



A family owned and operated company.  
**(800) 369-3003** [dealerleads.com](http://dealerleads.com)

# 8 YEAR PLUS

PARTNER CASE STUDY #11

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[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

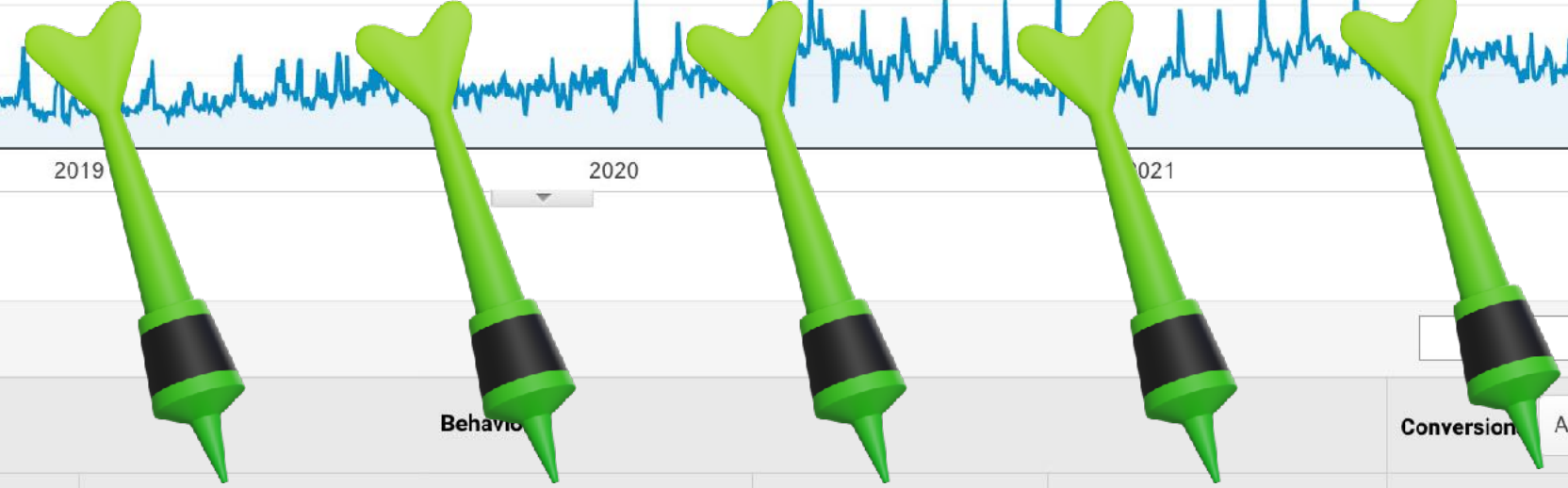
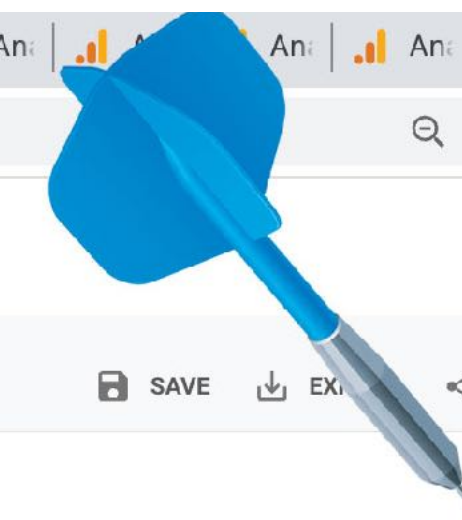
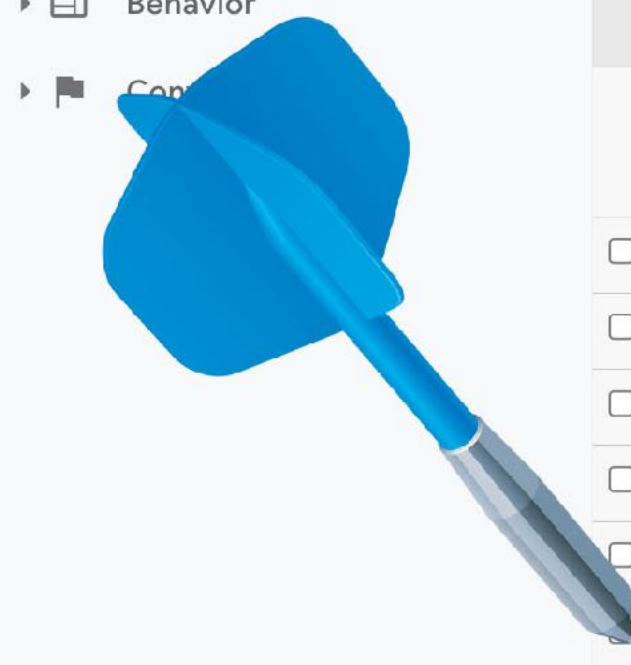
The following slide will show our platform's cumulative total for this client. It represents the entire time this dealership has been on our platform while using Google Analytics for tracking, accountability, and transparency.

# DEALERLEADS

# 2016-2023 PERFORMANCE



| Source / Medium               | Acquisition                                     |   |   | Behavior                                  |                                       |   | Conversion                              |   |                                       |  |
|-------------------------------|---|---|---|---|---------------------------------------|---|---|---|---------------------------------------|--|
|                               | Users   | New Users                                       | Sessions  | Bounce Rate                               | Pages / Session                       | Avg. Session Duration                         | Goal Conversion Rate                    | Goal Completions                          | Goal Value                            |  |
|                               | 1,576,625<br>% of Total: 100.00%<br>(1,576,625) | 1,587,008<br>% of Total: 100.00%<br>(1,587,008) | 2,516,957<br>% of Total: 100.00%<br>(2,516,957) | 29.05%<br>Avg for View: 29.05%<br>(0.00%) | 2.83<br>Avg for View: 2.83<br>(0.00%) | 00:02:39<br>Avg for View: 00:02:39<br>(0.00%) | 2.46%<br>Avg for View: 2.46%<br>(0.00%) | 61,940<br>% of Total: 100.00%<br>(61,940) | \$0.00<br>% of Total: 0.00%<br>(0.00) |  |
| 1. [blurred]                  | 476,658 (28.12%)                                | 452,541 (28.52%)                                | 697,806 (27.72%)                                | 23.44%                                    | 3.84                                  | 00:03:38                                      | 3.54%                                   | 24,694 (39.87%)                           | \$0.00 (0.00%)                        |  |
| 2. [blurred]                  | 274,240 (16.18%)                                | 276,653 (17.43%)                                | 388,825 (15.45%)                                | 34.77%                                    | 2.93                                  | 00:03:08                                      | 2.92%                                   | 11,366 (18.35%)                           | \$0.00 (0.00%)                        |  |
| 3. [blurred]                  | 188,524 (11.12%)                                | 174,229 (10.98%)                                | 261,825 (10.40%)                                | 29.51%                                    | 3.11                                  | 00:02:43                                      | 3.85%                                   | 10,091 (16.29%)                           | \$0.00 (0.00%)                        |  |
| 4. [blurred]                  | 170,968 (10.09%)                                | 159,833 (10.07%)                                | 335,189 (13.32%)                                | 20.28%                                    | 1.35                                  | 00:00:57                                      | 0.53%                                   | 1,787 (2.89%)                             | \$0.00 (0.00%)                        |  |
| 5. [blurred]                  | 82,620 (4.87%)                                  | 77,558 (4.89%)                                  | 148,633 (5.91%)                                 | 26.67%                                    | 1.26                                  | 00:00:43                                      | 0.45%                                   | 676 (1.09%)                               | \$0.00 (0.00%)                        |  |
| 6. dealerleads.com / referral | 60,809 (3.59%)                                  | 49,794 (3.14%)                                  | 88,545 (3.52%)                                  | 19.00%                                    | 3.94                                  | 00:03:59                                      | 5.05%                                   | 4,475 (7.22%)                             | \$0.00 (0.00%)                        |  |
| 7. [blurred]                  | 39,548 (2.33%)                                  | 38,981 (2.46%)                                  | 43,074 (1.71%)                                  | 46.75%                                    | 2.87                                  | 00:00:16                                      | 0.00%                                   | 0 (0.00%)                                 | \$0.00 (0.00%)                        |  |
| 8. [blurred]                  | 34,055 (2.01%)                                  | 31,643 (1.99%)                                  | 52,627 (2.09%)                                  | 14.25%                                    | 4.33                                  | 00:04:23                                      | 3.55%                                   | 1,867 (3.01%)                             | \$0.00 (0.00%)                        |  |
| 9. [blurred]                  | 24,158 (1.43%)                                  | 19,293 (1.22%)                                  | 37,906 (1.51%)                                  | 12.73%                                    | 1.60                                  | 00:01:28                                      | 0.75%                                   | 284 (0.46%)                               | \$0.00 (0.00%)                        |  |
| 10. [blurred]                 | 22,499 (1.33%)                                  | 20,235 (1.28%)                                  | 33,690 (1.34%)                                  | 26.60%                                    | 3.16                                  | 00:01:54                                      | 0.41%                                   | 137 (0.22%)                               | \$0.00 (0.00%)                        |  |



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

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

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

# HARD GOAL CONVERSIONS

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[DealerLeads.com](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** Aug 28, 2016 - Dec 31, 2022

Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 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 | Value         |
|                               | 1,576,625<br><small>% of Total: 100.00%<br/>(1,576,625)</small> | 1,587,008<br><small>% of Total: 100.00%<br/>(1,587,008)</small> | 2,516,957<br><small>% of Total: 100.00%<br/>(2,516,957)</small> | 29.05%<br><small>Avg for View: 29.05%<br/>(0.00%)</small> | 2.83<br><small>Avg for View: 2.83<br/>(0.00%)</small> | 00:02:39<br><small>Avg for View: 00:02:39<br/>(0.00%)</small> |                      |               |
| 1. [blurred]                  | 476,658 (28.12%)  | 452,541 (28.52%)  | 697,806 (27.7%)   |   |   |   |                      |               |
| 2. [blurred]                  | 274,240 (16.18%)  | 276,653 (17.43%)  | 388,825 (15.4%)   |   |   |   |                      |               |
| 3. [blurred]                  | 188,524 (11.12%)  | 174,229 (10.98%)  | 261,825 (10.4%)   |   |   |   |                      |               |
| 4. [blurred]                  | 170,968 (10.09%)  | 159,833 (10.07%)  | 335,189 (13.32%)  | 20.28%  | 1.35  | 00:00:57  |                      |               |
| 5. [blurred]                  | 82,620 (4.87%)  | 77,558 (4.89%)  | 148,633 (5.91%)   | 26.67%  | 1.26  | 00:00:43  |                      |               |
| 6. dealerleads.com / referral | 60,809 (3.59%)  | 49,794 (3.14%)  | 88,545 (3.52%)  | 19.00%  | 3.94  | 00:03:59  |                      |               |
| 7. [blurred]                  | 39,548 (2.33%)  | 38,981 (2.46%)  | 43,074 (1.71%)  | 46.75%  | 2.87  | 00:00:16  | 0.00%                | 0 (0.00%)     |
| 8. [blurred]                  | 34,055 (2.01%)  | 31,643 (1.99%)  | 52,627 (2.09%)  | 14.25%  | 4.33  | 00:04:23  | 3.55%                | 1,867 (3.01%) |
| 9. [blurred]                  | 24,158 (1.43%)  | 19,293 (1.22%)  | 37,906 (1.51%)  | 12.73%  | 1.60  | 00:01:28  | 0.75%                | 284 (0.46%)   |
| 10. [blurred]                 | 22,499 (1.33%)  | 20,235 (1.28%)  | 33,690 (1.34%)  | 26.60%  | 3.16  | 00:01:54  | 0.41%                | 137 (0.22%)   |

- All Goals
- Goal 1: Lead Form | Contact Us
- Goal 3: Lead Form | VDP
- Goal 4: Lead Form | Car Finder
- Goal 5: Click to Call
- Goal 6: Click to Chat
- Goal 7: Lead Form | Get E-Price
- Goal 8: Lead Form | Send To Mobile
- Goal 9: Click to Text
- Goal 10: Lead Form | Test Drive
- Goal 11: Lead Form | Request More Info

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

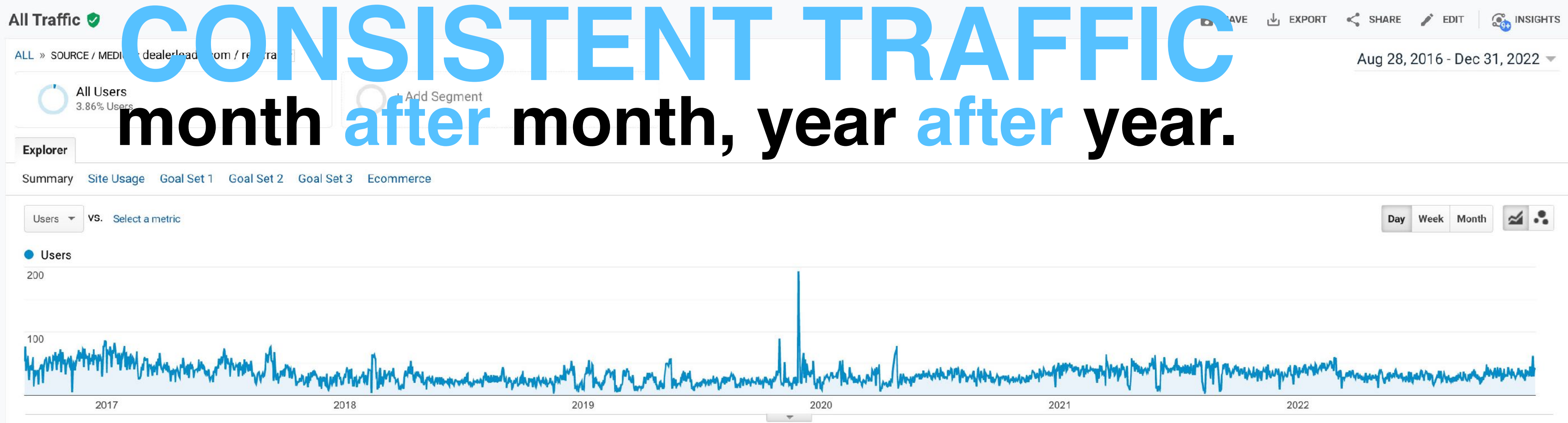
Introducing  
DealerLeads.com

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

# DEALERLEADS

# CONSISTENT TRAFFIC

## month after month, year after year.



Primary Dimension: Source / Medium Other

| Source / Medium               | Acquisition                                |  |  | Behavior                                    |  |  | Conversions                               |  |   |  |
|-------------------------------|--|--|--|---|--|--|---|--|---|--|
|                               | Users                                      | New Users                                  | Sessions                                   | Bounce Rate                                 | Pages / Session                        | Avg. Session Duration                          | Goal Conversion Rate                      | Goal Completions                       | Goal Value                              |  |
|                               | 60,809<br>% of Total: 3.86%<br>(1,576,525) | 49,794<br>% of Total: 3.14%<br>(1,587,008) | 88,545<br>% of Total: 3.52%<br>(2,516,957) | 19.00%<br>Avg for View: 29.05%<br>(-34.60%) | 3.94<br>Avg for View: 2.83<br>(39.53%) | 00:03:59<br>Avg for View: 00:02:39<br>(50.59%) | 5.05%<br>Avg for View: 2.46%<br>(105.37%) | 4,475<br>% of Total: 7.22%<br>(61,940) | \$0.00<br>% of Total: 0.00%<br>(\$0.00) |  |
| 1. dealerleads.com / referral | 60,809(100.00%)                            | 49,794(100.00%)                            | 88,545(100.00%)                            | 19.00%                                      | 3.94                                   | 00:03:59                                       | 5.05%                                     | 4,475(100.00%)                         | \$0.00 (0.00%)                          |  |

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

This report was generated on 2/28/23 at 1:47:39 PM - Refresh Report



# 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

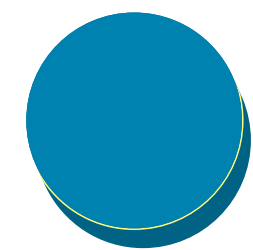


| Source / Medium                |             | Acquisition                 |                             |                             | Behavior                                |                                     |   | Conversions                           |                         |                                     |
|--------------------------------|-------------|-----------------------------|-----------------------------|-----------------------------|---|-------------------------------------|---|---------------------------------------|-------------------------|-------------------------------------|
| Source / Medium                | City        | Users                       | New Users                   | Sessions                    | Bounce Rate                             | Pages / Session                     | Avg. Session Duration                       | Goal Conversion Rate                  | Goal Completions        | Goal Value                          |
|                                |             | 29,990<br>(1,576,625) 1.90% | 25,309<br>(1,587,008) 1.59% | 41,728<br>(2,516,957) 1.66% | 20.29%<br>(30.16%) Avg for View: 29.05% | 3.20<br>(13.04%) Avg for View: 2.83 | 00:03:29<br>(31.54%) Avg for View: 00:02:39 | 4.07%<br>(65.38%) Avg for View: 2.46% | 1,697<br>(61,940) 2.74% | \$0.00<br>(0.00%) % of Total: 0.00% |
| 1. dealerleads.com / referral  | Phoenix     | 13,321 (42.36%)             | 10,594 (41.86%)             | 20,466 (49.05%)             | 16.40%                                  | 3.26                                | 00:03:55                                    | 4.44%                                 | 908 (53.51%)            | \$0.00 (0.00%)                      |
| 2. dealerleads.com / referral  | Mesa        | 1,371 (4.36%)               | 1,092 (4.31%)               | 1,630 (3.91%)               | 19.02%                                  | 3.33                                | 00:03:19                                    | 2.76%                                 | 45 (2.65%)              | \$0.00 (0.00%)                      |
| 3. dealerleads.com / referral  | Glendale    | 1,212 (3.85%)               | 953 (3.77%)                 | 1,410 (3.38%)               | 16.24%                                  | 3.47                                | 00:03:12                                    | 4.26%                                 | 60 (3.54%)              | \$0.00 (0.00%)                      |
| 4. dealerleads.com / referral  | Peoria      | 974 (3.10%)                 | 809 (3.20%)                 | 1,131 (2.71%)               | 14.06%                                  | 3.70                                | 00:03:45                                    | 3.98%                                 | 45 (2.65%)              | \$0.00 (0.00%)                      |
| 5. dealerleads.com / referral  | Los Angeles | 962 (3.06%)                 | 740 (2.92%)                 | 1,266 (3.03%)               | 20.70%                                  | 3.10                                | 00:03:32                                    | 6.64%                                 | 84 (4.95%)              | \$0.00 (0.00%)                      |
| 6. dealerleads.com / referral  | Tempe       | 956 (3.04%)                 | 761 (3.01%)                 | 1,110 (2.66%)               | 20.09%                                  | 3.53                                | 00:03:14                                    | 4.32%                                 | 48 (2.83%)              | \$0.00 (0.00%)                      |
| 7. dealerleads.com / referral  | Scottsdale  | 866 (2.75%)                 | 656 (2.59%)                 | 1,110 (2.66%)               | 11.62%                                  | 3.02                                | 00:02:54                                    | 3.51%                                 | 39 (2.30%)              | \$0.00 (0.00%)                      |
| 8. dealerleads.com / referral  | Chandler    | 671 (2.13%)                 | 550 (2.17%)                 | 773 (1.85%)                 | 20.57%                                  | 2.99                                | 00:03:04                                    | 3.10%                                 | 24 (1.41%)              | \$0.00 (0.00%)                      |
| 9. dealerleads.com / referral  | Surprise    | 571 (1.82%)                 | 406 (1.60%)                 | 740 (1.77%)                 | 15.41%                                  | 3.54                                | 00:03:28                                    | 4.05%                                 | 30 (1.77%)              | \$0.00 (0.00%)                      |
| 10. dealerleads.com / referral | Gilbert     | 424 (1.35%)                 | 349 (1.38%)                 | 493 (1.18%)                 | 17.04%                                  | 3.17                                | 00:03:19                                    | 2.43%                                 | 12 (0.71%)              | \$0.00 (0.00%)                      |

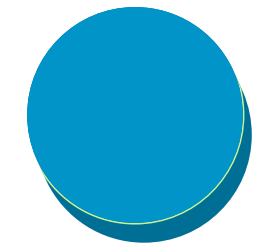
- Attribution BETA
- Discover
- Admin

# LET'S GO

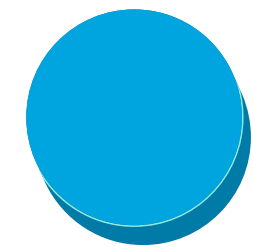
## Quarter by Quarter



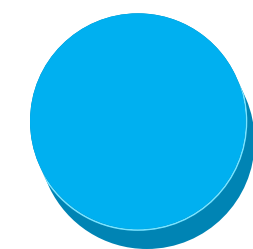
1ST QUARTER REPORTING  
JAN 1 thru MAR 31



2ND QUARTER REPORTING  
APR 1 thru JUN 30



3RD QUARTER REPORTING  
JUL 1 thru SEP 30



4TH QUARTER REPORTING  
OCT 1 thru DEC 31



# DEALERLEADS

# 2016 Q4 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

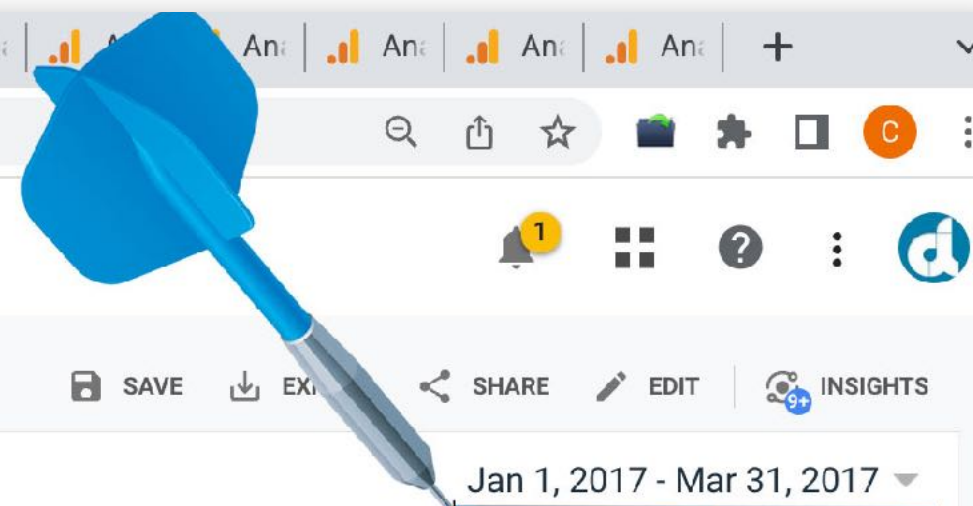
4,000



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  |
|                               | 65,816<br><small>% of Total: 100.00% (65,816)</small> | 63,339<br><small>% of Total: 100.00% (63,339)</small> | 87,540<br><small>% of Total: 100.00% (87,540)</small> | 38.92%<br><small>Avg for View: 38.92% (0.00%)</small> | 3.61<br><small>Avg for View: 3.61 (0.00%)</small> | 00:02:15<br><small>Avg for View: 00:02:15 (0.00%)</small> | 2.72%<br><small>Avg for View: 2.72% (0.00%)</small> | 2,381<br><small>% of Total: 100.00% (2,381)</small> | \$0.00<br><small>% of Total: 0.00% (\$0.00)</small> |
| 1. [blurred]                  | 29,748 (43.16%)                                       | 29,307 (46.27%)                                       | 31,914 (36.46%)                                       | 48.61%  | 2.84  | 00:00:17  | 0.00%   | 0 (0.00%)   | \$0.00 (0.00%)                                      |
| 2. [blurred]                  | 15,236 (22.11%)                                       | 13,521 (21.35%)                                       | 22,926 (26.19%)                                       | 21.87%  | 4.70  | 00:03:54  | 5.01%   | 1,148 (48.22%)                                      | \$0.00 (0.00%)                                      |
| 3. [blurred]                  | 11,289 (16.38%)                                       | 10,897 (17.20%)                                       | 14,686 (16.78%)                                       | 54.09%  | 3.01  | 00:02:28  | 2.32%   | 341 (14.32%)  | \$0.00 (0.00%)                                      |
| 4. dealerleads.com / referral | 4,031 (5.85%)   | 3,255 (5.14%)   | 5,902 (6.74%)   | 23.57%  | 4.63  | 00:04:04  | 7.23%   | 427 (17.93%)  | \$0.00 (0.00%)                                      |
| 5. [blurred]                  | 2,374 (3.44%)   | 2,076 (3.28%)   | 2,982 (3.41%)   | 40.54%  | 3.17  | 00:02:22  | 3.19%   | 95 (3.99%)  | \$0.00 (0.00%)                                      |
| 6. [blurred]                  | 1,886 (2.74%)   | 1,690 (2.67%)   | 2,680 (3.06%)   | 15.37%  | 5.55  | 00:04:26  | 6.49%   | 174 (7.31%)   | \$0.00 (0.00%)                                      |
| 7. [blurred]                  | 1,752 (2.54%)   | 546 (0.86%)   | 1,869 (2.14%)   | 71.38%  | 1.44  | 00:00:02  | 0.00%   | 0 (0.00%)   | \$0.00 (0.00%)                                      |
| 8. [blurred]                  | 759 (1.10%)   | 662 (1.05%)   | 1,062 (1.21%)   | 16.48%  | 5.03  | 00:04:30  | 6.78%   | 72 (3.02%)  | \$0.00 (0.00%)                                      |
| 9. [blurred]                  | 394 (0.57%)   | 329 (0.52%)   | 499 (0.57%)   | 9.22%   | 5.42  | 00:04:30  | 7.21%   | 36 (1.51%)  | \$0.00 (0.00%)                                      |
| 10. [blurred]                 | 92 (0.13%)  | 22 (0.03%)  | 145 (0.17%)   | 88.97%  | 1.13  | 00:01:15  | 0.00%   | 0 (0.00%)   | \$0.00 (0.00%)                                      |



# DEALERLEADS

# 2017 Q1 PERFORMANCE

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



Day Week Month

Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sort Type: Default

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



| Source / Medium               | Acquisition   |   |   | Behavior  |   |   | Conversions   |   |   |
|-------------------------------|---|---|---|---|---|---|---|---|---|
|                               | Users   | New Users   | Sessions  | Bounce Rate   | Pages / Session                                   | Avg. Session Duration                                     | Goal Conversion Rate                                | Goal Completions                                    | Goal Value  |
|                               | 46,315<br><small>% of Total: 100.00% (46,315)</small> | 44,313<br><small>% of Total: 100.00% (44,313)</small> | 67,421<br><small>% of Total: 100.00% (67,421)</small> | 30.36%<br><small>Avg for View: 30.36% (0.00%)</small> | 3.93<br><small>Avg for View: 3.93 (0.00%)</small> | 00:03:20<br><small>Avg for View: 00:03:20 (0.00%)</small> | 4.04%<br><small>Avg for View: 4.04% (0.00%)</small> | 2,723<br><small>% of Total: 100.00% (2,723)</small> | \$0.00<br><small>% of Total: 0.00% (\$0.00)</small> |
| 1. google / organic           | 15,675 (32.40%)                                       | 14,080 (31.77%)                                       | 23,694 (35.14%)                                       | 20.70%  | 4.77  | 00:03:54  | 4.68%   | 1,110 (40.76%)                                      | \$0.00 (0.00%)                                      |
| 2. direct / direct            | 10,354 (21.40%)                                       | 9,904 (22.35%)  | 14,363 (21.30%)                                       | 39.47%  | 3.33  | 00:02:58  | 3.31%   | 476 (17.48%)  | \$0.00 (0.00%)                                      |
| 3. Republic Media / Email     | 7,955 (16.44%)  | 7,952 (17.95%)  | 8,644 (12.82%)  | 47.56%  | 2.10  | 00:01:49  | 1.94%   | 168 (6.17%)   | \$0.00 (0.00%)                                      |
| 4. google / ref               | 5,420 (11.20%)  | 4,864 (10.98%)  | 7,138 (10.59%)  | 37.22%  | 3.29  | 00:02:28  | 3.54%   | 253 (9.29%)   | \$0.00 (0.00%)                                      |
| 5. dealerleads.com / referral | 3,662 (7.57%)   | 2,985 (6.74%)   | 5,446 (8.08%)   | 18.86%  | 4.94  | 00:04:14  | 4.94%   | 269 (9.88%)   | \$0.00 (0.00%)                                      |
| 6. google / organic           | 1,988 (4.11%)   | 1,776 (4.01%)   | 2,827 (4.19%)   | 15.67%  | 4.79  | 00:04:13  | 7.46%   | 211 (7.75%)   | \$0.00 (0.00%)                                      |
| 7. google / organic           | 887 (1.83%)   | 787 (1.78%)   | 1,228 (1.82%)   | 15.96%  | 5.33  | 00:04:47  | 6.92%   | 85 (3.12%)  | \$0.00 (0.00%)                                      |
| 8. facebook / referral        | 489 (1.01%)   | 420 (0.95%)   | 752 (1.12%)   | 11.17%  | 5.14  | 00:04:17  | 5.45%   | 41 (1.51%)  | \$0.00 (0.00%)                                      |
| 9. reddit / direct            | 328 (0.68%)   | 145 (0.33%)   | 529 (0.78%)   | 51.42%  | 3.11  | 00:01:58  | 2.46%   | 13 (0.48%)  | \$0.00 (0.00%)                                      |
| 10. reddit.com / referral     | 176 (0.36%)   | 173 (0.39%)   | 276 (0.41%)   | 87.68%  | 1.16  | 00:00:34  | 0.36%   | 1 (0.04%)   | \$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

# 2017 Q2 PERFORMANCE

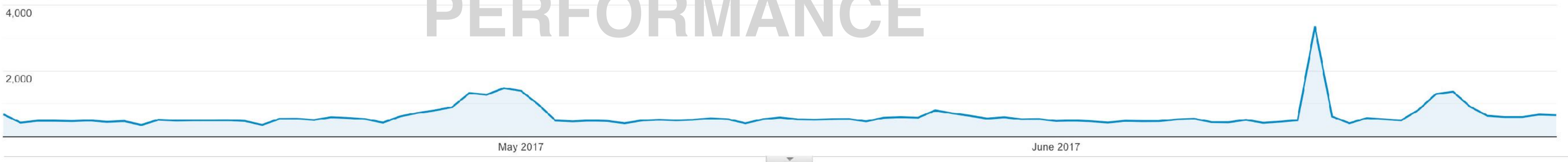
All Users  
100.00% Users

Explorer

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

Users vs. Select a metric

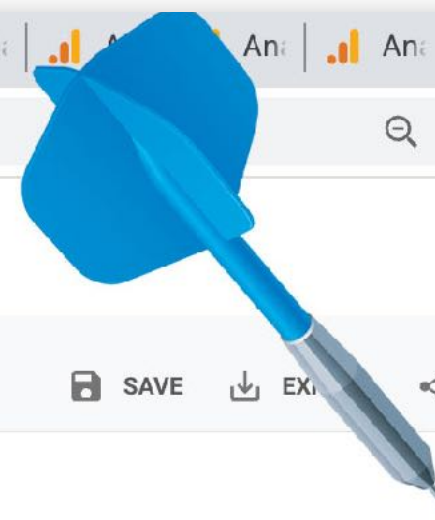
Users



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  |
|                               | 44,358<br><small>% of Total: 100.00% (44,358)</small> | 42,183<br><small>% of Total: 100.00% (42,183)</small> | 66,463<br><small>% of Total: 100.00% (66,463)</small> | 33.26%<br><small>Avg for View: 33.26% (0.00%)</small> | 3.98<br><small>Avg for View: 3.98 (0.00%)</small> | 00:03:23<br><small>Avg for View: 00:03:23 (0.00%)</small> | 4.19%<br><small>Avg for View: 4.19% (0.00%)</small> | 2,786<br><small>% of Total: 100.00% (2,786)</small> | \$0.00<br><small>% of Total: 0.00% (\$0.00)</small> |
| 1. [blurred]                  | 15,578 (33.32%)                                       | 13,825 (32.77%)                                       | 23,645 (35.58%)                                       | 21.13%  | 4.86  | 00:04:06  | 4.89%   | 1,156 (41.49%)                                      | \$0.00 (0.00%)                                      |
| 2. [blurred]                  | 10,767 (23.03%)                                       | 10,395 (24.64%)                                       | 15,048 (22.64%)                                       | 46.47%  | 3.30  | 00:02:56  | 3.26%   | 491 (17.62%)  | \$0.00 (0.00%)                                      |
| 3. [blurred]                  | 6,202 (13.27%)  | 5,436 (12.89%)  | 8,478 (12.76%)  | 34.83%  | 3.49  | 00:02:37  | 3.83%   | 325 (11.67%)  | \$0.00 (0.00%)                                      |
| 4. [blurred]                  | 4,278 (9.15%)   | 4,182 (9.91%)   | 4,768 (7.17%)   | 69.40%  | 1.48  | 00:01:01  | 1.55%   | 74 (2.66%)  | \$0.00 (0.00%)                                      |
| 5. dealerleads.com / referral | 2,984 (6.38%)   | 2,329 (5.52%)   | 4,308 (6.48%)   | 19.17%  | 5.00  | 00:04:17  | 6.43%   | 277 (9.94%)   | \$0.00 (0.00%)                                      |
| 6. [blurred]                  | 2,045 (4.37%)   | 1,832 (4.34%)   | 2,871 (4.32%)   | 13.79%  | 5.34  | 00:04:38  | 7.04%   | 202 (7.25%)   | \$0.00 (0.00%)                                      |
| 7. [blurred]                  | 1,557 (3.33%)   | 1,553 (3.68%)   | 1,918 (2.89%)   | 52.40%  | 1.81  | 00:01:43  | 0.73%   | 14 (0.50%)  | \$0.00 (0.00%)                                      |
| 8. [blurred]                  | 896 (1.92%)   | 796 (1.89%)   | 1,286 (1.93%)   | 15.09%  | 5.39  | 00:04:57  | 5.44%   | 70 (2.51%)  | \$0.00 (0.00%)                                      |
| 9. [blurred]                  | 474 (1.01%)   | 405 (0.96%)   | 605 (0.91%)   | 9.42%   | 5.65  | 00:04:27  | 6.61%   | 40 (1.44%)  | \$0.00 (0.00%)                                      |
| 10. [blurred]                 | 472 (1.01%)   | 197 (0.47%)   | 916 (1.38%)   | 45.31%  | 2.82  | 00:02:00  | 3.28%   | 30 (1.08%)  | \$0.00 (0.00%)                                      |



# DEALERLEADS

# 2017 Q3 PERFORMANCE

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

3,000

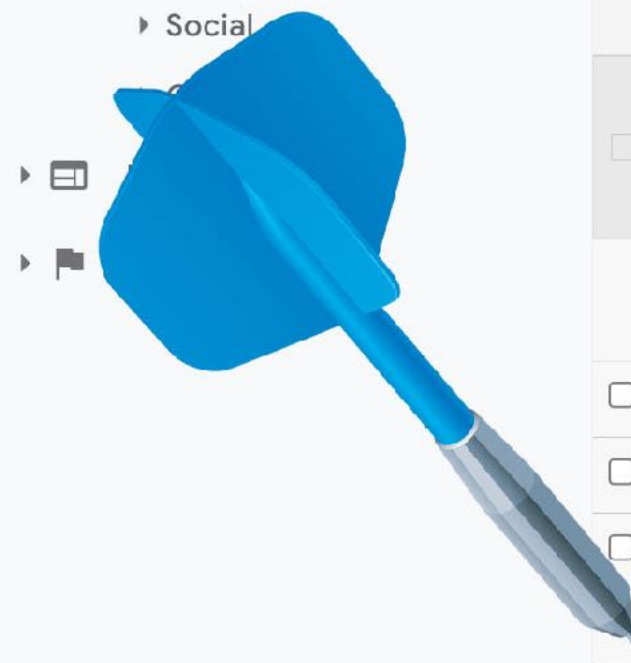


Day Week Month

Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sort Type: Default

| Source / Medium               | Acquisition   |   |   | Behavior  |   |   | Conversions   |   |   |
|-------------------------------|---|---|---|---|---|---|---|---|---|
|                               | Users   | New Users   | Sessions  | Bounce Rate   | Pages / Session                                   | Avg. Session Duration                                     | Goal Conversion Rate                                | Goal Completions                                    | Goal Value  |
|                               | 63,584<br><small>% of Total: 100.00% (63,584)</small> | 61,337<br><small>% of Total: 100.00% (61,337)</small> | 87,753<br><small>% of Total: 100.00% (87,753)</small> | 31.30%<br><small>Avg for View: 31.30% (0.00%)</small> | 3.11<br><small>Avg for View: 3.11 (0.00%)</small> | 00:02:50<br><small>Avg for View: 00:02:50 (0.00%)</small> | 7.05%<br><small>Avg for View: 7.05% (0.00%)</small> | 6,186<br><small>% of Total: 100.00% (6,186)</small> | \$0.00<br><small>% of Total: 0.00% (\$0.00)</small> |
| 1. [blurred]                  | 28,823 (42.33%)                                       | 28,147 (45.89%)                                       | 35,003 (39.89%)                                       | 39.11%  | 2.44  | 00:02:20  | 5.49%   | 1,920 (31.04%)                                      | \$0.00 (0.00%)                                      |
| 2. [blurred]                  | 18,751 (27.53%)                                       | 15,780 (25.73%)                                       | 26,150 (29.80%)                                       | 21.01%  | 3.95  | 00:03:28  | 8.36%   | 2,186 (35.34%)                                      | \$0.00 (0.00%)                                      |
| 3. [blurred]                  | 7,388 (10.85%)  | 6,287 (10.25%)  | 9,242 (10.53%)  | 34.02%  | 2.97  | 00:02:07  | 6.67%   | 616 (9.96%)   | \$0.00 (0.00%)                                      |
| 4. dealerleads.com / referral | 3,204 (4.70%)   | 2,399 (3.91%)   | 4,282 (4.88%)   | 19.24%  | 4.11  | 00:03:43  | 10.32%  | 442 (7.15%)   | \$0.00 (0.00%)                                      |
| 5. [blurred]                  | 2,300 (3.38%)   | 1,976 (3.22%)   | 3,193 (3.64%)   | 11.06%  | 4.36  | 00:04:15  | 10.40%  | 332 (5.37%)   | \$0.00 (0.00%)                                      |
| 6. [blurred]                  | 1,851 (2.72%)   | 1,786 (2.91%)   | 2,271 (2.59%)   | 44.34%  | 1.96  | 00:02:34  | 10.26%  | 233 (3.77%)   | \$0.00 (0.00%)                                      |
| 7. [blurred]                  | 1,253 (1.84%)   | 1,213 (1.98%)   | 1,488 (1.70%)   | 62.16%  | 1.44  | 00:01:50  | 4.57%   | 68 (1.10%)  | \$0.00 (0.00%)                                      |
| 8. [blurred]                  | 967 (1.42%)   | 921 (1.50%)   | 1,131 (1.29%)   | 47.30%  | 1.59  | 00:01:40  | 4.95%   | 56 (0.91%)  | \$0.00 (0.00%)                                      |
| 9. [blurred]                  | 949 (1.39%)   | 807 (1.32%)   | 1,247 (1.42%)   | 14.43%  | 4.10  | 00:04:30  | 10.91%  | 136 (2.20%)   | \$0.00 (0.00%)                                      |
| 10. [blurred]                 | 460 (0.68%)   | 385 (0.63%)   | 569 (0.65%)   | 10.37%  | 4.57  | 00:03:33  | 9.14%   | 52 (0.84%)  | \$0.00 (0.00%)                                      |



# DEALERLEADS

# 2017 Q4 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

1,500



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  |
|                               | 48,853<br><small>% of Total: 100.00% (48,853)</small> | 47,113<br><small>% of Total: 100.00% (47,113)</small> | 74,801<br><small>% of Total: 100.00% (74,801)</small> | 35.11%<br><small>Avg for View: 35.11% (0.00%)</small> | 3.65<br><small>Avg for View: 3.65 (0.00%)</small> | 00:03:14<br><small>Avg for View: 00:03:14 (0.00%)</small> | 2.79%<br><small>Avg for View: 2.79% (0.00%)</small> | 2,087<br><small>% of Total: 100.00% (2,087)</small> | \$0.00<br><small>% of Total: 0.00% (\$0.00)</small> |
| 1. [blurred]                  | 13,963 (27.05%)                                       | 12,225 (25.95%)                                       | 21,352 (28.55%)                                       | 16.69%  | 4.86  | 00:04:14  | 3.51%   | 749 (35.89%)  | \$0.00 (0.00%)                                      |
| 2. [blurred]                  | 11,213 (21.72%)                                       | 10,042 (21.31%)                                       | 16,699 (22.32%)                                       | 35.07%  | 3.41  | 00:02:46  | 2.81%   | 470 (22.52%)  | \$0.00 (0.00%)                                      |
| 3. [blurred]                  | 10,585 (20.51%)                                       | 10,116 (21.47%)                                       | 17,505 (23.40%)                                       | 39.04%  | 3.35  | 00:03:34  | 2.57%   | 450 (21.56%)  | \$0.00 (0.00%)                                      |
| 4. [blurred]                  | 4,231 (8.20%)   | 4,210 (8.94%)   | 4,470 (5.98%)   | 86.89%  | 1.24  | 00:00:28  | 0.11%   | 5 (0.24%)   | \$0.00 (0.00%)                                      |
| 5. [blurred]                  | 3,312 (6.42%)   | 3,256 (6.91%)   | 3,669 (4.91%)   | 71.74%  | 1.62  | 00:00:49  | 0.55%   | 20 (0.96%)  | \$0.00 (0.00%)                                      |
| 6. dealerleads.com / referral | 1,994 (3.86%)   | 1,483 (3.15%)   | 2,856 (3.82%)   | 17.86%  | 4.85  | 00:04:10  | 5.71%   | 163 (7.81%)   | \$0.00 (0.00%)                                      |
| 7. [blurred]                  | 1,797 (3.48%)   | 1,597 (3.39%)   | 2,691 (3.60%)   | 9.85%   | 5.39  | 00:05:02  | 4.24%   | 114 (5.46%)   | \$0.00 (0.00%)                                      |
| 8. [blurred]                  | 1,128 (2.19%)   | 1,084 (2.30%)   | 1,250 (1.67%)   | 53.76%  | 1.55  | 00:01:31  | 0.72%   | 9 (0.43%)   | \$0.00 (0.00%)                                      |
| 9. [blurred]                  | 763 (1.48%)   | 759 (1.61%)   | 797 (1.07%)   | 76.91%  | 1.40  | 00:00:30  | 0.38%   | 3 (0.14%)   | \$0.00 (0.00%)                                      |
| 10. [blurred]                 | 628 (1.22%)   | 610 (1.29%)   | 728 (0.97%)   | 69.51%  | 1.80  | 00:00:58  | 0.14%   | 1 (0.05%)   | \$0.00 (0.00%)                                      |

analytics.google.com/analytics/web/?authuser=6#/report/trafficsources-all-traffic/a50461041w82453974p125933516/\_u.date00=20180101&\_u.date01=20180331&\_goalOption=ALL/

Analytics Dealer Leads - Conversion ... Try searching "Top countries by users"

# DEALERLEADS

# 2018 Q1

## PERFORMANCE

Jan 1, 2018 - Mar 31, 2018

SAVE EXPORT SHARE EDIT INSIGHTS

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

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  |
|                               | 54,424<br><small>% of Total: 100.00% (54,424)</small> | 51,844<br><small>% of Total: 100.00% (51,844)</small> | 82,323<br><small>% of Total: 100.00% (82,323)</small> | 34.50%<br><small>Avg for View: 34.50% (0.00%)</small> | 3.45<br><small>Avg for View: 3.45 (0.00%)</small> | 00:03:01<br><small>Avg for View: 00:03:01 (0.00%)</small> | 1.42%<br><small>Avg for View: 1.42% (0.00%)</small> | 1,165<br><small>% of Total: 100.00% (1,165)</small> | \$0.00<br><small>% of Total: 0.00% (\$0.00)</small> |
| 1. [blurred]                  | 14,006 (24.44%)                                       | 12,228 (23.59%)                                       | 21,079 (25.61%)                                       | 15.70%  | 4.87  | 00:04:15  | 1.72%   | 363 (31.16%)  | \$0.00 (0.00%)                                      |
| 2. [blurred]                  | 13,785 (24.05%)                                       | 12,355 (23.83%)                                       | 20,284 (24.64%)                                       | 31.08%  | 3.37  | 00:02:48  | 2.17%   | 440 (37.77%)  | \$0.00 (0.00%)                                      |
| 3. [blurred]                  | 9,828 (17.15%)  | 9,286 (17.91%)  | 14,821 (18.00%)                                       | 35.33%  | 3.21  | 00:03:10  | 1.23%   | 182 (15.62%)  | \$0.00 (0.00%)                                      |
| 4. [blurred]                  | 5,642 (9.84%)   | 5,451 (10.51%)  | 7,777 (9.45%)   | 74.91%  | 1.18  | 00:00:25  | 0.12%   | 9 (0.77%)   | \$0.00 (0.00%)                                      |
| 5. [blurred]                  | 3,140 (5.48%)   | 3,074 (5.93%)   | 3,265 (3.97%)   | 80.89%  | 1.15  | 00:00:21  | 0.03%   | 1 (0.09%)   | \$0.00 (0.00%)                                      |
| 6. [blurred]                  | 2,205 (3.85%)   | 2,187 (4.22%)   | 2,471 (3.00%)   | 65.24%  | 1.12  | 00:00:37  | 0.00%   | 0 (0.00%)   | \$0.00 (0.00%)                                      |
| 7. dealerleads.com / referral | 2,071 (3.61%)   | 1,544 (2.98%)   | 3,014 (3.66%)   | 17.09%  | 4.57  | 00:04:13  | 3.25%   | 98 (8.41%)  | \$0.00 (0.00%)                                      |
| 8. [blurred]                  | 1,792 (3.13%)   | 1,562 (3.01%)   | 2,522 (3.06%)   | 12.25%  | 5.19  | 00:04:24  | 0.63%   | 16 (1.37%)  | \$0.00 (0.00%)                                      |
| 9. [blurred]                  | 895 (1.56%)   | 724 (1.40%)   | 1,121 (1.36%)   | 53.79%  | 1.59  | 00:00:54  | 0.09%   | 1 (0.09%)   | \$0.00 (0.00%)                                      |
| 10. [blurred]                 | 802 (1.40%)   | 751 (1.45%)   | 962 (1.17%)   | 58.94%  | 2.06  | 00:01:19  | 0.62%   | 6 (0.52%)   | \$0.00 (0.00%)                                      |

Show rows: 10 Go to: 1 1 - 10 of 169



- 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 ✓

# 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

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  |
|                               | 53,170<br><small>% of Total: 100.00% (53,170)</small> | 50,618<br><small>% of Total: 100.00% (50,618)</small> | 81,394<br><small>% of Total: 100.00% (81,394)</small> | 23.70%<br><small>Avg for View: 23.70% (0.00%)</small> | 4.00<br><small>Avg for View: 4.00 (0.00%)</small> | 00:03:57<br><small>Avg for View: 00:03:57 (0.00%)</small> | 1.53%<br><small>Avg for View: 1.53% (0.00%)</small> | 1,249<br><small>% of Total: 100.00% (1,249)</small> | \$0.00<br><small>% of Total: 0.00% (\$0.00)</small> |
| 1. [blurred]                  | 14,584 (25.88%)                                       | 12,714 (25.12%)                                       | 22,136 (27.20%)                                       | 13.96%  | 5.26  | 00:04:47  | 1.81%   | 400 (32.03%)  | \$0.00 (0.00%)                                      |
| 2. [blurred]                  | 13,175 (23.38%)                                       | 11,654 (23.02%)                                       | 18,780 (23.07%)                                       | 23.80%  | 3.65  | 00:03:10  | 2.31%   | 434 (34.75%)  | \$0.00 (0.00%)                                      |
| 3. [blurred]                  | 10,621 (18.85%)                                       | 10,219 (20.19%)                                       | 15,775 (19.38%)                                       | 29.14%  | 3.44  | 00:03:41  | 1.37%   | 216 (17.29%)  | \$0.00 (0.00%)                                      |
| 4. [blurred]                  | 8,289 (14.71%)  | 8,251 (16.30%)  | 8,690 (10.68%)  | 45.82%  | 1.71  | 00:01:04  | 0.01%   | 1 (0.08%)   | \$0.00 (0.00%)                                      |
| 5. [blurred]                  | 1,961 (3.48%)   | 1,710 (3.38%)   | 2,841 (3.49%)   | 10.24%  | 5.36  | 00:05:35  | 1.34%   | 38 (3.04%)  | \$0.00 (0.00%)                                      |
| 6. dealerleads.com / referral | 1,809 (3.21%)   | 1,321 (2.61%)   | 2,648 (3.25%)   | 11.86%  | 5.39  | 00:05:10  | 3.29%   | 87 (6.97%)  | \$0.00 (0.00%)                                      |
| 7. [blurred]                  | 1,343 (2.38%)   | 1,079 (2.13%)   | 1,649 (2.03%)   | 44.69%  | 1.76  | 00:00:58  | 0.12%   | 2 (0.16%)   | \$0.00 (0.00%)                                      |
| 8. [blurred]                  | 836 (1.48%)   | 656 (1.30%)   | 1,009 (1.24%)   | 36.17%  | 1.92  | 00:01:12  | 0.30%   | 3 (0.24%)   | \$0.00 (0.00%)                                      |
| 9. [blurred]                  | 678 (1.20%)   | 604 (1.19%)   | 931 (1.14%)   | 13.21%  | 5.42  | 00:05:08  | 1.61%   | 15 (1.20%)  | \$0.00 (0.00%)                                      |
| 10. [blurred]                 | 633 (1.12%)   | 560 (1.11%)   | 877 (1.08%)   | 27.59%  | 2.86  | 00:02:15  | 0.11%   | 1 (0.08%)   | \$0.00 (0.00%)                                      |

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

All Traffic ✓

# DEALERLEADS

# 2018 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

2,000



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  |
|                               | 52,901<br><small>% of Total: 100.00% (52,901)</small> | 49,632<br><small>% of Total: 100.00% (49,632)</small> | 77,804<br><small>% of Total: 100.00% (77,804)</small> | 22.40%<br><small>Avg for View: 22.40% (0.00%)</small> | 3.84<br><small>Avg for View: 3.84 (0.00%)</small> | 00:03:47<br><small>Avg for View: 00:03:47 (0.00%)</small> | 2.67%<br><small>Avg for View: 2.67% (0.00%)</small> | 2,075<br><small>% of Total: 100.00% (2,075)</small> | \$0.00<br><small>% of Total: 0.00% (\$0.00)</small> |
| 1. [blurred]                  | 14,853 (26.70%)                                       | 12,703 (25.59%)                                       | 22,216 (28.55%)                                       | 14.96%  | 4.93  | 00:04:36  | 3.09%   | 686 (33.06%)  | \$0.00 (0.00%)                                      |
| 2. [blurred]                  | 13,947 (25.07%)                                       | 12,345 (24.87%)                                       | 19,239 (24.73%)                                       | 23.86%  | 3.61  | 00:03:09  | 4.00%   | 769 (37.06%)  | \$0.00 (0.00%)                                      |
| 3. [blurred]                  | 11,381 (20.46%)                                       | 10,889 (21.94%)                                       | 15,644 (20.11%)                                       | 29.26%  | 3.09  | 00:03:07  | 2.05%   | 321 (15.47%)  | \$0.00 (0.00%)                                      |
| 4. [blurred]                  | 4,325 (7.77%)   | 4,305 (8.67%)   | 4,394 (5.65%)   | 27.95%  | 2.15  | 00:02:01  | 0.00%   | 0 (0.00%)   | \$0.00 (0.00%)                                      |
| 5. [blurred]                  | 1,812 (3.26%)   | 1,547 (3.12%)   | 2,600 (3.34%)   | 13.65%  | 4.93  | 00:04:44  | 2.08%   | 54 (2.60%)  | \$0.00 (0.00%)                                      |
| 6. dealerleads.com / referral | 1,626 (2.92%)   | 1,243 (2.50%)   | 2,521 (3.24%)   | 16.82%  | 4.61  | 00:04:30  | 4.84%   | 122 (5.88%)   | \$0.00 (0.00%)                                      |
| 7. [blurred]                  | 1,349 (2.42%)   | 1,337 (2.69%)   | 1,357 (1.74%)   | 20.49%  | 2.19  | 00:02:28  | 0.00%   | 0 (0.00%)   | \$0.00 (0.00%)                                      |
| 8. [blurred]                  | 956 (1.72%)   | 779 (1.57%)   | 1,118 (1.44%)   | 39.45%  | 1.99  | 00:01:14  | 0.72%   | 8 (0.39%)   | \$0.00 (0.00%)                                      |
| 9. [blurred]                  | 945 (1.70%)   | 756 (1.52%)   | 1,149 (1.48%)   | 33.59%  | 2.08  | 00:01:21  | 0.52%   | 6 (0.29%)   | \$0.00 (0.00%)                                      |
| 10. [blurred]                 | 801 (1.44%)   | 724 (1.46%)   | 1,071 (1.38%)   | 13.45%  | 4.90  | 00:04:25  | 3.17%   | 34 (1.64%)  | \$0.00 (0.00%)                                      |

# DEALERLEADS

# 2018 Q4 PERFORMANCE

All Traffic

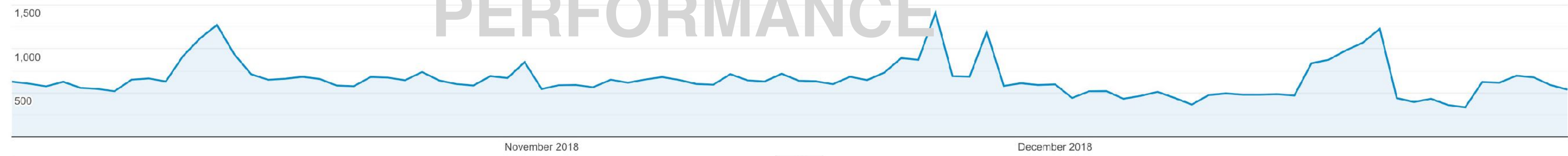
All Users  
100.00% Users

Explorer

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

Users vs. Select a metric

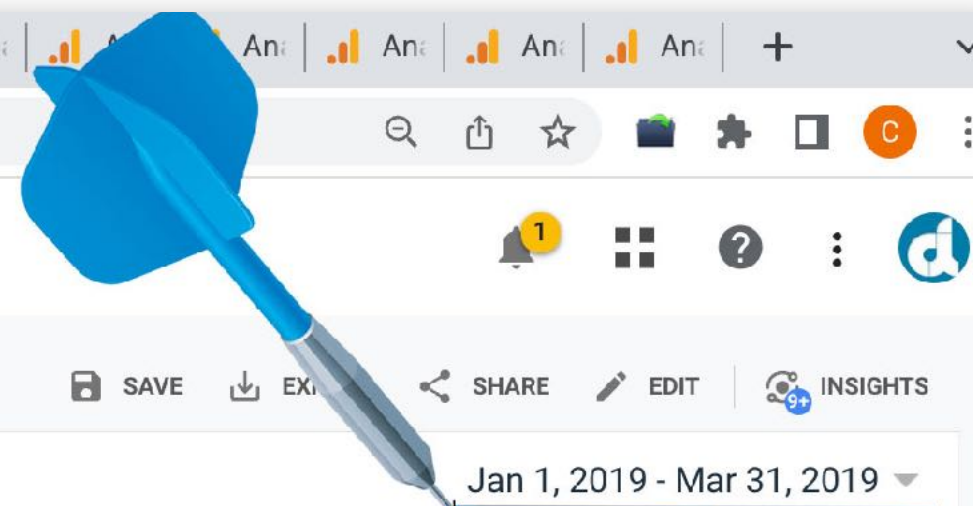
Users



Primary Dimension: Source / Medium

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  |
|                               | 46,086<br><small>% of Total: 100.00% (46,086)</small> | 43,586<br><small>% of Total: 100.00% (43,586)</small> | 61,099<br><small>% of Total: 100.00% (61,099)</small> | 12.33%<br><small>Avg for View: 12.33% (0.00%)</small> | 3.95<br><small>Avg for View: 3.95 (0.00%)</small> | 00:04:02<br><small>Avg for View: 00:04:02 (0.00%)</small> | 3.10%<br><small>Avg for View: 3.10% (0.00%)</small> | 1,894<br><small>% of Total: 100.00% (1,894)</small> | \$0.00<br><small>% of Total: 0.00% (\$0.00)</small> |
| 1. [blurred]                  | 13,879 (28.14%)                                       | 11,942 (27.40%)                                       | 18,931 (30.98%)                                       | 6.29%   | 4.82  | 00:04:56  | 3.13%   | 592 (31.26%)  | \$0.00 (0.00%)                                      |
| 2. [blurred]                  | 10,204 (20.69%)                                       | 8,860 (20.33%)  | 13,368 (21.88%)                                       | 11.86%  | 4.17  | 00:03:11  | 5.12%   | 685 (36.17%)  | \$0.00 (0.00%)                                      |
| 3. [blurred]                  | 8,624 (17.48%)  | 8,250 (18.93%)  | 10,232 (16.75%)                                       | 15.44%  | 3.67  | 00:03:59  | 2.88%   | 295 (15.58%)  | \$0.00 (0.00%)                                      |
| 4. [blurred]                  | 3,981 (8.07%)   | 3,967 (9.10%)   | 1,472 (2.41%)   | 64.67%  | 0.82  | 00:00:19  | 0.07%   | 1 (0.05%)   | \$0.00 (0.00%)                                      |
| 5. dealerleads.com / referral | 1,726 (3.50%)   | 1,286 (2.95%)   | 2,277 (3.73%)   | 6.90%   | 4.14  | 00:04:46  | 7.20%   | 164 (8.66%)   | \$0.00 (0.00%)                                      |
| 6. [blurred]                  | 1,694 (3.43%)   | 1,686 (3.87%)   | 1,698 (2.78%)   | 16.67%  | 2.25  | 00:02:27  | 0.06%   | 1 (0.05%)   | \$0.00 (0.00%)                                      |
| 7. [blurred]                  | 1,287 (2.61%)   | 1,044 (2.40%)   | 1,717 (2.81%)   | 6.52%   | 3.90  | 00:04:51  | 1.63%   | 28 (1.48%)  | \$0.00 (0.00%)                                      |
| 8. [blurred]                  | 1,023 (2.07%)   | 798 (1.83%)   | 1,197 (1.96%)   | 16.62%  | 3.12  | 00:02:08  | 0.84%   | 10 (0.53%)  | \$0.00 (0.00%)                                      |
| 9. [blurred]                  | 956 (1.94%)   | 851 (1.95%)   | 1,160 (1.90%)   | 10.60%  | 3.78  | 00:03:21  | 1.21%   | 14 (0.74%)  | \$0.00 (0.00%)                                      |
| 10. [blurred]                 | 774 (1.57%)   | 616 (1.41%)   | 1,333 (2.18%)   | 3.23%   | 1.70  | 00:02:05  | 0.83%   | 11 (0.58%)  | \$0.00 (0.00%)                                      |



# DEALERLEADS

# 2019 Q1 PERFORMANCE

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

1,500



Day Week Month

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  |
|                               | 40,140<br><small>% of Total: 100.00% (40,140)</small> | 37,722<br><small>% of Total: 100.00% (37,722)</small> | 62,976<br><small>% of Total: 100.00% (62,976)</small> | 22.75%<br><small>Avg for View: 22.75% (0.00%)</small> | 3.88<br><small>Avg for View: 3.88 (0.00%)</small> | 00:04:01<br><small>Avg for View: 00:04:01 (0.00%)</small> | 2.87%<br><small>Avg for View: 2.87% (0.00%)</small> | 1,806<br><small>% of Total: 100.00% (1,806)</small> | \$0.00<br><small>% of Total: 0.00% (\$0.00)</small> |
| 1. [blurred]                  | 15,730 (36.80%)                                       | 14,012 (37.15%)                                       | 23,472 (37.27%)                                       | 15.26%  | 4.71  | 00:04:31  | 2.95%   | 692 (38.32%)  | \$0.00 (0.00%)                                      |
| 2. [blurred]                  | 7,116 (16.65%)  | 6,780 (17.97%)  | 10,471 (16.65%)                                       | 28.98%  | 3.75  | 00:04:16  | 2.68%   | 281 (15.56%)  | \$0.00 (0.00%)                                      |
| 3. [blurred]                  | 6,359 (14.88%)  | 5,344 (14.17%)  | 9,496 (15.08%)  | 22.77%  | 3.57  | 00:03:27  | 5.19%   | 493 (27.30%)  | \$0.00 (0.00%)                                      |
| 4. [blurred]                  | 3,853 (9.01%)   | 3,828 (10.15%)  | 3,965 (6.30%)   | 67.97%  | 1.24  | 00:00:32  | 0.05%   | 2 (0.11%)   | \$0.00 (0.00%)                                      |
| 5. dealerleads.com / referral | 1,782 (4.17%)   | 1,345 (3.57%)   | 2,527 (4.01%)   | 18.68%  | 4.45  | 00:04:21  | 5.78%   | 146 (8.08%)   | \$0.00 (0.00%)                                      |
| 6. [blurred]                  | 1,703 (3.98%)   | 1,470 (3.90%)   | 2,436 (3.87%)   | 9.61%   | 5.00  | 00:05:10  | 1.31%   | 32 (1.77%)  | \$0.00 (0.00%)                                      |
| 7. [blurred]                  | 1,086 (2.54%)   | 863 (2.29%)   | 2,399 (3.81%)   | 7.50%   | 2.04  | 00:02:25  | 1.08%   | 26 (1.44%)  | \$0.00 (0.00%)                                      |
| 8. [blurred]                  | 1,056 (2.47%)   | 997 (2.64%)   | 1,154 (1.83%)   | 41.59%  | 1.29  | 00:00:45  | 0.17%   | 2 (0.11%)   | \$0.00 (0.00%)                                      |
| 9. [blurred]                  | 641 (1.50%)   | 551 (1.46%)   | 903 (1.43%)   | 10.41%  | 5.10  | 00:05:51  | 3.88%   | 35 (1.94%)  | \$0.00 (0.00%)                                      |
| 10. [blurred]                 | 611 (1.43%)   | 394 (1.04%)   | 798 (1.27%)   | 34.09%  | 2.72  | 00:01:54  | 0.25%   | 2 (0.11%)   | \$0.00 (0.00%)                                      |



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

All Traffic

# DEALERLEADS

# 2019 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

1,500

1,000

500



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  |
|                               | 51,773<br><small>% of Total: 100.00% (51,773)</small> | 49,236<br><small>% of Total: 100.00% (49,236)</small> | 81,203<br><small>% of Total: 100.00% (81,203)</small> | 23.74%<br><small>Avg for View: 23.74% (0.00%)</small> | 3.55<br><small>Avg for View: 3.55 (0.00%)</small> | 00:03:46<br><small>Avg for View: 00:03:46 (0.00%)</small> | 2.33%<br><small>Avg for View: 2.33% (0.00%)</small> | 1,893<br><small>% of Total: 100.00% (1,893)</small> | \$0.00<br><small>% of Total: 0.00% (\$0.00)</small> |
| 1. [blurred]                  | 18,079 (33.13%)                                       | 16,231 (32.97%)                                       | 30,494 (37.55%)                                       | 13.92%  | 4.72  | 00:04:59  | 3.24%   | 988 (52.19%)  | \$0.00 (0.00%)                                      |
| 2. [blurred]                  | 11,233 (20.59%)                                       | 10,839 (22.01%)                                       | 15,297 (18.84%)                                       | 27.52%  | 3.57  | 00:03:46  | 2.18%   | 333 (17.59%)  | \$0.00 (0.00%)                                      |
| 3. [blurred]                  | 4,122 (7.55%)   | 4,109 (8.35%)   | 4,195 (5.17%)   | 64.91%  | 1.47  | 00:00:22  | 0.02%   | 1 (0.05%)   | \$0.00 (0.00%)                                      |
| 4. [blurred]                  | 3,759 (6.89%)   | 3,583 (7.28%)   | 5,786 (7.13%)   | 7.97%   | 1.26  | 00:01:37  | 0.35%   | 20 (1.06%)  | \$0.00 (0.00%)                                      |
| 5. [blurred]                  | 2,058 (3.77%)   | 1,945 (3.95%)   | 2,876 (3.54%)   | 67.11%  | 1.75  | 00:01:24  | 1.04%   | 30 (1.58%)  | \$0.00 (0.00%)                                      |
| 6. dealerleads.com / referral | 1,751 (3.21%)   | 1,321 (2.68%)   | 2,754 (3.39%)   | 15.54%  | 4.33  | 00:04:56  | 5.56%   | 153 (8.08%)   | \$0.00 (0.00%)                                      |
| 7. [blurred]                  | 1,671 (3.06%)   | 1,420 (2.88%)   | 2,255 (2.78%)   | 10.38%  | 4.59  | 00:04:49  | 1.42%   | 32 (1.69%)  | \$0.00 (0.00%)                                      |
| 8. [blurred]                  | 1,662 (3.05%)   | 1,294 (2.63%)   | 2,672 (3.29%)   | 19.20%  | 3.70  | 00:04:04  | 4.23%   | 113 (5.97%)   | \$0.00 (0.00%)                                      |
| 9. [blurred]                  | 1,595 (2.92%)   | 801 (1.63%)   | 2,622 (3.23%)   | 25.71%  | 2.13  | 00:02:00  | 1.03%   | 27 (1.43%)  | \$0.00 (0.00%)                                      |
| 10. [blurred]                 | 1,306 (2.39%)   | 1,240 (2.52%)   | 1,485 (1.83%)   | 58.11%  | 1.97  | 00:01:19  | 1.08%   | 16 (0.85%)  | \$0.00 (0.00%)                                      |

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

All Traffic

# DEALERLEADS

# 2019 Q3 PERFORMANCE

All Users  
100.00% Users

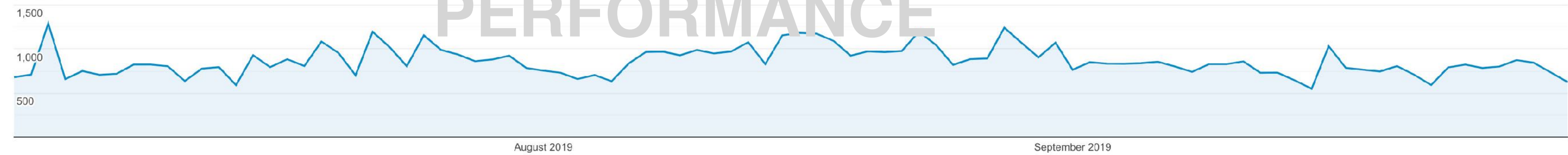
+ Add Segment

Explorer

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

Users vs. Select a metric

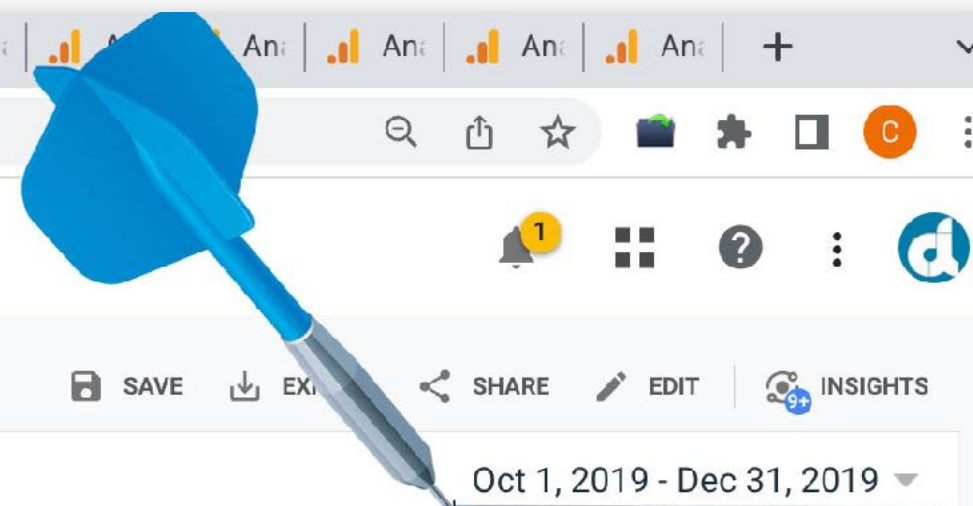
Users



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  |
|                               | 56,543<br><small>% of Total: 100.00% (56,543)</small> | 53,818<br><small>% of Total: 100.00% (53,818)</small> | 94,638<br><small>% of Total: 100.00% (94,638)</small> | 20.55%<br><small>Avg for View: 20.55% (0.00%)</small> | 3.41<br><small>Avg for View: 3.41 (0.00%)</small> | 00:03:39<br><small>Avg for View: 00:03:39 (0.00%)</small> | 2.83%<br><small>Avg for View: 2.83% (0.00%)</small> | 2,675<br><small>% of Total: 100.00% (2,675)</small> | \$0.00<br><small>% of Total: 0.00% (\$0.00)</small> |
| 1. [blurred]                  | 17,487 (27.69%)                                       | 15,572 (28.93%)                                       | 28,573 (30.19%)                                       | 14.49%  | 4.88  | 00:05:08  | 3.64%   | 1,041 (38.92%)                                      | \$0.00 (0.00%)                                      |
| 2. [blurred]                  | 13,083 (20.72%)                                       | 12,902 (23.97%)                                       | 17,676 (18.68%)                                       | 30.53%  | 3.03  | 00:03:31  | 2.63%   | 465 (17.38%)  | \$0.00 (0.00%)                                      |
| 3. [blurred]                  | 7,616 (12.06%)  | 6,623 (12.31%)  | 11,250 (11.89%)                                       | 19.25%  | 3.78  | 00:03:54  | 6.07%   | 683 (25.53%)  | \$0.00 (0.00%)                                      |
| 4. [blurred]                  | 2,449 (3.88%)   | 1,390 (2.58%)   | 4,244 (4.48%)   | 7.07%   | 1.62  | 00:01:40  | 0.54%   | 23 (0.86%)  | \$0.00 (0.00%)                                      |
| 5. [blurred]                  | 2,316 (3.67%)   | 1,819 (3.38%)   | 3,190 (3.37%)   | 7.18%   | 1.42  | 00:01:27  | 0.82%   | 26 (0.97%)  | \$0.00 (0.00%)                                      |
| 6. [blurred]                  | 2,147 (3.40%)   | 1,886 (3.50%)   | 3,140 (3.32%)   | 9.52%   | 1.60  | 00:01:21  | 0.61%   | 19 (0.71%)  | \$0.00 (0.00%)                                      |
| 7. [blurred]                  | 1,766 (2.80%)   | 1,690 (3.14%)   | 2,424 (2.56%)   | 72.48%  | 1.19  | 00:00:37  | 0.08%   | 2 (0.07%)   | \$0.00 (0.00%)                                      |
| 8. [blurred]                  | 1,629 (2.58%)   | 440 (0.82%)   | 3,509 (3.71%)   | 4.65%   | 1.76  | 00:02:03  | 0.77%   | 27 (1.01%)  | \$0.00 (0.00%)                                      |
| 9. dealerleads.com / referral | 1,599 (2.53%)   | 1,235 (2.29%)   | 2,411 (2.55%)   | 16.47%  | 4.37  | 00:04:58  | 4.81%   | 116 (4.34%)   | \$0.00 (0.00%)                                      |
| 10. [blurred]                 | 1,532 (2.43%)   | 1,167 (2.17%)   | 2,019 (2.13%)   | 15.55%  | 1.26  | 00:01:07  | 0.94%   | 19 (0.71%)  | \$0.00 (0.00%)                                      |



# DEALERLEADS

# 2019 Q4 PERFORMANCE

All Traffic

All Users  
100.00% Users

+ Add Segment

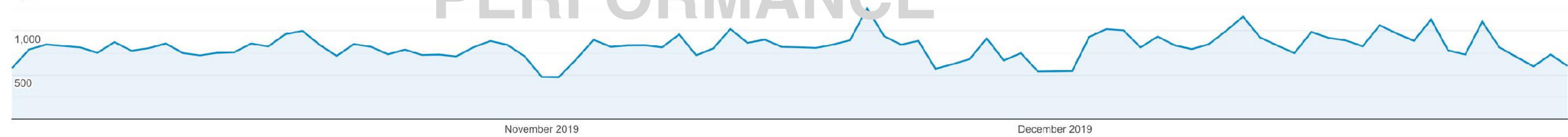
Explorer

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

Users vs. Select a metric

Users

1,500

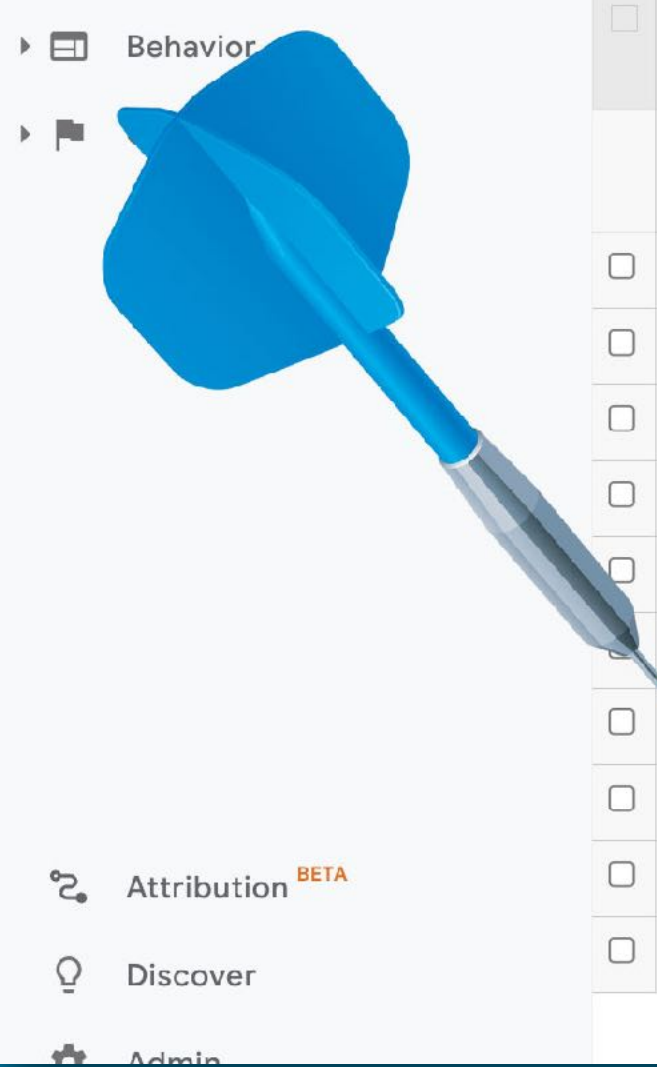


Day Week Month

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  |
|                               | 52,828<br><small>% of Total: 100.00% (52,828)</small> | 50,129<br><small>% of Total: 100.00% (50,129)</small> | 88,093<br><small>% of Total: 100.00% (88,093)</small> | 24.19%<br><small>Avg for View: 24.19% (0.00%)</small> | 3.30<br><small>Avg for View: 3.30 (0.00%)</small> | 00:03:21<br><small>Avg for View: 00:03:21 (0.00%)</small> | 2.34%<br><small>Avg for View: 2.34% (0.00%)</small> | 2,058<br><small>% of Total: 100.00% (2,058)</small> | \$0.00<br><small>% of Total: 0.00% (\$0.00)</small> |
| 1. [blurred]                  | 14,743 (25.64%)                                       | 13,305 (26.54%)                                       | 23,035 (26.15%)                                       | 16.18%  | 4.85  | 00:04:47  | 3.41%   | 786 (38.19%)  | \$0.00 (0.00%)                                      |
| 2. [blurred]                  | 9,352 (16.27%)  | 7,600 (15.16%)  | 17,399 (19.75%)                                       | 10.97%  | 1.66  | 00:01:30  | 0.55%   | 95 (4.62%)  | \$0.00 (0.00%)                                      |
| 3. [blurred]                  | 9,211 (16.02%)  | 9,037 (18.03%)  | 13,284 (15.08%)                                       | 34.27%  | 3.33  | 00:03:52  | 2.76%   | 367 (17.83%)  | \$0.00 (0.00%)                                      |
| 4. [blurred]                  | 6,510 (11.32%)  | 5,647 (11.26%)  | 9,367 (10.63%)  | 25.09%  | 3.58  | 00:03:37  | 4.60%   | 431 (20.94%)  | \$0.00 (0.00%)                                      |
| 5. [blurred]                  | 2,833 (4.93%)   | 1,987 (3.96%)   | 4,049 (4.60%)   | 14.97%  | 1.78  | 00:01:37  | 0.25%   | 10 (0.49%)  | \$0.00 (0.00%)                                      |
| 6. dealerleads.com / referral | 2,454 (4.27%)   | 2,109 (4.21%)   | 3,199 (3.63%)   | 13.41%  | 4.54  | 00:04:13  | 3.72%   | 119 (5.78%)   | \$0.00 (0.00%)                                      |
| 7. [blurred]                  | 1,603 (2.79%)   | 1,502 (3.00%)   | 2,197 (2.49%)   | 90.26%  | 1.10  | 00:00:13  | 0.14%   | 3 (0.15%)   | \$0.00 (0.00%)                                      |
| 8. [blurred]                  | 1,415 (2.46%)   | 672 (1.34%)   | 1,686 (1.91%)   | 46.56%  | 2.35  | 00:01:16  | 0.71%   | 12 (0.58%)  | \$0.00 (0.00%)                                      |
| 9. [blurred]                  | 1,351 (2.35%)   | 1,196 (2.39%)   | 1,848 (2.10%)   | 13.85%  | 4.73  | 00:04:35  | 1.68%   | 31 (1.51%)  | \$0.00 (0.00%)                                      |
| 10. [blurred]                 | 932 (1.62%)   | 929 (1.85%)   | 944 (1.07%)   | 66.84%  | 1.38  | 00:01:59  | 0.42%   | 4 (0.19%)   | \$0.00 (0.00%)                                      |



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

All Traffic

# DEALERLEADS

# 2020 Q1 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



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  |
|                               | 64,025<br><small>% of Total: 100.00% (64,025)</small> | 59,823<br><small>% of Total: 100.00% (59,823)</small> | 106,178<br><small>% of Total: 100.00% (106,178)</small> | 24.60%<br><small>Avg for View: 24.60% (0.00%)</small> | 2.94<br><small>Avg for View: 2.94 (0.00%)</small> | 00:02:48<br><small>Avg for View: 00:02:48 (0.00%)</small> | 2.10%<br><small>Avg for View: 2.10% (0.00%)</small> | 2,231<br><small>% of Total: 100.00% (2,231)</small> | \$0.00<br><small>% of Total: 0.00% (\$0.00)</small> |
| 1. [blurred]                  | 14,765 (21.26%)                                       | 13,192 (22.05%)                                       | 21,867 (20.59%)   | 16.77%  | 4.75  | 00:04:33  | 3.31%   | 724 (32.45%)  | \$0.00 (0.00%)                                      |
| 2. [blurred]                  | 13,842 (19.93%)                                       | 10,771 (18.00%)                                       | 28,595 (26.93%)   | 10.23%  | 1.64  | 00:01:26  | 0.52%   | 150 (6.72%)   | \$0.00 (0.00%)                                      |
| 3. [blurred]                  | 9,388 (13.52%)  | 8,434 (14.10%)  | 13,176 (12.41%)   | 26.75%  | 3.38  | 00:02:57  | 4.41%   | 581 (26.04%)  | \$0.00 (0.00%)                                      |
| 4. [blurred]                  | 8,814 (12.69%)  | 8,645 (14.45%)  | 12,401 (11.68%)   | 35.73%  | 3.26  | 00:03:29  | 2.63%   | 326 (14.61%)  | \$0.00 (0.00%)                                      |
| 5. [blurred]                  | 4,216 (6.07%)   | 4,203 (7.03%)   | 4,304 (4.05%)   | 66.91%  | 1.32  | 00:01:55  | 0.91%   | 39 (1.75%)  | \$0.00 (0.00%)                                      |
| 6. [blurred]                  | 3,972 (5.72%)   | 2,760 (4.61%)   | 5,765 (5.43%)   | 11.47%  | 1.78  | 00:01:37  | 0.56%   | 32 (1.43%)  | \$0.00 (0.00%)                                      |
| 7. [blurred]                  | 2,785 (4.01%)   | 2,664 (4.45%)   | 3,463 (3.26%)   | 89.63%  | 1.12  | 00:00:14  | 0.23%   | 8 (0.36%)   | \$0.00 (0.00%)                                      |
| 8. dealerleads.com / referral | 2,161 (3.11%)   | 1,798 (3.01%)   | 2,982 (2.81%)   | 21.80%  | 4.08  | 00:03:39  | 5.00%   | 149 (6.68%)   | \$0.00 (0.00%)                                      |
| 9. [blurred]                  | 1,585 (2.28%)   | 539 (0.90%)   | 1,885 (1.78%)   | 49.44%  | 2.24  | 00:01:02  | 0.53%   | 10 (0.45%)  | \$0.00 (0.00%)                                      |
| 10. [blurred]                 | 1,375 (1.98%)   | 1,282 (2.14%)   | 1,582 (1.49%)   | 52.53%  | 2.55  | 00:01:34  | 3.54%   | 56 (2.51%)  | \$0.00 (0.00%)                                      |



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- Attribution BETA
- Discover
- Admin

All Traffic ✓

# DEALERLEADS

# 2020 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

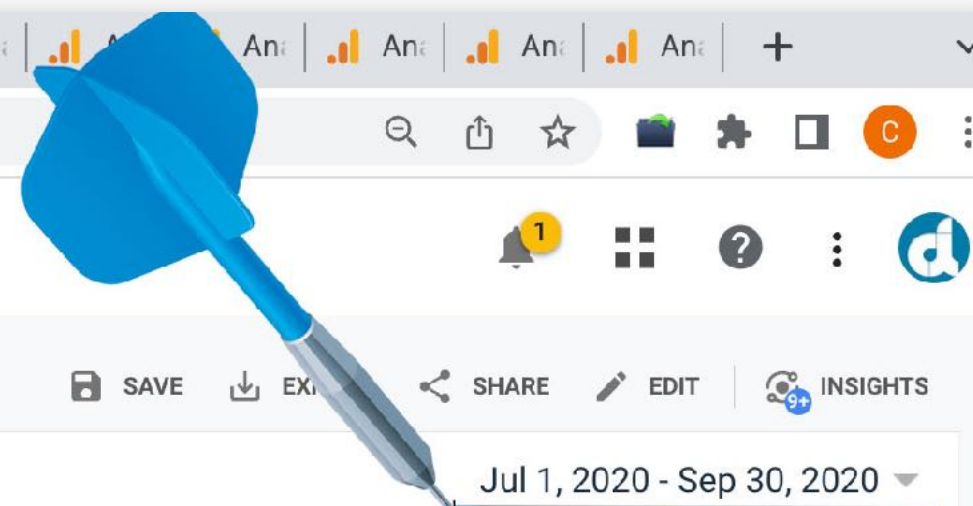
Users



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  |
|                               | 87,108<br><small>% of Total: 100.00% (87,108)</small> | 81,709<br><small>% of Total: 100.00% (81,709)</small> | 136,349<br><small>% of Total: 100.00% (136,349)</small> | 23.71%<br><small>Avg for View: 23.71% (0.00%)</small> | 2.84<br><small>Avg for View: 2.84 (0.00%)</small> | 00:02:37<br><small>Avg for View: 00:02:37 (0.00%)</small> | 2.08%<br><small>Avg for View: 2.08% (0.00%)</small> | 2,831<br><small>% of Total: 100.00% (2,831)</small> | \$0.00<br><small>% of Total: 0.00% (\$0.00)</small> |
| 1. [blurred]                  | 23,238 (24.42%)                                       | 19,052 (23.32%)                                       | 42,769 (31.37%)   | 14.67%  | 1.62  | 00:01:20  | 0.71%   | 303 (10.70%)  | \$0.00 (0.00%)                                      |
| 2. [blurred]                  | 20,447 (21.49%)                                       | 18,346 (22.45%)                                       | 27,310 (20.03%)   | 16.95%  | 4.42  | 00:03:56  | 2.88%   | 786 (27.76%)  | \$0.00 (0.00%)                                      |
| 3. [blurred]                  | 13,819 (14.52%)                                       | 13,573 (15.61%)                                       | 18,146 (13.31%)   | 27.60%  | 3.39  | 00:03:41  | 2.51%   | 456 (16.11%)  | \$0.00 (0.00%)                                      |
| 4. [blurred]                  | 10,604 (11.15%)                                       | 9,491 (11.62%)  | 13,496 (9.90%)  | 25.47%  | 3.33  | 00:02:35  | 5.21%   | 703 (24.83%)  | \$0.00 (0.00%)                                      |
| 5. [blurred]                  | 4,962 (5.22%)   | 3,358 (4.11%)   | 7,028 (5.15%)   | 13.93%  | 1.66  | 00:01:29  | 0.78%   | 55 (1.94%)  | \$0.00 (0.00%)                                      |
| 6. [blurred]                  | 3,436 (3.61%)   | 1,438 (1.76%)   | 4,010 (2.94%)   | 49.60%  | 2.31  | 00:01:05  | 0.85%   | 34 (1.20%)  | \$0.00 (0.00%)                                      |
| 7. [blurred]                  | 2,777 (2.92%)   | 2,756 (3.37%)   | 2,847 (2.09%)   | 74.01%  | 1.27  | 00:01:03  | 0.70%   | 20 (0.71%)  | \$0.00 (0.00%)                                      |
| 8. dealerleads.com / referral | 2,297 (2.41%)   | 1,861 (2.28%)   | 2,924 (2.14%)   | 19.84%  | 4.16  | 00:03:56  | 4.10%   | 120 (4.24%)   | \$0.00 (0.00%)                                      |
| 9. [blurred]                  | 2,158 (2.27%)   | 2,057 (2.52%)   | 2,611 (1.91%)   | 93.72%  | 1.12  | 00:00:10  | 0.11%   | 3 (0.11%)   | \$0.00 (0.00%)                                      |
| 10. [blurred]                 | 1,185 (1.25%)   | 1,176 (1.44%)   | 1,218 (0.89%)   | 62.23%  | 1.17  | 00:01:09  | 0.08%   | 1 (0.04%)   | \$0.00 (0.00%)                                      |



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- Discover
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All Traffic

# DEALERLEADS

# 2020 Q3 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

3,000



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  |
|                               | 85,882<br><small>% of Total: 100.00% (85,882)</small> | 83,737<br><small>% of Total: 100.00% (83,737)</small> | 119,979<br><small>% of Total: 100.00% (119,979)</small> | 27.51%<br><small>Avg for View: 27.51% (0.00%)</small> | 2.69<br><small>Avg for View: 2.69 (0.00%)</small> | 00:02:29<br><small>Avg for View: 00:02:29 (0.00%)</small> | 2.39%<br><small>Avg for View: 2.39% (0.00%)</small> | 2,871<br><small>% of Total: 100.00% (2,871)</small> | \$0.00<br><small>% of Total: 0.00% (\$0.00)</small> |
| 1. [blurred]                  | 21,467 (22.95%)                                       | 19,591 (23.40%)                                       | 26,687 (22.24%)   | 19.02%  | 3.84  | 00:03:18  | 3.80%   | 1,013 (35.28%)                                      | \$0.00 (0.00%)                                      |
| 2. [blurred]                  | 18,894 (20.20%)                                       | 16,320 (19.49%)                                       | 27,541 (22.95%)   | 20.89%  | 1.46  | 00:01:07  | 0.79%   | 218 (7.59%)   | \$0.00 (0.00%)                                      |
| 3. [blurred]                  | 16,132 (17.24%)                                       | 16,189 (19.33%)                                       | 21,220 (17.69%)   | 25.59%  | 3.23  | 00:03:47  | 2.71%   | 575 (20.03%)  | \$0.00 (0.00%)                                      |
| 4. [blurred]                  | 8,575 (9.17%)   | 7,637 (9.12%)   | 10,264 (8.55%)  | 27.54%  | 3.00  | 00:02:25  | 4.59%   | 471 (16.41%)  | \$0.00 (0.00%)                                      |
| 5. [blurred]                  | 5,320 (5.69%)   | 4,192 (5.01%)   | 7,076 (5.90%)   | 14.95%  | 1.54  | 00:01:20  | 1.00%   | 71 (2.47%)  | \$0.00 (0.00%)                                      |
| 6. [blurred]                  | 5,298 (5.66%)   | 5,285 (6.31%)   | 5,395 (4.50%)   | 82.71%  | 1.10  | 00:00:31  | 0.20%   | 11 (0.38%)  | \$0.00 (0.00%)                                      |
| 7. [blurred]                  | 2,784 (2.98%)   | 1,519 (1.81%)   | 3,135 (2.61%)   | 54.10%  | 2.15  | 00:01:03  | 0.86%   | 27 (0.94%)  | \$0.00 (0.00%)                                      |
| 8. dealerleads.com / referral | 2,532 (2.71%)   | 2,121 (2.53%)   | 3,103 (2.59%)   | 20.21%  | 3.80  | 00:03:24  | 4.51%   | 140 (4.88%)   | \$0.00 (0.00%)                                      |
| 9. [blurred]                  | 2,190 (2.34%)   | 2,141 (2.56%)   | 2,405 (2.00%)   | 94.76%  | 1.08  | 00:00:08  | 0.08%   | 2 (0.07%)   | \$0.00 (0.00%)                                      |
| 10. [blurred]                 | 2,163 (2.31%)   | 1,952 (2.33%)   | 2,551 (2.13%)   | 32.85%  | 3.30  | 00:02:45  | 2.70%   | 69 (2.40%)  | \$0.00 (0.00%)                                      |



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- Behavior
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- Discover
- Admin

All Traffic

# DEALERLEADS

# 2020 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

4,000

2,000

November 2020

December 2020

Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sort Type: Default

| Source / Medium               | Acquisition   |   |   | Behavior  |   |   | Conversions   |   |   |
|-------------------------------|---|---|---|---|---|---|---|---|---|
|                               | Users   | New Users   | Sessions  | Bounce Rate   | Pages / Session                                   | Avg. Session Duration                                     | Goal Conversion Rate                                | Goal Completions                                    | Goal Value  |
|                               | 63,021<br><small>% of Total: 100.00% (63,021)</small> | 58,539<br><small>% of Total: 100.00% (58,539)</small> | 94,611<br><small>% of Total: 100.00% (94,611)</small> | 25.93%<br><small>Avg for View: 25.93% (0.00%)</small> | 2.57<br><small>Avg for View: 2.57 (0.00%)</small> | 00:02:32<br><small>Avg for View: 00:02:32 (0.00%)</small> | 2.75%<br><small>Avg for View: 2.75% (0.00%)</small> | 2,599<br><small>% of Total: 100.00% (2,599)</small> | \$0.00<br><small>% of Total: 0.00% (\$0.00)</small> |
| 1. [blurred]                  | 17,263 (25.52%)                                       | 14,267 (24.37%)                                       | 26,104 (27.59%)                                       | 20.48%  | 1.37  | 00:01:04  | 0.76%   | 198 (7.62%)   | \$0.00 (0.00%)                                      |
| 2. [blurred]                  | 15,985 (23.63%)                                       | 14,509 (24.79%)                                       | 22,012 (23.27%)                                       | 15.58%  | 3.93  | 00:03:48  | 4.32%   | 952 (36.63%)  | \$0.00 (0.00%)                                      |
| 3. [blurred]                  | 7,960 (11.77%)  | 7,239 (12.37%)  | 10,273 (10.86%)                                       | 27.70%  | 2.88  | 00:02:30  | 4.82%   | 495 (19.05%)  | \$0.00 (0.00%)                                      |
| 4. [blurred]                  | 7,158 (10.58%)  | 7,045 (12.03%)  | 10,549 (11.15%)                                       | 32.76%  | 2.92  | 00:03:20  | 3.64%   | 384 (14.77%)  | \$0.00 (0.00%)                                      |
| 5. [blurred]                  | 4,355 (6.44%)   | 3,163 (5.40%)   | 6,082 (6.43%)   | 11.74%  | 1.42  | 00:01:22  | 0.94%   | 57 (2.19%)  | \$0.00 (0.00%)                                      |
| 6. dealerleads.com / referral | 2,351 (3.48%)   | 1,934 (3.30%)   | 3,208 (3.39%)   | 22.69%  | 3.57  | 00:04:13  | 4.52%   | 145 (5.58%)   | \$0.00 (0.00%)                                      |
| 7. [blurred]                  | 1,998 (2.95%)   | 976 (1.67%)   | 2,213 (2.34%)   | 62.09%  | 1.96  | 00:00:49  | 0.90%   | 20 (0.77%)  | \$0.00 (0.00%)                                      |
| 8. [blurred]                  | 1,855 (2.74%)   | 1,787 (3.05%)   | 2,054 (2.17%)   | 93.91%  | 1.09  | 00:00:10  | 0.34%   | 7 (0.27%)   | \$0.00 (0.00%)                                      |
| 9. [blurred]                  | 1,121 (1.66%)   | 951 (1.62%)   | 1,496 (1.58%)   | 12.37%  | 4.03  | 00:03:46  | 5.08%   | 76 (2.92%)  | \$0.00 (0.00%)                                      |
| 10. [blurred]                 | 1,026 (1.52%)   | 1,020 (1.74%)   | 1,067 (1.13%)   | 82.85%  | 1.19  | 00:00:33  | 0.09%   | 1 (0.04%)   | \$0.00 (0.00%)                                      |

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- Discover
- Admin

All Traffic

# DEALERLEADS

# 2021 Q1 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

3,000

2,000

1,000

February 2021

March 2021

Primary Dimension: Source / Medium

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  |
|                               | 77,853<br><small>% of Total: 100.00% (77,853)</small> | 75,193<br><small>% of Total: 100.00% (75,193)</small> | 119,102<br><small>% of Total: 100.00% (119,102)</small> | 30.93%<br><small>Avg for View: 30.93% (0.00%)</small> | 2.26<br><small>Avg for View: 2.26 (0.00%)</small> | 00:02:14<br><small>Avg for View: 00:02:14 (0.00%)</small> | 2.33%<br><small>Avg for View: 2.33% (0.00%)</small> | 2,771<br><small>% of Total: 100.00% (2,771)</small> | \$0.00<br><small>% of Total: 0.00% (\$0.00)</small> |
| 1. [blurred]                  | 20,089 (24.42%)                                       | 18,519 (24.63%)                                       | 28,611 (24.02%)   | 15.65%  | 3.31  | 00:03:34  | 4.11%   | 1,175 (42.40%)                                      | \$0.00 (0.00%)                                      |
| 2. [blurred]                  | 17,522 (21.30%)                                       | 15,973 (21.24%)                                       | 29,193 (24.51%)   | 32.88%  | 1.38  | 00:00:50  | 0.75%   | 218 (7.87%)   | \$0.00 (0.00%)                                      |
| 3. [blurred]                  | 8,585 (10.44%)  | 8,465 (11.26%)  | 11,945 (10.03%)   | 30.50%  | 2.61  | 00:02:59  | 3.87%   | 462 (16.67%)  | \$0.00 (0.00%)                                      |
| 4. [blurred]                  | 8,173 (9.94%)   | 7,524 (10.01%)  | 9,760 (8.19%)   | 31.17%  | 2.19  | 00:02:10  | 3.22%   | 314 (11.33%)  | \$0.00 (0.00%)                                      |
| 5. [blurred]                  | 5,034 (6.12%)   | 4,249 (5.65%)   | 10,509 (8.82%)  | 57.66%  | 1.49  | 00:00:40  | 0.69%   | 72 (2.60%)  | \$0.00 (0.00%)                                      |
| 6. [blurred]                  | 3,927 (4.77%)   | 3,921 (5.21%)   | 3,982 (3.34%)   | 36.34%  | 2.71  | 00:02:32  | 0.10%   | 4 (0.14%)   | \$0.00 (0.00%)                                      |
| 7. dealerleads.com / referral | 2,860 (3.48%)   | 2,314 (3.08%)   | 4,160 (3.49%)   | 16.61%  | 3.08  | 00:03:46  | 3.49%   | 145 (5.23%)   | \$0.00 (0.00%)                                      |
| 8. [blurred]                  | 2,746 (3.34%)   | 2,334 (3.10%)   | 3,553 (2.98%)   | 11.51%  | 1.39  | 00:01:12  | 1.01%   | 36 (1.30%)  | \$0.00 (0.00%)                                      |
| 9. [blurred]                  | 1,764 (2.14%)   | 1,761 (2.34%)   | 1,772 (1.49%)   | 27.26%  | 3.00  | 00:02:51  | 0.06%   | 1 (0.04%)   | \$0.00 (0.00%)                                      |
| 10. [blurred]                 | 1,405 (1.71%)   | 1,387 (1.84%)   | 1,466 (1.23%)   | 79.95%  | 1.20  | 00:00:47  | 0.89%   | 13 (0.47%)  | \$0.00 (0.00%)                                      |

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- Behavior
- Conversion
- Attribution BETA
- Discover
- Admin

All Traffic ✓

# DEALERLEADS

# 2021 Q2 PERFORMANCE

All Users  
100.00% Users

+ Add Segment

Explorer

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

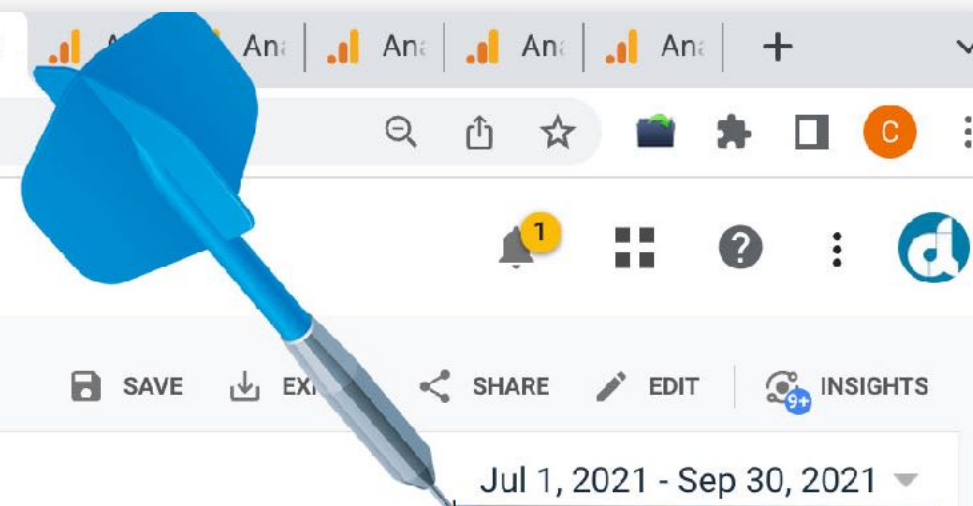
Users vs. Select a metric



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  |
|                               | 88,616<br><small>% of Total: 100.00% (88,616)</small> | 85,484<br><small>% of Total: 100.00% (85,484)</small> | 142,245<br><small>% of Total: 100.00% (142,245)</small> | 28.88%<br><small>Avg for View: 28.88% (0.00%)</small> | 1.98<br><small>Avg for View: 1.98 (0.00%)</small> | 00:01:57<br><small>Avg for View: 00:01:57 (0.00%)</small> | 2.10%<br><small>Avg for View: 2.10% (0.00%)</small> | 2,994<br><small>% of Total: 100.00% (2,994)</small> | \$0.00<br><small>% of Total: 0.00% (\$0.00)</small> |
| 1. [blurred]                  | 23,132 (24.56%)                                       | 21,336 (24.96%)                                       | 33,140 (23.30%)   | 18.32%  | 3.01  | 00:03:33  | 3.90%   | 1,292 (43.15%)                                      | \$0.00 (0.00%)                                      |
| 2. [blurred]                  | 20,585 (21.87%)                                       | 18,497 (21.64%)                                       | 38,821 (27.29%)   | 24.71%  | 1.13  | 00:00:32  | 0.36%   | 138 (4.61%)   | \$0.00 (0.00%)                                      |
| 3. [blurred]                  | 11,103 (11.80%)                                       | 9,763 (11.42%)  | 20,258 (14.24%)   | 27.51%  | 1.32  | 00:00:44  | 0.53%   | 107 (3.57%)   | \$0.00 (0.00%)                                      |
| 4. [blurred]                  | 8,940 (9.50%)   | 8,351 (9.77%)   | 10,595 (7.45%)  | 34.06%  | 2.05  | 00:01:56  | 3.88%   | 411 (13.73%)  | \$0.00 (0.00%)                                      |
| 5. [blurred]                  | 8,938 (9.50%)   | 8,764 (10.25%)  | 12,596 (8.86%)  | 26.78%  | 2.57  | 00:03:16  | 4.42%   | 557 (18.60%)  | \$0.00 (0.00%)                                      |
| 6. [blurred]                  | 4,129 (4.39%)   | 4,130 (4.83%)   | 4,157 (2.92%)   | 40.13%  | 2.57  | 00:02:19  | 0.05%   | 2 (0.07%)   | \$0.00 (0.00%)                                      |
| 7. dealerleads.com / referral | 2,843 (3.02%)   | 2,248 (2.63%)   | 4,181 (2.94%)   | 16.46%  | 3.08  | 00:04:01  | 4.02%   | 168 (5.61%)   | \$0.00 (0.00%)                                      |
| 8. [blurred]                  | 2,483 (2.64%)   | 1,374 (1.61%)   | 2,758 (1.94%)   | 73.39%  | 1.42  | 00:00:29  | 0.47%   | 13 (0.43%)  | \$0.00 (0.00%)                                      |
| 9. [blurred]                  | 2,038 (2.17%)   | 2,029 (2.37%)   | 2,110 (1.48%)   | 88.10%  | 1.15  | 00:00:31  | 0.43%   | 9 (0.30%)   | \$0.00 (0.00%)                                      |
| 10. [blurred]                 | 1,702 (1.81%)   | 1,698 (1.99%)   | 1,798 (1.26%)   | 96.61%  | 1.07  | 00:00:04  | 0.00%   | 0 (0.00%)   | \$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 Goal Set 3 Economic

Users vs. Select a metric

Users

2,000

1,000



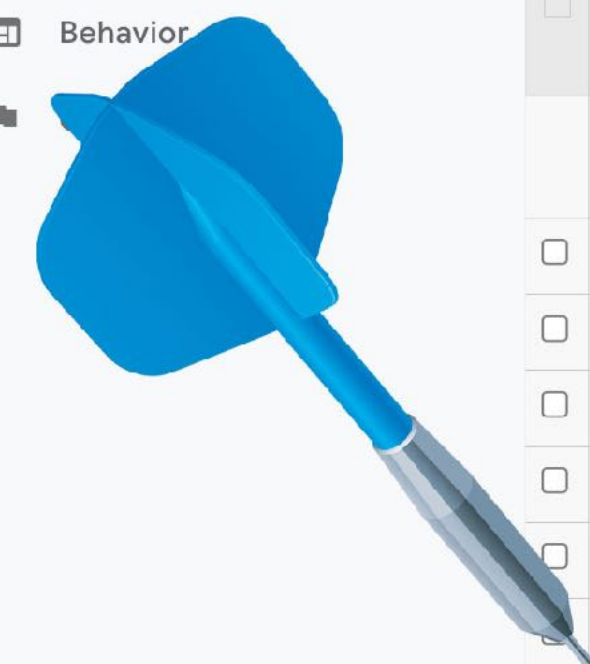
Day Week Month

Primary Dimension: Source / Medium

Plot Rows Secondary dimension Sort Type: Default

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

| Source / Medium               | Acquisition   |   |   | Behavior  |   |   | Conversions   |   |   |
|-------------------------------|---|---|---|---|---|---|---|---|---|
|                               | Users   | New Users   | Sessions  | Bounce Rate   | Pages / Session                                   | Avg. Session Duration                                     | Goal Conversion Rate                                | Goal Completions                                    | Goal Value  |
|                               | 81,793<br><small>% of Total: 100.00% (81,793)</small> | 78,419<br><small>% of Total: 100.00% (78,419)</small> | 137,087<br><small>% of Total: 100.00% (137,087)</small> | 27.41%<br><small>Avg for View: 27.41% (0.00%)</small> | 1.90<br><small>Avg for View: 1.90 (0.00%)</small> | 00:01:51<br><small>Avg for View: 00:01:51 (0.00%)</small> | 2.42%<br><small>Avg for View: 2.42% (0.00%)</small> | 3,323<br><small>% of Total: 100.00% (3,323)</small> | \$0.00<br><small>% of Total: 0.00% (\$0.00)</small> |
| 1. [blurred]                  | 21,332 (24.51%)                                       | 19,816 (25.27%)                                       | 30,334 (22.13%)   | 18.00%  | 2.93  | 00:03:10  | 4.87%   | 1,476 (44.42%)                                      | \$0.00 (0.00%)                                      |
| 2. [blurred]                  | 15,555 (17.87%)                                       | 14,107 (17.99%)                                       | 27,862 (20.32%)   | 24.52%  | 1.21  | 00:00:41  | 0.62%   | 174 (5.24%)   | \$0.00 (0.00%)                                      |
| 3. [blurred]                  | 15,034 (17.27%)                                       | 12,999 (16.58%)                                       | 31,682 (23.11%)   | 22.48%  | 1.18  | 00:00:41  | 0.52%   | 164 (4.94%)   | \$0.00 (0.00%)                                      |
| 4. [blurred]                  | 10,329 (11.87%)                                       | 10,124 (12.91%)                                       | 14,529 (10.60%)   | 32.72%  | 2.32  | 00:02:48  | 3.76%   | 546 (16.43%)  | \$0.00 (0.00%)                                      |
| 5. [blurred]                  | 8,365 (9.61%)   | 7,825 (9.98%)   | 9,984 (7.28%)   | 41.55%  | 1.93  | 00:01:55  | 3.51%   | 350 (10.53%)  | \$0.00 (0.00%)                                      |
| 6. dealerleads.com / referral | 2,743 (3.15%)   | 2,230 (2.84%)   | 4,517 (3.29%)   | 16.56%  | 2.91  | 00:03:46  | 4.41%   | 199 (5.99%)   | \$0.00 (0.00%)                                      |
| 7. [blurred]                  | 2,194 (2.52%)   | 2,185 (2.79%)   | 2,219 (1.62%)   | 74.72%  | 1.20  | 00:01:01  | 0.72%   | 16 (0.48%)  | \$0.00 (0.00%)                                      |
| 8. [blurred]                  | 1,998 (2.30%)   | 1,898 (2.42%)   | 2,412 (1.76%)   | 90.71%  | 1.14  | 00:00:19  | 0.21%   | 5 (0.15%)   | \$0.00 (0.00%)                                      |
| 9. [blurred]                  | 1,180 (1.36%)   | 1,176 (1.50%)   | 1,249 (0.91%)   | 94.32%  | 1.03  | 00:00:05  | 0.00%   | 0 (0.00%)   | \$0.00 (0.00%)                                      |
| 10. [blurred]                 | 1,029 (1.18%)   | 7 (0.01%)   | 1,903 (1.39%)   | 10.46%  | 2.79  | 00:03:04  | 2.05%   | 39 (1.17%)  | \$0.00 (0.00%)                                      |



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

All Traffic

# DEALERLEADS

# 2021 Q4 PERFORMANCE

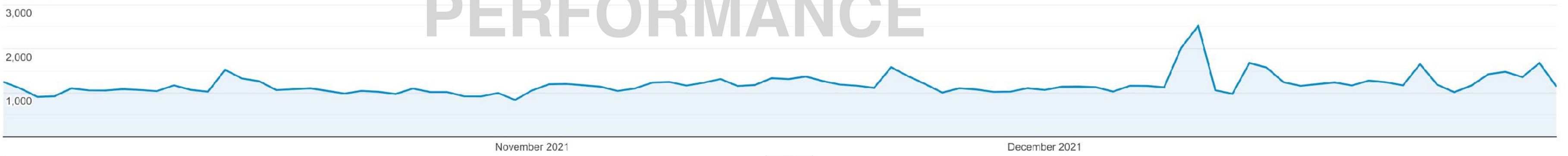
All Users  
100.00% Users

Explorer

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

Users vs. Select a metric

Users



Primary Dimension: Source / Medium

| Source / Medium               | Acquisition   |   |   | Behavior  |   |   | Conversions   |   |   |
|-------------------------------|---|---|---|---|---|---|---|---|---|
|                               | Users   | New Users   | Sessions  | Bounce Rate   | Pages / Session                                   | Avg. Session Duration                                     | Goal Conversion Rate                                | Goal Completions                                    | Goal Value  |
|                               | 80,539<br><small>% of Total: 100.00% (80,539)</small> | 77,738<br><small>% of Total: 100.00% (77,738)</small> | 134,444<br><small>% of Total: 100.00% (134,444)</small> | 27.84%<br><small>Avg for View: 27.84% (0.00%)</small> | 1.95<br><small>Avg for View: 1.95 (0.00%)</small> | 00:01:54<br><small>Avg for View: 00:01:54 (0.00%)</small> | 1.81%<br><small>Avg for View: 1.81% (0.00%)</small> | 2,427<br><small>% of Total: 100.00% (2,427)</small> | \$0.00<br><small>% of Total: 0.00% (\$0.00)</small> |
| 1. [blurred]                  | 22,152 (26.02%)                                       | 20,601 (26.50%)                                       | 30,626 (22.78%)   | 22.33%  | 2.96  | 00:03:09  | 3.90%   | 1,193 (49.16%)                                      | \$0.00 (0.00%)                                      |
| 2. [blurred]                  | 14,466 (16.99%)                                       | 12,714 (16.35%)                                       | 30,443 (22.64%)   | 20.98%  | 1.13  | 00:00:42  | 0.28%   | 84 (3.46%)  | \$0.00 (0.00%)                                      |
| 3. [blurred]                  | 13,906 (16.33%)                                       | 12,374 (15.92%)                                       | 26,523 (19.73%)   | 23.68%  | 1.17  | 00:00:39  | 0.41%   | 108 (4.45%)   | \$0.00 (0.00%)                                      |
| 4. [blurred]                  | 10,503 (12.34%)                                       | 10,260 (13.20%)                                       | 14,813 (11.02%)   | 33.81%  | 2.39  | 00:02:51  | 2.67%   | 396 (16.32%)  | \$0.00 (0.00%)                                      |
| 5. [blurred]                  | 5,339 (6.27%)   | 4,846 (6.23%)   | 6,725 (5.00%)   | 38.14%  | 2.15  | 00:02:23  | 3.23%   | 217 (8.94%)   | \$0.00 (0.00%)                                      |
| 6. [blurred]                  | 3,282 (3.85%)   | 2,816 (3.62%)   | 4,353 (3.24%)   | 25.41%  | 3.22  | 00:01:33  | 0.46%   | 20 (0.82%)  | \$0.00 (0.00%)                                      |
| 7. [blurred]                  | 2,775 (3.26%)   | 2,773 (3.57%)   | 2,831 (2.11%)   | 62.27%  | 1.43  | 00:01:06  | 0.28%   | 8 (0.33%)   | \$0.00 (0.00%)                                      |
| 8. dealerleads.com / referral | 2,394 (2.81%)   | 1,928 (2.48%)   | 4,007 (2.98%)   | 17.29%  | 3.03  | 00:04:09  | 3.64%   | 146 (6.02%)   | \$0.00 (0.00%)                                      |
| 9. [blurred]                  | 2,020 (2.37%)   | 1,939 (2.49%)   | 2,461 (1.83%)   | 92.52%  | 1.10  | 00:00:15  | 0.33%   | 8 (0.33%)   | \$0.00 (0.00%)                                      |
| 10. [blurred]                 | 1,383 (1.62%)   | 1,378 (1.77%)   | 1,438 (1.07%)   | 90.47%  | 1.02  | 00:00:03  | 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
- Behavior
- Conversion
- Attribution BETA
- Discover
- Admin

All Traffic

# DEALERLEADS

# 2022 Q1 PERFORMANCE

All Users  
100.00% Users

+ Add Segment

Explorer

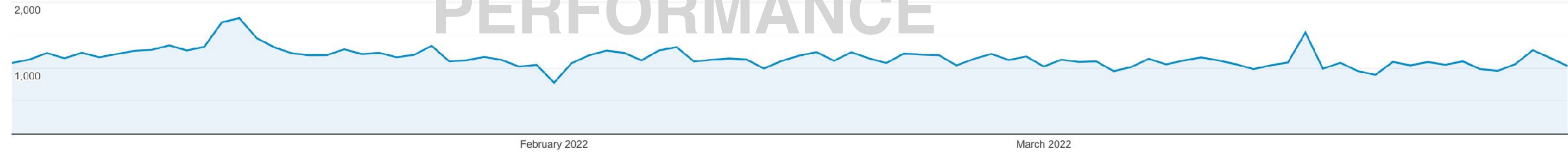
Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Economic

Users vs. Select a metric

Users

2,000

1,000



February 2022

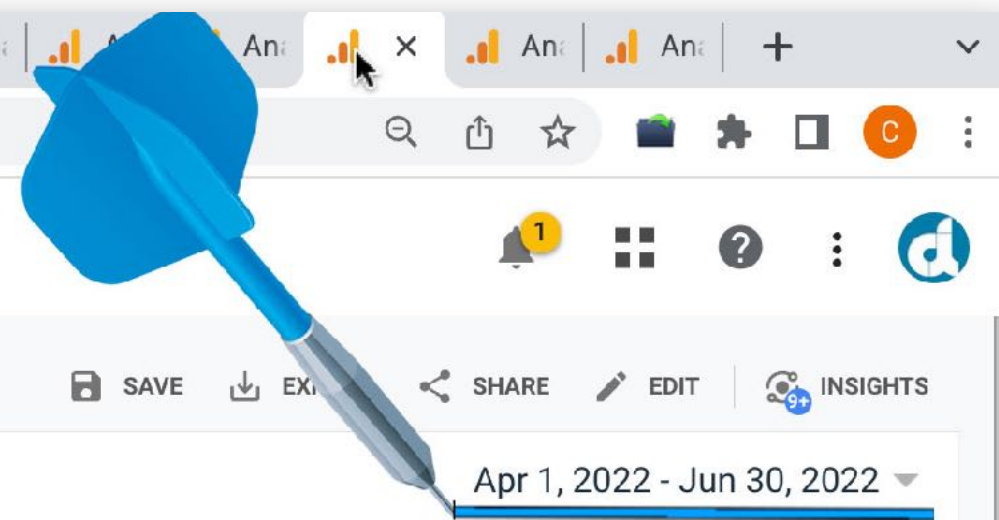
March 2022

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  |
|                               | 77,139<br><small>% of Total: 100.00% (77,139)</small> | 75,053<br><small>% of Total: 100.00% (75,053)</small> | 127,981<br><small>% of Total: 100.00% (127,981)</small> | 28.35%<br><small>Avg for View: 28.35% (0.00%)</small> | 2.05<br><small>Avg for View: 2.05 (0.00%)</small> | 00:01:52<br><small>Avg for View: 00:01:52 (0.00%)</small> | 2.00%<br><small>Avg for View: 2.00% (0.00%)</small> | 2,554<br><small>% of Total: 100.00% (2,554)</small> | \$0.00<br><small>% of Total: 0.00% (\$0.00)</small> |
| 1. [blurred]                  | 25,651 (31.29%)                                       | 24,096 (32.11%)                                       | 34,335 (26.83%)   | 26.84%  | 2.83  | 00:02:48  | 3.45%   | 1,185 (46.40%)                                      | \$0.00 (0.00%)                                      |
| 2. [blurred]                  | 12,115 (14.78%)                                       | 10,874 (14.49%)                                       | 26,461 (20.68%)   | 20.56%  | 1.13  | 00:00:41  | 0.46%   | 122 (4.78%)   | \$0.00 (0.00%)                                      |
| 3. [blurred]                  | 10,581 (12.91%)                                       | 9,261 (12.34%)  | 20,016 (15.64%)   | 24.85%  | 1.18  | 00:00:38  | 0.33%   | 66 (2.58%)  | \$0.00 (0.00%)                                      |
| 4. [blurred]                  | 10,043 (12.25%)                                       | 9,907 (13.20%)  | 14,179 (11.08%)   | 33.65%  | 2.30  | 00:02:36  | 3.11%   | 441 (17.27%)  | \$0.00 (0.00%)                                      |
| 5. [blurred]                  | 4,906 (5.98%)   | 4,442 (5.92%)   | 6,628 (5.18%)   | 37.31%  | 2.15  | 00:02:13  | 3.58%   | 237 (9.28%)   | \$0.00 (0.00%)                                      |
| 6. [blurred]                  | 4,184 (5.10%)   | 3,570 (4.76%)   | 6,764 (5.29%)   | 23.82%  | 3.37  | 00:01:55  | 0.52%   | 35 (1.37%)  | \$0.00 (0.00%)                                      |
| 7. dealerleads.com / referral | 2,871 (3.50%)   | 2,415 (3.22%)   | 4,078 (3.19%)   | 20.89%  | 2.87  | 00:03:10  | 4.12%   | 168 (6.58%)   | \$0.00 (0.00%)                                      |
| 8. [blurred]                  | 1,991 (2.43%)   | 1,905 (2.54%)   | 2,346 (1.83%)   | 95.61%  | 1.05  | 00:00:04  | 0.00%   | 0 (0.00%)   | \$0.00 (0.00%)                                      |
| 9. [blurred]                  | 1,058 (1.29%)   | 1,053 (1.40%)   | 1,070 (0.84%)   | 95.23%  | 1.04  | 00:00:04  | 0.09%   | 1 (0.04%)   | \$0.00 (0.00%)                                      |
| 10. [blurred]                 | 1,018 (1.24%)   | 810 (1.08%)   | 1,811 (1.42%)   | 19.55%  | 2.56  | 00:03:38  | 2.21%   | 40 (1.57%)  | \$0.00 (0.00%)                                      |





# DEALERLEADS

# 2022 Q2 PERFORMANCE

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

2,000



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  |
|                               | 84,991<br><small>% of Total: 100.00% (84,991)</small> | 82,658<br><small>% of Total: 100.00% (82,658)</small> | 125,906<br><small>% of Total: 100.00% (125,906)</small> | 36.29%<br><small>Avg for View: 36.29% (0.00%)</small> | 1.97<br><small>Avg for View: 1.97 (0.00%)</small> | 00:01:48<br><small>Avg for View: 00:01:48 (0.00%)</small> | 1.52%<br><small>Avg for View: 1.52% (0.00%)</small> | 1,911<br><small>% of Total: 100.00% (1,911)</small> | \$0.00<br><small>% of Total: 0.00% (\$0.00)</small> |
| 1. [blurred]                  | 38,306 (43.37%)                                       | 37,114 (44.90%)                                       | 47,068 (37.38%)   | 49.01%  | 2.22  | 00:01:56  | 2.07%   | 972 (50.86%)  | \$0.00 (0.00%)                                      |
| 2. [blurred]                  | 10,076 (11.41%)                                       | 9,931 (12.01%)  | 13,830 (10.98%)   | 36.18%  | 2.22  | 00:02:35  | 2.22%   | 307 (16.06%)  | \$0.00 (0.00%)                                      |
| 3. [blurred]                  | 9,446 (10.69%)  | 8,561 (10.36%)  | 18,941 (15.04%)   | 17.66%  | 1.15  | 00:00:45  | 0.10%   | 19 (0.99%)  | \$0.00 (0.00%)                                      |
| 4. [blurred]                  | 7,976 (9.03%)   | 7,061 (8.54%)   | 13,946 (11.08%)   | 22.82%  | 1.20  | 00:00:43  | 0.21%   | 29 (1.52%)  | \$0.00 (0.00%)                                      |
| 5. [blurred]                  | 5,084 (5.76%)   | 4,624 (5.59%)   | 6,613 (5.25%)   | 36.93%  | 2.12  | 00:02:04  | 2.72%   | 180 (9.42%)   | \$0.00 (0.00%)                                      |
| 6. [blurred]                  | 4,721 (5.34%)   | 4,171 (5.05%)   | 7,278 (5.78%)   | 21.87%  | 3.19  | 00:02:03  | 0.33%   | 24 (1.26%)  | \$0.00 (0.00%)                                      |
| 7. [blurred]                  | 2,413 (2.73%)   | 2,326 (2.81%)   | 2,904 (2.31%)   | 94.66%  | 1.07  | 00:00:07  | 0.03%   | 1 (0.05%)   | \$0.00 (0.00%)                                      |
| 8. dealerleads.com / referral | 2,196 (2.49%)   | 1,879 (2.27%)   | 3,059 (2.43%)   | 21.67%  | 2.88  | 00:03:03  | 3.76%   | 115 (6.02%)   | \$0.00 (0.00%)                                      |
| 9. [blurred]                  | 1,568 (1.78%)   | 1,307 (1.58%)   | 2,207 (1.75%)   | 16.49%  | 1.54  | 00:01:24  | 1.22%   | 27 (1.41%)  | \$0.00 (0.00%)                                      |
| 10. [blurred]                 | 1,228 (1.39%)   | 1,095 (1.32%)   | 1,843 (1.46%)   | 34.78%  | 1.93  | 00:03:04  | 1.90%   | 35 (1.83%)  | \$0.00 (0.00%)                                      |



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

All Traffic ✓

# DEALERLEADS

# 2022 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

| Source / Medium               | Acquisition   |   |   | Behavior  |   |   | Conversions   |   |   |
|-------------------------------|---|---|---|---|---|---|---|---|---|
|                               | Users   | New Users   | Sessions  | Bounce Rate   | Pages / Session                                   | Avg. Session Duration                                     | Goal Conversion Rate                                | Goal Completions                                    | Goal Value  |
|                               | 79,367<br><small>% of Total: 100.00% (79,367)</small> | 77,083<br><small>% of Total: 100.00% (77,083)</small> | 106,599<br><small>% of Total: 100.00% (106,599)</small> | 39.22%<br><small>Avg for View: 39.22% (0.00%)</small> | 2.06<br><small>Avg for View: 2.06 (0.00%)</small> | 00:01:54<br><small>Avg for View: 00:01:54 (0.00%)</small> | 1.69%<br><small>Avg for View: 1.69% (0.00%)</small> | 1,803<br><small>% of Total: 100.00% (1,803)</small> | \$0.00<br><small>% of Total: 0.00% (\$0.00)</small> |
| 1. [blurred]                  | 33,238 (40.72%)                                       | 32,191 (41.76%)                                       | 41,114 (38.57%)   | 49.01%  | 2.24  | 00:01:59  | 2.09%   | 860 (47.70%)  | \$0.00 (0.00%)                                      |
| 2. [blurred]                  | 10,210 (12.51%)                                       | 9,615 (12.47%)  | 13,270 (12.45%)   | 24.38%  | 1.33  | 00:00:48  | 0.31%   | 41 (2.27%)  | \$0.00 (0.00%)                                      |
| 3. [blurred]                  | 9,905 (12.14%)  | 9,842 (12.77%)  | 13,344 (12.52%)   | 37.93%  | 2.20  | 00:02:32  | 2.57%   | 343 (19.02%)  | \$0.00 (0.00%)                                      |
| 4. [blurred]                  | 5,450 (6.68%)   | 4,943 (6.41%)   | 6,848 (6.42%)   | 25.61%  | 1.28  | 00:00:50  | 0.25%   | 17 (0.94%)  | \$0.00 (0.00%)                                      |
| 5. [blurred]                  | 5,297 (6.49%)   | 4,891 (6.35%)   | 6,730 (6.31%)   | 41.03%  | 1.89  | 00:01:44  | 1.93%   | 130 (7.21%)   | \$0.00 (0.00%)                                      |
| 6. [blurred]                  | 4,718 (5.78%)   | 4,297 (5.57%)   | 7,284 (6.83%)   | 29.76%  | 2.96  | 00:02:06  | 0.38%   | 28 (1.55%)  | \$0.00 (0.00%)                                      |
| 7. dealerleads.com / referral | 2,304 (2.82%)   | 1,971 (2.56%)   | 2,937 (2.76%)   | 21.42%  | 2.89  | 00:02:57  | 4.12%   | 121 (6.71%)   | \$0.00 (0.00%)                                      |
| 8. [blurred]                  | 2,185 (2.68%)   | 2,107 (2.73%)   | 2,645 (2.48%)   | 95.05%  | 1.07  | 00:00:08  | 0.04%   | 1 (0.06%)   | \$0.00 (0.00%)                                      |
| 9. [blurred]                  | 2,009 (2.46%)   | 1,795 (2.33%)   | 2,643 (2.48%)   | 18.35%  | 1.61  | 00:01:21  | 0.83%   | 22 (1.22%)  | \$0.00 (0.00%)                                      |
| 10. [blurred]                 | 1,146 (1.40%)   | 973 (1.26%)   | 1,629 (1.53%)   | 20.07%  | 2.62  | 00:03:31  | 2.76%   | 45 (2.50%)  | \$0.00 (0.00%)                                      |

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

All Traffic ✓

# DEALERLEADS

# 2022 Q4 PERFORMANCE

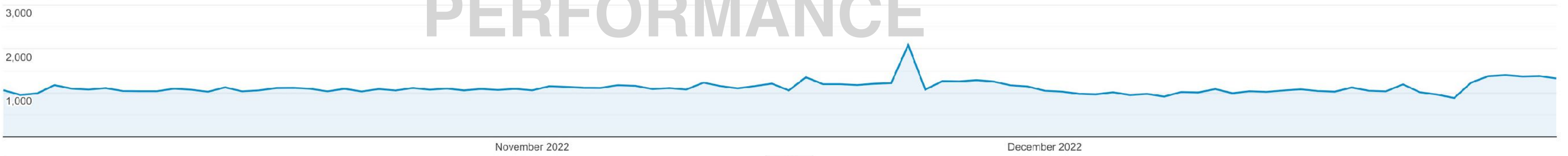
All Users  
100.00% Users

Explorer

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

Users vs. Select a metric

Users

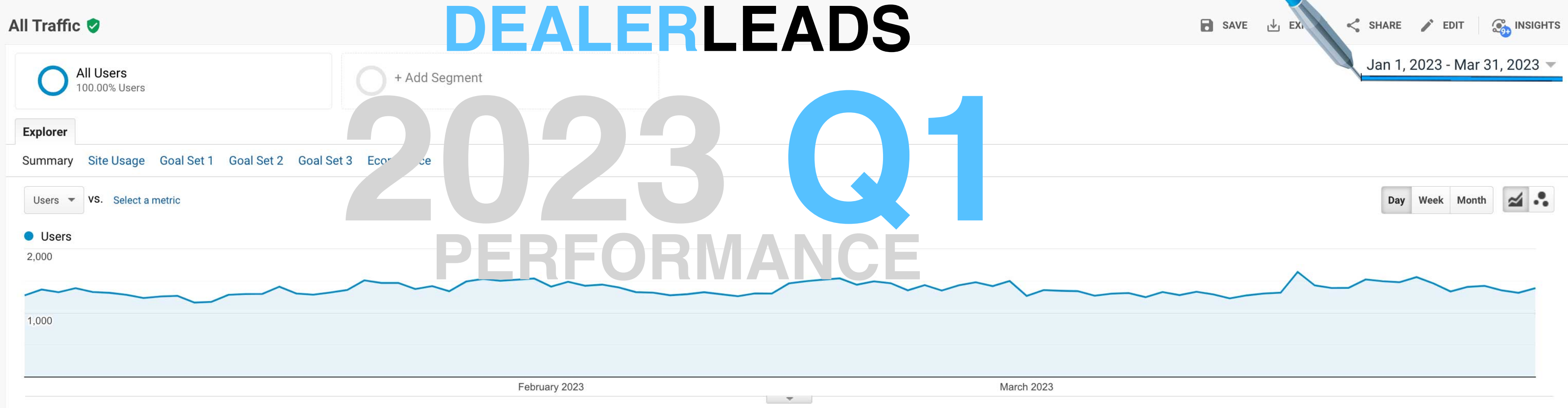


Primary Dimension: Source / Medium

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  |
|                               | 83,282<br><small>% of Total: 100.00% (83,282)</small> | 81,876<br><small>% of Total: 100.00% (81,876)</small> | 115,228<br><small>% of Total: 100.00% (115,228)</small> | 39.47%<br><small>Avg for View: 39.47% (0.00%)</small> | 2.03<br><small>Avg for View: 2.03 (0.00%)</small> | 00:01:56<br><small>Avg for View: 00:01:56 (0.00%)</small> | 1.70%<br><small>Avg for View: 1.70% (0.00%)</small> | 1,959<br><small>% of Total: 100.00% (1,959)</small> | \$0.00<br><small>% of Total: 0.00% (\$0.00)</small> |
| 1. dealerleads.com / referral | 30,730 (35.10%)                                       | 29,580 (36.13%)                                       | 37,944 (32.93%)   | 50.18%  | 2.25  | 00:02:03  | 2.17%   | 825 (42.11%)  | \$0.00 (0.00%)                                      |
| 2. ...                        | 11,898 (13.59%)                                       | 11,101 (13.56%)                                       | 16,219 (14.08%)   | 21.62%  | 1.33  | 00:00:56  | 0.49%   | 79 (4.03%)  | \$0.00 (0.00%)                                      |
| 3. ...                        | 11,065 (12.64%)                                       | 10,810 (13.20%)                                       | 14,224 (12.34%)   | 45.93%  | 2.06  | 00:02:19  | 2.26%   | 321 (16.39%)  | \$0.00 (0.00%)                                      |
| 4. ...                        | 7,678 (8.77%)   | 7,064 (8.63%)   | 9,902 (8.59%)   | 24.60%  | 1.29  | 00:00:57  | 0.57%   | 56 (2.86%)  | \$0.00 (0.00%)                                      |
| 5. ...                        | 6,063 (6.93%)   | 5,638 (6.89%)   | 7,918 (6.87%)   | 41.92%  | 1.94  | 00:01:55  | 2.32%   | 184 (9.39%)   | \$0.00 (0.00%)                                      |
| 6. ...                        | 5,855 (6.69%)   | 5,381 (6.57%)   | 8,011 (6.95%)   | 31.02%  | 3.10  | 00:01:44  | 0.37%   | 30 (1.53%)  | \$0.00 (0.00%)                                      |
| 7. dealerleads.com / referral | 2,757 (3.15%)   | 2,334 (2.85%)   | 3,600 (3.12%)   | 33.28%  | 2.64  | 00:03:04  | 3.92%   | 141 (7.20%)   | \$0.00 (0.00%)                                      |
| 8. ...                        | 2,161 (2.47%)   | 1,880 (2.30%)   | 2,991 (2.60%)   | 13.71%  | 1.73  | 00:01:44  | 2.44%   | 73 (3.73%)  | \$0.00 (0.00%)                                      |
| 9. ...                        | 1,623 (1.85%)   | 1,572 (1.92%)   | 1,950 (1.69%)   | 96.15%  | 1.04  | 00:00:06  | 0.05%   | 1 (0.05%)   | \$0.00 (0.00%)                                      |
| 10. ...                       | 1,450 (1.66%)   | 1,292 (1.58%)   | 2,627 (2.28%)   | 44.27%  | 1.89  | 00:03:36  | 0.95%   | 25 (1.28%)  | \$0.00 (0.00%)                                      |

- Home
- Customization
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- Google Ads
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- Conversion
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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  |
|                               | 101,871<br><small>% of Total: 100.00% (101,871)</small> | 98,750<br><small>% of Total: 100.00% (98,750)</small> | 137,686<br><small>% of Total: 100.00% (137,686)</small> | 43.15%<br><small>Avg for View: 43.15% (0.00%)</small> | 2.01<br><small>Avg for View: 2.01 (0.00%)</small> | 00:01:48<br><small>Avg for View: 00:01:48 (0.00%)</small> | 1.39%<br><small>Avg for View: 1.39% (0.00%)</small> | 1,917<br><small>% of Total: 100.00% (1,917)</small> | \$0.00<br><small>% of Total: 0.00% (\$0.00)</small> |
| 1. [blurred]                  | 42,305 (40.22%)   | 40,510 (41.02%)                                       | 49,766 (36.14%)   | 56.31%  | 2.13  | 00:01:40  | 1.48%   | 735 (38.34%)  | \$0.00 (0.00%)                                      |
| 2. [blurred]                  | 12,587 (11.97%)   | 11,613 (11.76%)                                       | 18,306 (13.30%)   | 25.45%  | 1.41  | 00:00:58  | 0.46%   | 85 (4.43%)  | \$0.00 (0.00%)                                      |
| 3. [blurred]                  | 10,995 (10.45%)   | 10,745 (10.88%)                                       | 15,507 (11.26%)   | 42.05%  | 2.16  | 00:02:41  | 2.22%   | 344 (17.94%)  | \$0.00 (0.00%)                                      |
| 4. [blurred]                  | 9,061 (8.62%)   | 8,386 (8.49%)   | 12,289 (8.93%)  | 23.74%  | 1.39  | 00:01:02  | 0.53%   | 65 (3.39%)  | \$0.00 (0.00%)                                      |
| 5. [blurred]                  | 8,514 (8.10%)   | 8,002 (8.10%)   | 10,673 (7.75%)  | 51.63%  | 1.77  | 00:01:30  | 1.29%   | 138 (7.20%)   | \$0.00 (0.00%)                                      |
| 6. carclicks / cpc            | 5,691 (5.41%)   | 5,177 (5.24%)   | 8,349 (6.06%)   | 28.84%  | 3.21  | 00:02:16  | 0.56%   | 47 (2.45%)  | \$0.00 (0.00%)                                      |
| 7. dealerleads.com / referral | 4,597 (4.37%)   | 4,058 (4.11%)   | 5,963 (4.33%)   | 37.30%  | 2.50  | 00:02:30  | 2.75%   | 164 (8.56%)   | \$0.00 (0.00%)                                      |
| 8. [blurred]                  | 2,277 (2.16%)   | 2,204 (2.23%)   | 2,877 (2.09%)   | 94.13%  | 1.08  | 00:00:07  | 0.07%   | 2 (0.10%)   | \$0.00 (0.00%)                                      |
| 9. [blurred]                  | 1,891 (1.80%)   | 1,625 (1.65%)   | 2,587 (1.88%)   | 17.12%  | 1.55  | 00:01:33  | 2.28%   | 59 (3.08%)  | \$0.00 (0.00%)                                      |
| 10. bing / cpc                | 1,474 (1.40%)   | 1,358 (1.38%)   | 2,049 (1.49%)   | 59.25%  | 1.76  | 00:02:36  | 0.63%   | 13 (0.68%)  | \$0.00 (0.00%)                                      |

Analytics × +

analytics.google.com/analytics/web/?authuser=7&pli=1#/report/trafficsources-all-traffic/a50461041w82453974p125933516/\_u.date00=20230401&\_u.date01=20230630&\_goalOptio...

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

Analytics | All accounts > bellford.com | Dealer Leads - Conversion ...

Try searching "Compare bounce rate this week with last week"

2023 Q2 PERFORMANCE

Apr 1, 2023 - Jun 30, 2023

SAVE | EXPORT | SHARE | EDIT | INSIGHTS

All Traffic ✓

All Users  
100.00% Users

Explorer

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

Users vs. Select a metric

Users

Day | Week | Month

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  |
|                               | 106,599<br><small>% of Total: 100.00% (106,599)</small> | 104,345<br><small>% of Total: 100.00% (104,345)</small> | 146,926<br><small>% of Total: 100.00% (146,926)</small> | 46.76%<br><small>Avg for View: 46.76% (0.00%)</small> | 2.00<br><small>Avg for View: 2.00 (0.00%)</small> | 00:01:57<br><small>Avg for View: 00:01:57 (0.00%)</small> | 1.35%<br><small>Avg for View: 1.35% (0.00%)</small> | 1,988<br><small>% of Total: 100.00% (1,988)</small> | \$0.00<br><small>% of Total: 0.00% (\$0.00)</small> |
| 1. [blurred]                  | 48,048 (43.42%)   | 46,203 (44.28%)   | 57,491 (39.13%)   | 57.69%  | 2.11  | 00:01:47  | 1.58%   | 911 (45.82%)  | \$0.00 (0.00%)                                      |
| 2. [blurred]                  | 13,579 (12.27%)   | 13,391 (12.83%)   | 18,493 (12.59%)   | 45.74%  | 2.13  | 00:02:30  | 1.65%   | 306 (15.39%)  | \$0.00 (0.00%)                                      |
| 3. [blurred]                  | 13,323 (12.04%)   | 12,547 (12.02%)   | 19,008 (12.94%)   | 34.74%  | 1.38  | 00:00:48  | 0.24%   | 46 (2.31%)  | \$0.00 (0.00%)                                      |
| 4. [blurred]                  | 7,689 (6.95%)   | 6,979 (6.69%)   | 10,096 (6.87%)  | 44.49%  | 1.88  | 00:01:44  | 1.98%   | 200 (10.06%)  | \$0.00 (0.00%)                                      |
| 5. [blurred]                  | 6,619 (5.98%)   | 5,991 (5.74%)   | 8,743 (5.95%)   | 33.51%  | 1.32  | 00:00:52  | 0.33%   | 29 (1.46%)  | \$0.00 (0.00%)                                      |
| 6. dealerleads.com / referral | 4,824 (4.36%)   | 4,137 (3.96%)   | 6,790 (4.62%)   | 29.04%  | 2.75  | 00:03:22  | 3.02%   | 205 (10.31%)  | \$0.00 (0.00%)                                      |
| 7. [blurred]                  | 4,075 (3.68%)   | 3,757 (3.60%)   | 7,419 (5.05%)   | 28.98%  | 2.74  | 00:02:58  | 0.34%   | 25 (1.26%)  | \$0.00 (0.00%)                                      |
| 8. [blurred]                  | 2,253 (2.04%)   | 2,171 (2.08%)   | 2,936 (2.00%)   | 93.46%  | 1.12  | 00:00:21  | 0.07%   | 2 (0.10%)   | \$0.00 (0.00%)                                      |
| 9. [blurred]                  | 1,760 (1.59%)   | 1,531 (1.47%)   | 2,352 (1.60%)   | 25.21%  | 1.61  | 00:01:33  | 1.36%   | 32 (1.61%)  | \$0.00 (0.00%)                                      |

Analytics

analytics.google.com/analytics/web/?authuser=7&pli=1#/report/trafficsources-all-traffic/a50461041w82453974p125933516/\_u.date00=20230701&\_u.date01=20230930&\_goalOptio...

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

Analytics | All accounts > bellford.com | Dealer Leads - Conversion ...

Try searching "Compare bounce rate this week with last week"

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

2023 Q2 PERFORMANCE

Made the switch to GA4

Jul 1, 2023 - Sep 30, 2023

All Traffic

All Users 100.00% Users

Explorer

Summary | Site Usage | Goal Set 1 | Goal Set 2 | Goal Set

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                           |
|                               | 51,992<br>% of Total: 100.00% (51,992) | 50,014<br>% of Total: 100.00% (50,014) | 72,517<br>% of Total: 100.00% (72,517) | 44.05%<br>Avg for View: 44.05% (0.00%) | 1.94<br>Avg for View: 1.94 (0.00%) | 00:02:00<br>Avg for View: 00:02:00 (0.00%) | 1.33%<br>Avg for View: 1.33% (0.00%) | 964<br>% of Total: 100.00% (964) | \$0.00<br>% of Total: 0.00% (\$0.00) |
| 1. [blurred]                  | 19,678 (36.14%)                        | 18,653 (37.30%)                        | 23,842 (32.88%)                        | 52.32%                                 | 2.27                               | 00:01:56                                   | 1.82%                                | 434 (45.02%)                     | \$0.00 (0.00%)                       |
| 2. [blurred]                  | 6,916 (12.70%)                         | 6,733 (13.46%)                         | 9,303 (12.83%)                         | 47.44%                                 | 2.07                               | 00:02:24                                   | 1.74%                                | 162 (16.80%)                     | \$0.00 (0.00%)                       |
| 3. [blurred]                  | 6,085 (11.18%)                         | 5,510 (11.02%)                         | 8,228 (11.35%)                         | 39.23%                                 | 1.39                               | 00:00:43                                   | 0.19%                                | 16 (1.66%)                       | \$0.00 (0.00%)                       |
| 4. [blurred]                  | 3,507 (6.44%)                          | 2,934 (5.87%)                          | 4,283 (5.91%)                          | 37.80%                                 | 1.28                               | 00:00:42                                   | 0.40%                                | 17 (1.76%)                       | \$0.00 (0.00%)                       |
| 5. [blurred]                  | 2,976 (5.47%)                          | 2,809 (5.62%)                          | 4,044 (5.58%)                          | 26.56%                                 | 1.39                               | 00:01:20                                   | 1.26%                                | 51 (5.29%)                       | \$0.00 (0.00%)                       |
| 6. [blurred]                  | 2,767 (5.08%)                          | 2,474 (4.95%)                          | 3,309 (4.56%)                          | 41.28%                                 | 1.23                               | 00:00:45                                   | 0.45%                                | 15 (1.56%)                       | \$0.00 (0.00%)                       |
| 7. [blurred]                  | 2,430 (4.46%)                          | 2,150 (4.30%)                          | 3,116 (4.30%)                          | 49.23%                                 | 1.96                               | 00:01:57                                   | 1.54%                                | 48 (4.98%)                       | \$0.00 (0.00%)                       |
| 8. dealerleads.com / referral | 2,340 (4.30%)                          | 1,978 (3.95%)                          | 3,213 (4.43%)                          | 32.46%                                 | 2.63                               | 00:03:07                                   | 2.55%                                | 82 (8.51%)                       | \$0.00 (0.00%)                       |
| 9. [blurred]                  | 1,595 (2.93%)                          | 1,385 (2.77%)                          | 4,338 (5.98%)                          | 21.51%                                 | 2.06                               | 00:04:32                                   | 0.88%                                | 38 (3.94%)                       | \$0.00 (0.00%)                       |

# 11 THINGS WE WANT YOU TO KNOW

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

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

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

*Steve Tackett* CEO 818-262-8923

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

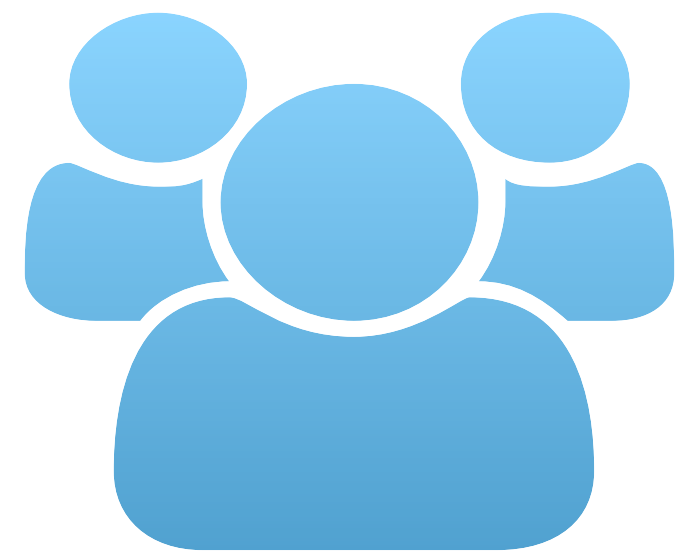
# 2023

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**DEALER LEADS.com**