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

# 6 YEAR PLUS

PARTNER CASE STUDY #137

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**MAZDA**

**RUSSELL & SMITH MAZDA**

[DealerLeads.com](http://DealerLeads.com) "We have a better mousetrap."

# OUR SIX FOCAL POINTS

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

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

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

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

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

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

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

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

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

# THE MATH

Introducing  
DealerLeads.com

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

analytics.google.com/analytics/web/?authuser=6#/report/trafficsources-all-traffic/a6231437w12030381p165315040/\_u.date00=20171128&\_u.date01=20221231&\_goalOption=ALL/

Analytics Dealer Leads - Conversion ... Try searching "Week over Week Growth of Sessions"

# DEALERLEADS

# 2017-2023

## PERFORMANCE

Nov 28, 2017 - Dec 31, 2022

All Users 100.00% Users

Explorer

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

Users VS. Select a metric

Users

Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions			
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value	
	554,635 % of Total: 100.00% (554,635)	556,336 % of Total: 100.00% (556,336)	822,067 % 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)	
1. [blurred]	167,853 (28.66%)	161,148 (28.97%)	231,895 (28.21%)	43.01%	3.09	00:02:38	3.94%	9,145 (33.69%)	\$0.00 (0.00%)	
2. [blurred]	100,949 (17.24%)	93,057 (16.73%)	143,843 (17.50%)	42.91%	2.95	00:02:23	4.42%	6,364 (23.44%)	\$0.00 (0.00%)	
3. [blurred]	91,875 (15.69%)	92,643 (16.65%)	126,341 (15.37%)	47.73%	2.58	00:02:11	2.41%	3,048 (11.23%)	\$1.00 (16.67%)	
4. dealerleads.com / referral	35,720 (6.10%)	33,235 (5.97%)	41,744 (5.08%)	49.31%	2.76	00:01:56	3.34%	1,396 (5.14%)	\$0.00 (0.00%)	
5. [blurred]	28,128 (4.80%)	27,777 (4.99%)	35,152 (4.28%)	34.87%	1.44	00:01:07	1.53%	537 (1.98%)	\$0.00 (0.00%)	
6. [blurred]	11,101 (1.90%)	11,043 (1.98%)	14,949 (1.82%)	31.67%	1.40	00:01:02	0.70%	105 (0.39%)	\$0.00 (0.00%)	
7. [blurred]	10,969 (1.87%)	9,757 (1.75%)	15,855 (1.93%)	11.08%	3.76	00:04:23	7.20%	1,142 (4.21%)	\$0.00 (0.00%)	
8. [blurred]	10,549 (1.80%)	9,617 (1.73%)	16,287 (1.98%)	18.09%	4.70	00:04:18	4.40%	717 (2.64%)	\$0.00 (0.00%)	
9. [blurred]	9,963 (1.70%)	9,835 (1.77%)	11,251 (1.37%)	68.97%	1.30	00:00:33	0.63%	71 (0.26%)	\$0.00 (0.00%)	
10. [blurred]	9,636 (1.65%)	8,610 (1.55%)	14,582 (1.77%)	18.46%	4.98	00:04:11	5.16%	752 (2.77%)	\$0.00 (0.00%)	

Show rows: 10 Go to: 1 1 - 10 of 802

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

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

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

# HARD GOAL CONVERSIONS

Introducing  
[DealerLeads.com](https://DealerLeads.com)

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

# DEALERLEADS CONVERSION TRACKING

**All Traffic** 100.00% Users + Add Segment

Nov 28, 2017 - Dec 31, 2022

Users vs. Select a metric

Users

Primary Dimension: Source / Medium

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversions	Avg. Conversion Rate	Revenue
	554,635 <small>% of Total: 100.00% (554,635)</small>	556,336 <small>% of Total: 100.00% (556,336)</small>	822,067 <small>% of Total: 100.00% (822,067)</small>	41.22% <small>Avg for View: 41.22% (0.00%)</small>	2.86 <small>Avg for View: 2.86 (0.00%)</small>	00:02:29 <small>Avg for View: 00:02:29 (0.00%)</small>			\$6.00 <small>100.00% (\$6.00)</small>
1. [blurred]	167,853 (28.66%)	161,148 (28.97%)	231,895 (28.21%)	43.01%	3.09				
2. [blurred]	100,949 (17.24%)	93,057 (16.73%)	143,843 (17.50%)						
3. [blurred]	91,875 (15.69%)	92,643 (16.65%)	126,341 (15.37%)						
4. dealerleads.com / referral	35,720 (6.10%)	33,235 (5.97%)	41,744 (5.08%)	49.31%	2.76				
5. [blurred]	28,128 (4.80%)	27,777 (4.99%)	35,152 (4.28%)	34.87%	1.44	00:01:07			
6. [blurred]	11,101 (1.90%)	11,043 (1.98%)	14,949 (1.82%)	31.67%	1.40	00:01:02			
7. [blurred]	10,969 (1.87%)	9,757 (1.75%)	15,855 (1.93%)	11.08%	3.76	00:04:23	7.20%	1,142 (4.21%)	\$0.00 (0.00%)
8. [blurred]	10,549 (1.80%)	9,617 (1.73%)	16,287 (1.98%)	18.09%	4.70	00:04:18	4.40%	717 (2.64%)	\$0.00 (0.00%)
9. [blurred]	9,963 (1.70%)	9,835 (1.77%)	11,251 (1.37%)	68.97%	1.30	00:00:33	0.63%	71 (0.26%)	\$0.00 (0.00%)
10. [blurred]	9,636 (1.65%)	8,610 (1.55%)	14,582 (1.77%)	18.46%	4.98	00:04:11	5.16%	752 (2.77%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 802

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

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

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

# OUR TRAFFIC & CITY LOCATION

Introducing  
[DealerLeads.com](https://DealerLeads.com)

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

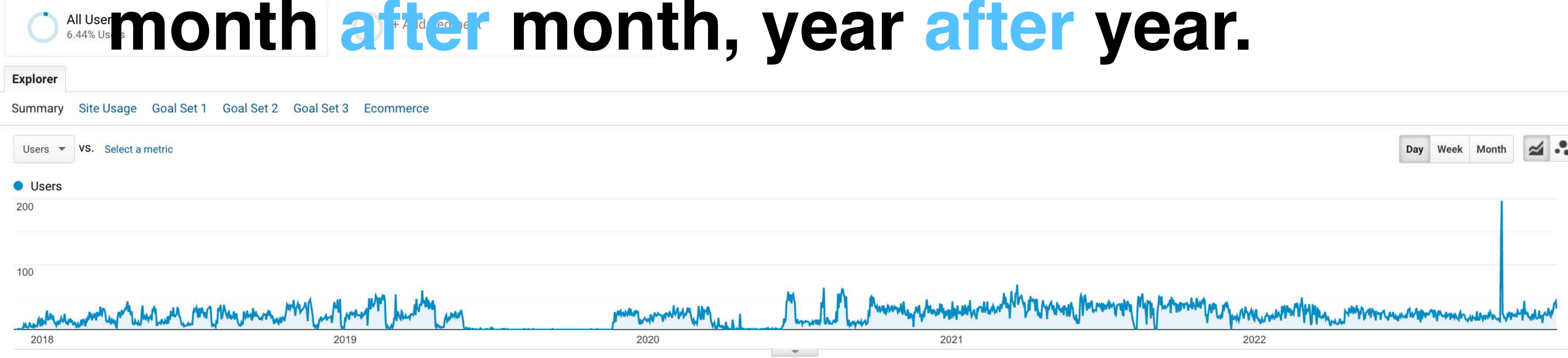
# DEALERLEADS

# CONSISTENT TRAFFIC

## month after month, year after year.

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

All Traffic 6.44% Users Nov 28, 2017 - Dec 31, 2022



Primary Dimension: Source / Medium

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	35,720 <small>% of Total: 6.44% (554,635)</small>	33,235 <small>% of Total: 5.97% (556,336)</small>	41,744 <small>% of Total: 5.08% (822,067)</small>	49.31% <small>Avg for View: 41.22% (19.63%)</small>	2.76 <small>Avg for View: 2.86 (-3.74%)</small>	00:01:56 <small>Avg for View: 00:02:29 (-21.85%)</small>	3.34% <small>Avg for View: 3.30% (1.27%)</small>	1,396 <small>% of Total: 5.14% (27,146)</small>	\$0.00 <small>% of Total: 0.00% (\$6.00)</small>
1. dealerleads.com / referral	35,720(100.00%)	33,235(100.00%)	41,744(100.00%)	49.31%	2.76	00:01:56	3.34%	1,396(100.00%)	\$0.00 (0.00%)

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

This report was generated on 3/2/23 at 12:31:31 PM - Refresh Report

- Attribution BETA
- Discover
- Admin



# DEALERLEADS

# TRAFFIC CITY LOCALE

and the relationship to the dealer's location

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

All Traffic

ALL » SOURCE / MEDIUM: dealerleads.com / referral

All Users  
6.44% Users

Explorer

Summary Site Usage Goals

Users vs. Select a metric

Users

200

100



Primary Dimension: Source / Medium

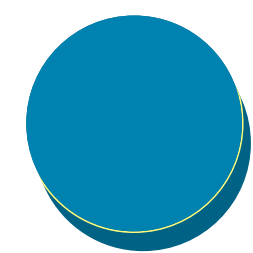
Secondary dimension: City

Source / Medium	City	Acquisition			Behavior			Conversions		
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		19,227 (554,635) 3.47%	18,308 (556,336) 3.29%	21,382 (822,067) 2.60%	59.27% (43.80%) Avg for View: 41.22%	2.15 (-24.83%) Avg for View: 2.86	00:01:17 (-48.51%) Avg for View: 00:02:29	2.81% (-15.02%) Avg for View: 3.30%	600 (27,146) 2.21%	\$0.00 (\$6.00) 0.00%
1. dealerleads.com / referral	Houston	7,201 (37.06%)	6,721 (36.71%)	8,320 (38.91%)	58.22%	2.31	00:01:33	2.80%	233 (38.83%)	\$0.00 (0.00%)
2. dealerleads.com / referral	(not set)	869 (4.47%)	847 (4.63%)	892 (4.17%)	43.39%	2.56	00:01:10	1.12%	10 (1.67%)	\$0.00 (0.00%)
3. dealerleads.com / referral	Dallas	527 (2.71%)	457 (2.50%)	585 (2.74%)	54.19%	2.37	00:01:26	3.76%	22 (3.67%)	\$0.00 (0.00%)
4. dealerleads.com / referral	Cypress	422 (2.17%)	402 (2.20%)	453 (2.12%)	60.49%	2.25	00:01:13	2.87%	13 (2.17%)	\$0.00 (0.00%)
5. dealerleads.com / referral	Pearland	257 (1.32%)	223 (1.22%)	286 (1.34%)	53.15%	2.38	00:01:49	2.10%	6 (1.00%)	\$0.00 (0.00%)
6. dealerleads.com / referral	Conroe	221 (1.14%)	211 (1.15%)	238 (1.11%)	59.66%	2.07	00:01:40	1.68%	4 (0.67%)	\$0.00 (0.00%)
7. dealerleads.com / referral	The Woodlands	208 (1.07%)	190 (1.04%)	234 (1.09%)	51.28%	2.35	00:01:39	0.85%	2 (0.33%)	\$0.00 (0.00%)
8. dealerleads.com / referral	Chicago	197 (1.01%)	184 (1.01%)	222 (1.04%)	57.21%	2.15	00:01:31	7.21%	16 (2.67%)	\$0.00 (0.00%)
9. dealerleads.com / referral	Sugar Land	195 (1.00%)	180 (0.98%)	218 (1.02%)	51.38%	2.47	00:01:47	2.75%	6 (1.00%)	\$0.00 (0.00%)
10. dealerleads.com / referral	College Station	178 (0.92%)	169 (0.92%)	191 (0.89%)	62.83%	2.08	00:01:06	1.57%	3 (0.50%)	\$0.00 (0.00%)

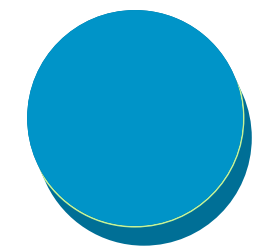
- Attribution BETA
- Discover
- Admin

# LET'S GO

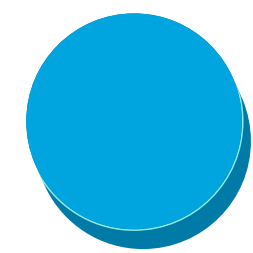
## Quarter by Quarter



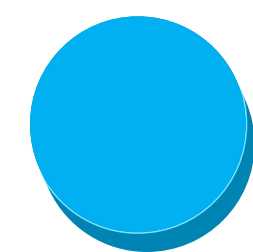
1ST QUARTER REPORTING  
JAN 1 thru MAR 31



2ND QUARTER REPORTING  
APR 1 thru JUN 30



3RD QUARTER REPORTING  
JUL 1 thru SEP 30



4TH QUARTER REPORTING  
OCT 1 thru DEC 31



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

All Traffic

# DEALERLEADS

# 2017 Q4 PERFORMANCE

All Users  
100.00% Users

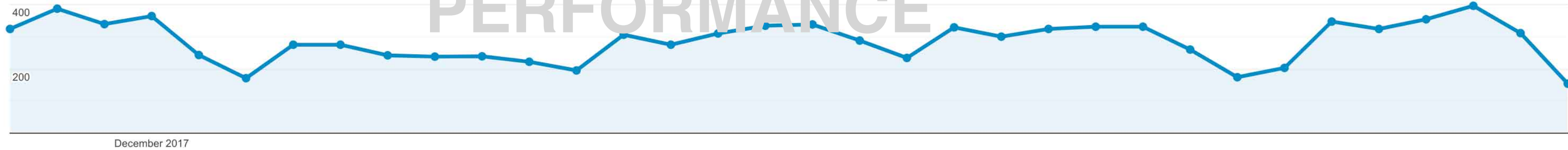
+ Add Segment

Explorer

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

Users vs. Select a metric

Users



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	7,549 <small>% of Total: 100.00% (7,549)</small>	6,880 <small>% of Total: 100.00% (6,880)</small>	12,027 <small>% of Total: 100.00% (12,027)</small>	36.53% <small>Avg for View: 36.53% (0.00%)</small>	3.51 <small>Avg for View: 3.51 (0.00%)</small>	00:02:51 <small>Avg for View: 00:02:51 (0.00%)</small>	1.59% <small>Avg for View: 1.59% (0.00%)</small>	191 <small>% of Total: 100.00% (191)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	2,309 (29.26%)	1,969 (28.62%)	4,043 (33.62%)	47.46%	2.98	00:01:57	1.09%	44 (23.04%)	\$0.00 (0.00%)
2. [blurred]	1,929 (24.45%)	1,608 (23.37%)	2,903 (24.14%)	18.05%	5.10	00:04:16	2.24%	65 (34.03%)	\$0.00 (0.00%)
3. [blurred]	1,760 (22.31%)	1,672 (24.30%)	2,455 (20.41%)	41.47%	3.14	00:02:42	1.63%	40 (20.94%)	\$0.00 (0.00%)
4. [blurred]	585 (7.41%)	574 (8.34%)	722 (6.00%)	20.22%	1.21	00:01:06	1.52%	11 (5.76%)	\$0.00 (0.00%)
5. [blurred]	187 (2.37%)	172 (2.50%)	243 (2.02%)	85.60%	1.19	00:00:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. [blurred]	176 (2.23%)	136 (1.98%)	247 (2.05%)	15.38%	6.21	00:04:51	2.83%	7 (3.66%)	\$0.00 (0.00%)
7. dealerleads.com / referral	148 (1.88%)	126 (1.83%)	176 (1.46%)	23.86%	4.73	00:03:50	1.14%	2 (1.05%)	\$0.00 (0.00%)
8. [blurred]	133 (1.69%)	121 (1.76%)	151 (1.26%)	74.17%	1.79	00:01:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. [blurred]	92 (1.17%)	78 (1.13%)	124 (1.03%)	14.52%	5.68	00:05:21	5.65%	7 (3.66%)	\$0.00 (0.00%)
10. [blurred]	92 (1.17%)	52 (0.76%)	161 (1.34%)	52.17%	2.60	00:01:38	1.24%	2 (1.05%)	\$0.00 (0.00%)

# DEALERLEADS

# 2018 Q1 PERFORMANCE

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

All Traffic

All Users  
100.00% Users

Explorer

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

Users vs. Select a metric



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	22,088 <small>% of Total: 100.00% (22,088)</small>	21,211 <small>% of Total: 100.00% (21,211)</small>	34,421 <small>% of Total: 100.00% (34,421)</small>	38.28% <small>Avg for View: 38.28% (0.00%)</small>	3.22 <small>Avg for View: 3.22 (0.00%)</small>	00:02:53 <small>Avg for View: 00:02:53 (0.00%)</small>	3.21% <small>Avg for View: 3.21% (0.00%)</small>	1,106 <small>% of Total: 100.00% (1,106)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	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. [blurred]	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. [blurred]	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. [blurred]	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. [blurred]	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. [blurred]	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. [blurred]	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%)
9. [blurred]	395 (1.69%)	326 (1.54%)	546 (1.59%)	12.27%	5.40	00:04:46	4.21%	23 (2.08%)	\$0.00 (0.00%)
10. [blurred]	226 (0.97%)	187 (0.88%)	363 (1.05%)	16.80%	4.82	00:05:07	6.34%	23 (2.08%)	\$0.00 (0.00%)

- Home
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All Traffic ✓

# DEALERLEADS

# 2018 Q2 PERFORMANCE

All Users  
100.00% Users

Explorer

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

Users vs. Select a metric

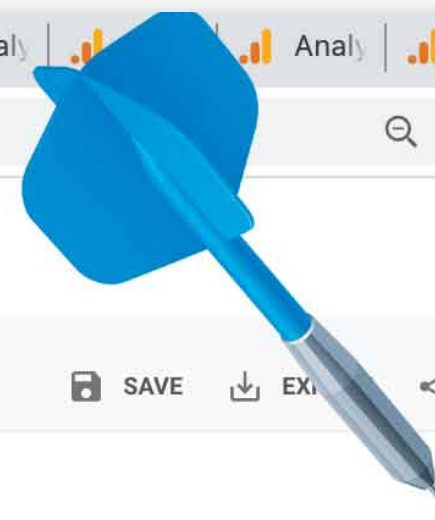


Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	21,358 <small>% of Total: 100.00% (21,358)</small>	20,283 <small>% of Total: 100.00% (20,283)</small>	31,780 <small>% of Total: 100.00% (31,780)</small>	39.71% <small>Avg for View: 39.71% (0.00%)</small>	3.33 <small>Avg for View: 3.33 (0.00%)</small>	00:02:47 <small>Avg for View: 00:02:47 (0.00%)</small>	3.88% <small>Avg for View: 3.88% (0.00%)</small>	1,232 <small>% of Total: 100.00% (1,232)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	6,697 (29.97%)	5,971 (29.44%)	9,956 (31.33%)	27.68%	4.20	00:03:38	4.58%	456 (37.01%)	\$0.00 (0.00%)
2. [blurred]	4,660 (20.86%)	4,540 (22.38%)	6,156 (19.37%)	51.62%	2.54	00:02:10	2.92%	180 (14.61%)	\$0.00 (0.00%)
3. [blurred]	4,118 (18.43%)	3,622 (17.86%)	6,181 (19.45%)	38.34%	3.49	00:02:43	4.55%	281 (22.81%)	\$0.00 (0.00%)
4. dealerleads.com / referral	1,377 (6.16%)	1,132 (5.58%)	1,822 (5.73%)	25.52%	4.53	00:03:56	7.57%	138 (11.20%)	\$0.00 (0.00%)
5. [blurred]	1,197 (5.36%)	1,192 (5.88%)	1,342 (4.22%)	85.25%	1.24	00:00:18	0.15%	2 (0.16%)	\$0.00 (0.00%)
6. [blurred]	920 (4.12%)	902 (4.45%)	1,007 (3.17%)	85.20%	1.33	00:00:26	0.70%	7 (0.57%)	\$0.00 (0.00%)
7. [blurred]	650 (2.91%)	636 (3.14%)	893 (2.81%)	25.08%	1.11	00:01:08	1.79%	16 (1.30%)	\$0.00 (0.00%)
8. [blurred]	447 (2.00%)	409 (2.02%)	486 (1.53%)	90.33%	1.10	00:00:13	1.03%	5 (0.41%)	\$0.00 (0.00%)
9. [blurred]	430 (1.92%)	365 (1.80%)	578 (1.82%)	17.13%	5.60	00:04:41	5.02%	29 (2.35%)	\$0.00 (0.00%)
10. [blurred]	295 (1.32%)	219 (1.08%)	613 (1.93%)	38.99%	2.58	00:01:50	3.43%	21 (1.70%)	\$0.00 (0.00%)





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Admin

All Traffic

All Users  
100.00% Users

+ Add Segment

Explorer

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

Users vs. Select a metric

Users

1,000



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sort Type: Default

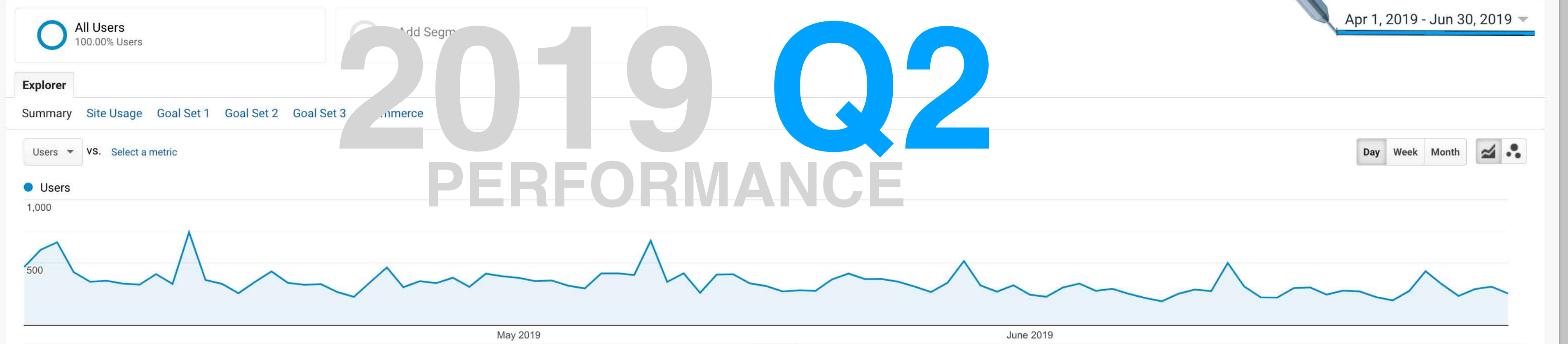
Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	22,708 <small>% of Total: 100.00% (22,708)</small>	21,666 <small>% of Total: 100.00% (21,666)</small>	31,571 <small>% of Total: 100.00% (31,571)</small>	40.71% <small>Avg for View: 40.71% (0.00%)</small>	3.11 <small>Avg for View: 3.11 (0.00%)</small>	00:02:33 <small>Avg for View: 00:02:33 (0.00%)</small>	3.20% <small>Avg for View: 3.20% (0.00%)</small>	1,010 <small>% of Total: 100.00% (1,010)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	5,810 (24.77%)	5,199 (24.00%)	8,502 (26.93%)	25.94%	3.81	00:03:22	3.74%	318 (31.49%)	\$0.00 (0.00%)
2. [blurred]	4,929 (21.01%)	4,857 (22.42%)	5,484 (17.37%)	55.62%	2.06	00:01:32	1.17%	64 (6.34%)	\$0.00 (0.00%)
3. [blurred]	3,962 (16.89%)	3,832 (17.69%)	5,323 (16.86%)	47.49%	3.07	00:02:16	2.54%	135 (13.37%)	\$0.00 (0.00%)
4. [blurred]	3,682 (15.70%)	3,251 (15.01%)	5,070 (16.06%)	33.71%	3.60	00:02:58	5.29%	268 (26.53%)	\$0.00 (0.00%)
5. dealerleads.com / referral	1,887 (8.05%)	1,706 (7.87%)	2,318 (7.34%)	38.61%	3.32	00:02:38	4.92%	114 (11.29%)	\$0.00 (0.00%)
6. [blurred]	668 (2.85%)	666 (3.07%)	1,022 (3.24%)	86.20%	1.21	00:00:38	0.78%	8 (0.79%)	\$0.00 (0.00%)
7. [blurred]	386 (1.65%)	376 (1.74%)	463 (1.47%)	71.49%	1.81	00:01:15	1.30%	6 (0.59%)	\$0.00 (0.00%)
8. [blurred]	274 (1.17%)	189 (0.87%)	466 (1.48%)	47.00%	2.51	00:02:10	4.29%	20 (1.98%)	\$0.00 (0.00%)
9. [blurred]	251 (1.07%)	218 (1.01%)	328 (1.04%)	12.50%	4.93	00:03:48	5.79%	19 (1.88%)	\$0.00 (0.00%)
10. [blurred]	202 (0.86%)	185 (0.85%)	238 (0.75%)	74.37%	1.63	00:01:02	1.68%	4 (0.40%)	\$0.00 (0.00%)





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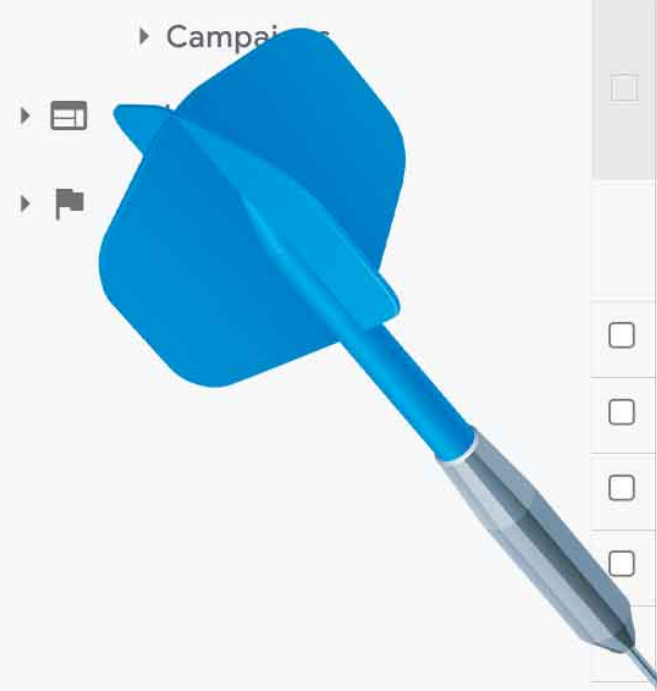
All Traffic **DEALERLEADS** Apr 1, 2019 - Jun 30, 2019



2019 Q2 PERFORMANCE

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

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	23,935 <small>% of Total: 100.00% (23,935)</small>	23,114 <small>% of Total: 100.00% (23,114)</small>	36,869 <small>% of Total: 100.00% (36,869)</small>	43.44% <small>Avg for View: 43.44% (0.00%)</small>	2.88 <small>Avg for View: 2.88 (0.00%)</small>	00:02:22 <small>Avg for View: 00:02:22 (0.00%)</small>	2.89% <small>Avg for View: 2.89% (0.00%)</small>	1,067 <small>% of Total: 100.00% (1,067)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	5,684 (21.92%)	5,136 (22.22%)	8,873 (24.07%)	62.99%	2.23	00:01:35	2.70%	240 (22.49%)	\$0.00 (0.00%)
2. [blurred]	4,174 (16.10%)	4,056 (17.55%)	5,625 (15.26%)	34.44%	2.56	00:01:58	2.28%	128 (12.00%)	\$0.00 (0.00%)
3. [blurred]	3,788 (14.61%)	3,280 (14.19%)	5,611 (15.22%)	34.84%	3.18	00:03:05	3.15%	177 (16.59%)	\$0.00 (0.00%)
4. [blurred]	3,576 (13.79%)	3,098 (13.40%)	5,353 (14.52%)	16.83%	4.94	00:04:15	5.06%	271 (25.40%)	\$0.00 (0.00%)
5. dealerleads.com / referral	1,174 (4.53%)	1,044 (4.52%)	1,408 (3.82%)	38.28%	3.34	00:02:33	2.84%	40 (3.75%)	\$0.00 (0.00%)
6. [blurred]	1,041 (4.01%)	702 (3.04%)	1,748 (4.74%)	18.19%	2.16	00:01:54	0.06%	1 (0.09%)	\$0.00 (0.00%)
7. [blurred]	1,011 (3.90%)	931 (4.03%)	1,100 (2.98%)	64.36%	1.88	00:00:54	1.91%	21 (1.97%)	\$0.00 (0.00%)
8. [blurred]	901 (3.47%)	833 (3.60%)	1,130 (3.06%)	68.41%	1.75	00:00:58	1.86%	21 (1.97%)	\$0.00 (0.00%)
9. [blurred]	899 (3.47%)	837 (3.62%)	1,139 (3.09%)	49.34%	2.74	00:02:03	3.69%	42 (3.94%)	\$0.00 (0.00%)
10. [blurred]	745 (2.87%)	742 (3.21%)	745 (2.02%)	97.99%	1.03	00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)



# DEALERLEADS

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## All Traffic

All Users  
100.00% Users

### Explorer

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

Users vs. Select a metric



# 2019 Q3 PERFORMANCE

Primary Dimension: Source / Medium Source Medium Keyword Other

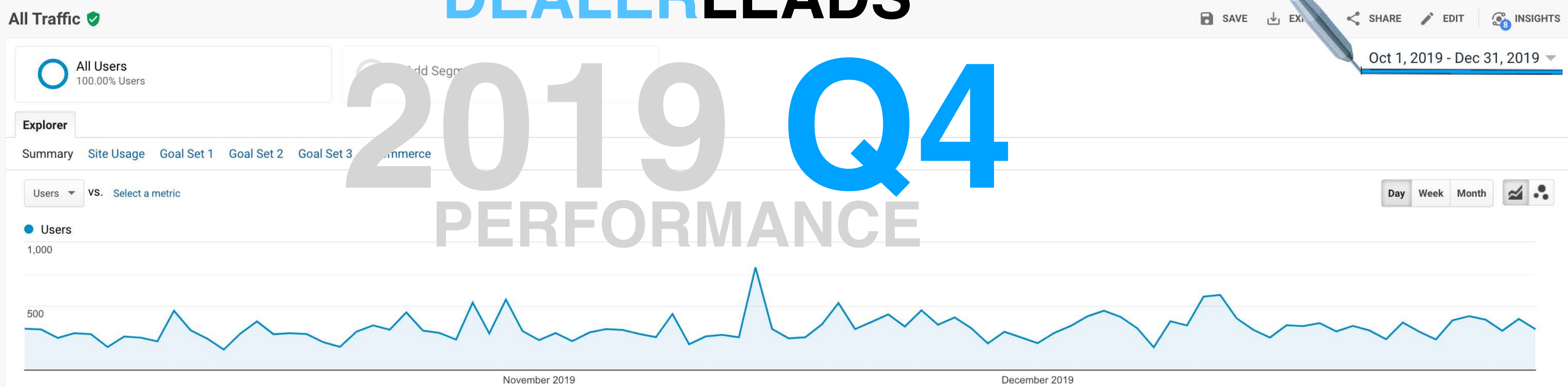
Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	25,636 <small>% of Total: 100.00% (25,636)</small>	24,802 <small>% of Total: 100.00% (24,802)</small>	35,866 <small>% of Total: 100.00% (35,866)</small>	42.11% <small>Avg for View: 42.11% (0.00%)</small>	2.84 <small>Avg for View: 2.84 (0.00%)</small>	00:02:25 <small>Avg for View: 00:02:25 (0.00%)</small>	3.01% <small>Avg for View: 3.01% (0.00%)</small>	1,079 <small>% of Total: 100.00% (1,079)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	5,938 (21.99%)	5,824 (23.48%)	7,408 (20.65%)	49.57%	2.51	00:01:48	1.70%	126 (11.68%)	\$0.00 (0.00%)
2. [blurred]	5,655 (20.94%)	5,218 (21.04%)	7,239 (20.18%)	47.77%	2.33	00:02:14	2.51%	182 (16.87%)	\$0.00 (0.00%)
3. [blurred]	5,203 (19.27%)	4,743 (19.12%)	6,910 (19.27%)	46.54%	2.89	00:02:21	4.41%	305 (28.27%)	\$0.00 (0.00%)
4. [blurred]	3,495 (12.94%)	3,099 (12.49%)	5,059 (14.11%)	21.39%	4.76	00:03:58	5.18%	262 (24.28%)	\$0.00 (0.00%)
5. [blurred]	1,159 (4.29%)	1,142 (4.60%)	1,479 (4.12%)	19.81%	1.35	00:01:37	4.12%	61 (5.65%)	\$0.00 (0.00%)
6. [blurred]	1,036 (3.84%)	669 (2.70%)	1,662 (4.63%)	21.42%	2.18	00:02:01	0.42%	7 (0.65%)	\$0.00 (0.00%)
7. [blurred]	1,004 (3.72%)	929 (3.75%)	1,248 (3.48%)	45.35%	3.00	00:02:33	2.72%	34 (3.15%)	\$0.00 (0.00%)
8. [blurred]	850 (3.15%)	850 (3.43%)	880 (2.45%)	93.07%	1.01	00:00:04	0.11%	1 (0.09%)	\$0.00 (0.00%)
9. [blurred]	360 (1.33%)	310 (1.25%)	480 (1.34%)	15.42%	4.84	00:04:25	4.17%	20 (1.85%)	\$0.00 (0.00%)
10. [blurred]	291 (1.08%)	291 (1.17%)	291 (0.81%)	98.28%	1.01	<00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)

# DEALERLEADS

# 2019 Q4 PERFORMANCE

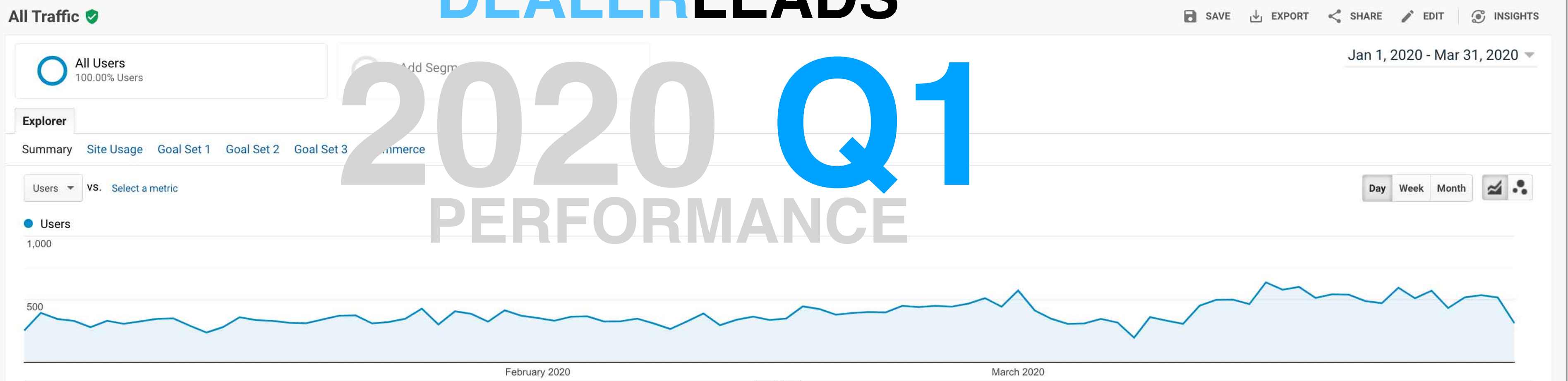
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Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	24,725 <small>% of Total: 100.00% (24,725)</small>	24,199 <small>% of Total: 100.00% (24,199)</small>	35,762 <small>% of Total: 100.00% (35,762)</small>	40.12% <small>Avg for View: 40.12% (0.00%)</small>	3.01 <small>Avg for View: 3.01 (0.00%)</small>	00:02:42 <small>Avg for View: 00:02:42 (0.00%)</small>	2.75% <small>Avg for View: 2.75% (0.00%)</small>	984 <small>% of Total: 100.00% (984)</small>	\$6.00 <small>% of Total: 100.00% (\$6.00)</small>
1. [blurred]	5,521 (21.15%)	5,429 (22.43%)	7,024 (19.64%)	43.37%	3.27	00:01:57	1.71%	120 (12.20%)	\$1.00 (16.67%)
2. [blurred]	4,873 (18.66%)	4,437 (18.34%)	6,582 (18.41%)	49.73%	2.54	00:02:39	2.77%	182 (18.50%)	\$0.00 (0.00%)
3. [blurred]	3,571 (13.68%)	3,203 (13.24%)	5,028 (14.06%)	46.24%	3.01	00:02:34	4.63%	233 (23.68%)	\$0.00 (0.00%)
4. [blurred]	3,377 (12.93%)	3,038 (12.55%)	5,200 (14.54%)	17.81%	5.00	00:04:26	4.37%	227 (23.07%)	\$0.00 (0.00%)
5. [blurred]	2,153 (8.25%)	2,111 (8.72%)	2,835 (7.93%)	20.35%	1.28	00:01:28	2.40%	68 (6.91%)	\$0.00 (0.00%)
6. [blurred]	2,107 (8.07%)	2,107 (8.71%)	2,141 (5.99%)	90.89%	1.00	00:00:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. dealerleads.com / referral	819 (3.14%)	736 (3.04%)	945 (2.64%)	37.57%	3.28	00:02:40	4.13%	39 (3.96%)	\$0.00 (0.00%)
8. [blurred]	708 (2.71%)	464 (1.92%)	1,174 (3.28%)	14.91%	2.09	00:02:10	0.43%	5 (0.51%)	\$5.00 (83.33%)
9. [blurred]	605 (2.32%)	547 (2.26%)	767 (2.14%)	33.12%	3.59	00:04:02	4.30%	33 (3.35%)	\$0.00 (0.00%)
10. [blurred]	336 (1.29%)	336 (1.39%)	354 (0.99%)	88.42%	1.23	00:00:18	0.56%	2 (0.20%)	\$0.00 (0.00%)

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# 2020 Q1 PERFORMANCE

Primary Dimension: Source / Medium

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	29,510 <small>% of Total: 100.00% (29,510)</small>	29,061 <small>% of Total: 100.00% (29,061)</small>	40,338 <small>% of Total: 100.00% (40,338)</small>	53.71% <small>Avg for View: 53.71% (0.00%)</small>	2.50 <small>Avg for View: 2.50 (0.00%)</small>	00:02:08 <small>Avg for View: 00:02:08 (0.00%)</small>	2.23% <small>Avg for View: 2.23% (0.00%)</small>	899 <small>% of Total: 100.00% (899)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	5,401 (17.64%)	5,028 (17.30%)	7,060 (17.50%)	56.36%	2.38	00:02:15	2.17%	153 (17.02%)	\$0.00 (0.00%)
2. [blurred]	4,467 (14.59%)	4,213 (14.50%)	6,231 (15.45%)	64.48%	2.12	00:01:35	2.84%	177 (19.69%)	\$0.00 (0.00%)
3. [blurred]	4,142 (13.53%)	4,076 (14.03%)	5,929 (14.70%)	44.09%	2.76	00:02:47	1.87%	111 (12.35%)	\$0.00 (0.00%)
4. [blurred]	3,722 (12.15%)	3,711 (12.77%)	4,070 (10.09%)	86.31%	1.17	00:00:04	0.25%	10 (1.11%)	\$0.00 (0.00%)
5. [blurred]	3,504 (11.44%)	3,154 (10.85%)	5,151 (12.77%)	17.92%	4.47	00:04:02	4.12%	212 (23.58%)	\$0.00 (0.00%)
6. [blurred]	2,283 (7.46%)	2,264 (7.79%)	2,459 (6.10%)	87.68%	1.21	00:00:22	0.81%	20 (2.22%)	\$0.00 (0.00%)
7. dealerleads.com / referral	1,648 (5.38%)	1,497 (5.15%)	1,944 (4.82%)	42.13%	3.11	00:02:20	3.29%	64 (7.12%)	\$0.00 (0.00%)
8. [blurred]	1,603 (5.23%)	1,572 (5.41%)	1,979 (4.91%)	75.49%	1.55	00:00:41	0.66%	13 (1.45%)	\$0.00 (0.00%)
9. [blurred]	626 (2.04%)	618 (2.13%)	657 (1.63%)	83.87%	1.37	00:00:21	0.61%	4 (0.44%)	\$0.00 (0.00%)
10. [blurred]	603 (1.97%)	603 (2.07%)	621 (1.54%)	91.30%	1.11	00:00:15	0.48%	3 (0.33%)	\$0.00 (0.00%)

# DEALERLEADS

## 2020 Q2

### PERFORMANCE

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Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	22,243 <small>% of Total: 100.00% (22,243)</small>	22,016 <small>% of Total: 100.00% (22,016)</small>	34,487 <small>% of Total: 100.00% (34,487)</small>	41.58% <small>Avg for View: 41.58% (0.00%)</small>	3.22 <small>Avg for View: 3.22 (0.00%)</small>	00:03:13 <small>Avg for View: 00:03:13 (0.00%)</small>	3.24% <small>Avg for View: 3.24% (0.00%)</small>	1,116 <small>% of Total: 100.00% (1,116)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	7,720 (32.44%)	7,363 (33.44%)	9,544 (27.67%)	66.19%	2.18	00:01:55	2.13%	203 (18.19%)	\$0.00 (0.00%)
2. [blurred]	4,008 (16.84%)	3,622 (16.45%)	5,853 (16.97%)	37.66%	3.39	00:03:16	5.52%	323 (28.94%)	\$0.00 (0.00%)
3. [blurred]	3,867 (16.25%)	3,799 (17.26%)	5,605 (16.25%)	38.73%	2.95	00:02:58	2.18%	122 (10.93%)	\$0.00 (0.00%)
4. [blurred]	3,641 (15.30%)	3,256 (14.79%)	5,572 (16.16%)	18.47%	4.67	00:04:27	4.81%	268 (24.01%)	\$0.00 (0.00%)
5. [blurred]	1,129 (4.74%)	1,125 (5.11%)	1,240 (3.60%)	71.61%	1.71	00:01:11	0.16%	2 (0.18%)	\$0.00 (0.00%)
6. [blurred]	736 (3.09%)	665 (3.02%)	1,098 (3.18%)	12.39%	3.42	00:05:15	4.10%	45 (4.03%)	\$0.00 (0.00%)
7. dealerleads.com / referral	652 (2.74%)	592 (2.69%)	820 (2.38%)	44.88%	3.11	00:02:24	3.54%	29 (2.60%)	\$0.00 (0.00%)
8. [blurred]	269 (1.13%)	269 (1.22%)	281 (0.81%)	85.41%	1.40	00:00:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. [blurred]	226 (0.95%)	190 (0.86%)	364 (1.06%)	16.48%	4.79	00:05:18	6.59%	24 (2.15%)	\$0.00 (0.00%)
10. [blurred]	226 (0.95%)	159 (0.72%)	419 (1.21%)	22.43%	1.96	00:03:14	5.25%	22 (1.97%)	\$0.00 (0.00%)

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All Traffic

# DEALERLEADS

# 2020 Q3 PERFORMANCE

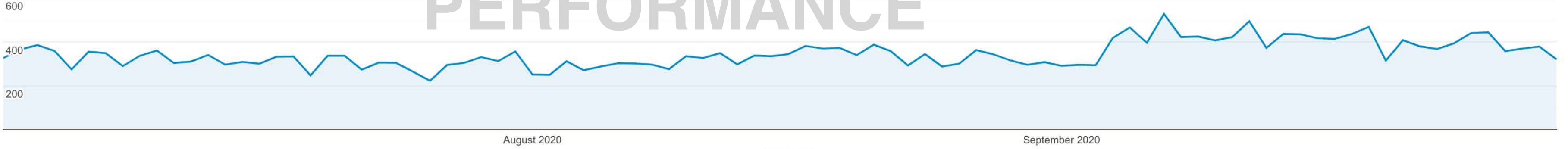
All Users  
100.00% Users

Explorer

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

Users vs. Select a metric

Users



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	26,062 <small>% of Total: 100.00% (26,062)</small>	25,733 <small>% of Total: 100.00% (25,733)</small>	37,270 <small>% of Total: 100.00% (37,270)</small>	47.32% <small>Avg for View: 47.32% (0.00%)</small>	2.74 <small>Avg for View: 2.74 (0.00%)</small>	00:02:29 <small>Avg for View: 00:02:29 (0.00%)</small>	2.80% <small>Avg for View: 2.80% (0.00%)</small>	1,042 <small>% of Total: 100.00% (1,042)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	9,892 (35.50%)	9,325 (36.24%)	11,603 (31.13%)	71.65%	1.84	00:01:23	1.82%	211 (20.25%)	\$0.00 (0.00%)
2. [blurred]	4,438 (15.93%)	4,385 (17.04%)	6,078 (16.31%)	46.48%	2.42	00:02:19	2.01%	122 (11.71%)	\$0.00 (0.00%)
3. [blurred]	3,614 (12.97%)	3,274 (12.72%)	5,221 (14.01%)	16.97%	4.47	00:04:03	4.50%	235 (22.55%)	\$0.00 (0.00%)
4. [blurred]	3,289 (11.80%)	2,922 (11.36%)	4,449 (11.94%)	41.11%	3.01	00:02:44	5.55%	247 (23.70%)	\$0.00 (0.00%)
5. dealerleads.com / referral	1,669 (5.99%)	1,527 (5.93%)	1,918 (5.15%)	44.00%	3.08	00:02:10	2.76%	53 (5.09%)	\$0.00 (0.00%)
6. [blurred]	1,426 (5.12%)	1,409 (5.48%)	1,562 (4.19%)	62.36%	1.23	00:00:50	0.45%	7 (0.67%)	\$0.00 (0.00%)
7. [blurred]	643 (2.31%)	470 (1.83%)	1,388 (3.72%)	19.09%	2.44	00:03:12	3.96%	55 (5.28%)	\$0.00 (0.00%)
8. [blurred]	630 (2.26%)	593 (2.30%)	654 (1.75%)	90.06%	1.18	00:00:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. [blurred]	378 (1.36%)	335 (1.30%)	513 (1.38%)	11.89%	4.16	00:04:43	6.04%	31 (2.98%)	\$0.00 (0.00%)
10. [blurred]	320 (1.15%)	275 (1.07%)	390 (1.05%)	27.18%	3.78	00:03:23	2.56%	10 (0.96%)	\$0.00 (0.00%)

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  - All Traffic
  - Channels
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- Google Ads
- Search Console
- Social
- Campaigns
- Attribution BETA
- Discover
- Admin



Primary Dimension: Source / Medium

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	25,925 <small>% of Total: 100.00% (25,925)</small>	24,981 <small>% of Total: 100.00% (24,981)</small>	36,945 <small>% of Total: 100.00% (36,945)</small>	41.22% <small>Avg for View: 41.22% (0.00%)</small>	2.83 <small>Avg for View: 2.83 (0.00%)</small>	00:02:32 <small>Avg for View: 00:02:32 (0.00%)</small>	2.01% <small>Avg for View: 2.01% (0.00%)</small>	743 <small>% of Total: 100.00% (743)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	7,763 (28.82%)	7,230 (28.94%)	9,940 (26.90%)	52.15%	2.72	00:02:16	2.01%	200 (26.92%)	\$0.00 (0.00%)
2. [blurred]	4,591 (17.05%)	4,507 (18.04%)	6,053 (16.38%)	49.41%	2.21	00:02:04	1.35%	82 (11.04%)	\$0.00 (0.00%)
3. [blurred]	2,785 (10.34%)	2,514 (10.06%)	4,022 (10.89%)	40.78%	3.09	00:02:42	3.23%	130 (17.50%)	\$0.00 (0.00%)
4. [blurred]	2,487 (9.23%)	2,170 (8.69%)	3,769 (10.20%)	18.47%	4.49	00:03:50	3.34%	126 (16.96%)	\$0.00 (0.00%)
5. dealerleads.com / referral	2,417 (8.97%)	2,272 (9.09%)	2,809 (7.60%)	54.97%	2.51	00:01:36	1.78%	50 (6.73%)	\$0.00 (0.00%)
6. [blurred]	1,676 (6.22%)	1,621 (6.49%)	2,001 (5.42%)	45.18%	1.21	00:00:59	0.30%	6 (0.81%)	\$0.00 (0.00%)
7. [blurred]	1,435 (5.33%)	1,406 (5.63%)	1,875 (5.08%)	25.28%	1.46	00:01:10	0.53%	10 (1.35%)	\$0.00 (0.00%)
8. [blurred]	797 (2.96%)	788 (3.15%)	928 (2.51%)	65.73%	1.57	00:01:03	2.48%	23 (3.10%)	\$0.00 (0.00%)
9. [blurred]	697 (2.59%)	628 (2.51%)	932 (2.52%)	10.30%	3.37	00:04:26	2.47%	23 (3.10%)	\$0.00 (0.00%)
10. [blurred]	510 (1.89%)	395 (1.58%)	1,049 (2.84%)	17.54%	2.59	00:03:02	2.38%	25 (3.36%)	\$0.00 (0.00%)

# DEALERLEADS

# 2021 Q1 PERFORMANCE

All Traffic

All Users  
100.00% Users

Explorer

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

Users vs. Select a metric

Users



Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	34,099 <small>% of Total: 100.00% (34,099)</small>	33,470 <small>% of Total: 100.00% (33,470)</small>	47,893 <small>% of Total: 100.00% (47,893)</small>	41.52% <small>Avg for View: 41.52% (0.00%)</small>	2.61 <small>Avg for View: 2.61 (0.00%)</small>	00:02:14 <small>Avg for View: 00:02:14 (0.00%)</small>	2.60% <small>Avg for View: 2.60% (0.00%)</small>	1,247 <small>% of Total: 100.00% (1,247)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	10,998 (31.20%)	10,452 (31.23%)	14,710 (30.71%)	42.76%	3.22	00:02:35	3.46%	509 (40.82%)	\$0.00 (0.00%)
2. [blurred]	7,934 (22.51%)	7,831 (23.40%)	10,597 (22.13%)	32.68%	1.37	00:00:59	0.75%	79 (6.34%)	\$0.00 (0.00%)
3. [blurred]	6,022 (17.08%)	5,680 (16.97%)	7,831 (16.35%)	51.33%	2.48	00:01:53	3.14%	246 (19.73%)	\$0.00 (0.00%)
4. [blurred]	4,000 (11.35%)	3,961 (11.83%)	5,148 (10.75%)	51.83%	2.38	00:02:07	2.49%	128 (10.26%)	\$0.00 (0.00%)
5. dealerleads.com / referral	2,869 (8.14%)	2,715 (8.11%)	3,233 (6.75%)	56.45%	2.35	00:01:35	2.60%	84 (6.74%)	\$0.00 (0.00%)
6. [blurred]	682 (1.93%)	616 (1.84%)	915 (1.91%)	7.87%	3.73	00:04:11	5.68%	52 (4.17%)	\$0.00 (0.00%)
7. [blurred]	428 (1.21%)	305 (0.91%)	831 (1.74%)	26.11%	3.95	00:04:49	3.73%	31 (2.49%)	\$0.00 (0.00%)
8. [blurred]	337 (0.96%)	337 (1.01%)	377 (0.79%)	72.15%	1.34	00:00:14	0.53%	2 (0.16%)	\$0.00 (0.00%)
9. [blurred]	318 (0.90%)	247 (0.74%)	614 (1.28%)	19.38%	2.11	00:02:42	3.58%	22 (1.76%)	\$0.00 (0.00%)
10. [blurred]	296 (0.84%)	268 (0.80%)	388 (0.81%)	20.36%	4.56	00:04:23	3.35%	13 (1.04%)	\$0.00 (0.00%)











- Home
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- Campaigns
- Attribution BETA
- Discover
- Admin

All Traffic

# DEALERLEADS

# 2022 Q2 PERFORMANCE

All Users  
100.00% Users

+ Add Segment

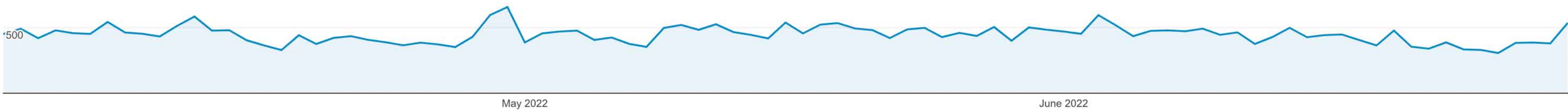
Explorer

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

Users vs. Select a metric

Users

1,000



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	34,181 <small>% of Total: 100.00% (34,181)</small>	33,122 <small>% of Total: 100.00% (33,122)</small>	47,705 <small>% of Total: 100.00% (47,705)</small>	41.84% <small>Avg for View: 41.84% (0.00%)</small>	2.52 <small>Avg for View: 2.52 (0.00%)</small>	00:02:17 <small>Avg for View: 00:02:17 (0.00%)</small>	4.55% <small>Avg for View: 4.55% (0.00%)</small>	2,169 <small>% of Total: 100.00% (2,169)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	14,328 (40.78%)	13,646 (41.20%)	18,384 (38.54%)	45.67%	2.66	00:02:12	5.27%	968 (44.63%)	\$0.00 (0.00%)
2. [blurred]	6,159 (17.53%)	5,699 (17.21%)	8,290 (17.38%)	41.81%	2.48	00:02:04	5.68%	471 (21.72%)	\$0.00 (0.00%)
3. [blurred]	4,729 (13.46%)	4,629 (13.98%)	5,857 (12.28%)	32.01%	1.43	00:01:10	1.69%	99 (4.56%)	\$0.00 (0.00%)
4. [blurred]	4,091 (11.64%)	4,036 (12.19%)	5,533 (11.60%)	47.35%	2.46	00:02:17	2.93%	162 (7.47%)	\$0.00 (0.00%)
5. dealerleads.com / referral	1,834 (5.22%)	1,753 (5.29%)	2,098 (4.40%)	57.34%	2.14	00:01:11	4.77%	100 (4.61%)	\$0.00 (0.00%)
6. [blurred]	891 (2.54%)	760 (2.29%)	1,291 (2.71%)	10.61%	3.52	00:04:07	12.16%	157 (7.24%)	\$0.00 (0.00%)
7. [blurred]	869 (2.47%)	865 (2.61%)	994 (2.08%)	91.55%	1.12	00:00:19	0.30%	3 (0.14%)	\$0.00 (0.00%)
8. [blurred]	507 (1.44%)	368 (1.11%)	739 (1.55%)	29.23%	3.15	00:03:16	7.31%	54 (2.49%)	\$0.00 (0.00%)
9. [blurred]	423 (1.20%)	386 (1.17%)	724 (1.52%)	16.16%	4.05	00:04:24	6.35%	46 (2.12%)	\$0.00 (0.00%)
10. [blurred]	239 (0.68%)	212 (0.64%)	334 (0.70%)	45.81%	2.76	00:02:35	2.69%	9 (0.41%)	\$0.00 (0.00%)

# DEALERLEADS

# 2022 Q3 PERFORMANCE

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  - Source/Medium
  - Referrals
- Google Ads
- Search Console
- Social
- Campaigns
- Attribution BETA
- Discover
- Admin

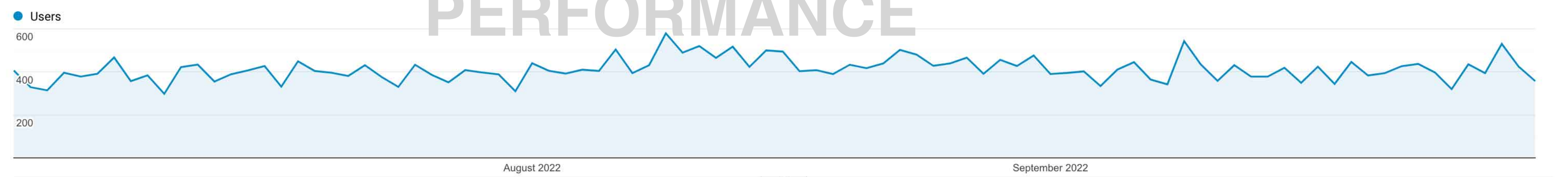
All Traffic

All Users  
100.00% Users

Explorer

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

Users vs. Select a metric



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	31,246 <small>% of Total: 100.00% (31,246)</small>	30,928 <small>% of Total: 100.00% (30,928)</small>	45,113 <small>% of Total: 100.00% (45,113)</small>	40.57% <small>Avg for View: 40.57% (0.00%)</small>	2.53 <small>Avg for View: 2.53 (0.00%)</small>	00:02:30 <small>Avg for View: 00:02:30 (0.00%)</small>	6.00% <small>Avg for View: 6.00% (0.00%)</small>	2,706 <small>% of Total: 100.00% (2,706)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	10,652 (32.61%)	10,135 (32.77%)	14,623 (32.41%)	38.84%	2.91	00:02:42	7.19%	1,051 (38.84%)	\$0.00 (0.00%)
2. [blurred]	5,556 (17.01%)	5,136 (16.61%)	7,632 (16.92%)	35.55%	2.60	00:02:33	8.79%	671 (24.80%)	\$0.00 (0.00%)
3. [blurred]	4,852 (14.85%)	4,776 (15.44%)	6,116 (13.56%)	38.31%	1.45	00:01:07	2.21%	135 (4.99%)	\$0.00 (0.00%)
4. [blurred]	4,842 (14.82%)	4,804 (15.53%)	6,453 (14.30%)	52.84%	2.13	00:01:54	3.50%	226 (8.35%)	\$0.00 (0.00%)
5. dealerleads.com / referral	1,939 (5.94%)	1,840 (5.95%)	2,108 (4.67%)	61.62%	1.90	00:01:09	5.31%	112 (4.14%)	\$0.00 (0.00%)
6. [blurred]	1,482 (4.54%)	1,476 (4.77%)	1,737 (3.85%)	85.15%	1.19	00:00:17	0.75%	13 (0.48%)	\$0.00 (0.00%)
7. [blurred]	904 (2.77%)	804 (2.60%)	1,355 (3.00%)	9.67%	3.33	00:04:35	14.83%	201 (7.43%)	\$0.00 (0.00%)
8. [blurred]	820 (2.51%)	650 (2.10%)	1,323 (2.93%)	28.12%	3.19	00:03:40	8.84%	117 (4.32%)	\$0.00 (0.00%)
9. [blurred]	367 (1.12%)	335 (1.08%)	497 (1.10%)	17.91%	3.81	00:04:40	9.26%	46 (1.70%)	\$0.00 (0.00%)
10. [blurred]	210 (0.64%)	191 (0.62%)	285 (0.63%)	40.35%	2.71	00:02:20	8.42%	24 (0.89%)	\$0.00 (0.00%)

# DEALERLEADS

# 2022 Q4 PERFORMANCE

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  - Referrals
- Google Ads
- Search Console
- Social
- Campaigns
- Behavior
- Attribution BETA
- Discover
- Admin

All Traffic ✓

All Users  
100.00% Users

Explorer

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

Users vs. Select a metric

Users



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sort Type: Default

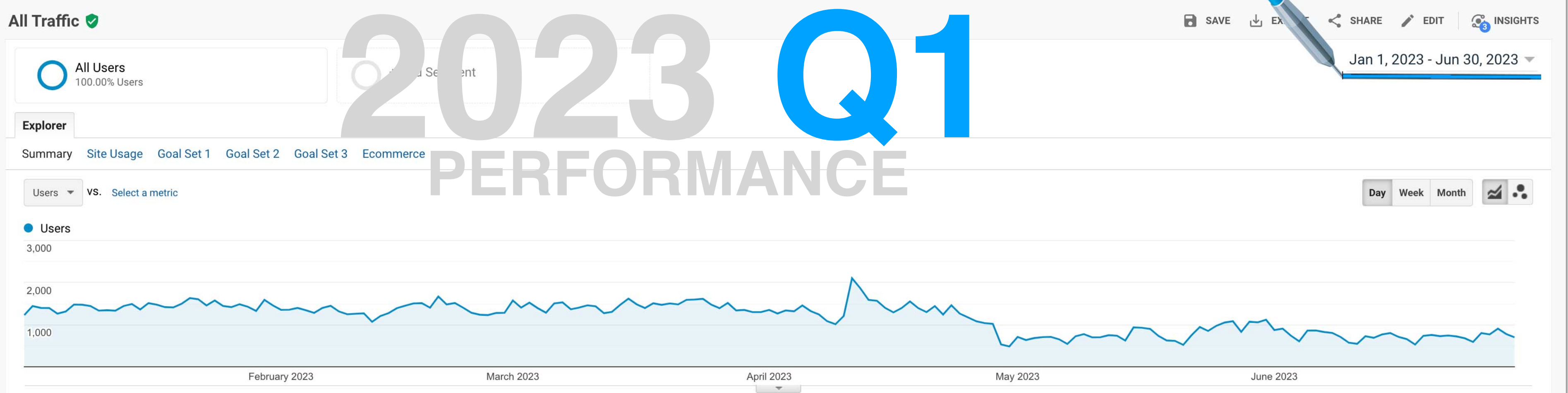
Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	38,483 <small>% of Total: 100.00% (38,483)</small>	38,255 <small>% of Total: 100.00% (38,255)</small>	54,640 <small>% of Total: 100.00% (54,640)</small>	23.18% <small>Avg for View: 23.18% (0.00%)</small>	3.17 <small>Avg for View: 3.17 (0.00%)</small>	00:02:16 <small>Avg for View: 00:02:16 (0.00%)</small>	2.72% <small>Avg for View: 2.72% (0.00%)</small>	1,484 <small>% of Total: 100.00% (1,484)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	9,178 (22.82%)	8,633 (22.57%)	12,201 (22.33%)	26.57%	3.90	00:02:48	4.36%	532 (35.85%)	\$0.00 (0.00%)
2. [blurred]	7,499 (18.64%)	7,023 (18.36%)	10,441 (19.11%)	22.11%	3.74	00:02:47	3.47%	362 (24.39%)	\$0.00 (0.00%)
3. [blurred]	5,892 (14.65%)	5,817 (15.21%)	8,548 (15.64%)	10.59%	2.26	00:01:15	1.17%	100 (6.74%)	\$0.00 (0.00%)
4. [blurred]	4,654 (11.57%)	4,603 (12.03%)	6,297 (11.52%)	35.27%	2.82	00:02:02	2.18%	137 (9.23%)	\$0.00 (0.00%)
5. [blurred]	4,411 (10.97%)	4,388 (11.47%)	5,128 (9.39%)	32.96%	2.00	00:00:24	0.31%	16 (1.08%)	\$0.00 (0.00%)
6. dealerleads.com / referral	2,217 (5.51%)	2,118 (5.54%)	2,518 (4.61%)	34.75%	2.68	00:01:43	1.07%	27 (1.82%)	\$0.00 (0.00%)
7. [blurred]	1,536 (3.82%)	1,528 (3.99%)	1,695 (3.10%)	6.43%	2.35	00:00:29	2.65%	45 (3.03%)	\$0.00 (0.00%)
8. [blurred]	779 (1.94%)	683 (1.79%)	1,116 (2.04%)	7.26%	3.84	00:04:30	6.81%	76 (5.12%)	\$0.00 (0.00%)
9. [blurred]	672 (1.67%)	635 (1.66%)	845 (1.55%)	25.44%	1.91	00:00:51	1.42%	12 (0.81%)	\$0.00 (0.00%)
10. [blurred]	670 (1.67%)	526 (1.37%)	1,060 (1.94%)	23.96%	3.79	00:03:25	5.09%	54 (3.64%)	\$0.00 (0.00%)

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

# DEALERLEADS

# 2023 Q1 PERFORMANCE

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- Discover
- Admin



Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	163,120 <small>% of Total: 100.00% (163,120)</small>	162,642 <small>% of Total: 100.00% (162,642)</small>	244,910 <small>% of Total: 100.00% (244,910)</small>	52.85% <small>Avg for View: 52.85% (0.00%)</small>	2.30 <small>Avg for View: 2.30 (0.00%)</small>	00:01:48 <small>Avg for View: 00:01:48 (0.00%)</small>	3.32% <small>Avg for View: 3.32% (0.00%)</small>	8,119 <small>% of Total: 100.00% (8,119)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	45,200 (26.54%)	44,357 (27.27%)	54,818 (22.38%)	66.24%	1.66	00:00:57	2.82%	1,544 (19.02%)	\$0.00 (0.00%)
2. [blurred]	29,841 (17.52%)	27,893 (17.15%)	43,606 (17.80%)	24.65%	3.80	00:03:09	6.07%	2,647 (32.60%)	\$0.00 (0.00%)
3. [blurred]	28,435 (16.69%)	27,722 (17.04%)	41,500 (16.95%)	64.84%	1.51	00:00:42	1.19%	492 (6.06%)	\$0.00 (0.00%)
4. [blurred]	22,900 (13.44%)	23,076 (14.19%)	32,951 (13.45%)	50.71%	2.34	00:02:32	4.73%	1,559 (19.20%)	\$0.00 (0.00%)
5. [blurred]	13,689 (8.04%)	13,007 (8.00%)	21,017 (8.58%)	60.64%	2.42	00:01:36	1.26%	264 (3.25%)	\$0.00 (0.00%)
6. [blurred]	8,985 (5.27%)	7,549 (4.64%)	18,322 (7.48%)	61.77%	1.56	00:00:49	1.31%	240 (2.96%)	\$0.00 (0.00%)
7. dealerleads.com / referral	7,234 (4.25%)	6,754 (4.15%)	8,341 (3.41%)	51.11%	2.49	00:01:49	4.05%	338 (4.16%)	\$0.00 (0.00%)
8. [blurred]	3,549 (2.08%)	2,964 (1.82%)	6,092 (2.49%)	61.23%	1.48	00:00:50	1.76%	107 (1.32%)	\$0.00 (0.00%)
9. [blurred]	1,347 (0.79%)	1,262 (0.78%)	2,044 (0.83%)	24.22%	3.53	00:03:42	11.01%	225 (2.77%)	\$0.00 (0.00%)








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

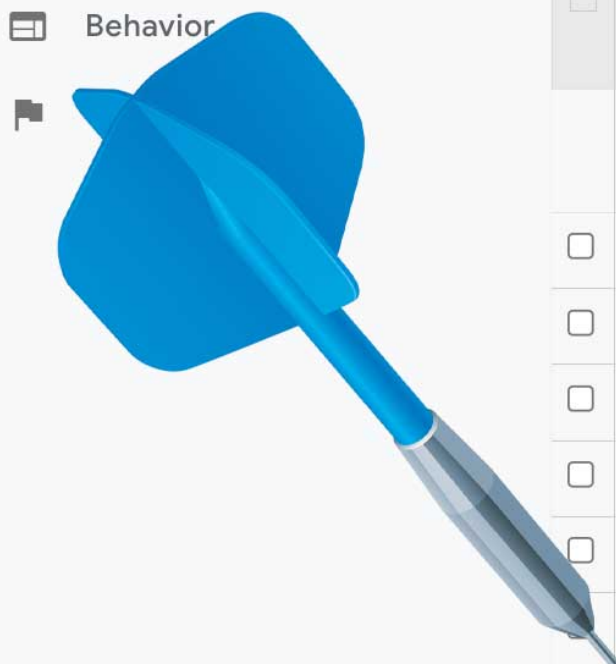
- Home
- Customization
- REPORTS
- Realtime
- Audience
- Acquisition
  - Overview
  - All Traffic
  - Channels
  - Treemaps
  - Source/Medium
  - Referrals
- Google Ads
- Search Console
- Social
- Campaigns
- Behavior
- Attribution BETA
- Discover
- Admin

All Traffic       Apr 1, 2023 - Jun 30, 2023



Primary Dimension: Source / Medium [Source](#) [Medium](#) [Keyword](#) [Other](#)   
 Plot Rows Secondary dimension Sort Type: Default  advanced     

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



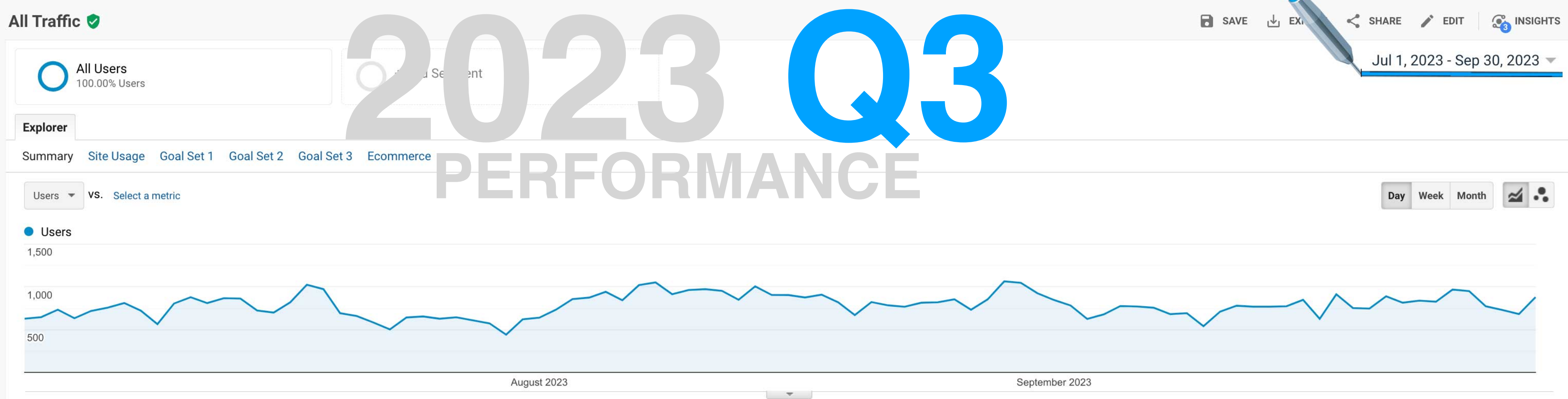
This property has stopped processing data. To continue measuring website performance, set up a Google Analytics 4 (GA4) property. [Learn more](#) [Complete GA4 setup](#)

# DEALERLEADS

## 2023 Q3

### PERFORMANCE

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



Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

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

DEALERLEADS CASE STUDY

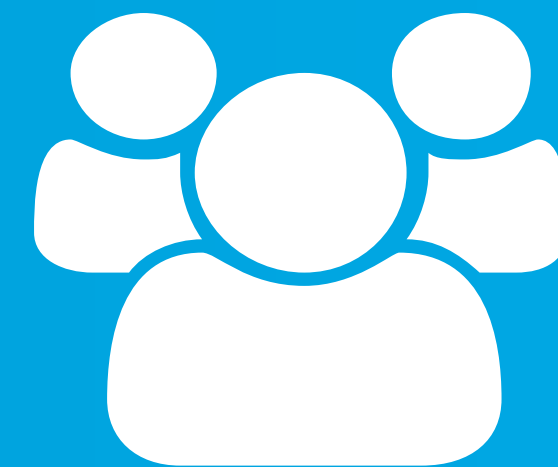
# 2023

Dealership: Bell Ford  
(Phoenix, Arizona)

89,000 Shoppers Delivered  
from DealerLeads.com!

Documented Year by Year

*Sep 2016 - Dec 2022*



# 6 YEAR + CASE STUDY

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