

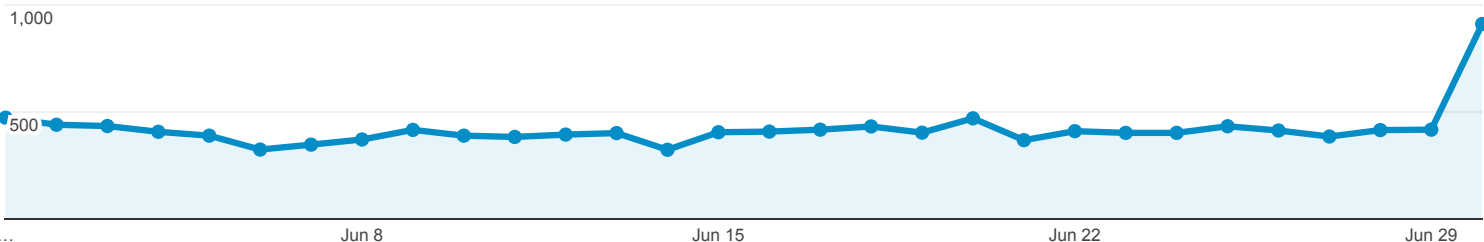
All Traffic

All Sessions
100.00%

Explorer

Summary

Sessions



This page showing total cumulative goals completed. There are eight pages so you will have to scroll within this window, or for your convenience you can click in the upper right hand corner of this report and open it in a new window for easier reading. The red arrows on the pages will indicate what goals we are tracking on that specific page of the report. Dealer leads performance has been highlighted in yellow for easier reference.

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	12,552 <small>% of Total: 100.00% (12,552)</small>	61.37% <small>Avg for View: 61.30% (0.12%)</small>	7,703 <small>% of Total: 100.12% (7,694)</small>	38.22% <small>Avg for View: 38.22% (0.00%)</small>	4.89 <small>Avg for View: 4.89 (0.00%)</small>	00:03:36 <small>Avg for View: 00:03:36 (0.00%)</small>	106.64% <small>Avg for View: 106.64% (0.00%)</small>	13,385 <small>% of Total: 100.00% (13,385)</small>	\$0.00 <small>% of Total: 0.00% (\$0.00)</small>
1. google / organic	3,623 (28.86%)	56.80%	2,058 (26.72%)	26.44%	6.13	00:04:18	111.45%	4,038 (30.17%)	\$0.00 (0.00%)
2. (direct) / (none)	2,373 (18.91%)	53.06%	1,259 (16.34%)	35.48%	5.62	00:05:14	99.41%	2,359 (17.62%)	\$0.00 (0.00%)
3. google / cpc	1,905 (15.18%)	77.11%	1,469 (19.07%)	34.12%	4.75	00:02:45	122.68%	2,337 (17.46%)	\$0.00 (0.00%)
4. facebook / social	1,637 (13.04%)	59.87%	980 (12.72%)	85.22%	1.37	00:00:53	77.40%	1,267 (9.47%)	\$0.00 (0.00%)
5. dealerleads.com / referral	504 (4.02%)	67.86%	342 (4.44%)	17.86%	6.02	00:03:52	130.56%	658 (4.92%)	\$0.00 (0.00%)
6. [redacted] / eblast	471 (3.75%)	51.59%	243 (3.15%)	35.24%	3.99	00:03:01	134.82%	635 (4.74%)	\$0.00 (0.00%)
7. bing / organic	457 (3.64%)	42.45%	194 (2.52%)	12.69%	6.24	00:06:04	117.51%	537 (4.01%)	\$0.00 (0.00%)
8. yahoo / organic	297 (2.37%)	62.96%	187 (2.43%)	18.52%	6.27	00:04:34	117.17%	348 (2.60%)	\$0.00 (0.00%)
9. dealer5.com / referral	225 (1.79%)	98.22%	221 (2.87%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. MSN / cpc	225 (1.79%)	89.33%	201 (2.61%)	49.33%	3.46	00:01:43	162.67%	366 (2.73%)	\$0.00 (0.00%)

Rows 1 - 10 of 99

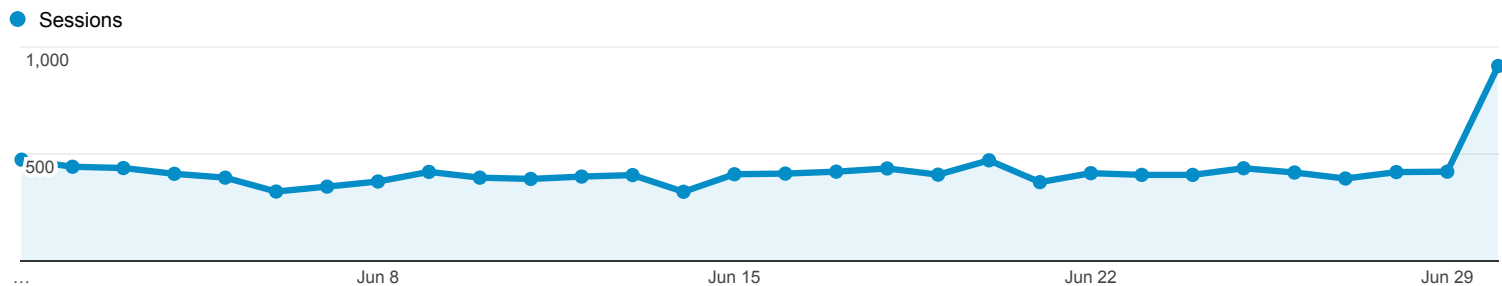
All Traffic

All Sessions
100.00%

Explorer

Summary

Here we are tracking "Lead Forms Submitted", the dealership's bread and butter, as you can see in this report Dealer Leads knocks it out of the park completing 38 Contact Lead Form Submissions for the month of June.



Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Lead Forms Submitted (Goal 4 Conversion Rate)	Lead Forms Submitted (Goal 4 Completions)	Lead Forms Submitted (Goal 4 Value)
	12,552 % of Total: 100.00% (12,552)	61.37% Avg for View: 61.30% (0.12%)	7,703 % of Total: 100.12% (7,694)	38.22% Avg for View: 38.22% (0.00%)	4.89 Avg for View: 4.89 (0.00%)	00:03:36 Avg for View: 00:03:36 (0.00%)	2.02% Avg for View: 2.02% (0.00%)	253 % of Total: 100.00% (253)	\$0.00 % of Total: 0.00% (\$0.00)
1. google / organic	3,623 (28.86%)	56.80%	2,058 (26.72%)	26.44%	6.13	00:04:18	2.18%	79 (31.23%)	\$0.00 (0.00%)
2. (direct) / (none)	2,373 (18.91%)	53.06%	1,259 (16.34%)	35.48%	5.62	00:05:14	2.44%	58 (22.92%)	\$0.00 (0.00%)
3. google / cpc	1,905 (15.18%)	77.11%	1,469 (19.07%)	34.12%	4.75	00:02:45	1.63%	31 (12.25%)	\$0.00 (0.00%)
4. facebook / social	1,637 (13.04%)	59.87%	980 (12.72%)	85.22%	1.37	00:00:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. dealerleads.com / referral	504 (4.02%)	67.86%	342 (4.44%)	17.86%	6.02	00:03:52	7.54%	38 (15.02%)	\$0.00 (0.00%)
6. [redacted] / eblast	471 (3.75%)	51.59%	243 (3.15%)	35.24%	3.99	00:03:01	0.21%	1 (0.40%)	\$0.00 (0.00%)
7. bing / organic	457 (3.64%)	42.45%	194 (2.52%)	12.69%	6.24	00:06:04	1.97%	9 (3.56%)	\$0.00 (0.00%)
8. yahoo / organic	297 (2.37%)	62.96%	187 (2.43%)	18.52%	6.27	00:04:34	5.72%	17 (6.72%)	\$0.00 (0.00%)
9. dealer5.com / referral	225 (1.79%)	98.22%	221 (2.87%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. MSN / cpc	225 (1.79%)	89.33%	201 (2.61%)	49.33%	3.46	00:01:43	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 99

In a nutshell, Dealer Leads represented 15% of this California Ford dealership's total Contact Form Submission.

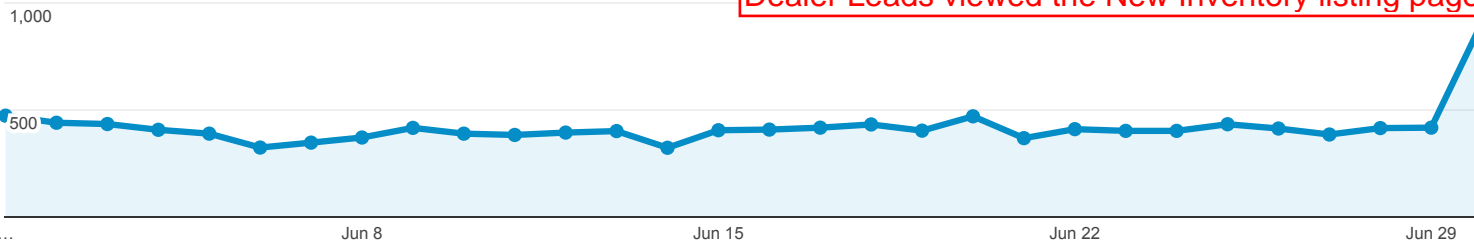
All Traffic

All Sessions
100.00%

Explorer

Summary

Sessions



This page is tracking "New Inventory Listing" page views. This report is different Than the New VDP report on the next page as this is tracking your listing pages. (i.e - if we sent a customer to the page with all the "2015 Ford F150's") that is a listing page vs. a specific "Vin VDP"
As seen in this report the Dealer Leads program completed 181 goals, or 181 customers referred from Dealer Leads viewed the New Inventory listing pages.

Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	New Inventory Pages (Goal 1 Conversion Rate)	New Inventory Pages (Goal 1 Completions)	New Inventory Pages (Goal 1 Value)
	12,552 % of Total: 100.00% (12,552)	61.37% Avg for View: 61.30% (0.12%)	7,703 % of Total: 100.12% (7,694)	38.22% Avg for View: 38.22% (0.00%)	4.89 Avg for View: 4.89 (0.00%)	00:03:36 Avg for View: 00:03:36 (0.00%)	24.78% Avg for View: 24.78% (0.00%)	3,111 % of Total: 100.00% (3,111)	\$0.00 % of Total: 0.00% (\$0.00)
1. google / organic	3,623 (28.86%)	56.80%	2,058 (26.72%)	26.44%	6.13	00:04:18	24.01%	870 (27.97%)	\$0.00 (0.00%)
2. (direct) / (none)	2,373 (18.91%)	53.06%	1,259 (16.34%)	35.48%	5.62	00:05:14	22.80%	541 (17.39%)	\$0.00 (0.00%)
3. google / cpc	1,905 (15.18%)	77.11%	1,469 (19.07%)	34.12%	4.75	00:02:45	36.96%	704 (22.63%)	\$0.00 (0.00%)
4. facebook / social	1,637 (13.04%)	59.87%	980 (12.72%)	85.22%	1.37	00:00:53	0.61%	10 (0.32%)	\$0.00 (0.00%)
5. dealerleads.com / referral	504 (4.02%)	67.86%	342 (4.44%)	17.86%	6.02	00:03:52	35.91%	181 (5.82%)	\$0.00 (0.00%)
6. [redacted] / eblast	471 (3.75%)	51.59%	243 (3.15%)	35.24%	3.99	00:03:01	39.07%	184 (5.91%)	\$0.00 (0.00%)
7. bing / organic	457 (3.64%)	42.45%	194 (2.52%)	12.69%	6.24	00:06:04	31.51%	144 (4.63%)	\$0.00 (0.00%)
8. yahoo / organic	297 (2.37%)	62.96%	187 (2.43%)	18.52%	6.27	00:04:34	31.31%	93 (2.99%)	\$0.00 (0.00%)
9. dealer5.com / referral	225 (1.79%)	98.22%	221 (2.87%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. MSN / cpc	225 (1.79%)	89.33%	201 (2.61%)	49.33%	3.46	00:01:43	75.11%	169 (5.43%)	\$0.00 (0.00%)

Rows 1 - 10 of 99

In a nutshell, Dealer Leads was responsible for almost 6% of the new vehicle detail page traffic.

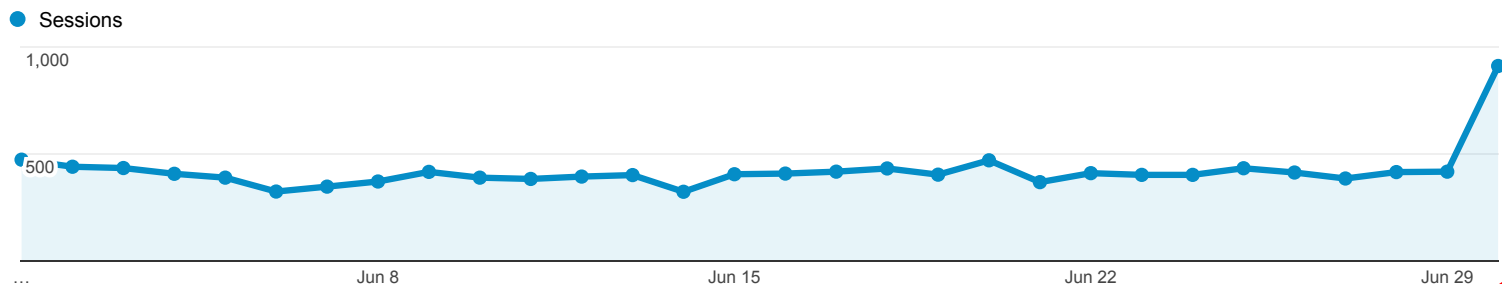
All Traffic

All Sessions
100.00%

Explorer

Summary

This report tracks New VDP views, to revisit, this is different than the new inventory listing page views In the previous page, these customers were sent directly to a specific Vin VDP.
The Dealer Leads program had 185 Goal Completions for the month of June.



Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	New VDP Views (Goal 6 Conversion Rate)	New VDP Views (Goal 6 Completions)	New VDP Views (Goal 6 Value)
	12,552 % of Total: 100.00% (12,552)	61.37% Avg for View: 61.30% (0.12%)	7,703 % of Total: 100.12% (7,694)	38.22% Avg for View: 38.22% (0.00%)	4.89 Avg for View: 4.89 (0.00%)	00:03:36 Avg for View: 00:03:36 (0.00%)	37.09% Avg for View: 37.09% (0.00%)	4,656 % of Total: 100.00% (4,656)	\$0.00 % of Total: 0.00% (\$0.00)
1. google / organic	3,623 (28.86%)	56.80%	2,058 (26.72%)	26.44%	6.13	00:04:18	27.22%	986 (21.18%)	\$0.00 (0.00%)
2. (direct) / (none)	2,373 (18.91%)	53.06%	1,259 (16.34%)	35.48%	5.62	00:05:14	24.40%	579 (12.44%)	\$0.00 (0.00%)
3. google / cpc	1,905 (15.18%)	77.11%	1,469 (19.07%)	34.12%	4.75	00:02:45	40.68%	775 (16.65%)	\$0.00 (0.00%)
4. facebook / social	1,637 (13.04%)	59.87%	980 (12.72%)	85.22%	1.37	00:00:53	75.99%	1,244 (26.72%)	\$0.00 (0.00%)
5. dealerleads.com / referral	504 (4.02%)	67.86%	342 (4.44%)	17.86%	6.02	00:03:52	36.71%	185 (3.97%)	\$0.00 (0.00%)
6. eblast	471 (3.75%)	51.59%	243 (3.15%)	35.24%	3.99	00:03:01	63.27%	298 (6.40%)	\$0.00 (0.00%)
7. bing / organic	457 (3.64%)	42.45%	194 (2.52%)	12.69%	6.24	00:06:04	29.32%	134 (2.88%)	\$0.00 (0.00%)
8. yahoo / organic	297 (2.37%)	62.96%	187 (2.43%)	18.52%	6.27	00:04:34	31.65%	94 (2.02%)	\$0.00 (0.00%)
9. dealer5.com / referral	225 (1.79%)	98.22%	221 (2.87%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. MSN / cpc	225 (1.79%)	89.33%	201 (2.61%)	49.33%	3.46	00:01:43	69.33%	156 (3.35%)	\$0.00 (0.00%)

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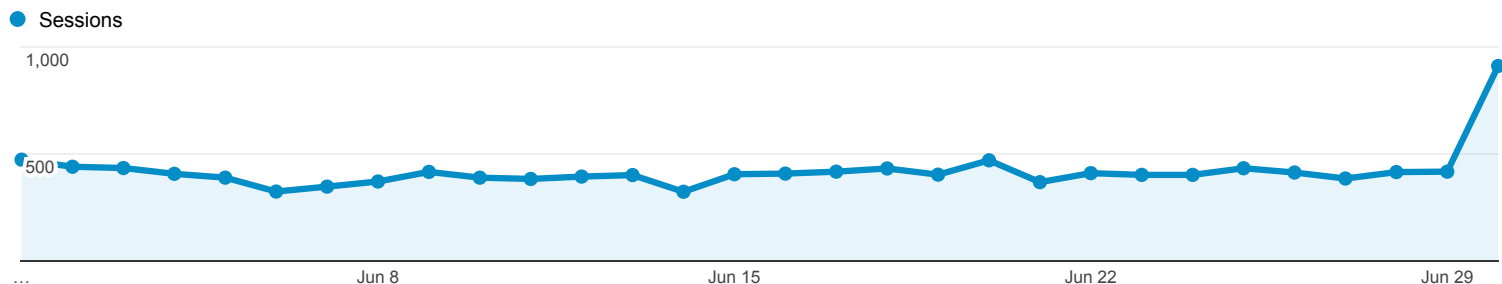
All Traffic

All Sessions 100.00%

Explorer

Summary

On this page we are tracking Map & Directions page views. We consider this as a "buying signal". We can expect that if a customer visits the Map & Directions page, It is their intention of printing out and/or possibly driving to the dealership directly. Dealer Leads has 11 Goal completions in regards to driving customers to the map and directions page.



Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Maps & Directions (Goal 5 Conversion Rate)	Maps & Directions (Goal 5 Completions)	Maps & Directions (Goal 5 Value)
	12,552 % of Total: 100.00% (12,552)	61.37% Avg for View: 61.30% (0.12%)	7,703 % of Total: 100.12% (7,694)	38.22% Avg for View: 38.22% (0.00%)	4.89 Avg for View: 4.89 (0.00%)	00:03:36 Avg for View: 00:03:36 (0.00%)	2.10% Avg for View: 2.10% (0.00%)	263 % of Total: 100.00% (263)	\$0.00 % of Total: 0.00% (\$0.00)
1. google / organic	3,623 (28.86%)	56.80%	2,058 (26.72%)	26.44%	6.13	00:04:18	2.79%	101 (38.40%)	\$0.00 (0.00%)
2. (direct) / (none)	2,373 (18.91%)	53.06%	1,259 (16.34%)	35.48%	5.62	00:05:14	2.87%	68 (25.86%)	\$0.00 (0.00%)
3. google / cpc	1,905 (15.18%)	77.11%	1,469 (19.07%)	34.12%	4.75	00:02:45	2.36%	45 (17.11%)	\$0.00 (0.00%)
4. facebook / social	1,637 (13.04%)	59.87%	980 (12.72%)	85.22%	1.37	00:00:53	0.06%	1 (0.38%)	\$0.00 (0.00%)
5. dealerleads.com / referral	504 (4.02%)	67.86%	342 (4.44%)	17.86%	6.02	00:03:52	2.18%	11 (4.18%)	\$0.00 (0.00%)
6. [redacted] / eblast	471 (3.75%)	51.59%	243 (3.15%)	35.24%	3.99	00:03:01	0.21%	1 (0.38%)	\$0.00 (0.00%)
7. bing / organic	457 (3.64%)	42.45%	194 (2.52%)	12.69%	6.24	00:06:04	2.84%	13 (4.94%)	\$0.00 (0.00%)
8. yahoo / organic	297 (2.37%)	62.96%	187 (2.43%)	18.52%	6.27	00:04:34	3.70%	11 (4.18%)	\$0.00 (0.00%)
9. dealer5.com / referral	225 (1.79%)	98.22%	221 (2.87%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. MSN / cpc	225 (1.79%)	89.33%	201 (2.61%)	49.33%	3.46	00:01:43	0.44%	1 (0.38%)	\$0.00 (0.00%)

Rows 1 - 10 of 99

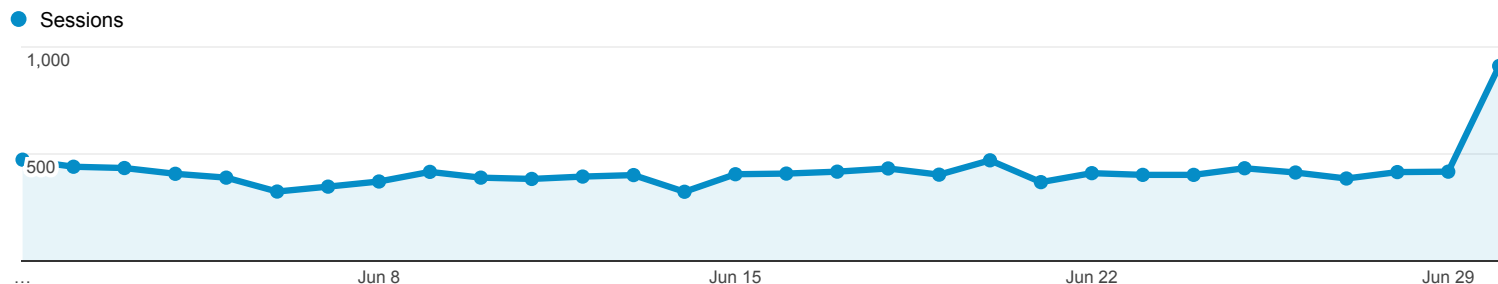
All Traffic

All Sessions
100.00%

On this report we are tracking "Used VDP" views. Dealer Leads had 129 "Used Vehicle VDP" view goal completions for the month of June.

Explorer

Summary



Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Used VDP Views (Goal 7 Conversion Rate)	Used VDP Views (Goal 7 Completions)	Used VDP Views (Goal 7 Value)
	12,552 % of Total: 100.00% (12,552)	61.37% Avg for View: 61.30% (0.12%)	7,703 % of Total: 100.12% (7,694)	38.22% Avg for View: 38.22% (0.00%)	4.89 Avg for View: 4.89 (0.00%)	00:03:36 Avg for View: 00:03:36 (0.00%)	25.84% Avg for View: 25.84% (0.00%)	3,244 % of Total: 100.00% (3,244)	\$0.00 % of Total: 0.00% (\$0.00)
1. google / organic	3,623 (28.86%)	56.80%	2,058 (26.72%)	26.44%	6.13	00:04:18	35.08%	1,271 (39.18%)	\$0.00 (0.00%)
2. (direct) / (none)	2,373 (18.91%)	53.06%	1,259 (16.34%)	35.48%	5.62	00:05:14	30.09%	714 (22.01%)	\$0.00 (0.00%)
3. google / cpc	1,905 (15.18%)	77.11%	1,469 (19.07%)	34.12%	4.75	00:02:45	25.56%	487 (15.01%)	\$0.00 (0.00%)
4. facebook / social	1,637 (13.04%)	59.87%	980 (12.72%)	85.22%	1.37	00:00:53	0.55%	9 (0.28%)	\$0.00 (0.00%)
5. dealerleads.com / referral	504 (4.02%)	67.86%	342 (4.44%)	17.86%	6.02	00:03:52	25.60%	129 (3.98%)	\$0.00 (0.00%)
6. [redacted] ford / eblast	471 (3.75%)	51.59%	243 (3.15%)	35.24%	3.99	00:03:01	24.84%	117 (3.61%)	\$0.00 (0.00%)
7. bing / organic	457 (3.64%)	42.45%	194 (2.52%)	12.69%	6.24	00:06:04	37.20%	170 (5.24%)	\$0.00 (0.00%)
8. yahoo / organic	297 (2.37%)	62.96%	187 (2.43%)	18.52%	6.27	00:04:34	27.27%	81 (2.50%)	\$0.00 (0.00%)
9. dealer5.com / referral	225 (1.79%)	98.22%	221 (2.87%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. MSN / cpc	225 (1.79%)	89.33%	201 (2.61%)	49.33%	3.46	00:01:43	9.33%	21 (0.65%)	\$0.00 (0.00%)

Rows 1 - 10 of 99

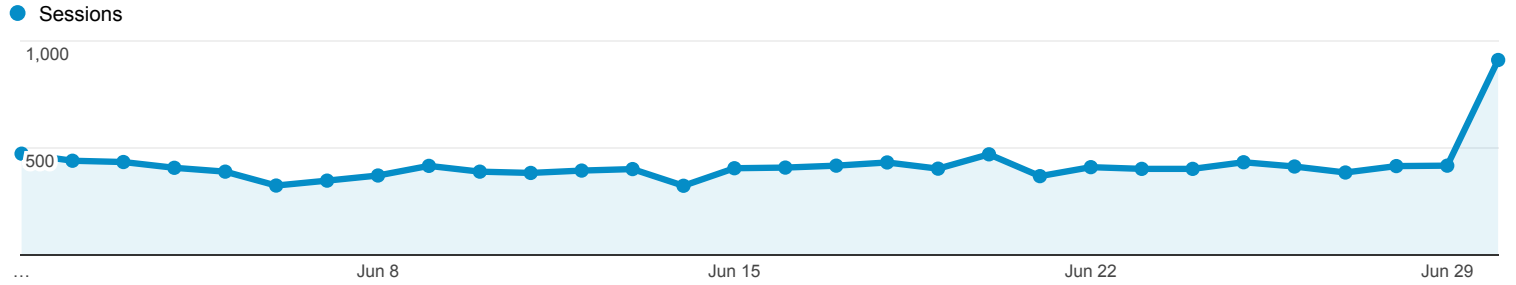
All Traffic

All Sessions
100.00%

Dealer Leads shows here 35 goal completions in regards to referring customers to this dealerships "Weekly Inventory Specials" page.

Explorer

Summary



Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Inventory - Specials (Goal 8 Conversion Rate)	Inventory - Specials (Goal 8 Completions)	Inventory - Specials (Goal 8 Value)
	12,552 % of Total: 100.00% (12,552)	61.37% Avg for View: 61.30% (0.12%)	7,703 % of Total: 100.12% (7,694)	38.22% Avg for View: 38.22% (0.00%)	4.89 Avg for View: 4.89 (0.00%)	00:03:36 Avg for View: 00:03:36 (0.00%)	3.73% Avg for View: 3.73% (0.00%)	468 % of Total: 100.00% (468)	\$0.00 % of Total: 0.00% (\$0.00)
1. google / organic	3,623 (28.86%)	56.80%	2,058 (26.72%)	26.44%	6.13	00:04:18	2.73%	99 (21.15%)	\$0.00 (0.00%)
2. (direct) / (none)	2,373 (18.91%)	53.06%	1,259 (16.34%)	35.48%	5.62	00:05:14	3.03%	72 (15.38%)	\$0.00 (0.00%)
3. google / cpc	1,905 (15.18%)	77.11%	1,469 (19.07%)	34.12%	4.75	00:02:45	7.30%	139 (29.70%)	\$0.00 (0.00%)
4. facebook / social	1,637 (13.04%)	59.87%	980 (12.72%)	85.22%	1.37	00:00:53	0.12%	2 (0.43%)	\$0.00 (0.00%)
5. dealerleads.com / referral	504 (4.02%)	67.86%	342 (4.44%)	17.86%	6.02	00:03:52	6.94%	35 (7.48%)	\$0.00 (0.00%)
6. [redacted] / eblast	471 (3.75%)	51.59%	243 (3.15%)	35.24%	3.99	00:03:01	1.70%	8 (1.71%)	\$0.00 (0.00%)
7. bing / organic	457 (3.64%)	42.45%	194 (2.52%)	12.69%	6.24	00:06:04	5.69%	26 (5.56%)	\$0.00 (0.00%)
8. yahoo / organic	297 (2.37%)	62.96%	187 (2.43%)	18.52%	6.27	00:04:34	5.72%	17 (3.63%)	\$0.00 (0.00%)
9. dealer5.com / referral	225 (1.79%)	98.22%	221 (2.87%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. MSN / cpc	225 (1.79%)	89.33%	201 (2.61%)	49.33%	3.46	00:01:43	8.00%	18 (3.85%)	\$0.00 (0.00%)

Rows 1 - 10 of 99

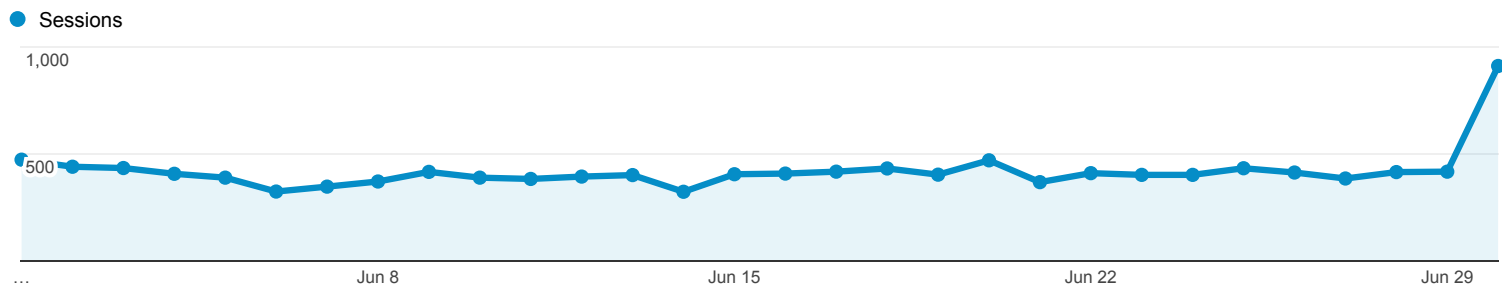
All Traffic

All Sessions
100.00%

Explorer

Summary

In this report we are tracking Finance Forms or Credit Applications.
Dealer Leads Delivered 3 finance forms for the month of June.



Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Finance Forms Started (Goal 9 Conversion Rate)	Finance Forms Started (Goal 9 Completions)	Finance Forms Started (Goal 9 Value)
	12,552 % of Total: 100.00% (12,552)	61.37% Avg for View: 61.30% (0.12%)	7,703 % of Total: 100.12% (7,694)	38.22% Avg for View: 38.22% (0.00%)	4.89 Avg for View: 4.89 (0.00%)	00:03:36 Avg for View: 00:03:36 (0.00%)	0.41% Avg for View: 0.41% (0.00%)	51 % of Total: 100.00% (51)	\$0.00 % of Total: 0.00% (\$0.00)
1. google / organic	3,623 (28.86%)	56.80%	2,058 (26.72%)	26.44%	6.13	00:04:18	0.19%	7 (13.73%)	\$0.00 (0.00%)
2. (direct) / (none)	2,373 (18.91%)	53.06%	1,259 (16.34%)	35.48%	5.62	00:05:14	0.38%	9 (17.65%)	\$0.00 (0.00%)
3. google / cpc	1,905 (15.18%)	77.11%	1,469 (19.07%)	34.12%	4.75	00:02:45	0.31%	6 (11.76%)	\$0.00 (0.00%)
4. facebook / social	1,637 (13.04%)	59.87%	980 (12.72%)	85.22%	1.37	00:00:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. dealerleads.com / referral	504 (4.02%)	67.86%	342 (4.44%)	17.86%	6.02	00:03:52	0.60%	3 (5.88%)	\$0.00 (0.00%)
6. [redacted] / eblast	471 (3.75%)	51.59%	243 (3.15%)	35.24%	3.99	00:03:01	3.82%	18 (35.29%)	\$0.00 (0.00%)
7. bing / organic	457 (3.64%)	42.45%	194 (2.52%)	12.69%	6.24	00:06:04	0.88%	4 (7.84%)	\$0.00 (0.00%)
8. yahoo / organic	297 (2.37%)	62.96%	187 (2.43%)	18.52%	6.27	00:04:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. dealer5.com / referral	225 (1.79%)	98.22%	221 (2.87%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. MSN / cpc	225 (1.79%)	89.33%	201 (2.61%)	49.33%	3.46	00:01:43	0.44%	1 (1.96%)	\$0.00 (0.00%)

Rows 1 - 10 of 99

Thank you for your time, patience and undivided attention. We hope this report provides some insight into the ever elusive world of what a customer is doing when embarking on the journey of a dealership websites