



A family owned and operated company.

(800) 369-3003

dealerleads.com

3 YEAR PLUS

PARTNER CASE STUDY #97

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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.

DEALERLEADS

Apr 1, 2020 - Sep 30, 2022

2020-2022 PERFORMANCE

All Traffic

All Users
100.00% Users

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce

Users vs. Select a metric

Users

3,000

2,000

1,000



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversion			
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value	
	731,179 <small>% of Total: 100.00% (731,179)</small>	725,821 <small>% of Total: 100.00% (725,821)</small>	966,987 <small>% of Total: 100.00% (966,987)</small>	33.74% <small>Avg for View: 33.74% (0.00%)</small>	2.50 <small>Avg for View: 2.50 (0.00%)</small>	00:02:35 <small>Avg for View: 00:02:35 (0.00%)</small>	3.87% <small>Avg for View: 3.87% (0.00%)</small>	37,416 <small>% of Total: 100.00% (37,416)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>	
1. [blurred]	239,428 (31.37%)	235,394 (32.43%)	308,047 (31.86%)	30.23%	2.20	00:02:40	2.50%	7,706 (20.60%)	\$0.00 (0.00%)	
2. [blurred]	156,100 (20.45%)	145,178 (20.00%)	232,978 (24.09%)	20.12%	3.43	00:03:58	7.30%	16,999 (45.43%)	\$0.00 (0.00%)	
3. [blurred]	61,954 (8.12%)	58,736 (8.09%)	76,496 (7.91%)	42.88%	2.34	00:01:57	3.97%	3,039 (8.12%)	\$0.00 (0.00%)	
4. [blurred]	53,220 (6.97%)	50,633 (6.98%)	66,950 (6.92%)	40.75%	2.27	00:02:05	4.95%	3,315 (8.86%)	\$0.00 (0.00%)	
5. [blurred]	39,989 (5.24%)	37,398 (5.15%)	55,799 (5.77%)	50.72%	1.73	00:00:53	0.92%	514 (1.37%)	\$0.00 (0.00%)	
6. [blurred]	35,350 (4.63%)	35,186 (4.85%)	77 (0.01%)	22.08%	3.61	00:04:29	5.19%	4 (0.01%)	\$0.00 (0.00%)	
7. [blurred]	29,443 (3.86%)	28,343 (3.90%)	46,202 (4.78%)	42.47%	2.15	00:01:00	1.12%	516 (1.38%)	\$0.00 (0.00%)	
8. dealerleads.com / referral	20,311 (2.66%)	17,545 (2.42%)	27,636 (2.86%)	30.07%	3.05	00:03:25	6.00%	1,658 (4.43%)	\$0.00 (0.00%)	
9. [blurred]	13,401 (1.76%)	12,062 (1.66%)	13,616 (1.41%)	39.15%	1.70	00:00:10	0.01%	2 (0.01%)	\$0.00 (0.00%)	
10. [blurred]	13,114 (1.72%)	11,198 (1.54%)	13,100 (1.35%)	33.24%	1.76	00:00:10	0.02%	3 (0.01%)	\$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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DealerLeads.com

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

DEALERLEADS

CONVERSION TRACKING

WHAT IS A CONVERSION?

ANYTIME YOUR DEALERSHIP GETS CUSTOMER INFO

The screenshot displays the Google Analytics interface for a report titled "Dealer Leads - Conversion...". The main chart shows traffic trends from 2021 to 2022. Below the chart is a table with columns for Acquisition, Behavior, and Conversions. A large green arrow points from the table to a dropdown menu of conversion goals.

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Value	Goal Name
1. [blurred]	239,428 (31.37%)	235,394 (32.43%)	308,047 (31.86%)						
2. [blurred]	156,100 (20.45%)	145,178 (20.00%)	232,978 (24.09%)						
3. [blurred]	61,954 (8.12%)	58,736 (8.09%)	76,496 (7.91%)						
4. [blurred]	53,220 (6.97%)	50,633 (6.98%)	66,950 (6.92%)	40.75%	2.27				
5. [blurred]	39,989 (5.24%)	37,398 (5.15%)	55,799 (5.77%)	50.72%	1.73				
6. [blurred]	35,350 (4.63%)	35,186 (4.85%)	77 (0.01%)	22.08%	3.61	00:04:29			
7. [blurred]	29,443 (3.86%)	28,343 (3.90%)	46,202 (4.78%)	42.47%	2.15	00:01:00	1.12%	516 (1.38%)	\$0.00 (0.00%)
8. dealerleads.com / referral	20,311 (2.66%)	17,545 (2.42%)	27,636 (2.86%)	30.07%	3.05	00:03:25	6.00%	1,658 (4.43%)	\$0.00 (0.00%)
9. [blurred]	13,401 (1.76%)	12,062 (1.66%)	13,616 (1.41%)	39.15%	1.70	00:00:10	0.01%	2 (0.01%)	\$0.00 (0.00%)
10. [blurred]	13,114 (1.72%)	11,198 (1.54%)	13,100 (1.35%)	33.24%	1.76	00:00:10	0.02%	3 (0.01%)	\$0.00 (0.00%)

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

Traffic sustainability: This metric shows our ability to maintain a constant, consistent, reliable supply of SHOPPER / CUSTOMER traffic to any particular dealership website month after month, year after year. These metrics are necessary for a dealership to maintain controllable growth patterns and predictable inventory turn rates.

City Location: We document our platform's consistent, relevant local shopper traffic to the dealership's website from locations where the dealership can sell cars. It's that simple.

OUR TRAFFIC & CITY LOCATION

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

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

DEALERLEADS

CONSISTENT TRAFFIC

month after month, year after year.



All Traffic

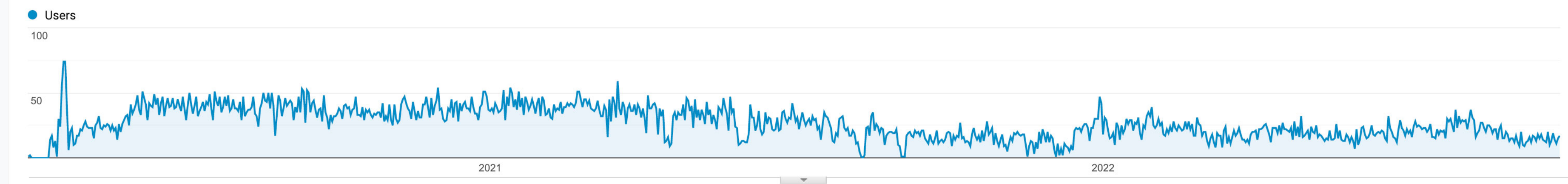
ALL » SOURCE / MEDIUM: dealerleads.com / referral

All Users
2.78% Users

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce

Users vs. Select a metric



Primary Dimension: Source / Medium 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
	20,311 <small>% of Total: 2.78% (731,179)</small>	17,545 <small>% of Total: 2.42% (725,821)</small>	27,636 <small>% of Total: 2.86% (966,987)</small>	30.07% <small>Avg for View: 33.74% (-10.89%)</small>	3.05 <small>Avg for View: 2.50 (21.96%)</small>	00:03:25 <small>Avg for View: 00:02:35 (32.20%)</small>	6.00% <small>Avg for View: 3.87% (55.05%)</small>	1,658 <small>% of Total: 4.43% (37,416)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. dealerleads.com / referral	20,311 (100.00%)	17,545 (100.00%)	27,636 (100.00%)	30.07%	3.05	00:03:25	6.00%	1,658 (100.00%)	\$0.00 (0.00%)

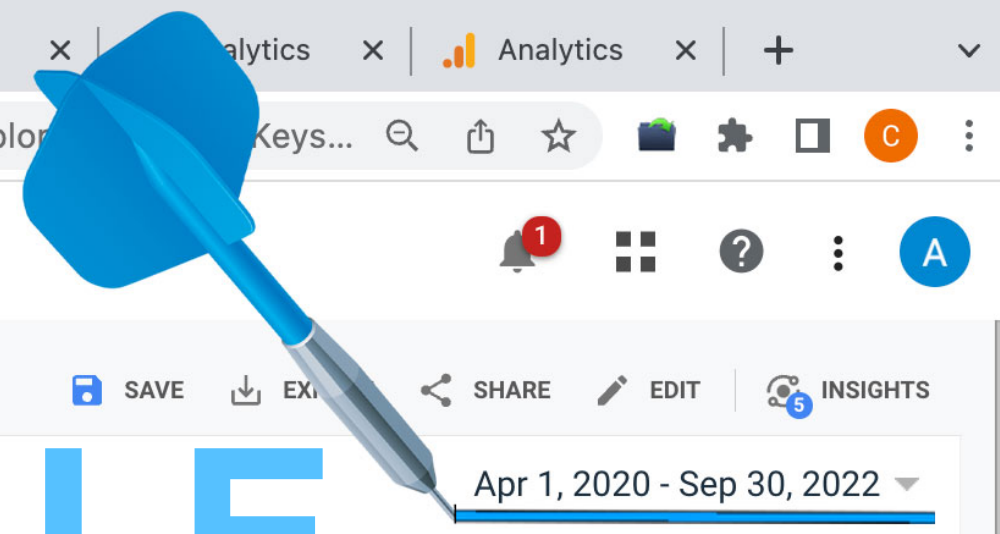
Show rows: 10 Go to: 1 1 - 1 of 1
This report was generated on 3/3/23 at 2:45:06 PM - Refresh Report

- Attribution BETA
- Discover
- Admin

DEALERLEADS

TRAFFIC CITY LOCALE

and the relationship to the dealer's location



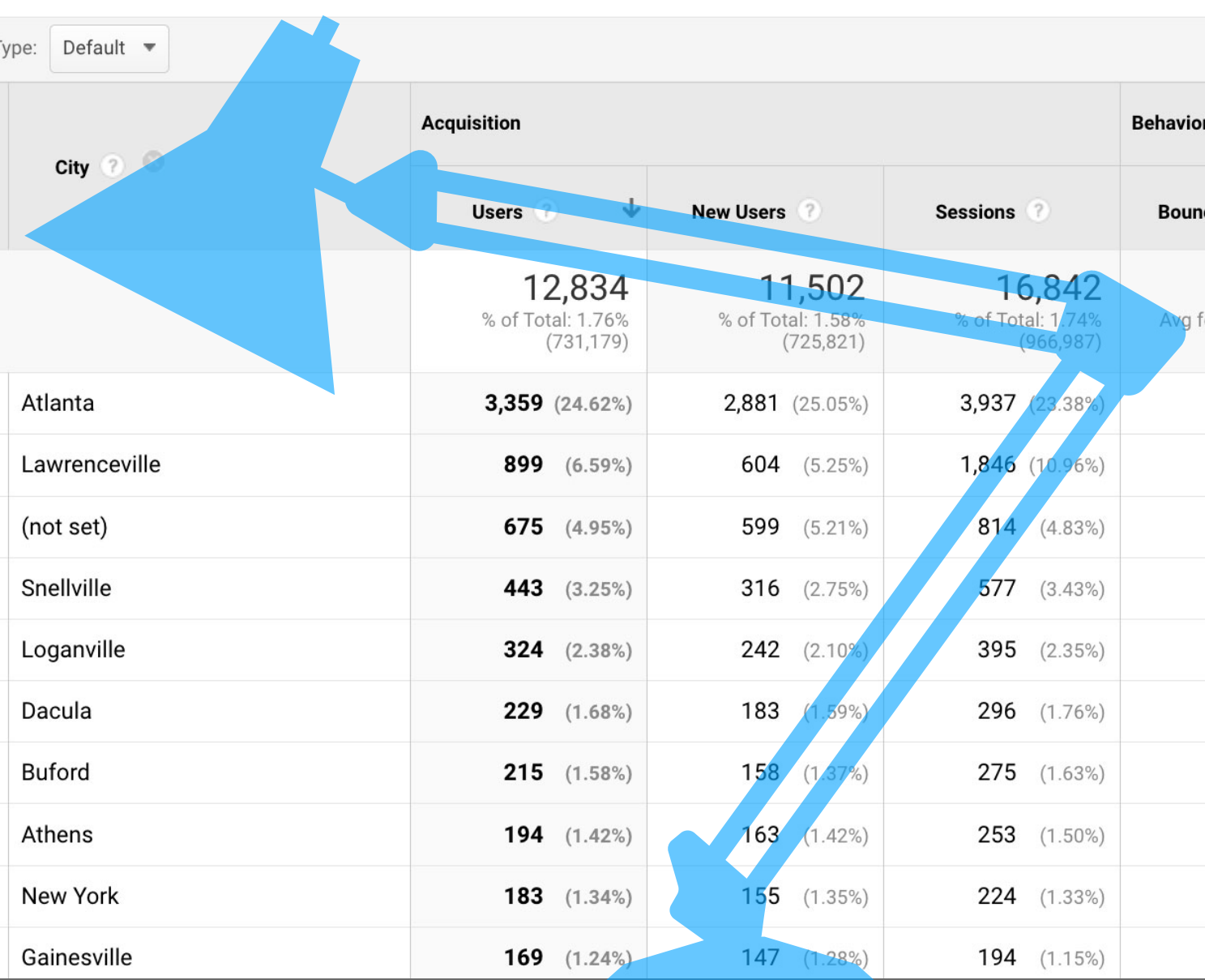
- Home
- Customization
- REPORTS
- Realtime
- Audience
- Acquisition
 - Overview
 - All Traffic
 - Channels
 - Treemaps
 - Source/Medium
 - Referrals
 - Google Ads
 - Search Console
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 - Campaigns
- Behavior
- Conversions
- Attribution BETA
- Discover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



Primary Dimension: Source / Medium Other

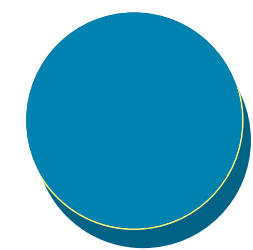
Secondary dimension: City Sort Type: Default

Source / Medium	City	Acquisition			Behavior			Conversions		
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		12,834 <small>% of Total: 1.76% (731,179)</small>	11,502 <small>% of Total: 1.58% (725,821)</small>	16,842 <small>% of Total: 1.74% (966,987)</small>	36.02% <small>Avg for View: 33.74% (6.74%)</small>	2.81 <small>Avg for View: 2.50 (12.20%)</small>	00:02:51 <small>Avg for View: 00:02:35 (10.31%)</small>	5.03% <small>Avg for View: 3.87% (30.12%)</small>	860 <small>% of Total: 2.30% (37,416)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. dealerleads.com / referral	Atlanta	3,359 (24.62%)	2,881 (25.05%)	3,937 (23.38%)	41.58%	2.46	00:02:29	6.45%	254 (29.53%)	\$0.00 (0.00%)
2. dealerleads.com / referral	Lawrenceville	899 (6.59%)	604 (5.25%)	1,846 (10.96%)	17.06%	3.25	00:04:25	3.36%	62 (7.21%)	\$0.00 (0.00%)
3. dealerleads.com / referral	(not set)	675 (4.95%)	599 (5.21%)	814 (4.83%)	42.38%	2.45	00:02:18	3.93%	32 (3.72%)	\$0.00 (0.00%)
4. dealerleads.com / referral	Snellville	443 (3.25%)	316 (2.75%)	577 (3.43%)	22.18%	3.75	00:03:58	10.05%	58 (6.74%)	\$0.00 (0.00%)
5. dealerleads.com / referral	Loganville	324 (2.38%)	242 (2.10%)	395 (2.35%)	16.71%	3.73	00:03:44	7.59%	30 (3.49%)	\$0.00 (0.00%)
6. dealerleads.com / referral	Dacula	229 (1.68%)	183 (1.59%)	296 (1.76%)	20.95%	4.10	00:05:29	9.46%	28 (3.26%)	\$0.00 (0.00%)
7. dealerleads.com / referral	Buford	215 (1.58%)	158 (1.37%)	275 (1.63%)	20.00%	3.52	00:03:05	3.27%	9 (1.05%)	\$0.00 (0.00%)
8. dealerleads.com / referral	Athens	194 (1.42%)	163 (1.42%)	253 (1.50%)	30.04%	3.42	00:03:11	5.53%	14 (1.63%)	\$0.00 (0.00%)
9. dealerleads.com / referral	New York	183 (1.34%)	155 (1.35%)	224 (1.33%)	31.70%	3.03	00:02:49	3.57%	8 (0.93%)	\$0.00 (0.00%)
10. dealerleads.com / referral	Gainesville	169 (1.24%)	147 (1.28%)	194 (1.15%)	36.08%	3.15	00:02:36	1.55%	3 (0.35%)	\$0.00 (0.00%)

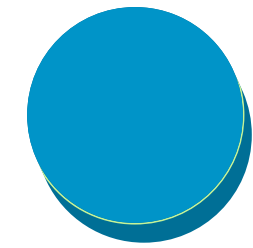


LET'S GO

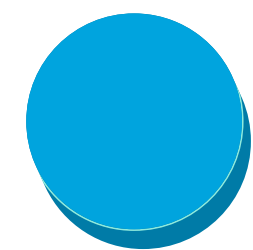
Quarter by Quarter



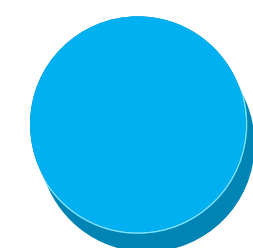
1ST QUARTER REPORTING
JAN 1 thru MAR 31



2ND QUARTER REPORTING
APR 1 thru JUN 30



3RD QUARTER REPORTING
JUL 1 thru SEP 30



4TH QUARTER REPORTING
OCT 1 thru DEC 31



DEALERLEADS

2020 Q3 PERFORMANCE

SAVE EXPORT SHARE EDIT INSIGHTS

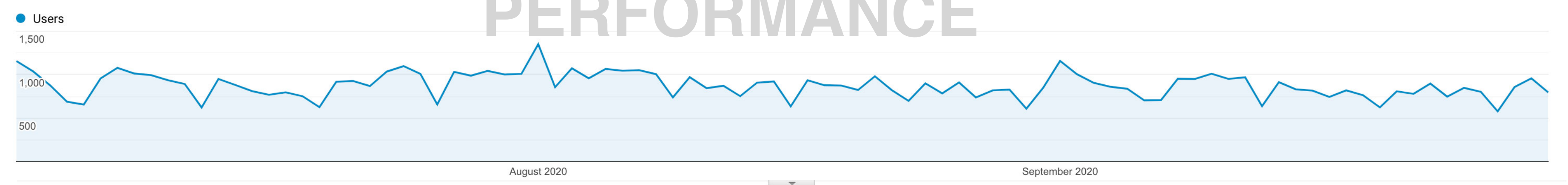
Jul 1, 2020 - Sep 30, 2020

All Traffic

All Users 100.00% Users

Explorer Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce

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	
	63,881 <small>% of Total: 100.00% (63,881)</small>	61,104 <small>% of Total: 100.00% (61,104)</small>	88,480 <small>% of Total: 100.00% (88,480)</small>	25.22% <small>Avg for View: 25.22% (0.00%)</small>	2.79 <small>Avg for View: 2.79 (0.00%)</small>	00:03:25 <small>Avg for View: 00:03:25 (0.00%)</small>	4.34% <small>Avg for View: 4.34% (0.00%)</small>	3,841 <small>% of Total: 100.00% (3,841)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>	
1. [blurred]	24,258 (36.85%)	23,936 (39.17%)	33,083 (37.39%)	22.53%	2.26	00:03:17	3.21%	1,062 (27.65%)	\$0.00 (0.00%)	
2. [blurred]	16,198 (24.60%)	14,489 (23.71%)	25,215 (28.50%)	17.39%	3.63	00:04:26	6.90%	1,740 (45.30%)	\$0.00 (0.00%)	
3. [blurred]	4,994 (7.59%)	4,585 (7.50%)	6,039 (6.83%)	45.11%	2.14	00:02:02	4.04%	244 (6.35%)	\$0.00 (0.00%)	
4. [blurred]	3,544 (5.38%)	3,056 (5.00%)	6,472 (7.31%)	35.88%	2.37	00:01:15	1.11%	72 (1.87%)	\$0.00 (0.00%)	
5. [blurred]	3,418 (5.19%)	3,123 (5.11%)	10 (0.01%)	0.00%	4.80	00:09:31	0.00%	0 (0.00%)	\$0.00 (0.00%)	
6. dealerleads.com / referral	2,878 (4.37%)	2,329 (3.81%)	4,286 (4.84%)	18.34%	3.59	00:04:51	6.88%	295 (7.68%)	\$0.00 (0.00%)	
7. [blurred]	2,103 (3.19%)	2,083 (3.41%)	2,186 (2.47%)	30.47%	2.92	00:00:26	0.37%	8 (0.21%)	\$0.00 (0.00%)	
8. [blurred]	1,156 (1.76%)	999 (1.63%)	1,824 (2.06%)	16.39%	3.95	00:05:25	4.77%	87 (2.27%)	\$0.00 (0.00%)	
9. [blurred]	843 (1.28%)	758 (1.24%)	815 (0.92%)	34.60%	2.42	00:03:28	3.93%	32 (0.83%)	\$0.00 (0.00%)	
10. [blurred]	608 (0.92%)	553 (0.91%)	973 (1.10%)	29.29%	2.53	00:03:32	5.65%	55 (1.43%)	\$0.00 (0.00%)	

Try searching "Any anomalies in sessions this month?"

DEALERLEADS

2022 Q3 PERFORMANCE

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

All Users
100.00% Users

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce

Users vs. Select a metric

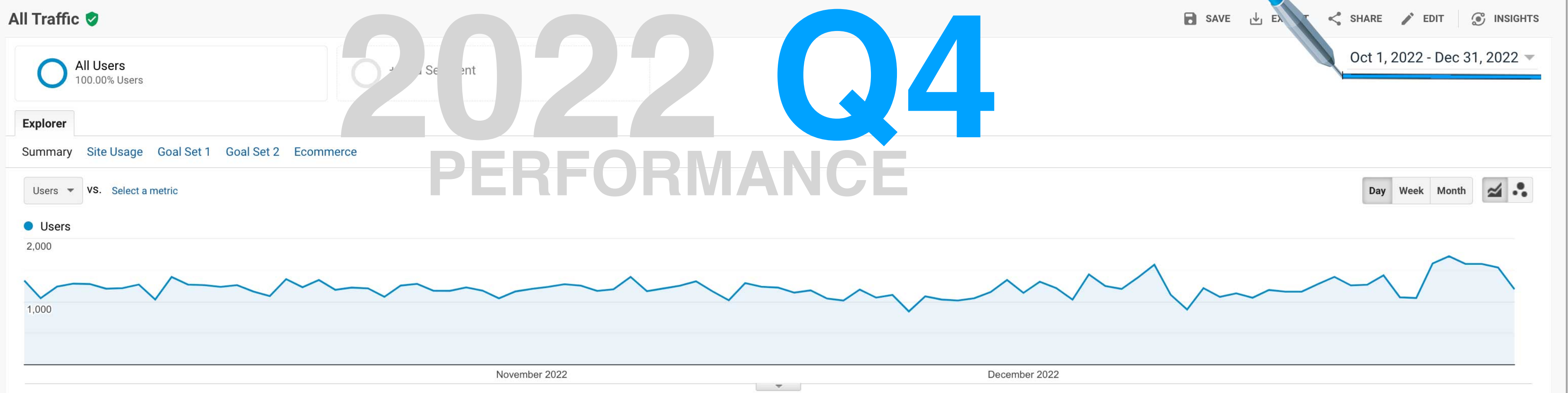


Primary Dimension: Source / Medium

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	84,000 <small>% of Total: 100.00% (84,000)</small>	82,554 <small>% of Total: 100.00% (82,554)</small>	108,373 <small>% of Total: 100.00% (108,373)</small>	40.02% <small>Avg for View: 40.02% (0.00%)</small>	2.19 <small>Avg for View: 2.19 (0.00%)</small>	00:02:09 <small>Avg for View: 00:02:09 (0.00%)</small>	3.14% <small>Avg for View: 3.14% (0.00%)</small>	3,406 <small>% of Total: 100.00% (3,406)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	19,467 (22.31%)	19,299 (23.38%)	25,406 (23.44%)	35.04%	1.96	00:02:21	1.86%	473 (13.89%)	\$0.00 (0.00%)
2. [blurred]	15,195 (17.42%)	13,879 (16.81%)	22,131 (20.42%)	20.41%	3.33	00:04:06	7.29%	1,613 (47.36%)	\$0.00 (0.00%)
3. [blurred]	13,948 (15.99%)	13,382 (16.21%)	17,172 (15.85%)	40.16%	2.22	00:01:55	4.11%	706 (20.73%)	\$0.00 (0.00%)
4. [blurred]	12,644 (14.49%)	12,314 (14.92%)	17,092 (15.77%)	59.30%	1.44	00:00:47	0.85%	145 (4.26%)	\$0.00 (0.00%)
5. [blurred]	6,484 (7.43%)	5,797 (7.02%)	6,505 (6.00%)	46.86%	1.61	00:00:09	0.03%	2 (0.06%)	\$0.00 (0.00%)
6. [blurred]	4,344 (4.98%)	4,142 (5.02%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. [blurred]	2,561 (2.94%)	2,360 (2.86%)	4,035 (3.72%)	55.14%	1.61	00:01:02	1.04%	42 (1.23%)	\$0.00 (0.00%)
8. [blurred]	1,752 (2.01%)	1,586 (1.92%)	1,757 (1.62%)	32.50%	1.75	00:00:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. dealerleads.com / referral	1,650 (1.89%)	1,461 (1.77%)	1,999 (1.84%)	43.22%	2.54	00:02:15	4.55%	91 (2.67%)	\$0.00 (0.00%)
10. cargurus_rpm / display	1,281 (1.47%)	1,260 (1.53%)	1,381 (1.27%)	85.95%	1.19	00:00:20	0.36%	5 (0.15%)	\$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
- Behavior
- Conversions
- Attribution BETA
- Discover
- Admin



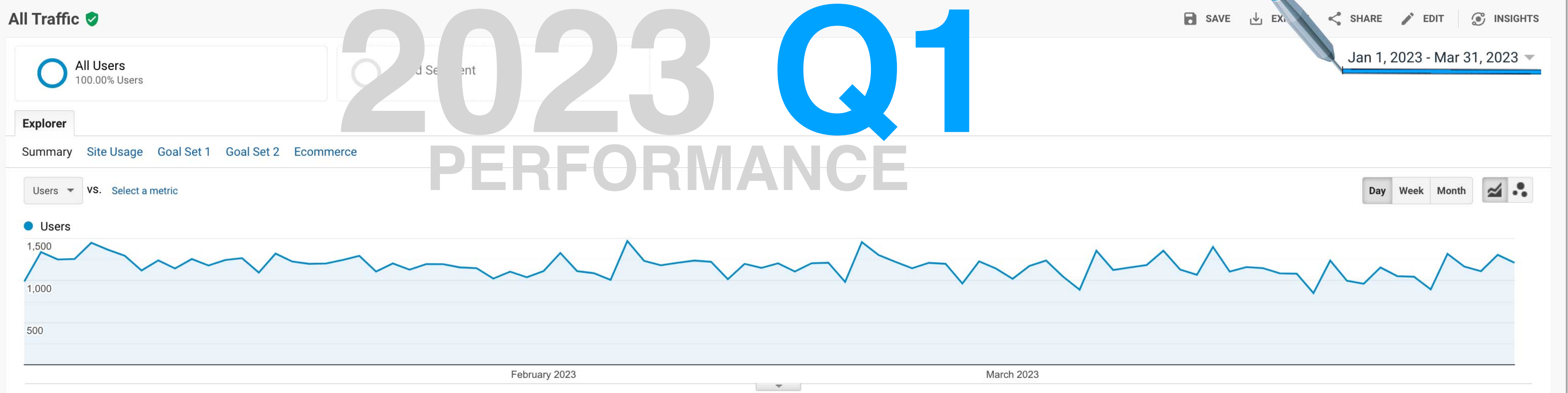
Primary Dimension: **Source / Medium** Source Medium Keyword Other

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
	92,799 <small>% of Total: 100.00% (92,799)</small>	90,651 <small>% of Total: 100.00% (90,651)</small>	116,106 <small>% of Total: 100.00% (116,106)</small>	44.14% <small>Avg for View: 44.14% (0.00%)</small>	2.01 <small>Avg for View: 2.01 (0.00%)</small>	00:01:55 <small>Avg for View: 00:01:55 (0.00%)</small>	2.53% <small>Avg for View: 2.53% (0.00%)</small>	2,940 <small>% of Total: 100.00% (2,940)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	19,872 (20.80%)	19,753 (21.79%)	26,479 (22.81%)	34.86%	1.99	00:02:35	1.90%	504 (17.14%)	\$0.00 (0.00%)
2. [blurred]	14,841 (15.54%)	13,704 (15.12%)	21,394 (18.43%)	22.47%	3.04	00:03:59	6.58%	1,407 (47.86%)	\$0.00 (0.00%)
3. [blurred]	14,456 (15.13%)	14,070 (15.52%)	20,031 (17.25%)	70.77%	1.35	00:00:41	0.60%	121 (4.12%)	\$0.00 (0.00%)
4. [blurred]	12,833 (13.44%)	11,734 (12.94%)	12,701 (10.94%)	34.18%	1.74	00:00:11	<0.01%	1 (0.03%)	\$0.00 (0.00%)
5. [blurred]	12,481 (13.07%)	11,988 (13.22%)	14,876 (12.81%)	46.03%	1.99	00:01:39	3.30%	491 (16.70%)	\$0.00 (0.00%)
6. [blurred]	4,792 (5.02%)	4,539 (5.01%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. [blurred]	2,506 (2.62%)	2,257 (2.49%)	4,021 (3.46%)	61.48%	1.54	00:00:52	1.29%	52 (1.77%)	\$0.00 (0.00%)
8. [blurred]	1,642 (1.72%)	1,602 (1.77%)	1,974 (1.70%)	81.05%	1.29	00:00:37	0.66%	13 (0.44%)	\$0.00 (0.00%)
9. dealerleads.com / referral	1,493 (1.56%)	1,356 (1.50%)	1,797 (1.55%)	50.70%	2.25	00:02:17	5.01%	90 (3.06%)	\$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](#)

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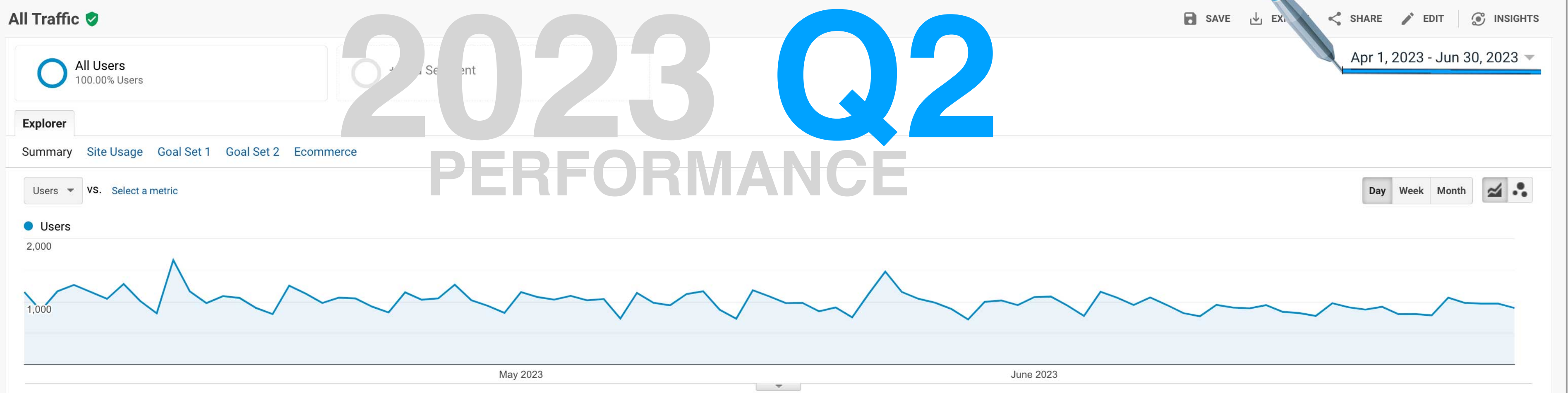


Primary Dimension: Source / Medium

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	83,915 <small>% of Total: 100.00% (83,915)</small>	80,945 <small>% of Total: 100.00% (80,945)</small>	109,138 <small>% of Total: 100.00% (109,138)</small>	48.15% <small>Avg for View: 48.15% (0.00%)</small>	2.11 <small>Avg for View: 2.11 (0.00%)</small>	00:02:22 <small>Avg for View: 00:02:22 (0.00%)</small>	3.36% <small>Avg for View: 3.36% (0.00%)</small>	3,666 <small>% of Total: 100.00% (3,666)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	17,466 (20.37%)	17,371 (21.46%)	24,579 (22.52%)	39.85%	2.02	00:02:55	2.36%	579 (15.79%)	\$0.00 (0.00%)
2. [blurred]	14,996 (17.49%)	14,416 (17.81%)	20,707 (18.97%)	73.84%	1.35	00:00:42	0.73%	152 (4.15%)	\$0.00 (0.00%)
3. [blurred]	14,034 (16.36%)	12,651 (15.63%)	20,518 (18.80%)	20.22%	3.35	00:04:19	7.28%	1,494 (40.75%)	\$0.00 (0.00%)
4. [blurred]	12,784 (14.91%)	12,249 (15.13%)	15,069 (13.81%)	46.35%	2.06	00:01:44	3.55%	535 (14.59%)	\$0.00 (0.00%)
5. [blurred]	5,266 (6.14%)	5,063 (6.25%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. [blurred]	3,265 (3.81%)	2,926 (3.61%)	5,005 (4.59%)	60.58%	1.63	00:01:10	1.52%	76 (2.07%)	\$0.00 (0.00%)
7. [blurred]	2,622 (3.06%)	2,445 (3.02%)	3,621 (3.32%)	63.08%	1.78	00:01:39	6.57%	238 (6.49%)	\$0.00 (0.00%)
8. dealerleads.com / referral	2,560 (2.99%)	2,274 (2.81%)	3,305 (3.03%)	44.05%	2.73	00:03:25	5.87%	194 (5.29%)	\$0.00 (0.00%)
9. [blurred]	1,519 (1.77%)	1,202 (1.48%)	2,304 (2.11%)	60.94%	1.53	00:00:58	1.52%	35 (0.95%)	\$0.00 (0.00%)

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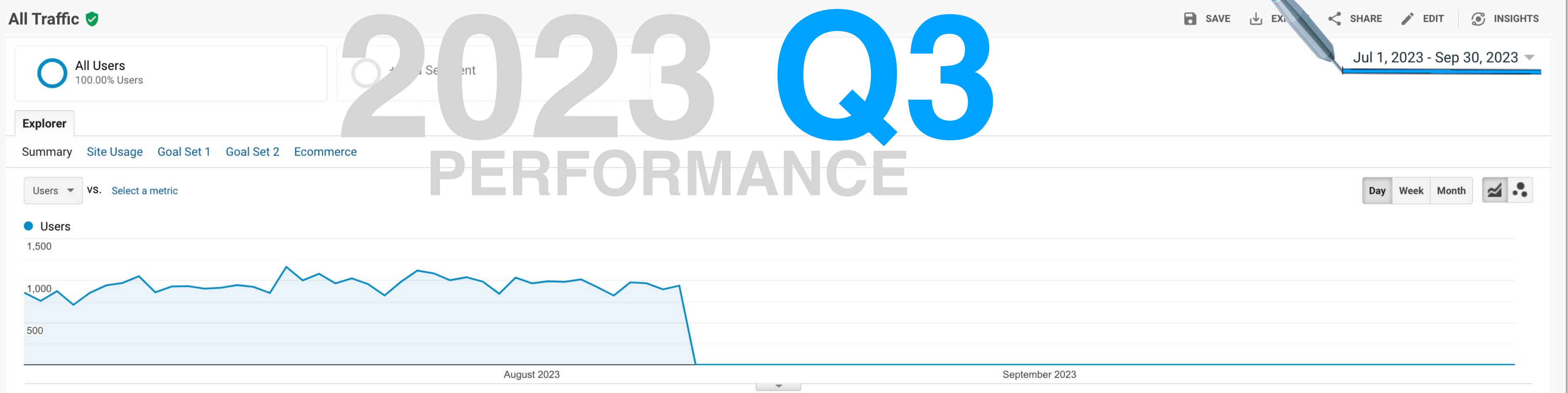
Primary Dimension: **Source / Medium** | Source | Medium | Keyword | Other

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
	72,437 <small>% of Total: 100.00% (72,437)</small>	70,077 <small>% of Total: 100.00% (70,077)</small>	102,129 <small>% of Total: 100.00% (102,129)</small>	44.69% <small>Avg for View: 44.69% (0.00%)</small>	2.26 <small>Avg for View: 2.26 (0.00%)</small>	00:02:37 <small>Avg for View: 00:02:37 (0.00%)</small>	4.17% <small>Avg for View: 4.17% (0.00%)</small>	4,256 <small>% of Total: 100.00% (4,256)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	16,265 (21.53%)	16,001 (22.83%)	22,916 (22.44%)	34.42%	2.17	00:03:18	2.93%	672 (15.79%)	\$0.00 (0.00%)
2. [blurred]	13,648 (18.07%)	12,058 (17.21%)	19,448 (19.04%)	21.95%	3.38	00:04:19	8.31%	1,616 (37.97%)	\$0.00 (0.00%)
3. [blurred]	13,457 (17.81%)	12,802 (18.27%)	15,980 (15.65%)	43.57%	2.19	00:01:55	3.27%	522 (12.27%)	\$0.00 (0.00%)
4. [blurred]	10,382 (13.74%)	10,096 (14.41%)	14,368 (14.07%)	72.65%	1.39	00:00:45	0.97%	139 (3.27%)	\$0.00 (0.00%)
5. dealerleads.com / referral	3,363 (4.45%)	2,844 (4.06%)	4,519 (4.42%)	36.20%	3.13	00:03:57	7.13%	322 (7.57%)	\$0.00 (0.00%)
6. [blurred]	3,101 (4.11%)	2,729 (3.89%)	4,477 (4.38%)	52.40%	1.99	00:02:33	6.54%	293 (6.88%)	\$0.00 (0.00%)
7. [blurred]	2,670 (3.53%)	2,277 (3.25%)	3,871 (3.79%)	59.67%	1.78	00:01:54	7.39%	286 (6.72%)	\$0.00 (0.00%)
8. [blurred]	2,219 (2.94%)	1,937 (2.76%)	3,278 (3.21%)	62.32%	1.58	00:01:04	1.80%	59 (1.39%)	\$0.00 (0.00%)
9. [blurred]	1,523 (2.02%)	1,443 (2.06%)	2,140 (2.10%)	80.89%	1.28	00:00:51	0.98%	21 (0.49%)	\$0.00 (0.00%)

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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
	31,022 (100.00%)	29,905 (100.00%)	44,780 (100.00%)	46.70% (0.00%)	2.28 (0.00%)	00:02:28 (0.00%)	3.54% (0.00%)	1,583 (100.00%)	\$0.00 (0.00%)
1. [blurred]	6,664 (20.42%)	6,303 (21.08%)	7,920 (17.69%)	44.31%	2.20	00:01:55	2.44%	193 (12.19%)	\$0.00 (0.00%)
2. [blurred]	6,441 (19.74%)	6,295 (21.05%)	9,564 (21.36%)	38.55%	2.22	00:03:06	3.36%	321 (20.28%)	\$0.00 (0.00%)
3. [blurred]	6,084 (18.64%)	5,726 (19.15%)	8,244 (18.41%)	76.16%	1.35	00:00:43	0.56%	46 (2.91%)	\$0.00 (0.00%)
4. [blurred]	5,947 (18.22%)	5,168 (17.28%)	8,808 (19.67%)	23.66%	3.43	00:04:05	7.81%	688 (43.46%)	\$0.00 (0.00%)
5. dealerleads.com / referral	1,262 (3.87%)	1,044 (3.49%)	1,739 (3.88%)	33.76%	3.17	00:03:53	7.76%	135 (8.53%)	\$0.00 (0.00%)
6. [blurred]	1,142 (3.50%)	986 (3.30%)	1,590 (3.55%)	65.03%	1.53	00:00:55	0.94%	15 (0.95%)	\$0.00 (0.00%)
7. [blurred]	751 (2.30%)	706 (2.36%)	1,016 (2.27%)	77.76%	1.39	00:00:55	1.08%	11 (0.69%)	\$0.00 (0.00%)
8. [blurred]	742 (2.27%)	620 (2.07%)	1,074 (2.40%)	45.90%	2.29	00:02:45	5.40%	58 (3.66%)	\$0.00 (0.00%)
9. [blurred]	553 (1.69%)	372 (1.24%)	837 (1.87%)	64.16%	1.61	00:01:08	0.60%	5 (0.32%)	\$0.00 (0.00%)

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

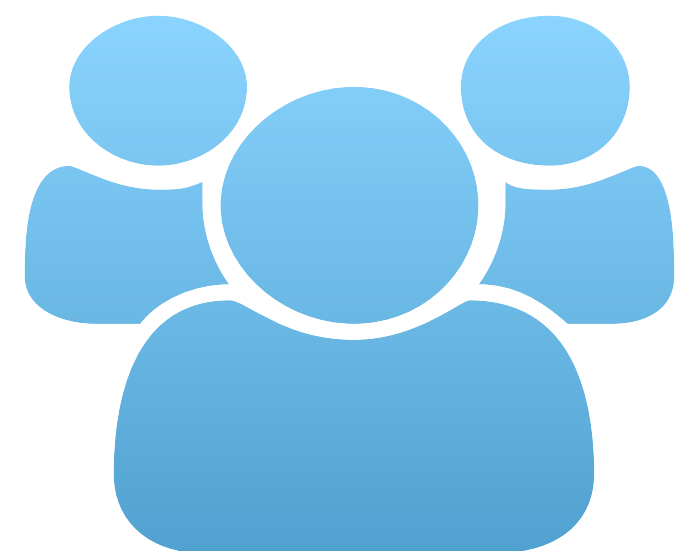
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