DEALERLEADS our shoppers, your customers



DealerLeads.com "We have a better mousetrap."



PARTNER CASE STUDY #137

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RUSSELL&SMITH MAZDA





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.



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

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.



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Social	Source / Medium	Acquisition		В	ehavior			conversions All Goals		
•		Users ?	New Users (?)	Sessions (?)	Deserves Data (C)	Dense / Cassian	Avg. Session Duration			
					Bounce Rate ?	Pages / Session 🕜	Avg. Session Duration	Goal Conversion Rate (?)	Goal Completions	Goal Value 🕜
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	Image: 1. Image: 2.	% of Total: 100.00% (554,635)	% of Total: 100.00% (556,336)	% of Total: 100.00% (822,067)	41.22% Avg for View: 41.22% (0.00%)	2.86 Avg for View: 2.86 (0.00%)	00:02:29 Avg for View: 00:02:29 (0.00%)	3.30% Avg for View: 3.30% (0.00%)	27,146 % of Total: 100.00% (27,146)	\$6.00 % of Total: 100.00% (\$6.00)
		% of Total: 100.00% (554,635) 167,853 (28.66%)	% of Total: 100.00% (556,336) 161,148 (28.97%)	% of Total: 100.00% (822,067) 231,895 (28.21%)	41.22% Avg for View: 41.22% (0.00%) 43.01%	2.86 Avg for View: 2.86 (0.00%) 3.09	00:02:29 Avg for View: 00:02:29 (0.00%) 00:02:38	3.30% Avg for View: 3.30% (0.00%) 3.94%	27,146 % of Total: 100.00% (27,146) 9,145 (33.69%)	\$6.00 % of Total: 100.00% (\$6.00) \$0.00 (0.00%)
	2.	% of Total: 100.00% (554,635) 167,853 (28.66%) 100,949 (17.24%)	% of Total: 100.00% (556,336) 161,148 (28.97%) 93,057 (16.73%)	% of Total: 100.00% (822,067) 231,895 (28.21%) 143,843 (17.50%)	41.22% Avg for View: 41.22% (0.00%) 43.01% 42.91%	2.86 Avg for View: 2.86 (0.00%) 3.09 2.95	00:02:29 Avg for View: 00:02:29 (0.00%) 00:02:38 00:02:23	3.30% Avg for View: 3.30% (0.00%) 3.94% 4.42%	27,146 % of Total: 100.00% (27,146) 9,145 (33.69%) 6,364 (23.44%)	\$6.00 % of Total: 100.00% (\$6.00) \$0.00 (0.00%) \$0.00 (0.00%)
	□ 2. □ 3.	% of Total: 100.00% (554,635) 167,853 (28.66%) 100,949 (17.24%) 91,875 (15.69%)	% of Total: 100.00% (556,336) 161,148 (28.97%) 93,057 (16.73%) 92,643 (16.65%)	% of Total: 100.00% (822,067) 231,895 (28.21%) 143,843 (17.50%) 126,341 (15.37%)	41.22% Avg for View: 41.22% (0.00%) 43.01% 42.91% 47.73%	2.86 Avg for View: 2.86 (0.00%) 3.09 2.95 2.58	00:02:29 Avg for View: 00:02:29 (0.00%) 00:02:38 00:02:23 00:02:11	3.30% Avg for View: 3.30% (0.00%) 3.94% 4.42% 2.41%	27,146 % of Total: 100.00% (27,146) 9,145 (33.69%) 6,364 (23.44%) 3,048 (11.23%)	\$6.00 % of Total: 100.00% (\$6.00) \$0.00 (0.00%) \$0.00 (0.00%) \$1.00 (16.67%)
	 2. 3. 4. dealerleads.com / referral 	% of Total: 100.00% (554,635) 167,853 (28.66%) 100,949 (17.24%) 91,875 (15.69%) 35,720 (6.10%)	% of Total: 100.00% (556,336) 161,148 (28.97%) 93,057 (16.73%) 92,643 (16.65%) 33,235 (5.97%)	% of Total: 100.00% (822,067) 231,895 (28.21%) 143,843 (17.50%) 126,341 (15.37%) 41,744 (5.08%)	41.22% Avg for View: 41.22% (0.00%) 43.01% 42.91% 47.73% 49.31%	2.86 Avg for View: 2.86 (0.00%) 3.09 2.95 2.58 2.58 2.76	00:02:29 Avg for View: 00:02:29 (0.00%) 00:02:38 00:02:23 00:02:11 00:01:56	3.30% Avg for View: 3.30% (0.00%) 3.94% 4.42% 2.41% 3.34%	27,146 % of Total: 100.00% (27,146) 9,145 (33.69%) 6,364 (23.44%) 3,048 (11.23%) 1,396 (5.14%)	\$6.00 % of Total: 100.00% (\$6.00) \$0.00 (0.00%) \$0.00 (0.00%) \$1.00 (16.67%) \$0.00 (0.00%)
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 Attribution BETA Discover 	 2. 3. 4. dealerleads.com / referral 5. 6. 7. 8. 	% of Total: 100.00% (554,635) 167,853 (28.66%) 100,949 (17.24%) 91,875 (15.69%) 35,720 (6.10%) 28,128 (4.80%) 11,101 (1.90%) 10,969 (1.87%) 10,549 (1.80%)	% of Total: 100.00% (556,336) 161,148 (28.97%) 93,057 (16.73%) 92,643 (16.65%) 33,235 (5.97%) 27,777 (4.99%) 11,043 (1.98%) 9,757 (1.75%) 9,617 (1.73%)	% of Total: 100.00% (822,067) 231,895 (28.21%) 143,843 (17.50%) 126,341 (15.37%) 41,744 (5.08%) 35,152 (4.28%) 14,949 (1.82%) 15,855 (1.93%) 16,287 (1.98%)	41.22% Avg for View: 41.22% (0.00%) 43.01% 42.91% 47.73% 49.31% 34.87% 31.67% 11.08% 18.09%	2.86 Avg for View: 2.86 (0.00%) 3.09 2.95 2.58 2.58 2.76 1.44 1.40 3.76 4.70	00:02:29 Avg for View: 00:02:29 (0.00%) 00:02:38 00:02:23 00:02:11 00:01:56 00:01:56 00:01:02 00:01:02 00:04:23 00:04:18	3.30% Avg for View: 3.30% (0.00%) 3.94% 4.42% 2.41% 3.34% 1.53% 0.70% 7.20% 4.40%	27,146 % of Total: 100.00% (27,146) 9,145 (33.69%) 6,364 (23.44%) 3,048 (11.23%) 1,396 (5.14%) 537 (1.98%) 105 (0.39%) 1,142 (4.21%) 717 (2.64%)	\$6.00 % of Total: 100.00% % of Total: 100.00% \$0.00 (0.00%) \$0.00 (0.00%) \$1.00 (16.67%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$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-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

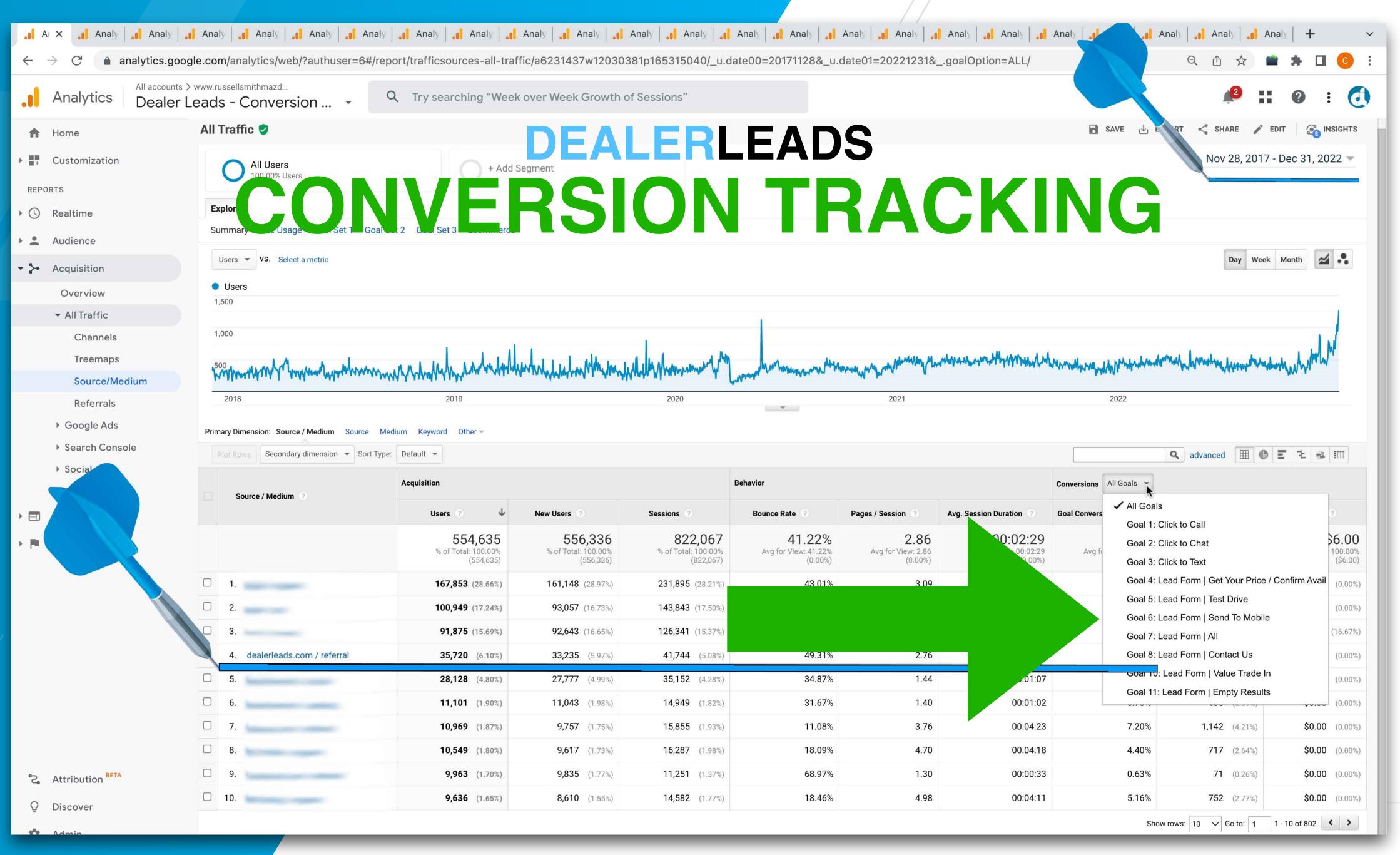
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We use Google Goals to track these goal events' completion, then compare our conversion rates to our competitors. We focus on these metrics in this case study and our monthly reporting to our clients.











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

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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.

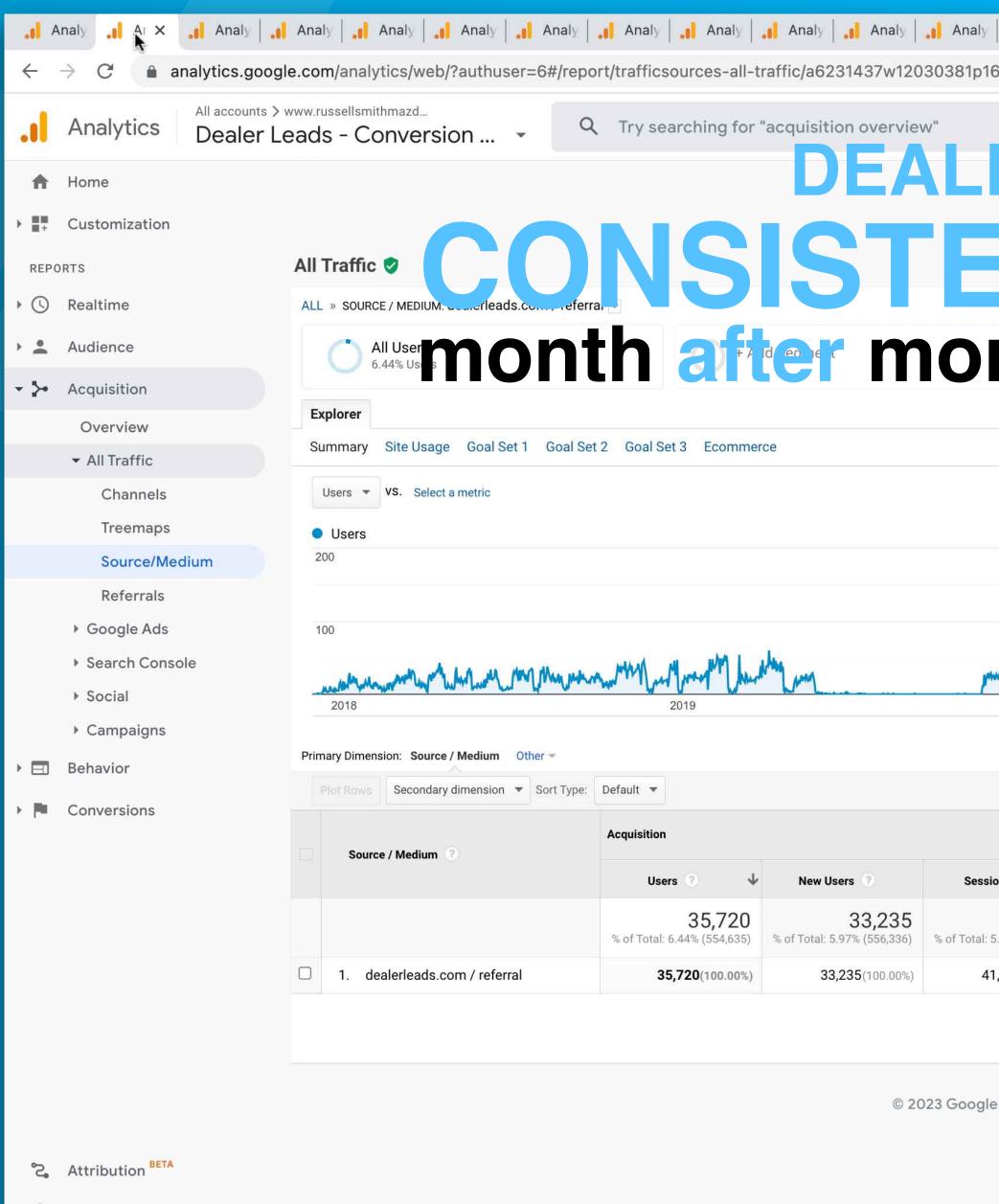












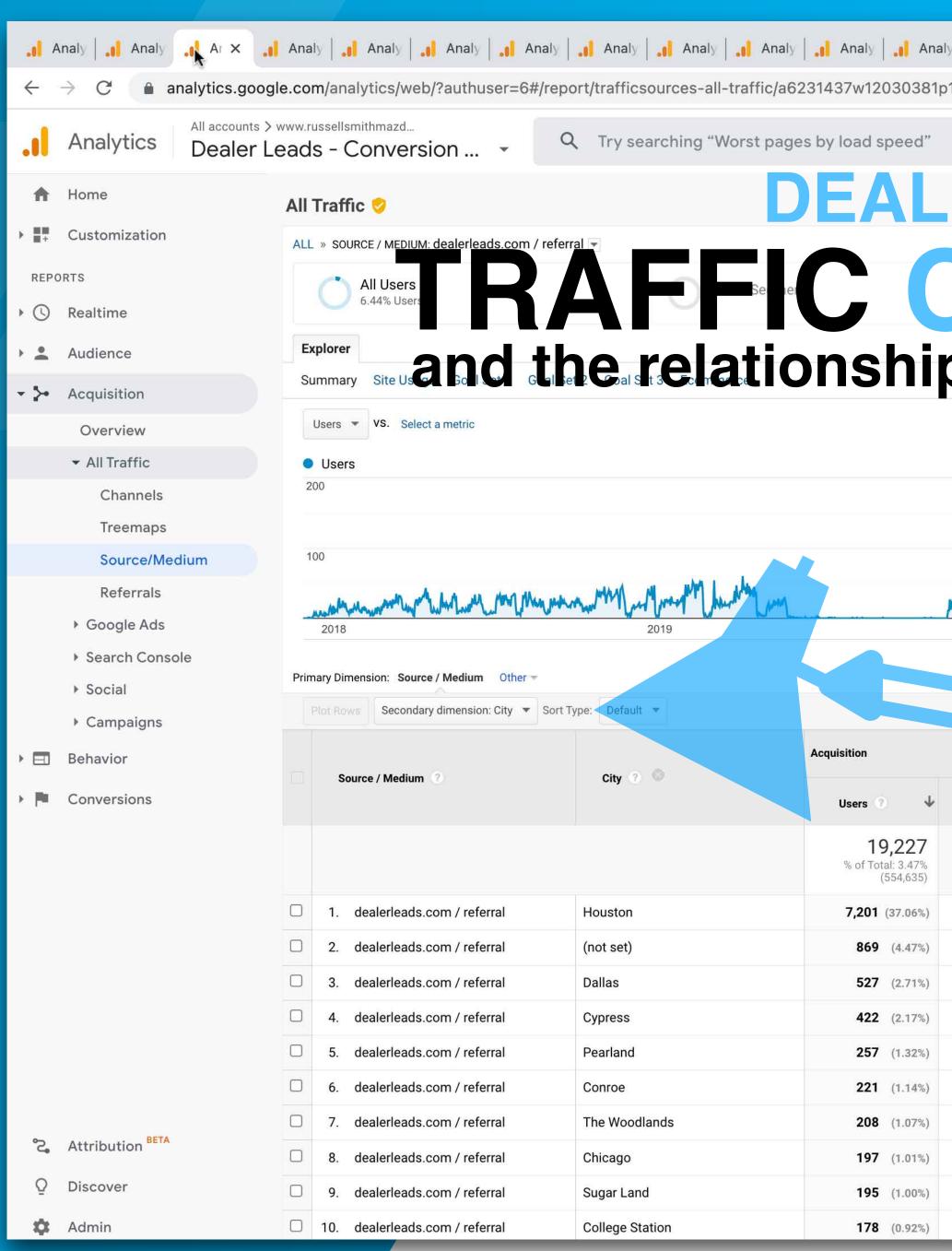
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2020 lew Users () 18,308 % of Total: 3.29% (556,336) 6,721 (36.71%) 847 (4.63%)	Sessions 21,382 % of Total: 2.60% (822,067) 8,320 (38.91%) 892 (4.17%)	2021 Behavior Bounce Rate ? 59.27% Avg for View: 41.22% (43.80%) 58.22% 43.39%	Pages / Session ② 2.15 Avg for View: 2.86 (-24.83%) 2.31 2.56	Avg. Session Duration 00:01:17 Avg for View: 00:02:29 (-48.51%) 00:01:33 00:01:10	2022 Conversions All Goals Goal Conversion Rate 2.81% Avg for View: 3.30% (-15.02%) 2.80% 1.12%	 Goal Completions 600 % of Total: 2.21% (27,146) 233 (38.83%) 10 (1.67%) 	Goal Value ③ \$0.00 % of Total: 0.00% (\$6.00) \$0.00 (0.00% \$0.00 (0.00%
2020 lew Users ⑦ 18,308 % of Total: 3.29% (556,336) 6,721 (36.71%) 847 (4.63%) 457 (2.50%)	Sessions ? 21,382 % of Total: 2.60% (822,067) 8,320 (38.91%) 892 (4.17%) 585 (2.74%)	2021 Behavior Bounce Rate ? 59.27% Avg for View: 41,22% (43.80%) 58.22% 43.39% 54.19%	Pages / Session ③ 2.15 Avg for View: 2.86 (-24.83%) 2.31 2.56 2.37	Avg. Session Duration 00:01:17 Avg for View: 00:02:29 (-48.51%) 00:01:33 00:01:10 00:01:26	2022 Conversions All Goals Goal Conversion Rate	 Goal Completions 600 % of Total: 2.21% (27,146) 233 (38.83%) 10 (1.67%) 22 (3.67%) 	Goal Value ③ \$0.00 % of Total: 0.00% (\$6.00) \$0.00 (0.00% \$0.00 (0.00%
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LET'S GO Quarter by Quarter

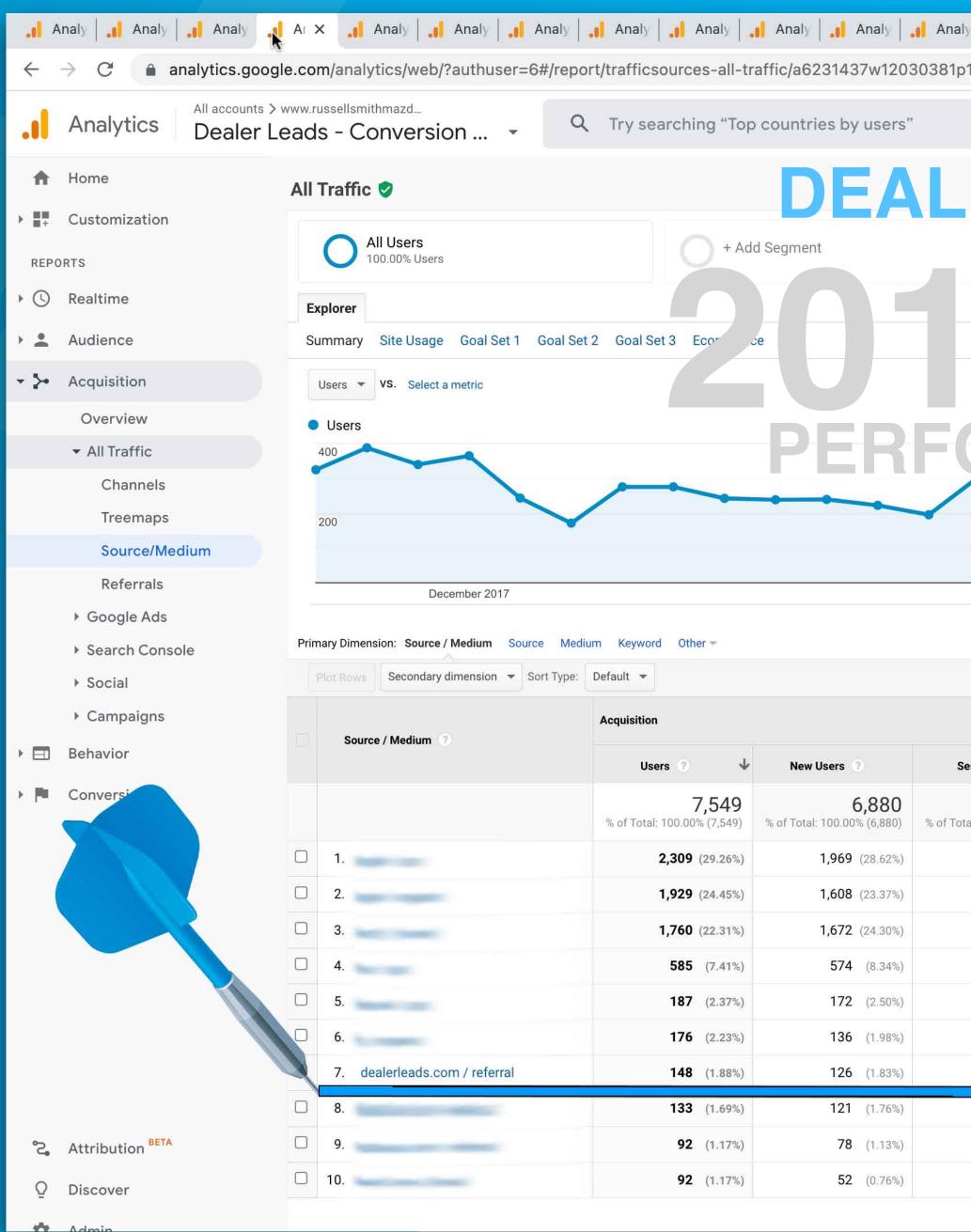
1ST QUARTER REPORTING JAN 1 thru MAR 31

2ND QUARTER REPORTING APR 1 thru JUN 30

3RD QUARTER REPORTING JUL 1 thru SEP 30

4TH QUARTER REPORTING OCT 1 thru DEC 31



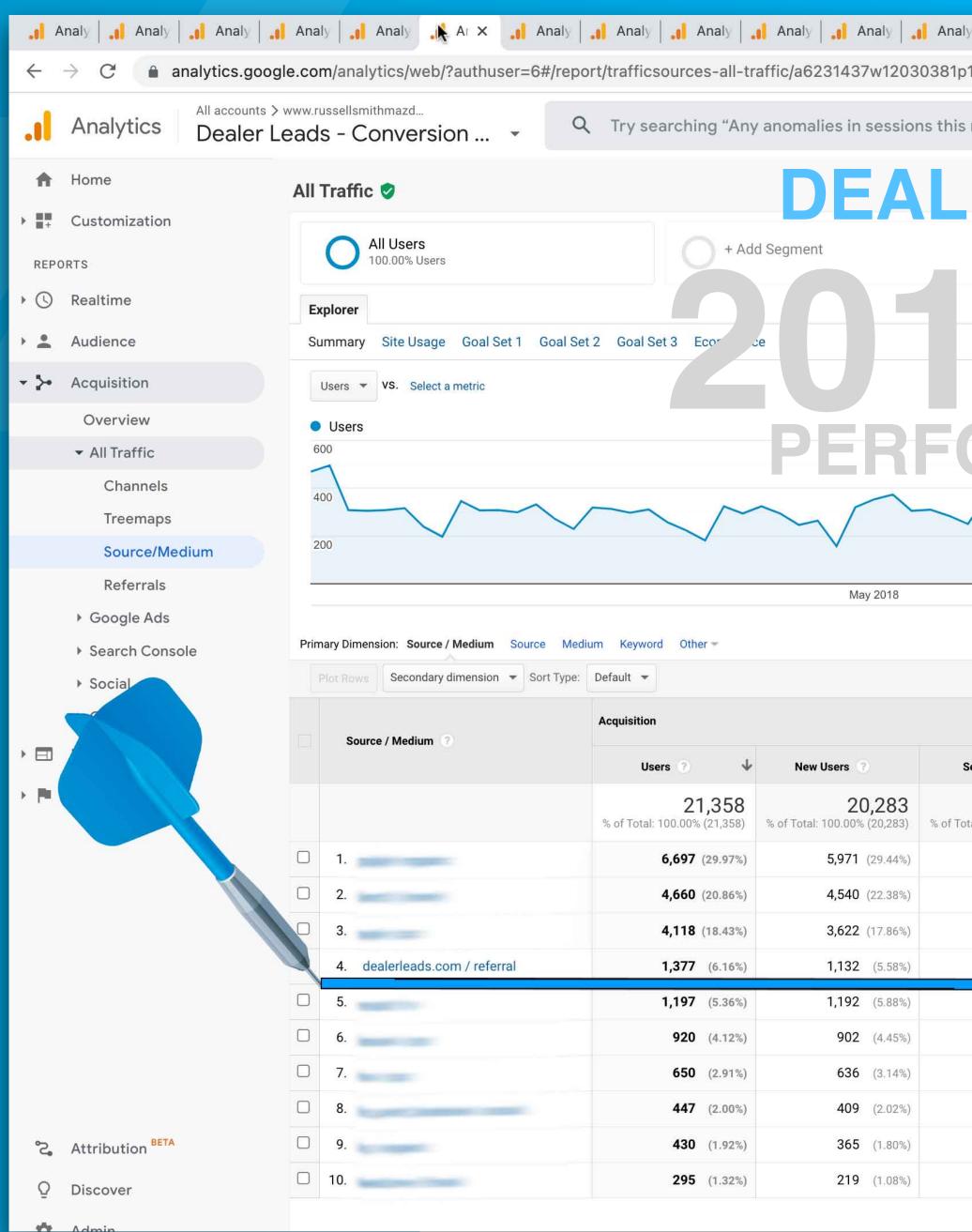


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Goal Value 💿 \$0.00	npletions ? 191	Goal Complet % of Total: 100	Conversions All Goals - Goal Conversion Rate 7 1.59%	00:02:51	3.51	Behavior Bounce Rate ③ 36.53%	12,027 00.00% (12,027)
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Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%)	npletions ⑦ 191 : 100.00% (191) 44 (23.04%) 65 (34.03%)	Goal Complet % of Total: 100 4 6	Conversions All Goals - Goal Conversion Rate (2) Avg for View: 1.59% (0.00%) 1.09% 2.24%	00:02:51 Avg for View: 00:02:51 (0.00%) 00:01:57 00:04:16	3.51 Avg for View: 3.51 (0.00%) 2.98 5.10	Behavior Bounce Rate ? 36.53% Avg for View: 36.53% (0.00%) 47.46% 18.05%	12,027 00.00% (12,027) 4,043 (33.62%) 2,903 (24.14%)
Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)	Impletions ? 191 100.00% (191) 44 (23.04%) 65 (34.03%) 65 (34.03%) 40 (20.94%)	Goal Complet % of Total: 100 4 6 4 1	Conversions All Goals - Goal Conversion Rate (?) Avg for View: 1.59% (0.00%) 1.09% 2.24% 1.63%	00:02:51 Avg for View: 00:02:51 (0.00%) 00:01:57 00:04:16 00:02:42	3.51 Avg for View: 3.51 (0.00%) 2.98 5.10 3.14	Behavior Bounce Rate () 36.53% Avg for View: 36.53% (0.00%) 47.46% 18.05% 41.47%	12,027 00.00% (12,027) 4,043 (33.62%) 2,903 (24.14%) 2,455 (20.41%)
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%)	Impletions Impletions 191 100.00% (191) 44 (23.04%) 65 (34.03%) 40 (20.94%) 11 (5.76%)	Goal Complet % of Total: 100 4 6 4 1	Conversions All Goals - Goal Conversion Rate 3 1.59% Avg for View: 1.59% (0.00%) 1.09% 2.24% 1.63% 1.52%	00:02:51 Avg for View: 00:02:51 (0.00%) 00:01:57 00:04:16 00:02:42 00:01:06	3.51 Avg for View: 3.51 (0.00%) 2.98 5.10 3.14 1.21	Behavior Bounce Rate () 36.53% Avg for View: 36.53% (0.00%) 47.46% 18.05% 41.47% 20.22%	12,027 00.00% (12,027) 4,043 (33.62%) 2,903 (24.14%) 2,455 (20.41%) 722 (6.00%)
Goal Value Image: Constraint of the second sec	Impletions Impletions 191 100.00% (191) 44 (23.04%) 65 (34.03%) 40 (20.94%) 11 (5.76%) 0 (0.00%)	Goal Complet % of Total: 100 4 6 4 1	Conversions All Goals Goal Conversion Rate ? 1.59% ? Avg for View: 1.59% (0.00%) 1.09% 2.24% 1.63% 1.52% 0.00%	00:02:51 Avg for View: 00:02:51 (0.00%) 00:01:57 00:04:16 00:02:42 00:01:06 00:00:34	3.51 Avg for View: 3.51 (0.00%) 2.98 5.10 3.14 1.21 1.19	Behavior Bounce Rate ? 36.53% Avg for View: 36.53% (0.00%) 47.46% 18.05% 41.47% 20.22% 85.60%	12,027 00.00% (12,027) 4,043 (33.62%) 2,903 (24.14%) 2,455 (20.41%) 722 (6.00%) 243 (2.02%)
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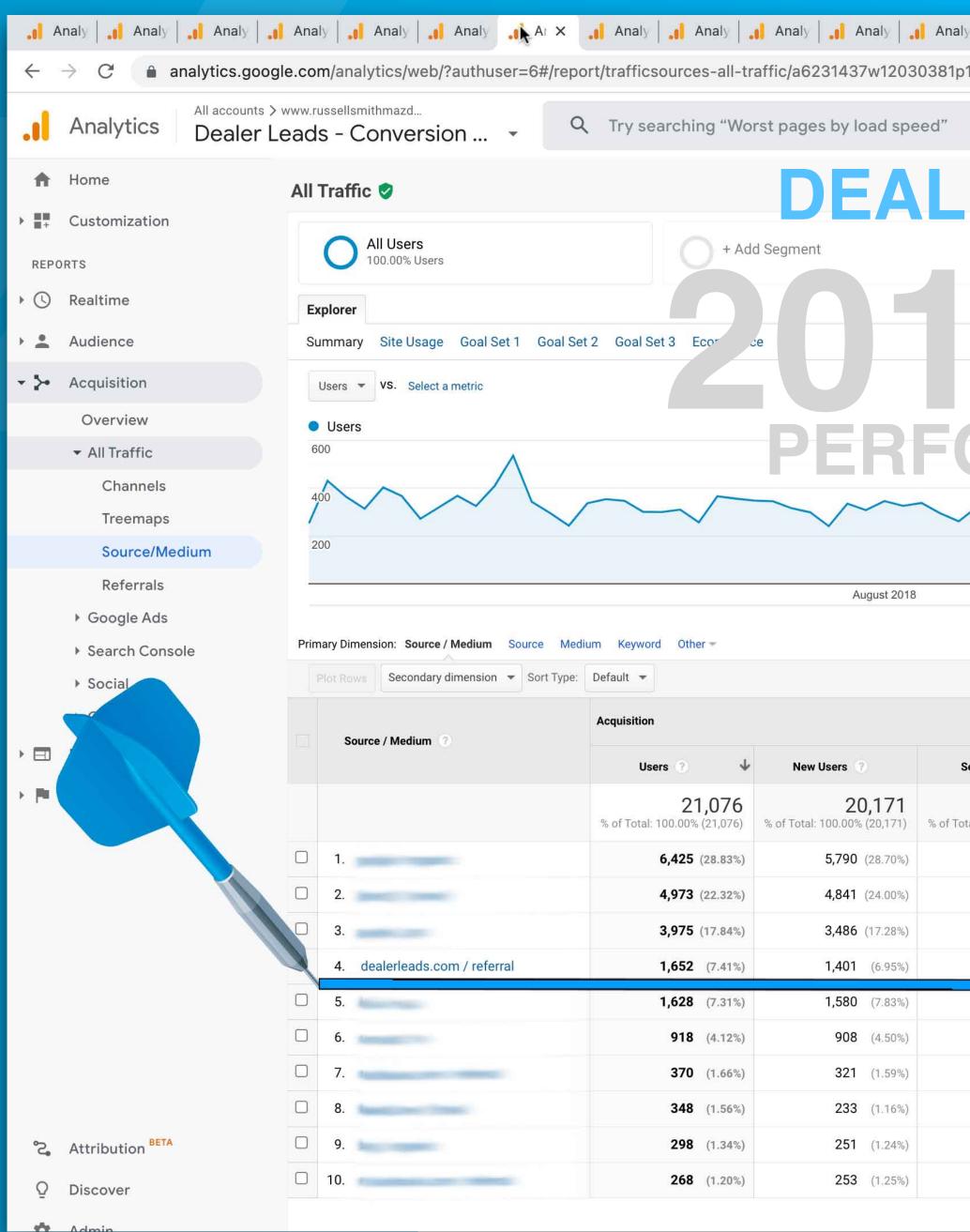
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		22,088 % of Total: 100.00% (22,088)	21,211 % of Total: 100.00% (21,211)	34,421 % of Total: 100.00% (34,421)	38.28% Avg for View: 38.28% (0.00%)	3.22 Avg for View: 3.22 (0.00%)	00:02:53 Avg for View: 00:02:53 (0.00%)	3.21% Avg for View: 3.21% (0.00%)	1,106 % of Total: 100.00% (1,106)	\$0.00 % of Total: 0.00% (\$0.00)
	□ 1.	6,017 (25.74%)	5,335 (25.15%)	9,176 (26.66%)	20.86%	4.41	00:04:14	4.25%	390 (35.26%)	\$0.00 (0.00%)
	2.	4,975 (21.29%)	4,355 (20.53%)	7,739 (22.48%)	44.62%	3.25	00:02:29	3.86%	299 (27.03%)	\$0.00 (0.00%)
	3.	4,487 (19.20%)	4,330 (20.41%)	6,289 (18.27%)	44.30%	2.80	00:02:39	2.34%	147 (13.29%)	\$0.00 (0.00%)
	4 .	1,712 (7.32%)	1,704 (8.03%)	1,923 (5.59%)	87.10%	1.14	00:00:25	0.88%	17 (1.54%)	\$0.00 (0.00%)
	5.	1,658 (7.09%)	1,640 (7.73%)	2,231 (6.48%)	20.30%	1.17	00:01:16	1.43%	32 (2.89%)	\$0.00 (0.00%)
	6. dealerleads.com / referral	1,138 (4.87%)	955 (4.50%)	1,556 (4.52%)	23.39%	4.31	00:03:55	5.98%	93 (8.41%)	\$0.00 (0.00%)
	7.	569 (2.43%)	495 (2.33%)	904 (2.63%)	84.51%	1.40	00:00:29	0.66%	6 (0.54%)	\$0.00 (0.00%)
	8.	512 (2.19%)	512 (2.41%)	512 (1.49%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
C. Attribution BETA	9.	395 (1.69%)	326 (1.54%)	546 (1.59%)	12.27%	5.40	00:04:46	-	23 (2.08%)	\$0.00 (0.00%)
Q Discover	10.	226 (0.97%)	187 (0.88%)	363 (1.05%)	16.80%	4.82	00:05:07	6.34%		\$0.00 (0.00%)
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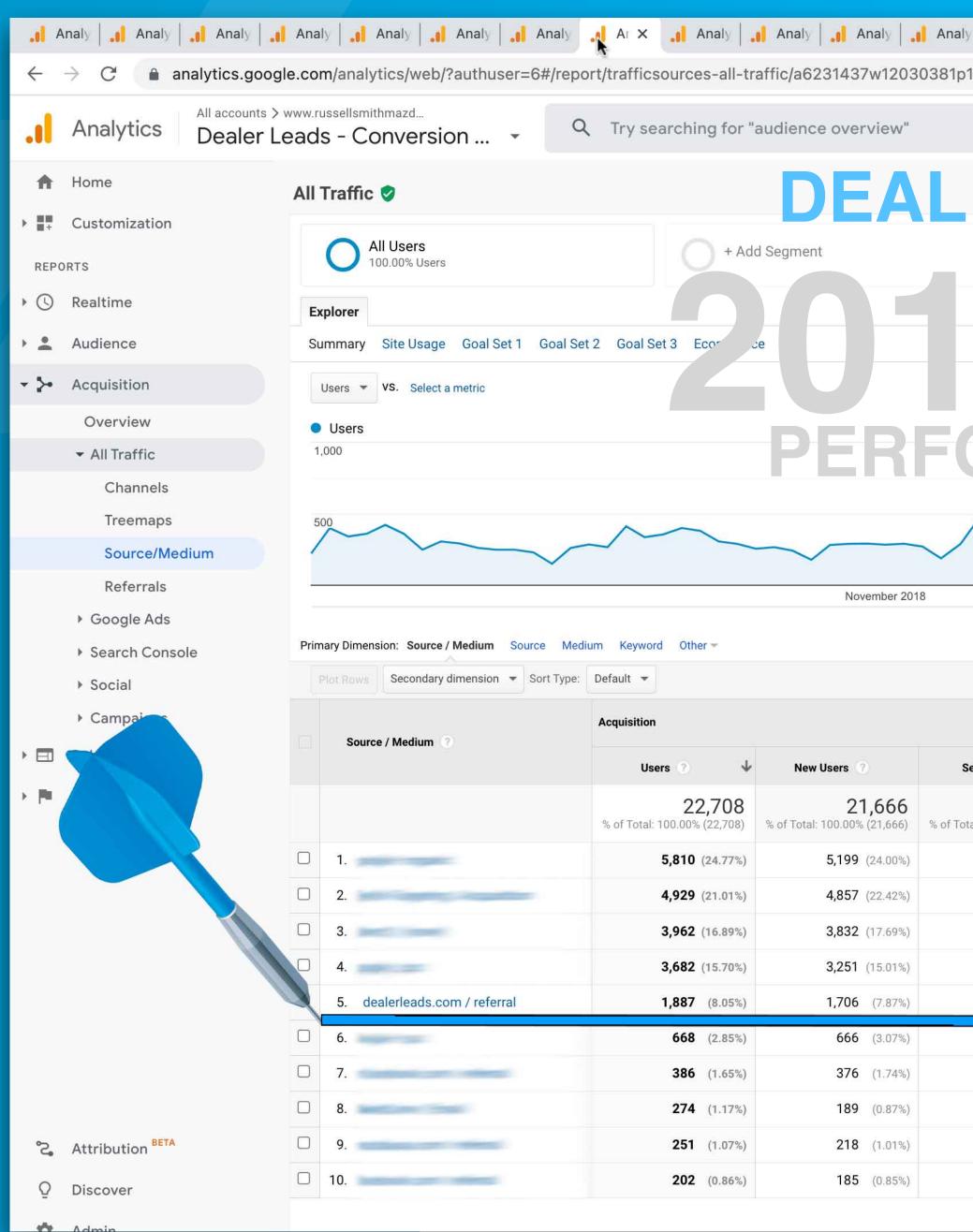
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31,780 00.00% (31,780)	Behavior Bounce Rate () 39.71% Avg for View: 39.71% (0.00%)	3.33	Avg. Session Duration ? 00:02:47	Goal Conversion Rate (2)	Goal Completions ?	Goal Value ? \$0.00 % of Total: 0.00% (\$0.00)
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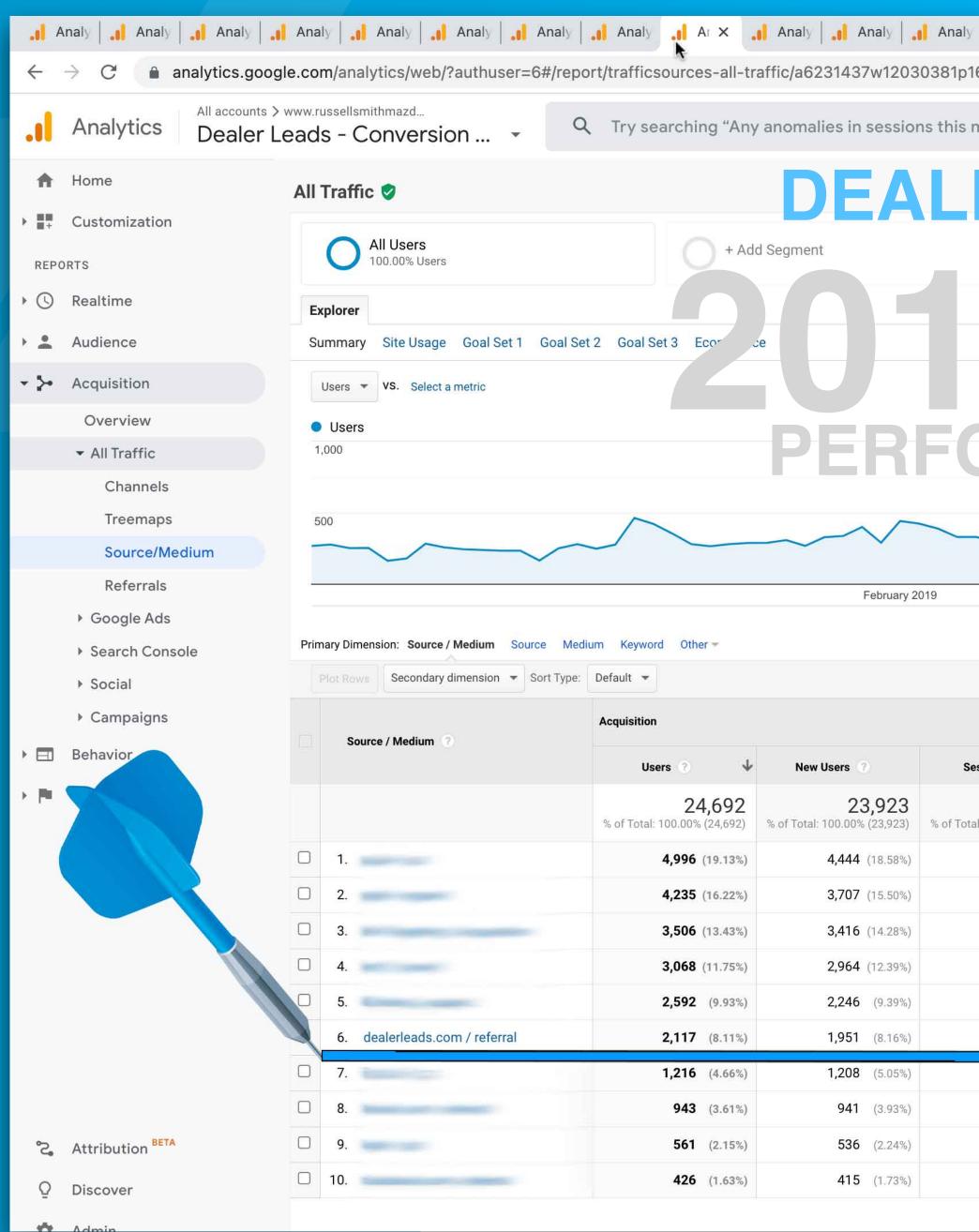
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<b>32,425</b> 00.00% (32,425) 9,547 (29.44%) 7,474 (23.05%) 5,609 (17.30%) 2,225 (6.86%)	Behavior           Bounce Rate ⑦           37.46%           Avg for View: 37.46% (0.00%)           28.23%           54.98%           29.42%	3.25 Avg for View: 3.25 (0.00%) 4.10 2.47 3.98	Avg. Session Duration ⑦ 00:02:47 Avg for View: 00:02:47 (0.00%) 00:03:35 00:02:09 00:03:13	Goal Conversion Rate       Image: Conversion Rate         3.84%       Image: Conversion Rate       Image: Conversion Rate         Avg for View: 3.84% (0.00%)       Image: Conversion Rate       Image: Conversion Rate         4.38%       Image: Conversion Rate       Image: Conversion Rate       Image: Conversion Rate         4.38%       Image: Conversion Rate       Image: Conv	Goal Completions ? 1,244 % of Total: 100.00% (1,244) 418 (33.60%) 199 (16.00%) 327 (26.29%)	Goal Value ? \$0. % of Total: 0.00% (\$0 \$0.00 (0. \$0.00 (0. \$0.00 (0.	.00 (0.00) (0.00%) (0.00%) (0.00%)
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32,425 00.00% (32,425) 9,547 (29.44%) 7,474 (23.05%) 5,609 (17.30%) 2,225 (6.86%) 2,369 (7.31%) 1,015 (3.13%)	Behavior         Bounce Rate •         37.46%         Avg for View: 37.46% (0.00%)         28.23%         28.23%         29.42%         20.74%         29.67%         83.84%	3.25 Avg for View: 3.25 (0.00%) 4.10 2.47 3.98 3.82 1.14 1.27	Avg. Session Duration          00:02:47         Avg for View: 00:02:47 (0.00%)         00:03:35         00:03:35         00:03:13         00:03:03         00:03:03	Goal Conversion Rate ()         3.84%         Avg for View: 3.84% (0.00%)         4.38%         2.66%         5.83%         5.03%         1.69%         0.20%	Goal Completions       ?         1,244       % of Total: 100.00% (1,244)         418 (33.60%)       199 (16.00%)         199 (16.00%)       327 (26.29%)         112 (9.00%)       112 (9.00%)         40 (3.22%)       2 (0.16%)	Goal Value         ?           \$0.         \$0.           % of Total: 0.00% (\$0         \$0.00           \$0.00         (0.           \$0.00         (0.           \$0.00         (0.           \$0.00         (0.           \$0.00         (0.           \$0.00         (0.           \$0.00         (0.           \$0.00         (0.	.00 so.00) 0.00%) 0.00%) 0.00%) 0.00%) 0.00%) 0.00%)
00.00% (32,425)         9,547 (29.44%)         7,474 (23.05%)         5,609 (17.30%)         2,225 (6.86%)         2,369 (7.31%)         1,015 (3.13%)         484 (1.49%)	Behavior         Bounce Rate ?         37.46%         Avg for View: 37.46% (0.00%)         28.23%         28.23%         28.23%         29.42%         20.74%         29.67%         83.84%         14.67%	3.25 Avg for View: 3.25 (0.00%) 4.10 2.47 3.98 3.82 1.14 1.27 4.82	Avg. Session Duration ()         O0:02:47         Avg for View: 00:02:47 (0.00%)         00:03:35         00:02:09         00:03:13         00:03:03         00:01:00         00:01:01         00:01:14         00:04:21	Goal Conversion Rate ?         3.84%         Avg for View: 3.84% (0.00%)         4.38%         2.66%         5.83%         5.03%         1.69%         0.20%         6.61%	Goal Completions ?         1,244         % of Total: 100.00% (1,244)         418 (33.60%)         199 (16.00%)         327 (26.29%)         112 (9.00%)         40 (3.22%)         2 (0.16%)         32 (2.57%)	Goal Value       ?         \$0.       \$0.         % of Total: 0.00% (\$0       (0.         \$0.00       (0.         \$0.00       (0.         \$0.00       (0.         \$0.00       (0.         \$0.00       (0.         \$0.00       (0.         \$0.00       (0.         \$0.00       (0.         \$0.00       (0.         \$0.00       (0.         \$0.00       (0.         \$0.00       (0.         \$0.00       (0.         \$0.00       (0.         \$0.00       (0.         \$0.00       (0.         \$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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<b>31,571</b> 0.00% (31,571) <b>502</b> (26.93%) <b>484</b> (17.37%)	Behavior         Bounce Rate ?         40.71%         Avg for View: 40.71% (0.00%)         25.94%         55.62%         47.49%	Pages / Session ?           3.11           Avg for View: 3.11 (0.00%)           3.81           2.06           3.07	Avg. Session Duration ⑦ 00:02:33 Avg for View: 00:02:33 (0.00%) 00:03:22 00:01:32 00:02:16	Goal Conversion Rate       Image: Conversion Rate         3.20%       Image: Conversion Rate         Avg for View: 3.20% (0.00%)       Image: Conversion Rate         3.74%       Image: Conversion Rate         1.17%       Image: Conversion Rate         2.54%       Image: Conversion Rate	Goal Completions ⑦ 1,010 % of Total: 100.00% (1,010) 318 (31.49%) 64 (6.34%)	E 1 (1) (1) (1) (1) (1) (1) (1) (1) (1) (
Image: second system       Image: second system         31,571	Behavior           Bounce Rate ?           40.71%           Avg for View: 40.71% (0.00%)           25.94%           55.62%           47.49%           33.71%	Pages / Session ?           3.11           Avg for View: 3.11 (0.00%)           3.81           2.06           3.07           3.60	Avg. Session Duration (?)           00:02:33           Avg for View: 00:02:33 (0.00%)           00:03:22           00:01:32           00:02:16           00:02:58	Goal Conversion Rate (2)         3.20%         Avg for View: 3.20% (0.00%)         3.74%         1.17%         2.54%         5.29%	Goal Completions ? 1,010 % of Total: 100.00% (1,010) 318 (31.49%) 64 (6.34%) 135 (13.37%) 268 (26.53%)	E 1 2 1 1111 Goal Value ? \$0.00 \$0.00 (0.00 \$0.00 (0.00 \$0.00 (0.00 \$0.00 (0.00) \$0.00 (0.00)
as       ?         31,571	Behavior           Bounce Rate ?           40.71%           Avg for View: 40.71% (0.00%)           25.94%           55.62%           47.49%           33.71%           38.61%	Pages / Session ?           Sall           Avg for View: 3.11 (0.00%)           3.81           2.06           3.81           2.06           3.07           3.60           3.32	Avg. Session Duration            00:02:33           Avg for View: 00:02:33 (0.00%)           00:03:22           00:01:32           00:02:16           00:02:58           00:02:38	Goal Conversion Rate (2)         3.20%         Avg for View: 3.20% (0.00%)         3.74%         1.17%         2.54%         5.29%         4.92%	Goal Completions ?         1,010         % of Total: 100.00% (1,010)         318 (31.49%)         64 (6.34%)         135 (13.37%)         268 (26.53%)         114 (11.29%)         8 (0.79%)	E 1 mm Goal Value ? \$0.00 % of Total: 0.00% (\$0.00 \$0.00 (0.00 \$0.00 (0.00 \$0.00 (0.00 \$0.00 (0.00)
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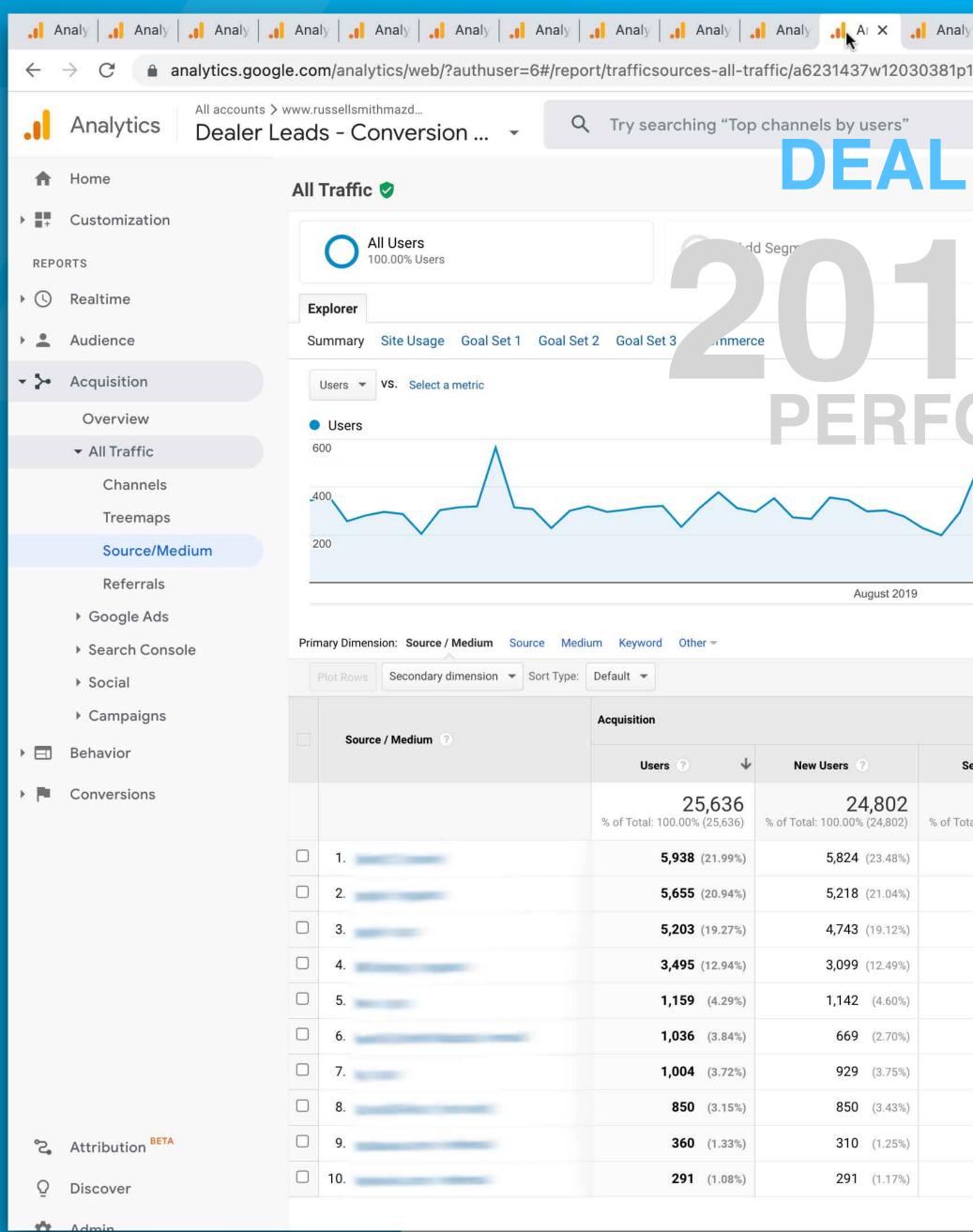


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Goal Value         ?           \$0.00         \$0.00           % of Total: 0.00% (\$0.00)         \$0.00           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)	advanced       Image: Completions of the second secon	Goal Conversion Rate () 3.19% Avg for View: 3.19% (0.00%) 4.83% 4.01% 1.08% 2.47% 4.97% 2.51% 0.90%	Avg. Session Duration ()         00:02:33         Avg for View: 00:02:33 (0.00%)         00:02:53         00:02:53         00:02:34         00:02:34         00:02:34         00:02:34         00:02:34         00:02:34         00:02:34         00:02:34         00:02:34	Pages / Session (*)         Sassion (*)         Avg for View: 3.20 (0.00%)         3.700         3.700         3.700         3.700         3.700         3.700         3.700         3.700         3.700         3.700         3.700         3.700         3.700         3.700         3.700         3.700         3.700         3.700         3.700         3.700         3.700         3.700         3.700         3.700         3.700         3.700         3.700         3.700         3.700         3.700         3.700         3.700         3.700         3.700         3.700         3.700         3.700         3.700         3.700         3.700         3.700         3.700         3.700         3.700         3.700         3.700         3.700	Behavior         Bounce Rate ?         43.10%         Avg for View: 43.10% (0.00%)         35.43%         34.42%         67.10%         40.33%         15.49%         44.67%         83.97%	34,722         100.00% (34,722)         6,955 (20.03%)         6,057 (17.44%)         3,881 (11.18%)         4,205 (12.11%)         3,886 (11.19%)         2,429 (7.00%)         1,329 (3.83%)



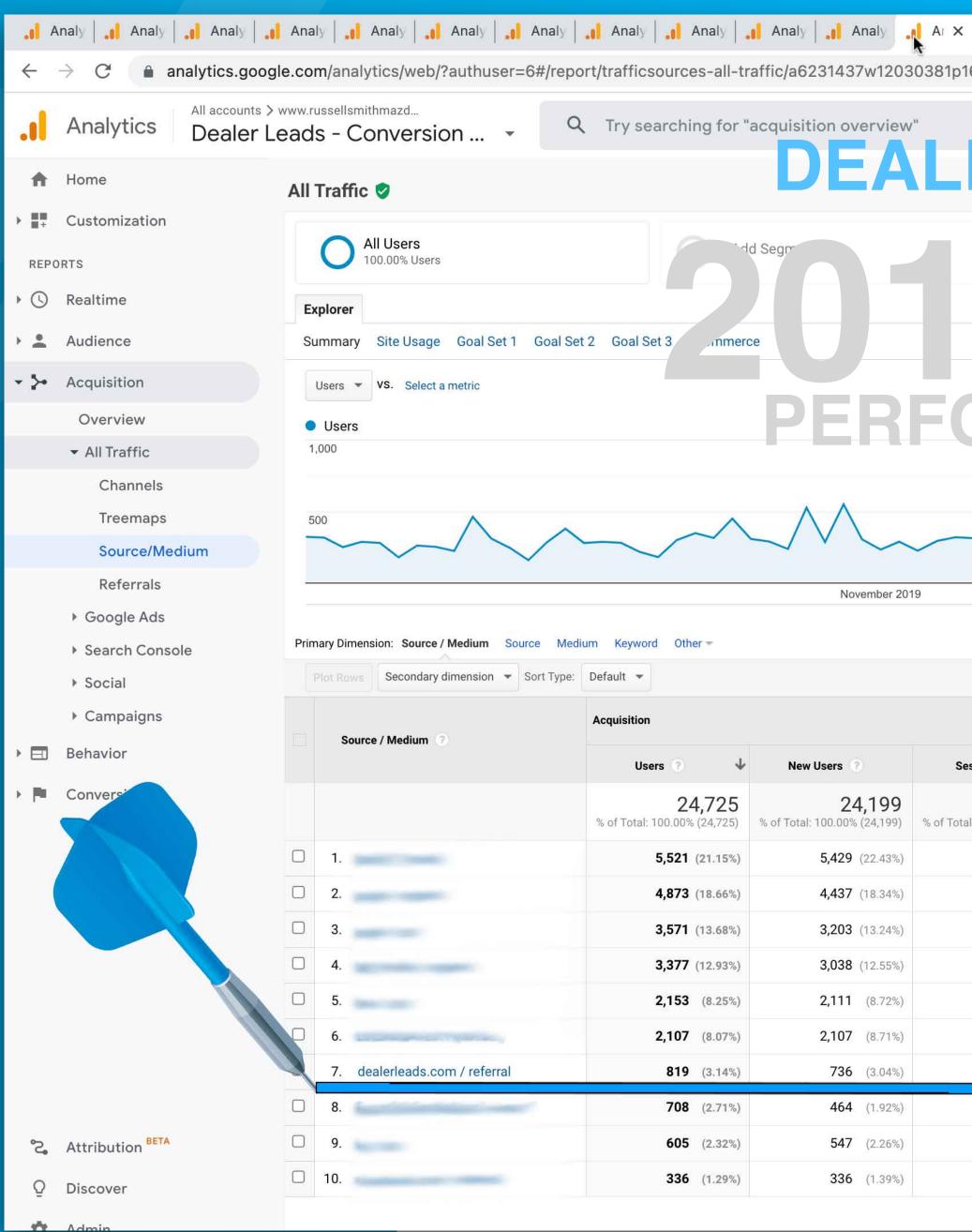
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		<b>23,935</b> % of Total: 100.00% (23,935)	<b>23,114</b> % of Total: 100.00% (23,114)	<b>36,869</b> % of Total: 100.00% (36,869)	<b>43.44%</b> Avg for View: 43.44% (0.00%)	<b>2.88</b> Avg for View: 2.88 (0.00%)	00:02:22 Avg for View: 00:02:22 (0.00%)	<b>2.89%</b> Avg for View: 2.89% (0.00%)	<b>1,067</b> % of Total: 100.00% (1,067)	<b>\$0.00</b> % of Total: 0.00% (\$0.00)
	□ 1.	5,684 (21.92%)	5,136 (22.22%)	<b>8,873</b> (24.07%)	62.99%	2.23	00:01:35	2.70%	240 (22.49%)	\$0.00 (0.00%)
	2.	<b>4,174</b> (16.10%)	<b>4,056</b> (17.55%)	<b>5,625</b> (15.26%)	34.44%	2.56	00:01:58	2.28%	128 (12.00%)	\$0.00 (0.00%)
	3.	<b>3,788</b> (14.61%)	<b>3,280</b> (14,19%)	<b>5,611</b> (15.22%)	34.84%	3.18	00:03:05	3.15%	<b>177</b> (16.59%)	<b>\$0.00</b> (0.00%)
	4.	<b>3,576</b> (13.79%)	<b>3,098</b> (13.40%)	<b>5,353</b> (14.52%)	16.83%	4.94	00:04:15	5.06%	<b>271</b> (25.40%)	<b>\$0.00</b> (0.00%)
	5. dealerleads.com / referral	<b>1,174</b> (4.53%)	<b>1,044</b> (4.52%)	<b>1,408</b> (3.82%)	38.28%	3.34	00:02:33	2.84%	<b>40</b> (3.75%)	\$0.00 (0.00%)
	<b>6</b> .	<b>1,041</b> (4.01%)	702 (3.04%)	<b>1,748</b> (4.74%)	18.19%	2.16	00:01:54	0.06%	1 (0.09%)	\$0.00 (0.00%)
	7.	<b>1,011</b> (3.90%)	<b>931</b> (4.03%)	1,100 (2.98%)	64.36%	1.88	00:00:54	1.91%	<b>21</b> (1.97%)	\$0.00 (0.00%)
	8.	<b>901</b> (3.47%)	833 (3.60%)	<b>1,130</b> (3.06%)	68.41%	1.75	00:00:58	1.86%	<b>21</b> (1.97%)	\$0.00 (0.00%)
C. Attribution BETA	9.	<b>899</b> (3.47%)	<b>837</b> (3.62%)	<b>1,139</b> (3.09%)	49.34%	2.74	00:02:03	3.69%	<b>42</b> (3.94%)	\$0.00 (0.00%)
Q Discover	10.	<b>745</b> (2.87%)	742 (3.21%)	<b>745</b> (2.02%)	97.99%	1.03	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
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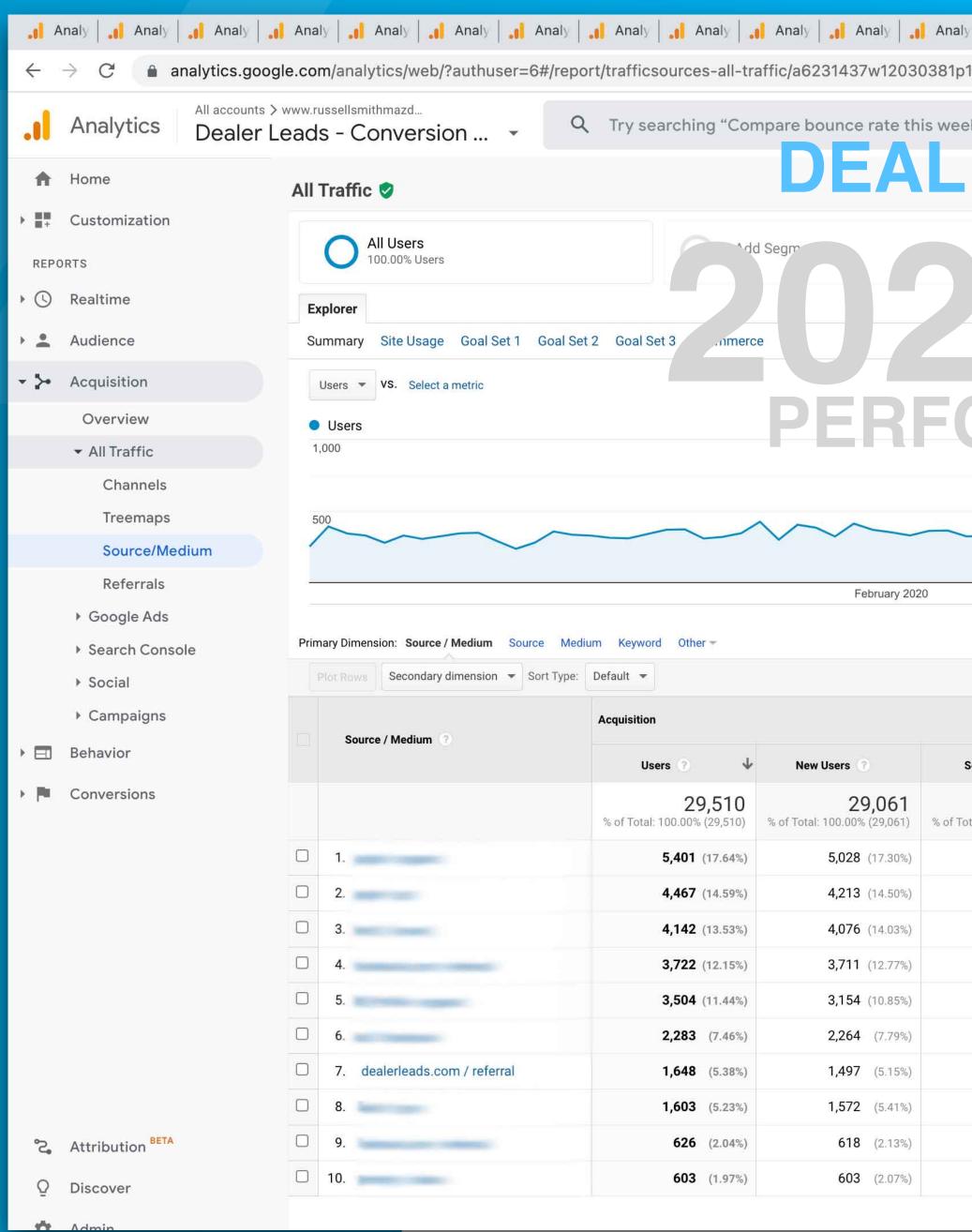
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Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00)	Goal Completions ⑦ 1,079 % of Total: 100.00% (1,079)	Conversions All Goals  Goal Conversion Rate  3.01% Avg for View: 3.01% (0.00%)	Avg. Session Duration ? 00:02:25 Avg for View: 00:02:25 (0.00%)	<b>2.84</b> Avg for View: 2.84 (0.00%)	Behavior Bounce Rate ? 42.11% Avg for View: 42.11% (0.00%)	<b>35,866</b> 00.00% (35,866)
Goal Value ? \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%	Goal Completions ? 1,079 % of Total: 100.00% (1,079) 126 (11.68%)	Conversions All Goals Goal Conversion Rate 3.01% Avg for View: 3.01% (0.00%) 1.70%	Avg. Session Duration ? 00:02:25 Avg for View: 00:02:25 (0.00%) 00:01:48	2.84 Avg for View: 2.84 (0.00%) 2.51	Behavior Bounce Rate ? 42.11% Avg for View: 42.11% (0.00%) 49.57%	<b>35,866</b> 00.00% (35,866) <b>7,408</b> (20.65%)
Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00% \$0.00 (0.00%	Goal Completions ⑦ 1,079 % of Total: 100.00% (1,079) 126 (11.68%) 182 (16.87%)	Conversions All Goals  Goal Conversion Rate  3.01% Avg for View: 3.01% (0.00%)	Avg. Session Duration 00:02:25 Avg for View: 00:02:25 (0.00%) 00:01:48 00:02:14	<b>2.84</b> Avg for View: 2.84 (0.00%)	Behavior           Bounce Rate ⑦           42.11%           Avg for View: 42.11% (0.00%)           49.57%           47.77%	<b>35,866</b> 00.00% (35,866) 7,408 (20.65%) 7,239 (20.18%)
Goal Value ? \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%	Goal Completions ? 1,079 % of Total: 100.00% (1,079) 126 (11.68%)	Conversions All Goals - Goal Conversion Rate 3 3.01% Avg for View: 3.01% (0.00%) 1.70% 2.51%	Avg. Session Duration ? 00:02:25 Avg for View: 00:02:25 (0.00%) 00:01:48	2.84 Avg for View: 2.84 (0.00%) 2.51 2.33	Behavior Bounce Rate ? 42.11% Avg for View: 42.11% (0.00%) 49.57%	<b>35,866</b> 00.00% (35,866) 7,408 (20.65%) 7,239 (20.18%) 6,910 (19.27%)
Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00% \$0.00 (0.00% \$0.00 (0.00%	Goal Completions ? 1,079 % of Total: 100.00% (1,079) 126 (11.68%) 182 (16.87%) 305 (28.27%)	Conversions All Goals - Goal Conversion Rate () Avg for View: 3.01% (0.00%) 1.70% 2.51% 4.41%	Avg. Session Duration ⑦ 00:02:25 Avg for View: 00:02:25 (0.00%) 00:01:48 00:02:14 00:02:21	2.84 Avg for View: 2.84 (0.00%) 2.51 2.33 2.89	Behavior         Bounce Rate ⑦         42.11%         Avg for View: 42.11% (0.00%)         49.57%         47.77%         46.54%	<b>35,866</b> 00.00% (35,866) 7,408 (20.65%) 7,239 (20.18%) 6,910 (19.27%) 5,059 (14.11%)
Goal Value ③ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00% \$0.00 (0.00% \$0.00 (0.00% \$0.00 (0.00%)	Goal Completions ⑦ 1,079 % of Total: 100.00% (1,079) 126 (11.68%) 182 (16.87%) 305 (28.27%) 262 (24.28%)		Avg. Session Duration ()         00:02:25         Avg for View: 00:02:25 (0.00%)         00:01:48         00:02:14         00:02:21         00:02:21         00:03:58	2.84 Avg for View: 2.84 (0.00%) 2.51 2.33 2.89 4.76	Behavior         Bounce Rate ?         42.11%         Avg for View: 42.11% (0.00%)         49.57%         47.77%         46.54%         21.39%	<b>35,866</b> 00.00% (35,866) 7,408 (20.65%) 7,239 (20.18%) 6,910 (19.27%) 5,059 (14.11%) 1,479 (4.12%)
Goal Value         Image: Constraint of the second sec	Goal Completions ⑦ 1,079 % of Total: 100.00% (1,079) 126 (11.68%) 182 (16.87%) 305 (28.27%) 262 (24.28%) 61 (5.65%)	Conversions         All Goals ▼           Goal Conversion Rate         ●           Soal Conversion Rate         ●           Avg for View: 3.01% (0.00%)         1.70%           1.70%         2.51%           4.41%         5.18%           4.12%         1.2%	Avg. Session Duration ⑦           00:02:25           Avg for View: 00:02:25 (0.00%)           00:01:48           00:02:14           00:02:21           00:02:21           00:02:21           00:01:37	2.84 Avg for View: 2.84 (0.00%) 2.51 2.33 2.89 4.76 1.35	Behavior         Bounce Rate ?         42.11%         Avg for View: 42.11% (0.00%)         49.57%         47.77%         46.54%         21.39%         19.81%	35,866         00.00% (35,866)         7,408 (20.65%)         7,239 (20.18%)         6,910 (19.27%)         5,059 (14.11%)         1,479 (4.12%)         1,662 (4.63%)
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%	Goal Completions       ?         1,079       1,079         % of Total: 100.00% (1,079)       126 (11.68%)         182 (16.87%)       305 (28.27%)         262 (24.28%)       61 (5.65%)         7 (0.65%)       7 (0.65%)		Avg. Session Duration          O0:02:25         Avg for View: 00:02:25 (0.00%)         O0:01:48         00:01:48         00:02:21         00:02:21         00:02:21         00:02:21         00:02:21         00:02:21         00:02:21         00:02:21         00:02:21	2.84 Avg for View: 2.84 (0.00%) 2.51 2.33 2.89 4.76 1.35 2.18	Behavior         Bounce Rate •         42.11%         Avg for View: 42.11% (0.00%)         49.57%         49.57%         40.54%         10.11%         10.11%         10.11%         10.11%         10.11%         10.11%         10.11%         10.11%         10.11%         10.11%         10.11%         10.11%         10.11%         11.11%         11.11%         11.11%         11.11%         11.11%         11.11%         11.11%         11.11%         11.11%         11.11%         11.11%         11.11%         11.11%         11.11%         11.11%         11.11%         11.11%         11.11%         11.11%         11.11%         11.11%         11.11%         11.11%         11.11%         11.11%         11.11%         11.11%         11.11%         11.11%	
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%           \$0.00         (0.00%	Goal Completions       ?         1,079       1,079         % of Total: 100.00% (1,079)       126 (11.68%)         182 (16.87%)       305 (28.27%)         305 (28.27%)       262 (24.28%)         61 (5.65%)       7 (0.65%)         34 (3.15%)       34		Avg. Session Duration ()         O0:02:25 (0.00%)         C0:02:25 (0.00%)         O0:01:48         00:02:14         00:02:21         00:02:21         00:02:21         00:02:21         00:02:21         00:02:21         00:02:21         00:02:21         00:02:33	2.84 Avg for View: 2.84 (0.00%) 2.51 2.33 2.89 4.76 1.35 2.18 3.00	Behavior         Bounce Rate ?         42.11%         Avg for View: 42.11% (0.00%)         49.57%         49.57%         49.57%         149.57%         149.57%         149.57%         149.57%         149.57%         149.57%         140.54%         140.54%         19.81%         19.81%         13.35%	35,866         00.00% (35,866)         7,408 (20.65%)         7,239 (20.18%)         6,910 (19.27%)         5,059 (14.11%)         1,479 (4.12%)         1,662 (4.63%)         1,248 (3.48%)





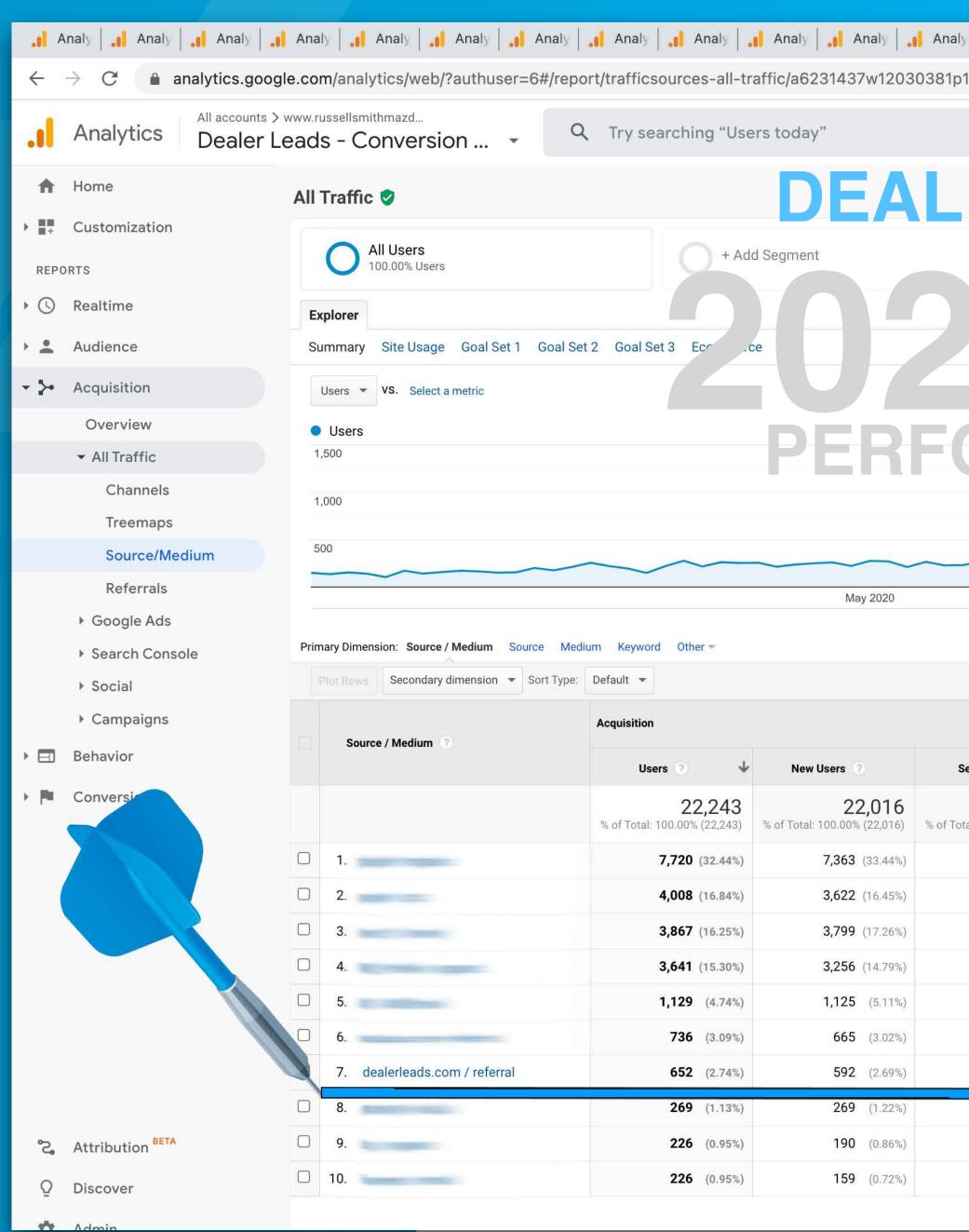
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Goal Value ③ \$6.00 % of Total: 100.00% (\$6.00)	pletions (?) 984	Goal Comple % of Total: 10	ioal Conversion Rate 0	Avg. Session Duration (2) 00:02:42	Pages / Session ? 3.01	Behavior Bounce Rate 40.12%	35,762 00.00% (35,762)
Goal Value () \$6.00 % of Total: 100.00% (\$6.00) \$1.00 (16.67%	pletions 7 984 100.00% (984)	Goal Comple % of Total: 10 1:	tioal Conversion Rate ? 2.75% wg for View: 2.75% (0.00%)	Avg. Session Duration ③ 00:02:42 Avg for View: 00:02:42 (0.00%)	Pages / Session ③ 3.01 Avg for View: 3.01 (0.00%)	Behavior Bounce Rate ③ 40.12% Avg for View: 40.12% (0.00%)	35,762 00.00% (35,762) 7,024 (19.64%)
Goal Value ⑦ \$6.00 % of Total: 100.00% (\$6.00) \$1.00 (16.67% \$0.00 (0.00%	pletions ? 984 100.00% (984) 120 (12.20%)	Goal Comple % of Total: 10 1: 1	tioal Conversion Rate 2.75% .vg for View: 2.75% (0.00%) 1.71%	Avg. Session Duration (?) 00:02:42 Avg for View: 00:02:42 (0.00%) 00:01:57	Pages / Session ? 3.01 Avg for View: 3.01 (0.00%) 3.27	Behavior Bounce Rate 40.12% Avg for View: 40.12% (0.00%) 43.37%	35,762 00.00% (35,762) 7,024 (19.64%) 6,582 (18.41%)
Goal Value ⑦ \$6.00 % of Total: 100.00% (\$6.00 \$1.00 (16.67% \$0.00 (0.00% \$0.00 (0.00%	pletions (?) 984 100.00% (984) 120 (12.20%) 182 (18.50%)	Goal Comple % of Total: 10 1: 11 2:	ioal Conversion Rate 2.75% wg for View: 2.75% (0.00%) 1.71% 2.77%	Avg. Session Duration (*) 00:02:42 Avg for View: 00:02:42 (0.00%) 00:01:57 00:02:39	Pages / Session 3 Avg for View: 3.01 (0.00%) 3.27 2.54	Behavior Bounce Rate • 40.12% Avg for View: 40.12% (0.00%) 43.37% 49.73%	35,762 00.00% (35,762) 7,024 (19.64%) 6,582 (18.41%) 5,028 (14.06%)
Goal Value ③ \$6.00 % of Total: 100.00% (\$6.00 \$1.00 (16.67% \$0.00 (0.00% \$0.00 (0.00% \$0.00 (0.00%	pletions (?) 984 100.00% (984) 120 (12.20%) 182 (18.50%) 233 (23.68%)	Goal Comple % of Total: 10 1: 2: 2:	ioal Conversion Rate 2.75% wg for View: 2.75% (0.00%) 1.71% 2.77% 4.63%	Avg. Session Duration () 00:02:42 Avg for View: 00:02:42 (0.00%) 00:01:57 00:02:39 00:02:34	Pages / Session ? 3.01 Avg for View: 3.01 (0.00%) 3.27 2.54 3.01	Behavior Bounce Rate ③ 40.12% Avg for View: 40.12% (0.00%) 43.37% 49.73% 46.24%	35,762 00.00% (35,762) 7,024 (19.64%) 6,582 (18.41%) 5,028 (14.06%) 5,200 (14.54%)
Goal Value Image: Control of Contro of Control of Control of Contro of Control of Control of	pletions (?) 984 100.00% (984) 120 (12.20%) 182 (18.50%) 233 (23.68%) 227 (23.07%)	Goal Comple % of Total: 10 1: 2: 2:	ioal Conversion Rate 2.75% wg for View: 2.75% (0.00%) 1.71% 2.77% 4.63% 4.37%	Avg. Session Duration () 00:02:42 Avg for View: 00:02:42 (0.00%) 00:01:57 00:02:39 00:02:34 00:02:34 00:02:34	Pages / Session ? Sale Avg for View: 3.01 (0.00%) 3.27 2.54 3.01 5.00	Behavior Bounce Rate ③ 40.12% Avg for View: 40.12% (0.00%) 43.37% 49.73% 46.24% 17.81%	35,762 00.00% (35,762) 7,024 (19.64%) 6,582 (18.41%) 5,028 (14.06%) 5,200 (14.54%) 2,835 (7.93%)
Goal Value ? \$6.00 % % of Total: 100.00% (\$6.00) % \$1.00 (16.67%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)	spletions ? 984 100.00% (984) 120 (12.20%) 182 (18.50%) 233 (23.68%) 227 (23.07%) 68 (6.91%) 68 (6.91%)	Goal Comple % of Total: 10 1: 2: 2:	ioal Conversion Rate 2.75% .vg for View: 2.75% (0.00%) 1.71% 2.77% 4.63% 4.37% 2.40%	Avg. Session Duration () O0:02:42 Avg for View: 00:02:42 (0.00%) O0:01:57 00:02:39 00:02:34 00:02:34 00:01:28	Pages / Session (?) Avg for View: 3.01 (0.00%) 3.27 3.27 2.54 3.01 1.28	Behavior Bounce Rate • 40.12% Avg for View: 40.12% (0.00%) 43.37% 49.73% 40.12% 17.81% 20.35%	35,762 00.00% (35,762) 7,024 (19.64%) 6,582 (18.41%) 5,028 (14.06%) 5,200 (14.54%) 2,835 (7.93%)
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	pletions ? 984 100.00% (984) 120 (12.20%) 182 (18.50%) 233 (23.68%) 227 (23.07%) 68 (6.91%) 0 (0.00%) 39 (3.96%)	Goal Comple % of Total: 10 1: 2: 2: 	ioal Conversion Rate 2.75% .vog for View: 2.75% (0.00%) 1.71% 2.77% 4.63% 4.63% 2.40% 0.00% 4.13%	Avg. Session Duration () 00:02:42 Avg for View: 00:02:42 (0.00%) 00:01:57 00:02:39 00:02:34 00:02:34 00:01:28 00:01:28 00:01:28 00:01:28 00:02:40	Pages / Session ? Avg for View: 3.01 (0.00%) 3.27 3.27 2.54 3.01 1.28 1.00 3.28	Behavior Bounce Rate • 40.12% Avg for View: 40.12% (0.00%) 43.37% 49.73% 40.12% 17.81% 20.35% 90.89% 37.57%	35,762 00.00% (35,762) 7,024 (19.64%) 6,582 (18.41%) 5,028 (14.06%) 5,200 (14.54%) 2,835 (7.93%) 2,141 (5.99%)





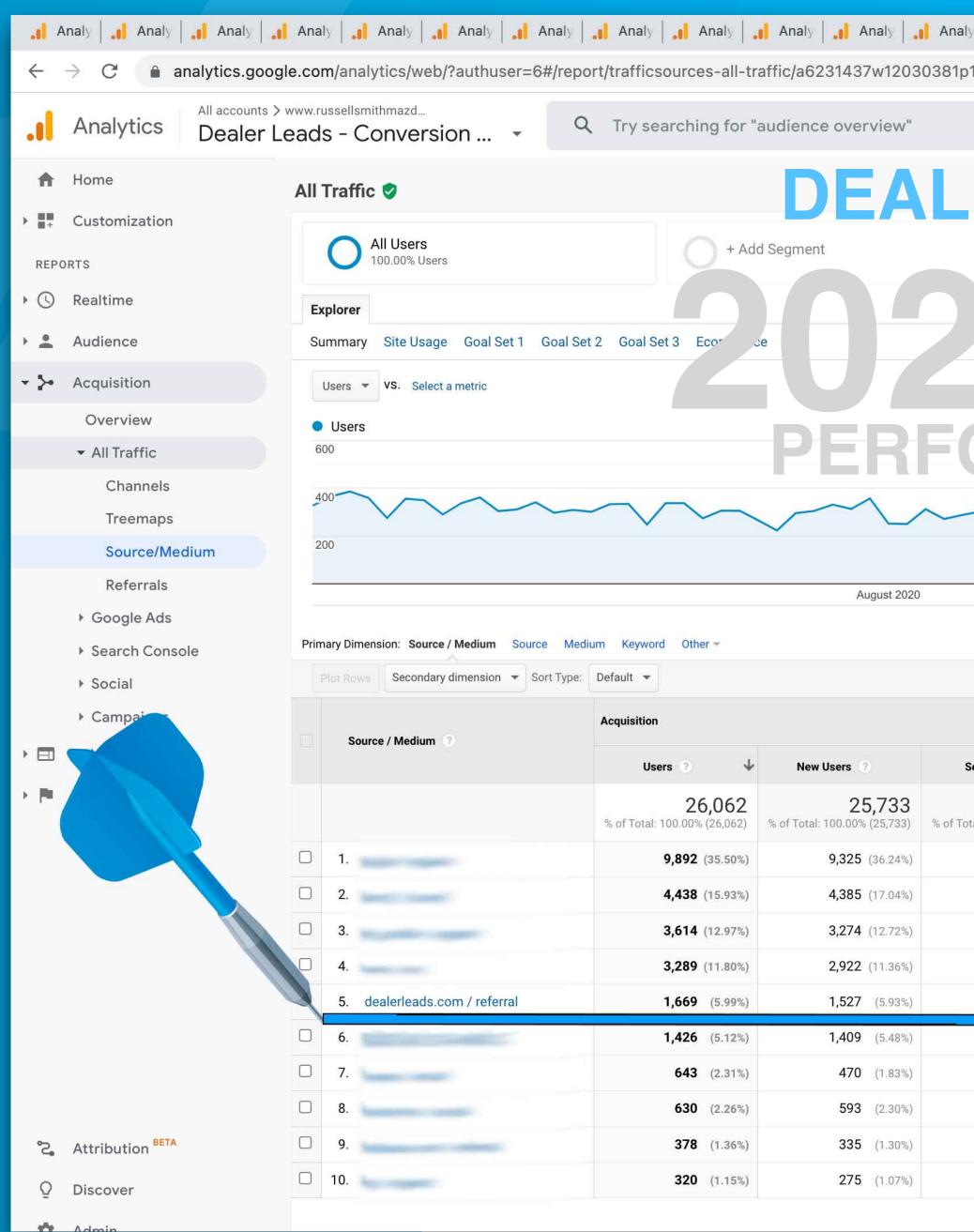
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Assions (2) 40,338 40,338 1: 100.00% (40,338) 7,060 (17.50%) 6,231 (15.45%) 5,929 (14.70%) 4,070 (10.09%)	Behavior Bounce Rate ? 53.71% Avg for View: 53.71% (0.00%) 56.36% 64.48% 44.09% 86.31%	Pages / Session ? 2.50 Avg for View: 2.50 (0.00%) 2.38 2.12 2.76 1.17	Avg. Session Duration (?) 00:02:08 Avg for View: 00:02:08 (0.00%) 00:02:15 00:01:35 00:02:47 00:00:04	Conversions All Goals Goal Conversion Rate ? 2.23% ? Avg for View: 2.23% (0.00%) ? 2.17% ? 2.84% 1.87% 0.25% ?	Goal Completions 3 899 % of Total: 100.00% (899) 153 (17.02%) 177 (19.69%) 111 (12.35%) 10 (1.11%)	Goal Value ⑦ \$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%
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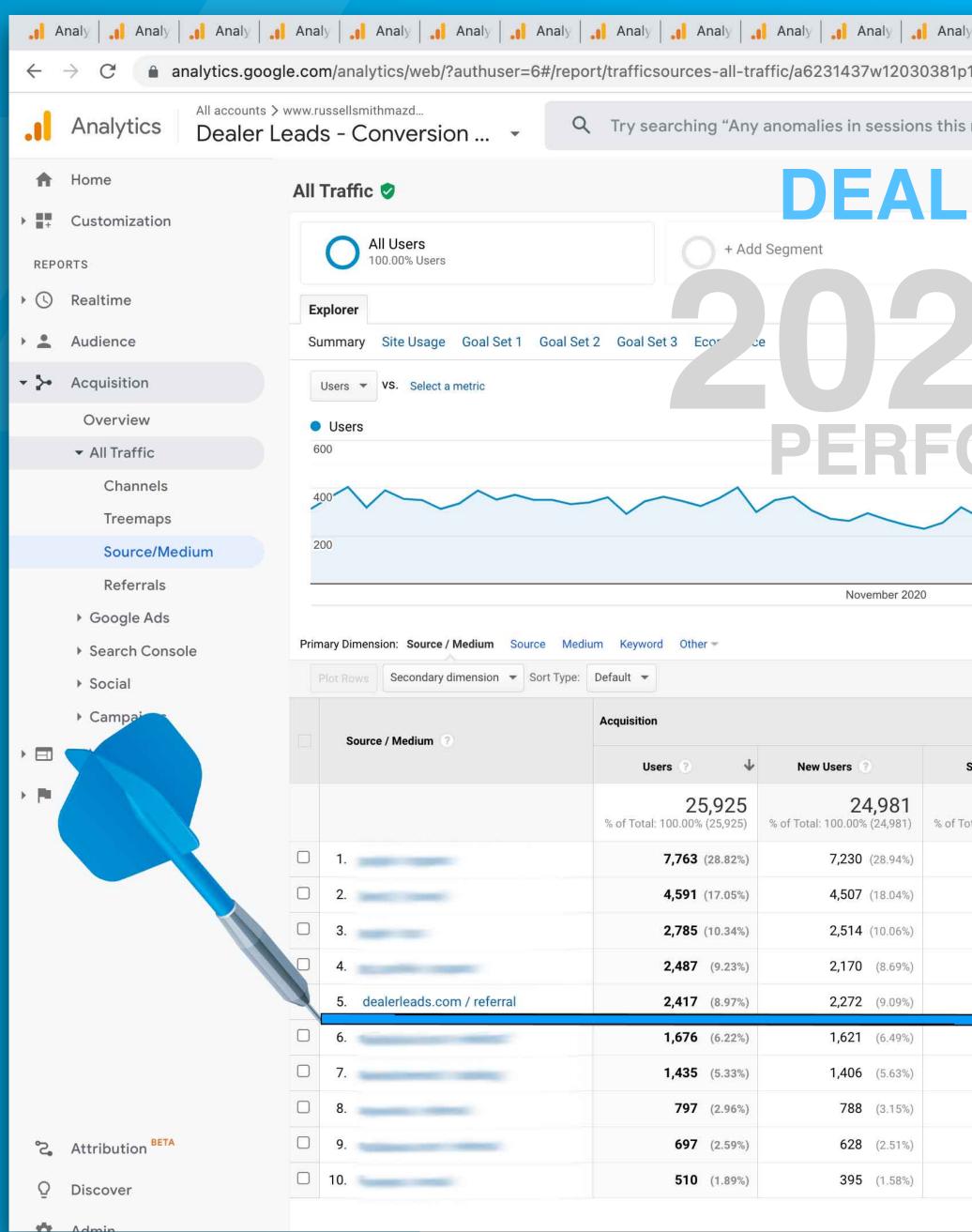
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<b>34,487</b> 00.00% (34,487)	Behavior Bounce Rate ③ 41.58%	3.22	Avg. Session Duration 🕐 00:03:13	Goal Conversion Rate ③ 3.24%	Goal Completions ? 1,116	Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00)
<b>34,487</b> 00.00% (34,487) <b>9,544</b> (27.67%)	Behavior Bounce Rate ③ 41.58% Avg for View: 41.58% (0.00%)	<b>3.22</b> Avg for View: 3.22 (0.00%)	Avg. Session Duration ? 00:03:13 Avg for View: 00:03:13 (0.00%)	Goal Conversion Rate (2) 3.24% Avg for View: 3.24% (0.00%)	Goal Completions ? 1,116 % of Total: 100.00% (1,116)	Goal Value 💿 \$0.00
<b>34,487</b> 00.00% (34,487) <b>9,544</b> (27.67%) <b>5,853</b> (16.97%)	Behavior Bounce Rate ③ 41.58% Avg for View: 41.58% (0.00%) 66.19%	3.22 Avg for View: 3.22 (0.00%) 2.18	Avg. Session Duration ? 00:03:13 Avg for View: 00:03:13 (0.00%) 00:01:55	Goal Conversion Rate (?) 3.24% Avg for View: 3.24% (0.00%) 2.13%	Goal Completions ? 1,116 % of Total: 100.00% (1,116) 203 (18.19%)	Goal Value ③ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%)
<b>34,487</b> 00.00% (34,487) 9,544 (27.67%) 5,853 (16.97%) 5,605 (16.25%)	Behavior           Bounce Rate ⑦           41.58%           Avg for View: 41.58% (0.00%)           66.19%           37.66%	3.22 Avg for View: 3.22 (0.00%) 2.18 3.39	Avg. Session Duration ⑦ 00:03:13 Avg for View: 00:03:13 (0.00%) 00:01:55 00:03:16	Goal Conversion Rate ③ 3.24% Avg for View: 3.24% (0.00%) 2.13% 5.52%	Goal Completions ⑦ 1,116 % of Total: 100.00% (1,116) 203 (18.19%) 323 (28.94%)	Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%)
<b>34,487</b> 00.00% (34,487) 9,544 (27.67%) 5,853 (16.97%) 5,605 (16.25%) 5,572 (16.16%)	Behavior           Bounce Rate ⑦           41.58%           Avg for View: 41.58% (0.00%)           66.19%           37.66%           38.73%	3.22 Avg for View: 3.22 (0.00%) 2.18 3.39 2.95	Avg. Session Duration ⑦ 00:03:13 Avg for View: 00:03:13 (0.00%) 00:01:55 00:03:16 00:02:58	Goal Conversion Rate ③ 3.24% Avg for View: 3.24% (0.00%) 2.13% 5.52% 2.18%	Goal Completions ? 1,116 % of Total: 100.00% (1,116) 203 (18.19%) 323 (28.94%) 122 (10.93%)	Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
	Behavior           Bounce Rate ?           41.58%           Avg for View: 41.58% (0.00%)           66.19%           37.66%           38.73%           18.47%	3.22 Avg for View: 3.22 (0.00%) 2.18 3.39 2.95 4.67	Avg. Session Duration ?         00:03:13         Avg for View: 00:03:13 (0.00%)         00:01:55         00:03:16         00:02:58         00:04:27	Goal Conversion Rate ③ 3.24% Avg for View: 3.24% (0.00%) 2.13% 5.52% 2.18% 4.81%	Goal Completions ? 1,116 % of Total: 100.00% (1,116) 203 (18.19%) 323 (28.94%) 122 (10.93%) 268 (24.01%)	Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
<b>34,487</b> 00.00% (34,487) 9,544 (27.67%) 5,853 (16.97%) 5,605 (16.25%) 5,572 (16.16%) 1,240 (3.60%)	Behavior         Bounce Rate ?         41.58%         Avg for View: 41.58% (0.00%)         66.19%         37.66%         38.73%         18.47%         71.61%	3.22 Avg for View: 3.22 (0.00%) 2.18 3.39 2.95 4.67 1.71	Avg. Session Duration ⑦           00:03:13           Avg for View: 00:03:13 (0.00%)           00:01:55           00:02:58           00:02:58           00:04:27           00:01:11	Goal Conversion Rate ③         3.24%         Avg for View: 3.24% (0.00%)         2.13%         5.52%         2.18%         4.81%         0.16%	Goal Completions       1         1,116       10.00% (1,116)         203 (18.19%)       203 (18.19%)         323 (28.94%)       122 (10.93%)         268 (24.01%)       268 (24.01%)         2 (0.18%)       2 (0.18%)	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%)
34,487         00.00% (34,487)         9,544 (27.67%)         5,853 (16.97%)         5,605 (16.25%)         5,572 (16.16%)         1,240 (3.60%)         1,098 (3.18%)	Behavior         Bounce Rate •         41.58%         Avg for View: 41.58% (0.00%)         66.19%         37.66%         38.73%         18.47%         18.47%         12.39%         44.88%	3.22 Avg for View: 3.22 (0.00%) 2.18 3.39 2.95 4.67 1.71 3.42	Avg. Session Duration          00:03:13         Avg for View: 00:03:13 (0.00%)         00:01:55         00:01:55         00:02:58         00:04:27         00:01:11         00:05:15	Goal Conversion Rate ③         3.24%         Avg for View: 3.24% (0.00%)         2.13%         5.52%         2.18%         4.81%         0.16%         4.10%	Goal Completions       ?         1,116       *         % of Total: 100.00% (1,116)       203 (18.19%)         203 (18.19%)       323 (28.94%)         122 (10.93%)       268 (24.01%)         2 (0.18%)       2 (0.18%)         45 (4.03%)       45 (4.03%)	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%)
<b>34,487</b> 00.00% (34,487) 9,544 (27.67%) 5,853 (16.97%) 5,605 (16.25%) 5,572 (16.16%) 1,240 (3.60%) 1,098 (3.18%) 820 (2.38%)	Behavior         Bounce Rate ?         41.58%         Avg for View: 41.58% (0.00%)         66.19%         37.66%         38.73%         18.47%         18.47%         12.39%         44.88%	3.22 Avg for View: 3.22 (0.00%) 2.18 3.39 2.95 4.67 1.71 3.42 3.11	Avg. Session Duration ?         00:03:13         Avg for View: 00:03:13 (0.00%)         00:01:55         00:02:58         00:02:58         00:01:11         00:05:15         00:02:24	Goal Conversion Rate 3.24% Avg for View: 3.24% (0.00%) 2.13% 2.13% 5.52% 2.18% 4.81% 0.16% 4.10% 3.54%	Goal Completions ?         1,116         % of Total: 100.00% (1,116)         203 (18.19%)         323 (28.94%)         122 (10.93%)         268 (24.01%)         2 (0.18%)         45 (4.03%)         29 (2.60%)	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%)





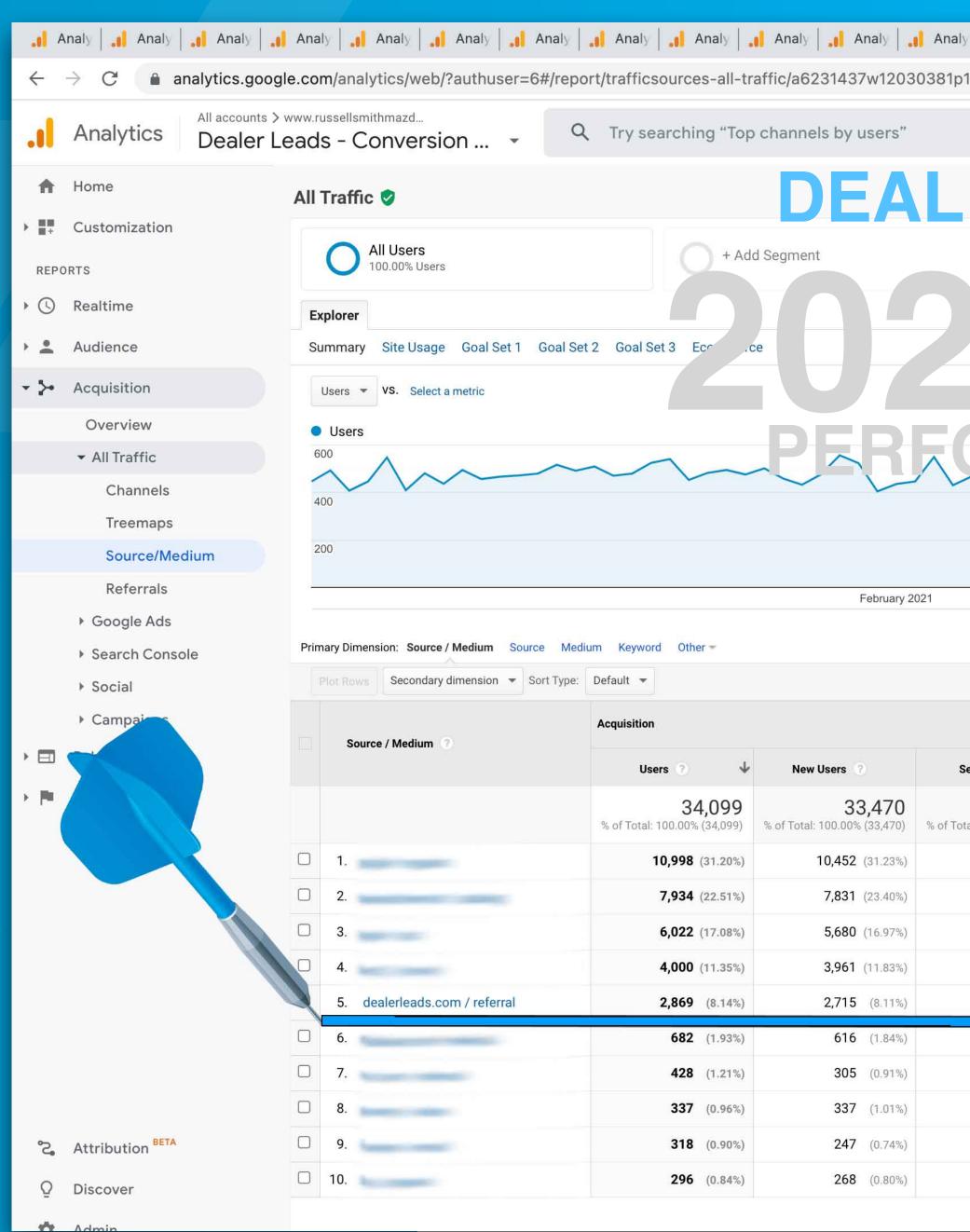
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37,270	Behavior	Pages / Session ③ 2.74 Avg for View: 2.74 (0.00%)				Goal Value 🕜
<b>37,270</b> 100.00% (37,270)	Behavior Bounce Rate ? 47.32%	2.74	Avg. Session Duration ? 00:02:29	Goal Conversion Rate (2)	Goal Completions ? 1,042	Goal Value ③ \$0.0 % of Total: 0.00% (\$0.0
<b>37,270</b> 100.00% (37,270)	Behavior           Bounce Rate         Image: Comparison of the second	<b>2.74</b> Avg for View: 2.74 (0.00%)	Avg. Session Duration ? 00:02:29 Avg for View: 00:02:29 (0.00%)	Goal Conversion Rate (?) 2.80% Avg for View: 2.80% (0.00%)	Goal Completions ? 1,042 % of Total: 100.00% (1,042)	Goal Value ③ \$0.0 % of Total: 0.00% (\$0.0 \$0.00 (0.00
<b>37,270</b> 100.00% (37,270) <b>11,603</b> (31.13%)	Behavior           Bounce Rate •           47.32%           Avg for View: 47.32% (0.00%)           71.65%	2.74 Avg for View: 2.74 (0.00%) 1.84	Avg. Session Duration ? 00:02:29 Avg for View: 00:02:29 (0.00%) 00:01:23	Goal Conversion Rate (?) 2.80% Avg for View: 2.80% (0.00%) 1.82%	Goal Completions ③ 1,042 % of Total: 100.00% (1,042) 211 (20.25%)	Goal Value ⑦ \$0.0 % of Total: 0.00% (\$0.0 \$0.00 (0.00 \$0.00 (0.00
<b>37,270</b> 100.00% (37,270) 11,603 (31.13%) 6,078 (16.31%)	Behavior           Bounce Rate ③           47.32%           Avg for View: 47.32% (0.00%)           71.65%           46.48%	2.74 Avg for View: 2.74 (0.00%) 1.84 2.42	Avg. Session Duration 00:02:29 Avg for View: 00:02:29 (0.00%) 00:01:23 00:02:19	Goal Conversion Rate (2) 2.80% Avg for View: 2.80% (0.00%) 1.82% 2.01%	Goal Completions (7) 1,042 % of Total: 100.00% (1,042) 211 (20.25%) 122 (11.71%)	Goal Value ? \$0.0 % of Total: 0.00% (\$0.0 \$0.00 (0.00 \$0.00 (0.00 \$0.00 (0.00
<b>37,270</b> 100.00% (37,270) 11,603 (31.13%) 6,078 (16.31%) 5,221 (14.01%)	Behavior           Bounce Rate •           47.32%           Avg for View: 47.32% (0.00%)           71.65%           46.48%           16.97%	2.74 Avg for View: 2.74 (0.00%) 1.84 2.42 4.47	Avg. Session Duration ⑦ 00:02:29 Avg for View: 00:02:29 (0.00%) 00:01:23 00:02:19 00:02:19	Goal Conversion Rate       Image: Conversion Rate         2.80%       Image: Conversion Rate       I	Goal Completions ? 1,042 % of Total: 100.00% (1,042) 211 (20.25%) 122 (11.71%) 235 (22.55%)	Goal Value         ?           \$0.0         \$0.0           % of Total: 0.00% (\$0.0         \$0.00           \$0.00         (0.00           \$0.00         (0.00           \$0.00         (0.00           \$0.00         (0.00           \$0.00         (0.00
<b>37,270</b> 100.00% (37,270) 11,603 (31.13%) 6,078 (16.31%) 5,221 (14.01%) 4,449 (11.94%)	Behavior         Bounce Rate ?         47.32%         Avg for View: 47.32% (0.00%)         71.65%         46.48%         16.97%         41.11%	2.74 Avg for View: 2.74 (0.00%) 1.84 2.42 4.47 3.01	Avg. Session Duration ?           00:02:29           Avg for View: 00:02:29 (0.00%)           00:01:23           00:02:19           00:02:19           00:04:03           00:02:44	Goal Conversion Rate (2)         2.80%         Avg for View: 2.80% (0.00%)         1.82%         2.01%         4.50%         5.55%	Goal Completions ? 1,042 % of Total: 100.00% (1,042) 211 (20.25%) 122 (11.71%) 235 (22.55%) 247 (23.70%)	Goal Value         ?           \$0.0         \$0.0           % of Total: 0.00% (\$0.0         \$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
37,270 100.00% (37,270) 11,603 (31.13%) 6,078 (16.31%) 5,221 (14.01%) 4,449 (11.94%) 1,918 (5.15%)	Behavior           Bounce Rate •           47.32%           Avg for View: 47.32% (0.00%)           71.65%           46.48%           16.97%           41.11%           44.00%	2.74 Avg for View: 2.74 (0.00%) 1.84 2.42 4.47 3.01 3.08	Avg. Session Duration ?           00:02:29           Avg for View: 00:02:29 (0.00%)           00:01:23           00:02:19           00:02:19           00:02:44           00:02:10	Goal Conversion Rate ?         2.80%         Avg for View: 2.80% (0.00%)         1.82%         2.01%         4.50%         5.55%         2.76%	Goal Completions ? 1,042 % of Total: 100.00% (1,042) 211 (20.25%) 122 (11.71%) 235 (22.55%) 247 (23.70%) 53 (5.09%)	Goal Value         ?           \$0.0         \$0.0           % of Total: 0.00% (\$0.0         \$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
37,270         100.00% (37,270)         11,603 (31.13%)         6,078 (16.31%)         5,221 (14.01%)         4,449 (11.94%)         1,918 (5.15%)         1,562 (4.19%)	Behavior         Bounce Rate (*)         47.32%         Avg for View: 47.32% (0.00%)         71.65%         46.48%         16.97%         41.11%         44.00%         52.36%         19.09%	2.74 Avg for View: 2.74 (0.00%) 1.84 2.42 4.47 3.01 3.08 1.23	Avg. Session Duration          00:02:29         Avg for View: 00:02:29 (0.00%)         00:01:23         00:01:23         00:02:19         00:02:44         00:02:10         00:02:50	Goal Conversion Rate ?         2.80%         Avg for View: 2.80% (0.00%)         1.82%         2.01%         4.50%         5.55%         2.76%         0.45%	Goal Completions       1,042         % of Total: 100.00% (1,042)       211 (20.25%)         122 (11.71%)       235 (22.55%)         247 (23.70%)       53 (5.09%)         7 (0.67%)	Goal Value       ?         \$0.0       \$0.0         % of Total: 0.00% (\$0.0       \$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         \$0.00       (0.00         \$0.00       (0.00         \$0.00       (0.00         \$0.00       (0.00
37,270         100.00% (37,270)         11,603 (31.13%)         6,078 (16.31%)         5,221 (14.01%)         4,449 (11.94%)         1,918 (5.15%)         1,562 (4.19%)         1,388 (3.72%)	Behavior         Bounce Rate (*)         47.32%         Avg for View: 47.32% (0.00%)         71.65%         46.48%         16.97%         41.11%         44.00%         52.36%         19.09%	2.74 Avg for View: 2.74 (0.00%) 1.84 2.42 4.47 3.01 3.08 1.23 2.44	Avg. Session Duration ()         00:02:29         Avg for View: 00:02:29 (0.00%)         00:01:23         00:02:19         00:02:19         00:02:44         00:02:10         00:02:50         00:03:12	Goal Conversion Rate ?         2.80%         Avg for View: 2.80% (0.00%)         1.82%         2.01%         2.01%         4.50%         5.55%         2.76%         0.45%         3.96%	Goal Completions       ?         1,042       % of Total: 100.00% (1,042)         211 (20.25%)       122 (11.71%)         235 (22.55%)       247 (23.70%)         53 (5.09%)       7 (0.67%)         55 (5.28%)       55 (5.28%)	Goal Value         ?           \$0.0         \$0.0           % of Total:         0.00% (\$0.0           \$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         (0.00





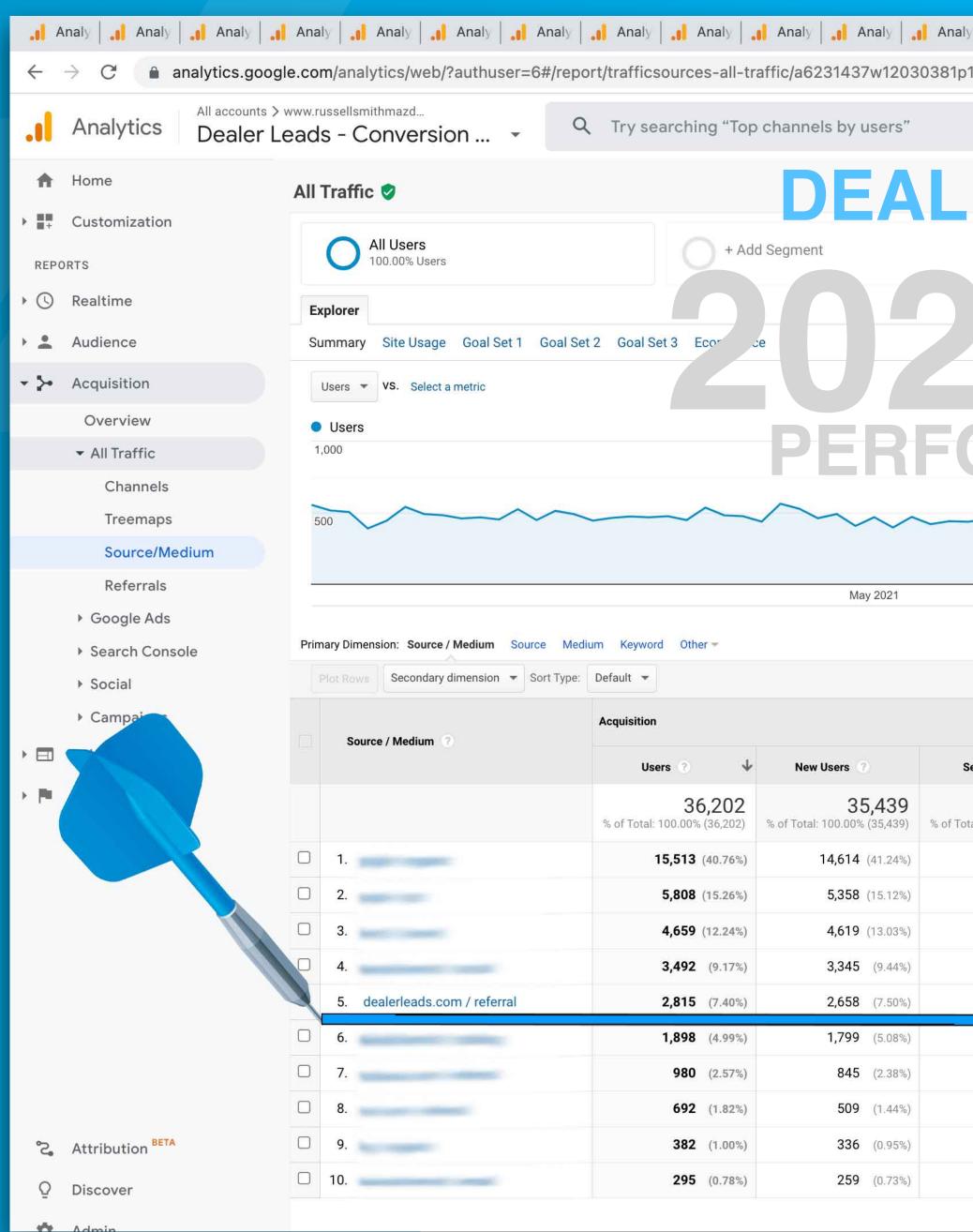
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36,945 100.00% (36,945) 9,940 (26.90%) 6,053 (16.38%)	Behavior           Bounce Rate ③           41.22%           Avg for View: 41.22% (0.00%)           52.15%           49.41%	Pages / Session ()           2.83           Avg for View: 2.83 (0.00%)           2.72           2.21	Avg. Session Duration 00:02:32 Avg for View: 00:02:32 (0.00%) 00:02:16 00:02:04	Conversions All Goals  Goal Conversion Rate  Conversion R	Goal Completions (743) 743 % of Total: 100.00% (743) 200 (26.92%) 82 (11.04%)	Goal Value ? \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
36,945 100.00% (36,945) 9,940 (26.90%) 6,053 (16.38%) 4,022 (10.89%)	Behavior           Bounce Rate ?           41.22%           Avg for View: 41.22% (0.00%)           52.15%           49.41%           40.78%	Pages / Session ⑦           2.83           Avg for View: 2.83 (0.00%)           2.72           2.21           3.09	Avg. Session Duration (?)           00:02:32           Avg for View: 00:02:32 (0.00%)           00:02:16           00:02:04           00:02:42	Conversions All Goals  Goal Conversion Rate  Conversion R	Goal Completions ? 743 % of Total: 100.00% (743) 200 (26.92%) 82 (11.04%) 130 (17.50%)	Goal Value ? \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
36,945 100.00% (36,945) 9,940 (26.90%) 6,053 (16.38%) 4,022 (10.89%) 3,769 (10.20%)	Behavior           Bounce Rate ?           41.22%           Avg for View: 41.22% (0.00%)           52.15%           49.41%           40.78%           18.47%	Pages / Session ?           2.83           Avg for View: 2.83 (0.00%)           2.72           2.21           3.09           4.49	Avg. Session Duration (?)           00:02:32           Avg for View: 00:02:32 (0.00%)           00:02:16           00:02:04           00:02:42           00:03:50	Conversions All Goals  Goal Conversion Rate  Conversion R	Goal Completions ? 743 % of Total: 100.00% (743) 200 (26.92%) 82 (11.04%) 130 (17.50%) 126 (16.96%)	Goal Value         Image: Contract of the system           \$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         \$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         \$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         \$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         <
36,945         100.00% (36,945)         9,940 (26.90%)         6,053 (16.38%)         4,022 (10.89%)         3,769 (10.20%)         2,809 (7.60%)	Behavior           Bounce Rate ?           41.22%           Avg for View: 41.22% (0.00%)           52.15%           49.41%           40.78%           18.47%           54.97%	Pages / Session ⑦         Session ⑦         2.83         Avg for View: 2.83 (0.00%)         2.72         2.72         2.72         3.09         4.49         2.51	Avg. Session Duration (*)           OO:O2:32           Avg for View: 00:02:32 (0.00%)           O0:02:16           O0:02:142           O0:02:42           O0:03:50           O0:01:36	Conversions       All Goals         Goal Conversion Rate       Image: Conversion Rate         2.01%       2.01%         Avg for View: 2.01% (0.00%)       2.01%         1.35%       3.23%         3.34%       1.78%	Goal Completions       743         743       743         % of Total: 100.00% (743)       200 (26.92%)         82 (11.04%)       130 (17.50%)         126 (16.96%)       50 (6.73%)	Goal Value         Image: Contract of the second secon
36,945         100.00% (36,945)         9,940       (26.90%)         6,053       (16.38%)         4,022       (10.89%)         3,769       (10.20%)         2,809       (7.60%)         2,001       (5.42%)	Behavior         Bounce Rate ?         41.22%         Avg for View: 41.22% (0.00%)         52.15%         49.41%         40.78%         18.47%         54.97%         45.18%         25.28%	Pages / Session (*)         Pages / Session (*)         2.83         Avg for View: 2.83 (0.00%)         2.722         2.721         3.09         4.49         2.51         1.21	Avg. Session Duration ()         O0:02:32         Avg for View: 00:02:32 (0.00%)         O0:02:16         00:02:16         00:02:242         00:02:42         00:01:36         00:01:36	Conversions         All Goals           Goal Conversion Rate         ?           2.01%         ?           Avg for View: 2.01% (0.00%)         ?           2.01%         ?           1.35%         ?           3.23%         ?           1.78%         ?	Goal Completions ()         743         % of Total: 100.00% (743)         200 (26.92%)         82 (11.04%)         130 (17.50%)         126 (16.96%)         50 (6.73%)         6 (0.81%)	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%)
36,945         100.00% (36,945)         9,940 (26.90%)         6,053 (16.38%)         4,022 (10.89%)         3,769 (10.20%)         2,809 (7.60%)         2,001 (5.42%)         1,875 (5.08%)	Behavior         Bounce Rate ?         41.22%         Avg for View: 41.22% (0.00%)         52.15%         49.41%         40.78%         18.47%         54.97%         45.18%         25.28%	Pages / Session (*)         Pages / Session (*)         2.833         Avg for View: 2.83 (0.00%)         2.722         2.721         2.722         2.721         3.09         4.49         2.51         1.21         1.21         1.46	Avg. Session Duration (?)         00:02:32         Avg for View: 00:02:32 (0.00%)         00:02:16         00:02:16         00:02:242         00:02:42         00:01:36         00:01:31	Conversions       All Goals         Goal Conversion Rate       ?         2.01%       ?         Avg for View:       2.01% (0.00%)         2.01%       ?         1.35%       ?         3.23%       ?         1.78%       ?         0.30%       ?         0.53%       ?	Goal Completions       ?         743       ?         % of Total: 100.00% (743)       200 (26.92%)         82 (11.04%)       82 (11.04%)         130 (17.50%)       126 (16.96%)         50 (6.73%)       6 (0.81%)         10 (1.35%)       10 (1.35%)	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%)





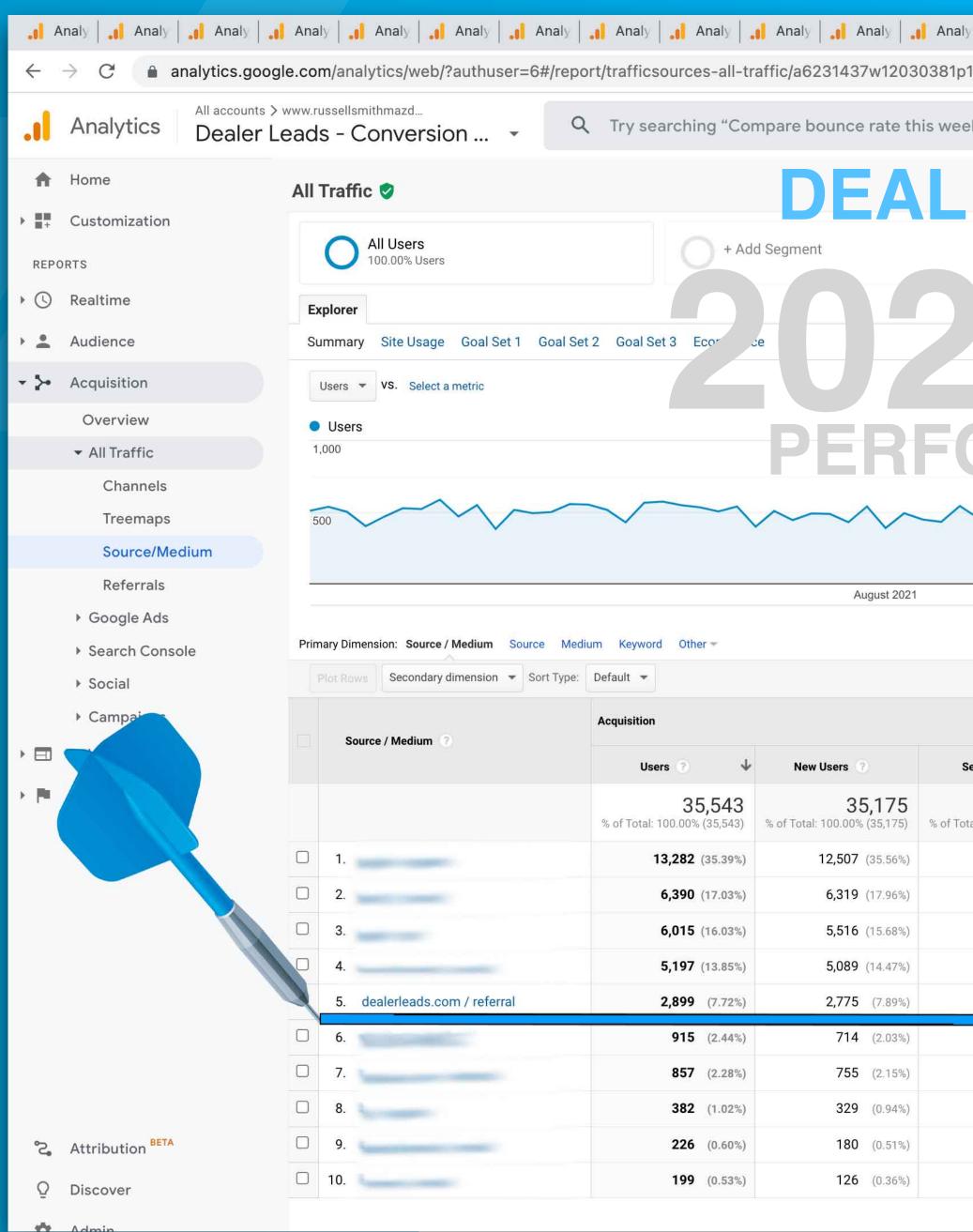
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<b>47,893</b>	Behavior Bounce Rate ③ 41.52%	Pages / Session ? 2.61	Avg. Session Duration 🕐 00:02:14	Goal Conversion Rate 3	Goal Completions 0	Goal Value ک % of Total: 0.009	3           50.00           % (\$0.00)
<b>47,893</b> 00.00% (47,893) <b>4,710</b> (30.71%)	Behavior Bounce Rate (*) 41.52% Avg for View: 41.52% (0.00%)	Pages / Session ? 2.61 Avg for View: 2.61 (0.00%)	Avg. Session Duration ? 00:02:14 Avg for View: 00:02:14 (0.00%)	Goal Conversion Rate (?) 2.60% Avg for View: 2.60% (0.00%)	Goal Completions ⑦ 1,247 % of Total: 100.00% (1,247)	Goal Value ک % of Total: 0.00 \$0.00	<b>?</b> <b>\$0.00</b> % (\$0.00) (0.00%)
<b>47,893</b> 100.00% (47,893) <b>4,710</b> (30.71%) <b>0,597</b> (22.13%)	Behavior Bounce Rate ? 41.52% Avg for View: 41.52% (0.00%) 42.76%	Pages / Session ? 2.61 Avg for View: 2.61 (0.00%) 3.22	Avg. Session Duration ? 00:02:14 Avg for View: 00:02:14 (0.00%) 00:02:35	Goal Conversion Rate (?) 2.60% Avg for View: 2.60% (0.00%) 3.46%	Goal Completions ③ 1,247 % of Total: 100.00% (1,247) 509 (40.82%)	Goal Value \$ % of Total: 0.009 \$0.00 \$0.00	<b>?</b> <b>\$0.00</b> % (\$0.00) (0.00%)
<b>47,893</b> 100.00% (47,893) 14,710 (30.71%) 10,597 (22.13%)	Behavior           Bounce Rate ⑦           41.52%           Avg for View: 41.52% (0.00%)           42.76%           32.68%	Pages / Session ? 2.61 Avg for View: 2.61 (0.00%) 3.22 1.37	Avg. Session Duration 00:02:14 Avg for View: 00:02:14 (0.00%) 00:02:35 00:00:59	Goal Conversion Rate (2) 2.60% Avg for View: 2.60% (0.00%) 3.46% 0.75%	Goal Completions ? 1,247 % of Total: 100.00% (1,247) 509 (40.82%) 79 (6.34%)	Goal Value \$ % of Total: 0.009 \$0.00 \$0.00 \$0.00	<ul> <li>(\$0.00)</li> <li>(\$0.00)</li> <li>(0.00%)</li> <li>(0.00%)</li> <li>(0.00%)</li> </ul>
47,893 100.00% (47,893) 4,710 (30.71%) 0,597 (22.13%) 7,831 (16.35%) 5,148 (10.75%)	Behavior           Bounce Rate ⑦           41.52%           Avg for View: 41.52% (0.00%)           42.76%           32.68%           51.33%	Pages / Session ?         2.61         Avg for View: 2.61 (0.00%)         3.22         1.37         2.48	Avg. Session Duration ⑦ 00:02:14 Avg for View: 00:02:14 (0.00%) 00:02:35 00:00:59 00:01:53	Goal Conversion Rate (2) 2.60% Avg for View: 2.60% (0.00%) 3.46% 0.75% 3.14%	Goal Completions         ?           1,247         % of Total: 100.00% (1,247)           509 (40.82%)         79 (6.34%)           246 (19.73%)         246 (19.73%)	Goal Value \$ % of Total: 0.009 \$0.00 \$0.00 \$0.00 \$0.00	<ul> <li>O.00</li> <li>(\$0.00)</li> <li>(0.00%)</li> <li>(0.00%)</li> <li>(0.00%)</li> <li>(0.00%)</li> </ul>
47,893 100.00% (47,893) 44,710 (30.71%) 0,597 (22.13%) 7,831 (16.35%) 5,148 (10.75%)	Behavior         Bounce Rate ?         41.52%         Avg for View: 41.52% (0.00%)         42.76%         32.68%         51.33%	Pages / Session ?         2.61         Avg for View: 2.61 (0.00%)         3.22         1.37         2.48         2.38	Avg. Session Duration ?         00:02:14         Avg for View: 00:02:14 (0.00%)         00:02:35         00:02:59         00:01:53         00:02:07	Goal Conversion Rate       Image: Conversion Rate         2.60%       2.60%         Avg for View: 2.60% (0.00%)       3.46%         0.75%       3.14%         2.49%       2.49%	Goal Completions       ?         1,247       % of Total: 100.00% (1,247)         509 (40.82%)       79 (6.34%)         246 (19.73%)       246 (19.73%)         128 (10.26%)       128 (10.26%)	Goal Value \$ % of Total: 0.009 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00	(************************************
47,893 100.00% (47,893) 14,710 (30.71%) 10,597 (22.13%) 7,831 (16.35%) 5,148 (10.75%) 3,233 (6.75%)	Behavior         Bounce Rate ?         41.52%         Avg for View: 41.52% (0.00%)         42.76%         32.68%         51.33%         51.83%         56.45%	Pages / Session ?         2.61         Avg for View: 2.61 (0.00%)         3.22         1.37         2.48         2.38         2.35	Avg. Session Duration            00:02:14           Avg for View: 00:02:14 (0.00%)           00:02:35           00:01:53           00:02:07           00:01:35	Goal Conversion Rate ③         2.60%         Avg for View: 2.60% (0.00%)         3.46%         0.75%         3.14%         2.49%         2.60%	Goal Completions       ?         1,247       % of Total: 100.00% (1,247)         509 (40.82%)       79 (6.34%)         246 (19.73%)       246 (19.73%)         128 (10.26%)       84 (6.74%)	Goal Value \$ % of Total: 0.009 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00	CO.000 % (\$0.00) (0.00%) (0.00%) (0.00%) (0.00%) (0.00%)
47,893 100.00% (47,893) 14,710 (30.71%) 10,597 (22.13%) 7,831 (16.35%) 5,148 (10.75%) 3,233 (6.75%) 915 (1.91%)	Behavior         Bounce Rate ?         41.52%         Avg for View: 41.52% (0.00%)         42.76%         32.68%         51.33%         51.83%         56.45%         7.87%	Pages / Session ?         Pages / Session ?         2.61         Avg for View: 2.61 (0.00%)         3.22         1.37         2.48         2.38         2.35         3.73	Avg. Session Duration          00:02:14         Avg for View: 00:02:14 (0.00%)         00:02:35         00:02:35         00:01:53         00:01:53         00:01:35         00:01:35	Goal Conversion Rate 2.60% Avg for View: 2.60% (0.00%) 3.46% 0.75% 3.14% 2.49% 2.60% 5.68%	Goal Completions       ?         1,247       1,247         % of Total: 100.00% (1,247)       509 (40.82%)         79 (6.34%)       246 (19.73%)         128 (10.26%)       84 (6.74%)         52 (4.17%)       52 (4.17%)	Goal Value \$ % of Total: 0.009 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00	<ul> <li>Control Control C</li></ul>
100.00% (47,893)         14,710 (30.71%)         10,597 (22.13%)         7,831 (16.35%)         5,148 (10.75%)         3,233 (6.75%)         915 (1.91%)         831 (1.74%)	Behavior         Bounce Rate ?         41.52%         Avg for View: 41.52% (0.00%)         42.76%         32.68%         51.33%         51.83%         56.45%         7.87%         26.11%	Pages / Session ?         2.61         Avg for View: 2.61 (0.00%)         3.222         1.37         2.48         2.35         3.73         3.95	Avg. Session Duration ()         00:02:14         Avg for View: 00:02:14 (0.00%)         00:02:35         00:02:35         00:01:53         00:01:35         00:01:35         00:01:35         00:01:35         00:01:35         00:01:35         00:01:35	Goal Conversion Rate 2.60% Avg for View: 2.60% (0.00%) 3.46% 0.75% 3.14% 2.49% 2.60% 5.68% 3.73%	Goal Completions       ?         1,247       *         % of Total: 100.00% (1,247)       509 (40.82%)         79 (6.34%)       246 (19.73%)         128 (10.26%)       84 (6.74%)         52 (4.17%)       51 (2.49%)	Goal Value \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00	?         SO.OO         % (\$0.00)         (0.00%)         (0.00%)         (0.00%)         (0.00%)         (0.00%)         (0.00%)         (0.00%)         (0.00%)
47,893 100.00% (47,893) 14,710 (30.71%) 10,597 (22.13%) 7,831 (16.35%) 5,148 (10.75%) 3,233 (6.75%) 915 (1.91%) 831 (1.74%) 377 (0.79%)	Behavior         Bounce Rate ?         41.52%         Avg for View: 41.52% (0.00%)         42.76%         32.68%         32.68%         51.33%         51.83%         56.45%         7.87%         26.11%         72.15%	Pages / Session ?         Pages / Session ?         2.661         Avg for View: 2.61 (0.00%)         3.222         3.222         1.37         2.48         2.38         2.35         3.73         3.95         1.34	Avg. Session Duration ?         00:02:14         Avg for View: 00:02:14 (0.00%)         00:02:35         00:02:35         00:01:53         00:02:07         00:01:35         00:01:35         00:01:35         00:01:35         00:01:35         00:01:35         00:01:35	Goal Conversion Rate (2)         2.60%         Avg for View: 2.60% (0.00%)         3.46%         0.75%         3.14%         2.49%         2.60%         5.68%         3.73%         0.53%	Goal Completions       ?         1,247       % of Total: 100.00% (1,247)         509 (40.82%)       79 (6.34%)         246 (19.73%)       246 (19.73%)         128 (10.26%)       84 (6.74%)         52 (4.17%)       31 (2.49%)         2 (0.16%)       2 (0.16%)	Goal Value ( % of Total: 0.009 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00	Contemposities of the second secon





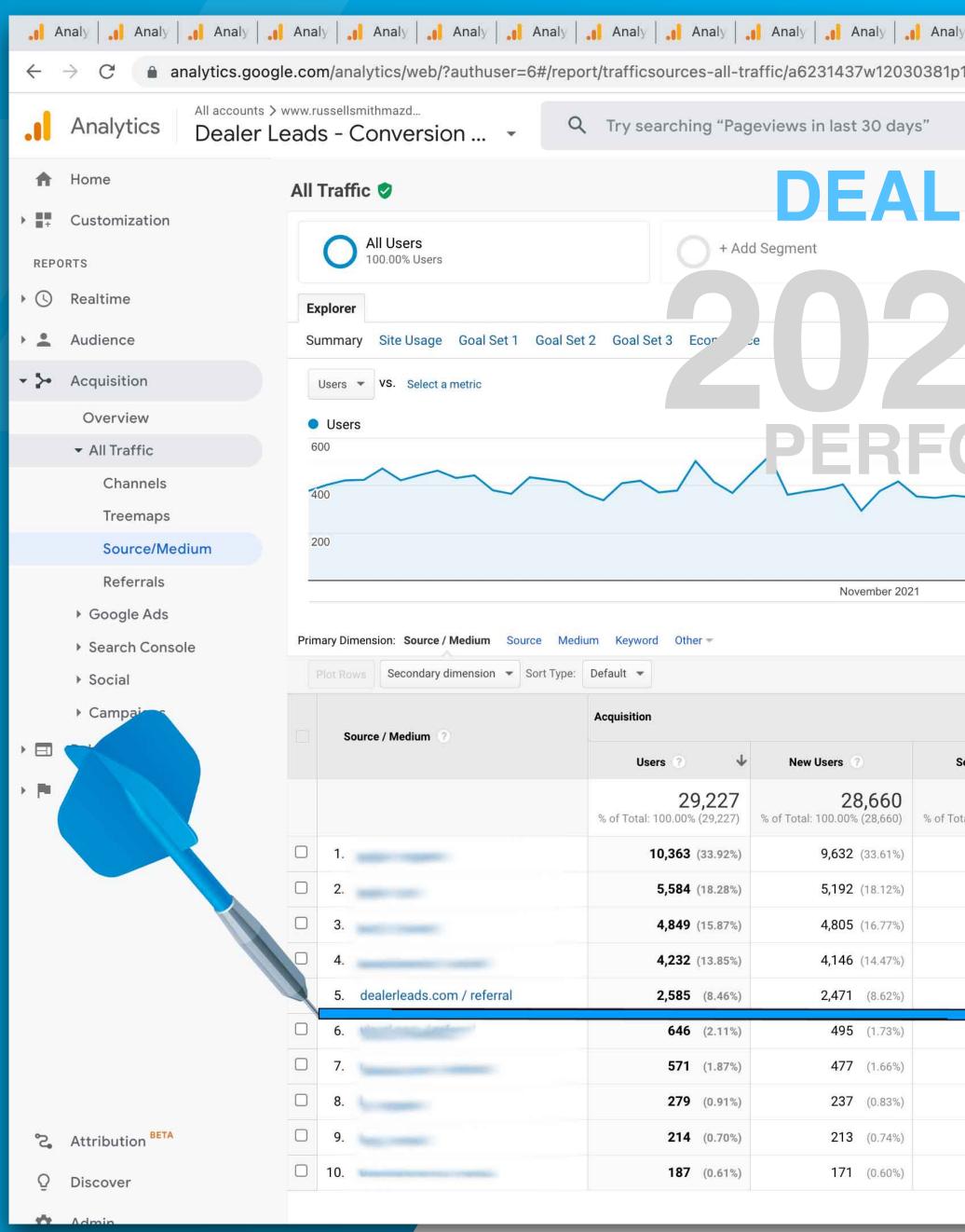
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sions ?		Pages / Session ?	June 2021	Conversions All Goals  Goal Conversion Rate	advanced       Image: Completion for the second secon	E 1 1 11
52,692	Behavior Bounce Rate ? 41.26%	2.86	Avg. Session Duration ? 00:02:36	Goal Conversion Rate ③ 3.55%	Goal Completions ? 1,871	Goal Value ③ \$0.00
<b>52,692</b>	Behavior Bounce Rate ③ 41.26% Avg for View: 41.26% (0.00%)	<b>2.86</b> Avg for View: 2.86 (0.00%)	Avg. Session Duration ③ 00:02:36 Avg for View: 00:02:36 (0.00%)	Goal Conversion Rate (2) 3.55% Avg for View: 3.55% (0.00%)	Goal Completions ? 1,871 % of Total: 100.00% (1,871)	Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00)
<b>52,692</b> 00.00% (52,692) 0,403 (38.72%)	Behavior Bounce Rate ③ 41.26% Avg for View: 41.26% (0.00%) 46.92%	2.86 Avg for View: 2.86 (0.00%) 3.13	Avg. Session Duration ? 00:02:36 Avg for View: 00:02:36 (0.00%) 00:02:41	Goal Conversion Rate (?) 3.55% Avg for View: 3.55% (0.00%) 4.06%	Goal Completions ⑦ 1,871 % of Total: 100.00% (1,871) 828 (44.25%)	Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%)
52,692 00.00% (52,692) 0,403 (38.72%) 8,277 (15.71%)	Behavior           Bounce Rate ?           41.26%           Avg for View: 41.26% (0.00%)           46.92%           42.27%	2.86 Avg for View: 2.86 (0.00%) 3.13 2.91	Avg. Session Duration 00:02:36 Avg for View: 00:02:36 (0.00%) 00:02:41 00:02:28	Goal Conversion Rate 3.55% Avg for View: 3.55% (0.00%) 4.06% 4.13%	Goal Completions ⑦ 1,871 % of Total: 100.00% (1,871) 828 (44.25%) 342 (18.28%)	Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%)
52,692 100.00% (52,692) 20,403 (38.72%) 8,277 (15.71%) 6,347 (12.05%)	Behavior         Bounce Rate ?         41.26%         Avg for View: 41.26% (0.00%)         46.92%         42.27%         48.02%	2.86 Avg for View: 2.86 (0.00%) 3.13 2.91 2.62	Avg. Session Duration ⑦ 00:02:36 Avg for View: 00:02:36 (0.00%) 00:02:41 00:02:28 00:02:29	Goal Conversion Rate (2) 3.55% Avg for View: 3.55% (0.00%) 4.06% 4.13% 3.42%	Goal Completions ? 1,871 % of Total: 100.00% (1,871) 828 (44.25%) 342 (18.28%) 217 (11.60%)	Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
52,692 00.00% (52,692) 0,403 (38.72%) 8,277 (15.71%) 6,347 (12.05%) 4,537 (8.61%)	Behavior         Bounce Rate ?         41.26%         Avg for View: 41.26% (0.00%)         46.92%         42.27%         48.02%         29.60%	2.86 Avg for View: 2.86 (0.00%) 3.13 2.91 2.62 1.51	Avg. Session Duration (?)         00:02:36         Avg for View: 00:02:36 (0.00%)         00:02:41         00:02:28         00:02:29         00:01:10	Goal Conversion Rate ③         3.55%         Avg for View: 3.55% (0.00%)         4.06%         4.13%         3.42%         1.48%	Goal Completions ? 1,871 % of Total: 100.00% (1,871) 828 (44.25%) 342 (18.28%) 217 (11.60%) 67 (3.58%)	Goal Value         Image: Second
52,692 100.00% (52,692) 20,403 (38.72%) 8,277 (15.71%) 6,347 (12.05%) 4,537 (8.61%) 3,110 (5.90%)	Behavior         Bounce Rate ?         41.26%         Avg for View: 41.26% (0.00%)         46.92%         42.27%         48.02%         29.60%         62.73%	2.86 Avg for View: 2.86 (0.00%) 3.13 2.91 2.62 1.51 2.17	Avg. Session Duration •           00:02:36           Avg for View: 00:02:36 (0.00%)           00:02:41           00:02:28           00:02:29           00:01:10           00:01:14	Goal Conversion Rate ⑦         3.55%         Avg for View: 3.55% (0.00%)         4.06%         4.13%         3.42%         1.48%         2.09%	Goal Completions       ?         1,871       % of Total: 100.00% (1,871)         828 (44.25%)       342 (18.28%)         217 (11.60%)       67 (3.58%)         65 (3.47%)       65 (3.47%)	Goal Value         Image: Second
<b>52,692</b> 100.00% (52,692) 20,403 (38.72%) 8,277 (15.71%) 6,347 (12.05%) 4,537 (8.61%) 3,110 (5.90%) 2,470 (4.69%)	Behavior         Bounce Rate ?         41.26%         Avg for View: 41.26% (0.00%)         46.92%         42.27%         48.02%         29.60%         62.73%         32.11%	2.86 Avg for View: 2.86 (0.00%) 3.13 2.91 2.62 1.51 2.17 1.48	Avg. Session Duration •         00:02:36         Avg for View: 00:02:36 (0.00%)         00:02:41         00:02:28         00:02:29         00:01:10         00:01:14	Goal Conversion Rate ()         3.55%         Avg for View: 3.55% (0.00%)         4.06%         4.13%         3.42%         1.48%         2.09%         0.65%	Goal Completions       ?         1,871       % of Total: 100.00% (1,871)         828 (44.25%)       342 (18.28%)         342 (18.28%)       217 (11.60%)         67 (3.58%)       65 (3.47%)         16 (0.86%)       16 (0.86%)	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%)
52,692         100.00% (52,692)         20,403 (38.72%)         8,277 (15.71%)         6,347 (12.05%)         4,537 (8.61%)         3,110 (5.90%)         2,470 (4.69%)         1,374 (2.61%)	Behavior         Bounce Rate ?         41.26%         Avg for View: 41.26% (0.00%)         46.92%         42.27%         48.02%         29.60%         32.11%         9.17%	2.86 Avg for View: 2.86 (0.00%) 3.13 2.91 2.62 1.51 2.17 1.48 3.48	Avg. Session Duration ()         00:02:36         Avg for View: 00:02:36 (0.00%)         00:02:41         00:02:28         00:02:29         00:01:10         00:01:14         00:01:11         00:01:14	Goal Conversion Rate 3.55% Avg for View: 3.55% (0.00%) 4.06% 4.13% 3.42% 1.48% 2.09% 0.65% 7.35%	Goal Completions       ?         1,871       *         % of Total: 100.00% (1,871)       828 (44.25%)         342 (18.28%)       342 (18.28%)         217 (11.60%)       67 (3.58%)         65 (3.47%)       16 (0.86%)         101 (5.40%)       101 (5.40%)	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%)
52,692         100.00% (52,692)         20,403 (38.72%)         8,277 (15.71%)         6,347 (12.05%)         4,537 (8.61%)         3,110 (5.90%)         2,470 (4.69%)         1,374 (2.61%)         1,171 (2.22%)	Behavior         Bounce Rate •         41.26%         Avg for View: 41.26% (0.00%)         46.92%         42.27%         48.02%         29.60%         32.11%         9.17%         28.86%	2.86 Avg for View: 2.86 (0.00%) 3.13 2.91 2.62 1.51 2.17 1.48 3.48 3.27	Avg. Session Duration (*)         00:02:36         Avg for View: 00:02:36 (0.00%)         00:02:41         00:02:28         00:02:29         00:01:10         00:01:11         00:01:11         00:01:11         00:01:11         00:01:11         00:01:11	Goal Conversion Rate ()         3.55%         Avg for View: 3.55% (0.00%)         4.06%         4.06%         4.13%         3.42%         1.48%         2.09%         0.65%         7.35%         3.67%	Goal Completions ?         1,871         % of Total: 100.00% (1,871)         828 (44.25%)         342 (18.28%)         217 (11.60%)         67 (3.58%)         65 (3.47%)         16 (0.86%)         101 (5.40%)         43 (2.30%)	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%)           \$0.00         (0.00%)
100.00% (52,692)         20,403 (38.72%)         8,277 (15.71%)         6,347 (12.05%)         4,537 (8.61%)         3,110 (5.90%)         2,470 (4.69%)         1,374 (2.61%)	Behavior         Bounce Rate •         41.26%         Avg for View: 41.26% (0.00%)         46.92%         42.27%         48.02%         29.60%         32.11%         9.17%         28.86%	2.86 Avg for View: 2.86 (0.00%) 3.13 2.91 2.62 1.51 2.17 1.48 3.48	Avg. Session Duration ()         00:02:36         Avg for View: 00:02:36 (0.00%)         00:02:41         00:02:28         00:02:29         00:01:10         00:01:14         00:01:11         00:01:14	Goal Conversion Rate 3.55% Avg for View: 3.55% (0.00%) 4.06% 4.13% 3.42% 1.48% 2.09% 0.65% 7.35%	Goal Completions       ?         1,871       *         % of Total: 100.00% (1,871)       828 (44.25%)         342 (18.28%)       342 (18.28%)         217 (11.60%)       67 (3.58%)         65 (3.47%)       16 (0.86%)         101 (5.40%)       101 (5.40%)	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%)





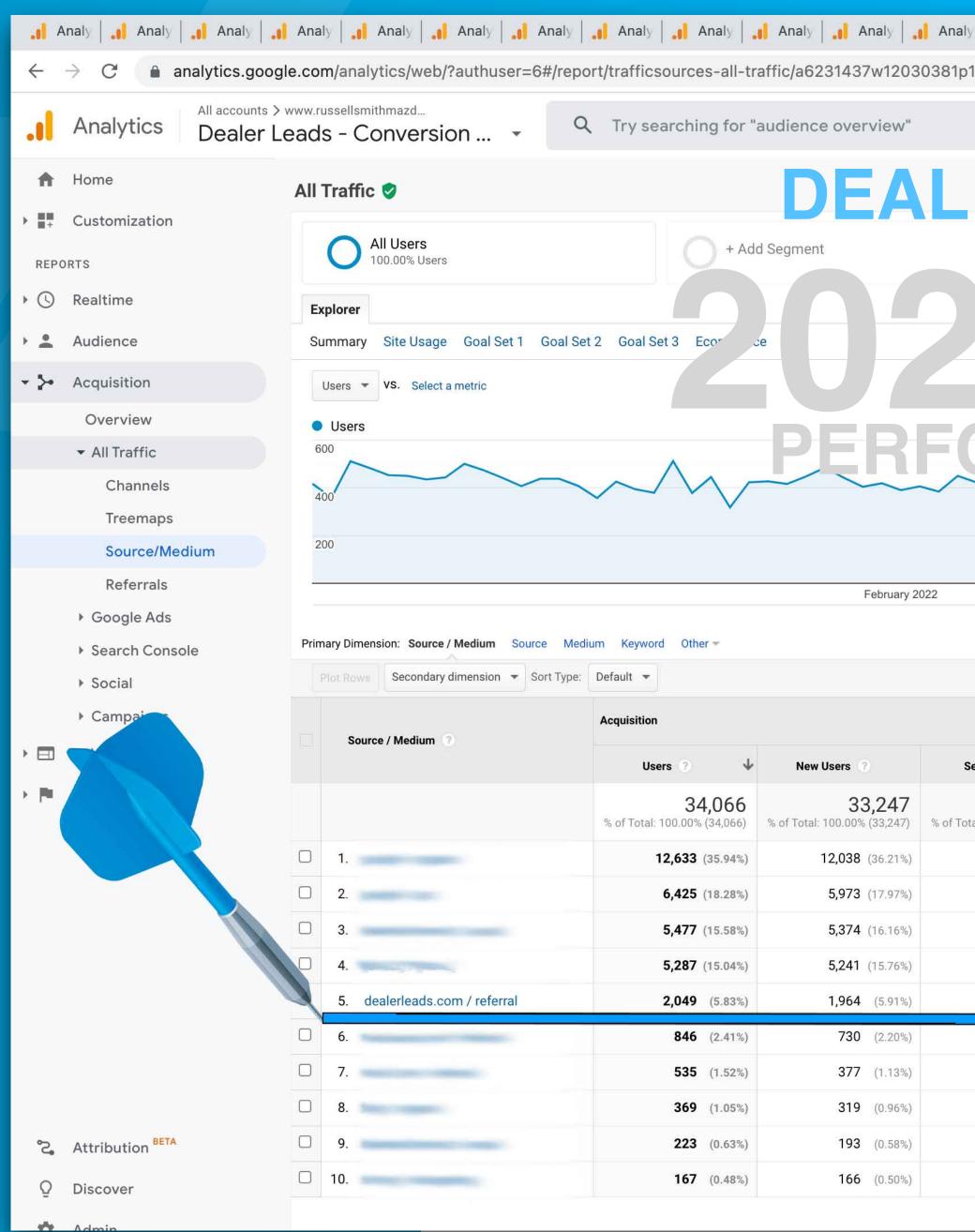
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essions 👔		Pages / Session 🕜	September 2021	Conversions All Goals - Goal Conversion Rate (2)	advanced III @	E 1 1 III
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50,774	Behavior Bounce Rate ? 43.80%	2.66	Avg. Session Duration ? 00:02:26	Goal Conversion Rate <a>3.55%</a>	Goal Completions ?	Goal Value 🤊 \$0.00
<b>50,774</b> I: 100.00% (50,774)	Behavior           Bounce Rate •           43.80%           Avg for View: 43.80% (0.00%)	<b>2.66</b> Avg for View: 2.66 (0.00%)	Avg. Session Duration ? 00:02:26 Avg for View: 00:02:26 (0.00%)	Goal Conversion Rate ③ 3.55% Avg for View: 3.55% (0.00%)	Goal Completions ? 1,804 % of Total: 100.00% (1,804)	Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00)
<b>50,774</b> al: 100.00% (50,774) <b>17,904</b> (35.26%)	Behavior           Bounce Rate •           43.80%           Avg for View: 43.80% (0.00%)           46.13%	2.66 Avg for View: 2.66 (0.00%) 3.02	Avg. Session Duration (*) 00:02:26 Avg for View: 00:02:26 (0.00%) 00:02:32	Goal Conversion Rate ③ 3.55% Avg for View: 3.55% (0.00%) 4.08%	Goal Completions ? 1,804 % of Total: 100.00% (1,804) 730 (40.47%)	Goal Value ③ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%)
50,774 d: 100.00% (50,774) 17,904 (35.26%) 7,977 (15.71%)	Behavior           Bounce Rate ③           43.80%           Avg for View: 43.80% (0.00%)           46.13%           56.05%	2.66 Avg for View: 2.66 (0.00%) 3.02 2.19	Avg. Session Duration 00:02:26 Avg for View: 00:02:26 (0.00%) 00:02:32 00:02:04	Goal Conversion Rate (2) 3.55% Avg for View: 3.55% (0.00%) 4.08% 2.86%	Goal Completions ⑦ 1,804 % of Total: 100.00% (1,804) 730 (40.47%) 228 (12.64%)	Goal Value ? \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%)
50,774 al: 100.00% (50,774) 17,904 (35.26%) 7,977 (15.71%) 8,363 (16.47%)	Behavior           Bounce Rate ()           43.80%           Avg for View: 43.80% (0.00%)           46.13%           56.05%           43.05%	2.66 Avg for View: 2.66 (0.00%) 3.02 2.19 2.73	Avg. Session Duration ⑦           00:02:26           Avg for View: 00:02:26 (0.00%)           00:02:32           00:02:04           00:02:16	Goal Conversion Rate       Image: Conversion Rate         3.55%       3.55%         Avg for View: 3.55% (0.00%)       4.08%         4.08%       2.86%         4.78%       4.78%	Goal Completions ? 1,804 % of Total: 100.00% (1,804) 730 (40.47%) 228 (12.64%) 400 (22.17%)	Goal Value ? \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
50,774 1: 100.00% (50,774) 17,904 (35.26%) 7,977 (15.71%) 8,363 (16.47%) 6,247 (12.30%)	Behavior         Bounce Rate ?         43.80%         Avg for View: 43.80% (0.00%)         46.13%         56.05%         43.05%         36.82%	2.66 Avg for View: 2.66 (0.00%) 3.02 2.19 2.73 1.39	Avg. Session Duration ?           00:02:26           Avg for View: 00:02:26 (0.00%)           00:02:32           00:02:04           00:02:16           00:01:03	Goal Conversion Rate (?)         3.55%         Avg for View: 3.55% (0.00%)         4.08%         2.86%         4.78%         1.17%	Goal Completions ? 1,804 % of Total: 100.00% (1,804) 730 (40.47%) 228 (12.64%) 400 (22.17%) 73 (4.05%)	Goal Value       Image: Constraint of the second seco
50,774 100.00% (50,774) 17,904 (35.26%) 7,977 (15.71%) 8,363 (16.47%) 6,247 (12.30%) 3,162 (6.23%)	Behavior           Bounce Rate ?           43.80%           Avg for View: 43.80% (0.00%)           46.13%           56.05%           43.05%           36.82%           66.79%	2.66 Avg for View: 2.66 (0.00%) 3.02 2.19 2.73 1.39 1.94	Avg. Session Duration ?         00:02:26         Avg for View: 00:02:26 (0.00%)         00:02:32         00:02:32         00:02:16         00:02:16         00:01:03         00:01:03	Goal Conversion Rate ?         3.55%         Avg for View: 3.55% (0.00%)         4.08%         2.86%         4.78%         1.17%         2.25%	Goal Completions       ?         1,804       % of Total: 100.00% (1,804)         730 (40.47%)       228 (12.64%)         400 (22.17%)       73 (4.05%)         71 (3.94%)       (3.94%)	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%)
50,774         17,904       (35.26%)         7,977       (15.71%)         8,363       (16.47%)         6,247       (12.30%)         3,162       (6.23%)         1,438       (2.83%)	Behavior         Bounce Rate ?         43.80%         Avg for View: 43.80% (0.00%)         46.13%         56.05%         43.05%         66.79%         30.04%	2.66 Avg for View: 2.66 (0.00%) 3.02 2.19 2.73 1.39 1.94 3.03	Avg. Session Duration          00:02:26         Avg for View: 00:02:26 (0.00%)         00:02:32         00:02:32         00:02:16         00:02:16         00:01:03         00:02:58	Goal Conversion Rate ?         3.55%         Avg for View: 3.55% (0.00%)         4.08%         2.86%         4.78%         1.17%         2.25%         4.31%	Goal Completions         1,804           % of Total: 100.00% (1,804)         730 (40.47%)           228 (12.64%)         400 (22.17%)           73 (4.05%)         71 (3.94%)           62 (3.44%)         62 (3.44%)	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%)
50,774         17,904       (35.26%)         7,977       (15.71%)         8,363       (16.47%)         6,247       (12.30%)         3,162       (6.23%)         1,438       (2.83%)         1,242       (2.45%)	Behavior         Bounce Rate ()         43.80%         Avg for View: 43.80% (0.00%)         46.13%         56.05%         43.05%         56.05%         36.82%         30.04%         11.27%	2.66 Avg for View: 2.66 (0.00%) 3.02 2.19 2.73 1.39 1.94 3.03 3.07	Avg. Session Duration ()         O0:02:26         Avg for View: 00:02:26 (0.00%)         00:02:32         00:02:32         00:02:32         00:02:32         00:02:32         00:02:32         00:02:32         00:02:32         00:02:32         00:02:32         00:02:32         00:02:32         00:02:32         00:02:32         00:02:32         00:02:32         00:02:32         00:02:32         00:02:32         00:02:32         00:02:32         00:02:32         00:02:32         00:02:32         00:02:32         00:02:32         00:02:32         00:02:58         00:04:09	Goal Conversion Rate ?         3.55%         Avg for View: 3.55% (0.00%)         4.08%         2.86%         4.78%         1.17%         2.25%         4.31%         7.41%	Goal Completions       ?         1,804       *         % of Total: 100.00% (1,804)       730 (40.47%)         228 (12.64%)       228 (12.64%)         400 (22.17%)       73 (4.05%)         71 (3.94%)       62 (3.44%)         92 (5.10%)       10%	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%)





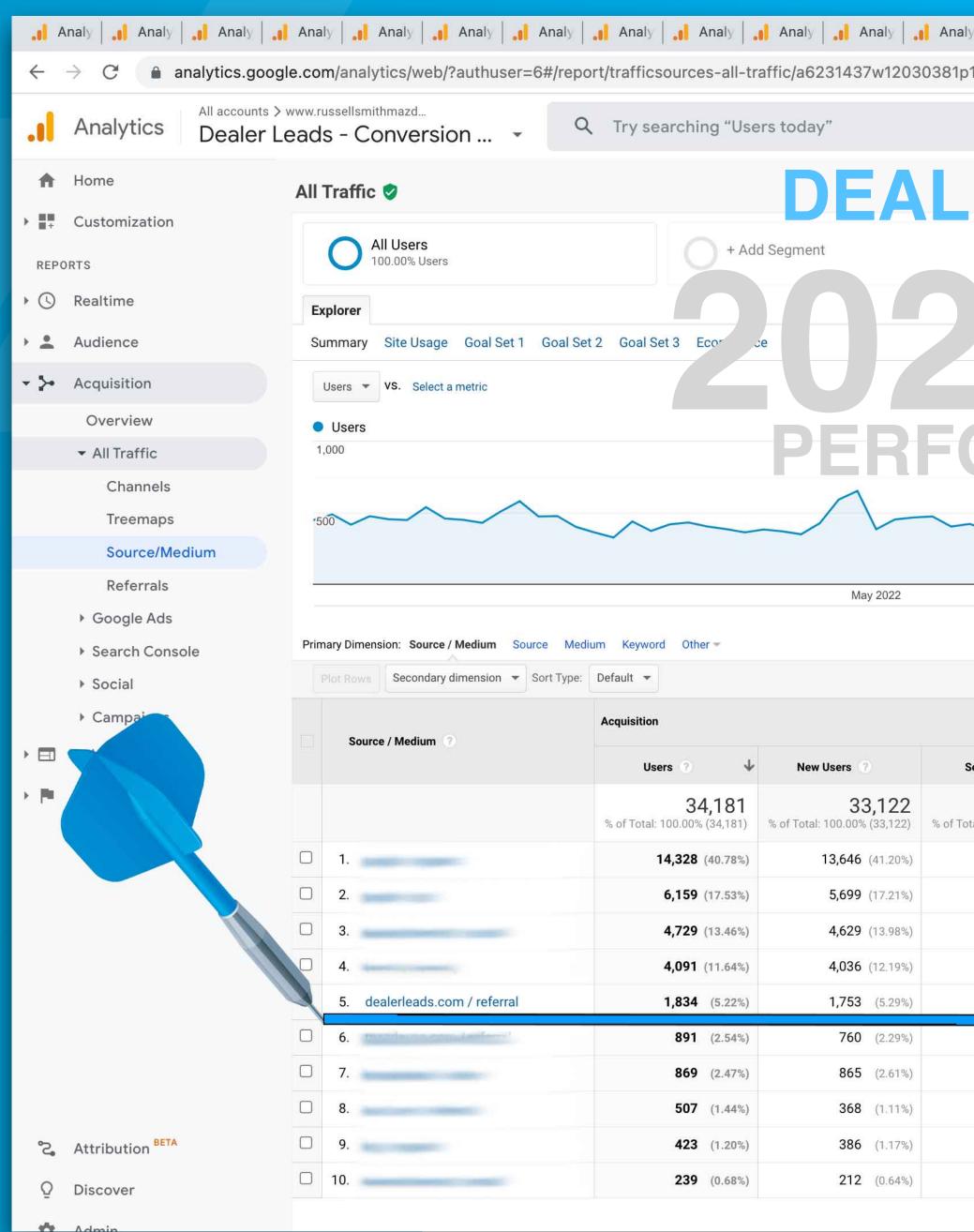
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40,588 00.00% (40,588) 3,439 (33.11%) 7,463 (18.39%) 6,074 (14.97%) 5,001 (12.32%) 2,899 (7.14%) 1,017 (2.51%) 885 (2.18%)	Behavior         Bounce Rate       Image: Comparison of the second se	Pages / Session (*)         2.57         Avg for View: 2.57 (0.00%)         2.96         2.96         2.47         2.18         1.37         2.07         3.18         3.14	Avg. Session Duration ()         O0:02:06 (0.00%)         C0:02:17         00:02:17         00:01:55         00:01:34         00:01:14         00:01:14         00:02:43         00:03:50	Goal Conversion Rate       ?         3.36%       ?         Avg for View: 3.36% (0.00%)       ?         4.42%       4.02%         2.77%       ?         0.98%       3.17%         4.33%       5.54%	Goal Completions       ?         1,364       % of Total: 100.00% (1,364)         594 (43.55%)       300 (21.99%)         300 (21.99%)       168 (12.32%)         49 (3.59%)       92 (6.74%)         44 (3.23%)       49 (3.59%)         49 (3.59%)       49 (3.59%)	
40,588 00.00% (40,588) 3,439 (33.11%) 7,463 (18.39%) 5,074 (14.97%) 5,001 (12.32%) 2,899 (7.14%) 1,017 (2.51%) 885 (2.18%) 381 (0.94%)	Behavior         Bounce Rate ?         44.96%         44.96%         Avg for View: 44.96% (0.00%)         43.97%         43.97%         43.97%         43.97%         43.97%         44.96%         43.97%         43.97%         43.97%         43.97%         43.97%         43.97%         43.97%         43.97%         43.97%         43.97%         43.97%         43.97%         43.97%         43.97%         43.97%         43.97%         43.97%         43.97%         43.97%         43.97%         43.97%         43.97%         44.96%         40.41%         40.41%         41.86%         41.86%         41.86%         41.96%         41.96%         41.96%         41.96%         41.96%         41.96%         42.95%         43.95%         44.95%         44.95%	Pages / Session ?         Pages / Session ?         Session ?         Session ?         Avg for View: 2.57 (0.00%)         2.96         2.96         2.96         2.97         2.98         1.37         2.18         3.13         3.14         3.92	Avg. Session Duration ?         O0:02:06         Avg for View: 00:02:06 (0.00%)         O0:02:17         00:02:17         00:01:55         00:01:34         00:01:14         00:02:43         00:02:43         00:02:59	Goal Conversion Rate ()         3.36%         Avg for View: 3.36% (0.00%)         4.42%         4.02%         2.77%         0.98%         3.17%         4.33%         5.54%         3.41%	Goal Completions ?         1,364         % of Total: 100.00% (1,364)         594 (43.55%)         300 (21.99%)         168 (12.32%)         49 (3.59%)         92 (6.74%)         44 (3.23%)         49 (3.59%)         13 (0.95%)	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%         \$0.00       (0.00%         \$0.00       (0.00%         \$0.00       (0.00%         \$0.00       (0.00%         \$0.00       (0.00%





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<b>48,179</b> 100.00% (48,179)	Behavior Bounce Rate ③ 44.27% Avg for View: 44.27% (0.00%)	Pages / Session ? 2.57 Avg for View: 2.57 (0.00%)	Avg. Session Duration ? 00:02:12 Avg for View: 00:02:12 (0.00%)	Goal Conversion Rate (?) 3.49% Avg for View: 3.49% (0.00%)	Goal Completions ? 1,681 % of Total: 100.00% (1,681)	Goal Value ③ \$0.00 % of Total: 0.00% (\$0.00)
<b>48,179</b> 100.00% (48,179) 16,511 (34.27%)	Behavior Bounce Rate ③ 44.27% Avg for View: 44.27% (0.00%) 46.79%	Pages / Session ? 2.57 Avg for View: 2.57 (0.00%) 2.87	Avg. Session Duration ? 00:02:12 Avg for View: 00:02:12 (0.00%) 00:02:10	Goal Conversion Rate (?) 3.49% Avg for View: 3.49% (0.00%) 4.45%	Goal Completions ③ 1,681 % of Total: 100.00% (1,681) 735 (43.72%)	Goal Value ? \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%)
<b>48,179</b> 100.00% (48,179) <b>16,511</b> (34.27%) <b>8,583</b> (17.81%)	Behavior           Bounce Rate •           44.27%           Avg for View: 44.27% (0.00%)           46.79%           48.69%	Pages / Session ?           2.57           Avg for View: 2.57 (0.00%)           2.87           2.47	Avg. Session Duration 00:02:12 Avg for View: 00:02:12 (0.00%) 00:02:10 00:01:56	Goal Conversion Rate (2) 3.49% Avg for View: 3.49% (0.00%) 4.45% 4.22%	Goal Completions ? 1,681 % of Total: 100.00% (1,681) 735 (43.72%) 362 (21.53%)	Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%)
<b>48,179</b> 100.00% (48,179) 16,511 (34.27%) 8,583 (17.81%) 6,886 (14.29%)	Behavior         Bounce Rate ?         44.27%         Avg for View: 44.27% (0.00%)         46.79%         48.69%         32.17%	Pages / Session ?         2.57         Avg for View: 2.57 (0.00%)         2.87         2.47         1.49	Avg. Session Duration ⑦ 00:02:12 Avg for View: 00:02:12 (0.00%) 00:02:10 00:01:56 00:01:16	Goal Conversion Rate       Image: Conversion Rate         3.49%       Image: Conversion Rate       I	Goal Completions         ?           1,681         % of Total: 100.00% (1,681)           735 (43.72%)         362 (21.53%)           106 (6.31%)         106 (6.31%)	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%)
<b>48,179</b> 100.00% (48,179) 16,511 (34.27%) 8,583 (17.81%) 6,886 (14.29%) 6,888 (14.30%)	Behavior           Bounce Rate ?           44.27%           Avg for View: 44.27% (0.00%)           46.79%           48.69%           32.17%           56.56%	Pages / Session ?         2.57         Avg for View: 2.57 (0.00%)         2.87         2.47         1.49         2.31	Avg. Session Duration ?           00:02:12           Avg for View: 00:02:12 (0.00%)           00:02:10           00:01:56           00:01:53	Goal Conversion Rate (2)         3.49%         Avg for View: 3.49% (0.00%)         4.45%         4.22%         1.54%         2.41%	Goal Completions ? 1,681 % of Total: 100.00% (1,681) 735 (43.72%) 362 (21.53%) 106 (6.31%) 166 (9.88%)	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%)
48,179 100.00% (48,179) 16,511 (34.27%) 8,583 (17.81%) 6,886 (14.29%) 6,888 (14.30%) 2,237 (4.64%)	Behavior         Bounce Rate •         44.27%         Avg for View: 44.27% (0.00%)         46.79%         48.69%         32.17%         56.56%         68.17%	Pages / Session ?         Session ?	Avg. Session Duration            00:02:12           Avg for View: 00:02:12 (0.00%)           00:02:10           00:01:56           00:01:53           00:01:03	Goal Conversion Rate ?         3.49%         Avg for View: 3.49% (0.00%)         4.45%         4.22%         1.54%         2.41%         2.19%	Goal Completions ? 1,681 % of Total: 100.00% (1,681) 735 (43.72%) 362 (21.53%) 106 (6.31%) 166 (9.88%) 49 (2.91%)	Goal Value         Image: Second
48,179 100.00% (48,179) 16,511 (34.27%) 8,583 (17.81%) 6,886 (14.29%) 6,888 (14.30%) 2,237 (4.64%) 1,191 (2.47%)	Behavior         Bounce Rate •         44.27%         Avg for View: 44.27% (0.00%)         46.79%         48.69%         32.17%         56.56%         68.17%         9.40%	Pages / Session ?         Pages / Session ?         2.57         Avg for View: 2.57 (0.00%)         2.87         2.87         1.49         1.49         1.49         1.49         1.49         3.20	Avg. Session Duration          O0:02:12         Avg for View: 00:02:12 (0.00%)         00:02:10         00:02:10         00:01:56         00:01:53         00:01:03	Goal Conversion Rate ()         3.49%         Avg for View: 3.49% (0.00%)         4.45%         4.45%         1.54%         2.41%         2.19%         8.31%	Goal Completions         ?           1,681         % of Total: 100.00% (1,681)           735 (43.72%)         362 (21.53%)           106 (6.31%)         166 (9.88%)           49 (2.91%)         99 (5.89%)	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%)
100.00% (48,179)         16,511 (34.27%)         8,583 (17.81%)         6,886 (14.29%)         6,888 (14.30%)         2,237 (4.64%)         1,191 (2.47%)         984 (2.04%)	Behavior         Bounce Rate •         44.27%         Avg for View: 44.27% (0.00%)         46.79%         48.69%         32.17%         56.56%         68.17%         9.40%         27.24%	Pages / Session ?         Pages / Session ?         2.57         Avg for View: 2.57 (0.00%)         2.87         2.87         1.49         1.49         1.49         1.49         1.49         3.201         3.47	Avg. Session Duration ?         00:02:12         Avg for View: 00:02:12 (0.00%)         00:02:10         00:01:56         00:01:53         00:01:03         00:01:03         00:03:41         00:04:16	Goal Conversion Rate 3.49% Avg for View: 3.49% (0.00%) 4.45% 4.22% 1.54% 2.41% 2.19% 8.31% 4.88%	Goal Completions       ?         1,681       *         % of Total: 100.00% (1,681)       735 (43.72%)         362 (21.53%)       362 (21.53%)         106 (6.31%)       166 (9.88%)         49 (2.91%)       99 (5.89%)         48 (2.86%)       48	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%)
48,179         100.00% (48,179)         16,511 (34.27%)         8,583 (17.81%)         6,886 (14.29%)         6,888 (14.30%)         2,237 (4.64%)         1,191 (2.47%)         984 (2.04%)         486 (1.01%)	Behavior         Bounce Rate •         44.27%         Avg for View: 44.27% (0.00%)         46.79%         48.69%         32.17%         56.56%         68.17%         9.40%         27.24%         22.02%	Pages / Session ?         Pages / Session ?         S2.57         Avg for View: 2.57 (0.00%)         2.87         2.87         1.49         1.49         1.49         1.31         3.20         3.47         4.45	Avg. Session Duration ?         O0:02:12         Avg for View: 00:02:12 (0.00%)         O0:02:10         00:01:56         00:01:53         00:01:53         00:01:53         00:01:64         00:01:41         00:03:44	Goal Conversion Rate ?         3.49%         Avg for View: 3.49% (0.00%)         4.45%         4.45%         4.22%         1.54%         2.41%         2.19%         8.31%         4.88%         5.56%	Goal Completions         ?           1,681         *           % of Total: 100.00% (1,681)         735 (43.72%)           362 (21.53%)         362 (21.53%)           106 (6.31%)         106 (6.31%)           166 (9.88%)         49 (2.91%)           99 (5.89%)         48 (2.86%)           27 (1.61%)         27 (1.61%)	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%)           \$0.00         (0.00%)
48,179         100.00% (48,179)         16,511 (34.27%)         8,583 (17.81%)         6,886 (14.29%)         6,888 (14.30%)         2,237 (4.64%)         1,191 (2.47%)         984 (2.04%)	Behavior         Bounce Rate •         44.27%         Avg for View: 44.27% (0.00%)         46.79%         48.69%         32.17%         56.56%         68.17%         9.40%         27.24%	Pages / Session ?         Pages / Session ?         2.57         Avg for View: 2.57 (0.00%)         2.87         2.87         1.49         1.49         1.49         1.49         1.49         3.201         3.47	Avg. Session Duration ?         00:02:12         Avg for View: 00:02:12 (0.00%)         00:02:10         00:01:56         00:01:53         00:01:03         00:01:03         00:03:41         00:04:16	Goal Conversion Rate 3.49% Avg for View: 3.49% (0.00%) 4.45% 4.22% 1.54% 2.41% 2.19% 8.31% 4.88%	Goal Completions       ?         1,681       *         % of Total: 100.00% (1,681)       735 (43.72%)         362 (21.53%)       362 (21.53%)         106 (6.31%)       166 (9.88%)         49 (2.91%)       99 (5.89%)         48 (2.86%)       48	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%)





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<b>47,705</b> 0.00% (47,705)	Behavior Bounce Rate 3 41.84% Avg for View: 41.84% (0.00%)	<b>2.52</b> Avg for View: 2.52 (0.00%)	Avg. Session Duration ? 00:02:17 Avg for View: 00:02:17 (0.00%)	Goal Conversion Rate (7) 4.55% Avg for View: 4.55% (0.00%)	Goal Completions ③ 2,169 % of Total: 100.00% (2,169)	Goal Value ③ \$0.00 % of Total: 0.00% (\$0.00)
A7,705 0.00% (47,705) 384 (38.54%)	Behavior Bounce Rate ③ 41.84% Avg for View: 41.84% (0.00%) 45.67%	2.52 Avg for View: 2.52 (0.00%) 2.66	Avg. Session Duration ? 00:02:17 Avg for View: 00:02:17 (0.00%) 00:02:12	Goal Conversion Rate ? 4.55% Avg for View: 4.55% (0.00%) 5.27%	Goal Completions ? 2,169 % of Total: 100.00% (2,169) 968 (44.63%)	Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00% \$0.00 (0.00%
A7,705       0.00% (47,705)       384 (38.54%)       290 (17.38%)	Behavior Bounce Rate ③ 41.84% Avg for View: 41.84% (0.00%) 45.67% 41.81%	2.52 Avg for View: 2.52 (0.00%) 2.66 2.48	Avg. Session Duration 00:02:17 Avg for View: 00:02:17 (0.00%) 00:02:12 00:02:04	Goal Conversion Rate ()         4.55%         Avg for View: 4.55% (0.00%)         5.27%         5.68%	Goal Completions ? 2,169 % of Total: 100.00% (2,169) 968 (44.63%) 471 (21.72%)	Goal Value ? \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00% \$0.00 (0.00% \$0.00 (0.00%
A7,705         47,705         0.00% (47,705)         384 (38.54%)         290 (17.38%)         857 (12.28%)	Behavior Bounce Rate ⑦ 41.84% Avg for View: 41.84% (0.00%) 45.67% 41.81% 32.01%	2.52 Avg for View: 2.52 (0.00%) 2.66 2.48 1.43	Avg. Session Duration ?           00:02:17           Avg for View: 00:02:17 (0.00%)           00:02:12           00:02:04           00:01:10	Goal Conversion Rate (3)         4.55%         Avg for View: 4.55% (0.00%)         5.27%         5.68%         1.69%	Goal Completions ?         2,169         % of Total: 100.00% (2,169)         968 (44.63%)         471 (21.72%)         99 (4.56%)	Goal Value         Image: Constraint of the second sec
A7,705         47,705         0.00% (47,705)         384 (38.54%)         290 (17.38%)         857 (12.28%)         533 (11.60%)	Bounce Rate ?           41.84%           Avg for View: 41.84% (0.00%)           45.67%           41.81%           32.01%           47.35%	2.52 Avg for View: 2.52 (0.00%) 2.66 2.48 1.43 2.46	Avg. Session Duration (?)         00:02:17         Avg for View: 00:02:17 (0.00%)         00:02:12         00:02:04         00:01:10         00:02:17	Goal Conversion Rate ()         4.55%         Avg for View: 4.55% (0.00%)         5.27%         5.68%         1.69%         2.93%	Goal Completions       ?         2,169       ?         % of Total: 100.00% (2,169)       968 (44.63%)         471 (21.72%)       99 (4.56%)         162 (7.47%)       162 (7.47%)	Goal Value         Image: Second
Is ?         47,705         0.00% (47,705)         384 (38.54%)         290 (17.38%)         857 (12.28%)         533 (11.60%)         098 (4.40%)	Behavior           Bounce Rate •           41.84%           Avg for View: 41.84% (0.00%)           45.67%           41.81%           32.01%           47.35%           57.34%	2.52 Avg for View: 2.52 (0.00%) 2.66 2.48 1.43 2.46 2.14	Avg. Session Duration            00:02:17           Avg for View: 00:02:17 (0.00%)           00:02:12           00:02:12           00:02:11           00:02:17           00:02:17	Goal Conversion Rate 3         4.55%         Avg for View: 4.55% (0.00%)         5.27%         5.68%         1.69%         2.93%         4.77%	Goal Completions       ?         2,169       ?         % of Total: 100.00% (2,169)       ?         968 (44.63%)       .         471 (21.72%)       .         99 (4.56%)       .         162 (7.47%)       .         100 (4.61%)       .	Goal Value ③ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%
A7,705         47,705         0.00% (47,705)         384 (38.54%)         290 (17.38%)         857 (12.28%)         533 (11.60%)         098 (4.40%)         291 (2.71%)	Bounce Rate         Image: Color with the second secon	2.52 Avg for View: 2.52 (0.00%) 2.66 2.48 1.43 2.46 2.14 3.52	Avg. Session Duration          O0:02:17         Avg for View: 00:02:17 (0.00%)         00:02:12         00:02:12         00:02:12         00:01:10         00:02:17         00:01:11         00:01:11	Goal Conversion Rate ()         4.55%         Avg for View: 4.55% (0.00%)         5.27%         5.68%         1.69%         2.93%         4.77%         12.16%	Goal Completions       ?         2,169       2,169         % of Total: 100.00% (2,169)       968 (44.63%)         471 (21.72%)       999 (4.56%)         162 (7.47%)       100 (4.61%)         157 (7.24%)       102 (7.24%)	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%)
A7,705         47,705         0.00% (47,705)         384 (38.54%)         290 (17.38%)         857 (12.28%)         533 (11.60%)         098 (4.40%)         291 (2.71%)         994 (2.08%)	Behavior         Bounce Rate       Image: Color	2.52 Avg for View: 2.52 (0.00%) 2.66 2.48 1.43 2.46 2.14 2.14 3.52 1.12	Avg. Session Duration ()         O0:02:17         Avg for View: 00:02:17 (0.00%)         00:02:12         00:02:12         00:02:12         00:02:12         00:02:12         00:01:10         00:01:11         00:01:11         00:01:11         00:01:11	Goal Conversion Rate ()         4.55%         Avg for View: 4.55% (0.00%)         5.27%         5.27%         5.68%         1.69%         2.93%         4.77%         12.16%         0.30%	Goal Completions ?         2,169         % of Total: 100.00% (2,169)         968 (44.63%)         471 (21.72%)         99 (4.56%)         162 (7.47%)         100 (4.61%)         157 (7.24%)         3 (0.14%)	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%)           \$0.00         (0.00%)

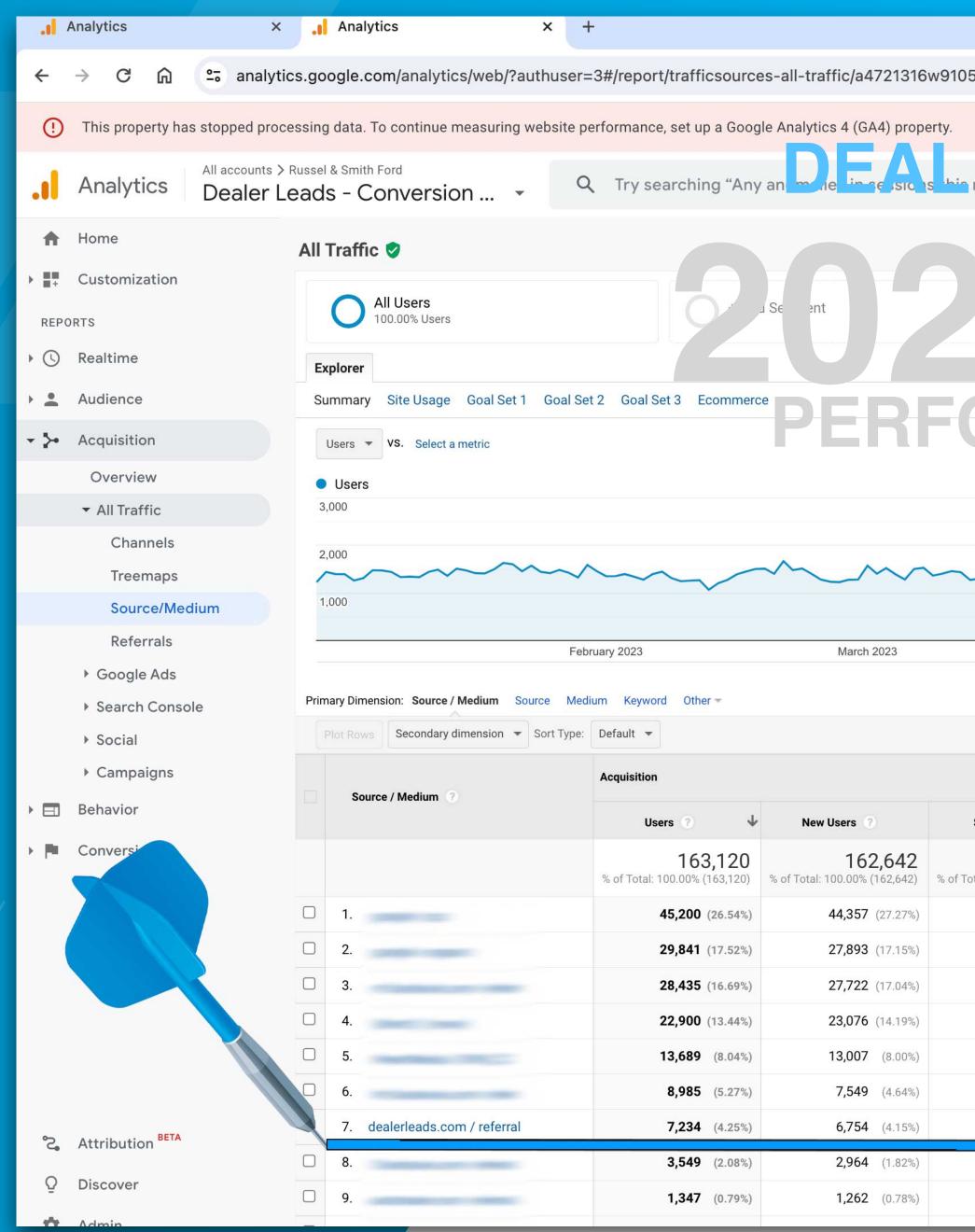


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	Source / Medium ?		New Users (?) 30,928 % of Total: 100.00% (30,928)	Sessions ? 45,113 % of Total: 100.00% (45,113)	Bounce Rate 💿 40.57%	Pages / Session (?) 2.53 Avg for View: 2.53 (0.00%)	Avg. Session Duration ③ 00:02:30 Avg for View: 00:02:30 (0.00%)	Goal Conversion Rate ③ 6.00%	Goal Completions ? 2,706 % of Total: 100.00% (2,706)	
	□ 1.	Users ? ↓ 31,246	30,928	45,113	Bounce Rate 💿 40.57%	2.53	00:02:30	Goal Conversion Rate ③ 6.00% Avg for View: 6.00% (0.00%)	2,706	Goal Value 🤊 \$0.00
		Users ⑦ ↓ 31,246 % of Total: 100.00% (31,246)	<b>30,928</b> % of Total: 100.00% (30,928)	<b>45,113</b> % of Total: 100.00% (45,113)	Bounce Rate ③ 40.57% Avg for View: 40.57% (0.00%)	<b>2.53</b> Avg for View: 2.53 (0.00%)	00:02:30 Avg for View: 00:02:30 (0.00%)	Goal Conversion Rate ③ 6.00% Avg for View: 6.00% (0.00%) 7.19%	<b>2,706</b> % of Total: 100.00% (2,706)	Goal Value ③ \$0.00 % of Total: 0.00% (\$0.00)
	□ 1.	Users ? ↓ 31,246 % of Total: 100.00% (31,246) 10,652 (32.61%) 5,556 (17.01%) 4,852 (14.85%)	<b>30,928</b> % of Total: 100.00% (30,928) 10,135 (32.77%) 5,136 (16.61%) 4,776 (15.44%)	<b>45,113</b> % of Total: 100.00% (45,113) 14,623 (32.41%) 7,632 (16.92%) 6,116 (13.56%)	Bounce Rate (*) 40.57% Avg for View: 40.57% (0.00%) 38.84% 35.55% 38.31%	2.53 Avg for View: 2.53 (0.00%) 2.91 2.60 1.45	00:02:30 Avg for View: 00:02:30 (0.00%) 00:02:42 00:02:33 00:01:07	Goal Conversion Rate (2)         6.00%         Avg for View: 6.00% (0.00%)         7.19%         8.79%         2.21%	<b>2,706</b> % of Total: 100.00% (2,706) 1,051 (38.84%) 671 (24.80%) 135 (4.99%)	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%)
	Image:	Users         ↓           31,246         %           % of Total: 100.00% (31,246)         10,652 (32.61%)           10,652 (32.61%)         5,556 (17.01%)           4,852 (14.85%)         4,842 (14.82%)	30,928 % of Total: 100.00% (30,928) 10,135 (32.77%) 5,136 (16.61%) 4,776 (15.44%) 4,804 (15.53%)	45,113 % of Total: 100.00% (45,113) 14,623 (32.41%) 7,632 (16.92%) 6,116 (13.56%) 6,453 (14.30%)	Bounce Rate ?           40.57%           Avg for View: 40.57% (0.00%)           38.84%           35.55%           38.31%           52.84%	2.53 Avg for View: 2.53 (0.00%) 2.91 2.60 1.45 2.13	00:02:30 Avg for View: 00:02:30 (0.00%) 00:02:42 00:02:33 00:01:07 00:01:54	Goal Conversion Rate (2)         6.00%         Avg for View: 6.00% (0.00%)         7.19%         8.79%         2.21%         3.50%	2,706 % of Total: 100.00% (2,706) 1,051 (38.84%) 671 (24.80%) 135 (4.99%) 226 (8.35%)	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%)
	<ul> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> <li>5. dealerleads.com / referral</li> </ul>	Users         ↓           31,246         %           % of Total: 100.00% (31,246)         10,652 (32.61%)           10,652 (32.61%)         5,556 (17.01%)           4,852 (14.85%)         4,842 (14.82%)           1,939 (5.94%)         1,939 (5.94%)	30,928 % of Total: 100.00% (30,928) 10,135 (32.77%) 5,136 (16.61%) 4,776 (15.44%) 4,804 (15.53%) 1,840 (5.95%)	45,113 % of Total: 100.00% (45,113) 14,623 (32.41%) 7,632 (16.92%) 6,116 (13.56%) 6,453 (14.30%) 2,108 (4.67%)	Bounce Rate ?           40.57%           Avg for View: 40.57% (0.00%)           38.84%           35.55%           38.31%           52.84%           61.62%	2.53 Avg for View: 2.53 (0.00%) 2.91 2.60 1.45 2.13 1.90	00:02:30 Avg for View: 00:02:30 (0.00%) 00:02:42 00:02:33 00:01:07 00:01:54 00:01:09	Goal Conversion Rate ③         6.00%         Avg for View: 6.00% (0.00%)         7.19%         8.79%         2.21%         3.50%         5.31%	2,706 % of Total: 100.00% (2,706) 1,051 (38.84%) 671 (24.80%) 135 (4.99%) 226 (8.35%) 112 (4.14%)	Goal Value       Image: Constraint of the second seco
	Image:	Users         ↓           31,246         %           % of Total: 100.00% (31,246)         10,652 (32.61%)           10,652 (32.61%)         5,556 (17.01%)           4,852 (14.85%)         4,842 (14.82%)	30,928 % of Total: 100.00% (30,928) 10,135 (32.77%) 5,136 (16.61%) 4,776 (15.44%) 4,804 (15.53%)	45,113 % of Total: 100.00% (45,113) 14,623 (32.41%) 7,632 (16.92%) 6,116 (13.56%) 6,453 (14.30%)	Bounce Rate ?           40.57%           Avg for View: 40.57% (0.00%)           38.84%           35.55%           38.31%           52.84%	2.53 Avg for View: 2.53 (0.00%) 2.91 2.60 1.45 2.13	00:02:30 Avg for View: 00:02:30 (0.00%) 00:02:42 00:02:33 00:01:07 00:01:54	Goal Conversion Rate ()         6.00%         Avg for View: 6.00% (0.00%)         7.19%         8.79%         2.21%         3.50%         5.31%         0.75%	2,706 % of Total: 100.00% (2,706) 1,051 (38.84%) 671 (24.80%) 135 (4.99%) 226 (8.35%)	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%)
	<ul> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> <li>5. dealerleads.com / referral</li> <li>6.</li> </ul>	Users ?       ↓         31,246 % of Total: 100.00% (31,246)       ↓         10,652 (32.61%)       ↓         5,556 (17.01%)       ↓         4,852 (14.85%)       ↓         1,939 (5.94%)       ↓         1,482 (4.54%)       ↓	30,928 % of Total: 100.00% (30,928) 10,135 (32.77%) 5,136 (16.61%) 4,776 (15.44%) 4,804 (15.53%) 1,840 (5.95%) 1,476 (4.77%)	45,113 % of Total: 100.00% (45,113) 14,623 (32.41%) 7,632 (16.92%) 6,116 (13.56%) 6,453 (14.30%) 2,108 (4.67%) 1,737 (3.85%)	Bounce Rate ?           40.57%           Avg for View: 40.57% (0.00%)           38.84%           35.55%           38.31%           52.84%           61.62%           85.15%	2.53 Avg for View: 2.53 (0.00%) 2.91 2.60 1.45 2.13 1.90 1.19	00:02:30 Avg for View: 00:02:30 (0.00%) 00:02:42 00:02:33 00:01:07 00:01:54 00:01:09	Goal Conversion Rate (2)         6.00%         Avg for View: 6.00% (0.00%)         7.19%         8.79%         2.21%         3.50%         5.31%         0.75%         14.83%	2,706 % of Total: 100.00% (2,706) 1,051 (38.84%) 671 (24.80%) 135 (4.99%) 226 (8.35%) 112 (4.14%) 13 (0.48%)	Goal Value       Image: Constraint of the second seco
	<ul> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> <li>5. dealerleads.com / referral</li> <li>6.</li> <li>7.</li> </ul>	Users ?         ↓           31,246         %           % of Total: 100.00% (31,246)         10,652 (32.61%)           10,652 (32.61%)         5,556 (17.01%)           4,852 (14.85%)         4,842 (14.82%)           1,939 (5.94%)         1,482 (4.54%)           904 (2.77%)         1	30,928         % of Total: 100.00% (30,928)         10,135 (32.77%)         5,136 (16.61%)         4,776 (15.44%)         4,804 (15.53%)         1,840 (5.95%)         1,476 (4.77%)         804 (2.60%)	45,113 % of Total: 100.00% (45,113) 14,623 (32.41%) 7,632 (16.92%) 6,116 (13.56%) 6,453 (14.30%) 2,108 (4.67%) 1,737 (3.85%) 1,355 (3.00%)	Bounce Rate ?           40.57%           Avg for View: 40.57% (0.00%)           38.84%           38.84%           35.55%           38.31%           52.84%           61.62%           85.15%           9.67%	2.53 Avg for View: 2.53 (0.00%) 2.91 2.60 1.45 2.13 1.90 1.19 3.33	00:02:30 Avg for View: 00:02:30 (0.00%) 00:02:42 00:02:33 00:01:07 00:01:54 00:01:09 00:00:17 00:04:35	Goal Conversion Rate ()         6.00%         Avg for View: 6.00% (0.00%)         7.19%         8.79%         2.21%         3.50%         5.31%         0.75%         14.83%         8.84%	2,706 % of Total: 100.00% (2,706) 1,051 (38.84%) 671 (24.80%) 135 (4.99%) 226 (8.35%) 112 (4.14%) 13 (0.48%) 201 (7.43%)	Goal Value       Image: Constraint of the second seco
	<ul> <li>1.</li> <li>2.</li> <li>3.</li> <li>4.</li> <li>5. dealerleads.com / referral</li> <li>6.</li> <li>7.</li> <li>8.</li> </ul>	Users ?         ↓           31,246         % of Total: 100.00% (31,246)           % of Total: 100.00% (31,246)         10,652 (32.61%)           10,652 (32.61%)         5,556 (17.01%)           4,852 (14.85%)         4,852 (14.85%)           1,939 (5.94%)         1,939 (5.94%)           1,482 (4.54%)         904 (2.77%)           820 (2.51%)         820 (2.51%)	30,928         % of Total: 100.00% (30,928)         10,135 (32.77%)         5,136 (16.61%)         4,776 (15.44%)         4,804 (15.53%)         1,840 (5.95%)         1,476 (4.77%)         804 (2.60%)         650 (2.10%)	45,113 % of Total: 100.00% (45,113) 14,623 (32.41%) 7,632 (16.92%) 6,116 (13.56%) (14.30%) 2,108 (4.67%) 1,737 (3.85%) (3.00%) 1,323 (2.93%)	Bounce Rate ?         40.57%         Avg for View: 40.57% (0.00%)         38.84%         38.84%         38.84%         38.84%         38.31%         52.84%         61.62%         9.67%         28.12%	2.53 Avg for View: 2.53 (0.00%) 2.91 2.60 1.45 2.13 1.90 1.19 3.33 3.19	00:02:30 Avg for View: 00:02:30 (0.00%) 00:02:42 00:02:33 00:01:07 00:01:54 00:01:09 00:00:17 00:04:35	Goal Conversion Rate ()         6.00%         Avg for View: 6.00% (0.00%)         7.19%         8.79%         2.21%         3.50%         5.31%         0.75%         14.83%         8.84%         9.26%	2,706 % of Total: 100.00% (2,706) 1,051 (38.84%) 671 (24.80%) 135 (4.99%) 226 (8.35%) 112 (4.14%) 132 (0.48%) 201 (7.43%) 117 (4.32%) 46 (1.70%)	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%)         \$0.00       (0.00%)



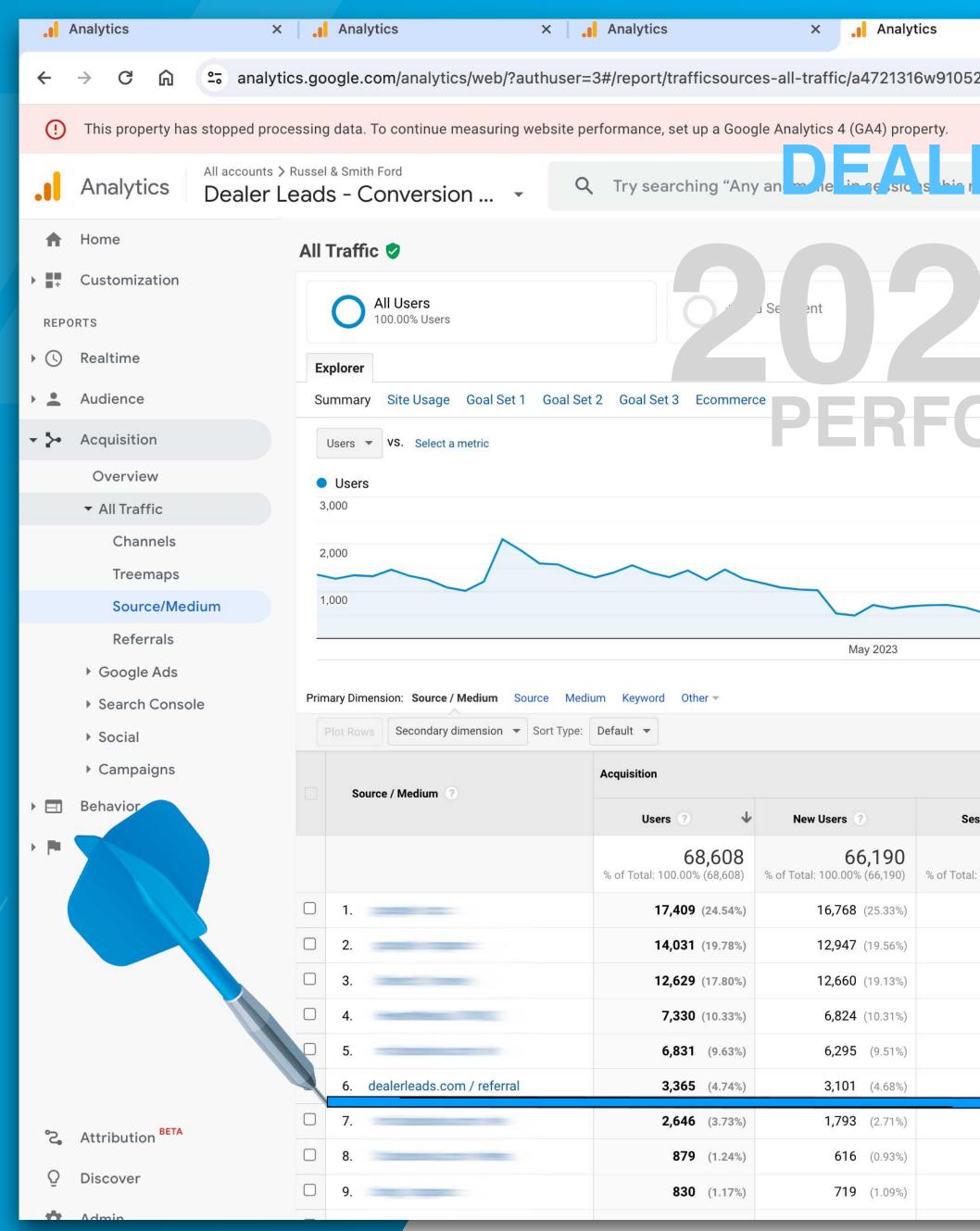
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🕨 🖃 Behavior	Source / Medium ?	Users 🤊 🗸	New Users 7	Sessions 🕜	Bounce Rate 🕜	Pages / Session 🕜	Avg. Session Duration 🕐	Goal Conversion Rate (2)	Goal Completions ?	Goal Value 🕜
		<b>38,483</b> % of Total: 100.00% (38,483)	<b>38,255</b> % of Total: 100.00% (38,255)	<b>54,640</b> % of Total: 100.00% (54,640)	<b>23.18%</b> Avg for View: 23.18% (0.00%)	<b>3.17</b> Avg for View: 3.17 (0.00%)	00:02:16 Avg for View: 00:02:16 (0.00%)	<b>2.72%</b> Avg for View: 2.72% (0.00%)	<b>1,484</b> % of Total: 100.00% (1,484)	<b>\$0.00</b> % of Total: 0.00% (\$0.00)
	□ 1	<b>9,178</b> (22.82%)	8,633 (22.57%)	<b>12,201</b> (22.33%)	26.57%	3.90	00:02:48	4.36%	<b>532</b> (35.85%)	\$0.00 (0.00%)
	2.	7,499 (18.64%)	<b>7,023</b> (18.36%)	<b>10,441</b> (19.11%)	22.11%	3.74	00:02:47	3.47%	<b>362</b> (24.39%)	\$0.00 (0.00%)
	3.	<b>5,892</b> (14.65%)	<b>5,817</b> (15.21%)	<b>8,548</b> (15.64%)	10.59%	2.26	00:01:15	1.17%	<b>100</b> (6.74%)	\$0.00 (0.00%)
	4.	<b>4,654</b> (11.57%)	<b>4,603</b> (12.03%)	<b>6,297</b> (11.52%)	35.27%	2.82	00:02:02	2.18%	<b>137</b> (9.23%)	\$0.00 (0.00%)
	5.	<b>4,411</b> (10.97%)	<b>4,388</b> (11.47%)	5,128 (9.39%)	32.96%	2.00	00:00:24	0.31%	<b>16</b> (1.08%)	\$0.00 (0.00%)
	6. dealerleads.com / referral	<b>2,217</b> (5.51%)	<b>2,118</b> (5.54%)	<b>2,518</b> (4.61%)	34.75%	2.68	00:01:43	1.07%	<b>27</b> (1.82%)	<b>\$0.00</b> (0.00%)
	7.	<b>1,536</b> (3.82%)	1,528 (3.99%)	<b>1,695</b> (3.10%)	6.43%	2.35	00:00:29	2.65%	<b>45</b> (3.03%)	<b>\$0.00</b> (0.00%)
	8.	<b>779</b> (1.94%)	<b>683</b> (1.79%)	1,116 (2.04%)	7.26%	3.84	00:04:30	6.81%	<b>76</b> (5.12%)	\$0.00 (0.00%)
C Attribution BETA	9.	<b>672</b> (1.67%)	<b>635</b> (1.66%)	<b>845</b> (1.55%)	25.44%	1.91	00:00:51	1.42%	<b>12</b> (0.81%)	\$0.00 (0.00%)
Q Discover	□ 10.	<b>670</b> (1.67%)	<b>526</b> (1.37%)	<b>1,060</b> (1.94%)	23.96%	3.79	00:03:25	5.09%	<b>54</b> (3.64%)	\$0.00 (0.00%)
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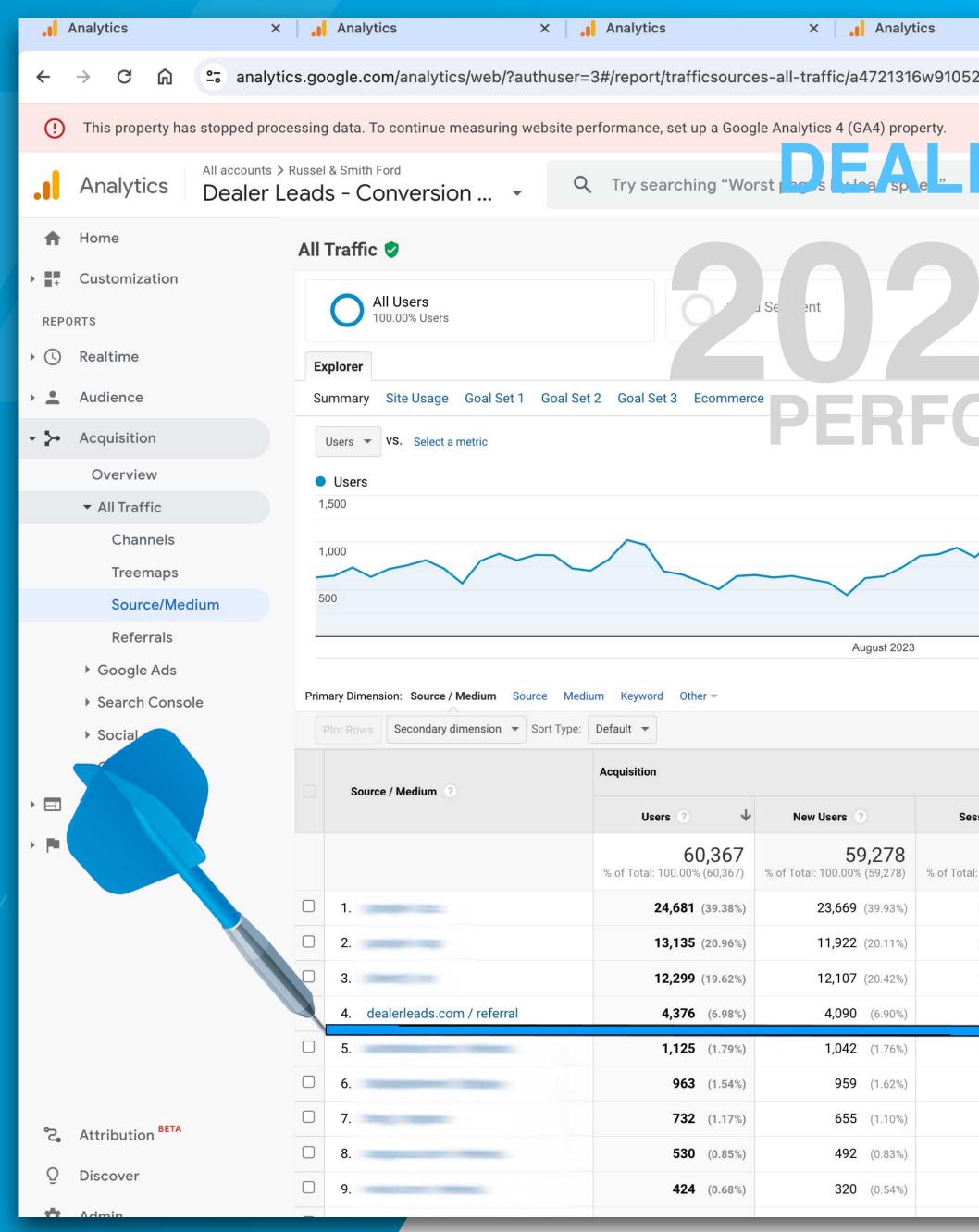
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<b>244,910</b> al: 100.00% (244,910)	April 2023 Behavior Bounce Rate ⑦ 52.85% Avg for View: 52.85% (0.00%)	Pages / Session (2) 2.30 Avg for View: 2.30 (0.00%)	Avg. Session Duration ? 00:01:48 Avg for View: 00:01:48 (0.00%)	Conversions All Goals Goal Conversion Rate 3.32% Avg for View: 3.32% (0.00%)	A       advanced         Goal Completions         % of Total: 100.00%         1,544	s ? 8,119 % (8,119)	Goal Va % of Total: 0 \$0.	lue 7 \$0.00 0.00% (\$0.00
<b>244,910</b> al: 100.00% (244,910) <b>54,818</b> (22.38%)	April 2023 Behavior Bounce Rate 52.85% Avg for View: 52.85% (0.00%) 66.24%	Pages / Session 3 2.30 Avg for View: 2.30 (0.00%) 1.66	Avg. Session Duration ? 00:01:48 Avg for View: 00:01:48 (0.00%) 00:00:57	Conversions All Goals • Goal Conversion Rate ? Avg for View: 3.32% (0.00%) 2.82%	Coal CompletionsGoal Completions% of Total: 100.00%1,5442,647	s 7 8,119 % (8,119) (19.02%)	Goal Va % of Total: 0 \$0. \$0.	lue ⑦ \$0.00 0.00% (\$0.00 00 (0.00%
244,910 d: 100.00% (244,910) 54,818 (22.38%) 43,606 (17.80%)	April 2023 Behavior Bounce Rate 52.85% Avg for View: 52.85% (0.00%) 66.24% 24.65%	Pages / Session (2) 2.30 Avg for View: 2.30 (0.00%) 1.66 3.80	Avg. Session Duration 00:01:48 Avg for View: 00:01:48 (0.00%) 00:00:57 00:03:09	Conversions All Goals • Goal Conversion Rate ? Avg for View: 3.32% (0.00%) 2.82% 6.07%	Goal Completions           % of Total: 100.00%           1,544           2,647           492	s ⑦ 8,119 % (8,119) (19.02%) (32.60%)	Goal Va % of Total: 0 \$0. \$0. \$0.	lue ⑦ \$0.00 00 (0.00% 00 (0.00%
244,910 al: 100.00% (244,910) 54,818 (22.38%) 43,606 (17.80%) 41,500 (16.95%)	April 2023 April 2023 Behavior Bounce Rate 52.85% Avg for View: 52.85% (0.00%) 66.24% 24.65% 24.65% 64.84%	Pages / Session ? 2.30 Avg for View: 2.30 (0.00%) 1.66 3.80 1.51	Avg. Session Duration ⑦           00:01:48           Avg for View: 00:01:48 (0.00%)           00:00:57           00:03:09           00:00:42	Conversions All Goals • Goal Conversion Rate ? Avg for View: 3.32% (0.00%) 2.82% 6.07% 1.19%	Goal Completions           Goal Completions           % of Total: 100.009           1,544           2,647           492           1,559	s ? 3,119 % (8,119) (19.02%) (32.60%) (6.06%)	Goal Va % of Total: 0 \$0. \$0. \$0.	lue ⑦ \$0.000 00 (0.00% 00 (0.00% 00 (0.00%
244,910 1: 100.00% (244,910) 54,818 (22.38%) 43,606 (17.80%) 41,500 (16.95%) 32,951 (13.45%)	April 2023 April 2023 Behavior Bounce Rate 52.85% Avg for View: 52.85% (0.00%) 66.24% 24.65% 64.84% 50.71%	Pages / Session ? 2.30 Avg for View: 2.30 (0.00%) 1.66 3.80 1.51 2.34	Avg. Session Duration ?         00:01:48         Avg for View: 00:01:48 (0.00%)         00:00:57         00:00:3:09         00:00:42         00:02:32	Conversions All Goals • Goal Conversion Rate ? Goal Conversion Rate ? Avg for View: 3.32% (0.00%) 2.82% 6.07% 1.19% 4.73%	A         advanced           Goal Completions           So of Total: 100.009           1,544           2,647           492           1,559           264	s ? 8,119 % (8,119) (19.02%) (32.60%) (6.06%) (19.20%)	Goal Va % of Total: 0 \$0. \$0. \$0. \$0.	lue <b>3</b> \$0.00% 00 (0.00% 00 (0.00% 00 (0.00% 00 (0.00%
244,910 al: 100.00% (244,910) 54,818 (22.38%) 43,606 (17.80%) 41,500 (16.95%) 32,951 (13.45%) 21,017 (8.58%)	April 2023 April 2023 Behavior Bounce Rate 52.85% Avg for View: 52.85% (0.00%) 66.24% 24.65% 64.84% 50.71% 60.64%	Pages / Session 2.30 Avg for View: 2.30 (0.00%) 1.66 3.80 1.51 2.34 2.42	Avg. Session Duration ?           00:01:48           Avg for View: 00:01:48 (0.00%)           00:00:57           00:00:42           00:00:42           00:02:32           00:01:36	Conversions All Goals • Goal Conversion Rate ? Avg for View: 3.32% (0.00%) 2.82% 6.07% 1.19% 4.73% 1.26%	A         advanced           Goal Completions           So of Total: 100.009           1,544           2,647           492           1,559           264           240	s <b>?</b> <b>3,119</b> % (8,119) (19.02%) (32.60%) (6.06%) (19.20%) (3.25%)	Goal Va % of Total: 0 \$0. \$0. \$0. \$0. \$0.	lue <b>3</b> \$0.00% 00 (0.00% 00 (0.00% 00 (0.00% 00 (0.00%
244,910         al: 100.00% (244,910)         54,818 (22.38%)         43,606 (17.80%)         41,500 (16.95%)         32,951 (13.45%)         21,017 (8.58%)         18,322 (7.48%)	April 2023 April 2023 Behavior Bounce Rate 52.85% Avg for View: 52.85% (0.00%) 66.24% 24.65% 24.65% 64.84% 50.71% 60.64% 61.77%	Pages / Session ()         2.30         Avg for View: 2.30 (0.00%)         1.66         3.80         1.51         2.34         2.42         1.56	Avg. Session Duration ?         00:01:48         Avg for View: 00:01:48 (0.00%)         00:00:57         00:00:57         00:00:42         00:02:32         00:01:36         00:00:49	Conversions All Goals • Goal Conversion Rate ⑦ Avg for View: 3.32% (0.00%) 2.82% 6.07% 1.19% 4.73% 1.26% 1.31%	Goal Completions           Goal Completions           % of Total: 100.00%           1,544           2,647           492           1,559           264           240           338	s ? 3,119 % (8,119) (19.02%) (32.60%) (6.06%) (19.20%) (3.25%) (2.96%)	Goal Va % of Total: 0 \$0. \$0. \$0. \$0. \$0. \$0.	Iue       Iue         \$0.00       \$0.00         0.00%       \$0.00         00       (0.00%         00       (0.00%         00       (0.00%         00       (0.00%         00       (0.00%         00       (0.00%         00       (0.00%         00       (0.00%         00       (0.00%





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<b>101,395</b> al: 100.00% (101,395)	Behavior Bounce Rate 48.63% Avg for View: 48.63% (0.00%)	<b>2.53</b> Avg for View: 2.53 (0.00%)	Avg. Session Duration ③ 00:02:15 Avg for View: 00:02:15 (0.00%)	Goal Conversion Rate (?) 4.32% Avg for View: 4.32% (0.00%)	Goal Completions ? 4,379 % of Total: 100.00% (4,379)	Goal Value ? \$0.00 % of Total: 0.00% (\$0.00)
<b>101,395</b> al: 100.00% (101,395) <b>21,428</b> (21.13%)	Behavior Bounce Rate 3 48.63% Avg for View: 48.63% (0.00%) 61.57%	2.53 Avg for View: 2.53 (0.00%) 1.85	Avg. Session Duration ③ 00:02:15 Avg for View: 00:02:15 (0.00%) 00:01:14	Goal Conversion Rate (?) 4.32% Avg for View: 4.32% (0.00%) 3.98%	Goal Completions ? 4,379 % of Total: 100.00% (4,379) 852 (19.46%)	Goal Value ③ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%)
101,395 al: 100.00% (101,395) 21,428 (21.13%) 20,933 (20.65%)	Behavior           Bounce Rate (?)           48.63%           Avg for View: 48.63% (0.00%)           61.57%           24.13%	2.53 Avg for View: 2.53 (0.00%) 1.85 3.84	Avg. Session Duration ⑦ 00:02:15 Avg for View: 00:02:15 (0.00%) 00:01:14 00:03:20	Goal Conversion Rate 4.32% Avg for View: 4.32% (0.00%) 3.98% 7.04%	Goal Completions ? 4,379 % of Total: 100.00% (4,379) 852 (19.46%) 1,474 (33.66%)	Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%)
<b>101,395</b> al: 100.00% (101,395) 21,428 (21.13%) 20,933 (20.65%) 18,194 (17.94%)	Behavior         Bounce Rate ?         48.63%         Avg for View: 48.63% (0.00%)         61.57%         24.13%         46.62%	2.53 Avg for View: 2.53 (0.00%) 1.85 3.84 2.48	Avg. Session Duration ⑦           00:02:15           Avg for View: 00:02:15 (0.00%)           00:01:14           00:03:20           00:02:57	Goal Conversion Rate         4.32%         Avg for View: 4.32% (0.00%)         3.98%         7.04%         4.89%	Goal Completions ? 4,379 % of Total: 100.00% (4,379) 852 (19.46%) 1,474 (33.66%) 889 (20.30%)	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%)
101,395         al: 100.00% (101,395)         21,428 (21.13%)         20,933 (20.65%)         18,194 (17.94%)         12,472 (12.30%)	Behavior         Bounce Rate ()         48.63%         Avg for View: 48.63% (0.00%)         61.57%         24.13%         46.62%         59.92%         66.09%	2.53 Avg for View: 2.53 (0.00%) 1.85 3.84 2.48 2.34 1.46	Avg. Session Duration ?           00:02:15           Avg for View: 00:02:15 (0.00%)           00:01:14           00:03:20           00:02:57           00:01:52	Goal Conversion Rate ⑦         4.32%         Avg for View: 4.32% (0.00%)         3.98%         7.04%         4.89%         1.25%	Goal Completions ? 4,379 % of Total: 100.00% (4,379) 852 (19.46%) 1,474 (33.66%) 889 (20.30%) 156 (3.56%)	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%)
<ul> <li>tal: 100.00% (101,395)</li> <li>21,428 (21.13%)</li> <li>20,933 (20.65%)</li> <li>18,194 (17.94%)</li> <li>12,472 (12.30%)</li> <li>9,436 (9.31%)</li> </ul>	Behavior         Bounce Rate ?         48.63%         Avg for View: 48.63% (0.00%)         61.57%         24.13%         24.13%         59.92%         66.09%         45.22%	2.53 Avg for View: 2.53 (0.00%) 1.85 3.84 2.48 2.34 1.46 2.70	Avg. Session Duration ?           00:02:15           Avg for View: 00:02:15 (0.00%)           00:01:14           00:02:57           00:02:57           00:01:52           00:01:52	Goal Conversion Rate ⑦         4.32%         Avg for View: 4.32% (0.00%)         3.98%         7.04%         4.89%         1.25%         1.60%	Goal Completions       ?         4,379       *         % of Total: 100.00% (4,379)       *         852 (19.46%)       *         1,474 (33.66%)       *         889 (20.30%)       *         156 (3.56%)       *         151 (3.45%)       *	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%)
101,395         al: 100.00% (101,395)         21,428 (21.13%)         20,933 (20.65%)         18,194 (17.94%)         12,472 (12.30%)         9,436 (9.31%)         3,947 (3.89%)	Behavior         Bounce Rate ?         48.63%         Avg for View: 48.63% (0.00%)         61.57%         24.13%         59.92%         66.09%         45.22%	2.53 Avg for View: 2.53 (0.00%) 1.85 3.84 2.48 2.34 1.46 2.70	Avg. Session Duration ?         O0:02:15         Avg for View: 00:02:15 (0.00%)         O0:01:14         00:01:52         00:02:57         00:01:52         00:01:52         00:01:59	Goal Conversion Rate ⑦         4.32%         Avg for View: 4.32% (0.00%)         3.98%         7.04%         4.89%         1.25%         1.60%         4.94%	Goal Completions         ?           4,379         4,379           % of Total: 100.00% (4,379)         852 (19.46%)           1,474 (33.66%)         1,474 (33.66%)           889 (20.30%)         156 (3.56%)           151 (3.45%)         195 (4.45%)	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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87,537	Behavior	Pages / Session ? 2.65 Avg for View: 2.65 (0.00%)				
87,537	Behavior Bounce Rate ? 47.63%	2.65	Avg. Session Duration (?) 00:02:36	Goal Conversion Rate ③ 5.41%	Goal Completions ? 4,740	Goal Value 🕜
<b>87,537</b> al: 100.00% (87,537)	Behavior Bounce Rate 47.63% Avg for View: 47.63% (0.00%)	<b>2.65</b> Avg for View: 2.65 (0.00%)	Avg. Session Duration ? 00:02:36 Avg for View: 00:02:36 (0.00%)	Goal Conversion Rate ③ 5.41% Avg for View: 5.41% (0.00%)	Goal Completions ③ 4,740 % of Total: 100.00% (4,740)	Goal Value ? \$0.00 % of Total: 0.00% (\$0.00)
87,537 tal: 100.00% (87,537) 31,403 (35.87%)	Behavior Bounce Rate ⑦ 47.63% Avg for View: 47.63% (0.00%) 62.14%	2.65 Avg for View: 2.65 (0.00%) 1.82	Avg. Session Duration (?) 00:02:36 Avg for View: 00:02:36 (0.00%) 00:01:18	Goal Conversion Rate ⑦ 5.41% Avg for View: 5.41% (0.00%) 3.89%	Goal Completions ? 4,740 % of Total: 100.00% (4,740) 1,221 (25.76%)	Goal Value ? \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%)
87,537 tal: 100.00% (87,537) 31,403 (35.87%) 21,101 (24.11%)	Behavior Bounce Rate 47.63% Avg for View: 47.63% (0.00%) 62.14% 27.15%	2.65 Avg for View: 2.65 (0.00%) 1.82 3.85	Avg. Session Duration 00:02:36 Avg for View: 00:02:36 (0.00%) 00:01:18 00:03:49	Goal Conversion Rate ⑦ 5.41% Avg for View: 5.41% (0.00%) 3.89% 7.05%	Goal Completions ⑦ 4,740 % of Total: 100.00% (4,740) 1,221 (25.76%) 1,487 (31.37%)	Goal Value ⑦ \$0.00 % of Total: 0.00% (\$0.00) \$0.00 (0.00%) \$0.00 (0.00%)
87,537 al: 100.00% (87,537) 31,403 (35.87%) 21,101 (24.11%) 17,715 (20.24%)	Behavior         Bounce Rate ⑦         47.63%         Avg for View: 47.63% (0.00%)         62.14%         27.15%         47.55%	2.65 Avg for View: 2.65 (0.00%) 1.82 3.85 2.62	Avg. Session Duration ⑦           00:02:36           Avg for View: 00:02:36 (0.00%)           00:01:18           00:03:49           00:03:01	Goal Conversion Rate ⑦         5.41%         Avg for View: 5.41% (0.00%)         3.89%         7.05%         5.79%	Goal Completions ? 4,740 % of Total: 100.00% (4,740) 1,221 (25.76%) 1,487 (31.37%) 1,026 (21.65%)	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%)
87,537 al: 100.00% (87,537) 31,403 (35.87%) 21,101 (24.11%) 17,715 (20.24%) 5,090 (5.81%)	Behavior         Bounce Rate ?         47.63%         Avg for View: 47.63% (0.00%)         62.14%         27.15%         47.55%         50.33%	2.65 Avg for View: 2.65 (0.00%) 1.82 3.85 2.62 2.57	Avg. Session Duration ?         00:02:36         Avg for View: 00:02:36 (0.00%)         00:01:18         00:03:49         00:03:51	Goal Conversion Rate ?         5.41%         Avg for View: 5.41% (0.00%)         3.89%         7.05%         5.79%         5.87%	Goal Completions ? 4,740 % of Total: 100.00% (4,740) 1,221 (25.76%) 1,487 (31.37%) 1,026 (21.65%) 299 (6.31%)	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%)
87,537           a1,403         (87,537)           21,101         (24.11%)           17,715         (20.24%)           5,090         (5.81%)           1,851         (2.11%)	Behavior         Bounce Rate          47.63%         Avg for View: 47.63% (0.00%)         62.14%         27.15%         47.55%         50.33%         39.44%	2.65 Avg for View: 2.65 (0.00%) 1.82 3.85 2.62 2.57 2.43	Avg. Session Duration ()         OD:O2:36         Avg for View: 00:02:36 (0.00%)         O0:01:18         00:03:49         00:03:01         00:01:53	Goal Conversion Rate ⑦         5.41%         Avg for View: 5.41% (0.00%)         3.89%         7.05%         5.79%         5.87%         9.56%	Goal Completions       ?         4,740       *         % of Total: 100.00% (4,740)       1,221 (25.76%)         1,487 (31.37%)       1,026 (21.65%)         299 (6.31%)       177 (3.73%)	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%)
Attal: 100.00% (87,537)         31,403 (35.87%)         21,101 (24.11%)         17,715 (20.24%)         5,090 (5.81%)         1,851 (2.11%)         1,021 (1.17%)	Behavior         Bounce Rate ?         47.63%         Avg for View: 47.63% (0.00%)         62.14%         62.14%         47.55%         50.33%         39.44%         89.62%	2.65 Avg for View: 2.65 (0.00%) 1.82 3.85 2.62 2.57 2.43 1.08	Avg. Session Duration ⑦         O0:02:36         Avg for View: 00:02:36 (0.00%)         00:01:18         00:01:18         00:03:49         00:01:53         00:01:53         00:03:27         00:00:04	Goal Conversion Rate ⑦         5.41%         Avg for View: 5.41% (0.00%)         3.89%         7.05%         5.79%         5.87%         9.56%         0.49%	Goal Completions         ?           4,740         % of Total: 100.00% (4,740)           1,221 (25.76%)         1,487 (31.37%)           1,026 (21.65%)         299 (6.31%)           177 (3.73%)         177 (3.73%)           5 (0.11%)         11%	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%)





#### DEALERLEADS CASE STUDY

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