



A family owned and operated company.

**(800) 369-3003**

[dealerleads.com](http://dealerleads.com)

# 3 YEAR PLUS

PARTNER CASE STUDY #21

[View 200 more case studies here...](#)



[DealerLeads.com](http://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.

- 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

All Traffic

# DEALERLEADS

SAVE EX SHARE EDIT INSIGHTS

Aug 10, 2021 - Dec 31, 2022



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
	234,612 <small>% of Total: 100.00% (234,612)</small>	233,499 <small>% of Total: 100.00% (233,499)</small>	344,916 <small>% of Total: 100.00% (344,916)</small>	57.87% <small>Avg for View: 57.87% (0.00%)</small>	2.32 <small>Avg for View: 2.32 (0.00%)</small>	00:01:46 <small>Avg for View: 00:01:46 (0.00%)</small>	3.39% <small>Avg for View: 3.39% (0.00%)</small>	11,697 <small>% of Total: 100.00% (11,697)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	84,951 (34.35%)	83,672 (35.83%)	119,953 (34.78%)	77.89%	1.49	00:00:52	2.18%	2,620 (22.40%)	\$0.00 (0.00%)
2. [blurred]	26,456 (10.70%)	26,163 (11.20%)	36,434 (10.56%)	52.65%	2.35	00:02:08	3.54%	1,290 (11.03%)	\$0.00 (0.00%)
3. [blurred]	22,882 (9.25%)	21,252 (9.10%)	31,227 (9.05%)	19.47%	4.06	00:03:08	5.32%	1,661 (14.20%)	\$0.00 (0.00%)
4. [blurred]	19,505 (7.89%)	18,030 (7.72%)	26,469 (7.67%)	20.13%	3.86	00:03:06	5.62%	1,488 (12.72%)	\$0.00 (0.00%)
5. [blurred]	18,453 (7.46%)	16,136 (6.91%)	26,124 (7.57%)	33.20%	3.40	00:03:06	5.86%	1,530 (13.08%)	\$0.00 (0.00%)
6. [blurred]	12,102 (4.89%)	11,904 (5.10%)	14,592 (4.23%)	89.93%	1.11	00:00:26	1.13%	165 (1.41%)	\$0.00 (0.00%)
7. [blurred]	11,347 (4.59%)	11,059 (4.74%)	17,380 (5.04%)	70.88%	1.60	00:00:37	1.85%	321 (2.74%)	\$0.00 (0.00%)
8. [blurred]	10,671 (4.31%)	10,353 (4.43%)	12,621 (3.66%)	89.24%	1.11	00:00:23	1.66%	209 (1.79%)	\$0.00 (0.00%)
9. dealerleads.com / referral	8,221 (3.32%)	7,379 (3.16%)	11,003 (3.19%)	37.49%	3.15	00:02:41	5.00%	550 (4.70%)	\$0.00 (0.00%)
10. [blurred]	2,532 (1.02%)	2,441 (1.05%)	3,868 (1.12%)	61.56%	1.92	00:01:52	4.16%	161 (1.38%)	\$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.

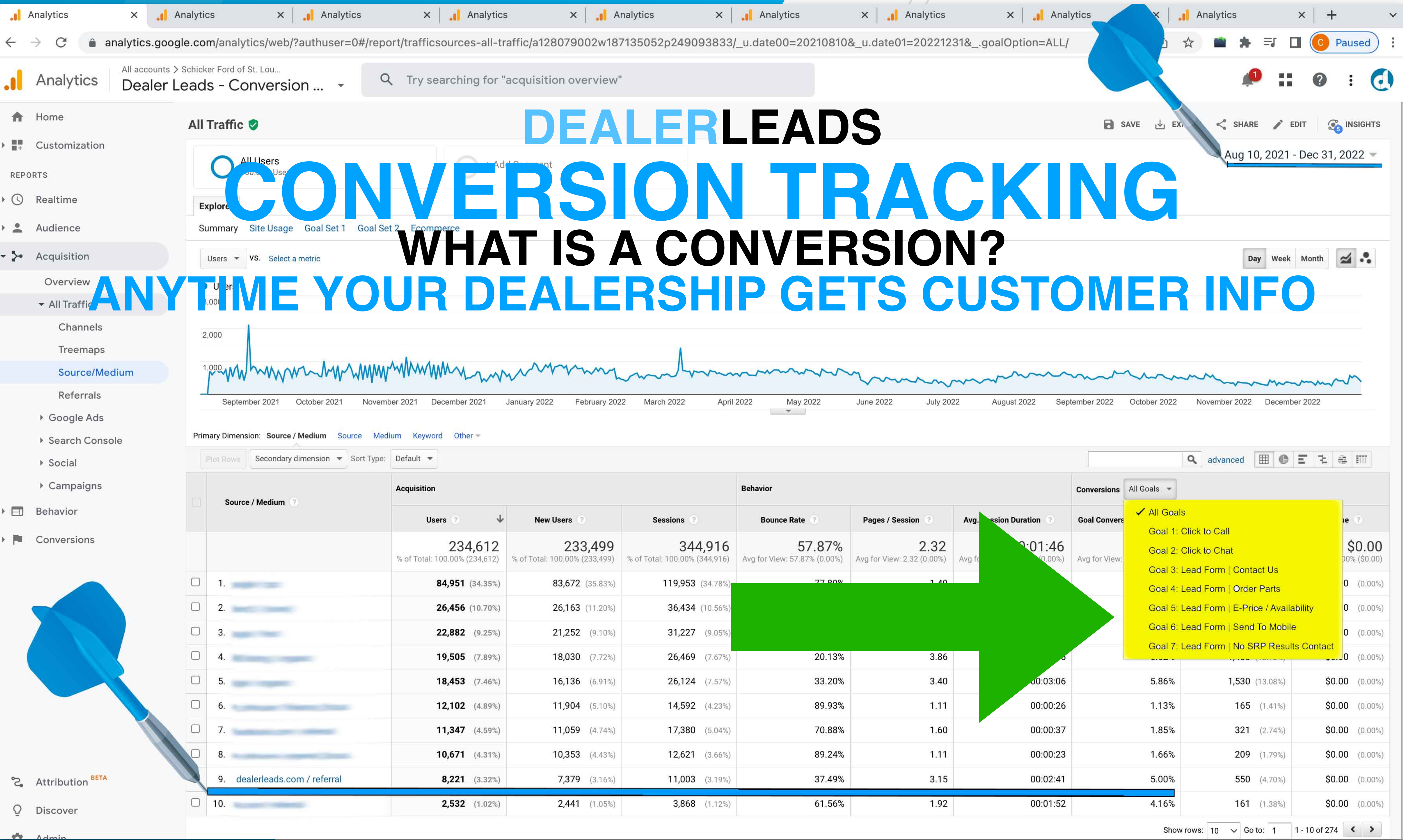
A **hard goal conversion** completion is anytime your dealership gets the customer's information. (i.e.), a lead form completion from a VDP, a click-to-call, a click-to-chat, a click-to-text, or any CTA on your website that can capture customers' information in some form is considered a hard goal conversion.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

Introducing  
[DealerLeads.com](https://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

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Value	Revenue
1. [blurred]	84,951 (34.35%)	83,672 (35.83%)	119,953 (34.78%)	77.89%	1.40	00:01:46			
2. [blurred]	26,456 (10.70%)	26,163 (11.20%)	36,434 (10.56%)						
3. [blurred]	22,882 (9.25%)	21,252 (9.10%)	31,227 (9.05%)						
4. [blurred]	19,505 (7.89%)	18,030 (7.72%)	26,469 (7.67%)	20.13%	3.86				
5. [blurred]	18,453 (7.46%)	16,136 (6.91%)	26,124 (7.57%)	33.20%	3.40	00:03:06	5.86%	1,530 (13.08%)	\$0.00 (0.00%)
6. [blurred]	12,102 (4.89%)	11,904 (5.10%)	14,592 (4.23%)	89.93%	1.11	00:00:26	1.13%	165 (1.41%)	\$0.00 (0.00%)
7. [blurred]	11,347 (4.59%)	11,059 (4.74%)	17,380 (5.04%)	70.88%	1.60	00:00:37	1.85%	321 (2.74%)	\$0.00 (0.00%)
8. [blurred]	10,671 (4.31%)	10,353 (4.43%)	12,621 (3.66%)	89.24%	1.11	00:00:23	1.66%	209 (1.79%)	\$0.00 (0.00%)
9. dealerleads.com / referral	8,221 (3.32%)	7,379 (3.16%)	11,003 (3.19%)	37.49%	3.15	00:02:41	5.00%	550 (4.70%)	\$0.00 (0.00%)
10. [blurred]	2,532 (1.02%)	2,441 (1.05%)	3,868 (1.12%)	61.56%	1.92	00:01:52	4.16%	161 (1.38%)	\$0.00 (0.00%)

- ✓ All Goals
- Goal 1: Click to Call
- Goal 2: Click to Chat
- Goal 3: Lead Form | Contact Us
- Goal 4: Lead Form | Order Parts
- Goal 5: Lead Form | E-Price / Availability
- Goal 6: Lead Form | Send To Mobile
- Goal 7: Lead Form | No SRP Results Contact

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](https://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.

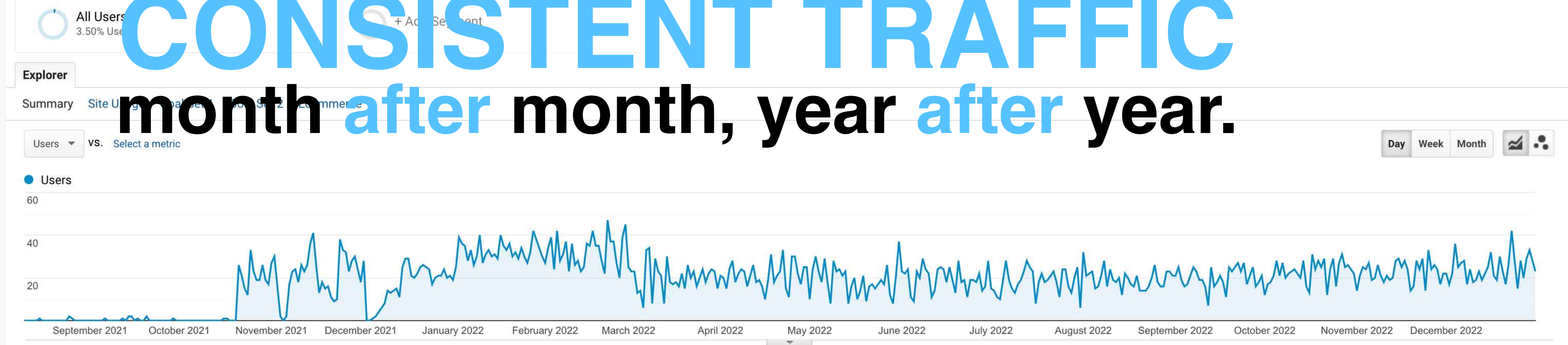
- Home
- Customization
- REPORTS
- Realtime
- Audience
- Acquisition
  - Overview
  - All Traffic
    - Channels
    - Treemaps
    - Source/Medium
    - Referrals
  - Google Ads
  - Search Console
  - Social
  - Campaigns
- Behavior
- Conversions

All Traffic **DEALERLEADS** SAVE EXPORT SHARE EDIT INSIGHTS

ALL » SOURCE / MEDIUM: dealerleads.com / referral Aug 10, 2021 - Dec 31, 2022

# CONSISTENT TRAFFIC

month after month, year after year.



Primary Dimension: Source / Medium 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
	8,221 <small>% of Total: 3.50% (234,612)</small>	7,379 <small>% of Total: 3.16% (233,499)</small>	11,003 <small>% of Total: 3.19% (344,916)</small>	37.49% <small>Avg for View: 57.87% (-35.22%)</small>	3.15 <small>Avg for View: 2.32 (35.74%)</small>	00:02:41 <small>Avg for View: 00:01:46 (50.83%)</small>	5.00% <small>Avg for View: 3.39% (47.40%)</small>	550 <small>% of Total: 4.70% (11,697)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. dealerleads.com / referral	8,221 (100.00%)	7,379 (100.00%)	11,003 (100.00%)	37.49%	3.15	00:02:41	5.00%	550 (100.00%)	\$0.00 (0.00%)

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

This report was generated on 3/8/23 at 10:24:12AM - Refresh Report

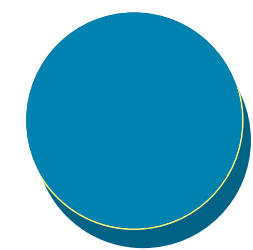
- Attribution **BETA**
- Discover
- Admin



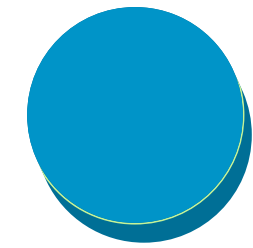


# LET'S GO

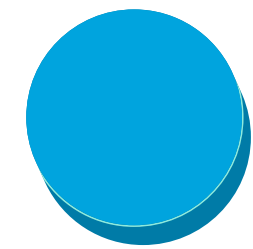
## Quarter by Quarter



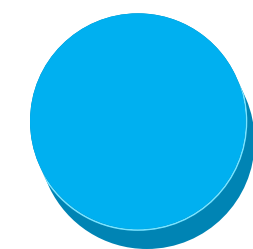
1ST QUARTER REPORTING  
JAN 1 thru MAR 31



2ND QUARTER REPORTING  
APR 1 thru JUN 30



3RD QUARTER REPORTING  
JUL 1 thru SEP 30



4TH QUARTER REPORTING  
OCT 1 thru DEC 31



- 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

All Traffic

# DEALERLEADS

# 2021 Q4 PERFORMANCE

All Users  
100.00% Users

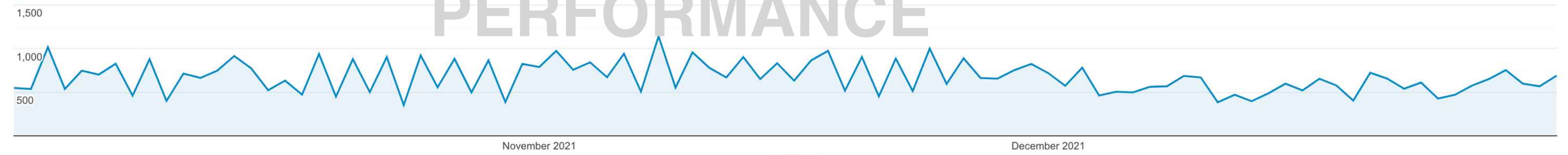
+ Add Segment

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce

Users vs. Select a metric

Users

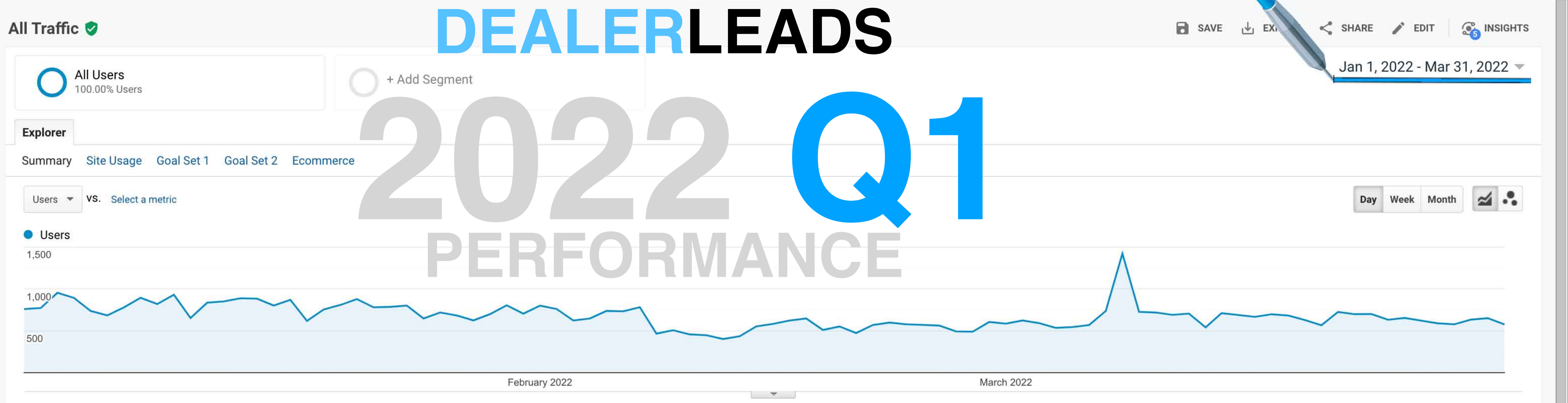


Primary Dimension: Source / Medium

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
	50,194 <small>% of Total: 100.00% (50,194)</small>	49,661 <small>% of Total: 100.00% (49,661)</small>	72,142 <small>% of Total: 100.00% (72,142)</small>	61.32% <small>Avg for View: 61.32% (0.00%)</small>	2.22 <small>Avg for View: 2.22 (0.00%)</small>	00:01:40 <small>Avg for View: 00:01:40 (0.00%)</small>	3.20% <small>Avg for View: 3.20% (0.00%)</small>	2,308 <small>% of Total: 100.00% (2,308)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	15,744 (29.73%)	15,403 (31.02%)	21,651 (30.01%)	77.75%	1.53	00:00:53	2.20%	477 (20.67%)	\$0.00 (0.00%)
2. [blurred]	7,749 (14.63%)	7,104 (14.30%)	10,454 (14.49%)	19.64%	4.04	00:03:06	5.83%	609 (26.39%)	\$0.00 (0.00%)
3. [blurred]	6,450 (12.18%)	6,253 (12.59%)	7,596 (10.53%)	89.39%	1.11	00:00:22	1.65%	125 (5.42%)	\$0.00 (0.00%)
4. [blurred]	5,348 (10.10%)	5,174 (10.42%)	6,359 (8.81%)	90.19%	1.10	00:00:27	1.20%	76 (3.29%)	\$0.00 (0.00%)
5. [blurred]	4,309 (8.14%)	4,268 (8.59%)	6,186 (8.57%)	50.19%	2.43	00:02:09	3.99%	247 (10.70%)	\$0.00 (0.00%)
6. [blurred]	3,234 (6.11%)	2,696 (5.43%)	4,443 (6.16%)	30.34%	3.64	00:03:34	6.28%	279 (12.09%)	\$0.00 (0.00%)
7. [blurred]	3,051 (5.76%)	3,004 (6.05%)	4,687 (6.50%)	71.15%	1.57	00:00:32	1.92%	90 (3.90%)	\$0.00 (0.00%)
8. dealerleads.com / referral	1,282 (2.42%)	1,167 (2.35%)	1,477 (2.05%)	46.11%	2.79	00:01:50	4.94%	73 (3.16%)	\$0.00 (0.00%)
9. [blurred]	544 (1.03%)	491 (0.99%)	1,198 (1.66%)	69.03%	1.63	00:00:34	2.34%	28 (1.21%)	\$0.00 (0.00%)
10. [blurred]	531 (1.00%)	423 (0.85%)	851 (1.18%)	17.27%	4.61	00:04:20	2.70%	23 (1.00%)	\$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

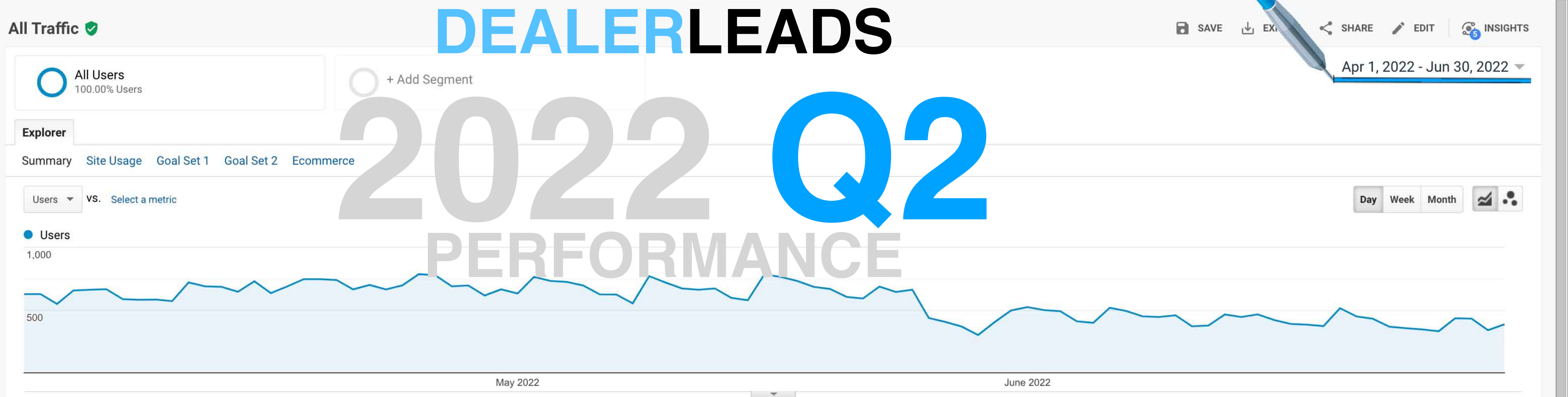


Primary Dimension: Source / Medium

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	47,312 <small>% of Total: 100.00% (47,312)</small>	46,846 <small>% of Total: 100.00% (46,846)</small>	71,659 <small>% of Total: 100.00% (71,659)</small>	58.40% <small>Avg for View: 58.40% (0.00%)</small>	2.34 <small>Avg for View: 2.34 (0.00%)</small>	00:01:48 <small>Avg for View: 00:01:48 (0.00%)</small>	3.13% <small>Avg for View: 3.13% (0.00%)</small>	2,244 <small>% of Total: 100.00% (2,244)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	21,864 (43.74%)	21,497 (45.89%)	31,505 (43.97%)	80.55%	1.44	00:00:51	1.70%	536 (23.89%)	\$0.00 (0.00%)
2. [blurred]	8,703 (17.41%)	8,105 (17.30%)	11,710 (16.34%)	19.52%	4.05	00:03:09	5.23%	612 (27.27%)	\$0.00 (0.00%)
3. [blurred]	4,678 (9.36%)	4,633 (9.89%)	6,439 (8.99%)	50.68%	2.51	00:02:16	3.71%	239 (10.65%)	\$0.00 (0.00%)
4. [blurred]	3,525 (7.05%)	2,961 (6.32%)	4,923 (6.87%)	34.23%	3.44	00:03:10	5.85%	288 (12.83%)	\$0.00 (0.00%)
5. [blurred]	2,295 (4.59%)	2,067 (4.41%)	3,716 (5.19%)	72.09%	1.56	00:00:32	1.75%	65 (2.90%)	\$0.00 (0.00%)
6. dealerleads.com / referral	2,219 (4.44%)	1,971 (4.21%)	2,765 (3.86%)	38.26%	3.11	00:02:26	4.70%	130 (5.79%)	\$0.00 (0.00%)
7. [blurred]	723 (1.45%)	717 (1.53%)	660 (0.92%)	89.09%	1.12	00:00:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. [blurred]	569 (1.14%)	330 (0.70%)	1,437 (2.01%)	68.34%	1.62	00:00:34	3.83%	55 (2.45%)	\$0.00 (0.00%)
9. [blurred]	565 (1.13%)	538 (1.15%)	707 (0.99%)	66.20%	1.61	00:01:11	3.54%	25 (1.11%)	\$0.00 (0.00%)
10. [blurred]	428 (0.86%)	336 (0.72%)	739 (1.03%)	21.11%	4.21	00:04:10	2.30%	17 (0.76%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 123

- 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

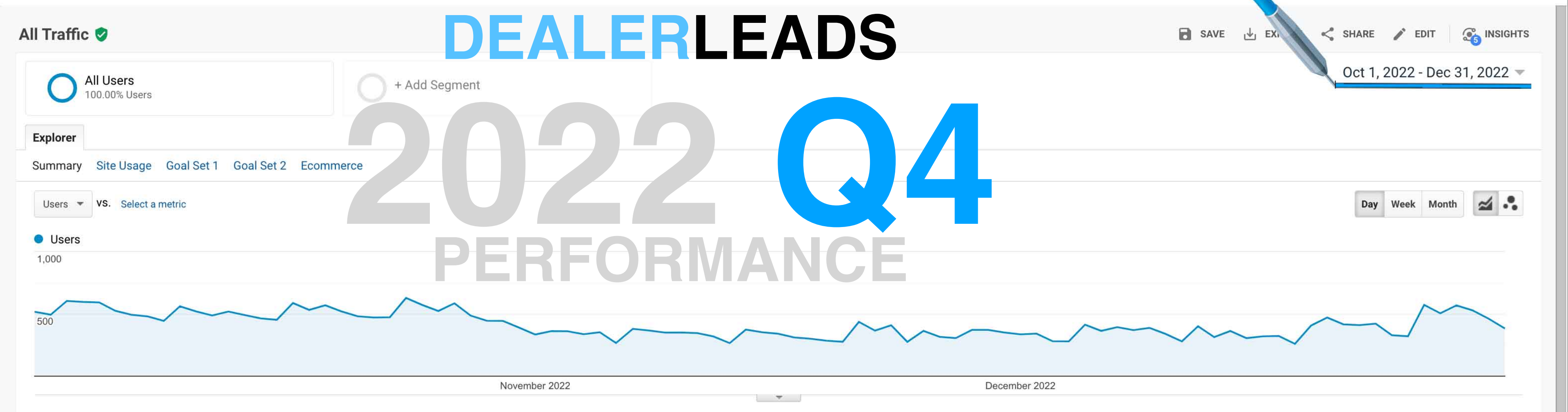


Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	41,398 <small>% of Total: 100.00% (41,398)</small>	40,469 <small>% of Total: 100.00% (40,469)</small>	61,832 <small>% of Total: 100.00% (61,832)</small>	57.75% <small>Avg for View: 57.75% (0.00%)</small>	2.33 <small>Avg for View: 2.33 (0.00%)</small>	00:01:48 <small>Avg for View: 00:01:48 (0.00%)</small>	3.52% <small>Avg for View: 3.52% (0.00%)</small>	2,175 <small>% of Total: 100.00% (2,175)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	19,381 (44.48%)	18,609 (45.98%)	28,107 (45.46%)	80.67%	1.42	00:00:49	1.85%	520 (23.91%)	\$0.00 (0.00%)
2. [blurred]	6,013 (13.80%)	5,545 (13.70%)	7,990 (12.92%)	19.54%	4.00	00:03:10	5.77%	461 (21.20%)	\$0.00 (0.00%)
3. [blurred]	4,812 (11.04%)	4,767 (11.78%)	6,607 (10.69%)	52.13%	2.37	00:02:15	3.21%	212 (9.75%)	\$0.00 (0.00%)
4. [blurred]	3,490 (8.01%)	2,980 (7.36%)	4,975 (8.05%)	33.13%	3.38	00:03:07	5.43%	270 (12.41%)	\$0.00 (0.00%)
5. [blurred]	2,217 (5.09%)	1,990 (4.92%)	3,029 (4.90%)	20.17%	3.90	00:02:57	5.65%	171 (7.86%)	\$0.00 (0.00%)
6. dealerleads.com / referral	1,522 (3.49%)	1,306 (3.23%)	2,076 (3.36%)	33.24%	3.29	00:02:46	4.00%	83 (3.82%)	\$0.00 (0.00%)
7. [blurred]	1,439 (3.30%)	1,403 (3.47%)	2,270 (3.67%)	66.52%	1.69	00:01:17	3.35%	76 (3.49%)	\$0.00 (0.00%)
8. [blurred]	700 (1.61%)	653 (1.61%)	879 (1.42%)	73.49%	1.49	00:00:31	13.42%	118 (5.43%)	\$0.00 (0.00%)
9. [blurred]	488 (1.12%)	487 (1.20%)	673 (1.09%)	99.85%	1.00	<00:00:01	0.15%	1 (0.05%)	\$0.00 (0.00%)
10. [blurred]	301 (0.69%)	233 (0.58%)	420 (0.68%)	15.95%	4.28	00:03:56	3.81%	16 (0.74%)	\$0.00 (0.00%)

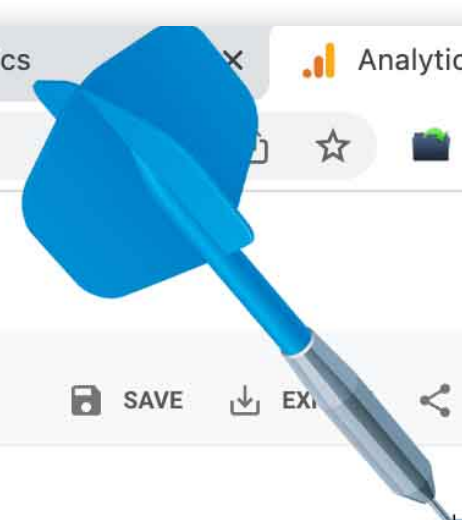
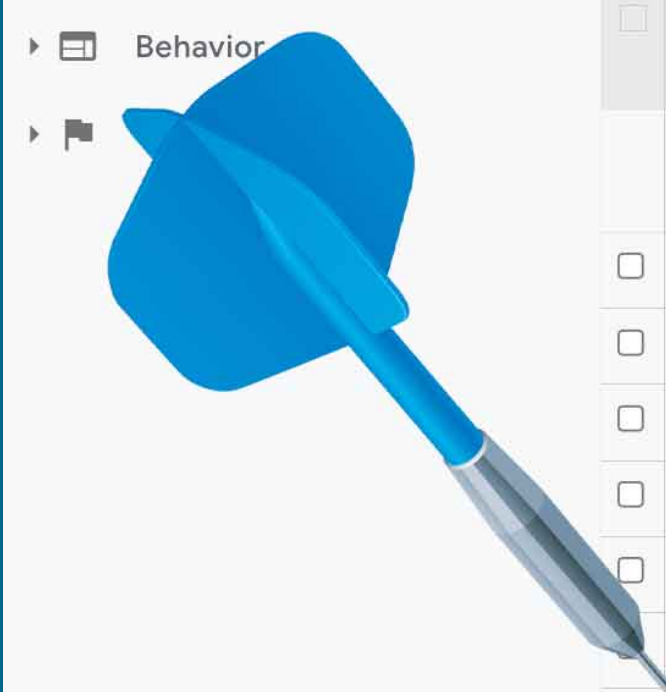
Show rows: 10 Go to: 1 1 - 10 of 132



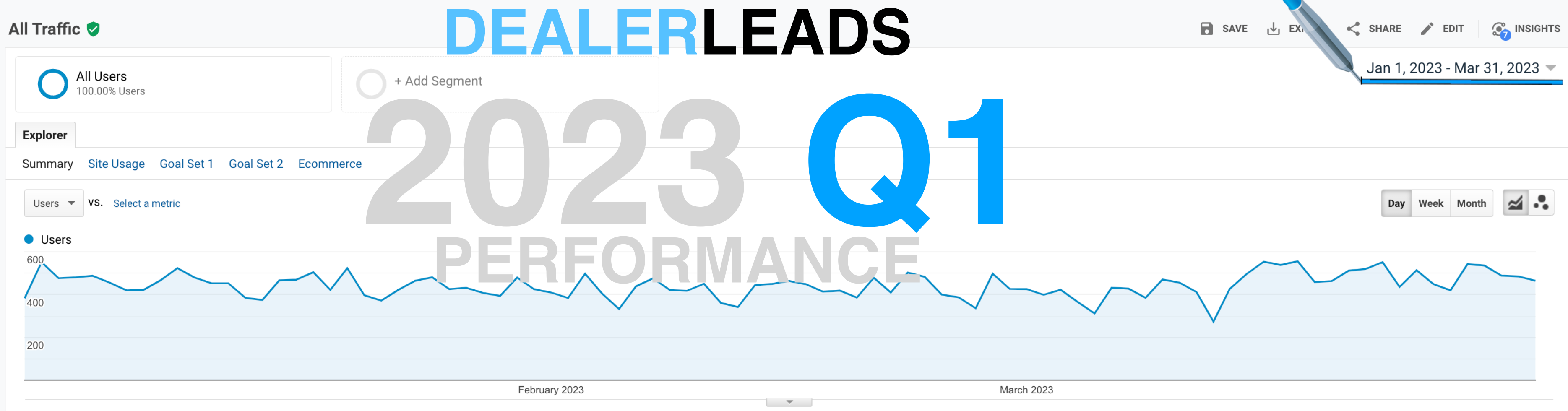
- Home
- Customization
- REPORTS
- Realtime
- Audience
- Acquisition
  - Overview
  - All Traffic
  - Channels
  - Treemaps
  - Source/Medium
  - Referrals
- Google Ads
- Search Console
- Social
- Campaigns
- Behavior
- Attribution BETA
- Discover
- Admin



Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	31,835 <small>% of Total: 100.00% (31,835)</small>	30,848 <small>% of Total: 100.00% (30,848)</small>	43,637 <small>% of Total: 100.00% (43,637)</small>	52.16% <small>Avg for View: 52.16% (0.00%)</small>	2.47 <small>Avg for View: 2.47 (0.00%)</small>	00:01:57 <small>Avg for View: 00:01:57 (0.00%)</small>	4.13% <small>Avg for View: 4.13% (0.00%)</small>	1,802 <small>% of Total: 100.00% (1,802)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	8,777 (26.29%)	8,449 (27.39%)	10,756 (24.65%)	72.14%	1.61	00:00:46	3.41%	367 (20.37%)	\$0.00 (0.00%)
2. [blurred]	6,056 (18.14%)	5,568 (18.05%)	8,324 (19.08%)	19.88%	3.78	00:03:04	5.25%	437 (24.25%)	\$0.00 (0.00%)
3. [blurred]	4,976 (14.91%)	4,918 (15.94%)	6,377 (14.61%)	59.02%	2.01	00:01:53	3.50%	223 (12.38%)	\$0.00 (0.00%)
4. [blurred]	3,389 (10.15%)	2,949 (9.56%)	4,544 (10.41%)	33.30%	3.25	00:02:54	6.07%	276 (15.32%)	\$0.00 (0.00%)
5. [blurred]	2,117 (6.34%)	2,013 (6.53%)	2,825 (6.47%)	70.48%	1.70	00:00:41	1.81%	51 (2.83%)	\$0.00 (0.00%)
6. dealerleads.com / referral	1,818 (5.45%)	1,628 (5.28%)	2,612 (5.99%)	36.52%	3.17	00:03:13	6.62%	173 (9.60%)	\$0.00 (0.00%)
7. [blurred]	1,272 (3.81%)	1,263 (4.09%)	1,331 (3.05%)	95.34%	1.06	00:00:03	0.15%	2 (0.11%)	\$0.00 (0.00%)
8. [blurred]	555 (1.66%)	465 (1.51%)	815 (1.87%)	70.06%	1.61	00:00:29	4.42%	36 (2.00%)	\$0.00 (0.00%)
9. [blurred]	501 (1.50%)	498 (1.61%)	529 (1.21%)	92.82%	1.31	00:00:37	0.38%	2 (0.11%)	\$0.00 (0.00%)
10. [blurred]	350 (1.05%)	296 (0.96%)	532 (1.22%)	50.75%	2.58	00:02:47	5.08%	27 (1.50%)	\$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



Primary Dimension: Source / Medium

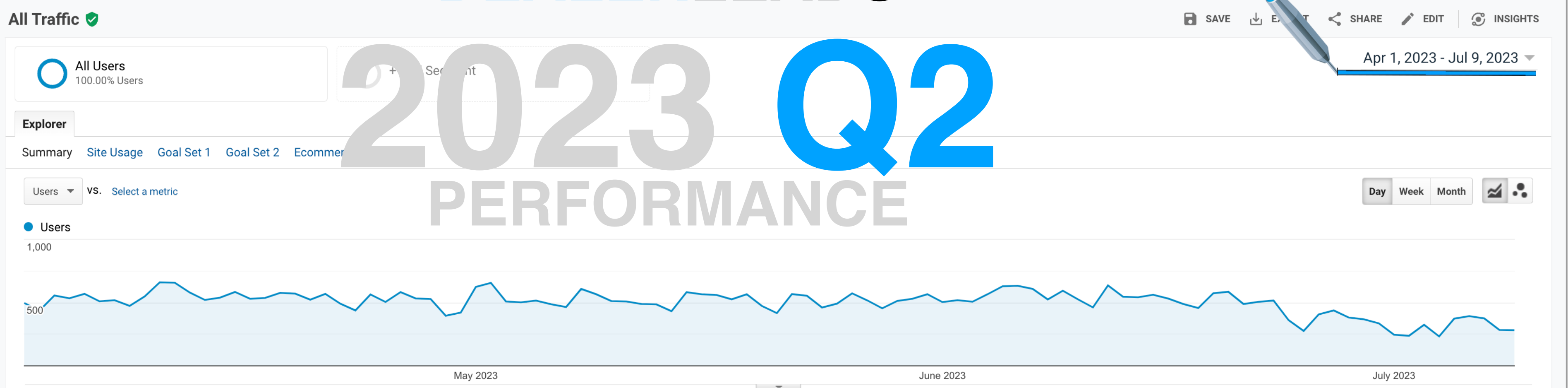
Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	34,212 (100.00%)	33,584 (100.00%)	46,758 (100.00%)	47.90%	2.49	00:02:05	3.31%	1,550	\$0.00
1. [blurred]	10,024 (27.30%)	9,571 (28.50%)	11,824 (25.29%)	67.49%	1.58	00:00:45	2.18%	258 (16.65%)	\$0.00 (0.00%)
2. [blurred]	7,237 (19.71%)	6,614 (19.69%)	9,638 (20.61%)	17.14%	3.77	00:02:55	4.94%	476 (30.71%)	\$0.00 (0.00%)
3. [blurred]	4,922 (13.40%)	4,878 (14.52%)	6,465 (13.83%)	54.51%	2.11	00:02:02	3.33%	215 (13.87%)	\$0.00 (0.00%)
4. [blurred]	4,392 (11.96%)	3,866 (11.51%)	5,956 (12.74%)	34.07%	3.05	00:02:54	4.37%	260 (16.77%)	\$0.00 (0.00%)
5. dealerleads.com / referral	2,276 (6.20%)	2,089 (6.22%)	3,075 (6.58%)	45.72%	2.89	00:03:09	3.61%	111 (7.16%)	\$0.00 (0.00%)
6. [blurred]	1,036 (2.82%)	1,018 (3.03%)	1,064 (2.28%)	96.90%	1.05	00:00:04	0.09%	1 (0.06%)	\$0.00 (0.00%)
7. [blurred]	810 (2.21%)	808 (2.41%)	833 (1.78%)	94.24%	1.09	00:00:05	1.08%	9 (0.58%)	\$0.00 (0.00%)
8. [blurred]	473 (1.29%)	36 (0.11%)	574 (1.23%)	28.40%	2.94	00:01:51	4.01%	23 (1.48%)	\$0.00 (0.00%)
9. [blurred]	429 (1.17%)	372 (1.11%)	532 (1.14%)	81.77%	1.12	00:00:37	1.50%	8 (0.52%)	\$0.00 (0.00%)
10. [blurred]	406 (1.11%)	404 (1.20%)	429 (0.92%)	93.47%	1.09	00:00:06	0.47%	2 (0.13%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 142



This property is scheduled to stop processing data very soon. Once this goes into effect, you'll need a Google Analytics 4 property to measure website performance. [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



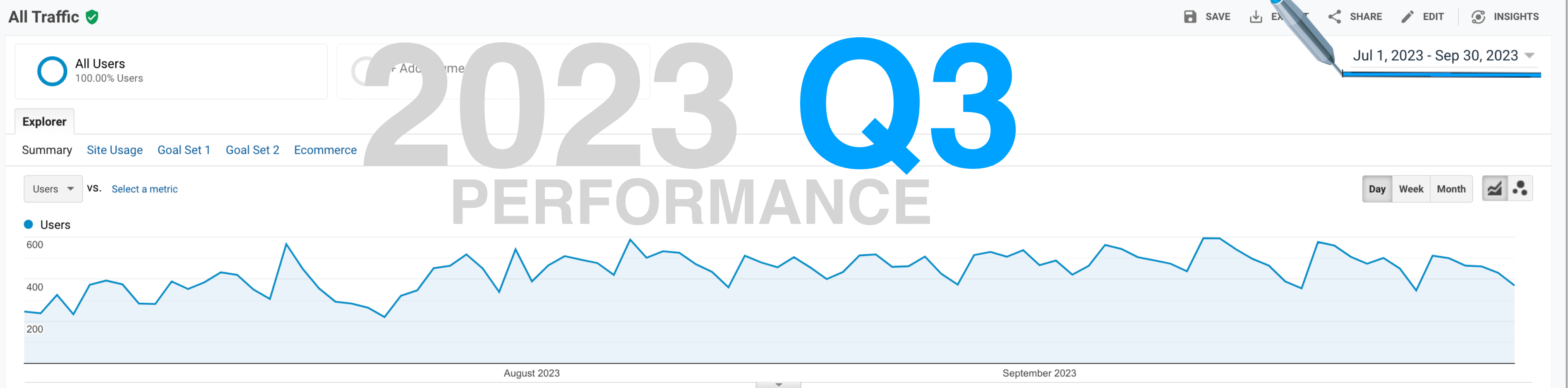
# 2023 Q2 PERFORMANCE

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

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	41,488 <small>% of Total: 100.00% (41,488)</small>	40,579 <small>% of Total: 100.00% (40,579)</small>	56,811 <small>% of Total: 100.00% (56,811)</small>	50.69% <small>Avg for View: 50.69% (0.00%)</small>	2.23 <small>Avg for View: 2.23 (0.00%)</small>	00:02:07 <small>Avg for View: 00:02:07 (0.00%)</small>	1.04% <small>Avg for View: 1.04% (0.00%)</small>	592 <small>% of Total: 100.00% (592)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	14,164 (32.38%)	13,735 (33.85%)	17,267 (30.39%)	68.12%	1.45	00:00:57	0.54%	94 (15.88%)	\$0.00 (0.00%)
2. [blurred]	6,406 (14.65%)	5,717 (14.09%)	8,673 (15.27%)	17.25%	3.61	00:03:21	1.63%	141 (23.82%)	\$0.00 (0.00%)
3. [blurred]	5,488 (12.55%)	4,862 (11.98%)	7,491 (13.19%)	31.57%	3.12	00:03:10	1.64%	123 (20.78%)	\$0.00 (0.00%)
4. [blurred]	5,422 (12.40%)	5,391 (13.29%)	6,942 (12.22%)	57.89%	1.97	00:02:19	1.60%	111 (18.75%)	\$0.00 (0.00%)
5. [blurred]	2,993 (6.84%)	2,882 (7.10%)	4,435 (7.81%)	67.37%	1.43	00:00:50	0.47%	21 (3.55%)	\$0.00 (0.00%)
6. <b>dealerleads.com / referral</b>	1,729 (3.95%)	1,651 (4.07%)	2,139 (3.77%)	46.42%	2.45	00:02:40	0.42%	9 (1.52%)	\$0.00 (0.00%)
7. [blurred]	646 (1.48%)	540 (1.33%)	957 (1.68%)	18.50%	3.92	00:04:48	2.30%	22 (3.72%)	\$0.00 (0.00%)
8. [blurred]	588 (1.34%)	550 (1.36%)	693 (1.22%)	82.25%	1.14	00:00:26	0.58%	4 (0.68%)	\$0.00 (0.00%)
9. [blurred]	519 (1.19%)	426 (1.05%)	731 (1.29%)	48.97%	2.31	00:03:25	0.96%	7 (1.18%)	\$0.00 (0.00%)
10. [blurred]	366 (0.84%)	348 (0.86%)	458 (0.81%)	83.84%	1.27	00:00:45	0.22%	1 (0.17%)	\$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		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	32,236 <small>% of Total: 100.00% (32,236)</small>	31,893 <small>% of Total: 100.00% (31,893)</small>	46,422 <small>% of Total: 100.00% (46,422)</small>	48.21% <small>Avg for View: 48.21% (0.00%)</small>	2.37 <small>Avg for View: 2.37 (0.00%)</small>	00:02:29 <small>Avg for View: 00:02:29 (0.00%)</small>	1.11% <small>Avg for View: 1.11% (0.00%)</small>	516 <small>% of Total: 100.00% (516)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	7,584 (21.58%)	7,262 (22.77%)	8,970 (19.32%)	68.78%	1.36	00:00:52	0.54%	48 (9.30%)	\$0.00 (0.00%)
2. [blurred]	5,585 (15.89%)	5,531 (17.34%)	7,422 (15.99%)	57.53%	2.05	00:02:39	1.25%	93 (18.02%)	\$0.00 (0.00%)
3. [blurred]	5,057 (14.39%)	4,510 (14.14%)	7,069 (15.23%)	31.74%	3.07	00:03:31	2.02%	143 (27.71%)	\$0.00 (0.00%)
4. [blurred]	4,694 (13.36%)	4,262 (13.36%)	6,638 (14.30%)	17.97%	3.90	00:03:11	1.72%	114 (22.09%)	\$0.00 (0.00%)
5. [blurred]	2,038 (5.80%)	1,887 (5.92%)	3,068 (6.61%)	64.41%	1.53	00:01:10	0.26%	8 (1.55%)	\$0.00 (0.00%)
6. <a href="#">dealerleads.com / referral</a>	1,764 (5.02%)	1,611 (5.05%)	2,196 (4.73%)	46.17%	2.54	00:02:27	1.05%	23 (4.46%)	\$0.00 (0.00%)
7. [blurred]	748 (2.13%)	738 (2.31%)	835 (1.80%)	84.07%	1.27	00:00:22	0.48%	4 (0.78%)	\$0.00 (0.00%)
8. [blurred]	737 (2.10%)	734 (2.30%)	764 (1.65%)	87.83%	1.08	00:00:04	2.23%	17 (3.29%)	\$0.00 (0.00%)
9. [blurred]	652 (1.86%)	556 (1.74%)	906 (1.95%)	16.34%	3.96	00:03:47	0.77%	7 (1.36%)	\$0.00 (0.00%)

# 11 THINGS WE WANT YOU TO KNOW

1. Our clients are the center of our universe.
2. This is usually a CO-OP product.
3. We know every dealership, demographic and brand is different.
4. We use AI, ML and Scarcity Algorithms to dominate local markets.
5. Your Google Analytic report transparently documents every shopper we send.
6. Our conversion rates are predictable, trackable, sustainable and some of the highest in the automotive industry per Google Analytics.
7. We stay employed month after month because of our conversion rates.
8. We keep it so simple, like stupid simple, it's just a better mousetrap.
9. Several 7 YEAR case studies, with an average client tenure of 5 1/2 years
10. Over 200 case studies can be viewed here to back up the above statements.
11. Call me for this one. Steve Tackett 818-262-8923

200 case studies a bit obsessive? Maybe, but the goal of these case studies is to educate dealers on our ability to deliver as promised, document sustainability and develop trust. We did this to spark your interest and ultimately gain your dealership as a member of our 27 year digital automotive family.

[View 200 more case studies here...](#)

*Steve Tackett* CEO 818-262-8923

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

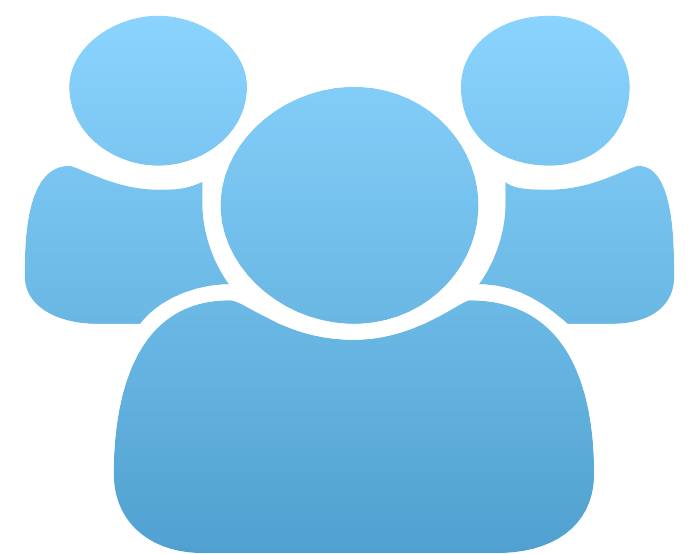
# 2023

Knowledge is power... never stop learning.

Let's get educated, call now.  
**(800) 369-3003**



Isn't it time for YOUR dealership to JOIN our family?



**DEALER LEADS.com**