



A family owned and operated company.
(800) 369-3003 dealerleads.com

6 YEAR PLUS

PARTNER CASE STUDY #135

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RUSSELL & SMITH

RELIABLE SERVICE SINCE 1917.

DealerLeads.com "We have a better mousetrap."

OUR SIX FOCAL POINTS

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

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

2 **Bounce Rate Comparison**
The comparative traffic quality in relationship to the other top media providers per dealers google analytics report average.

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

3 **Page View / SRP View / VDP Views**
The average number of pages a customer viewed while navigating the different areas of your dealerships website.

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

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

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

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

THE MATH

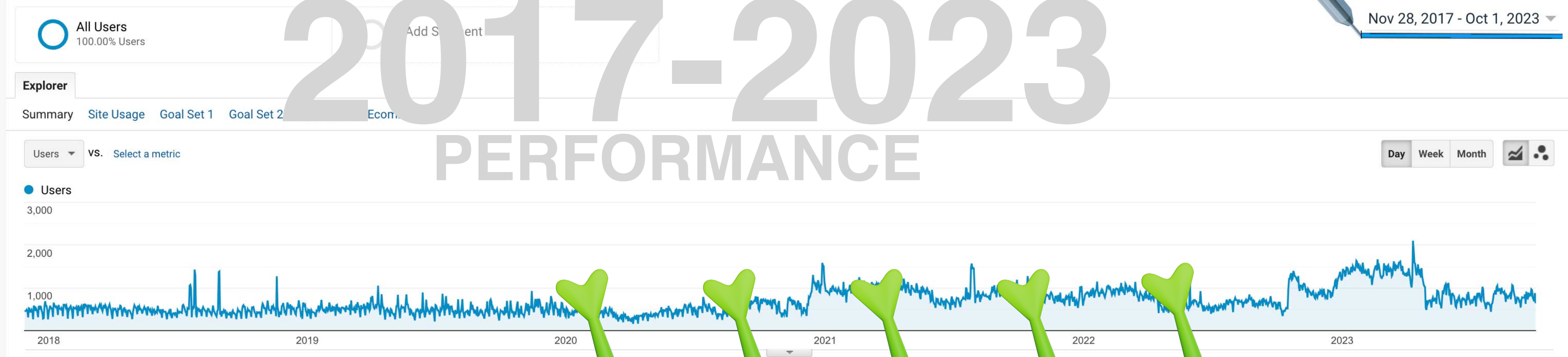
Introducing
DealerLeads.com

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.

This property has stopped processing data. To continue measuring website performance, set up a Google Analytics 4 (GA4) property. [Learn more](#) [Complete GA4 setup](#)

- 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

All Traffic Add Segment SAVE EXPORT SHARE EDIT INSIGHTS



Primary Dimension: Source / Medium

Source / Medium	Acquisition			Behavior			Conversion		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	1,114,948 <small>% of Total: 100.00% (1,114,948)</small>	1,135,650 <small>% of Total: 100.00% (1,135,650)</small>	1,716,690 <small>% of Total: 100.00% (1,716,690)</small>	39.95% <small>Avg for View: 39.95% (0.00%)</small>	2.85 <small>Avg for View: 2.85 (0.00%)</small>	00:02:34 <small>Avg for View: 00:02:34 (0.00%)</small>	4.00% <small>Avg for View: 4.00% (0.00%)</small>	68,689 <small>% of Total: 100.00% (68,689)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	262,837 (22.13%)	247,979 (21.84%)	398,187 (23.20%)	25.00%	3.85	00:03:26	5.84%	23,259 (33.86%)	\$0.00 (0.00%)
2. [blurred]	229,974 (19.37%)	223,253 (19.66%)	294,677 (17.17%)	55.93%	2.32	00:01:38	3.59%	10,578 (15.40%)	\$0.00 (0.00%)
3. [blurred]	178,451 (15.03%)	177,749 (15.65%)	262,198 (15.27%)	44.69%	2.69	00:02:51	4.38%	11,484 (16.72%)	\$0.00 (0.00%)
4. [blurred]	101,187 (8.52%)	100,088 (8.81%)	142,357 (8.29%)	56.86%	1.55	00:00:55	2.11%	3,003 (4.37%)	\$0.00 (0.00%)
5. dealerleads.com / referral	65,706 (5.53%)	60,206 (5.30%)	83,411 (4.86%)	41.43%	3.16	00:02:32	4.33%	3,608 (5.25%)	\$0.00 (0.00%)
6. [blurred]	56,341 (4.74%)	55,201 (4.86%)	80,324 (4.68%)	60.18%	1.50	00:00:46	1.33%	1,065 (1.55%)	\$0.00 (0.00%)
7. [blurred]	45,416 (3.82%)	44,952 (3.96%)	65,455 (3.81%)	13.90%	1.48	00:01:19	0.49%	319 (0.46%)	\$0.00 (0.00%)
8. [blurred]	35,443 (2.98%)	32,676 (2.88%)	50,552 (2.94%)	16.38%	4.34	00:03:27	5.32%	2,690 (3.92%)	\$0.00 (0.00%)
9. [blurred]	18,103 (1.52%)	16,276 (1.43%)	27,014 (1.57%)	16.64%	4.58	00:04:04	6.40%	1,728 (2.52%)	\$0.00 (0.00%)

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

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

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

HARD GOAL CONVERSIONS

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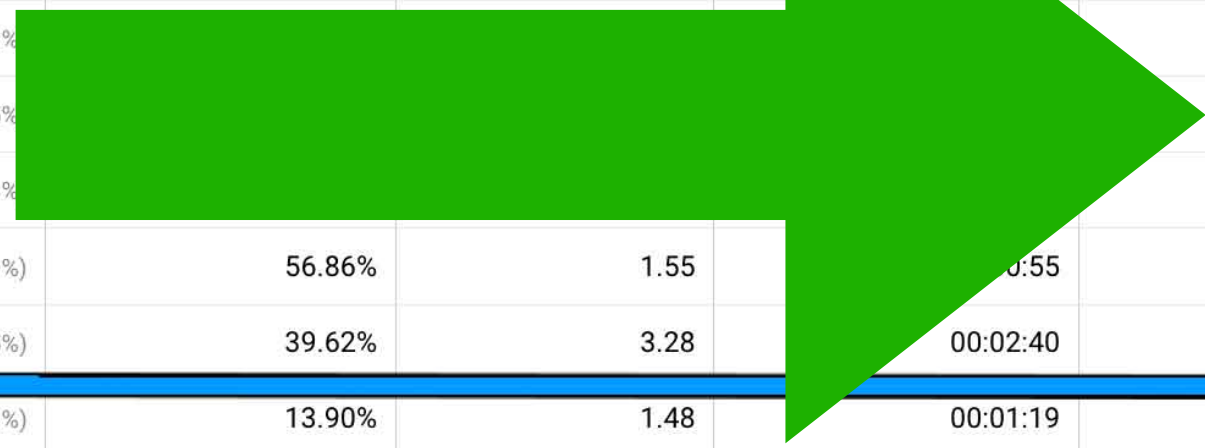
We use Google Goals to track these goal events' completion, then compare our conversion rates to our competitors. We focus on these metrics in this case study and our monthly reporting to our clients.

- Home
- Customization
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- Realtime
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- Acquisition
- Overview
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- Channels
- Treemaps
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- Behavior
- Attribution BETA
- Discover
- Admin



Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg Session Duration	Goal Conversion Rate	Goal Conversion Count	Goal Conversion Value
	894,245 <small>% of Total: 100.00% (894,245)</small>	913,175 <small>% of Total: 100.00% (913,175)</small>	1,383,530 <small>% of Total: 100.00% (1,383,530)</small>	37.17% <small>Avg for View: 37.17% (0.00%)</small>	2.96 <small>Avg for View: 2.96 (0.00%)</small>	00:02:42 <small>Avg for View: 00:02:42 (0.00%)</small>			
1. [blurred]	220,926 (23.05%)	208,044 (22.78%)	333,302 (24.09%)						
2. [blurred]	161,940 (16.90%)	155,064 (16.98%)	208,241 (15.05%)						
3. [blurred]	142,604 (14.88%)	142,462 (15.60%)	211,400 (15.28%)						
4. [blurred]	101,185 (10.56%)	100,086 (10.96%)	142,355 (10.29%)	56.86%	1.55	00:00:55			
5. dealerleads.com / referral	53,988 (5.63%)	49,279 (5.40%)	69,890 (5.05%)	39.62%	3.28	00:02:40			
6. [blurred]	45,416 (4.74%)	44,950 (4.92%)	65,453 (4.73%)	13.90%	1.48	00:01:19			
7. [blurred]	35,442 (3.70%)	32,672 (3.58%)	50,544 (3.65%)	16.37%	4.34	00:03:27	5.32%	2,690 (4.82%)	\$0.00 (0.00%)
8. [blurred]	27,972 (2.92%)	27,262 (2.99%)	38,571 (2.79%)	55.07%	1.49	00:00:50	1.47%	566 (1.01%)	\$0.00 (0.00%)
9. [blurred]	18,103 (1.89%)	16,276 (1.78%)	27,014 (1.95%)	16.64%	4.58	00:04:04	6.40%	1,728 (3.10%)	\$0.00 (0.00%)
10. [blurred]	13,733 (1.43%)	13,574 (1.49%)	18,710 (1.35%)	18.56%	1.34	00:01:32	2.36%	442 (0.79%)	\$0.00 (0.00%)

- ✓ All Goals
- Goal 1: Schedule Service
- Goal 2: Click to Chat
- Goal 3: Lead Form | Send To Mobile
- Goal 4: Click to Call
- Goal 5: Lead Form | Request Your Price / Confr
- Goal 6: Lead Form | Contact Us
- Goal 7: Lead Form | Schedule Test Drive
- Goal 8: Lead Form | All
- Goal 9: Lead Form | Get Pre-Approved
- Goal 10: Click to Text



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.

DEALERLEADS

CONSISTENT TRAFFIC

month after month, year after year.



Primary Dimension: Source / Medium Other

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	53,988 % of Total: 6.04% (894,245)	49,279 % of Total: 5.40% (913,175)	69,890 % of Total: 5.05% (1,383,530)	39.62% Avg for View: 37.17% (6.58%)	3.28 Avg for View: 2.96 (10.97%)	00:02:40 Avg for View: 00:02:42 (-1.21%)	4.23% Avg for View: 4.03% (4.85%)	2,955 % of Total: 5.30% (55,792)	\$0.00 % of Total: 0.00% (\$0.00)
1. dealerleads.com / referral	53,988 (100.00%)	49,279 (100.00%)	69,890 (100.00%)	39.62%	3.28	00:02:40	4.23%	2,955 (100.00%)	\$0.00 (0.00%)

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

This report was generated on 3/9/23 at 12:43:29 PM - Refresh Report

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

All Traffic

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SAVE EXPORT SHARE EDIT INSIGHTS

Nov 28, 2017 - Dec 31, 2022

TRAFFIC CITY LOCALE

and the relationship to the dealer's location

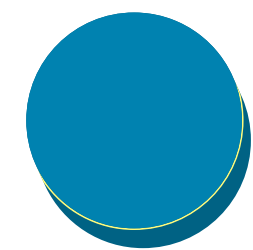


Source / Medium	City	Acquisition			Behavior			Conversions		
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		27,545 <small>% of Total: 3.08% (894,245)</small>	25,163 <small>% of Total: 2.76% (913,175)</small>	31,414 <small>% of Total: 2.27% (1,383,530)</small>	45.40% <small>Avg for View: 37.17% (22.13%)</small>	2.70 <small>Avg for View: 2.96 (-8.66%)</small>	00:01:45 <small>Avg for View: 00:02:42 (-35.17%)</small>	4.27% <small>Avg for View: 4.03% (6.00%)</small>	1,309 <small>% of Total: 2.35% (55,792)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. dealerleads.com / referral	Houston	9,738 (35.38%)	8,675 (34.48%)	12,062 (38.40%)	41.41%	2.88	00:02:08	4.35%	525 (40.11%)	\$0.00 (0.00%)
2. dealerleads.com / referral	(not set)	961 (3.49%)	915 (3.64%)	1,012 (3.22%)	57.71%	2.06	00:00:49	1.68%	17 (1.30%)	\$0.00 (0.00%)
3. dealerleads.com / referral	Dallas	810 (2.94%)	697 (2.77%)	913 (2.91%)	38.44%	2.95	00:02:08	6.13%	56 (4.28%)	\$0.00 (0.00%)
4. dealerleads.com / referral	Cypress	525 (1.91%)	480 (1.91%)	572 (1.82%)	40.56%	3.05	00:01:56	3.85%	22 (1.68%)	\$0.00 (0.00%)
5. dealerleads.com / referral	Conroe	347 (1.26%)	330 (1.31%)	406 (1.29%)	48.28%	2.93	00:01:21	2.22%	9 (0.69%)	\$0.00 (0.00%)
6. dealerleads.com / referral	Pearland	347 (1.26%)	300 (1.19%)	419 (1.33%)	43.44%	3.36	00:02:26	6.92%	29 (2.22%)	\$0.00 (0.00%)
7. dealerleads.com / referral	Mexico City	298 (1.08%)	298 (1.18%)	304 (0.97%)	54.61%	2.18	00:00:58	1.32%	4 (0.31%)	\$0.00 (0.00%)
8. dealerleads.com / referral	The Woodlands	290 (1.05%)	271 (1.08%)	330 (1.05%)	35.76%	3.18	00:02:11	3.94%	13 (0.99%)	\$0.00 (0.00%)
9. dealerleads.com / referral	Austin	275 (1.00%)	234 (0.93%)	317 (1.01%)	41.01%	2.56	00:01:52	8.20%	26 (1.99%)	\$0.00 (0.00%)
10. dealerleads.com / referral	Sugar Land	270 (0.98%)	229 (0.91%)	307 (0.98%)	33.22%	3.57	00:02:29	3.58%	11 (0.84%)	\$0.00 (0.00%)

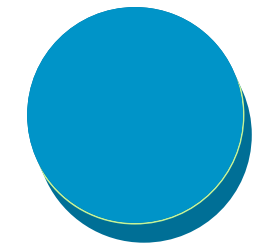
- Attribution BETA
- Discover
- Admin

LET'S GO

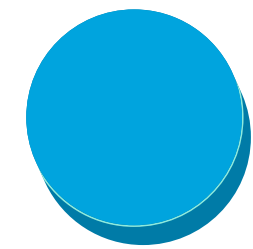
Quarter by Quarter



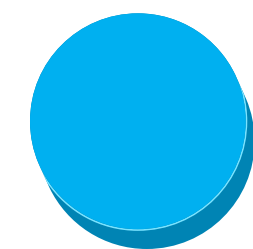
1ST QUARTER REPORTING
JAN 1 thru MAR 31



2ND QUARTER REPORTING
APR 1 thru JUN 30



3RD QUARTER REPORTING
JUL 1 thru SEP 30



4TH QUARTER REPORTING
OCT 1 thru DEC 31



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

All Traffic

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2017 Q1 PERFORMANCE

All Users
100.00% Users

+ Add Segment

Explorer

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

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
	13,118 <small>% of Total: 100.00% (13,118)</small>	12,013 <small>% of Total: 100.00% (12,013)</small>	20,768 <small>% of Total: 100.00% (20,768)</small>	26.09% <small>Avg for View: 26.09% (0.00%)</small>	4.13 <small>Avg for View: 4.13 (0.00%)</small>	00:03:59 <small>Avg for View: 00:03:59 (0.00%)</small>	2.86% <small>Avg for View: 2.86% (0.00%)</small>	594 <small>% of Total: 100.00% (594)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	5,240 (38.38%)	4,593 (38.23%)	7,831 (37.71%)	17.03%	4.87	00:04:05	3.51%	275 (46.30%)	\$0.00 (0.00%)
2. [blurred]	3,073 (22.51%)	2,700 (22.48%)	4,272 (20.57%)	35.51%	3.85	00:03:29	1.73%	74 (12.46%)	\$0.00 (0.00%)
3. [blurred]	2,455 (17.98%)	2,281 (18.99%)	3,966 (19.10%)	28.62%	3.97	00:04:21	3.35%	133 (22.39%)	\$0.00 (0.00%)
4. [blurred]	961 (7.04%)	885 (7.37%)	1,339 (6.45%)	20.31%	1.21	00:01:11	1.27%	17 (2.86%)	\$0.00 (0.00%)
5. dealerleads.com / referral	491 (3.60%)	400 (3.33%)	642 (3.09%)	28.97%	4.77	00:04:08	2.65%	17 (2.86%)	\$0.00 (0.00%)
6. [blurred]	385 (2.82%)	368 (3.06%)	512 (2.47%)	90.43%	1.16	00:00:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. [blurred]	172 (1.26%)	122 (1.02%)	310 (1.49%)	37.42%	3.27	00:05:17	0.65%	2 (0.34%)	\$0.00 (0.00%)
8. [blurred]	144 (1.05%)	119 (0.99%)	206 (0.99%)	13.59%	5.19	00:03:37	4.85%	10 (1.68%)	\$0.00 (0.00%)
9. [blurred]	111 (0.81%)	78 (0.65%)	419 (2.02%)	8.59%	5.81	00:09:43	1.91%	8 (1.35%)	\$0.00 (0.00%)
10. [blurred]	110 (0.81%)	61 (0.51%)	254 (1.22%)	39.76%	2.44	00:02:32	8.66%	22 (3.70%)	\$0.00 (0.00%)

analytics.google.com/analytics/web/?authuser=2#/report/trafficsources-all-traffic/a4721316w9105259p165261584/_u.date00=20180101&_u.date01=20180331&_goalOption=ALL/

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

DEALERLEADS

2018 Q1

PERFORMANCE

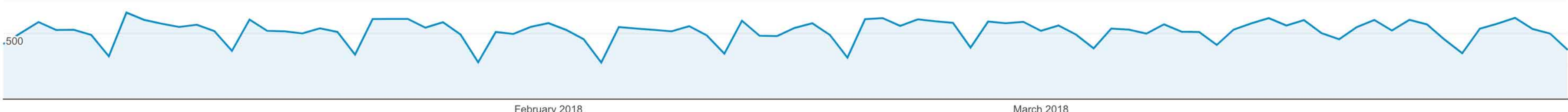
SAVE EX SHARE EDIT INSIGHTS Jan 1, 2018 - Mar 31, 2018

All Traffic 100.00% Users + Add Segment

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

Users vs. Select a metric

Users 1,000



February 2018 March 2018

Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default advanced

Source / Medium	Acquisition			Behavior			Conversions			
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value	
	36,215 % of Total: 100.00% (36,215)	34,820 % of Total: 100.00% (34,820)	57,055 % of Total: 100.00% (57,055)	27.42% Avg for View: 27.42% (0.00%)	3.93 Avg for View: 3.93 (0.00%)	00:03:36 Avg for View: 00:03:36 (0.00%)	3.70% Avg for View: 3.70% (0.00%)	2,111 % of Total: 100.00% (2,111)	\$0.00 % of Total: 0.00% (\$0.00)	
1. [redacted]	13,416 (35.08%)	11,929 (34.26%)	19,419 (34.04%)	17.37%	4.79	00:03:57	4.78%	928 (43.96%)	\$0.00 (0.00%)	
2. [redacted]	8,163 (21.35%)	7,387 (21.21%)	11,474 (20.11%)	37.35%	3.80	00:03:08	2.89%	332 (15.73%)	\$0.00 (0.00%)	
3. [redacted]	6,996 (18.29%)	6,724 (19.31%)	10,430 (18.28%)	31.85%	3.53	00:03:30	3.45%	360 (17.05%)	\$0.00 (0.00%)	
4. [redacted]	2,866 (7.49%)	2,793 (8.02%)	3,982 (6.98%)	18.06%	1.35	00:01:23	2.24%	89 (4.22%)	\$0.00 (0.00%)	
5. dealerleads.com / referral	2,550 (6.67%)	2,199 (6.32%)	3,498 (6.13%)	28.04%	4.55	00:03:38	5.06%	177 (8.38%)	\$0.00 (0.00%)	
6. [redacted]	938 (2.45%)	896 (2.57%)	1,389 (2.43%)	74.30%	1.20	00:00:32	0.43%	6 (0.28%)	\$0.00 (0.00%)	
7. [redacted]	431 (1.13%)	372 (1.07%)	988 (1.73%)	12.75%	5.44	00:08:17	2.73%	27 (1.28%)	\$0.00 (0.00%)	
8. [redacted]	430 (1.12%)	313 (0.90%)	1,082 (1.90%)	37.62%	2.97	00:03:10	4.71%	51 (2.42%)	\$0.00 (0.00%)	
9. [redacted]	414 (1.08%)	414 (1.19%)	414 (0.73%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)	
10. [redacted]	381 (1.00%)	329 (0.94%)	540 (0.95%)	15.74%	4.74	00:03:47	6.11%	33 (1.56%)	\$0.00 (0.00%)	

Show rows: 10 Go to: 1 1 - 10 of 129

DEALERLEADS

2018 Q2 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

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

Users vs. Select a metric



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	32,517 <small>% of Total: 100.00% (32,517)</small>	30,867 <small>% of Total: 100.00% (30,867)</small>	50,702 <small>% of Total: 100.00% (50,702)</small>	29.62% <small>Avg for View: 29.62% (0.00%)</small>	3.94 <small>Avg for View: 3.94 (0.00%)</small>	00:03:47 <small>Avg for View: 00:03:47 (0.00%)</small>	4.57% <small>Avg for View: 4.57% (0.00%)</small>	2,316 <small>% of Total: 100.00% (2,316)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	11,775 (34.50%)	10,347 (33.52%)	17,199 (33.92%)	18.52%	4.72	00:03:52	5.77%	993 (42.88%)	\$0.00 (0.00%)
2. [blurred]	7,688 (22.53%)	7,465 (24.18%)	10,623 (20.95%)	42.39%	3.16	00:03:04	3.12%	331 (14.29%)	\$0.00 (0.00%)
3. [blurred]	6,422 (18.82%)	5,896 (19.10%)	8,380 (16.53%)	36.42%	3.76	00:02:41	4.26%	357 (15.41%)	\$0.00 (0.00%)
4. dealerleads.com / referral	2,973 (8.71%)	2,454 (7.95%)	4,578 (9.03%)	26.21%	4.30	00:04:08	6.12%	280 (12.09%)	\$0.00 (0.00%)
5. [blurred]	1,157 (3.39%)	1,154 (3.74%)	1,321 (2.61%)	84.86%	1.26	00:00:25	0.15%	2 (0.09%)	\$0.00 (0.00%)
6. [blurred]	941 (2.76%)	907 (2.94%)	1,510 (2.98%)	15.36%	1.58	00:02:09	3.84%	58 (2.50%)	\$0.00 (0.00%)
7. [blurred]	453 (1.33%)	371 (1.20%)	934 (1.84%)	14.13%	5.15	00:06:34	3.96%	37 (1.60%)	\$0.00 (0.00%)
8. [blurred]	418 (1.22%)	331 (1.07%)	793 (1.56%)	44.39%	2.47	00:02:04	13.75%	109 (4.71%)	\$0.00 (0.00%)
9. [blurred]	298 (0.87%)	249 (0.81%)	438 (0.86%)	22.83%	4.28	00:03:26	3.88%	17 (0.73%)	\$0.00 (0.00%)
10. [blurred]	291 (0.85%)	264 (0.86%)	380 (0.75%)	16.84%	4.97	00:04:05	3.95%	15 (0.65%)	\$0.00 (0.00%)

DEALERLEADS

2018 Q3 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

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

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
	36,462 % of Total: 100.00% (36,462)	35,417 % of Total: 100.00% (35,417)	54,755 % of Total: 100.00% (54,755)	25.33% Avg for View: 25.33% (0.00%)	3.89 Avg for View: 3.89 (0.00%)	00:04:03 Avg for View: 00:04:03 (0.00%)	3.65% Avg for View: 3.65% (0.00%)	1,998 % of Total: 100.00% (1,998)	\$0.00 % of Total: 0.00% (\$0.00)
1. [blurred]	11,972 (31.01%)	10,634 (30.03%)	17,312 (31.62%)	18.75%	4.61	00:04:00	4.63%	802 (40.14%)	\$0.00 (0.00%)
2. [blurred]	6,886 (17.84%)	6,664 (18.82%)	10,300 (18.81%)	35.75%	3.54	00:04:24	2.74%	282 (14.11%)	\$0.00 (0.00%)
3. [blurred]	5,788 (14.99%)	5,331 (15.05%)	7,182 (13.12%)	31.91%	3.92	00:02:55	4.92%	353 (17.67%)	\$0.00 (0.00%)
4. [blurred]	5,455 (14.13%)	5,451 (15.39%)	5,562 (10.16%)	16.83%	2.81	00:02:55	0.14%	8 (0.40%)	\$0.00 (0.00%)
5. dealerleads.com / referral	2,956 (7.66%)	2,442 (6.89%)	4,542 (8.30%)	27.98%	4.23	00:04:20	5.26%	239 (11.96%)	\$0.00 (0.00%)
6. [blurred]	1,758 (4.55%)	1,738 (4.91%)	2,376 (4.34%)	12.96%	1.44	00:01:44	2.19%	52 (2.60%)	\$0.00 (0.00%)
7. [blurred]	646 (1.67%)	637 (1.80%)	713 (1.30%)	84.29%	1.26	00:00:15	0.28%	2 (0.10%)	\$0.00 (0.00%)
8. [blurred]	577 (1.49%)	478 (1.35%)	1,012 (1.85%)	17.00%	5.08	00:06:03	4.15%	42 (2.10%)	\$0.00 (0.00%)
9. [blurred]	395 (1.02%)	295 (0.83%)	573 (1.05%)	47.12%	2.77	00:02:01	15.01%	86 (4.30%)	\$0.00 (0.00%)
10. [blurred]	395 (1.02%)	340 (0.96%)	530 (0.97%)	18.87%	5.12	00:04:16	4.72%	25 (1.25%)	\$0.00 (0.00%)

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

All Traffic

DEALERLEADS

2018 Q4 PERFORMANCE

All Users
100.00% Users

+ Add Segment

Explorer

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

Users vs. Select a metric

Users

1,500

1,000

500

November 2018

December 2018

Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

advanced

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	37,267 <small>% of Total: 100.00% (37,267)</small>	35,578 <small>% of Total: 100.00% (35,578)</small>	55,226 <small>% of Total: 100.00% (55,226)</small>	31.10% <small>Avg for View: 31.10% (0.00%)</small>	3.63 <small>Avg for View: 3.63 (0.00%)</small>	00:03:39 <small>Avg for View: 00:03:39 (0.00%)</small>	4.35% <small>Avg for View: 4.35% (0.00%)</small>	2,401 <small>% of Total: 100.00% (2,401)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	11,323 (29.12%)	10,135 (28.49%)	16,438 (29.76%)	21.27%	4.29	00:03:44	5.54%	910 (37.90%)	\$0.00 (0.00%)
2. [blurred]	7,886 (20.28%)	7,640 (21.47%)	11,398 (20.64%)	43.36%	3.22	00:03:58	2.65%	302 (12.58%)	\$0.00 (0.00%)
3. [blurred]	6,363 (16.36%)	5,673 (15.95%)	8,417 (15.24%)	31.16%	3.87	00:03:09	6.44%	542 (22.57%)	\$0.00 (0.00%)
4. [blurred]	4,315 (11.10%)	4,182 (11.75%)	4,801 (8.69%)	49.16%	2.35	00:01:47	1.73%	83 (3.46%)	\$0.00 (0.00%)
5. dealerleads.com / referral	2,548 (6.55%)	2,144 (6.03%)	3,723 (6.74%)	29.22%	4.06	00:03:54	4.24%	158 (6.58%)	\$0.00 (0.00%)
6. [blurred]	2,403 (6.18%)	2,358 (6.63%)	3,081 (5.58%)	16.39%	1.24	00:01:22	2.60%	80 (3.33%)	\$0.00 (0.00%)
7. [blurred]	559 (1.44%)	464 (1.30%)	1,096 (1.98%)	17.15%	4.69	00:05:47	4.84%	53 (2.21%)	\$0.00 (0.00%)
8. [blurred]	440 (1.13%)	427 (1.20%)	498 (0.90%)	85.34%	1.60	00:01:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. [blurred]	390 (1.00%)	335 (0.94%)	542 (0.98%)	16.61%	4.16	00:03:10	7.01%	38 (1.58%)	\$0.00 (0.00%)
10. [blurred]	379 (0.97%)	335 (0.94%)	477 (0.86%)	12.58%	4.65	00:04:14	16.14%	77 (3.21%)	\$0.00 (0.00%)

DEALERLEADS

2019 Q1 PERFORMANCE

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

All Traffic

All Users
100.00% Users

Explorer

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

Users vs. Select a metric

Users

1,000



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	36,098 <small>% of Total: 100.00% (36,098)</small>	34,334 <small>% of Total: 100.00% (34,334)</small>	54,601 <small>% of Total: 100.00% (54,601)</small>	31.78% <small>Avg for View: 31.78% (0.00%)</small>	3.71 <small>Avg for View: 3.71 (0.00%)</small>	00:03:58 <small>Avg for View: 00:03:58 (0.00%)</small>	5.65% <small>Avg for View: 5.65% (0.00%)</small>	3,085 <small>% of Total: 100.00% (3,085)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	9,627 (25.11%)	8,324 (24.24%)	14,079 (25.79%)	23.77%	4.10	00:03:52	7.17%	1,009 (32.71%)	\$0.00 (0.00%)
2. [blurred]	7,373 (19.23%)	7,146 (20.81%)	10,208 (18.70%)	43.30%	3.07	00:03:27	3.94%	402 (13.03%)	\$0.00 (0.00%)
3. [blurred]	6,441 (16.80%)	5,714 (16.64%)	8,649 (15.84%)	30.59%	3.76	00:03:18	7.79%	674 (21.85%)	\$0.00 (0.00%)
4. [blurred]	3,031 (7.91%)	2,917 (8.50%)	3,480 (6.37%)	57.50%	2.17	00:01:32	1.12%	39 (1.26%)	\$0.00 (0.00%)
5. dealerleads.com / referral	2,941 (7.67%)	2,578 (7.51%)	3,897 (7.14%)	31.85%	3.75	00:03:23	4.18%	163 (5.28%)	\$0.00 (0.00%)
6. [blurred]	1,676 (4.37%)	1,371 (3.99%)	2,472 (4.53%)	17.27%	4.87	00:04:18	7.77%	192 (6.22%)	\$0.00 (0.00%)
7. [blurred]	1,155 (3.01%)	1,153 (3.36%)	1,156 (2.12%)	98.01%	1.02	00:00:02	0.17%	2 (0.06%)	\$0.00 (0.00%)
8. [blurred]	1,080 (2.82%)	879 (2.56%)	1,478 (2.71%)	17.19%	4.76	00:04:35	11.10%	164 (5.32%)	\$0.00 (0.00%)
9. [blurred]	967 (2.52%)	933 (2.72%)	1,380 (2.53%)	17.83%	1.45	00:01:33	1.52%	21 (0.68%)	\$0.00 (0.00%)
10. [blurred]	828 (2.16%)	680 (1.98%)	1,402 (2.57%)	15.98%	4.78	00:05:04	5.21%	73 (2.37%)	\$0.00 (0.00%)

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

All Traffic

DEALERLEADS

2019 Q2 PERFORMANCE

All Users
100.00% Users

+ Add Segment

Explorer

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

Users vs. Select a metric

Users



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	35,229 <small>% of Total: 100.00% (35,229)</small>	34,239 <small>% of Total: 100.00% (34,239)</small>	57,703 <small>% of Total: 100.00% (57,703)</small>	35.82% <small>Avg for View: 35.82% (0.00%)</small>	3.22 <small>Avg for View: 3.22 (0.00%)</small>	00:03:08 <small>Avg for View: 00:03:08 (0.00%)</small>	4.31% <small>Avg for View: 4.31% (0.00%)</small>	2,487 <small>% of Total: 100.00% (2,487)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	7,733 (20.04%)	6,655 (19.44%)	11,599 (20.10%)	23.18%	3.92	00:03:51	7.17%	832 (33.45%)	\$0.00 (0.00%)
2. [blurred]	7,713 (19.99%)	7,166 (20.93%)	12,091 (20.95%)	57.97%	2.49	00:01:55	3.11%	376 (15.12%)	\$0.00 (0.00%)
3. [blurred]	7,102 (18.41%)	6,914 (20.19%)	10,613 (18.39%)	36.51%	2.69	00:02:49	3.93%	417 (16.77%)	\$0.00 (0.00%)
4. [blurred]	4,081 (10.58%)	3,554 (10.38%)	5,804 (10.06%)	16.02%	4.83	00:04:09	6.93%	402 (16.16%)	\$0.00 (0.00%)
5. dealerleads.com / referral	1,919 (4.97%)	1,694 (4.95%)	2,530 (4.38%)	43.20%	3.17	00:02:44	2.92%	74 (2.98%)	\$0.00 (0.00%)
6. [blurred]	1,288 (3.34%)	862 (2.52%)	2,280 (3.95%)	21.45%	2.16	00:01:55	0.44%	10 (0.40%)	\$0.00 (0.00%)
7. [blurred]	911 (2.36%)	781 (2.28%)	1,498 (2.60%)	14.09%	4.97	00:04:43	4.21%	63 (2.53%)	\$0.00 (0.00%)
8. [blurred]	899 (2.33%)	894 (2.61%)	1,019 (1.77%)	0.00%	0.00	00:00:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. [blurred]	878 (2.28%)	830 (2.42%)	1,132 (1.96%)	52.03%	2.79	00:02:12	2.65%	30 (1.21%)	\$0.00 (0.00%)
10. [blurred]	863 (2.24%)	822 (2.40%)	1,033 (1.79%)	69.31%	1.73	00:00:57	1.26%	13 (0.52%)	\$0.00 (0.00%)

Try searching "Worst pages by load speed"

DEALERLEADS

2019 Q3 PERFORMANCE

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



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
	35,317 <small>% of Total: 100.00% (35,317)</small>	33,774 <small>% of Total: 100.00% (33,774)</small>	53,118 <small>% of Total: 100.00% (53,118)</small>	34.85% <small>Avg for View: 34.85% (0.00%)</small>	3.20 <small>Avg for View: 3.20 (0.00%)</small>	00:03:13 <small>Avg for View: 00:03:13 (0.00%)</small>	4.83% <small>Avg for View: 4.83% (0.00%)</small>	2,568 <small>% of Total: 100.00% (2,568)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	7,921 (21.24%)	7,680 (22.74%)	10,694 (20.13%)	46.80%	2.42	00:02:24	4.16%	445 (17.33%)	\$0.00 (0.00%)
2. [blurred]	7,323 (19.64%)	6,716 (19.89%)	10,066 (18.95%)	47.31%	2.74	00:02:28	4.74%	477 (18.57%)	\$0.00 (0.00%)
3. [blurred]	7,147 (19.17%)	6,274 (18.58%)	10,333 (19.45%)	25.74%	3.67	00:03:29	6.51%	673 (26.21%)	\$0.00 (0.00%)
4. [blurred]	5,592 (15.00%)	4,914 (14.55%)	8,706 (16.39%)	16.45%	4.58	00:04:29	6.79%	591 (23.01%)	\$0.00 (0.00%)
5. [blurred]	1,524 (4.09%)	1,027 (3.04%)	2,404 (4.53%)	22.88%	2.11	00:01:43	0.29%	7 (0.27%)	\$0.00 (0.00%)
6. [blurred]	1,435 (3.85%)	1,348 (3.99%)	1,690 (3.18%)	48.99%	2.71	00:01:59	3.43%	58 (2.26%)	\$0.00 (0.00%)
7. [blurred]	1,410 (3.78%)	1,411 (4.18%)	1,439 (2.71%)	92.22%	1.00	00:00:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. [blurred]	1,275 (3.42%)	1,250 (3.70%)	1,579 (2.97%)	23.24%	1.17	00:01:26	2.66%	42 (1.64%)	\$0.00 (0.00%)
9. [blurred]	875 (2.35%)	748 (2.21%)	1,158 (2.18%)	13.56%	5.09	00:04:49	6.39%	74 (2.88%)	\$0.00 (0.00%)
10. [blurred]	369 (0.99%)	297 (0.88%)	681 (1.28%)	27.02%	3.80	00:04:12	8.66%	59 (2.30%)	\$0.00 (0.00%)

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

All Traffic

DEALERLEADS

2019 Q4 PERFORMANCE

All Users
100.00% Users

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

Users vs. Select a metric



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sort Type: Default

	Source / Medium	Acquisition			Behavior			Conversions		
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		37,663 <small>% of Total: 100.00% (37,663)</small>	36,945 <small>% of Total: 100.00% (36,945)</small>	55,667 <small>% of Total: 100.00% (55,667)</small>	36.20% <small>Avg for View: 36.20% (0.00%)</small>	3.07 <small>Avg for View: 3.07 (0.00%)</small>	00:02:54 <small>Avg for View: 00:02:54 (0.00%)</small>	3.84% <small>Avg for View: 3.84% (0.00%)</small>	2,138 <small>% of Total: 100.00% (2,138)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
<input type="checkbox"/>	1. [blurred]	8,521 (21.28%)	8,011 (21.68%)	11,345 (20.38%)	46.88%	2.86	00:02:20	3.31%	376 (17.59%)	\$0.00 (0.00%)
<input type="checkbox"/>	2. [blurred]	7,234 (18.07%)	7,073 (19.14%)	10,248 (18.41%)	47.58%	2.36	00:02:24	3.60%	369 (17.26%)	\$0.00 (0.00%)
<input type="checkbox"/>	3. [blurred]	6,970 (17.41%)	6,169 (16.70%)	10,067 (18.08%)	27.68%	3.72	00:03:34	5.46%	550 (25.72%)	\$0.00 (0.00%)
<input type="checkbox"/>	4. [blurred]	5,190 (12.96%)	4,593 (12.43%)	7,358 (13.22%)	16.78%	4.48	00:03:40	5.38%	396 (18.52%)	\$0.00 (0.00%)
<input type="checkbox"/>	5. [blurred]	2,696 (6.73%)	2,663 (7.21%)	3,341 (6.00%)	23.86%	1.21	00:01:24	2.18%	73 (3.41%)	\$0.00 (0.00%)
<input type="checkbox"/>	6. [blurred]	2,008 (5.01%)	2,008 (5.44%)	2,074 (3.73%)	78.30%	1.01	00:00:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
<input type="checkbox"/>	7. dealerleads.com / referral	1,474 (3.68%)	1,308 (3.54%)	1,883 (3.38%)	41.64%	3.17	00:02:33	5.26%	99 (4.63%)	\$0.00 (0.00%)
<input type="checkbox"/>	8. [blurred]	1,327 (3.31%)	961 (2.60%)	1,984 (3.56%)	22.08%	2.31	00:01:33	0.35%	7 (0.33%)	\$0.00 (0.00%)
<input type="checkbox"/>	9. [blurred]	944 (2.36%)	882 (2.39%)	1,095 (1.97%)	45.48%	3.08	00:02:41	3.56%	39 (1.82%)	\$0.00 (0.00%)
<input type="checkbox"/>	10. [blurred]	700 (1.75%)	598 (1.62%)	974 (1.75%)	14.89%	4.38	00:04:25	5.03%	49 (2.29%)	\$0.00 (0.00%)

DEALERLEADS

2020 Q1 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

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

Users vs. Select a metric

Users



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
	29,426 <small>% of Total: 100.00% (29,426)</small>	28,616 <small>% of Total: 100.00% (28,616)</small>	44,956 <small>% of Total: 100.00% (44,956)</small>	33.06% <small>Avg for View: 33.06% (0.00%)</small>	3.46 <small>Avg for View: 3.46 (0.00%)</small>	00:03:16 <small>Avg for View: 00:03:16 (0.00%)</small>	4.22% <small>Avg for View: 4.22% (0.00%)</small>	1,897 <small>% of Total: 100.00% (1,897)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	6,947 (22.41%)	6,209 (21.70%)	10,066 (22.39%)	25.49%	3.88	00:03:28	5.82%	586 (30.89%)	\$0.00 (0.00%)
2. [blurred]	5,811 (18.75%)	5,685 (19.87%)	8,881 (19.75%)	42.77%	2.98	00:02:46	4.70%	417 (21.98%)	\$0.00 (0.00%)
3. [blurred]	4,295 (13.86%)	4,065 (14.21%)	5,179 (11.52%)	39.97%	2.80	00:02:00	3.71%	192 (10.12%)	\$0.00 (0.00%)
4. [blurred]	2,622 (8.46%)	2,324 (8.12%)	3,636 (8.09%)	17.44%	4.33	00:03:29	4.76%	173 (9.12%)	\$0.00 (0.00%)
5. dealerleads.com / referral	2,594 (8.37%)	2,259 (7.89%)	3,703 (8.24%)	37.81%	3.43	00:02:59	3.67%	136 (7.17%)	\$0.00 (0.00%)
6. [blurred]	2,347 (7.57%)	2,327 (8.13%)	2,635 (5.86%)	76.13%	1.44	00:00:37	0.76%	20 (1.05%)	\$0.00 (0.00%)
7. [blurred]	1,662 (5.36%)	1,467 (5.13%)	2,219 (4.94%)	15.77%	4.80	00:03:54	6.26%	139 (7.33%)	\$0.00 (0.00%)
8. [blurred]	766 (2.47%)	742 (2.59%)	1,261 (2.80%)	17.53%	1.67	00:01:37	0.95%	12 (0.63%)	\$0.00 (0.00%)
9. [blurred]	761 (2.46%)	707 (2.47%)	897 (2.00%)	46.71%	2.98	00:01:57	4.46%	40 (2.11%)	\$0.00 (0.00%)
10. [blurred]	715 (2.31%)	638 (2.23%)	937 (2.08%)	15.58%	4.41	00:03:47	3.84%	36 (1.90%)	\$0.00 (0.00%)

- 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

All Traffic

DEALERLEADS

2020 Q2 PERFORMANCE

All Users
100.00% Users

+ Add Segment

Explorer

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

Users vs. Select a metric

Users

1,000



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	28,822 <small>% of Total: 100.00% (28,822)</small>	27,939 <small>% of Total: 100.00% (27,939)</small>	45,332 <small>% of Total: 100.00% (45,332)</small>	27.47% <small>Avg for View: 27.47% (0.00%)</small>	3.81 <small>Avg for View: 3.81 (0.00%)</small>	00:03:43 <small>Avg for View: 00:03:43 (0.00%)</small>	4.08% <small>Avg for View: 4.08% (0.00%)</small>	1,849 <small>% of Total: 100.00% (1,849)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	7,470 (24.54%)	6,612 (23.67%)	11,646 (25.69%)	25.91%	3.76	00:03:43	4.53%	527 (28.50%)	\$0.00 (0.00%)
2. [blurred]	7,413 (24.36%)	6,825 (24.43%)	10,230 (22.57%)	15.79%	4.54	00:03:43	3.58%	366 (19.79%)	\$0.00 (0.00%)
3. [blurred]	5,782 (19.00%)	5,685 (20.35%)	8,849 (19.52%)	39.68%	3.08	00:03:16	4.59%	406 (21.96%)	\$0.00 (0.00%)
4. [blurred]	2,038 (6.70%)	1,885 (6.75%)	2,521 (5.56%)	28.04%	3.97	00:02:51	6.23%	157 (8.49%)	\$0.00 (0.00%)
5. [blurred]	1,450 (4.76%)	1,256 (4.50%)	2,151 (4.74%)	29.99%	3.80	00:03:26	3.77%	81 (4.38%)	\$0.00 (0.00%)
6. dealerleads.com / referral	1,300 (4.27%)	1,206 (4.32%)	1,714 (3.78%)	42.30%	3.04	00:02:34	2.57%	44 (2.38%)	\$0.00 (0.00%)
7. [blurred]	925 (3.04%)	833 (2.98%)	1,271 (2.80%)	12.27%	4.68	00:04:09	4.01%	51 (2.76%)	\$0.00 (0.00%)
8. [blurred]	886 (2.91%)	876 (3.14%)	985 (2.17%)	71.68%	1.95	00:00:57	1.12%	11 (0.59%)	\$0.00 (0.00%)
9. [blurred]	486 (1.60%)	411 (1.47%)	757 (1.67%)	25.10%	3.82	00:03:35	5.42%	41 (2.22%)	\$0.00 (0.00%)
10. [blurred]	368 (1.21%)	345 (1.23%)	484 (1.07%)	13.84%	4.18	00:03:27	6.61%	32 (1.73%)	\$0.00 (0.00%)

- 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



Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions All Goals		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	40,152 <small>% of Total: 100.00% (40,152)</small>	38,794 <small>% of Total: 100.00% (38,794)</small>	57,957 <small>% of Total: 100.00% (57,957)</small>	32.20% <small>Avg for View: 32.20% (0.00%)</small>	3.15 <small>Avg for View: 3.15 (0.00%)</small>	00:02:35 <small>Avg for View: 00:02:35 (0.00%)</small>	3.29% <small>Avg for View: 3.29% (0.00%)</small>	1,906 <small>% of Total: 100.00% (1,906)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	8,460 (20.31%)	7,704 (19.86%)	11,786 (20.34%)	16.28%	4.36	00:03:22	3.60%	424 (22.25%)	\$0.00 (0.00%)
2. [blurred]	7,879 (18.92%)	7,151 (18.43%)	12,212 (21.07%)	30.97%	3.15	00:02:46	3.47%	424 (22.25%)	\$0.00 (0.00%)
3. [blurred]	7,059 (16.95%)	6,979 (17.99%)	9,829 (16.96%)	43.84%	2.38	00:02:13	3.57%	351 (18.42%)	\$0.00 (0.00%)
4. [blurred]	5,538 (13.30%)	5,245 (13.52%)	6,419 (11.08%)	38.79%	3.13	00:01:52	3.74%	240 (12.59%)	\$0.00 (0.00%)
5. [blurred]	4,272 (10.26%)	4,209 (10.85%)	5,446 (9.40%)	43.61%	1.50	00:00:54	0.79%	43 (2.26%)	\$0.00 (0.00%)
6. dealerleads.com / referral	2,249 (5.40%)	1,985 (5.12%)	3,077 (5.31%)	41.99%	3.28	00:02:37	2.89%	89 (4.67%)	\$0.00 (0.00%)
7. [blurred]	2,013 (4.83%)	1,817 (4.68%)	2,464 (4.25%)	36.04%	3.10	00:02:17	3.86%	95 (4.98%)	\$0.00 (0.00%)
8. [blurred]	884 (2.12%)	778 (2.01%)	1,131 (1.95%)	14.68%	4.56	00:03:41	4.69%	53 (2.78%)	\$0.00 (0.00%)
9. [blurred]	498 (1.20%)	458 (1.18%)	755 (1.30%)	24.50%	3.31	00:03:22	5.43%	41 (2.15%)	\$0.00 (0.00%)
10. [blurred]	416 (1.00%)	388 (1.00%)	575 (0.99%)	13.22%	4.07	00:03:04	5.39%	31 (1.63%)	\$0.00 (0.00%)

DEALERLEADS

2020 Q4

PERFORMANCE



Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions All Goals		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	52,194 <small>% of Total: 100.00% (52,194)</small>	50,769 <small>% of Total: 100.00% (50,769)</small>	75,050 <small>% of Total: 100.00% (75,050)</small>	32.13% <small>Avg for View: 32.13% (0.00%)</small>	2.64 <small>Avg for View: 2.64 (0.00%)</small>	00:02:19 <small>Avg for View: 00:02:19 (0.00%)</small>	2.53% <small>Avg for View: 2.53% (0.00%)</small>	1,902 <small>% of Total: 100.00% (1,902)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	9,746 (17.87%)	8,924 (17.58%)	13,184 (17.57%)	34.50%	3.31	00:03:00	3.75%	494 (25.97%)	\$0.00 (0.00%)
2. [blurred]	8,936 (16.39%)	8,572 (16.88%)	12,163 (16.21%)	17.73%	1.39	00:01:09	0.62%	75 (3.94%)	\$0.00 (0.00%)
3. [blurred]	7,678 (14.08%)	7,328 (14.43%)	11,156 (14.86%)	38.12%	2.30	00:02:20	2.88%	321 (16.88%)	\$0.00 (0.00%)
4. [blurred]	6,724 (12.33%)	6,416 (12.64%)	8,469 (11.28%)	56.15%	2.35	00:01:46	2.42%	205 (10.78%)	\$0.00 (0.00%)
5. [blurred]	5,105 (9.36%)	4,585 (9.03%)	7,737 (10.31%)	16.34%	4.39	00:03:45	4.24%	328 (17.25%)	\$0.00 (0.00%)
6. [blurred]	4,917 (9.02%)	4,674 (9.21%)	5,458 (7.27%)	46.54%	2.60	00:01:19	2.27%	124 (6.52%)	\$0.00 (0.00%)
7. [blurred]	4,134 (7.58%)	3,743 (7.37%)	6,154 (8.20%)	16.05%	1.49	00:01:19	0.75%	46 (2.42%)	\$0.00 (0.00%)
8. dealerleads.com / referral	2,749 (5.04%)	2,500 (4.92%)	3,404 (4.54%)	47.06%	2.90	00:02:27	2.73%	93 (4.89%)	\$0.00 (0.00%)
9. [blurred]	694 (1.27%)	623 (1.23%)	935 (1.25%)	12.41%	4.93	00:04:03	3.64%	34 (1.79%)	\$0.00 (0.00%)
10. [blurred]	522 (0.96%)	523 (1.03%)	645 (0.86%)	82.48%	1.41	00:01:05	0.00%	0 (0.00%)	\$0.00 (0.00%)

DEALERLEADS

2021 Q1 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



Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

advanced

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	70,868 <small>% of Total: 100.00% (70,868)</small>	69,418 <small>% of Total: 100.00% (69,418)</small>	101,391 <small>% of Total: 100.00% (101,391)</small>	27.80% <small>Avg for View: 27.80% (0.00%)</small>	2.48 <small>Avg for View: 2.48 (0.00%)</small>	00:02:20 <small>Avg for View: 00:02:20 (0.00%)</small>	1.91% <small>Avg for View: 1.91% (0.00%)</small>	1,940 <small>% of Total: 100.00% (1,940)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	29,329 (40.01%)	28,302 (40.77%)	41,030 (40.47%)	12.31%	1.48	00:01:20	0.44%	179 (9.23%)	\$0.00 (0.00%)
2. [blurred]	16,472 (22.47%)	15,314 (22.06%)	24,365 (24.03%)	26.04%	3.88	00:03:44	3.26%	794 (40.93%)	\$0.00 (0.00%)
3. [blurred]	11,267 (15.37%)	10,802 (15.56%)	13,386 (13.20%)	61.03%	2.12	00:01:28	1.99%	267 (13.76%)	\$0.00 (0.00%)
4. [blurred]	6,092 (8.31%)	6,003 (8.65%)	8,901 (8.78%)	41.76%	2.60	00:02:55	3.42%	304 (15.67%)	\$0.00 (0.00%)
5. dealerleads.com / referral	5,187 (7.08%)	4,847 (6.98%)	6,022 (5.94%)	45.22%	2.97	00:02:14	2.21%	133 (6.86%)	\$0.00 (0.00%)
6. [blurred]	714 (0.97%)	622 (0.90%)	920 (0.91%)	14.57%	4.46	00:03:40	3.15%	29 (1.49%)	\$0.00 (0.00%)
7. [blurred]	664 (0.91%)	590 (0.85%)	1,036 (1.02%)	20.66%	3.60	00:03:10	3.38%	35 (1.80%)	\$0.00 (0.00%)
8. [blurred]	523 (0.71%)	383 (0.55%)	960 (0.95%)	27.60%	2.22	00:04:13	5.62%	54 (2.78%)	\$0.00 (0.00%)
9. [blurred]	406 (0.55%)	364 (0.52%)	598 (0.59%)	12.71%	4.22	00:03:55	3.51%	21 (1.08%)	\$0.00 (0.00%)
10. [blurred]	341 (0.47%)	302 (0.44%)	416 (0.41%)	47.84%	2.77	00:02:54	2.64%	11 (0.57%)	\$0.00 (0.00%)

- 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

All Traffic ✓

DEALERLEADS

2021 Q2 PERFORMANCE

All Users
100.00% Users

+ Add Segment

Explorer

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

Users vs. Select a metric

Users

1,500

1,000

500

May 2021

June 2021

Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

advanced [Grid] [List] [Table] [Chart] [Filter]

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	63,760 <small>% of Total: 100.00% (63,760)</small>	61,251 <small>% of Total: 100.00% (61,251)</small>	92,695 <small>% of Total: 100.00% (92,695)</small>	28.76% <small>Avg for View: 28.76% (0.00%)</small>	2.70 <small>Avg for View: 2.70 (0.00%)</small>	00:02:33 <small>Avg for View: 00:02:33 (0.00%)</small>	2.53% <small>Avg for View: 2.53% (0.00%)</small>	2,342 <small>% of Total: 100.00% (2,342)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	18,388 (27.93%)	17,026 (27.80%)	26,792 (28.90%)	24.79%	3.75	00:03:21	3.84%	1,029 (43.94%)	\$0.00 (0.00%)
2. [blurred]	11,443 (17.38%)	10,851 (17.72%)	14,388 (15.52%)	55.53%	2.25	00:01:33	2.18%	313 (13.36%)	\$0.00 (0.00%)
3. [blurred]	10,864 (16.50%)	10,183 (16.63%)	15,344 (16.55%)	14.20%	1.53	00:01:22	0.63%	96 (4.10%)	\$0.00 (0.00%)
4. [blurred]	8,690 (13.20%)	8,036 (13.12%)	12,220 (13.18%)	15.16%	1.54	00:01:26	0.53%	65 (2.78%)	\$0.00 (0.00%)
5. [blurred]	7,402 (11.24%)	7,262 (11.86%)	10,407 (11.23%)	40.31%	2.59	00:02:48	3.50%	364 (15.54%)	\$0.00 (0.00%)
6. dealerleads.com / referral	4,036 (6.13%)	3,678 (6.00%)	4,851 (5.23%)	34.84%	3.27	00:02:24	2.45%	119 (5.08%)	\$0.00 (0.00%)
7. [blurred]	865 (1.31%)	773 (1.26%)	1,411 (1.52%)	19.70%	3.44	00:03:41	4.96%	70 (2.99%)	\$0.00 (0.00%)
8. [blurred]	653 (0.99%)	555 (0.91%)	850 (0.92%)	16.82%	4.49	00:04:36	3.88%	33 (1.41%)	\$0.00 (0.00%)
9. [blurred]	628 (0.95%)	467 (0.76%)	1,118 (1.21%)	23.97%	2.07	00:03:54	4.29%	48 (2.05%)	\$0.00 (0.00%)
10. [blurred]	541 (0.82%)	501 (0.82%)	857 (0.92%)	16.69%	3.91	00:04:33	7.23%	62 (2.65%)	\$0.00 (0.00%)

- Home
- Customization
- REPORTS
- Realtime
- Audience
- Acquisition
 - Overview
 - All Traffic
 - Channels
 - Treemaps
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- Search Console
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- Attribution BETA
- Discover
- Admin

All Traffic ✓

DEALERLEADS

2021 Q3 PERFORMANCE

All Users
100.00% Users

+ Add Segment

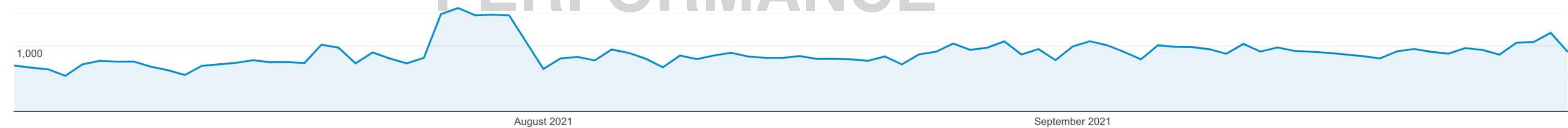
Explorer

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

Users vs. Select a metric

Users

2,000



Primary Dimension: Source / Medium Source Medium Keyword Other

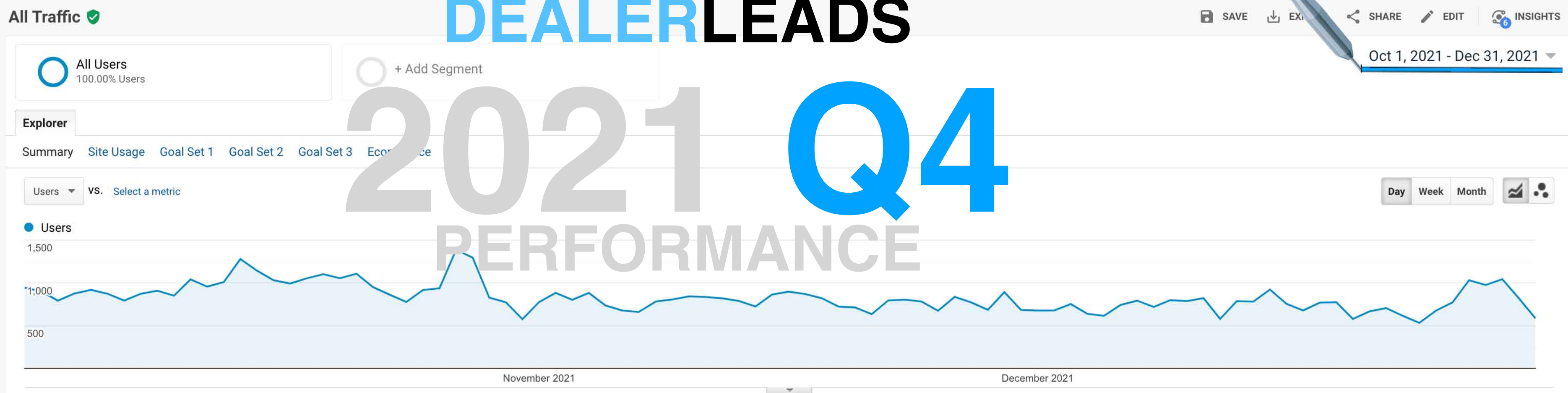
Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	66,611 <small>% of Total: 100.00% (66,611)</small>	64,498 <small>% of Total: 100.00% (64,498)</small>	93,603 <small>% of Total: 100.00% (93,603)</small>	46.75% <small>Avg for View: 46.75% (0.00%)</small>	2.59 <small>Avg for View: 2.59 (0.00%)</small>	00:02:07 <small>Avg for View: 00:02:07 (0.00%)</small>	4.01% <small>Avg for View: 4.01% (0.00%)</small>	3,752 <small>% of Total: 100.00% (3,752)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	22,265 (32.61%)	21,621 (33.52%)	29,923 (31.97%)	59.97%	1.58	00:00:52	1.41%	421 (11.22%)	\$0.00 (0.00%)
2. [blurred]	14,367 (21.04%)	13,178 (20.43%)	20,859 (22.28%)	27.57%	3.74	00:03:16	6.41%	1,337 (35.63%)	\$0.00 (0.00%)
3. [blurred]	12,472 (18.27%)	12,006 (18.61%)	15,351 (16.40%)	59.89%	2.07	00:01:14	3.15%	484 (12.90%)	\$0.00 (0.00%)
4. [blurred]	8,043 (11.78%)	7,946 (12.32%)	11,905 (12.72%)	46.43%	2.75	00:03:05	4.70%	559 (14.90%)	\$0.00 (0.00%)
5. dealerleads.com / referral	4,402 (6.45%)	4,052 (6.28%)	5,181 (5.54%)	40.94%	2.94	00:01:46	4.17%	216 (5.76%)	\$0.00 (0.00%)
6. [blurred]	1,205 (1.77%)	1,043 (1.62%)	1,551 (1.66%)	16.76%	4.29	00:03:23	7.48%	116 (3.09%)	\$0.00 (0.00%)
7. [blurred]	792 (1.16%)	721 (1.12%)	1,115 (1.19%)	20.45%	3.81	00:03:32	12.56%	140 (3.73%)	\$0.00 (0.00%)
8. [blurred]	734 (1.08%)	639 (0.99%)	980 (1.05%)	18.16%	4.72	00:04:44	7.65%	75 (2.00%)	\$0.00 (0.00%)
9. [blurred]	597 (0.87%)	452 (0.70%)	992 (1.06%)	55.65%	2.07	00:03:06	9.78%	97 (2.59%)	\$0.00 (0.00%)
10. [blurred]	531 (0.78%)	477 (0.74%)	777 (0.83%)	38.87%	2.82	00:02:56	11.07%	86 (2.29%)	\$0.00 (0.00%)

DEALERLEADS

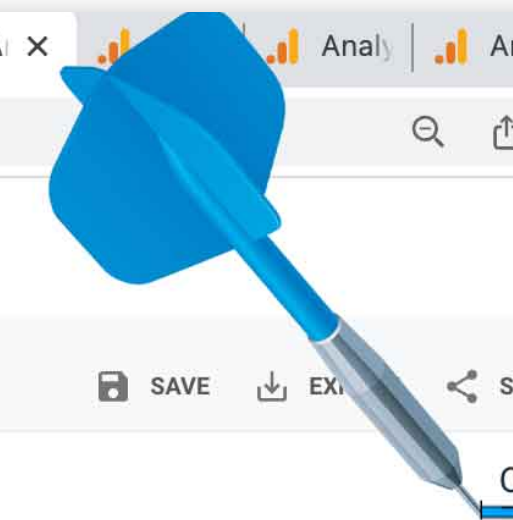
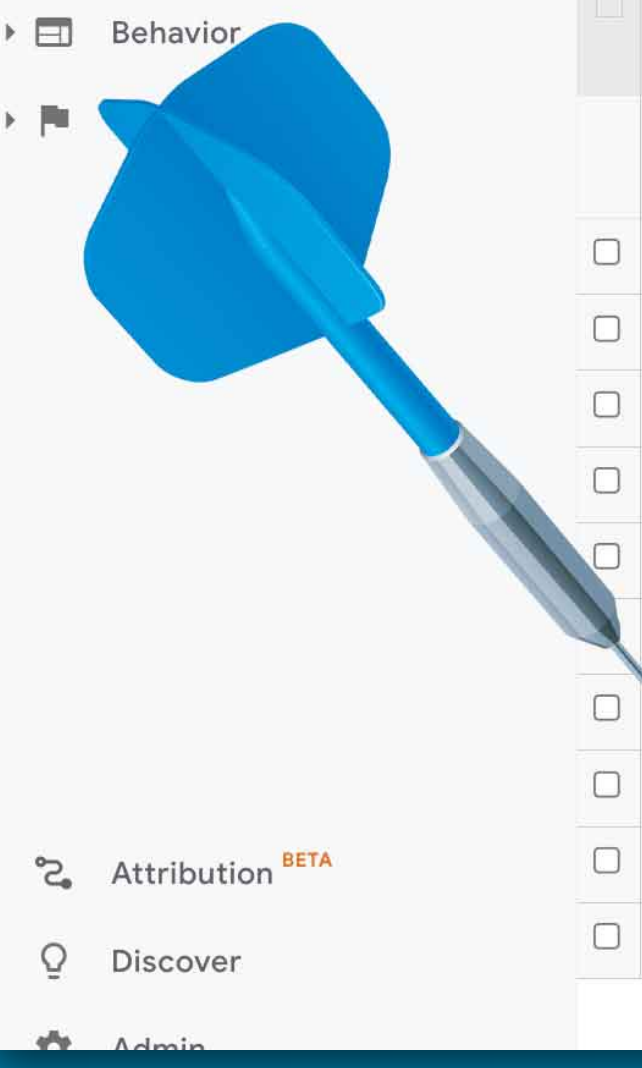
2021 Q4

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
	60,033 <small>% of Total: 100.00% (60,033)</small>	59,139 <small>% of Total: 100.00% (59,139)</small>	89,038 <small>% of Total: 100.00% (89,038)</small>	46.07% <small>Avg for View: 46.07% (0.00%)</small>	2.66 <small>Avg for View: 2.66 (0.00%)</small>	00:02:15 <small>Avg for View: 00:02:15 (0.00%)</small>	4.95% <small>Avg for View: 4.95% (0.00%)</small>	4,408 <small>% of Total: 100.00% (4,408)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	19,042 (30.35%)	18,555 (31.38%)	27,810 (31.23%)	59.96%	1.61	00:00:57	2.32%	646 (14.66%)	\$0.00 (0.00%)
2. [blurred]	10,887 (17.35%)	10,471 (17.71%)	12,967 (14.56%)	61.73%	2.09	00:01:12	3.57%	463 (10.50%)	\$0.00 (0.00%)
3. [blurred]	9,138 (14.56%)	8,357 (14.13%)	12,753 (14.32%)	16.84%	4.20	00:03:09	8.11%	1,034 (23.46%)	\$0.00 (0.00%)
4. [blurred]	7,645 (12.18%)	6,806 (11.51%)	11,256 (12.64%)	33.30%	3.56	00:04:02	6.55%	737 (16.72%)	\$0.00 (0.00%)
5. [blurred]	7,641 (12.18%)	7,535 (12.74%)	11,861 (13.32%)	48.39%	2.68	00:02:54	5.99%	710 (16.11%)	\$0.00 (0.00%)
6. dealerleads.com / referral	3,823 (6.09%)	3,574 (6.04%)	4,404 (4.95%)	44.35%	2.73	00:01:50	5.54%	244 (5.54%)	\$0.00 (0.00%)
7. [blurred]	695 (1.11%)	644 (1.09%)	1,103 (1.24%)	24.30%	3.79	00:03:50	11.88%	131 (2.97%)	\$0.00 (0.00%)
8. [blurred]	606 (0.97%)	501 (0.85%)	808 (0.91%)	20.05%	4.39	00:03:27	8.54%	69 (1.57%)	\$0.00 (0.00%)
9. [blurred]	438 (0.70%)	409 (0.69%)	683 (0.77%)	38.65%	2.93	00:03:29	17.13%	117 (2.65%)	\$0.00 (0.00%)
10. [blurred]	392 (0.62%)	338 (0.57%)	629 (0.71%)	48.01%	2.99	00:03:02	5.72%	36 (0.82%)	\$0.00 (0.00%)



DEALERLEADS

2022 Q1

PERFORMANCE

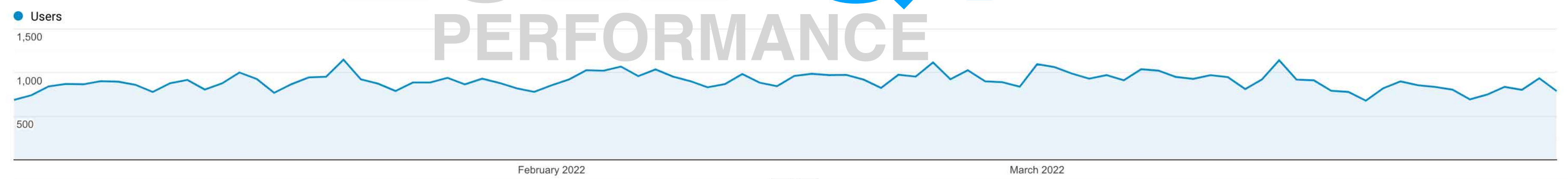
All Traffic

All Users 100.00% Users + Add Segment

Explorer

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

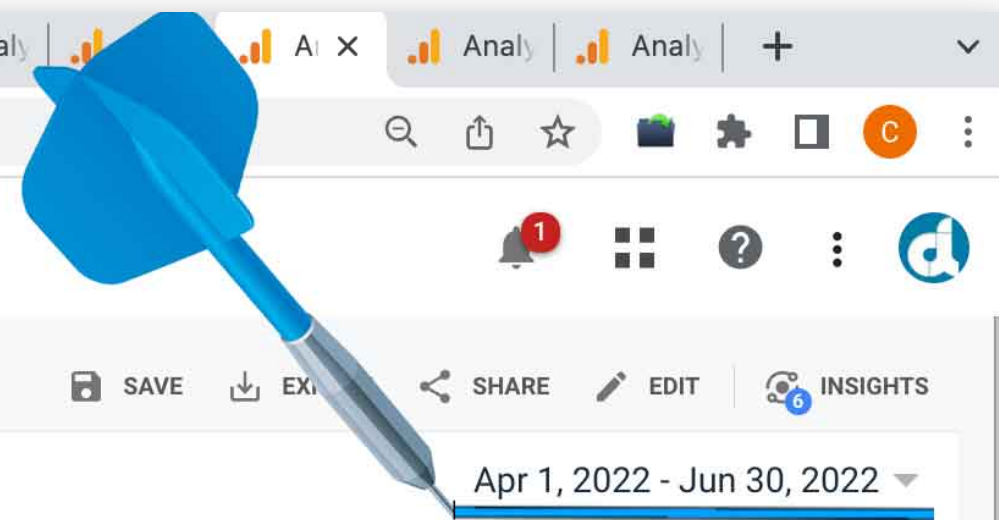
Users vs. Select a metric



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
	65,099 <small>% of Total: 100.00% (65,099)</small>	64,326 <small>% of Total: 100.00% (64,326)</small>	92,750 <small>% of Total: 100.00% (92,750)</small>	46.70% <small>Avg for View: 46.70% (0.00%)</small>	2.46 <small>Avg for View: 2.46 (0.00%)</small>	00:02:00 <small>Avg for View: 00:02:00 (0.00%)</small>	4.63% <small>Avg for View: 4.63% (0.00%)</small>	4,292 <small>% of Total: 100.00% (4,292)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	22,566 (33.42%)	21,903 (34.05%)	31,599 (34.07%)	61.32%	1.52	00:00:55	2.49%	787 (18.34%)	\$0.00 (0.00%)
2. [blurred]	16,431 (24.33%)	15,625 (24.29%)	22,662 (24.43%)	24.77%	3.51	00:02:59	7.48%	1,694 (39.47%)	\$0.00 (0.00%)
3. [blurred]	11,743 (17.39%)	11,248 (17.49%)	13,939 (15.03%)	63.20%	1.94	00:01:10	3.41%	475 (11.07%)	\$0.00 (0.00%)
4. [blurred]	6,967 (10.32%)	6,907 (10.74%)	10,652 (11.48%)	48.88%	2.50	00:02:34	4.27%	455 (10.60%)	\$0.00 (0.00%)
5. [blurred]	2,970 (4.40%)	2,669 (4.15%)	4,124 (4.45%)	16.22%	3.97	00:03:14	6.69%	276 (6.43%)	\$0.00 (0.00%)
6. dealerleads.com / referral	2,449 (3.63%)	2,278 (3.54%)	2,783 (3.00%)	51.13%	2.45	00:01:36	3.95%	110 (2.56%)	\$0.00 (0.00%)
7. [blurred]	626 (0.93%)	567 (0.88%)	884 (0.95%)	18.33%	3.75	00:03:21	11.20%	99 (2.31%)	\$0.00 (0.00%)
8. [blurred]	612 (0.91%)	529 (0.82%)	819 (0.88%)	22.59%	4.38	00:04:05	5.01%	41 (0.96%)	\$0.00 (0.00%)
9. [blurred]	559 (0.83%)	495 (0.77%)	802 (0.86%)	49.13%	2.61	00:02:27	6.23%	50 (1.16%)	\$0.00 (0.00%)
10. [blurred]	332 (0.49%)	242 (0.38%)	526 (0.57%)	30.42%	3.28	00:02:16	5.70%	30 (0.70%)	\$0.00 (0.00%)



DEALERLEADS

2022 Q2 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

1,500



Day Week Month

Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

advanced

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	49,414 <small>% of Total: 100.00% (49,414)</small>	48,356 <small>% of Total: 100.00% (48,356)</small>	68,148 <small>% of Total: 100.00% (68,148)</small>	48.57% <small>Avg for View: 48.57% (0.00%)</small>	2.28 <small>Avg for View: 2.28 (0.00%)</small>	00:01:44 <small>Avg for View: 00:01:44 (0.00%)</small>	5.44% <small>Avg for View: 5.44% (0.00%)</small>	3,705 <small>% of Total: 100.00% (3,705)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	13,818 (26.97%)	13,308 (27.52%)	17,874 (26.23%)	66.35%	1.48	00:00:42	2.55%	455 (12.28%)	\$0.00 (0.00%)
2. [blurred]	12,793 (24.97%)	12,027 (24.87%)	17,735 (26.02%)	27.43%	3.07	00:02:23	8.00%	1,418 (38.27%)	\$0.00 (0.00%)
3. [blurred]	9,271 (18.09%)	8,974 (18.56%)	10,849 (15.92%)	66.98%	1.69	00:00:46	3.83%	415 (11.20%)	\$0.00 (0.00%)
4. [blurred]	6,680 (13.04%)	6,617 (13.68%)	9,060 (13.29%)	51.06%	2.27	00:01:54	6.71%	608 (16.41%)	\$0.00 (0.00%)
5. dealerleads.com / referral	2,753 (5.37%)	2,613 (5.40%)	3,156 (4.63%)	50.70%	2.18	00:01:11	8.05%	254 (6.86%)	\$0.00 (0.00%)
6. [blurred]	1,366 (2.67%)	899 (1.86%)	2,557 (3.75%)	24.79%	2.87	00:04:50	1.17%	30 (0.81%)	\$0.00 (0.00%)
7. [blurred]	777 (1.52%)	700 (1.45%)	949 (1.39%)	18.44%	3.69	00:02:46	8.64%	82 (2.21%)	\$0.00 (0.00%)
8. [blurred]	688 (1.34%)	640 (1.32%)	952 (1.40%)	18.49%	3.35	00:02:41	12.29%	117 (3.16%)	\$0.00 (0.00%)
9. [blurred]	559 (1.09%)	448 (0.93%)	838 (1.23%)	39.98%	2.50	00:02:26	7.40%	62 (1.67%)	\$0.00 (0.00%)
10. [blurred]	422 (0.82%)	375 (0.78%)	649 (0.95%)	46.22%	2.88	00:03:11	3.39%	22 (0.59%)	\$0.00 (0.00%)



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

All Traffic

DEALERLEADS

2022 Q3 PERFORMANCE

All Users
100.00% Users

+ Add Segment

Explorer

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

Users vs. Select a metric

Users

1,000



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	48,261 <small>% of Total: 100.00% (48,261)</small>	47,226 <small>% of Total: 100.00% (47,226)</small>	67,571 <small>% of Total: 100.00% (67,571)</small>	46.01% <small>Avg for View: 46.01% (0.00%)</small>	2.49 <small>Avg for View: 2.49 (0.00%)</small>	00:02:05 <small>Avg for View: 00:02:05 (0.00%)</small>	6.65% <small>Avg for View: 6.65% (0.00%)</small>	4,494 <small>% of Total: 100.00% (4,494)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	14,009 (28.32%)	13,703 (29.02%)	18,728 (27.72%)	64.83%	1.56	00:00:43	3.09%	579 (12.88%)	\$0.00 (0.00%)
2. [blurred]	13,557 (27.40%)	12,788 (27.08%)	20,074 (29.71%)	24.65%	3.46	00:03:11	9.20%	1,847 (41.10%)	\$0.00 (0.00%)
3. [blurred]	8,079 (16.33%)	7,802 (16.52%)	9,293 (13.75%)	57.79%	1.92	00:01:09	7.31%	679 (15.11%)	\$0.00 (0.00%)
4. [blurred]	6,863 (13.87%)	6,734 (14.26%)	9,935 (14.70%)	50.25%	2.25	00:02:12	7.17%	712 (15.84%)	\$0.00 (0.00%)
5. dealerleads.com / referral	2,707 (5.47%)	2,564 (5.43%)	3,088 (4.57%)	52.49%	2.30	00:01:27	6.09%	188 (4.18%)	\$0.00 (0.00%)
6. [blurred]	919 (1.86%)	858 (1.82%)	1,163 (1.72%)	15.99%	4.22	00:03:20	7.65%	89 (1.98%)	\$0.00 (0.00%)
7. [blurred]	527 (1.07%)	490 (1.04%)	791 (1.17%)	22.12%	3.42	00:03:16	12.64%	100 (2.23%)	\$0.00 (0.00%)
8. [blurred]	472 (0.95%)	377 (0.80%)	806 (1.19%)	40.32%	2.60	00:02:28	7.94%	64 (1.42%)	\$0.00 (0.00%)
9. [blurred]	254 (0.51%)	240 (0.51%)	382 (0.57%)	48.69%	2.00	00:02:20	7.59%	29 (0.65%)	\$0.00 (0.00%)
10. [blurred]	239 (0.48%)	213 (0.45%)	305 (0.45%)	28.20%	4.18	00:03:17	9.18%	28 (0.62%)	\$0.00 (0.00%)

DEALERLEADS

2022 Q4

PERFORMANCE



Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	66,625 <small>% of Total: 100.00% (66,625)</small>	65,253 <small>% of Total: 100.00% (65,253)</small>	96,172 <small>% of Total: 100.00% (96,172)</small>	55.57% <small>Avg for View: 55.57% (0.00%)</small>	2.06 <small>Avg for View: 2.06 (0.00%)</small>	00:01:30 <small>Avg for View: 00:01:30 (0.00%)</small>	3.77% <small>Avg for View: 3.77% (0.00%)</small>	3,625 <small>% of Total: 100.00% (3,625)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	16,735 (24.52%)	16,474 (25.25%)	23,414 (24.35%)	66.79%	1.42	00:00:39	1.68%	394 (10.87%)	\$0.00 (0.00%)
2. [blurred]	15,210 (22.29%)	14,888 (22.82%)	18,110 (18.83%)	67.73%	1.59	00:00:52	3.20%	580 (16.00%)	\$0.00 (0.00%)
3. [blurred]	12,567 (18.42%)	11,484 (17.60%)	18,459 (19.19%)	27.76%	3.46	00:02:57	6.87%	1,269 (35.01%)	\$0.00 (0.00%)
4. [blurred]	8,340 (12.22%)	8,257 (12.65%)	11,602 (12.06%)	54.78%	2.13	00:01:59	5.59%	649 (17.90%)	\$0.00 (0.00%)
5. [blurred]	6,449 (9.45%)	6,133 (9.40%)	11,979 (12.46%)	64.91%	1.43	00:00:42	1.91%	229 (6.32%)	\$0.00 (0.00%)
6. dealerleads.com / referral	2,593 (3.80%)	2,446 (3.75%)	3,086 (3.21%)	52.75%	2.41	00:01:43	3.92%	121 (3.34%)	\$0.00 (0.00%)
7. [blurred]	1,908 (2.80%)	1,665 (2.55%)	2,970 (3.09%)	65.22%	1.42	00:00:45	2.15%	64 (1.77%)	\$0.00 (0.00%)
8. [blurred]	926 (1.36%)	813 (1.25%)	1,077 (1.12%)	71.12%	1.56	00:00:46	1.76%	19 (0.52%)	\$0.00 (0.00%)
9. [blurred]	496 (0.73%)	436 (0.67%)	651 (0.68%)	19.05%	4.15	00:03:32	7.53%	49 (1.35%)	\$0.00 (0.00%)
10. [blurred]	483 (0.71%)	454 (0.70%)	779 (0.81%)	26.57%	3.25	00:03:15	8.60%	67 (1.85%)	\$0.00 (0.00%)

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DEALERLEADS

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

All Traffic 100.00% Users SAVE EXPORT SHARE EDIT INSIGHTS

2023 Q1 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
	97,950 <small>% of Total: 100.00% (97,950)</small>	96,452 <small>% of Total: 100.00% (96,452)</small>	143,515 <small>% of Total: 100.00% (143,515)</small>	55.82% <small>Avg for View: 55.82% (0.00%)</small>	2.14 <small>Avg for View: 2.14 (0.00%)</small>	00:01:29 <small>Avg for View: 00:01:29 (0.00%)</small>	2.61% <small>Avg for View: 2.61% (0.00%)</small>	3,740 <small>% of Total: 100.00% (3,740)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	27,840 (27.44%)	27,589 (28.60%)	33,390 (23.27%)	69.24%	1.53	00:00:45	2.07%	692 (18.50%)	\$0.00 (0.00%)
2. [blurred]	22,136 (21.82%)	21,427 (22.22%)	32,064 (22.34%)	64.47%	1.52	00:00:42	1.06%	341 (9.12%)	\$0.00 (0.00%)
3. [blurred]	15,903 (15.68%)	14,946 (15.50%)	22,673 (15.80%)	25.13%	3.76	00:02:58	5.17%	1,173 (31.36%)	\$0.00 (0.00%)
4. [blurred]	10,509 (10.36%)	10,416 (10.80%)	14,757 (10.28%)	55.74%	2.16	00:02:01	4.54%	670 (17.91%)	\$0.00 (0.00%)
5. [blurred]	7,013 (6.91%)	5,756 (5.97%)	14,069 (9.80%)	61.31%	1.58	00:00:49	1.15%	162 (4.33%)	\$0.00 (0.00%)
6. [blurred]	6,556 (6.46%)	6,183 (6.41%)	8,545 (5.95%)	61.70%	2.55	00:01:13	1.26%	108 (2.89%)	\$0.00 (0.00%)
7. dealerleads.com / referral	3,889 (3.83%)	3,653 (3.79%)	4,394 (3.06%)	56.40%	2.30	00:01:41	3.25%	143 (3.82%)	\$0.00 (0.00%)
8. [blurred]	2,827 (2.79%)	2,348 (2.43%)	4,735 (3.30%)	61.29%	1.46	00:00:50	1.29%	61 (1.63%)	\$0.00 (0.00%)
9. [blurred]	655 (0.65%)	560 (0.58%)	709 (0.49%)	78.14%	1.57	00:00:31	0.99%	7 (0.19%)	\$0.00 (0.00%)

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- 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

All Traffic SAVE EXPORT SHARE EDIT INSIGHTS



Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default advanced Grid Chart Table Filter Reset

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	68,608 <small>% of Total: 100.00% (68,608)</small>	66,190 <small>% of Total: 100.00% (66,190)</small>	101,395 <small>% of Total: 100.00% (101,395)</small>	48.63% <small>Avg for View: 48.63% (0.00%)</small>	2.53 <small>Avg for View: 2.53 (0.00%)</small>	00:02:15 <small>Avg for View: 00:02:15 (0.00%)</small>	4.32% <small>Avg for View: 4.32% (0.00%)</small>	4,379 <small>% of Total: 100.00% (4,379)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	17,409 (24.54%)	16,768 (25.33%)	21,428 (21.13%)	61.57%	1.85	00:01:14	3.98%	852 (19.46%)	\$0.00 (0.00%)
2. [blurred]	14,031 (19.78%)	12,947 (19.56%)	20,933 (20.65%)	24.13%	3.84	00:03:20	7.04%	1,474 (33.66%)	\$0.00 (0.00%)
3. [blurred]	12,629 (17.80%)	12,660 (19.13%)	18,194 (17.94%)	46.62%	2.48	00:02:57	4.89%	889 (20.30%)	\$0.00 (0.00%)
4. [blurred]	7,330 (10.33%)	6,824 (10.31%)	12,472 (12.30%)	59.92%	2.34	00:01:52	1.25%	156 (3.56%)	\$0.00 (0.00%)
5. [blurred]	6,831 (9.63%)	6,295 (9.51%)	9,436 (9.31%)	66.09%	1.46	00:00:43	1.60%	151 (3.45%)	\$0.00 (0.00%)
6. dealerleads.com / referral	3,365 (4.74%)	3,101 (4.68%)	3,947 (3.89%)	45.22%	2.70	00:01:59	4.94%	195 (4.45%)	\$0.00 (0.00%)
7. [blurred]	2,646 (3.73%)	1,793 (2.71%)	4,253 (4.19%)	63.27%	1.50	00:00:48	1.83%	78 (1.78%)	\$0.00 (0.00%)
8. [blurred]	879 (1.24%)	616 (0.93%)	1,357 (1.34%)	61.02%	1.57	00:00:53	3.39%	46 (1.05%)	\$0.00 (0.00%)
9. [blurred]	830 (1.17%)	719 (1.09%)	1,141 (1.13%)	17.27%	4.53	00:03:39	5.52%	63 (1.44%)	\$0.00 (0.00%)

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- 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 **2023 Q3 PERFORMANCE** Jul 1, 2023 - Sep 30, 2023



Primary Dimension: Source / Medium Source Medium Keyword Other Plot Rows Secondary dimension Sort Type: Default advanced

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	60,367 <small>% of Total: 100.00% (60,367)</small>	59,278 <small>% of Total: 100.00% (59,278)</small>	87,537 <small>% of Total: 100.00% (87,537)</small>	47.63% <small>Avg for View: 47.63% (0.00%)</small>	2.65 <small>Avg for View: 2.65 (0.00%)</small>	00:02:36 <small>Avg for View: 00:02:36 (0.00%)</small>	5.41% <small>Avg for View: 5.41% (0.00%)</small>	4,740 <small>% of Total: 100.00% (4,740)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	24,681 (39.38%)	23,669 (39.93%)	31,403 (35.87%)	62.14%	1.82	00:01:18	3.89%	1,221 (25.76%)	\$0.00 (0.00%)
2. [blurred]	13,135 (20.96%)	11,922 (20.11%)	21,101 (24.11%)	27.15%	3.85	00:03:49	7.05%	1,487 (31.37%)	\$0.00 (0.00%)
3. [blurred]	12,299 (19.62%)	12,107 (20.42%)	17,715 (20.24%)	47.55%	2.62	00:03:01	5.79%	1,026 (21.65%)	\$0.00 (0.00%)
4. dealerleads.com / referral	4,376 (6.98%)	4,090 (6.90%)	5,090 (5.81%)	50.33%	2.57	00:01:53	5.87%	299 (6.31%)	\$0.00 (0.00%)
5. [blurred]	1,125 (1.79%)	1,042 (1.76%)	1,851 (2.11%)	39.44%	2.43	00:03:27	9.56%	177 (3.73%)	\$0.00 (0.00%)
6. [blurred]	963 (1.54%)	959 (1.62%)	1,021 (1.17%)	89.62%	1.08	00:00:04	0.49%	5 (0.11%)	\$0.00 (0.00%)
7. [blurred]	732 (1.17%)	655 (1.10%)	1,338 (1.53%)	19.51%	4.62	00:05:15	3.81%	51 (1.08%)	\$0.00 (0.00%)
8. [blurred]	530 (0.85%)	492 (0.83%)	862 (0.98%)	34.80%	2.53	00:04:00	14.04%	121 (2.55%)	\$0.00 (0.00%)
9. [blurred]	424 (0.68%)	320 (0.54%)	729 (0.83%)	44.58%	2.78	00:03:33	7.96%	58 (1.22%)	\$0.00 (0.00%)

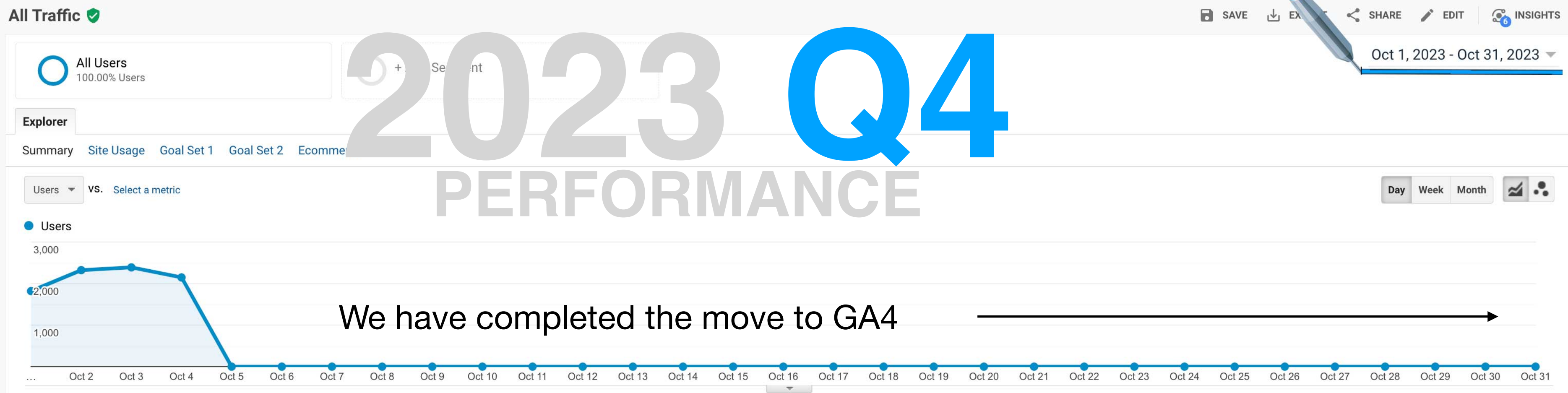
This property has stopped processing data. To continue measuring website performance, set up a Google Analytics 4 (GA4) property. [Learn more](#) [Complete GA4 setup](#)

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

DEALERLEADS

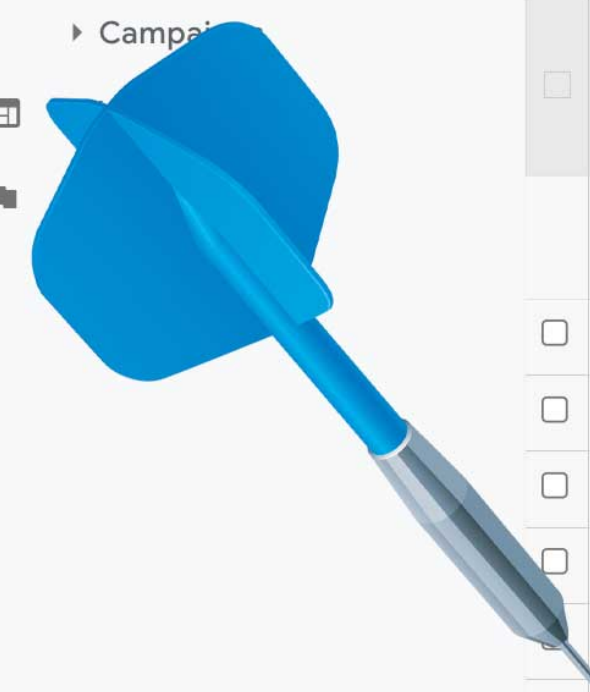
2023 Q4

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
	8,001 <small>% of Total: 100.00% (8,001)</small>	6,591 <small>% of Total: 100.00% (6,591)</small>	10,092 <small>% of Total: 100.00% (10,092)</small>	2.33% <small>Avg for View: 2.33% (0.00%)</small>	3.86 <small>Avg for View: 3.86 (0.00%)</small>	00:01:56 <small>Avg for View: 00:01:56 (0.00%)</small>	4.99% <small>Avg for View: 4.99% (0.00%)</small>	504 <small>% of Total: 100.00% (504)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	2,880 (35.51%)	2,174 (32.98%)	3,495 (34.63%)	0.43%	2.91	00:01:10	3.32%	116 (23.02%)	\$0.00 (0.00%)
2. [blurred]	2,321 (28.62%)	2,086 (31.65%)	3,021 (29.93%)	1.56%	3.52	00:01:53	5.00%	151 (29.96%)	\$0.00 (0.00%)
3. [blurred]	859 (10.59%)	780 (11.83%)	885 (8.77%)	12.43%	3.37	00:01:31	4.86%	43 (8.53%)	\$0.00 (0.00%)
4. [blurred]	816 (10.06%)	611 (9.27%)	1,077 (10.67%)	1.30%	7.28	00:03:50	6.22%	67 (13.29%)	\$0.00 (0.00%)
5. dealerleads.com / referral	539 (6.65%)	501 (7.60%)	570 (5.65%)	3.68%	4.41	00:01:30	11.23%	64 (12.70%)	\$0.00 (0.00%)
6. [blurred]	161 (1.98%)	84 (1.27%)	290 (2.87%)	1.03%	2.20	00:00:45	5.86%	17 (3.37%)	\$0.00 (0.00%)
7. [blurred]	118 (1.45%)	69 (1.05%)	179 (1.77%)	1.12%	3.42	00:02:47	5.59%	10 (1.98%)	\$0.00 (0.00%)
8. [blurred]	106 (1.31%)	76 (1.15%)	121 (1.20%)	0.00%	2.78	00:01:17	7.44%	9 (1.79%)	\$0.00 (0.00%)
9. [blurred]	77 (0.95%)	56 (0.85%)	98 (0.97%)	1.02%	10.05	00:04:16	10.20%	10 (1.98%)	\$0.00 (0.00%)



DEALERLEADS CASE STUDY

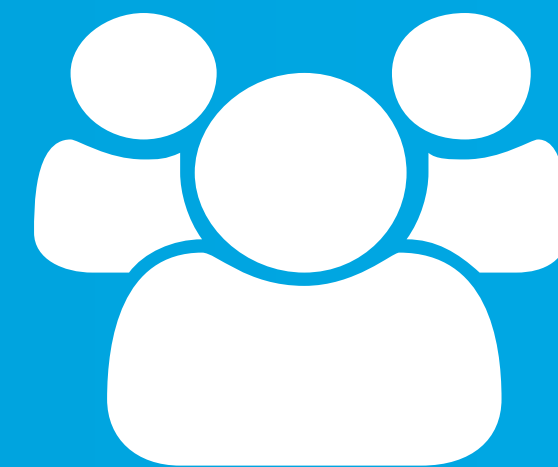
2023

Dealership: Bell Ford
(Phoenix, Arizona)

89,000 Shoppers Delivered
from DealerLeads.com!

Documented Year by Year

Sep 2016 - Dec 2022



6 YEAR + CASE STUDY

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