



A family owned and operated company.
(800) 369-3003 dealerleads.com

4 YEAR PLUS

PARTNER CASE STUDY #136

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HONDA



RUSSELL & SMITH HONDA

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

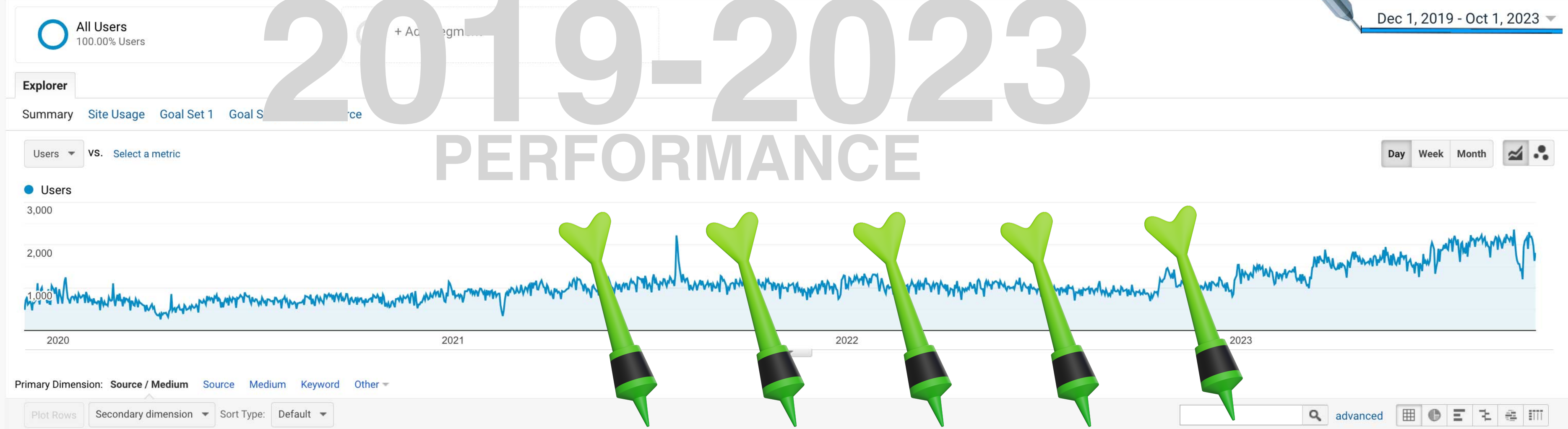
Introducing
DealerLeads.com

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.

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 ✓ SAVE EXPORT SHARE EDIT INSIGHTS Dec 1, 2019 - Oct 1, 2023



Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	1,161,598 <small>% of Total: 100.00% (1,161,598)</small>	1,154,418 <small>% of Total: 100.00% (1,154,418)</small>	1,747,121 <small>% of Total: 100.00% (1,747,121)</small>	22.79% <small>Avg for View: 22.79% (0.00%)</small>	3.50 <small>Avg for View: 3.50 (0.00%)</small>	00:02:41 <small>Avg for View: 00:02:41 (0.00%)</small>	4.87% <small>Avg for View: 4.87% (0.00%)</small>	85,019 <small>% of Total: 100.00% (85,019)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	330,776 (27.22%)	313,143 (27.13%)	483,279 (27.66%)	27.24%	4.18	00:03:11	6.48%	31,328 (36.85%)	\$0.00 (0.00%)
2. [blurred]	282,096 (23.21%)	272,126 (23.57%)	391,826 (22.43%)	22.91%	3.20	00:01:49	4.23%	16,566 (19.49%)	\$0.00 (0.00%)
3. [blurred]	166,551 (13.70%)	168,442 (14.59%)	221,499 (12.68%)	30.37%	3.36	00:03:06	5.38%	11,916 (14.02%)	\$0.00 (0.00%)
4. [blurred]	77,415 (6.37%)	73,757 (6.39%)	117,647 (6.73%)	3.81%	2.77	00:01:21	2.35%	2,769 (3.26%)	\$0.00 (0.00%)
5. [blurred]	71,489 (5.88%)	69,888 (6.05%)	102,621 (5.87%)	19.13%	1.69	00:01:27	2.73%	2,797 (3.29%)	\$0.00 (0.00%)
6. dealerleads.com / referral	71,463 (5.88%)	65,293 (5.66%)	89,709 (5.13%)	33.91%	3.50	00:02:20	4.55%	4,080 (4.80%)	\$0.00 (0.00%)
7. [blurred]	25,666 (2.11%)	22,497 (1.95%)	32,000 (1.83%)	11.75%	5.13	00:03:13	8.07%	2,582 (3.04%)	\$0.00 (0.00%)
8. [blurred]	20,159 (1.66%)	18,121 (1.57%)	43,082 (2.47%)	7.62%	1.92	00:00:54	1.50%	646 (0.76%)	\$0.00 (0.00%)
9. [blurred]	18,405 (1.51%)	16,807 (1.46%)	29,255 (1.67%)	10.49%	2.53	00:01:43	3.30%	965 (1.14%)	\$0.00 (0.00%)

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

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

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

HARD GOAL CONVERSIONS

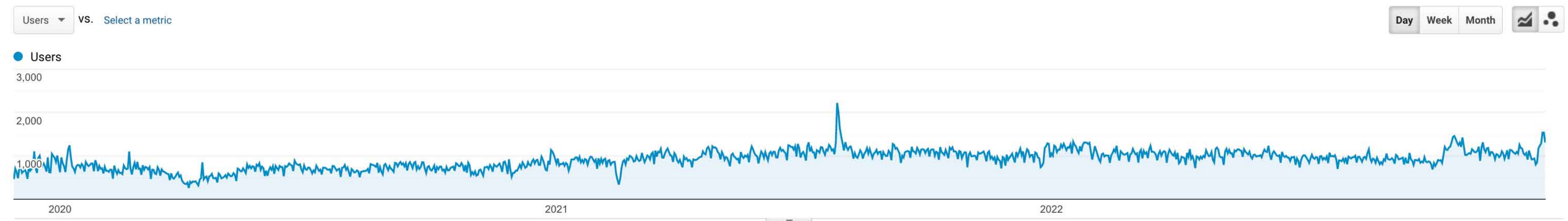
Introducing
DealerLeads.com

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.

- Home
- Customization
- REPORTS
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 - All Traffic
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- Attribution BETA
- Discover
- Admin

All Traffic ✓ **DEALERLEADS** Nov 28, 2019 - Dec 31, 2022

CONVERSION TRACKING



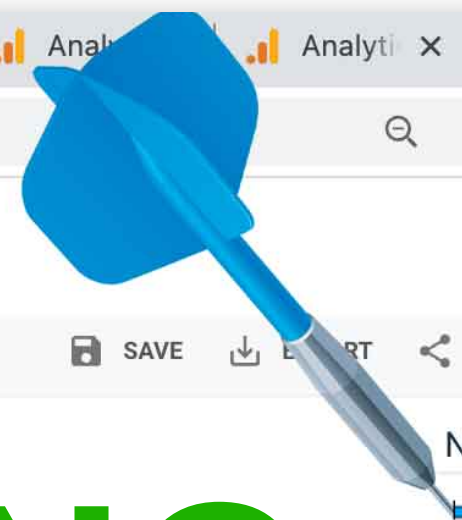
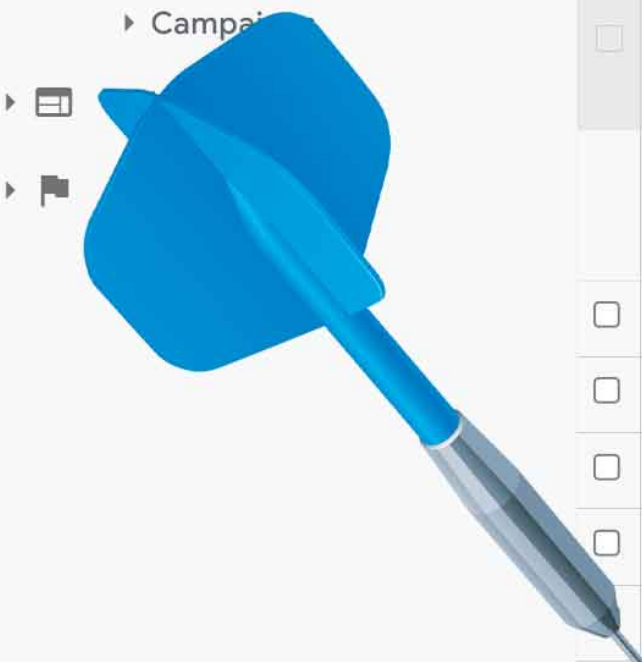
Primary Dimension: **Source / Medium** Source Medium Keyword Other

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 Conversion Count	Goal Conversion Value
	809,910 <small>% of Total: 100.00% (809,910)</small>	808,671 <small>% of Total: 100.00% (808,671)</small>	1,194,247 <small>% of Total: 100.00% (1,194,247)</small>	31.88% <small>Avg for View: 31.88% (0.00%)</small>	3.09 <small>Avg for View: 3.09 (0.00%)</small>	00:02:50 <small>Avg for View: 00:02:50 (0.00%)</small>			
1. [blurred]	274,984 (32.41%)	263,120 (32.54%)	395,997 (33.16%)	32.84%	3.55				
2. [blurred]	147,262 (17.36%)	139,876 (17.30%)	191,256 (16.01%)						
3. [blurred]	126,021 (14.86%)	127,744 (15.80%)	170,021 (14.24%)						
4. [blurred]	71,482 (8.43%)	69,884 (8.64%)	102,617 (8.59%)	19.13%	1.69		2.73%	2,797 (4.58%)	\$0.00 (0.00%)
5. dealerleads.com / referral	50,878 (6.00%)	46,792 (5.79%)	64,164 (5.37%)	44.27%	2.98	00:02:22	4.26%	2,731 (4.48%)	\$0.00 (0.00%)
6. [blurred]	19,374 (2.28%)	17,332 (2.14%)	23,910 (2.00%)	15.32%	4.19	00:03:01	8.23%	1,968 (3.23%)	\$0.00 (0.00%)
7. [blurred]	16,485 (1.94%)	16,300 (2.02%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. [blurred]	14,724 (1.74%)	14,135 (1.75%)	20,398 (1.71%)	16.15%	1.89	00:01:17	1.68%	342 (0.56%)	\$0.00 (0.00%)
9. [blurred]	12,338 (1.45%)	12,044 (1.49%)	15,573 (1.30%)	30.47%	1.75	00:01:19	1.73%	269 (0.44%)	\$0.00 (0.00%)
10. [blurred]	11,653 (1.37%)	8,990 (1.11%)	25,696 (2.15%)	19.49%	1.91	00:02:32	7.32%	1,881 (3.08%)	\$0.00 (0.00%)

All Goals

- ✓ All Goals
- Goal 1: Lead Form | All
- Goal 2: Click to Call
- Goal 3: Click to Chat
- Goal 4: Lead Form | Finance
- Goal 5: Lead Form | Find My Car
- Goal 7: Lead Form | Get Today's Price / E Price
- Goal 8: Lead Form | Send to Mobile



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

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

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

OUR TRAFFIC & CITY LOCATION

Introducing
DealerLeads.com

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

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 - Conversions

DEALERLEADS

CONSISTENT TRAFFIC

month after month, year after year.



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
	50,878 <small>% of Total: 6.28% (809,910)</small>	46,792 <small>% of Total: 5.79% (808,671)</small>	64,164 <small>% of Total: 5.37% (1,194,247)</small>	44.27% <small>Avg for View: 31.88% (38.85%)</small>	2.98 <small>Avg for View: 3.09 (-3.85%)</small>	00:02:22 <small>Avg for View: 00:02:50 (-16.76%)</small>	4.26% <small>Avg for View: 5.11% (-16.70%)</small>	2,731 <small>% of Total: 4.48% (61,020)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. dealerleads.com / referral	50,878 (100.00%)	46,792 (100.00%)	64,164 (100.00%)	44.27%	2.98	00:02:22	4.26%	2,731 (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 12:25:20 PM - Refresh Report

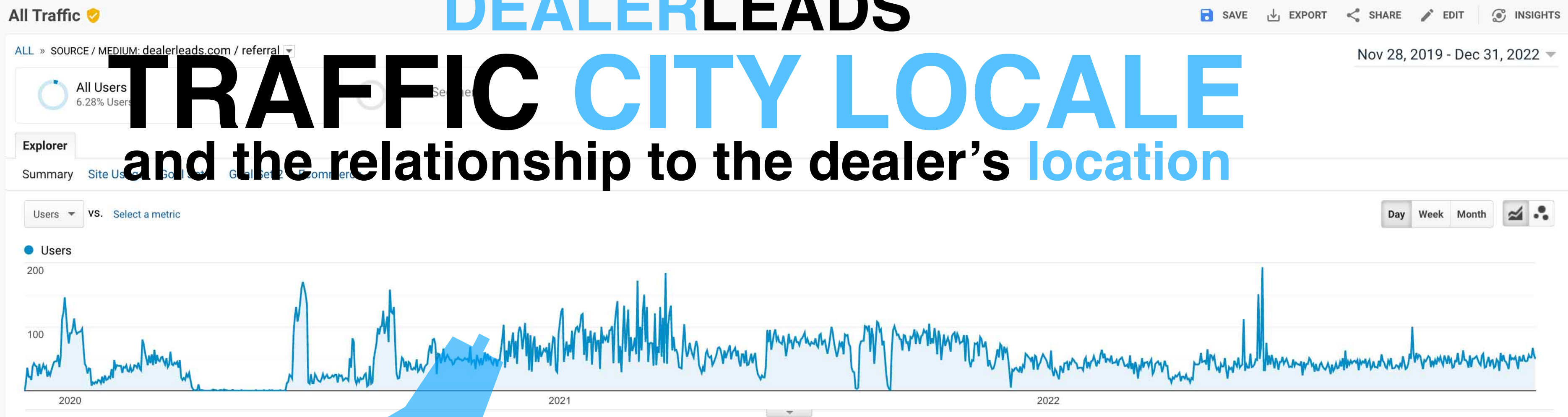
- Attribution BETA
- Discover
- Admin

DEALERLEADS

TRAFFIC CITY LOCALE

and the relationship to the dealer's location

- Home
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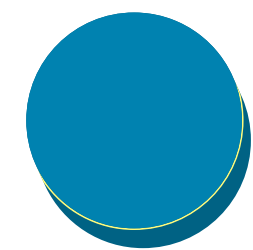


Source / Medium	City	Acquisition			Behavior			Conversions		
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
		51,772 <small>% of Total: 6.39% (809,910)</small>	47,805 <small>% of Total: 5.91% (808,671)</small>	65,039 <small>% of Total: 5.45% (1,194,247)</small>	44.33% <small>Avg for View: 31.88% (39.05%)</small>	3.01 <small>Avg for View: 3.09 (-2.87%)</small>	00:02:24 <small>Avg for View: 00:02:50 (-15.66%)</small>	4.32% <small>Avg for View: 5.11% (-15.41%)</small>	2,825 <small>% of Total: 4.63% (61,020)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. dealerleads.com / referral	Houston	21,529 (40.43%)	18,949 (39.64%)	30,336 (46.64%)	39.98%	3.41	00:03:14	4.25%	1,290 (45.66%)	\$0.00 (0.00%)
2. dealerleads.com / referral	(not set)	2,006 (3.77%)	1,947 (4.07%)	2,125 (3.27%)	51.72%	2.25	00:01:06	2.40%	51 (1.81%)	\$0.00 (0.00%)
3. dealerleads.com / referral	Dallas	1,274 (2.39%)	1,053 (2.20%)	1,506 (2.32%)	29.88%	3.13	00:02:20	5.98%	90 (3.19%)	\$0.00 (0.00%)
4. dealerleads.com / referral	Cypress	971 (1.82%)	872 (1.82%)	1,069 (1.64%)	45.56%	3.15	00:01:29	3.46%	37 (1.31%)	\$0.00 (0.00%)
5. dealerleads.com / referral	Pearland	920 (1.73%)	739 (1.55%)	1,157 (1.78%)	35.44%	3.42	00:02:57	5.70%	66 (2.34%)	\$0.00 (0.00%)
6. dealerleads.com / referral	Austin	708 (1.33%)	612 (1.28%)	803 (1.23%)	40.10%	2.90	00:01:33	4.98%	40 (1.42%)	\$0.00 (0.00%)
7. dealerleads.com / referral	Sugar Land	620 (1.16%)	537 (1.12%)	731 (1.12%)	35.98%	3.69	00:01:56	3.97%	29 (1.03%)	\$0.00 (0.00%)
8. dealerleads.com / referral	Missouri City	590 (1.11%)	495 (1.04%)	665 (1.02%)	32.33%	3.85	00:02:15	7.22%	48 (1.70%)	\$0.00 (0.00%)
9. dealerleads.com / referral	Mexico City	511 (0.96%)	508 (1.06%)	513 (0.79%)	70.57%	1.58	00:00:36	2.53%	13 (0.46%)	\$0.00 (0.00%)
10. dealerleads.com / referral	Conroe	497 (0.93%)	463 (0.97%)	543 (0.83%)	51.01%	2.38	00:01:52	6.81%	37 (1.31%)	\$0.00 (0.00%)

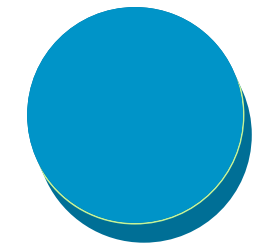
- Attribution BETA
- Discover
- Admin

LET'S GO

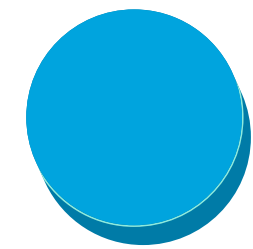
Quarter by Quarter



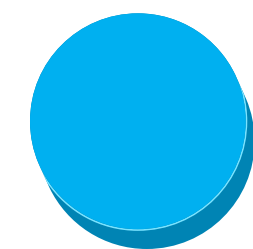
1ST QUARTER REPORTING
JAN 1 thru MAR 31



2ND QUARTER REPORTING
APR 1 thru JUN 30



3RD QUARTER REPORTING
JUL 1 thru SEP 30



4TH QUARTER REPORTING
OCT 1 thru DEC 31



analytics.google.com/analytics/web/?authuser=6#/report/trafficsources-all-traffic/a6232088w73621827p207102353/_u.date0=20191101&_u.date01=20191231&_goalOption=ALL/

Analytics Dealer Leads - Conversion ... Try searching "Compare bounce rate this week with last week"

DEALERLEADS

2019 Q4

PERFORMANCE

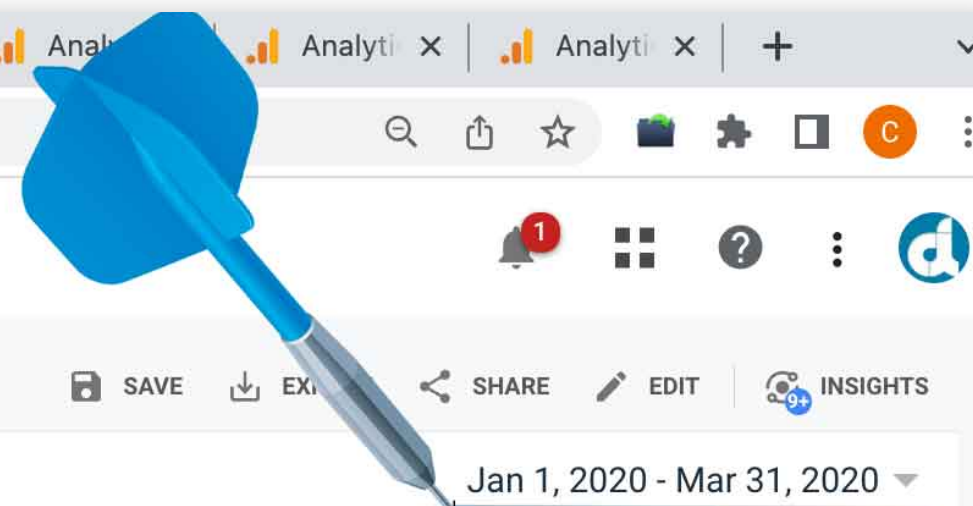
Nov 1, 2019 - Dec 31, 2019

Users

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
	22,105 % of Total: 100.00% (22,105)	20,859 % of Total: 100.00% (20,859)	30,271 % of Total: 100.00% (30,271)	2.55% Avg for View: 2.55% (0.00%)	6.80 Avg for View: 6.80 (0.00%)	00:03:25 Avg for View: 00:03:25 (0.00%)	2.50% Avg for View: 2.50% (0.00%)	756 % of Total: 100.00% (756)	\$0.00 % of Total: 0.00% (\$0.00)
1. [blurred]	5,542 (24.13%)	4,941 (23.69%)	7,495 (24.76%)	0.44%	6.18	00:02:52	2.32%	174 (23.02%)	\$0.00 (0.00%)
2. [blurred]	4,424 (19.26%)	4,277 (20.50%)	5,784 (19.11%)	8.59%	6.19	00:03:29	2.54%	147 (19.44%)	\$0.00 (0.00%)
3. [blurred]	3,613 (15.73%)	3,091 (14.82%)	5,297 (17.50%)	0.32%	9.66	00:04:16	3.70%	196 (25.93%)	\$0.00 (0.00%)
4. [blurred]	3,300 (14.37%)	2,947 (14.13%)	4,274 (14.12%)	0.94%	6.06	00:02:16	2.81%	120 (15.87%)	\$0.00 (0.00%)
5. dealerleads.com / referral	1,512 (6.58%)	1,404 (6.73%)	1,740 (5.75%)	1.21%	6.07	00:02:24	2.76%	48 (6.35%)	\$0.00 (0.00%)
6. [blurred]	1,228 (5.35%)	1,217 (5.83%)	1,545 (5.10%)	4.01%	2.22	00:01:08	1.36%	21 (2.78%)	\$0.00 (0.00%)
7. [blurred]	713 (3.10%)	664 (3.18%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. [blurred]	526 (2.29%)	526 (2.52%)	533 (1.76%)	1.31%	1.98	00:00:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. [blurred]	266 (1.16%)	213 (1.02%)	336 (1.11%)	0.00%	9.02	00:03:45	2.68%	9 (1.19%)	\$0.00 (0.00%)
10. [blurred]	204 (0.89%)	174 (0.83%)	244 (0.81%)	2.87%	3.14	00:00:29	0.41%	1 (0.13%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 128



DEALERLEADS

2020 Q1 PERFORMANCE

All Traffic

All Users
100.00% Users

+ Add Segment

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce

Users vs. Select a metric

Users

1,500

1,000

500



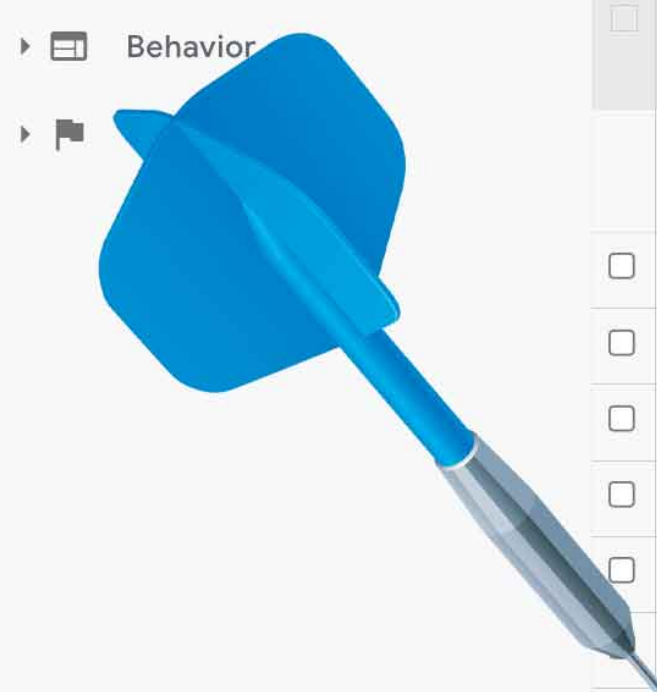
Day Week Month

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
	51,787 <small>% of Total: 100.00% (51,787)</small>	50,244 <small>% of Total: 100.00% (50,244)</small>	72,948 <small>% of Total: 100.00% (72,948)</small>	27.22% <small>Avg for View: 27.22% (0.00%)</small>	4.40 <small>Avg for View: 4.40 (0.00%)</small>	00:03:17 <small>Avg for View: 00:03:17 (0.00%)</small>	3.06% <small>Avg for View: 3.06% (0.00%)</small>	2,229 <small>% of Total: 100.00% (2,229)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	13,707 (25.28%)	12,624 (25.13%)	18,761 (25.72%)	32.47%	4.04	00:02:46	2.95%	553 (24.81%)	\$0.00 (0.00%)
2. [blurred]	10,810 (19.94%)	10,478 (20.85%)	14,033 (19.24%)	32.80%	3.80	00:03:19	3.34%	469 (21.04%)	\$0.00 (0.00%)
3. [blurred]	4,742 (8.75%)	4,153 (8.27%)	7,486 (10.26%)	13.81%	4.77	00:04:38	5.18%	388 (17.41%)	\$0.00 (0.00%)
4. [blurred]	4,563 (8.42%)	4,272 (8.50%)	5,958 (8.17%)	17.30%	4.59	00:02:05	2.47%	147 (6.59%)	\$0.00 (0.00%)
5. [blurred]	4,556 (8.40%)	3,865 (7.69%)	7,062 (9.68%)	5.38%	7.61	00:04:09	3.53%	249 (11.17%)	\$0.00 (0.00%)
6. dealerleads.com / referral	3,379 (6.23%)	3,011 (5.99%)	4,447 (6.10%)	24.62%	4.57	00:03:26	3.62%	161 (7.22%)	\$0.00 (0.00%)
7. [blurred]	2,978 (5.49%)	2,948 (5.87%)	3,363 (4.61%)	51.86%	1.83	00:00:33	1.43%	48 (2.15%)	\$0.00 (0.00%)
8. [blurred]	2,307 (4.25%)	2,295 (4.57%)	2,448 (3.36%)	90.07%	1.16	00:00:16	0.74%	18 (0.81%)	\$0.00 (0.00%)
9. [blurred]	1,566 (2.89%)	1,495 (2.98%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. [blurred]	1,337 (2.47%)	1,335 (2.66%)	1,535 (2.10%)	19.87%	2.21	00:01:08	0.26%	4 (0.18%)	\$0.00 (0.00%)



analytics.google.com/analytics/web/?authuser=6#/report/trafficsources-all-traffic/a6232088w73621827p207102353/_u.date0=20200401&_u.date01=20200630&_goalOption=ALL/

Analytics Dealer Leads - Conversion ... Try searching "Worst pages by load speed"

DEALERLEADS

2020 Q2 PERFORMANCE

Apr 1, 2020 - Jun 30, 2020

All Traffic 100.00% Users

Explorer Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce

Users vs. Select a metric

Primary Dimension: Source / Medium Source Medium 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
	43,381 <small>% of Total: 100.00% (43,381)</small>	42,585 <small>% of Total: 100.00% (42,585)</small>	65,381 <small>% of Total: 100.00% (65,381)</small>	35.91% <small>Avg for View: 35.91% (0.00%)</small>	3.67 <small>Avg for View: 3.67 (0.00%)</small>	00:03:48 <small>Avg for View: 00:03:48 (0.00%)</small>	4.25% <small>Avg for View: 4.25% (0.00%)</small>	2,777 <small>% of Total: 100.00% (2,777)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	23,778 (52.46%)	22,618 (53.11%)	34,759 (53.16%)	37.55%	3.69	00:03:27	4.49%	1,559 (56.14%)	\$0.00 (0.00%)
2. [blurred]	9,986 (22.03%)	9,693 (22.76%)	13,470 (20.60%)	39.33%	3.16	00:03:31	4.20%	566 (20.38%)	\$0.00 (0.00%)
3. [blurred]	2,581 (5.69%)	2,363 (5.55%)	3,764 (5.76%)	42.51%	3.12	00:02:22	3.32%	125 (4.50%)	\$0.00 (0.00%)
4. dealerleads.com / referral	1,552 (3.42%)	1,444 (3.39%)	1,801 (2.75%)	52.47%	2.77	00:01:58	3.00%	54 (1.94%)	\$0.00 (0.00%)
5. [blurred]	1,253 (2.76%)	1,222 (2.87%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. [blurred]	662 (1.46%)	515 (1.21%)	1,090 (1.67%)	18.35%	4.76	00:04:22	5.14%	56 (2.02%)	\$0.00 (0.00%)
7. [blurred]	625 (1.38%)	545 (1.28%)	856 (1.31%)	14.49%	4.50	00:04:31	5.84%	50 (1.80%)	\$0.00 (0.00%)
8. [blurred]	612 (1.35%)	540 (1.27%)	896 (1.37%)	21.88%	4.83	00:04:20	6.03%	54 (1.94%)	\$0.00 (0.00%)
9. [blurred]	603 (1.33%)	467 (1.10%)	1,250 (1.91%)	20.72%	2.59	00:03:45	3.76%	47 (1.69%)	\$0.00 (0.00%)
10. [blurred]	570 (1.26%)	437 (1.03%)	934 (1.43%)	20.24%	4.25	00:04:16	6.53%	61 (2.20%)	\$0.00 (0.00%)

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- Google Ads
- Search Console
- Social

All Traffic

DEALERLEADS

2020 Q3 PERFORMANCE

All Users
100.00% Users

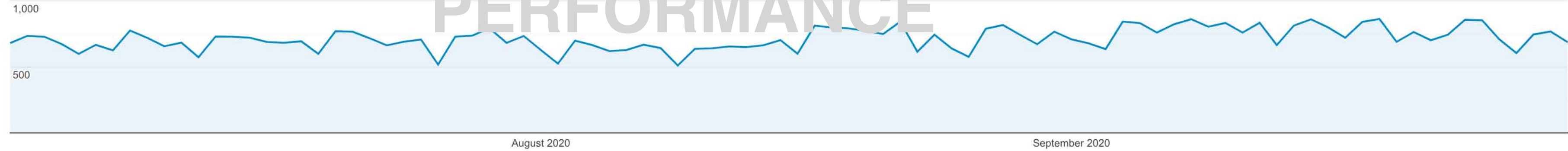
+ Add Segment

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce

Users vs. Select a metric

Users



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	52,509 <small>% of Total: 100.00% (52,509)</small>	51,190 <small>% of Total: 100.00% (51,190)</small>	75,999 <small>% of Total: 100.00% (75,999)</small>	38.11% <small>Avg for View: 38.11% (0.00%)</small>	3.33 <small>Avg for View: 3.33 (0.00%)</small>	00:03:25 <small>Avg for View: 00:03:25 (0.00%)</small>	5.58% <small>Avg for View: 5.58% (0.00%)</small>	4,242 <small>% of Total: 100.00% (4,242)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	24,471 (44.66%)	22,943 (44.82%)	35,577 (46.81%)	36.57%	3.69	00:03:31	6.34%	2,256 (53.18%)	\$0.00 (0.00%)
2. [blurred]	11,868 (21.66%)	11,536 (22.54%)	14,581 (19.19%)	46.47%	2.84	00:03:04	5.42%	790 (18.62%)	\$0.00 (0.00%)
3. [blurred]	3,990 (7.28%)	3,672 (7.17%)	5,056 (6.65%)	42.33%	2.93	00:02:03	5.06%	256 (6.03%)	\$0.00 (0.00%)
4. dealerleads.com / referral	3,686 (6.73%)	3,392 (6.63%)	4,367 (5.75%)	47.77%	2.81	00:02:02	4.37%	191 (4.50%)	\$0.00 (0.00%)
5. [blurred]	2,221 (4.05%)	2,103 (4.11%)	2,968 (3.91%)	41.98%	1.59	00:01:12	0.88%	26 (0.61%)	\$0.00 (0.00%)
6. [blurred]	1,640 (2.99%)	1,580 (3.09%)	1,974 (2.60%)	61.50%	1.40	00:00:54	0.66%	13 (0.31%)	\$0.00 (0.00%)
7. [blurred]	1,577 (2.88%)	1,250 (2.44%)	3,499 (4.60%)	21.49%	2.14	00:03:00	4.83%	169 (3.98%)	\$0.00 (0.00%)
8. [blurred]	1,170 (2.14%)	1,121 (2.19%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. [blurred]	725 (1.32%)	626 (1.22%)	962 (1.27%)	24.43%	4.33	00:03:42	7.80%	75 (1.77%)	\$0.00 (0.00%)
10. [blurred]	541 (0.99%)	477 (0.93%)	675 (0.89%)	11.26%	4.87	00:04:14	7.85%	53 (1.25%)	\$0.00 (0.00%)

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- Search Console
- Social
- Attribution BETA
- Discover
- Admin

All Traffic ✓

DEALERLEADS

2020 Q4 PERFORMANCE

All Users
100.00% Users

Explorer
Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce

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 Conversion Rate	Goal Completions	Goal Value
	54,451 <small>% of Total: 100.00% (54,451)</small>	53,944 <small>% of Total: 100.00% (53,944)</small>	79,950 <small>% of Total: 100.00% (79,950)</small>	38.39% <small>Avg for View: 38.39% (0.00%)</small>	3.10 <small>Avg for View: 3.10 (0.00%)</small>	00:03:05 <small>Avg for View: 00:03:05 (0.00%)</small>	5.69% <small>Avg for View: 5.69% (0.00%)</small>	4,552 <small>% of Total: 100.00% (4,552)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	21,734 (37.69%)	20,455 (37.92%)	32,100 (40.15%)	37.24%	3.53	00:03:18	6.84%	2,197 (48.26%)	\$0.00 (0.00%)
2. [blurred]	11,241 (19.49%)	10,990 (20.37%)	13,892 (17.38%)	42.05%	2.70	00:02:46	6.51%	904 (19.86%)	\$0.00 (0.00%)
3. [blurred]	7,321 (12.70%)	6,819 (12.64%)	9,280 (11.61%)	49.84%	2.69	00:01:55	4.94%	458 (10.06%)	\$0.00 (0.00%)
4. dealerleads.com / referral	4,889 (8.48%)	4,540 (8.42%)	5,608 (7.01%)	60.72%	2.23	00:01:19	4.08%	229 (5.03%)	\$0.00 (0.00%)
5. [blurred]	2,816 (4.88%)	2,722 (5.05%)	3,725 (4.66%)	25.56%	1.65	00:01:20	1.69%	63 (1.38%)	\$0.00 (0.00%)
6. [blurred]	2,115 (3.67%)	1,871 (3.47%)	2,952 (3.69%)	33.43%	1.49	00:01:13	1.46%	43 (0.94%)	\$0.00 (0.00%)
7. [blurred]	1,752 (3.04%)	1,365 (2.53%)	3,407 (4.26%)	21.40%	1.97	00:02:38	5.49%	187 (4.11%)	\$0.00 (0.00%)
8. [blurred]	1,451 (2.52%)	1,428 (2.65%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. [blurred]	719 (1.25%)	626 (1.16%)	995 (1.24%)	21.81%	4.84	00:03:45	8.04%	80 (1.76%)	\$0.00 (0.00%)
10. [blurred]	649 (1.13%)	572 (1.06%)	773 (0.97%)	14.10%	4.90	00:03:59	11.38%	88 (1.93%)	\$0.00 (0.00%)

- Home
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- Search Console
- Social

All Traffic

DEALERLEADS

2021 Q1 PERFORMANCE

All Users 100.00% Users

Explorer Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce

Users vs. Select a metric



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	66,866 <small>% of Total: 100.00% (66,866)</small>	66,715 <small>% of Total: 100.00% (66,715)</small>	92,516 <small>% of Total: 100.00% (92,516)</small>	40.52% <small>Avg for View: 40.52% (0.00%)</small>	2.90 <small>Avg for View: 2.90 (0.00%)</small>	00:02:50 <small>Avg for View: 00:02:50 (0.00%)</small>	5.19% <small>Avg for View: 5.19% (0.00%)</small>	4,798 <small>% of Total: 100.00% (4,798)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	24,163 (34.03%)	22,469 (33.68%)	32,664 (35.31%)	38.20%	3.40	00:02:52	6.33%	2,068 (43.10%)	\$0.00 (0.00%)
2. [blurred]	12,299 (17.32%)	12,282 (18.41%)	16,128 (17.43%)	32.89%	2.76	00:03:29	5.69%	917 (19.11%)	\$0.00 (0.00%)
3. [blurred]	11,783 (16.60%)	10,941 (16.40%)	14,800 (16.00%)	57.20%	2.30	00:01:36	4.36%	645 (13.44%)	\$0.00 (0.00%)
4. dealerleads.com / referral	7,014 (9.88%)	6,734 (10.09%)	7,890 (8.53%)	65.82%	2.11	00:01:19	2.65%	209 (4.36%)	\$0.00 (0.00%)
5. [blurred]	6,534 (9.20%)	6,377 (9.56%)	7,889 (8.53%)	35.35%	1.74	00:01:13	1.71%	135 (2.81%)	\$0.00 (0.00%)
6. [blurred]	1,516 (2.14%)	1,506 (2.26%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. [blurred]	1,232 (1.74%)	926 (1.39%)	2,344 (2.53%)	21.84%	1.85	00:02:22	5.33%	125 (2.61%)	\$0.00 (0.00%)
8. [blurred]	1,164 (1.64%)	1,017 (1.52%)	1,358 (1.47%)	16.42%	4.11	00:02:43	7.81%	106 (2.21%)	\$0.00 (0.00%)
9. [blurred]	820 (1.15%)	609 (0.91%)	1,403 (1.52%)	24.16%	2.87	00:04:37	13.40%	188 (3.92%)	\$0.00 (0.00%)
10. [blurred]	678 (0.95%)	589 (0.88%)	848 (0.92%)	13.92%	3.47	00:03:10	9.32%	79 (1.65%)	\$0.00 (0.00%)

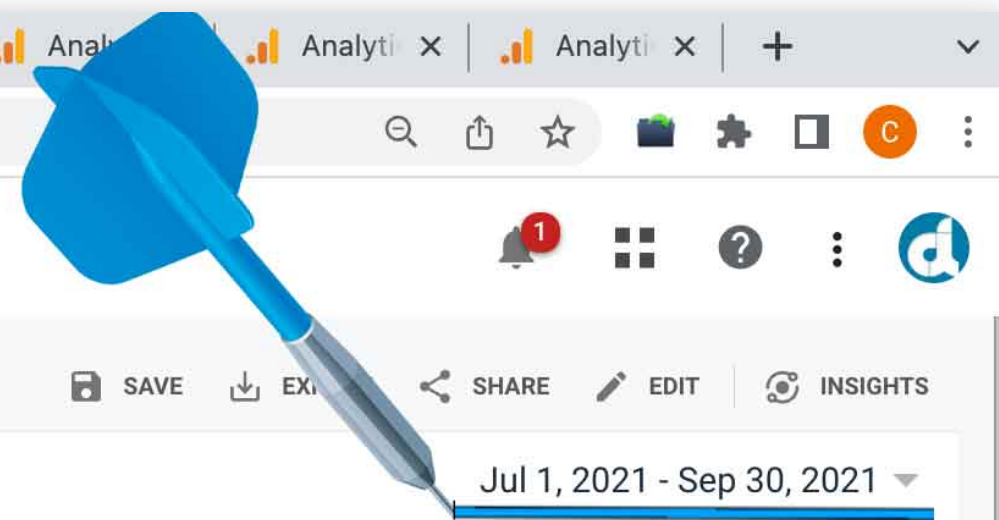
- Home
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- Campaigns
- Attribution BETA
- Discover
- Admin



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

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	74,163 <small>% of Total: 100.00% (74,163)</small>	73,539 <small>% of Total: 100.00% (73,539)</small>	107,721 <small>% of Total: 100.00% (107,721)</small>	33.85% <small>Avg for View: 33.85% (0.00%)</small>	3.06 <small>Avg for View: 3.06 (0.00%)</small>	00:02:57 <small>Avg for View: 00:02:57 (0.00%)</small>	5.51% <small>Avg for View: 5.51% (0.00%)</small>	5,933 <small>% of Total: 100.00% (5,933)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	26,705 (33.97%)	25,315 (34.42%)	38,267 (35.52%)	33.23%	3.53	00:02:58	6.78%	2,595 (43.74%)	\$0.00 (0.00%)
2. [blurred]	13,366 (17.00%)	12,470 (16.96%)	16,820 (15.61%)	54.29%	2.40	00:01:42	4.86%	818 (13.79%)	\$0.00 (0.00%)
3. [blurred]	10,926 (13.90%)	10,788 (14.67%)	14,401 (13.37%)	31.62%	2.94	00:03:37	6.92%	997 (16.80%)	\$0.00 (0.00%)
4. [blurred]	8,617 (10.96%)	8,199 (11.15%)	12,481 (11.59%)	19.73%	1.73	00:01:30	1.77%	221 (3.72%)	\$0.00 (0.00%)
5. dealerleads.com / referral	4,799 (6.10%)	4,292 (5.84%)	6,088 (5.65%)	47.52%	3.17	00:02:50	3.91%	238 (4.01%)	\$0.00 (0.00%)
6. [blurred]	3,111 (3.96%)	2,941 (4.00%)	3,955 (3.67%)	25.28%	1.84	00:01:32	1.80%	71 (1.20%)	\$0.00 (0.00%)
7. [blurred]	2,423 (3.08%)	2,131 (2.90%)	2,846 (2.64%)	19.22%	3.90	00:02:51	6.71%	191 (3.22%)	\$0.00 (0.00%)
8. [blurred]	1,702 (2.17%)	1,687 (2.29%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. [blurred]	1,356 (1.73%)	1,045 (1.42%)	2,165 (2.01%)	31.50%	2.52	00:03:25	8.08%	175 (2.95%)	\$0.00 (0.00%)
10. [blurred]	880 (1.12%)	770 (1.05%)	1,161 (1.08%)	14.47%	4.34	00:04:17	10.25%	119 (2.01%)	\$0.00 (0.00%)



DEALERLEADS

2021 Q3 PERFORMANCE

All Traffic

All Users
100.00% Users

+ Add Segment

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce

Users vs. Select a metric

Users

3,000

2,000

1,000

August 2021

September 2021

Primary Dimension: Source / Medium Source Medium Keyword Other

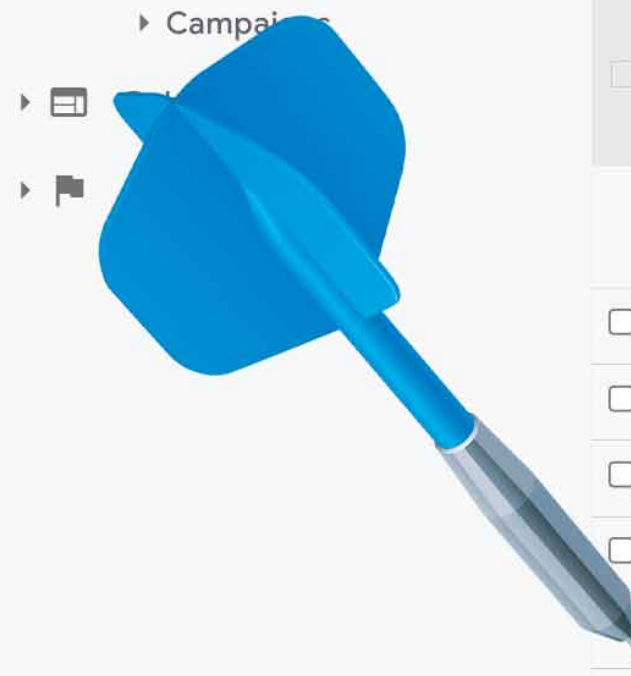
Plot Rows

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
	83,645 <small>% of Total: 100.00% (83,645)</small>	82,378 <small>% of Total: 100.00% (82,378)</small>	120,189 <small>% of Total: 100.00% (120,189)</small>	36.08% <small>Avg for View: 36.08% (0.00%)</small>	2.91 <small>Avg for View: 2.91 (0.00%)</small>	00:02:51 <small>Avg for View: 00:02:51 (0.00%)</small>	4.49% <small>Avg for View: 4.49% (0.00%)</small>	5,401 <small>% of Total: 100.00% (5,401)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	33,022 (37.48%)	31,090 (37.74%)	45,107 (37.53%)	39.32%	3.27	00:02:55	4.88%	2,199 (40.71%)	\$0.00 (0.00%)
2. [blurred]	13,438 (15.25%)	12,510 (15.19%)	16,931 (14.09%)	52.92%	2.44	00:01:54	4.13%	700 (12.96%)	\$0.00 (0.00%)
3. [blurred]	12,358 (14.03%)	12,013 (14.58%)	17,926 (14.91%)	19.65%	1.81	00:01:44	1.89%	339 (6.28%)	\$0.00 (0.00%)
4. [blurred]	10,893 (12.36%)	10,677 (12.96%)	14,347 (11.94%)	38.98%	2.80	00:03:25	5.53%	794 (14.70%)	\$0.00 (0.00%)
5. dealerleads.com / referral	5,819 (6.60%)	5,194 (6.31%)	7,569 (6.30%)	44.37%	3.09	00:03:03	4.28%	324 (6.00%)	\$0.00 (0.00%)
6. [blurred]	2,806 (3.18%)	2,496 (3.03%)	3,493 (2.91%)	19.41%	3.82	00:02:51	6.44%	225 (4.17%)	\$0.00 (0.00%)
7. [blurred]	1,528 (1.73%)	1,513 (1.84%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. [blurred]	1,466 (1.66%)	1,382 (1.68%)	2,183 (1.82%)	15.44%	1.73	00:01:41	3.02%	66 (1.22%)	\$0.00 (0.00%)
9. [blurred]	973 (1.10%)	723 (0.88%)	1,705 (1.42%)	35.43%	2.67	00:03:52	7.16%	122 (2.26%)	\$0.00 (0.00%)
10. [blurred]	840 (0.95%)	700 (0.85%)	1,187 (0.99%)	17.86%	4.32	00:03:40	8.59%	102 (1.89%)	\$0.00 (0.00%)



DEALERLEADS

2021 Q4 PERFORMANCE

All Traffic

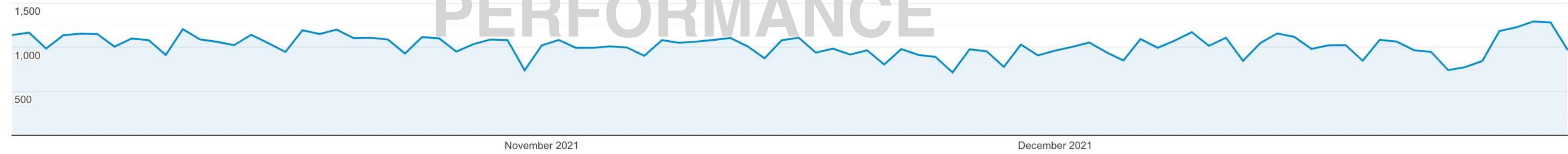
All Users
100.00% Users

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce

Users vs. Select a metric

Users



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
	74,876 <small>% of Total: 100.00% (74,876)</small>	72,348 <small>% of Total: 100.00% (72,348)</small>	111,688 <small>% of Total: 100.00% (111,688)</small>	33.77% <small>Avg for View: 33.77% (0.00%)</small>	2.92 <small>Avg for View: 2.92 (0.00%)</small>	00:03:03 <small>Avg for View: 00:03:03 (0.00%)</small>	5.38% <small>Avg for View: 5.38% (0.00%)</small>	6,010 <small>% of Total: 100.00% (6,010)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	23,811 (30.56%)	22,045 (30.47%)	34,711 (31.08%)	30.57%	3.62	00:03:22	6.83%	2,371 (39.45%)	\$0.00 (0.00%)
2. [blurred]	14,887 (19.10%)	13,935 (19.26%)	19,886 (17.80%)	51.82%	2.32	00:01:57	4.81%	957 (15.92%)	\$0.00 (0.00%)
3. [blurred]	12,034 (15.44%)	11,494 (15.89%)	17,079 (15.29%)	21.80%	1.74	00:01:32	2.42%	413 (6.87%)	\$0.00 (0.00%)
4. [blurred]	11,556 (14.83%)	11,418 (15.78%)	15,772 (14.12%)	38.82%	2.72	00:03:06	5.61%	885 (14.73%)	\$0.00 (0.00%)
5. dealerleads.com / referral	4,711 (6.05%)	4,230 (5.85%)	6,573 (5.89%)	42.90%	2.96	00:03:03	4.72%	310 (5.16%)	\$0.00 (0.00%)
6. [blurred]	1,923 (2.47%)	1,656 (2.29%)	2,432 (2.18%)	15.54%	4.13	00:03:32	7.81%	190 (3.16%)	\$0.00 (0.00%)
7. [blurred]	1,639 (2.10%)	1,474 (2.04%)	2,618 (2.34%)	17.19%	1.78	00:01:57	3.59%	94 (1.56%)	\$0.00 (0.00%)
8. [blurred]	1,313 (1.68%)	1,305 (1.80%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. [blurred]	1,093 (1.40%)	738 (1.02%)	2,433 (2.18%)	21.45%	1.69	00:02:28	8.84%	215 (3.58%)	\$0.00 (0.00%)
10. [blurred]	918 (1.18%)	639 (0.88%)	1,723 (1.54%)	34.47%	2.80	00:04:12	9.52%	164 (2.73%)	\$0.00 (0.00%)

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

All Traffic ✓

DEALERLEADS

2022 Q1 PERFORMANCE

All Users
100.00% Users

+ Add Segment

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce

Users vs. Select a metric

Users



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	77,511 <small>% of Total: 100.00% (77,511)</small>	76,844 <small>% of Total: 100.00% (76,844)</small>	115,504 <small>% of Total: 100.00% (115,504)</small>	34.77% <small>Avg for View: 34.77% (0.00%)</small>	2.68 <small>Avg for View: 2.68 (0.00%)</small>	00:02:48 <small>Avg for View: 00:02:48 (0.00%)</small>	5.36% <small>Avg for View: 5.36% (0.00%)</small>	6,193 <small>% of Total: 100.00% (6,193)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	26,336 (32.31%)	24,670 (32.10%)	36,566 (31.66%)	35.06%	3.19	00:02:52	7.08%	2,589 (41.81%)	\$0.00 (0.00%)
2. [blurred]	18,037 (22.13%)	17,331 (22.55%)	22,620 (19.58%)	56.58%	2.02	00:01:42	4.33%	980 (15.82%)	\$0.00 (0.00%)
3. [blurred]	13,044 (16.00%)	12,697 (16.52%)	19,754 (17.10%)	18.83%	1.75	00:01:37	2.71%	536 (8.65%)	\$0.00 (0.00%)
4. [blurred]	9,647 (11.83%)	9,540 (12.41%)	13,098 (11.34%)	35.65%	2.73	00:03:09	6.16%	807 (13.03%)	\$0.00 (0.00%)
5. dealerleads.com / referral	3,209 (3.94%)	2,830 (3.68%)	4,399 (3.81%)	41.21%	2.86	00:02:55	4.91%	216 (3.49%)	\$0.00 (0.00%)
6. [blurred]	2,258 (2.77%)	2,006 (2.61%)	2,753 (2.38%)	16.78%	3.79	00:02:49	8.46%	233 (3.76%)	\$0.00 (0.00%)
7. [blurred]	1,752 (2.15%)	1,572 (2.05%)	2,785 (2.41%)	19.93%	1.76	00:01:34	2.76%	77 (1.24%)	\$0.00 (0.00%)
8. [blurred]	1,277 (1.57%)	1,268 (1.65%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. [blurred]	1,104 (1.35%)	817 (1.06%)	2,518 (2.18%)	21.05%	1.71	00:02:15	6.79%	171 (2.76%)	\$0.00 (0.00%)
10. [blurred]	906 (1.11%)	843 (1.10%)	1,482 (1.28%)	34.89%	1.13	00:00:46	1.21%	18 (0.29%)	\$0.00 (0.00%)

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

All Traffic

DEALERLEADS

2022 Q2 PERFORMANCE

All Users
100.00% Users

+ Add Segment

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce

Users vs. Select a metric



Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	73,607 <small>% of Total: 100.00% (73,607)</small>	72,584 <small>% of Total: 100.00% (72,584)</small>	109,030 <small>% of Total: 100.00% (109,030)</small>	29.94% <small>Avg for View: 29.94% (0.00%)</small>	2.48 <small>Avg for View: 2.48 (0.00%)</small>	00:02:24 <small>Avg for View: 00:02:24 (0.00%)</small>	7.24% <small>Avg for View: 7.24% (0.00%)</small>	7,889 <small>% of Total: 100.00% (7,889)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	23,775 (30.79%)	22,659 (31.22%)	32,563 (29.87%)	29.85%	3.02	00:02:38	9.32%	3,035 (38.47%)	\$0.00 (0.00%)
2. [blurred]	15,246 (19.74%)	14,277 (19.67%)	20,174 (18.50%)	45.78%	2.04	00:01:37	7.18%	1,448 (18.35%)	\$0.00 (0.00%)
3. [blurred]	11,974 (15.51%)	11,625 (16.02%)	16,301 (14.95%)	19.72%	1.53	00:01:08	3.80%	620 (7.86%)	\$0.00 (0.00%)
4. [blurred]	9,430 (12.21%)	9,247 (12.74%)	12,529 (11.49%)	34.82%	2.65	00:02:57	7.66%	960 (12.17%)	\$0.00 (0.00%)
5. dealerleads.com / referral	3,377 (4.37%)	3,086 (4.25%)	4,513 (4.14%)	36.52%	2.62	00:02:17	6.51%	294 (3.73%)	\$0.00 (0.00%)
6. [blurred]	2,709 (3.51%)	2,524 (3.48%)	5,738 (5.26%)	18.40%	1.10	00:00:48	1.12%	64 (0.81%)	\$0.00 (0.00%)
7. [blurred]	2,258 (2.92%)	1,997 (2.75%)	2,643 (2.42%)	14.76%	3.65	00:02:37	12.60%	333 (4.22%)	\$0.00 (0.00%)
8. [blurred]	1,775 (2.30%)	1,607 (2.21%)	2,753 (2.52%)	21.18%	1.64	00:01:20	4.76%	131 (1.66%)	\$0.00 (0.00%)
9. [blurred]	1,398 (1.81%)	1,016 (1.40%)	3,110 (2.85%)	16.75%	1.70	00:02:16	11.38%	354 (4.49%)	\$0.00 (0.00%)
10. [blurred]	1,143 (1.48%)	1,138 (1.57%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

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

All Traffic ✓ **DEALERLEADS** SAVE EXPORT SHARE EDIT INSIGHTS Jul 1, 2022 - Sep 30, 2022

2022 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
	69,894 <small>% of Total: 100.00% (69,894)</small>	67,275 <small>% of Total: 100.00% (67,275)</small>	99,303 <small>% of Total: 100.00% (99,303)</small>	26.21% <small>Avg for View: 26.21% (0.00%)</small>	2.39 <small>Avg for View: 2.39 (0.00%)</small>	00:02:18 <small>Avg for View: 00:02:18 (0.00%)</small>	5.75% <small>Avg for View: 5.75% (0.00%)</small>	5,710 <small>% of Total: 100.00% (5,710)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	18,456 (25.68%)	17,339 (25.77%)	25,788 (25.97%)	25.60%	3.11	00:03:00	8.12%	2,095 (36.69%)	\$0.00 (0.00%)
2. [blurred]	13,569 (18.88%)	12,757 (18.96%)	17,632 (17.76%)	42.10%	2.08	00:01:48	4.59%	810 (14.19%)	\$0.00 (0.00%)
3. [blurred]	13,476 (18.75%)	12,830 (19.07%)	17,668 (17.79%)	15.74%	1.57	00:01:09	3.55%	628 (11.00%)	\$0.00 (0.00%)
4. [blurred]	8,724 (12.14%)	8,585 (12.76%)	11,395 (11.47%)	34.45%	2.65	00:03:08	6.06%	691 (12.10%)	\$0.00 (0.00%)
5. dealerleads.com / referral	3,459 (4.81%)	3,139 (4.67%)	4,236 (4.27%)	40.82%	2.48	00:01:52	6.23%	264 (4.62%)	\$0.00 (0.00%)
6. [blurred]	3,329 (4.63%)	3,086 (4.59%)	6,973 (7.02%)	10.63%	1.10	00:00:50	1.69%	118 (2.07%)	\$0.00 (0.00%)
7. [blurred]	2,564 (3.57%)	2,312 (3.44%)	3,105 (3.13%)	14.17%	3.75	00:02:41	9.66%	300 (5.25%)	\$0.00 (0.00%)
8. [blurred]	2,030 (2.82%)	1,830 (2.72%)	3,159 (3.18%)	14.66%	1.60	00:01:25	3.10%	98 (1.72%)	\$0.00 (0.00%)
9. [blurred]	1,268 (1.76%)	985 (1.46%)	2,633 (2.65%)	14.39%	1.75	00:02:26	10.41%	274 (4.80%)	\$0.00 (0.00%)
10. [blurred]	1,053 (1.47%)	1,047 (1.56%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

DEALERLEADS

2022 Q4

PERFORMANCE

All Traffic

All Users
100.00% Users

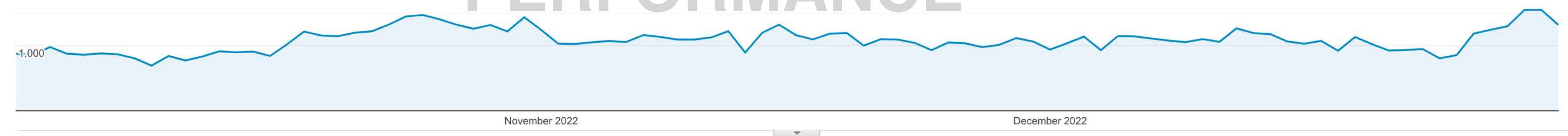
Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Ecommerce

Users vs. Select a metric

Users

2,000



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
	80,580 <small>% of Total: 100.00% (80,580)</small>	78,625 <small>% of Total: 100.00% (78,625)</small>	114,429 <small>% of Total: 100.00% (114,429)</small>	20.23% <small>Avg for View: 20.23% (0.00%)</small>	2.99 <small>Avg for View: 2.99 (0.00%)</small>	00:01:57 <small>Avg for View: 00:01:57 (0.00%)</small>	3.97% <small>Avg for View: 3.97% (0.00%)</small>	4,538 <small>% of Total: 100.00% (4,538)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	26,763 (31.75%)	25,645 (32.62%)	34,157 (29.85%)	28.57%	2.56	00:01:21	3.62%	1,236 (27.24%)	\$0.00 (0.00%)
2. [blurred]	15,606 (18.52%)	14,118 (17.96%)	21,873 (19.11%)	14.80%	4.50	00:03:02	6.96%	1,523 (33.56%)	\$0.00 (0.00%)
3. [blurred]	12,861 (15.26%)	12,336 (15.69%)	18,159 (15.87%)	10.53%	1.95	00:01:20	1.81%	329 (7.25%)	\$0.00 (0.00%)
4. [blurred]	8,380 (9.94%)	8,337 (10.60%)	10,740 (9.39%)	31.09%	3.27	00:02:26	4.04%	434 (9.56%)	\$0.00 (0.00%)
dealerleads.com / referral	3,883 (4.61%)	3,496 (4.45%)	4,934 (4.31%)	28.39%	3.35	00:02:12	3.91%	193 (4.25%)	\$0.00 (0.00%)
6. [blurred]	3,116 (3.70%)	2,790 (3.55%)	6,004 (5.25%)	10.83%	1.58	00:00:50	1.05%	63 (1.39%)	\$0.00 (0.00%)
7. [blurred]	2,497 (2.96%)	2,393 (3.04%)	3,052 (2.67%)	26.87%	1.88	00:00:36	1.28%	39 (0.86%)	\$0.00 (0.00%)
8. [blurred]	2,145 (2.54%)	1,864 (2.37%)	2,608 (2.28%)	8.70%	5.23	00:02:48	7.17%	187 (4.12%)	\$0.00 (0.00%)
9. [blurred]	2,096 (2.49%)	1,825 (2.32%)	3,306 (2.89%)	9.35%	2.36	00:01:27	2.12%	70 (1.54%)	\$0.00 (0.00%)
10. [blurred]	1,205 (1.43%)	1,026 (1.30%)	1,408 (1.23%)	14.99%	1.48	00:01:19	2.84%	40 (0.88%)	\$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
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- Acquisition
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- Search Console
- Social
- Campaigns
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- Discover
- Admin

All Traffic ✓ SAVE EXPORT SHARE EDIT INSIGHTS



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
	97,846 <small>% of Total: 100.00% (97,846)</small>	97,601 <small>% of Total: 100.00% (97,601)</small>	146,694 <small>% of Total: 100.00% (146,694)</small>	2.88% <small>Avg for View: 2.88% (0.00%)</small>	4.33 <small>Avg for View: 4.33 (0.00%)</small>	00:02:03 <small>Avg for View: 00:02:03 (0.00%)</small>	3.62% <small>Avg for View: 3.62% (0.00%)</small>	5,316 <small>% of Total: 100.00% (5,316)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	37,633 (35.88%)	36,353 (37.25%)	51,393 (35.03%)	1.51%	3.92	00:01:38	3.26%	1,674 (31.49%)	\$0.00 (0.00%)
2. [blurred]	18,506 (17.65%)	16,606 (17.01%)	26,593 (18.13%)	1.23%	6.53	00:03:07	6.55%	1,742 (32.77%)	\$0.00 (0.00%)
3. [blurred]	14,548 (13.87%)	13,571 (13.90%)	20,356 (13.88%)	0.95%	2.84	00:01:17	1.16%	237 (4.46%)	\$0.00 (0.00%)
4. [blurred]	11,393 (10.86%)	11,309 (11.59%)	14,158 (9.65%)	15.66%	4.39	00:02:33	4.29%	607 (11.42%)	\$0.00 (0.00%)
5. dealerleads.com / referral	5,149 (4.91%)	4,722 (4.84%)	5,984 (4.08%)	4.08%	4.13	00:01:35	2.52%	151 (2.84%)	\$0.00 (0.00%)
6. [blurred]	3,462 (3.30%)	2,986 (3.06%)	6,839 (4.66%)	0.69%	2.54	00:00:50	1.11%	76 (1.43%)	\$0.00 (0.00%)
7. [blurred]	2,898 (2.76%)	2,727 (2.79%)	3,649 (2.49%)	0.88%	2.72	00:00:42	1.04%	38 (0.71%)	\$0.00 (0.00%)
8. [blurred]	2,568 (2.45%)	2,200 (2.25%)	4,023 (2.74%)	1.52%	3.36	00:01:35	2.04%	82 (1.54%)	\$0.00 (0.00%)
9. [blurred]	2,223 (2.12%)	1,840 (1.89%)	2,783 (1.90%)	1.33%	7.38	00:03:01	6.83%	190 (3.57%)	\$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
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All Traffic SAVE EXPORT SHARE EDIT INSIGHTS



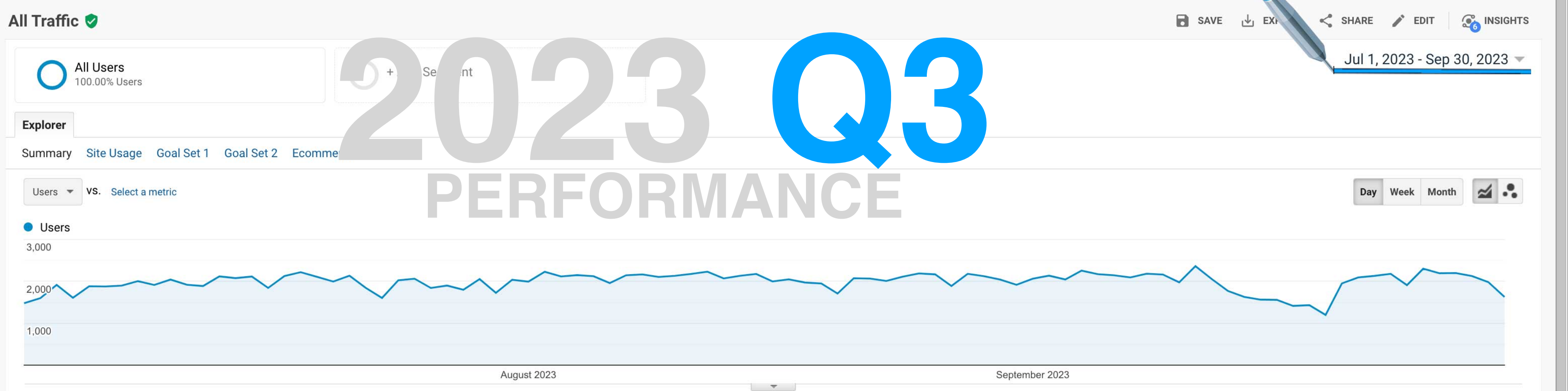
Primary Dimension: **Source / Medium** Source Medium Keyword Other

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
	112,046 <small>% of Total: 100.00% (112,046)</small>	110,373 <small>% of Total: 100.00% (110,373)</small>	180,475 <small>% of Total: 100.00% (180,475)</small>	1.99% <small>Avg for View: 1.99% (0.00%)</small>	4.71 <small>Avg for View: 4.71 (0.00%)</small>	00:02:33 <small>Avg for View: 00:02:33 (0.00%)</small>	4.09% <small>Avg for View: 4.09% (0.00%)</small>	7,389 <small>% of Total: 100.00% (7,389)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	42,216 (35.19%)	40,431 (36.63%)	61,859 (34.28%)	1.51%	4.30	00:02:09	3.88%	2,402 (32.51%)	\$0.00 (0.00%)
2. [blurred]	20,538 (17.12%)	19,320 (17.50%)	32,579 (18.05%)	0.50%	3.10	00:01:34	1.69%	551 (7.46%)	\$0.00 (0.00%)
3. [blurred]	18,852 (15.72%)	16,471 (14.92%)	29,934 (16.59%)	1.26%	7.29	00:03:58	6.68%	2,001 (27.08%)	\$0.00 (0.00%)
4. [blurred]	14,150 (11.80%)	13,951 (12.64%)	17,846 (9.89%)	7.91%	4.80	00:03:02	5.06%	903 (12.22%)	\$0.00 (0.00%)
5. dealerleads.com / referral	6,398 (5.33%)	5,601 (5.07%)	8,211 (4.55%)	3.37%	5.36	00:02:38	4.82%	396 (5.36%)	\$0.00 (0.00%)
6. [blurred]	3,235 (2.70%)	2,625 (2.38%)	7,173 (3.97%)	0.49%	2.51	00:00:57	1.20%	86 (1.16%)	\$0.00 (0.00%)
7. [blurred]	2,745 (2.29%)	2,521 (2.28%)	3,403 (1.89%)	0.82%	2.56	00:00:47	1.15%	39 (0.53%)	\$0.00 (0.00%)
8. [blurred]	2,284 (1.90%)	1,894 (1.72%)	3,349 (1.86%)	0.66%	3.75	00:01:55	2.60%	87 (1.18%)	\$0.00 (0.00%)
9. [blurred]	1,886 (1.57%)	1,556 (1.41%)	2,398 (1.33%)	0.71%	8.20	00:04:09	6.92%	166 (2.25%)	\$0.00 (0.00%)

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Primary Dimension: Source / Medium Source Medium Keyword Other

Plot Rows Secondary dimension Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	141,158 % of Total: 100.00% (141,158)	137,787 % of Total: 100.00% (137,787)	225,737 % of Total: 100.00% (225,737)	4.21% Avg for View: 4.21% (0.00%)	4.18 Avg for View: 4.18 (0.00%)	00:02:20 Avg for View: 00:02:20 (0.00%)	4.96% Avg for View: 4.96% (0.00%)	11,204 % of Total: 100.00% (11,204)	\$0.00 % of Total: 0.00% (\$0.00)
1. [blurred]	57,931 (38.73%)	55,156 (40.03%)	86,903 (38.50%)	2.90%	3.54	00:01:55	4.32%	3,752 (33.49%)	\$0.00 (0.00%)
2. [blurred]	28,091 (18.78%)	26,317 (19.10%)	43,576 (19.30%)	1.90%	2.89	00:01:16	3.69%	1,610 (14.37%)	\$0.00 (0.00%)
3. [blurred]	19,888 (13.30%)	17,273 (12.54%)	31,247 (13.84%)	2.74%	7.09	00:04:03	7.56%	2,363 (21.09%)	\$0.00 (0.00%)
4. [blurred]	16,001 (10.70%)	15,621 (11.34%)	19,766 (8.76%)	14.09%	4.29	00:02:53	5.34%	1,055 (9.42%)	\$0.00 (0.00%)
5. dealerleads.com / referral	8,980 (6.00%)	8,106 (5.88%)	11,272 (4.99%)	13.23%	4.82	00:02:20	7.04%	794 (7.09%)	\$0.00 (0.00%)
6. [blurred]	3,727 (2.49%)	3,024 (2.19%)	8,447 (3.74%)	2.00%	2.40	00:00:57	2.18%	184 (1.64%)	\$0.00 (0.00%)
7. [blurred]	2,618 (1.75%)	2,188 (1.59%)	3,795 (1.68%)	2.35%	3.28	00:01:41	4.66%	177 (1.58%)	\$0.00 (0.00%)
8. [blurred]	2,441 (1.63%)	2,147 (1.56%)	3,116 (1.38%)	4.36%	2.94	00:01:08	2.28%	71 (0.63%)	\$0.00 (0.00%)
9. [blurred]	2,205 (1.47%)	1,787 (1.30%)	2,937 (1.30%)	1.46%	8.31	00:04:25	8.78%	258 (2.30%)	\$0.00 (0.00%)

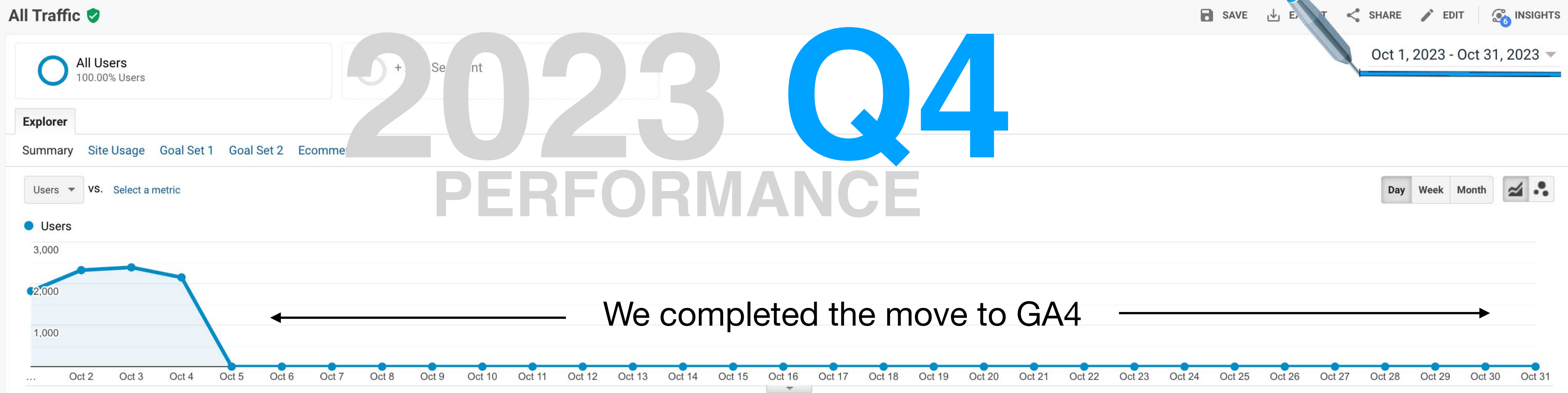
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- Home
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- Google Ads
- Search Console
- Social
- Campaigns
- Attribution BETA
- Discover
- Admin

DEALERLEADS

2023 Q4

PERFORMANCE



Source / Medium	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	8,001 <small>% of Total: 100.00% (8,001)</small>	6,591 <small>% of Total: 100.00% (6,591)</small>	10,092 <small>% of Total: 100.00% (10,092)</small>	2.33% <small>Avg for View: 2.33% (0.00%)</small>	3.86 <small>Avg for View: 3.86 (0.00%)</small>	00:01:56 <small>Avg for View: 00:01:56 (0.00%)</small>	4.99% <small>Avg for View: 4.99% (0.00%)</small>	504 <small>% of Total: 100.00% (504)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. [blurred]	2,880 (35.51%)	2,174 (32.98%)	3,495 (34.63%)	0.43%	2.91	00:01:10	3.32%	116 (23.02%)	\$0.00 (0.00%)
2. [blurred]	2,321 (28.62%)	2,086 (31.65%)	3,021 (29.93%)	1.56%	3.52	00:01:53	5.00%	151 (29.96%)	\$0.00 (0.00%)
3. [blurred]	859 (10.59%)	780 (11.83%)	885 (8.77%)	12.43%	3.37	00:01:31	4.86%	43 (8.53%)	\$0.00 (0.00%)
4. [blurred]	816 (10.06%)	611 (9.27%)	1,077 (10.67%)	1.30%	7.28	00:03:50	6.22%	67 (13.29%)	\$0.00 (0.00%)
5. dealerleads.com / referral	539 (6.65%)	501 (7.60%)	570 (5.65%)	3.68%	4.41	00:01:30	11.23%	64 (12.70%)	\$0.00 (0.00%)
6. [blurred]	161 (1.98%)	84 (1.27%)	290 (2.87%)	1.03%	2.20	00:00:45	5.86%	17 (3.37%)	\$0.00 (0.00%)
7. [blurred]	118 (1.45%)	69 (1.05%)	179 (1.77%)	1.12%	3.42	00:02:47	5.59%	10 (1.98%)	\$0.00 (0.00%)
8. [blurred]	106 (1.31%)	76 (1.15%)	121 (1.20%)	0.00%	2.78	00:01:17	7.44%	9 (1.79%)	\$0.00 (0.00%)
9. [blurred]	77 (0.95%)	56 (0.85%)	98 (0.97%)	1.02%	10.05	00:04:16	10.20%	10 (1.98%)	\$0.00 (0.00%)

DEALERLEADS CASE STUDY

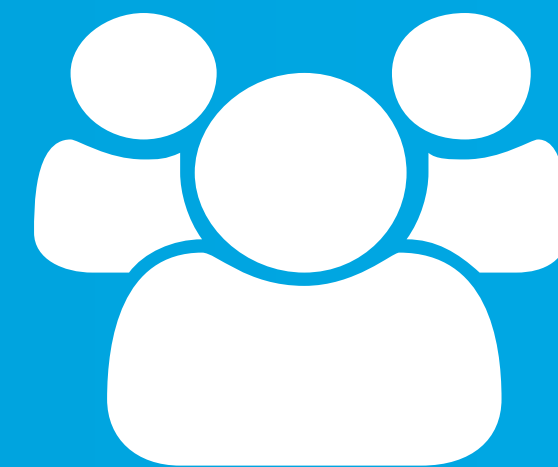
2023

Dealership: Bell Ford
(Phoenix, Arizona)

89,000 Shoppers Delivered
from DealerLeads.com!

Documented Year by Year

Sep 2016 - Dec 2022



6 YEAR + CASE STUDY

[DEALERLEADS.com](https://www.dealerleads.com)