: 100.00% (23,038)</small>	21,503 <small>% of Total: 100.11% (21,480)</small>	35,140 <small>% of Total: 100.00% (35,140)</small>	37.17% <small>Avg for View: 37.17% (0.00%)</small>	3.60 <small>Avg for View: 3.60 (0.00%)</small>	00:02:59 <small>Avg for View: 00:02:59 (0.00%)</small>	1.68% <small>Avg for View: 1.68% (0.00%)</small>	589 <small>% of Total: 100.00% (589)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	9,890 (43.37%)	9,056 (42.12%)	12,911 (36.73%)	57.51%	2.65	00:01:40	1.25%	161 (27.33%)	\$0.00 (0.00%)
2. [blurred]	5,420 (23.53%)	4,534 (21.09%)	8,835 (25.14%)	14.87%	5.06	00:04:10	2.42%	214 (36.33%)	\$0.00 (0.00%)
3. [blurred]	3,884 (16.86%)	3,764 (17.50%)	5,474 (15.58%)	44.21%	3.10	00:03:11	1.26%	69 (11.71%)	\$0.00 (0.00%)
4. dealerleads.com / referral	1,705 (7.41%)	1,402 (6.52%)	2,275 (6.47%)	23.82%	4.40	00:03:23	2.99%	68 (11.54%)	\$0.00 (0.00%)
5. [blurred]	1,283 (5.57%)	1,028 (4.78%)	2,211 (6.29%)	19.04%	3.05	00:03:17	1.04%	23 (3.90%)	\$0.00 (0.00%)
6. [blurred]	414 (1.80%)	331 (1.54%)	673 (1.92%)	20.65%	5.10	00:05:34	1.34%	9 (1.53%)	\$0.00 (0.00%)
7. [blurred]	344 (1.49%)	281 (1.31%)	538 (1.53%)	10.04%	4.94	00:04:24	0.93%	5 (0.85%)	\$0.00 (0.00%)
8. [blurred]	289 (1.25%)	281 (1.31%)	326 (0.93%)	58.71%	1.71	00:00:41	0.61%	2 (0.34%)	\$0.00 (0.00%)
9. [blurred]	252 (1.09%)	196 (0.91%)	357 (1.04%)	14.99%	5.14	00:05:07	5.18%	19 (3.23%)	\$0.00 (0.00%)
10. [blurred]	184 (0.80%)	138 (0.64%)	278 (0.79%)	56.55%	2.17	00:01:14	0.36%	1 (0.17%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 92

analytics.google.com/analytics/web/?authuser=1#/report/trafficsources-all-traffic/a98488501w144861856p149889431/_u.date00=20180701&_u.date01=20180930&_goalOption=ALL/

Analytics Dealer Leads - Conversion ... Try searching "Any anomalies in sessions this month?"

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

Analytics All Traffic All Users 100.00% Users + Add Segment Jul 1, 2018 - Sep 30, 2018

DEALERLEADS

2018 Q3

PERFORMANCE

Users vs. Select a metric

Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	21,573 <small>% of Total: 100.00% (21,373)</small>	20,470 <small>% of Total: 100.09% (20,452)</small>	30,906 <small>% of Total: 100.00% (30,905)</small>	39.80% <small>Avg for View: 39.80% (0.00%)</small>	3.55 <small>Avg for View: 3.55 (0.00%)</small>	00:02:51 <small>Avg for View: 00:02:51 (0.00%)</small>	1.52% <small>Avg for View: 1.52% (0.00%)</small>	470 <small>% of Total: 100.00% (470)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	6,544 (28.79%)	6,460 (31.56%)	8,078 (25.91%)	50.25%	2.39	00:02:04	1.09%	87 (18.51%)	\$0.00 (0.00%)
2. [blurred]	5,991 (26.35%)	5,497 (26.85%)	7,399 (23.94%)	56.89%	2.72	00:01:35	1.01%	75 (15.96%)	\$0.00 (0.00%)
3. [blurred]	5,434 (23.90%)	4,580 (22.37%)	6,428 (27.27%)	16.11%	4.94	00:03:43	2.33%	196 (41.70%)	\$0.00 (0.00%)
4. dealerleads.com / referral	1,756 (7.72%)	1,467 (7.17%)	2,257 (7.34%)	26.51%	4.35	00:03:10	2.25%	51 (10.85%)	\$0.00 (0.00%)
5. [blurred]	1,074 (4.72%)	897 (4.38%)	1,553 (5.06%)	25.21%	2.90	00:02:58	1.09%	17 (3.62%)	\$0.00 (0.00%)
6. [blurred]	372 (1.64%)	311 (1.52%)	736 (2.54%)	17.13%	5.83	00:08:15	0.76%	6 (1.28%)	\$0.00 (0.00%)
7. [blurred]	280 (1.23%)	225 (1.10%)	405 (1.31%)	16.79%	4.12	00:03:28	2.47%	10 (2.13%)	\$0.00 (0.00%)
8. [blurred]	272 (1.20%)	262 (1.28%)	232 (0.91%)	71.63%	1.54	00:00:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. [blurred]	217 (0.95%)	176 (0.86%)	336 (1.09%)	13.69%	5.41	00:04:53	3.57%	12 (2.55%)	\$0.00 (0.00%)
10. [blurred]	202 (0.89%)	133 (0.65%)	279 (0.90%)	54.52%	2.24	00:01:42	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 - 10 of 132

DEALERLEADS

2018 Q4

PERFORMANCE

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

1,000



Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	28,556 <small>% of Total: 100.00% (28,556)</small>	27,803 <small>% of Total: 100.08% (27,782)</small>	39,696 <small>% of Total: 100.00% (39,695)</small>	49.72% <small>Avg for View: 49.72% (0.00%)</small>	3.16 <small>Avg for View: 3.16 (0.00%)</small>	00:02:40 <small>Avg for View: 00:02:40 (0.00%)</small>	1.34% <small>Avg for View: 1.34% (0.00%)</small>	531 <small>% of Total: 100.00% (531)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	13,751 (48.02%)	13,672 (49.17%)	15,830 (40.00%)	75.77%	1.84	00:01:42	0.55%	87 (16.38%)	\$0.00 (0.00%)
2. [blurred]	6,078 (20.34%)	5,627 (20.24%)	7,839 (19.75%)	53.04%	2.90	00:01:48	1.15%	90 (16.95%)	\$0.00 (0.00%)
3. [blurred]	5,292 (17.71%)	4,469 (16.07%)	6,850 (22.29%)	17.31%	4.97	00:04:02	2.64%	234 (44.07%)	\$0.00 (0.00%)
4. dealerleads.com / referral	1,534 (5.13%)	1,302 (4.68%)	2,030 (5.27%)	28.80%	4.39	00:03:23	2.11%	44 (8.29%)	\$0.00 (0.00%)
5. [blurred]	1,122 (3.76%)	964 (3.47%)	1,610 (4.06%)	23.91%	3.02	00:03:04	1.18%	19 (3.58%)	\$0.00 (0.00%)
6. [blurred]	361 (1.21%)	348 (1.25%)	330 (0.98%)	56.15%	1.84	00:00:48	0.26%	1 (0.19%)	\$0.00 (0.00%)
7. [blurred]	347 (1.16%)	279 (1.00%)	542 (1.37%)	21.77%	5.21	00:05:37	1.11%	6 (1.13%)	\$0.00 (0.00%)
8. [blurred]	244 (0.82%)	202 (0.73%)	372 (0.94%)	16.13%	5.65	00:04:25	3.76%	14 (2.64%)	\$0.00 (0.00%)
9. [blurred]	223 (0.75%)	172 (0.52%)	331 (0.98%)	11.75%	5.80	00:06:27	1.28%	5 (0.94%)	\$0.00 (0.00%)
10. [blurred]	157 (0.53%)	156 (0.56%)	157 (0.40%)	95.54%	1.01	00:00:07	0.00%	0 (0.00%)	\$0.00 (0.00%)

analytics.google.com/analytics/web/?authuser=1#/report/trafficsources-all-traffic/a98488501w144861856p149889431/_u.date00=20190101&_u.date01=20190331&_goalOption=ALL/

Analytics Dealer Leads - Conversion ... Try searching "Compare bounce rate this week with last week"

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

Analytics All Traffic 100.00% Users + Add Segment Jan 1, 2019 - Mar 31, 2019

DEALERLEADS

2019 Q1

PERFORMANCE

Users vs. Select a metric

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
	17,590 % of Total: 100.00% (17,590)	16,632 % of Total: 100.13% (16,610)	27,249 % of Total: 100.00% (27,249)	33.58% Avg for View: 33.58% (0.00%)	3.95 Avg for View: 3.95 (0.00%)	00:03:16 Avg for View: 00:03:16 (0.00%)	1.95% Avg for View: 1.95% (0.00%)	532 % of Total: 100.00% (532)	\$0.00 % of Total: 0.00% (\$0.00)
1. [blurred]	5,635 (30.17%)	5,512 (33.14%)	7,547 (27.70%)	53.23%	2.83	00:02:49	1.01%	76 (14.29%)	\$0.00 (0.00%)
2. [blurred]	5,232 (28.02%)	4,494 (27.02%)	8,101 (29.73%)	18.43%	5.00	00:03:39	2.70%	219 (41.17%)	\$0.00 (0.00%)
3. [blurred]	3,486 (18.67%)	2,957 (17.78%)	5,055 (18.55%)	37.75%	3.61	00:02:36	2.55%	129 (24.25%)	\$0.00 (0.00%)
4. dealerleads.com / referral	1,568 (8.40%)	1,325 (7.97%)	1,938 (7.11%)	24.35%	4.70	00:02:56	1.91%	37 (6.95%)	\$0.00 (0.00%)
5. [blurred]	975 (5.22%)	824 (4.95%)	1,338 (5.09%)	25.53%	3.15	00:02:56	1.22%	17 (3.20%)	\$0.00 (0.00%)
6. [blurred]	257 (1.38%)	206 (1.24%)	544 (2.00%)	15.44%	5.15	00:06:05	2.21%	12 (2.26%)	\$0.00 (0.00%)
7. [blurred]	219 (1.17%)	173 (1.04%)	356 (1.31%)	15.17%	4.99	00:04:00	3.09%	11 (2.07%)	\$0.00 (0.00%)
8. [blurred]	202 (1.08%)	176 (1.06%)	234 (1.04%)	35.21%	3.97	00:03:02	0.70%	2 (0.38%)	\$0.00 (0.00%)
9. [blurred]	201 (1.08%)	158 (0.95%)	236 (1.05%)	16.03%	4.87	00:03:40	1.05%	3 (0.56%)	\$0.00 (0.00%)
10. [blurred]	146 (0.78%)	145 (0.87%)	147 (0.54%)	91.15%	1.05	00:00:06	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 - 10 of 104

analytics.google.com/analytics/web/?authuser=1#/report/trafficsources-all-traffic/a98488501w144861856p149889431/_u.date00=20190401&_u.date01=20190630&_goalOption=ALL/

Analytics Dealer Leads - Conversion ... Try searching for "acquisition overview"

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 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 400

Day Week Month

Apr 1, 2019 - Jun 30, 2019

DEALERLEADS

2019 Q2

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	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	14,378 <small>% of Total: 100.00% (14,378)</small>	13,482 <small>% of Total: 100.00% (13,482)</small>	22,328 <small>% of Total: 100.00% (22,328)</small>	32.53% <small>Avg for View: 32.53% (0.00%)</small>	4.01 <small>Avg for View: 4.01 (0.00%)</small>	00:03:06 <small>Avg for View: 00:03:06 (0.00%)</small>	1.05% <small>Avg for View: 1.05% (0.00%)</small>	235 <small>% of Total: 100.00% (235)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	4,787 (31.70%)	4,153 (30.80%)	7,252 (32.48%)	19.98%	4.93	00:03:35	1.08%	78 (33.16%)	\$0.00 (0.00%)
2. [blurred]	3,947 (25.72%)	3,847 (28.53%)	5,309 (23.78%)	40.40%	3.35	00:02:41	0.96%	51 (21.70%)	\$0.00 (0.00%)
3. [blurred]	2,682 (17.48%)	2,147 (15.92%)	3,953 (17.75%)	39.57%	3.62	00:02:28	1.56%	62 (26.38%)	\$0.00 (0.00%)
4. dealerleads.com / referral	1,636 (10.66%)	1,439 (10.57%)	1,920 (8.60%)	41.55%	3.75	00:02:29	0.94%	18 (7.66%)	\$0.00 (0.00%)
5. [blurred]	931 (6.07%)	779 (5.78%)	1,349 (6.04%)	45.52%	3.03	00:02:31	0.07%	1 (0.43%)	\$0.00 (0.00%)
6. [blurred]	410 (2.67%)	351 (2.60%)	571 (2.56%)	35.20%	3.89	00:02:38	1.05%	6 (2.55%)	\$0.00 (0.00%)
7. [blurred]	158 (1.03%)	121 (0.90%)	240 (1.07%)	15.00%	4.35	00:03:19	2.92%	7 (2.98%)	\$0.00 (0.00%)
8. [blurred]	135 (0.88%)	106 (0.79%)	213 (0.95%)	18.31%	5.25	00:04:15	1.88%	4 (1.70%)	\$0.00 (0.00%)
9. [blurred]	63 (0.41%)	60 (0.45%)	75 (0.34%)	13.33%	4.63	00:02:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. [blurred]	61 (0.40%)	40 (0.30%)	136 (0.61%)	33.09%	3.24	00:02:45	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 77

analytics.google.com/analytics/web/?authuser=1#/report/trafficsources-all-traffic/a98488501w144861856p149889431/_u.date00=20190701&_u.date01=20190930&_goalOption=ALL/

Analytics Dealer Leads - Conversion ... Try searching "Compare bounce rate this week with last week"

DEALERLEADS

2019 Q3

PERFORMANCE

Jul 1, 2019 - Sep 30, 2019

SAVE EXPORT SHARE EDIT INSIGHTS

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 400

Day Week Month

Primary Dimension: Source / Medium Source Medium Keyword Other

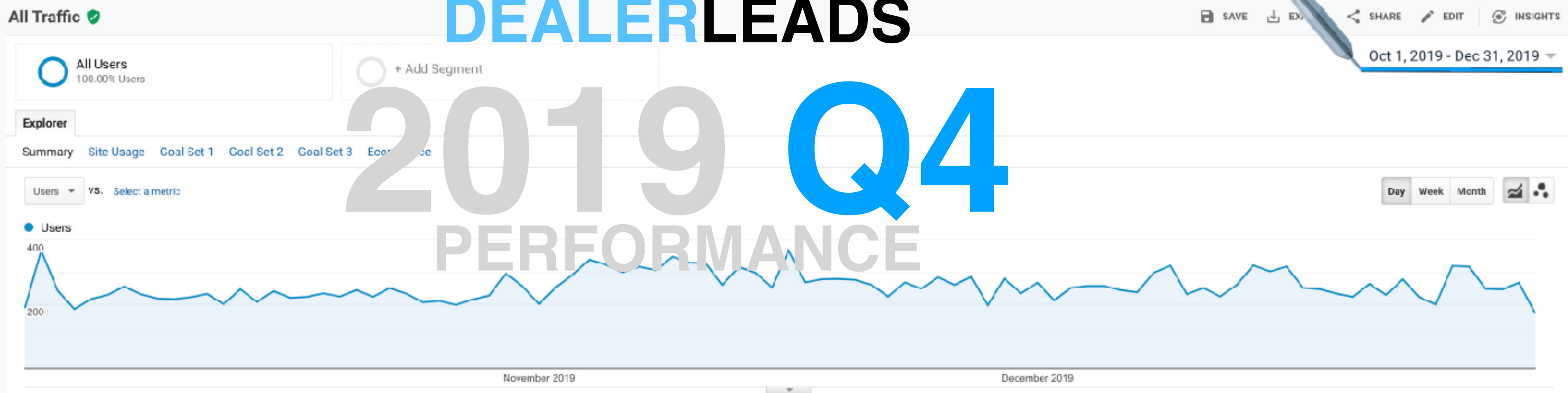
Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	15,927 (100.00%)	14,855 (100.00%)	24,295 (100.00%)	34.78%	3.65	00:02:43	0.96%	233	\$0.00
1. [blurred]	4,898 (30.82%)	4,181 (28.15%)	7,376 (30.36%)	21.33%	4.63	00:03:11	1.10%	81 (34.76%)	\$0.00 (0.00%)
2. [blurred]	3,981 (25.03%)	3,847 (25.90%)	5,512 (22.69%)	39.75%	3.02	00:02:55	1.09%	60 (25.75%)	\$0.00 (0.00%)
3. [blurred]	3,112 (19.54%)	2,512 (16.91%)	4,731 (19.60%)	34.13%	3.65	00:02:31	1.13%	54 (23.18%)	\$0.00 (0.00%)
4. dealerleads.com / referral	2,426 (15.24%)	2,260 (15.21%)	2,840 (11.69%)	55.85%	2.59	00:01:25	0.88%	25 (10.73%)	\$0.00 (0.00%)
5. [blurred]	1,025 (6.44%)	868 (5.84%)	1,402 (5.77%)	51.14%	2.67	00:01:57	0.14%	2 (0.86%)	\$0.00 (0.00%)
6. [blurred]	458 (2.88%)	390 (2.63%)	736 (3.03%)	32.07%	4.09	00:02:43	0.14%	1 (0.43%)	\$0.00 (0.00%)
7. [blurred]	170 (1.07%)	133 (0.90%)	295 (1.21%)	18.93%	4.74	00:03:20	0.34%	1 (0.43%)	\$0.00 (0.00%)
8. [blurred]	139 (0.87%)	108 (0.73%)	139 (0.57%)	22.75%	3.73	00:03:29	1.59%	3 (1.29%)	\$0.00 (0.00%)
9. [blurred]	94 (0.59%)	92 (0.62%)	101 (0.42%)	31.03%	1.61	00:00:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. [blurred]	91 (0.57%)	76 (0.51%)	102 (0.42%)	23.53%	4.34	00:03:13	2.94%	3 (1.29%)	\$0.00 (0.00%)

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

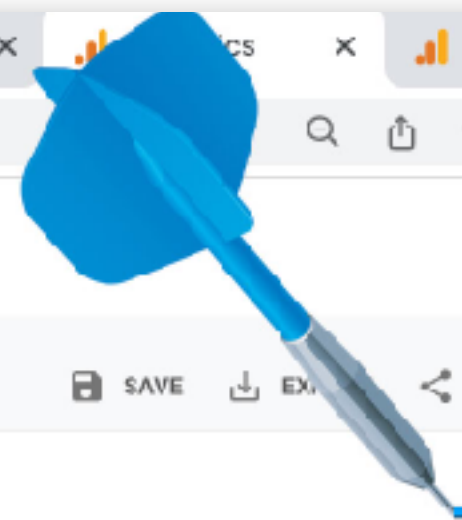
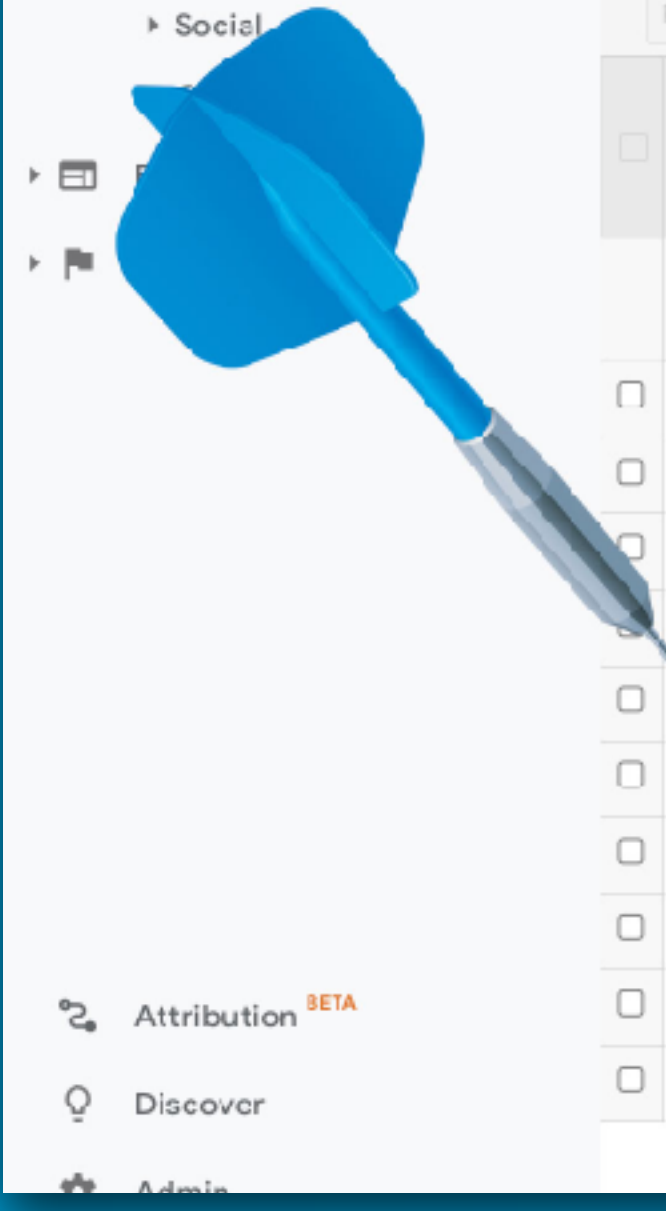
DEALERLEADS

2019 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
	18,131 (100.00%)	17,093 (100.05%)	27,699 (100.00%)	43.99%	3.37	00:02:35	0.95%	263	\$0.00
1. [blurred]	4,258 (23.48%)	3,584 (20.97%)	6,335 (22.87%)	19.45%	4.64	00:03:19	1.26%	80 (30.42%)	\$0.00 (0.00%)
2. [blurred]	4,168 (23.00%)	3,534 (20.68%)	6,146 (22.19%)	34.14%	3.77	00:02:31	1.38%	85 (32.32%)	\$0.00 (0.00%)
3. [blurred]	3,250 (18.20%)	3,104 (18.16%)	4,631 (16.94%)	44.02%	3.01	00:02:43	0.85%	40 (15.21%)	\$0.00 (0.00%)
4. dealerleads.com / referral	3,086 (17.02%)	2,954 (17.28%)	3,434 (12.40%)	70.50%	2.64	00:02:55	0.99%	34 (12.93%)	\$0.00 (0.00%)
5. [blurred]	1,959 (10.80%)	1,924 (11.26%)	3,352 (12.14%)	89.65%	1.18	00:00:17	0.03%	1 (0.38%)	\$0.00 (0.00%)
6. [blurred]	861 (4.75%)	723 (4.23%)	1,152 (4.20%)	46.47%	3.01	00:02:26	0.17%	2 (0.76%)	\$0.00 (0.00%)
7. [blurred]	478 (2.63%)	398 (2.33%)	754 (2.72%)	33.29%	3.83	00:02:46	0.40%	3 (1.14%)	\$0.00 (0.00%)
8. [blurred]	165 (0.91%)	93 (0.54%)	134 (0.48%)	46.20%	2.47	00:01:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. [blurred]	158 (0.87%)	137 (0.80%)	177 (0.64%)	50.23%	2.71	00:01:47	0.56%	1 (0.38%)	\$0.00 (0.00%)
10. [blurred]	135 (0.75%)	102 (0.60%)	179 (0.65%)	20.67%	3.92	00:02:25	2.79%	5 (1.90%)	\$0.00 (0.00%)



analytics.google.com/analytics/web/?authuser=1#/report/trafficsources-all-traffic/a98488501w144861856p149889431/_u.date00=20200101&_u.date01=20200331&_goalOption=ALL/

Analytics Dealer Leads - Conversion ... Try searching "Any anomalies in sessions this month?"

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

Analytics All Traffic 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 1,500

1,000 500

February 2020 March 2020

Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

advanced

SAVE EXPORT SHARE EDIT INSIGHTS

Jan 1, 2020 - Mar 31, 2020

Day Week Month

DEALERLEADS

2020 Q1

PERFORMANCE

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	25,745 <small>% of Total: 100.00% (25,745)</small>	24,117 <small>% of Total: 100.06% (24,103)</small>	39,509 <small>% of Total: 100.00% (39,509)</small>	50.13% <small>Avg for View: 50.13% (0.00%)</small>	2.54 <small>Avg for View: 2.54 (0.00%)</small>	00:01:32 <small>Avg for View: 00:01:32 (0.00%)</small>	0.48% <small>Avg for View: 0.48% (0.00%)</small>	191 <small>% of Total: 100.00% (191)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	7,823 (28.71%)	7,015 (29.09%)	12,411 (31.41%)	54.97%	1.51	00:00:37	0.02%	3 (1.57%)	\$0.00 (0.00%)
2. [blurred]	4,365 (15.74%)	3,717 (15.41%)	6,127 (15.51%)	36.45%	3.37	00:02:06	1.37%	84 (43.98%)	\$0.00 (0.00%)
3. [blurred]	4,036 (14.55%)	3,409 (14.14%)	5,734 (14.64%)	19.63%	4.29	00:02:57	0.83%	48 (25.13%)	\$0.00 (0.00%)
4. [blurred]	2,917 (10.52%)	2,778 (11.52%)	3,944 (9.98%)	45.13%	2.83	00:02:23	0.41%	16 (8.38%)	\$0.00 (0.00%)
5. [blurred]	2,317 (8.35%)	1,884 (7.81%)	3,552 (8.99%)	82.07%	1.23	00:00:14	0.14%	5 (2.62%)	\$0.00 (0.00%)
6. dealerleads.com / referral	2,309 (8.33%)	2,169 (8.99%)	2,609 (6.60%)	53.32%	2.35	00:01:19	0.73%	19 (9.95%)	\$0.00 (0.00%)
7. [blurred]	1,044 (3.76%)	940 (3.90%)	1,253 (3.20%)	72.13%	1.51	00:00:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. [blurred]	552 (1.99%)	478 (1.98%)	738 (1.99%)	36.23%	3.32	00:02:00	0.51%	4 (2.09%)	\$0.00 (0.00%)
9. [blurred]	548 (1.98%)	458 (1.90%)	694 (1.76%)	38.47%	2.99	00:02:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. [blurred]	288 (1.04%)	5 (0.02%)	293 (0.74%)	83.95%	1.21	00:00:18	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 73

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

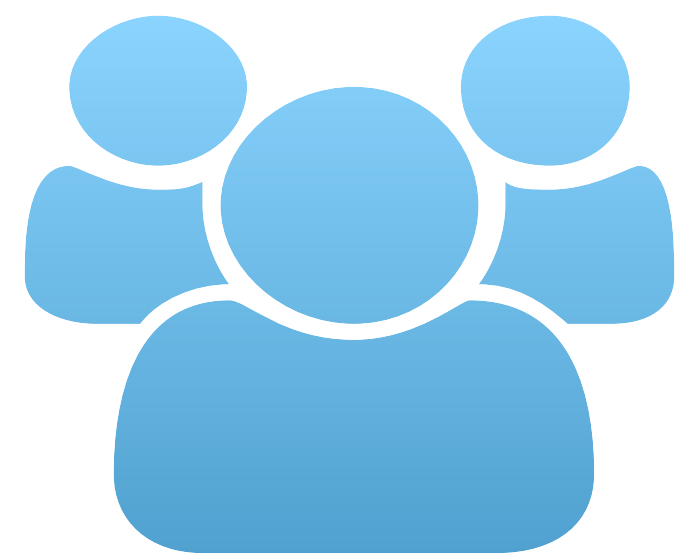
2023

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