DEALERLEADS our shoppers, your customers



<u>DealerLeads.com</u> "We have a better mousetrap."



PARTNER CASE STUDY #97 View 200 more case studies here...



OUR SIX FOCAL POINTS

Media Buy / The Budget

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

Bounce Rate Comparison

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

Page View / SRP View / VDP Views

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



Time On Site

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

City Locale

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

Traffic Sustainability

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







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

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

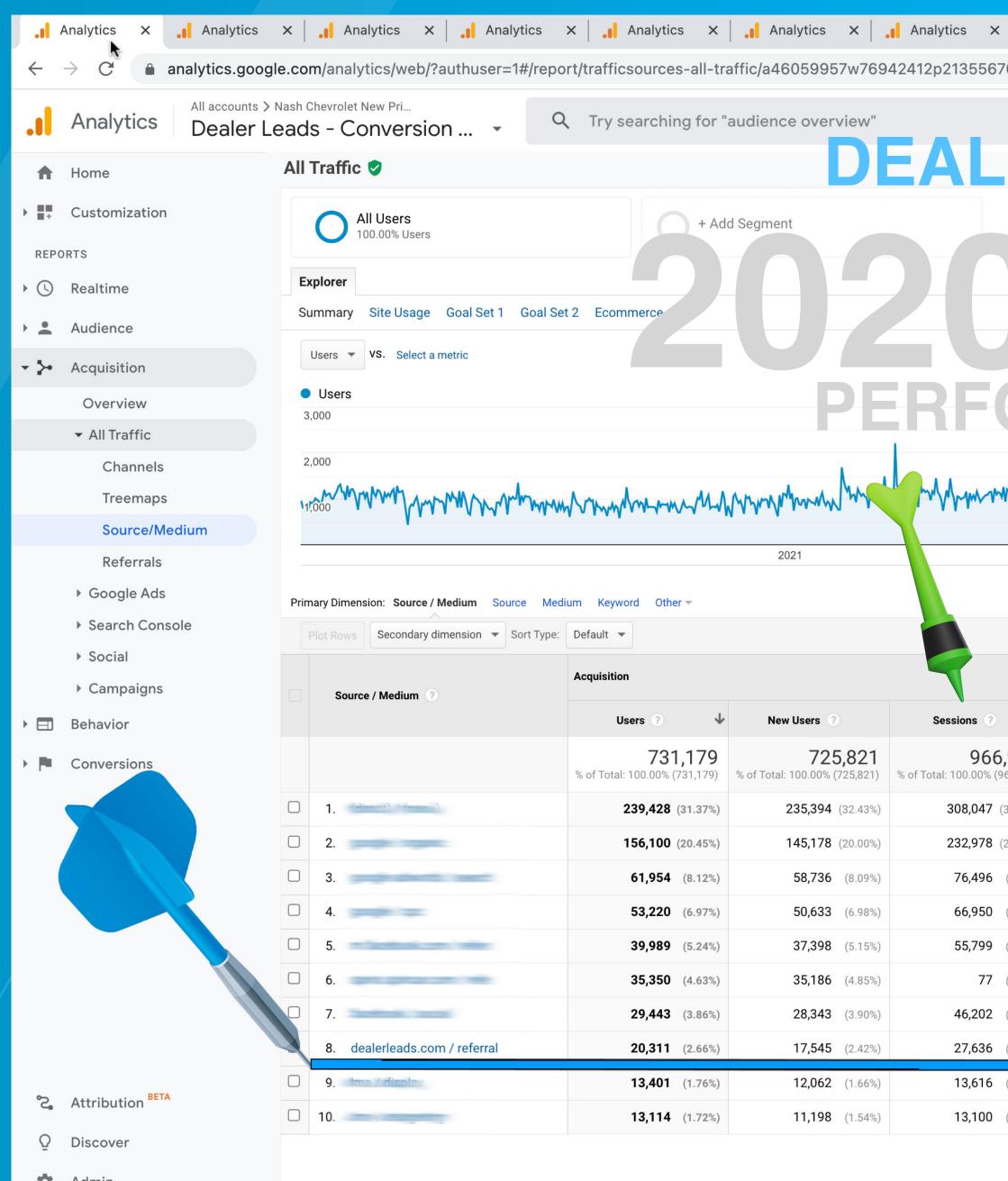
We will show our program's dominating influence on our other dealership partners across the U.S. month after month, year after year, and hope we can fit into your future marketing objectives.

THE MATH

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The following slide will show our platform's cumulative total for this client. It represents the entire time this dealership has been on our platform while using Google Analytics for tracking, accountability, and transparency.





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

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

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

HARD GOAL CONVERSIONS

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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.







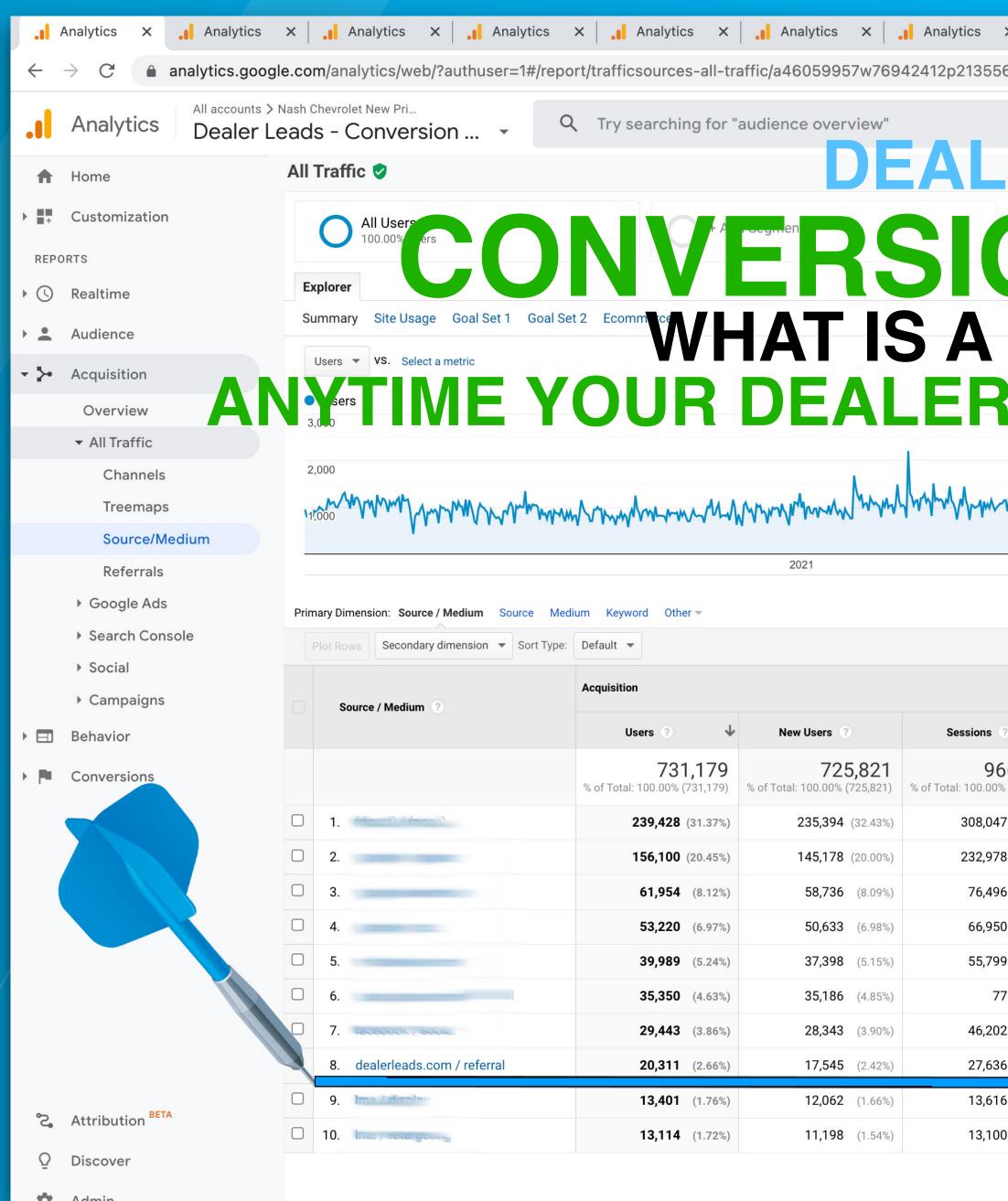


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The following two slides document our ability to maintain consistent shopper traffic patterns to the dealer's website, as well as the originating city location of that traffic.

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.

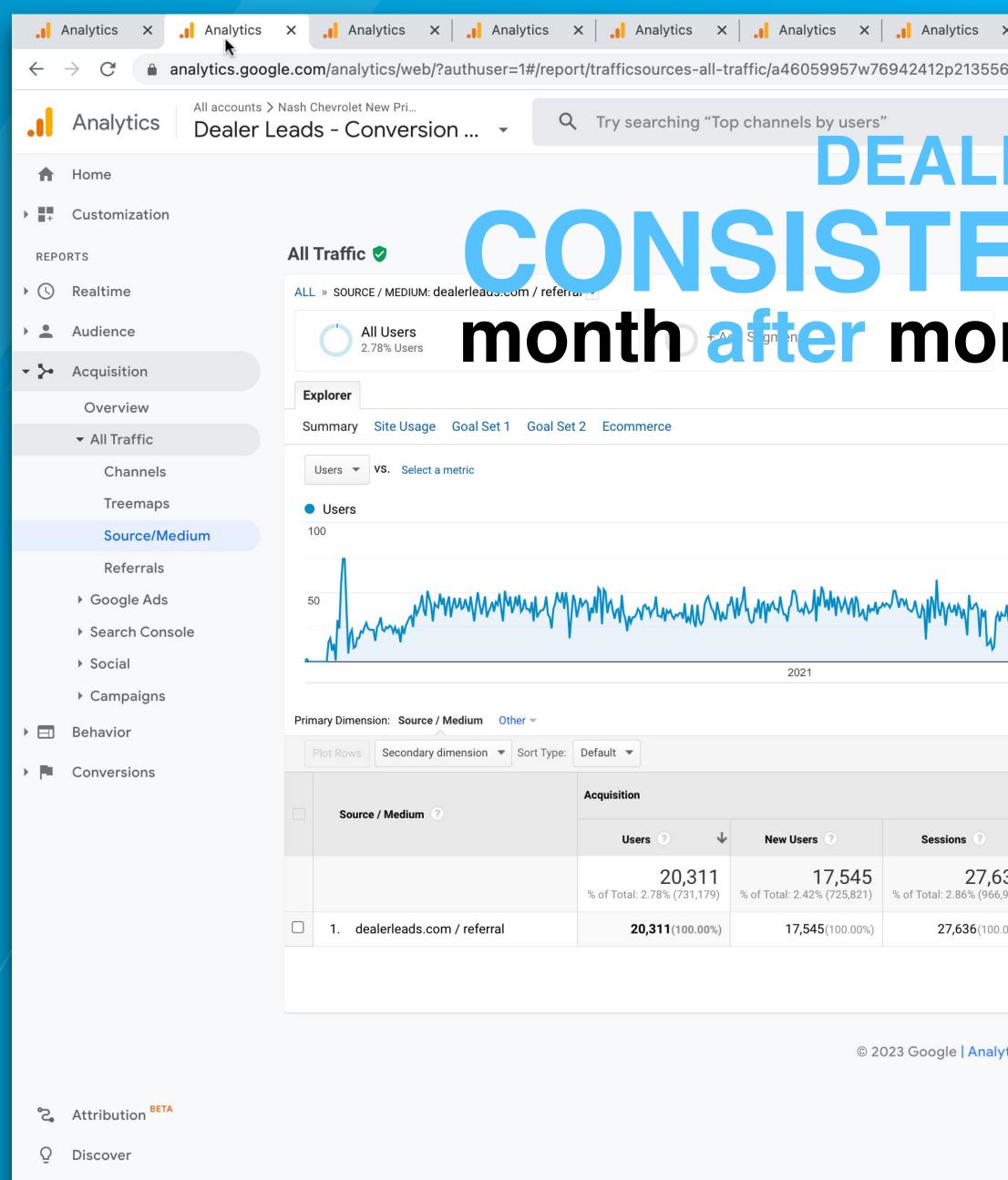








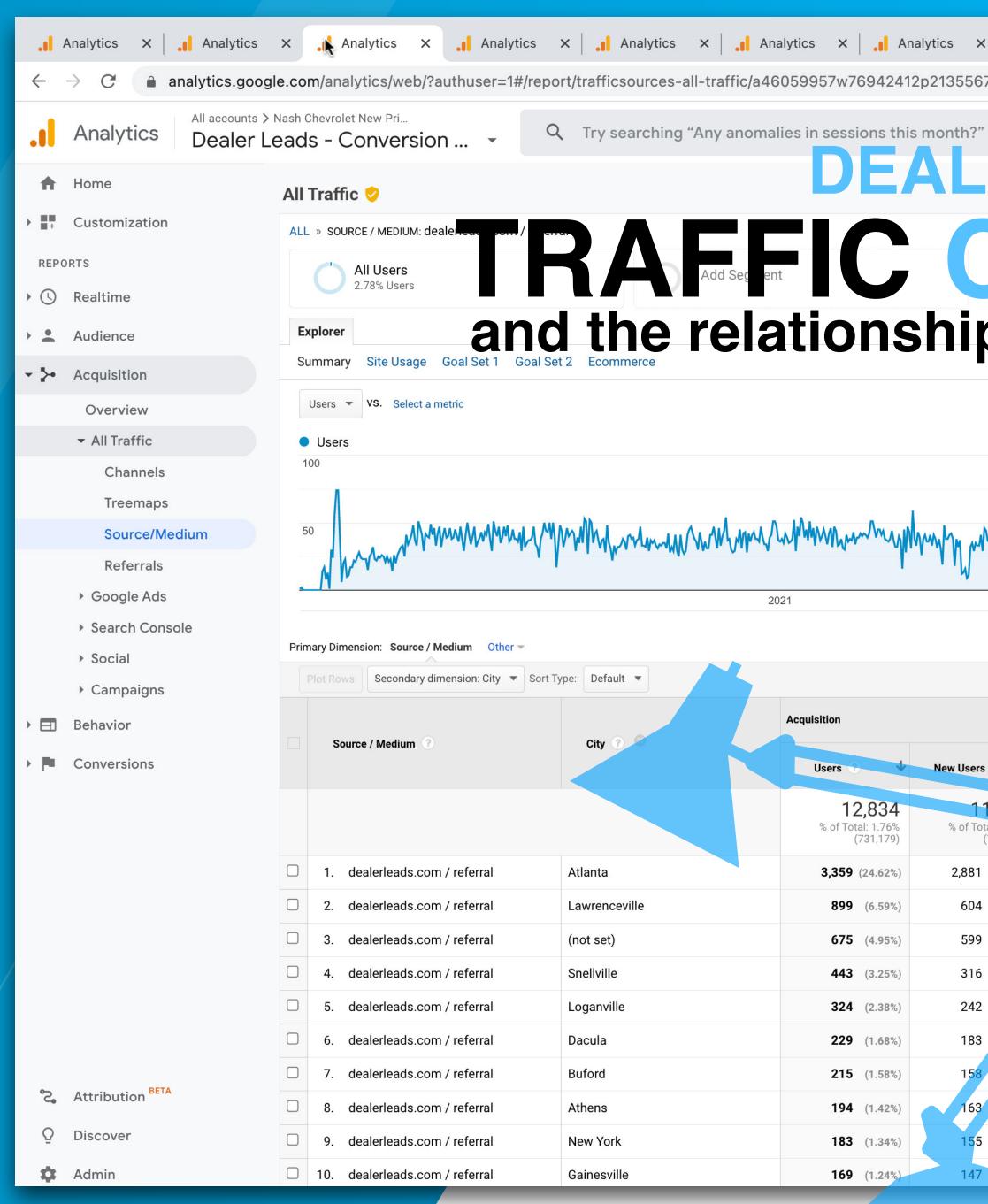




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502 1.58% 5,821) 5.05%) 5.25%) 5.21%) 2.75%) 2.10%)	Sessions I 16,842 % of Total: 1/74% (966,987) 3,937 (23.38%) 1,846 (10.96%) 814 (4.83%) 577 (3.43%) 395 (2.35%)	Bounce Rate 36.02% Avg for View: 33.74% (6.74%) 41.58% 17.06% 42.38% 22.18% 16.71%	202 202 Pages / Session 2.81 Avg for View: 2.50 (12.20%) 2.46 3.25 2.45 3.75 3.75 3.73	22 Avg. Session Duration 00:02:51 Avg for View: 00:02:35 (10.31%) 00:02:29 00:02:29 00:04:25 00:02:18 00:03:58 00:03:58	Conversions All Goals Goal Conversion Rate Image: Conversion Rate Image: Conversion Rate Image: C	dvanced	Goal Value ⑦ \$0.00 \$0
502 1.58% 5,821) 5.05%) 5.25%) 5.21%) 2.75%)	Sessions I 16,842 % of Total: 1/74% % of Total: 1/74% (966,987) 3,937 (23.38%) 1,846 (10.96%) 814 (4.83%) 577 (3.43%) 395 (2.35%) 296 (1.76%)	Bounce Rate 36.02% Avg for View: 33.74% (6.74%) 41.58% 17.06% 42.38% 22.18% 16.71% 20.95%	202 202 Pages / Session 2.81 Avg for View: 2.50 (12.20%) 2.46 3.25 2.45 3.75 3.75 3.73 4.10	22 Avg. Session Duration () () () () () () () () () ()	Conversions All Goals Goal Conversion Rate O S.03% Avg for View: 3.87% (30.12%) 6.45% 3.36% 3.93% 10.05% 7.59% 9.46%	dvanced Image: Completions Goal Completions 860 % of Total: 2.30% (37,416) 860 % of Total: 2.30% (37,416) 254 (29.53%) 62 (7.21%) 32 (3.72%) 58 (6.74%) 30 (3.49%) 28 (3.26%)	Image: state of the state o
502 1.58% 5.821) 5.05%) 5.25%) 5.25%) 2.75%) 2.10%) 1.59%) 1.37%)	Sessions I 16,842 % of Total: 1,74% % of Total: 1,74% (966,987) 3,937 (23.38%) 1,846 (10.96%) 814 (4.83%) 577 (3.43%) 395 (2.35%) 296 (1.76%) 275 (1.63%)	Bounce Rate 36.02% Avg for View: 33.74% (6.74%) 41.58% 17.06% 42.38% 22.18% 16.71% 20.95% 20.00%	202 202 Pages / Session 2.81 Avg for View: 2.50 (12.20%) 2.46 3.25 2.45 3.75 3.75 3.73 4.10 3.52	22 Avg. Session Duration () () () () () () () () () ()	Conversions All Goals Goal Conversion Rate Image: Conversion Rate S.03% S.03% Avg for View: 3.87% 3.36% Goal Conversion Rate Image: Conversion Rate S.03% S.03% Avg for View: 3.87% Image: Conversion Rate S.03% Image: Conversion Rate S.03% Image: Conversion Rate S.03% Image: Conversion Rate Image: Conversion Rate Image: Conversion Rate S.03% Image: Conversion Rate Image: Conversion Rate Image: Conversion Rate Image: Conversion	dvanced Goal Completions	Image: state stat
1. 37 %) 1.42%)	Sessions I Session I Session	Bounce Rate Image: Constraint of the state of the	202 202 202 202 202 202 202 202 202 202	22 Avg. Session Duration CO:O2:51 Avg for View: 00:02:35 (10.31%) 00:02:29 00:04:25 00:02:18 00:02:18 00:03:58 00:03:58 00:03:59 00:03:05 00:03:11	Conversions All Goals Goal Conversion Rate 3.36% Avg for View: 3.87% (30.12%) 6.45% 3.36% 3.336% 10.05% 7.59% 9.46% 3.27% 5.53%	dvanced Image: Completions Goal Completions 860 % of Total: 2.30% 860 % of Total: 2.30% 37,416) 254 (29.53%) 62 (7.21%) 32 (3.72%) 58 (6.74%) 30 (3.49%) 28 (3.26%) 9 (1.05%) 14 (1.63%)	Image: state stat
502 1.58% 5.821) 5.05%) 5.25%) 5.21%) 2.75%) 2.10%) 1.59%)	Sessions I 16,842 % of Total: 1,74% % of Total: 1,74% (966,987) 3,937 (23.38%) 1,846 (10.96%) 814 (4.83%) 577 (3.43%) 395 (2.35%) 296 (1.76%) 275 (1.63%)	Bounce Rate 36.02% Avg for View: 33.74% (6.74%) 41.58% 17.06% 42.38% 22.18% 16.71% 20.95% 20.00%	202 202 Pages / Session 2.81 Avg for View: 2.50 (12.20%) 2.46 3.25 2.45 3.75 3.75 3.73 4.10 3.52	22 Avg. Session Duration () () () () () () () () () ()	Conversions All Goals Goal Conversion Rate Image: Conversion Rate S.03% S.03% Avg for View: 3.87% 3.36% Goal Conversion Rate Image: Conversion Rate S.03% S.03% Avg for View: 3.87% Image: Conversion Rate S.03% Image: Conversion Rate S.03% Image: Conversion Rate S.03% Image: Conversion Rate Image: Conversion Rate Image: Conversion Rate S.03% Image: Conversion Rate Image: Conversion Rate Image: Conversion Rate Image: Conversion	dvanced Goal Completions	Image: state stat

LET'S GO Quarter by Quarter

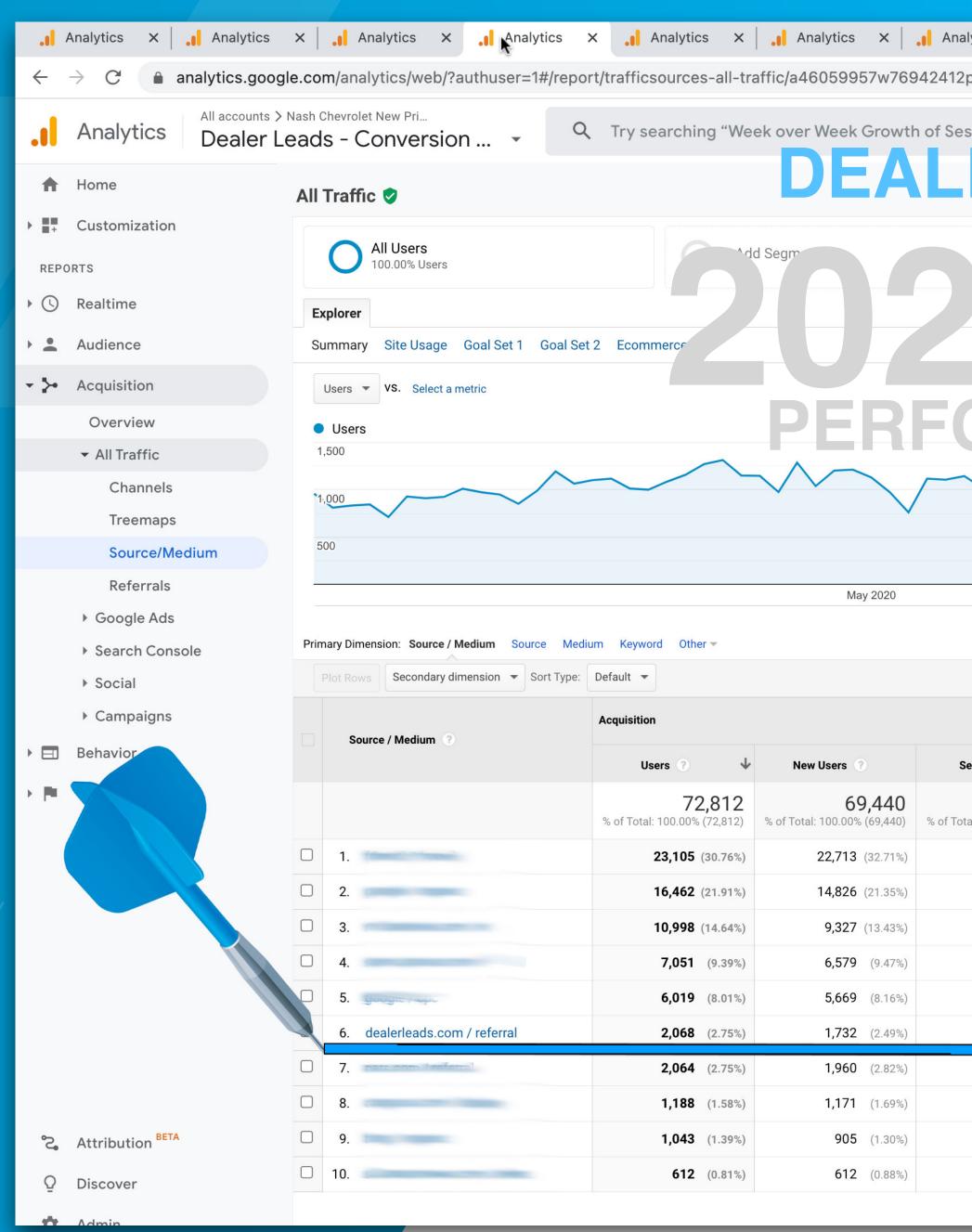
1ST QUARTER REPORTING JAN 1 thru MAR 31

2ND QUARTER REPORTING APR 1 thru JUN 30

3RD QUARTER REPORTING JUL 1 thru SEP 30

4TH QUARTER REPORTING OCT 1 thru DEC 31

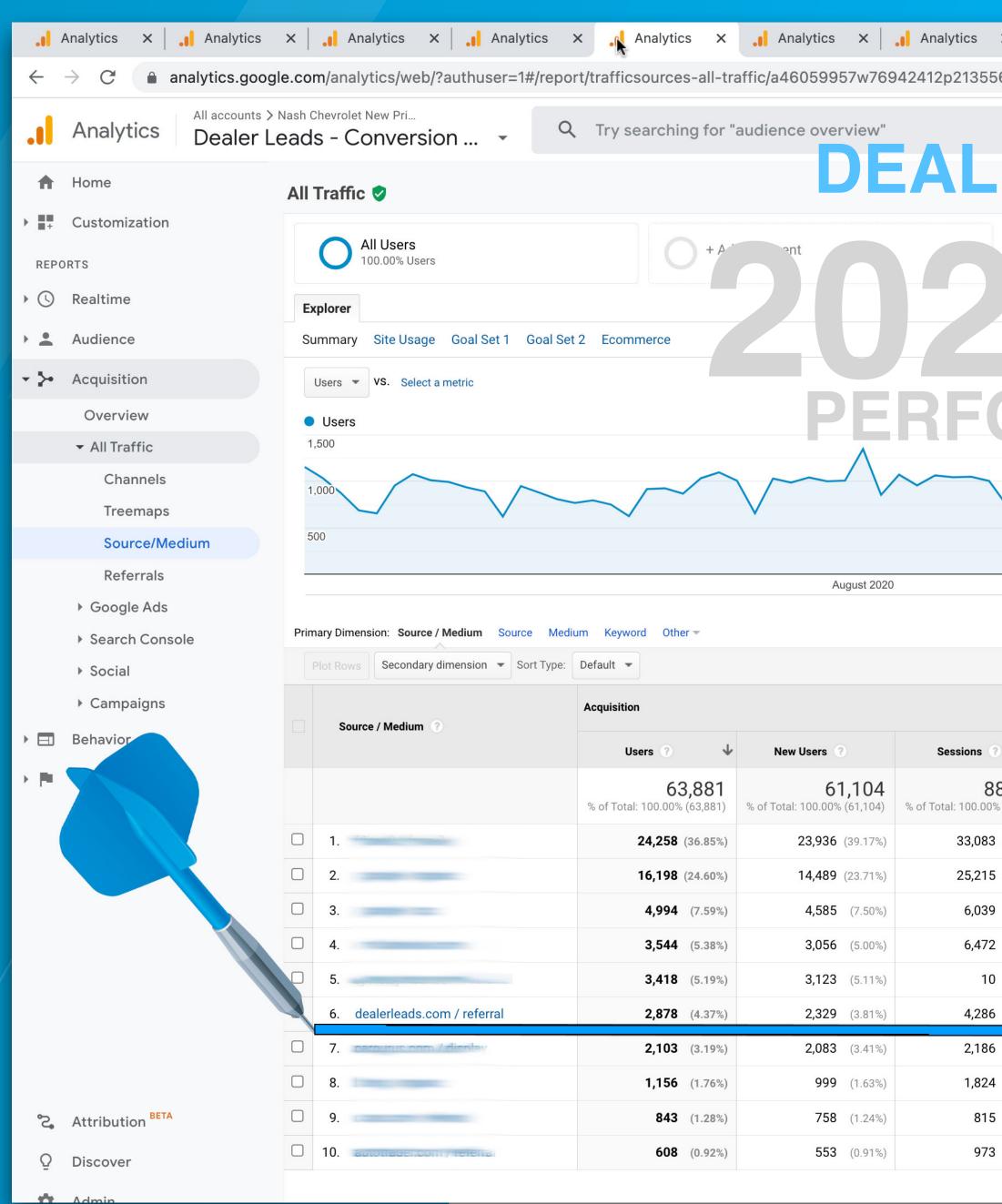




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92,040 Total: 100.00% (92,040)	27.14% Avg for View: 27.14% (0.00%)	2.68 Avg for View: 2.68 (0.00%)	00:03:15 Avg for View: 00:03:15 (0.00%)	4.21% Avg for View: 4.21% (0.00%)	3,874 % of Total: 100.00% (3,874)	\$0.00 % of Total: 0.00% (\$0.00
30,659 (33.31%)	21.26%	2.13	00:03:22	2.78%	853 (22.02%)	\$0.00 (0.00%
0			00.01.15			40.00

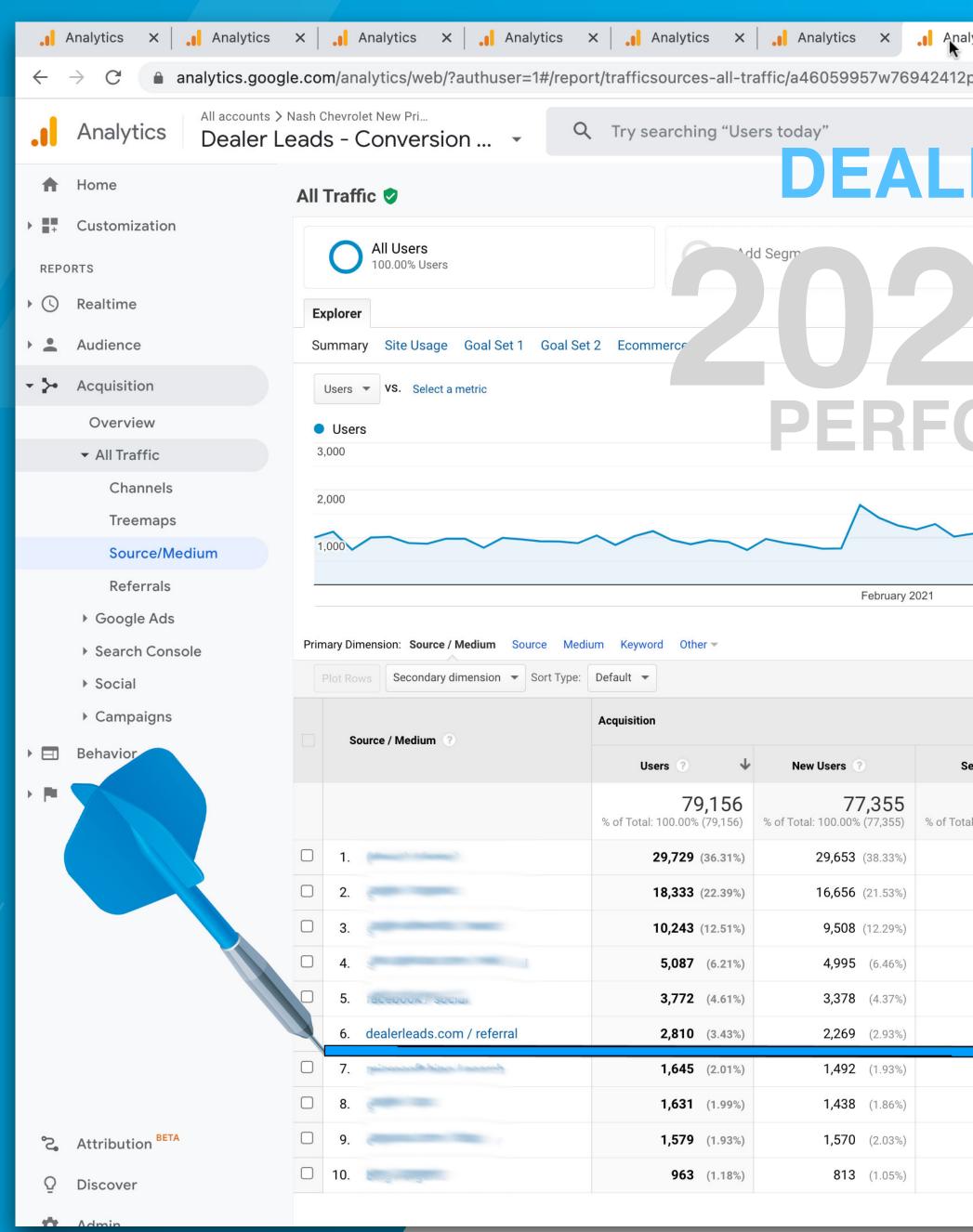
Goal Value 🕜	Goal Completions	Goal Conversion Rate 🕜	Avg. Session Duration 🕜	Pages / Session 🕜	Bounce Rate	Sessions
\$0.00 % of Total: 0.00% (\$0.00)	3,874 % of Total: 100.00% (3,874)	4.21% Avg for View: 4.21% (0.00%)	00:03:15 Avg for View: 00:03:15 (0.00%)	2.68 Avg for View: 2.68 (0.00%)	27.14% Avg for View: 27.14% (0.00%)	92,040 Total: 100.00% (92,040)
\$0.00 (0.00%)	853 (22.02%)	2.78%	00:03:22	2.13	21.26%	30,659 (33.31%)
\$0.00 (0.00%)	2,011 (51.91%)	7.55%	00:04:45	3.77	16.41%	26,646 (28.95%)
\$0.00 (0.00%)	137 (3.54%)	0.95%	00:00:52	1.94	43.22%	14,364 (15.61%)
\$0.00 (0.00%)	4 (0.10%)	6.90%	00:04:07	3.60	25.86%	58 (0.06%)
\$0.00 (0.00%)	279 (7.20%)	3.72%	00:02:04	2.16	46.48%	7,491 (8.14%)
\$0.00 (0.00%)	174 (4.49%)	6.43%	00:03:44	3.14	24.00%	2,704 (2.94%)
\$0.00 (0.00%)	42 (1.08%)	5.43%	00:03:04	2.08	36.87%	773 (0.84%)
\$0.00 (0.00%)	3 (0.08%)	0.24%	00:00:27	2.46	39.62%	1,257 (1.37%)
\$0.00 (0.00%)	69 (1.78%)	4.50%	00:05:59	4.33	16.43%	1,534 (1.67%)
\$0.00 (0.00%)	0 (0.00%)	0.00%	00:00:00	1.00	100.00%	612 (0.66%)





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38,480	Bounce Rate ⑦ 25.22% Avg for View: 25.22% (0.00%)	Pages / Session ? 2.79 Avg for View: 2.79 (0.00%)	Avg. Session Duration (?) 00:03:25 Avg for View: 00:03:25 (0.00%)	Goal Conversion Rate ? 4.34% Avg for View: 4.34% (0.00%)	Goal Completions ? 3,841 % of Total: 100.00% (3,841)	Goal Value ? \$0.00 % of Total: 0.00% (\$0.00)
38,480 ^{0% (88,480)}	25.22%	2.79	00:03:25	4.34%	3,841	\$0.00
38,480 0% (88,480) 3 (37.39%)	25.22% Avg for View: 25.22% (0.00%)	2.79 Avg for View: 2.79 (0.00%)	00:03:25 Avg for View: 00:03:25 (0.00%)	4.34% Avg for View: 4.34% (0.00%)	3,841 % of Total: 100.00% (3,841)	\$0.00 % of Total: 0.00% (\$0.00)
38,480 0% (88,480) 3 (37.39%) 5 (28.50%)	25.22% Avg for View: 25.22% (0.00%) 22.53%	2.79 Avg for View: 2.79 (0.00%) 2.26	00:03:25 Avg for View: 00:03:25 (0.00%) 00:03:17	4.34% Avg for View: 4.34% (0.00%) 3.21%	3,841 % of Total: 100.00% (3,841) 1,062 (27.65%)	\$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%)
38,480)% (88,480) 3 (37.39%) 5 (28.50%) 9 (6.83%)	25.22% Avg for View: 25.22% (0.00%) 22.53% 17.39%	2.79 Avg for View: 2.79 (0.00%) 2.26 3.63	00:03:25 Avg for View: 00:03:25 (0.00%) 00:03:17 00:04:26	4.34% Avg for View: 4.34% (0.00%) 3.21% 6.90%	3,841 % of Total: 100.00% (3,841) 1,062 (27.65%) 1,740 (45.30%)	\$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%)
 38,480 0% (88,480) 3 (37.39%) 5 (28.50%) 9 (6.83%) 2 (7.31%) 	25.22% Avg for View: 25.22% (0.00%) 22.53% 17.39% 45.11%	2.79 Avg for View: 2.79 (0.00%) 2.26 3.63 2.14	00:03:25 Avg for View: 00:03:25 (0.00%) 00:03:17 00:04:26 00:02:02	4.34% Avg for View: 4.34% (0.00%) 3.21% 6.90% 4.04%	3,841 % of Total: 100.00% (3,841) 1,062 (27.65%) 1,740 (45.30%) 244 (6.35%)	\$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
38,480 0% (88,480) 3 (37.39%) 5 (28.50%) 9 (6.83%) 2 (7.31%) 0 (0.01%)	25.22% Avg for View: 25.22% (0.00%) 22.53% 17.39% 45.11% 35.88%	2.79 Avg for View: 2.79 (0.00%) 2.26 3.63 2.14 2.37	00:03:25 Avg for View: 00:03:25 (0.00%) 00:03:17 00:04:26 00:02:02 00:01:15	4.34% Avg for View: 4.34% (0.00%) 3.21% 6.90% 4.04% 1.11%	3,841 % of Total: 100.00% (3,841) 1,062 (27.65%) 1,740 (45.30%) 244 (6.35%) 72 (1.87%)	\$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
 38,480 (88,480) 3 (37.39%) 5 (28.50%) 9 (6.83%) 2 (7.31%) 0 (0.01%) 6 (4.84%) 	25.22% Avg for View: 25.22% (0.00%) 22.53% 17.39% 45.11% 35.88% 0.00%	2.79 Avg for View: 2.79 (0.00%) 2.26 3.63 2.14 2.37 4.80	00:03:25 Avg for View: 00:03:25 (0.00%) 00:03:17 00:04:26 00:02:02 00:01:15 00:09:31	4.34% Avg for View: 4.34% (0.00%) 3.21% 6.90% 4.04% 1.11% 0.00%	3,841 % of Total: 100.00% (3,841) 1,062 (27.65%) 1,740 (45.30%) 244 (6.35%) 72 (1.87%) 0 (0.00%)	\$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
 38,480 3 (37.39%) 3 (28.50%) 5 (28.50%) 9 (6.83%) 2 (7.31%) 0 (0.01%) 6 (4.84%) 6 (2.47%) 	25.22% Avg for View: 25.22% (0.00%) 22.53% 17.39% 45.11% 35.88% 0.00% 18.34%	2.79 Avg for View: 2.79 (0.00%) 2.26 3.63 2.14 2.37 4.80 3.59	00:03:25 Avg for View: 00:03:25 (0.00%) 00:03:17 00:04:26 00:02:02 00:02:02 00:01:15 00:09:31 00:04:51	4.34% Avg for View: 4.34% (0.00%) 3.21% 6.90% 4.04% 1.11% 0.00% 6.88%	3,841 % of Total: 100.00% (3,841) 1,062 (27.65%) 1,740 (45.30%) 244 (6.35%) 72 (1.87%) 0 (0.00%) 295 (7.68%)	\$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
38,480 0% (88,480) 3 (37.39%) 5 (28.50%) 9 (6.83%) 2 (7.31%) 0 (0.01%) 6 (4.84%) 6 (2.47%) 4 (2.06%)	25.22% Avg for View: 25.22% (0.00%) 22.53% 17.39% 45.11% 35.88% 0.00% 18.34%	2.79 Avg for View: 2.79 (0.00%) 2.26 3.63 2.14 2.37 4.80 3.59 2.92	00:03:25 Avg for View: 00:03:25 (0.00%) 00:03:17 00:04:26 00:02:02 00:01:15 00:09:31 00:04:51	4.34% Avg for View: 4.34% (0.00%) 3.21% 6.90% 4.04% 1.11% 0.00% 6.88%	3,841 % of Total: 100.00% (3,841) 1,062 (27.65%) 1,740 (45.30%) 244 (6.35%) 72 (1.87%) 0 (0.00%) 295 (7.68%) 8 (0.21%)	\$0.00 % of Total: 0.00% \$0.00
 38,480 3 (37.39%) 3 (28.50%) 5 (28.50%) 9 (6.83%) 2 (7.31%) 0 (0.01%) 6 (4.84%) 6 (2.47%) 4 (2.06%) 5 (0.92%) 3 (1.10%) 	25.22% Avg for View: 25.22% (0.00%) 22.53% 17.39% 45.11% 35.88% 0.00% 18.34% 30.47% 16.39%	2.79 Avg for View: 2.79 (0.00%) 2.26 3.63 2.14 2.14 2.37 4.80 3.59 2.92 3.95	00:03:25 Avg for View: 00:03:25 (0.00%) 00:03:17 00:04:26 00:04:26 00:02:02 00:01:15 00:09:31 00:04:51 00:00:26 00:05:25	4.34% Avg for View: 4.34% (0.00%) 3.21% 6.90% 4.04% 1.11% 0.00% 6.88% 0.37% 4.77%	3,841 % of Total: 100.00% (3,841) 1,062 (27.65%) 1,740 (45.30%) 244 (6.35%) 244 (6.35%) 72 (1.87%) 0 (0.00%) 295 (7.68%) 8 (0.21%) 87 (2.27%)	\$0.00 % of Total: 0.00% \$0.00

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 Search Console Social Campai 	Plot Rows Secondary dimension Sort Type:	Default Acquisition Users 4 66,626	New Users ? 64,603	Sessions ? 92,299	Behavior Bounce Rate ? 26.25%	Pages / Session ? 2.88	Avg. Session Duration ? 00:03:16	Goal Conversion Rate (7) 4.38%	Goal Completions ? 4,047	Goal Value ? \$0.00
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 Search Console Social Campai 	Plot Rows Secondary dimension Source / Medium Image: Constraint of the second and the seco	Default ▼ Acquisition Users ⑦ 66,626 % of Total: 100.00% (66,626) 26,987 (38.76%)	New Users ? 64,603 % of Total: 100.00% (64,603) 26,861 (41.58%)	Sessions ? 92,299 % of Total: 100.00% (92,299) 35,727 (38.71%)	Behavior Bounce Rate ⑦ 26.25% Avg for View: 26.25% (0.00%) 21.19%	Pages / Session ? 2.88 Avg for View: 2.88 (0.00%) 2.59	Avg. Session Duration (?) 00:03:16 Avg for View: 00:03:16 (0.00%) 00:03:01	Goal Conversion Rate ③ 4.38% Avg for View: 4.38% (0.00%) 2.84%	Goal Completions ⑦ 4,047 % of Total: 100.00% (4,047) 1,013 (25.03%)	Goal Value ? \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%)
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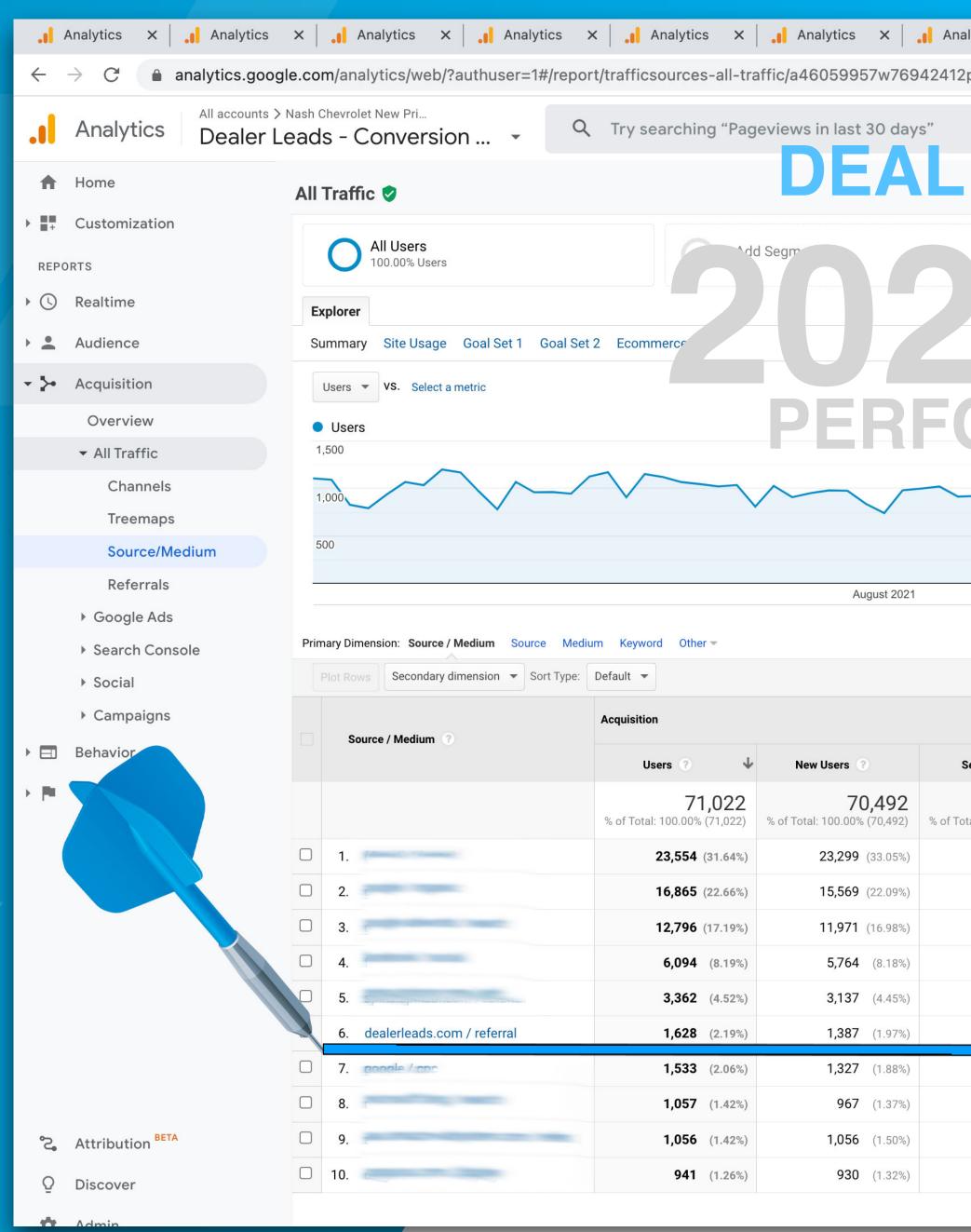


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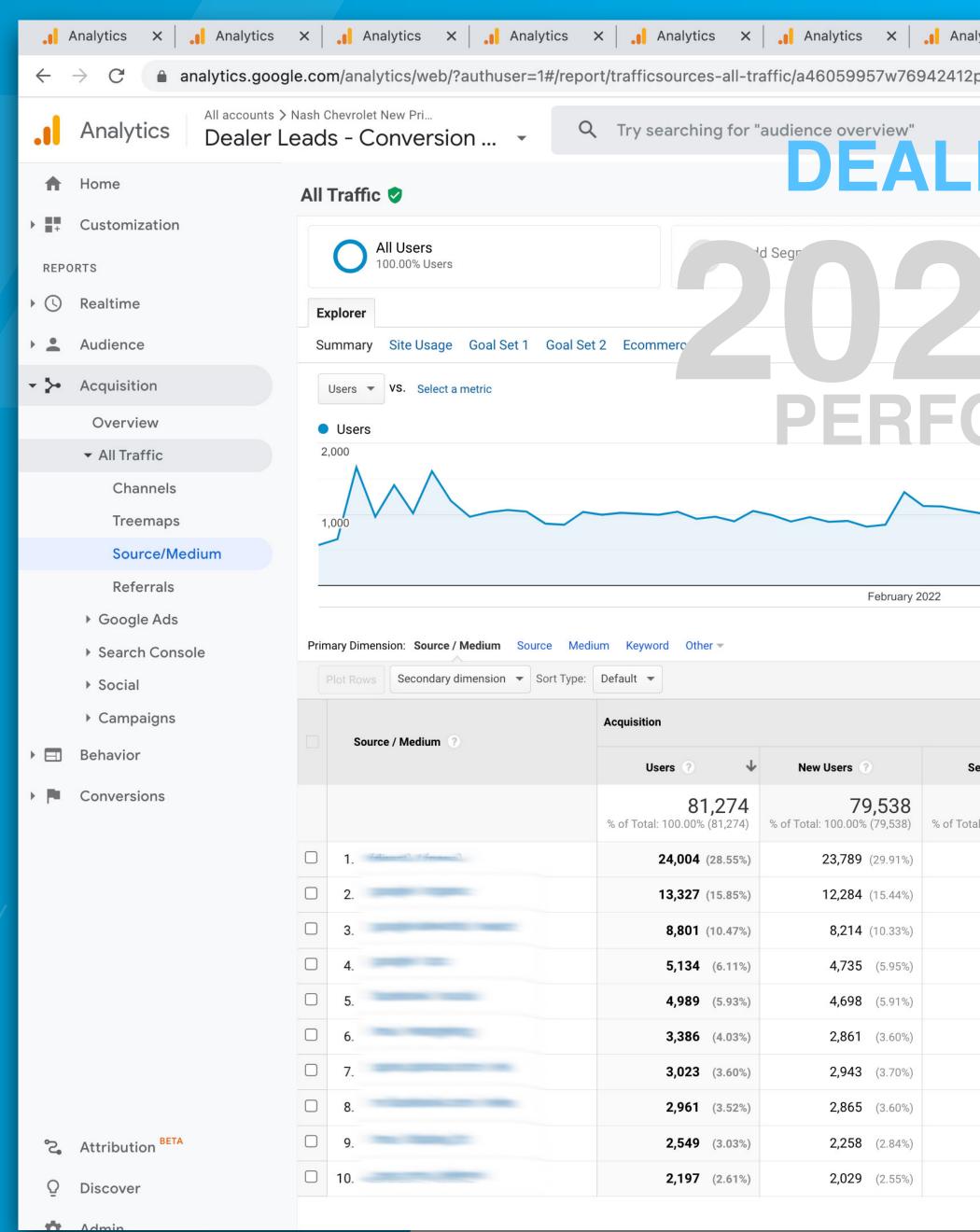


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0 (0.00%) 0.00% 0.00% 0.00% 0.00% 0.00% 0.00%	100,379 Total: 100.00% (100,379) 29,050 (28.94%) 18,253 (18.18%) 11,184 (11.14%)	Behavior Bounce Rate ? 39.89% Avg for View: 39.89% (0.00%) 30.60% 23.79% 41.60%	Pages / Session ? Pages / Session ? Avg for View: 2.20 (0.00%) Avg for View: 2.20 (March 2022 Avg. Session Duration ⑦ 00:01:52 Avg for View: 00:01:52 (0.00%) 00:02:00 00:03:21 00:02:00	Goal Conversion Rate Image: Conversion Rate 3.26% Image: Conversion Rate I	Goal Completions ? 3,277 % of Total: 100.00% (3,277) 526 (16.05%) 1,306 (39.85%) 583 (17.79%) 17.79%	Goal Value ? \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%)
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3,857 (3.84%) 58.08% 1.44 00:00:44 0.83% 32 (0.98%) \$0.00 (0.00%)	100,379 Total: 100.00% (100,379) 29,050 (28.94%) 18,253 (18.18%) 11,184 (11.14%) 6,306 (6.28%) 7,116 (7.09%)	Behavior Bounce Rate ? 39.89% Avg for View: 39.89% (0.00%) 30.60% 23.79% 41.60% 43.45%	Pages / Session ? Pages / Session ? 2.20 Avg for View: 2.20 (0.00%) 4 2.13 4 2.13 5 4 2.13 5 5 6 2.13 6 2.13 6 2.13 6 2.13 6 2.13 10 10 10 11 12 13 14 15 15 16 17 18 19 10 10 11 12 13 14 15 16 16 17 18 19 10 10 10 10 10	March 2022 Avg. Session Duration ⑦ 00:01:52 Avg for View: 00:01:52 (0.00%) 00:02:00 00:02:00 00:02:00 00:02:00 00:02:00	Goal Conversion Rate ⑦ 3.26% Avg for View: 3.26% (0.00%) 1.81% 7.15% 5.21% 5.57% 1.15%	Goal Completions ? 3,277 3,277 % of Total: 100.00% (3,277) 526 (16.05%) 1,306 (39.85%) 1,306 (39.85%) 583 (17.79%) 351 (10.71%) 82 (2.50%) 1,20%	Goal Value ? \$0.00 \$0.00 % of Total: 0.00% (\$0.00) \$0.00 \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
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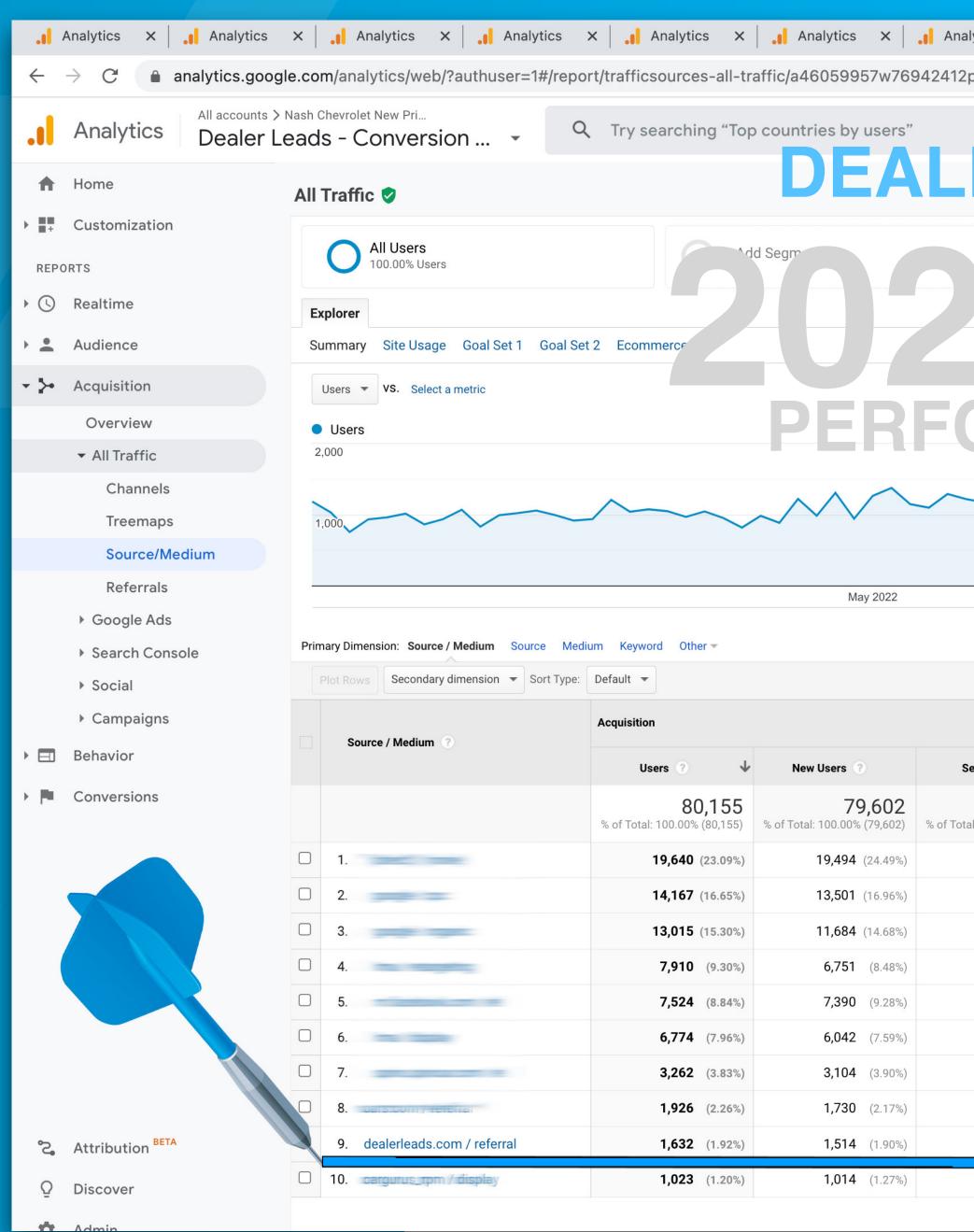
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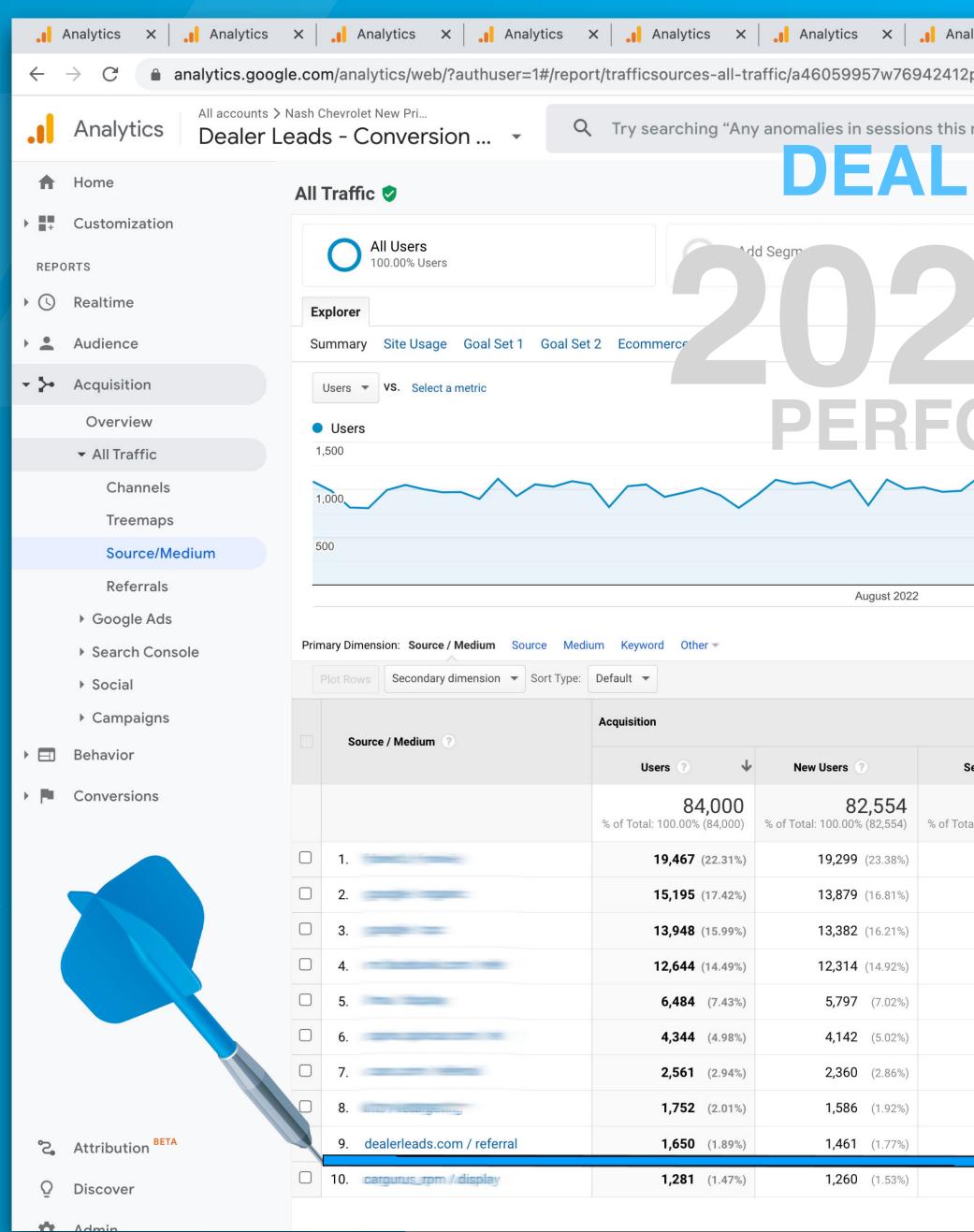




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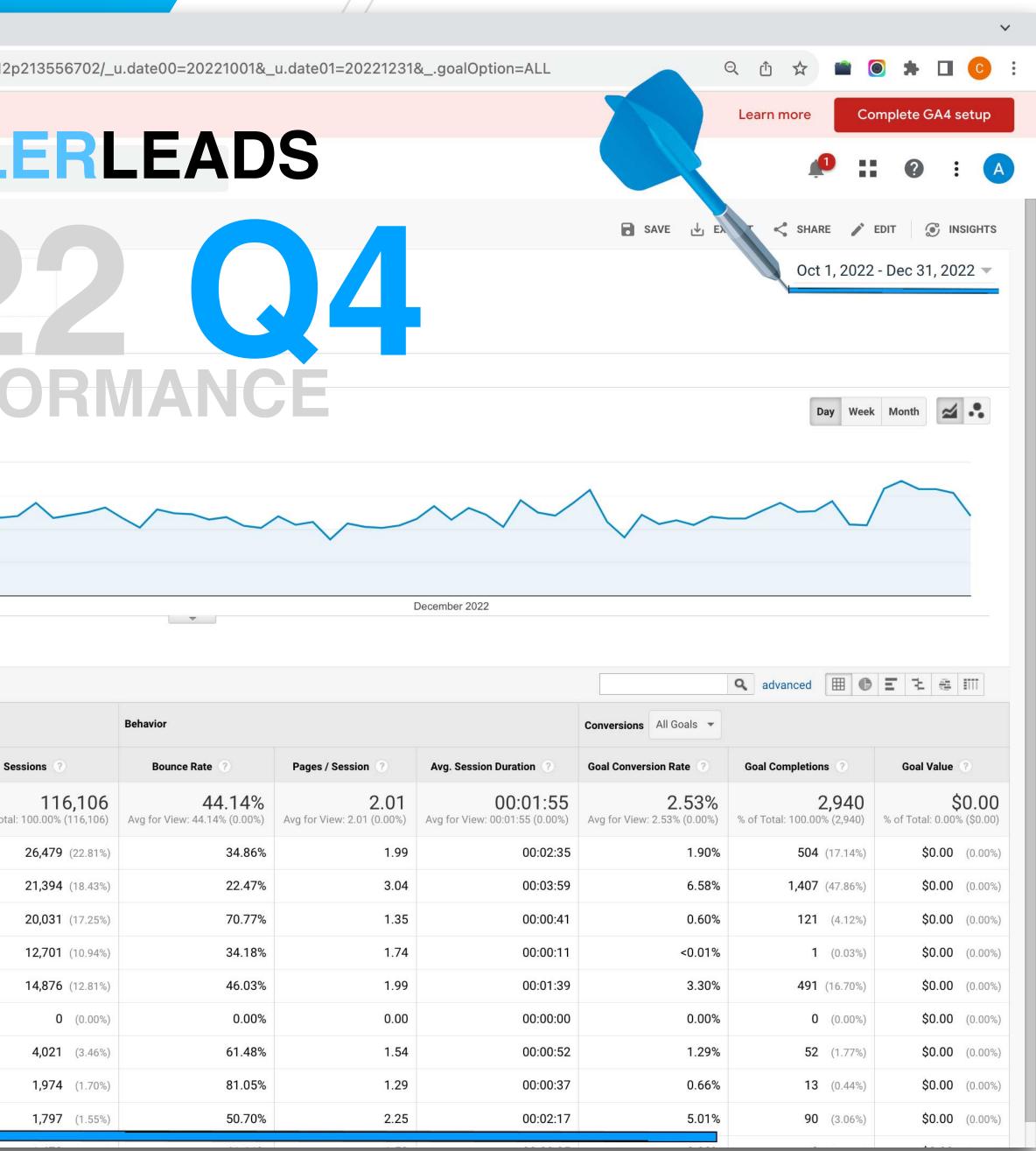
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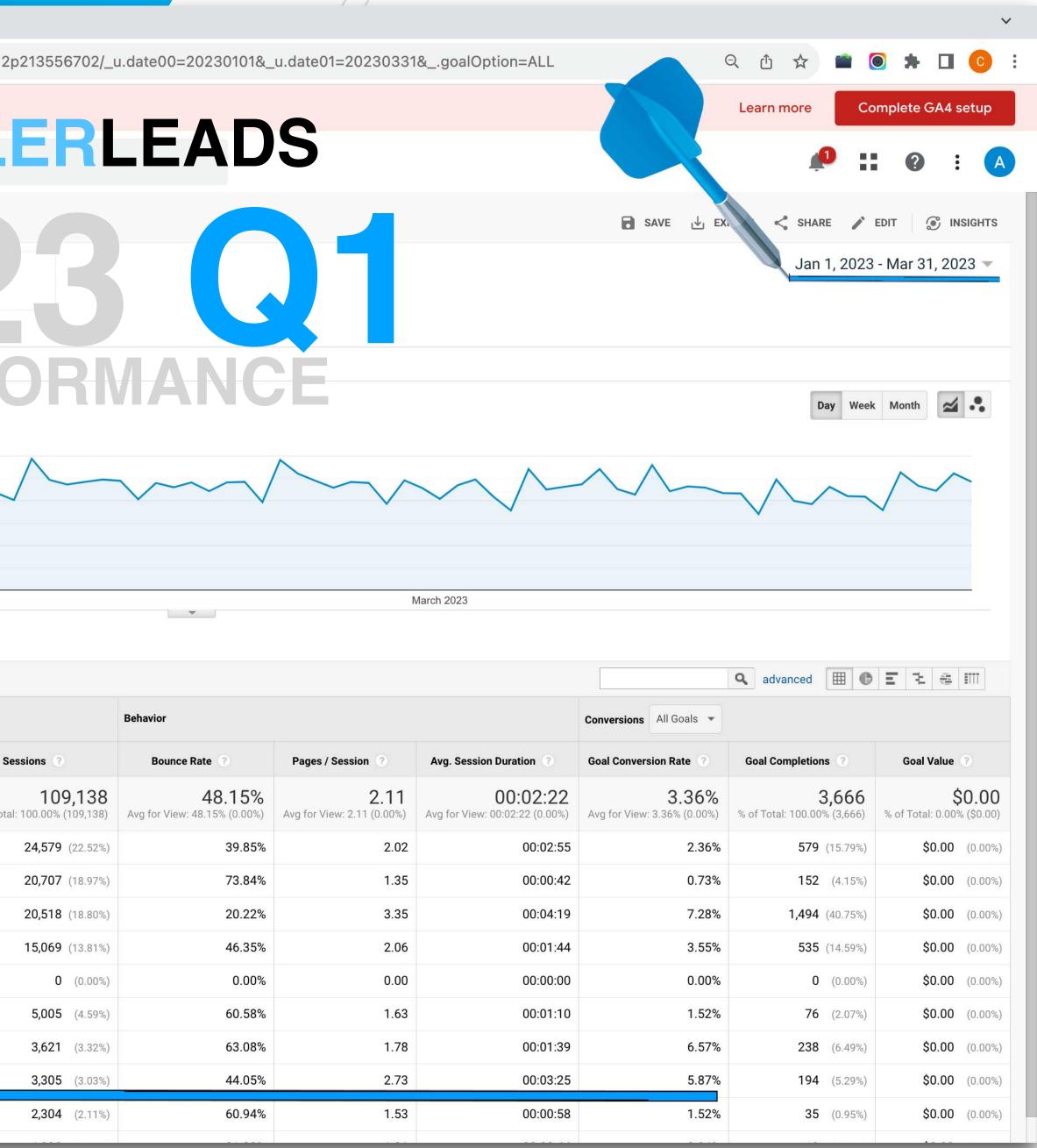


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🕨 🗖 🛛 Behavior	Source / Medium	Users 🕐 🗸	New Users	Se
Conversions		92,799 % of Total: 100.00% (92,799)	90,651 % of Total: 100.00% (90,651)	% of Total
	□ 1.	19,872 (20.80%)	19,753 (21.79%)	
	2.	14,841 (15.54%)	13,704 (15.12%)	
	3.	14,456 (15.13%)	14,070 (15.52%)	
	4.	12,833 (13.44%)	11,734 (12.94%)	
	5.	12,481 (13.07%)	11,988 (13.22%)	
	6.	4,792 (5.02%)	4,539 (5.01%)	
B ALL IL BETA	0 7.	2,506 (2.62%)	2,257 (2.49%)	
°2, Attribution BETA	8.	1,642 (1.72%)	1,602 (1.77%)	
Ω Discover	9. dealerleads.com / referral	1,493 (1.56%)	1,356 (1.50%)	
Admin				

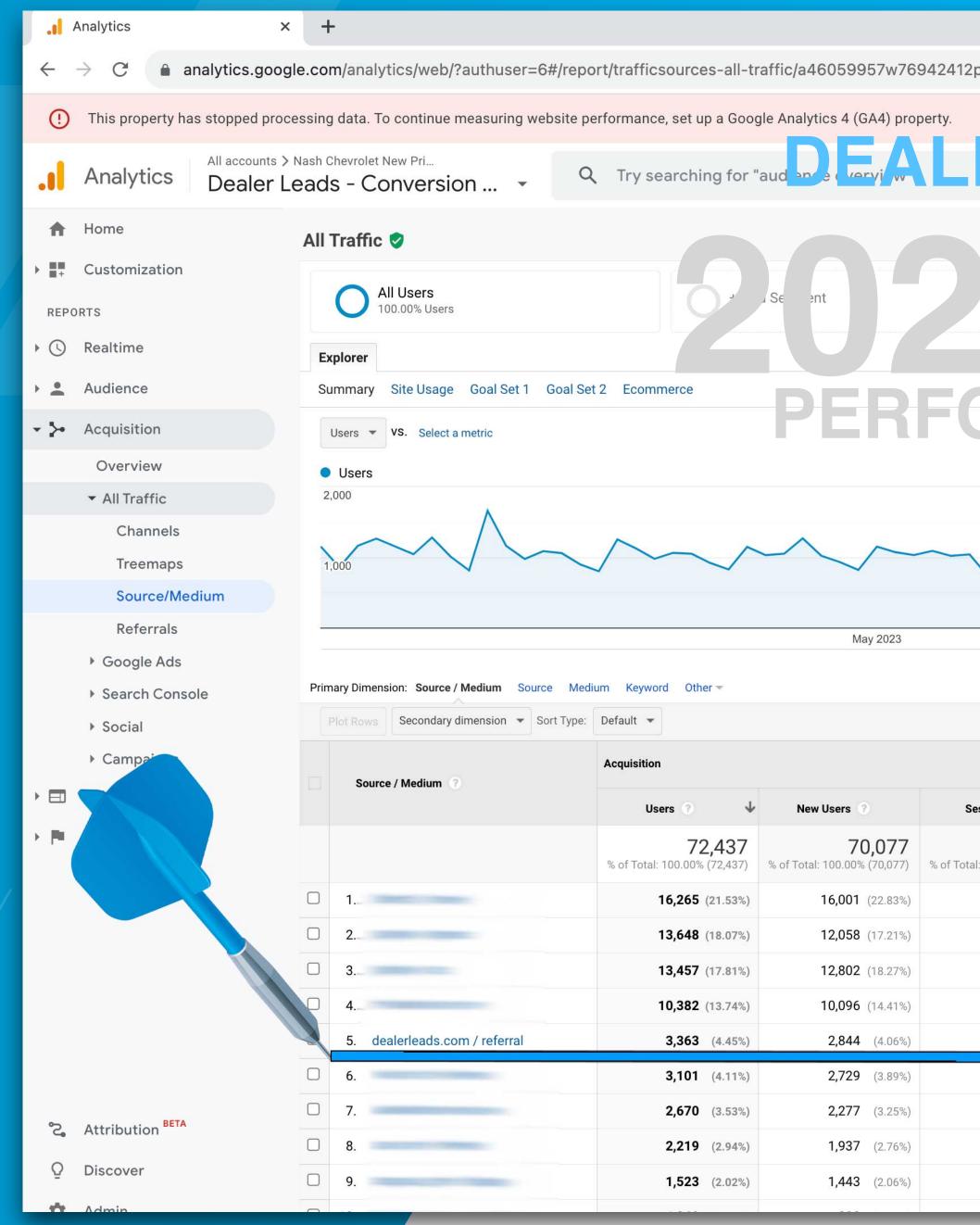




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Behavior	Source / Medium	Users ?	New Users	Se
Conversions				
		83,915 % of Total: 100.00% (83,915)	80,945 % of Total: 100.00% (80,945)	% of Total
	□ 1 .	17,466 (20.37%)	17,371 (21.46%)	
	2.	14,996 (17.49%)	14,416 (17.81%)	
	3.	14,034 (16.36%)	12,651 (15.63%)	
	□ 4 .	12,784 (14.91%)	12,249 (15.13%)	
	5.	5,266 (6.14%)	5,063 (6.25%)	
	6 .	3,265 (3.81%)	2,926 (3.61%)	
S BETA	7.	2,622 (3.06%)	2,445 (3.02%)	
C Attribution BETA	8. dealerleads.com / referral	2,560 (2.99%)	2,274 (2.81%)	
Q Discover	9.	1,519 (1.77%)	1,202 (1.48%)	
Admin				







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102,129	Bounce Rate ⑦ 44.69% Avg for View: 44.69% (0.00%)	Pages / Session ? 2.26 Avg for View: 2.26 (0.00%)	Avg. Session Duration ⑦ 00:02:37 Avg for View: 00:02:37 (0.00%)		Goal Completions ? 4,256 % of Total: 100.00% (4,256)	
102,129	44.69%	2.26	00:02:37	Goal Conversion Rate <a>2 4.17%	4,256	Goal Value ? \$0.00
102,129 Total: 100.00% (102,129)	44.69% Avg for View: 44.69% (0.00%)	2.26 Avg for View: 2.26 (0.00%)	00:02:37 Avg for View: 00:02:37 (0.00%)	Goal Conversion Rate ③ 4.17% Avg for View: 4.17% (0.00%)	4,256 % of Total: 100.00% (4,256)	Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00)
102,129 Total: 100.00% (102,129) 22,916 (22.44%)	44.69% Avg for View: 44.69% (0.00%) 34.42%	2.26 Avg for View: 2.26 (0.00%) 2.17	00:02:37 Avg for View: 00:02:37 (0.00%) 00:03:18	Goal Conversion Rate ③ 4.17% Avg for View: 4.17% (0.00%) 2.93%	4,256 % of Total: 100.00% (4,256) 672 (15.79%)	Goal Value ③ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%)
102,129 Fotal: 100.00% (102,129) 22,916 (22.44%) 19,448 (19.04%)	44.69% Avg for View: 44.69% (0.00%) 34.42% 21.95%	2.26 Avg for View: 2.26 (0.00%) 2.17 3.38	00:02:37 Avg for View: 00:02:37 (0.00%) 00:03:18 00:04:19	Goal Conversion Rate 4.17% Avg for View: 4.17% (0.00%) 2.93% 8.31%	4,256 % of Total: 100.00% (4,256) 672 (15.79%) 1,616 (37.97%)	Goal Value ? \$0.00 \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
102,129 cotal: 100.00% (102,129) 22,916 (22.44%) 19,448 (19.04%) 15,980 (15.65%) 14,368 (14.07%) 4,519 (4.42%)	44.69% Avg for View: 44.69% (0.00%) 34.42% 21.95% 43.57% 72.65% 36.20%	2.26 Avg for View: 2.26 (0.00%) 2.17 3.38 2.19 1.39 3.13	00:02:37 Avg for View: 00:02:37 (0.00%) 00:03:18 00:04:19 00:01:55 00:00:45 00:03:57	Goal Conversion Rate ⑦ 4.17% Avg for View: 4.17% (0.00%) 2.93% 8.31% 3.27% 0.97% 7.13%	4,256 % of Total: 100.00% (4,256) 672 (15.79%) 1,616 (37.97%) 522 (12.27%) 139 (3.27%) 322 (7.57%)	Goal Value Image: Constraint of the second seco
102,129 otal: 100.00% (102,129) 22,916 (22.44%) 19,448 (19.04%) 15,980 (15.65%) 14,368 (14.07%) 4,519 (4.42%) 4,477 (4.38%)	44.69% Avg for View: 44.69% (0.00%) 34.42% 21.95% 43.57% 72.65% 36.20%	2.26 Avg for View: 2.26 (0.00%) 2.17 3.38 2.19 1.39 3.13 1.99	00:02:37 Avg for View: 00:02:37 (0.00%) 00:03:18 00:04:19 00:01:55 00:00:45 00:03:57	Goal Conversion Rate ⑦ 4.17% Avg for View: 4.17% (0.00%) 2.93% 8.31% 3.27% 0.97% 7.13% 6.54%	4,256 % of Total: 100.00% (4,256) 672 (15.79%) 1,616 (37.97%) 522 (12.27%) 139 (3.27%) 322 (7.57%) 293 (6.88%)	Goal Value ? \$0.00 \$0.00 % of Total: 0.00% (\$0.00) \$0.00 \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
102,129 Fotal: 100.00% (102,129) 22,916 (22.44%) 19,448 (19.04%) 19,448 (19.04%) 15,980 (15.65%) 14,368 (14.07%) 4,519 (4.42%) 4,477 (4.38%) 3,871 (3.79%)	44.69% Avg for View: 44.69% (0.00%) 34.42% 21.95% 43.57% 72.65% 36.20% 52.40%	2.26 Avg for View: 2.26 (0.00%) 2.17 3.38 2.19 1.39 3.13 1.99 1.99	00:02:37 Avg for View: 00:02:37 (0.00%) 00:03:18 00:04:19 00:01:55 00:01:55 00:02:33 00:02:33 00:01:54	Goal Conversion Rate ⑦ 4.17% Avg for View: 4.17% (0.00%) 2.93% 2.93% 8.31% 3.27% 0.97% 7.13% 6.54% 7.39%	4,256 % of Total: 100.00% (4,256) 672 (15.79%) 1,616 (37.97%) 522 (12.27%) 139 (3.27%) 322 (7.57%) 293 (6.88%) 286 (6.72%)	Goal Value ? \$0.00 \$0.00 % of Total: 0.00% (\$0.00) \$0.00 \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
102,129 Fotal: 100.00% (102,129) 22,916 (22.44%) 19,448 (19.04%) 15,980 (15.65%) 14,368 (14.07%) 4,519 (4.42%) 4,477 (4.38%)	44.69% Avg for View: 44.69% (0.00%) 34.42% 21.95% 43.57% 72.65% 36.20%	2.26 Avg for View: 2.26 (0.00%) 2.17 3.38 2.19 1.39 3.13 1.99	00:02:37 Avg for View: 00:02:37 (0.00%) 00:03:18 00:04:19 00:01:55 00:00:45 00:03:57	Goal Conversion Rate ⑦ 4.17% Avg for View: 4.17% (0.00%) 2.93% 8.31% 3.27% 0.97% 7.13% 6.54%	4,256 % of Total: 100.00% (4,256) 672 (15.79%) 1,616 (37.97%) 522 (12.27%) 139 (3.27%) 322 (7.57%) 293 (6.88%)	Goal Value ? \$0.00 \$0.00 % of Total: 0.00% (\$0.00) \$0.00 \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)



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Referrals • Google Ads • Search Console • Social • Campai	Plot Rows Secondary dimension Sort	Type: Default Acquisition			Behavior Bounce Rate ? 46.70%	2.28		Goal Conversion Rate ③ 3.54%		
Referrals • Google Ads • Search Console • Social • Campai • •	Plot Rows Secondary dimension Sort	Type: Default Acquisition Users 4 31,022	New Users ? 29,905	Sessions ? 44,780	Behavior Bounce Rate ? 46.70%	2.28	Avg. Session Duration ? 00:02:28	Goal Conversion Rate ③ 3.54%	Goal Completions ③ 1,583 % of Total: 100.00% (1,583)	Goal Value ③ \$0.00
Referrals • Google Ads • Search Console • Social • Campai • •	Plot Rows Secondary dimension Sort Source / Medium Image: Sort and the second and the secon	Type: Default Acquisition Users Users 1	New Users (?) 29,905 % of Total: 100.00% (29,905)	Sessions ? 44,780 % of Total: 100.00% (44,780)	Behavior Bounce Rate ? 46.70% Avg for View: 46.70% (0.00%)	2.28 Avg for View: 2.28 (0.00%)	Avg. Session Duration ? 00:02:28 Avg for View: 00:02:28 (0.00%)	Goal Conversion Rate (?) 3.54% Avg for View: 3.54% (0.00%)	Goal Completions ③ 1,583 % of Total: 100.00% (1,583)	Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00)
Referrals • Google Ads • Search Console • Social • Campai • •	Plot Rows Secondary dimension Source / Medium 1.	Type: Default Acquisition Users Image: Im	New Users (?) 29,905 % of Total: 100.00% (29,905) 6,303 (21.08%)	Sessions ? 44,780 % of Total: 100.00% (44,780) 7,920 (17.69%)	Behavior Bounce Rate (*) 46.70% Avg for View: 46.70% (0.00%) 44.31%	2.28 Avg for View: 2.28 (0.00%) 2.20	Avg. Session Duration ③ 00:02:28 Avg for View: 00:02:28 (0.00%) 00:01:55	Goal Conversion Rate ③ 3.54% Avg for View: 3.54% (0.00%) 2.44%	Goal Completions ? 1,583 % of Total: 100.00% (1,583) 193 (12.19%)	Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%)
Referrals • Google Ads • Search Console • Social • Campai • •	Plot Rows Secondary dimension Source / Medium 1. 2.	Type: Default Acquisition Users \$31,022 % of Total: 100.00% (31,022) 6,664 (20.42%) 6,441 (19.74%)	New Users Image: Control of the series of the	Sessions (*) 44,780 % of Total: 100.00% (44,780) 7,920 (17.69%) 9,564 (21.36%)	Behavior Bounce Rate ? 46.70% Avg for View: 46.70% (0.00%) 44.31% 38.55%	2.28 Avg for View: 2.28 (0.00%) 2.20 2.22	Avg. Session Duration ⑦ 00:02:28 Avg for View: 00:02:28 (0.00%) 00:01:55 00:03:06	Goal Conversion Rate 3.54% Avg for View: 3.54% (0.00%) 2.44% 3.36%	Goal Completions (?) 1,583 % of Total: 100.00% (1,583) 193 (12.19%) 321 (20.28%) 46 (2.91%)	Goal Value \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%)
Referrals • Google Ads • Search Console • Social • Campai • •	Plot Rows Secondary dimension Source / Medium 1. 2.	Type: Default Acquisition Users ? 31,022 % of Total: 100.00% (31,022) 6,664 (20.42%) 6,441 (19.74%) 6,084 (18.64%)	New Users ⑦ 29,905 % of Total: 100.00% (29,905) 6,303 (21.08%) 6,295 (21.05%) 5,726 (19.15%)	Sessions ? 44,780 % of Total: 100.00% (44,780) 7,920 (17.69%) 9,564 (21.36%) 8,244 (18.41%)	Behavior Bounce Rate ⑦ 46.70% Avg for View: 46.70% (0.00%) 44.31% 38.55% 76.16%	2.28 Avg for View: 2.28 (0.00%) 2.20 2.22 1.35	Avg. Session Duration () 00:02:28 Avg for View: 00:02:28 (0.00%) 00:01:55 00:03:06 00:00:43	Goal Conversion Rate 3.54% Avg for View: 3.54% (0.00%) 2.44% 3.36% 0.56%	Goal Completions (?) 1,583 % of Total: 100.00% (1,583) 193 (12.19%) 321 (20.28%) 46 (2.91%)	Goal Value ? \$0.00 \$0.00 % of Total: 0.00% (\$0.00) \$0.00 \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
Referrals • Google Ads • Search Console • Social • Campai • •	Plot Rows Secondary dimension Source / Medium 1. 2. 3. 4.	Type: Default Acquisition Users ? Users ? \$31,022 % of Total: 100.00% (31,022) 6,664 (20.42%) 6,084 (19.74%) 6,084 (18.64%) 5,947 (18.22%)	New Users ? 29,905 % of Total: 100.00% (29,905) 6,303 (21.08%) 6,295 (21.05%) 5,726 (19.15%) 5,168 (17.28%)	Sessions ? 44,780 % of Total: 100.00% (44,780) 7,920 (17.69%) 9,564 (21.36%) 8,244 (18.41%) 8,808 (19.67%)	Behavior Bounce Rate ? 46.70% Avg for View: 46.70% (0.00%) 44.31% 38.55% 76.16% 23.66%	2.28 Avg for View: 2.28 (0.00%) 2.20 2.22 1.35 3.43	Avg. Session Duration ? 00:02:28 Avg for View: 00:02:28 (0.00%) 00:01:55 00:03:06 00:00:43 00:04:05	Goal Conversion Rate 3.54% Avg for View: 3.54% (0.00%) 2.44% 3.36% 0.56% 7.81%	Goal Completions ? 1,583 % of Total: 100.00% (1,583) 193 (12.19%) 321 (20.28%) 46 (2.91%) 688 (43.46%)	Goal Value ? \$0.00 \$0.00 % of Total: 0.00% (\$0.00) \$0.00 \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
Referrals 9. Google Ads 9. Search Console 9. Compaint 9. Compaint	Plot Rows Secondary dimension Sort 1 Source / Medium • 1. 2. 3. 4. 5. dealerleads.com / referral	Type: Default Acquisition Users ↓ \$31,022 % of Total: 100.00% (31,022) 6,664 (20.42%) 6,6441 (19.74%) 6,084 (18.64%) 5,947 (18.22%) 1,262 (3.87%)	New Users ? 29,905 29,905 % of Total: 100.00% (29,905) 3 6,303 (21.08%) 3 6,295 (21.05%) 3 5,726 (19.15%) 5,168 (17.28%) 1,044 (3.49%) 3	Sessions ? 44,780 44,780 5,000 (17.69%) 9,564 (21.36%) 8,244 (18.41%) 8,808 (19.67%) 1,739 (3.88%)	Behavior Bounce Rate ? 46.70% Avg for View: 46.70% (0.00%) 44.31% 38.55% 76.16% 23.66% 33.76%	2.28 Avg for View: 2.28 (0.00%) 2.20 2.22 1.35 3.43 3.17	Avg. Session Duration () 00:02:28 Avg for View: 00:02:28 (0.00%) 00:01:55 00:03:06 00:00:43 00:04:05 00:03:53	Goal Conversion Rate 3.54% Avg for View: 3.54% (0.00%) 2.44% 3.36% 0.56% 7.81% 0.94%	Goal Completions I 1,583 1,583 % of Total: 100.00% (1,583) 193 (12.19%) 321 (20.28%) 321 (20.28%) 46 (2.91%) 688 (43.46%) 135 (8.53%) 135 (8.53%)	Goal Value Image: Contral Contra
<section-header></section-header>	Plot Rows Secondary dimension Sort 1 Source / Medium • 1. 2. 3. 4. 5. dealerleads.com / referral 6.	Type: Default Acquisition Users ↓ 31,022 ↓ % of Total: 100.00% (31,022) ↓ 6,664 (20.42%) ↓ 6,6441 (19.74%) ↓ 1,262 (3.87%) ↓	New Users Image: Control of the second	Sessions ? 44,780 % of Total: 100.00% (44,780) 7,920 (17.69%) 9,564 (21.36%) 8,244 (18.41%) 8,808 (19.67%) 1,739 (3.88%) 1,590 (3.55%)	Behavior Bounce Rate ? 46.70% Avg for View: 46.70% (0.00%) 44.31% 38.55% 38.55% 23.66% 33.76%	2.28 Avg for View: 2.28 (0.00%) 2.20 2.22 1.35 3.43 3.17 1.53	Avg. Session Duration () O0:02:28 Avg for View: 00:02:28 (0.00%) O0:01:55 O0:01:55 O0:00:43 O0:03:53 O0:00:55	Goal Conversion Rate 3.54% Avg for View: 3.54% (0.00%) 2.44% 3.36% 0.56% 7.81% 0.94%	Goal Completions ? 1,583 * % of Total: 100.00% (1,583) 193 (12.19%) 193 (12.19%) 321 (20.28%) 46 (2.91%) 688 (43.46%) 135 (8.53%) 15 (0.95%) 11 (0.69%) 11 (0.69%)	Goal Value Image: Contract of the contract of th
Referrals 9. Google Ads 9. Search Console 9. Compaint 9. Compaint	Plot Rows Secondary dimension Sort Source / Medium Image: Constraint of the second o	Type: Default Acquisition Users ? Users ? \$31,022 % of Total: 100.00% (31,022) 6,664 (20.42%) 6,6441 (19.74%) 6,084 (18.64%) 1,262 (3.87%) 1,142 (3.50%) 751 (2.30%)	New Users ? 29,905 & of Total: 100.00% (29,905) 6,303 (21.08%) 6,295 (21.05%) 5,726 (19.15%) 5,168 (17.28%) 1,044 (3.49%) 986 (3.30%) 706 (2.36%)	Sessions ? 44,780 44,780 5,000 (17.69%) 7,920 (17.69%) 9,564 (21.36%) 8,808 (19.67%) 1,739 (3.88%) 1,739 (3.55%) 1,016 (2.27%) 1,074 (2.40%)	Behavior Bounce Rate ? 46.70% Avg for View: 46.70% (0.00%) 44.31% 38.55% 138.55% 23.66% 33.76% 65.03% 77.76%	2.28 Avg for View: 2.28 (0.00%) 2.20 2.22 1.35 3.43 3.43 3.17 1.53 1.39	Avg. Session Duration ? 00:02:28 00:01:55 00:01:55 00:01:43 00:01:55 00:01:55 00:01:55	Goal Conversion Rate 3.54% Avg for View: 3.54% (0.00%) 2.44% 3.36% 0.56% 7.81% 7.76% 0.94% 1.08%	Goal Completions ? 1,583 % of Total: 100.00% (1,583) 193 (12.19%) 321 (20.28%) 46 (2.91%) 688 (43.46%) 135 (8.53%) 15 (0.95%) 11 (0.69%) 58 (3.66%)	Goal Value ? \$0.00





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