

All Traffic

Jun 1, 2015 - Jun 30, 2015

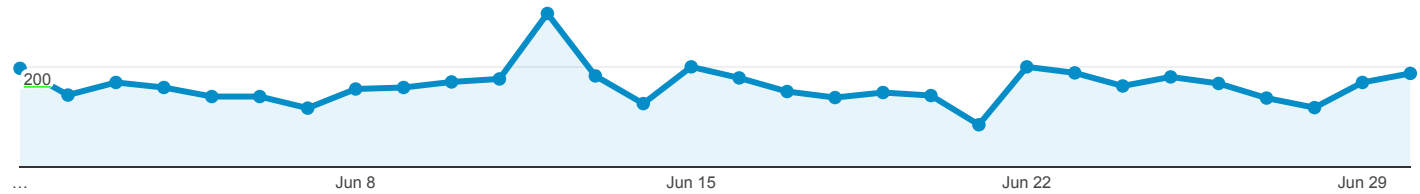
All Sessions
100.00%

Explorer

Summary

Sessions

400



Page-one 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 <input style="border: 1px solid black; padding: 2px; margin-left: 5px;" type="button" value="All Goals"/>		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	4,870 <small>% of Total: 100.00% (4,870)</small>	56.94% <small>Avg for View: 56.88% (0.11%)</small>	2,773 <small>% of Total: 100.11% (2,770)</small>	28.11% <small>Avg for View: 28.11% (0.00%)</small>	4.83 <small>Avg for View: 4.83 (0.00%)</small>	00:03:40 <small>Avg for View: 00:03:40 (0.00%)</small>	46.63% <small>Avg for View: 46.63% (0.00%)</small>	2,271 <small>% of Total: 100.00% (2,271)</small>	\$17,140.50 <small>% of Total: 100.00% (\$17,140.50)</small>
1. google / organic	2,331 (47.86%)	52.60%	1,226 (44.21%)	23.60%	5.06	00:03:42	51.69%	1,205 (53.06%)	\$8,213.50 (47.92%)
2. (direct) / (none)	1,388 (28.50%)	63.69%	884 (31.88%)	39.84%	4.14	00:03:14	35.59%	494 (21.75%)	\$3,444.50 (20.10%)
3. dealerleads.com / referral	368 (7.56%)	57.34%	211 (7.61%)	20.65%	5.74	00:04:10	58.70%	216 (9.51%)	\$1,997.50 (11.65%)
4. bing / organic	249 (5.11%)	60.24%	150 (5.41%)	16.87%	5.92	00:04:54	55.82%	139 (6.12%)	\$1,401.00 (8.17%)
5. yahoo / organic	196 (4.02%)	46.43%	91 (3.28%)	20.92%	5.04	00:04:44	42.35%	83 (3.65%)	\$574.50 (3.35%)
6. toyota.com / referral	61 (1.25%)	72.13%	44 (1.59%)	13.11%	5.36	00:04:37	55.74%	34 (1.50%)	\$186.00 (1.09%)
7. wm.dealer.com / referral	22 (0.45%)	0.00%	0 (0.00%)	18.18%	3.32	00:03:32	18.18%	4 (0.18%)	\$60.00 (0.35%)
8. northwest.buyatoyota.com / referral	18 (0.37%)	61.11%	11 (0.40%)	27.78%	5.78	00:04:31	44.44%	8 (0.35%)	\$19.50 (0.11%)
9. mfb20150327e / email	16 (0.33%)	12.50%	2 (0.07%)	37.50%	4.50	00:06:37	81.25%	13 (0.57%)	\$529.50 (3.09%)
10. duckduckgo.com / referral	15 (0.31%)	100.00%	15 (0.54%)	6.67%	4.20	00:03:27	46.67%	7 (0.31%)	\$51.50 (0.30%)

Rows 1 - 10 of 80

When you set up a goal you have the option of assigning a monetary value (last column) to the conversion. Any time a goal is completed by user the amount is recorded and then added together to show an estimated dollar value of goal completed.

Example: sales team can close 10% of contact forms submitted, each sale has a value of x, so each contact form can have a value of 10/x.

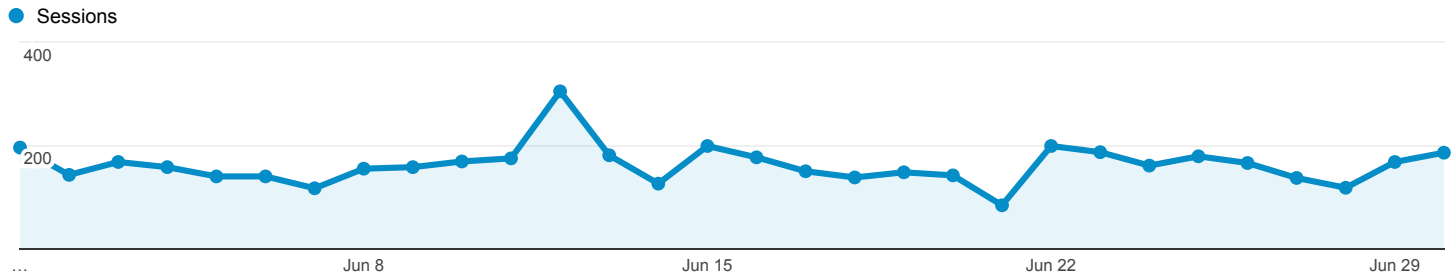
All Traffic

All Sessions
100.00%

Explorer

Summary

On this page we are tracking number of leads forms submitted, this is your bread and butter, as you can see from this report, Dealer Leads has 10 completed lead forms submitted for the month of June, finishing second only to Google and Direct Website Visits.



Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Lead Forms Submitted (Goal 2 Conversion Rate)	Lead Forms Submitted (Goal 2 Completions)	Lead Forms Submitted (Goal 2 Value)
	4,870 % of Total: 100.00% (4,870)	56.94% Avg for View: 56.88% (0.11%)	2,773 % of Total: 100.11% (2,770)	28.11% Avg for View: 28.11% (0.00%)	4.83 Avg for View: 4.83 (0.00%)	00:03:40 Avg for View: 00:03:40 (0.00%)	1.83% Avg for View: 1.83% (0.00%)	89 % of Total: 100.00% (89)	\$2,460.00 % of Total: 100.00% (\$2,460.00)
1. google / organic	2,331 (47.86%)	52.60%	1,226 (44.21%)	23.60%	5.06	00:03:42	1.12%	26 (29.21%)	\$560.00 (22.76%)
2. (direct) / (none)	1,388 (28.50%)	63.69%	884 (31.88%)	39.84%	4.14	00:03:14	2.52%	35 (39.33%)	\$880.00 (35.77%)
3. dealerleads.com / referral	368 (7.56%)	57.34%	211 (7.61%)	20.65%	5.74	00:04:10	2.72%	10 (11.24%)	\$400.00 (16.26%)
4. bing / organic	249 (5.11%)	60.24%	150 (5.41%)	16.87%	5.92	00:04:54	2.81%	7 (7.87%)	\$200.00 (8.13%)
5. yahoo / organic	196 (4.02%)	46.43%	91 (3.28%)	20.92%	5.04	00:04:44	1.53%	3 (3.37%)	\$10.00 (0.41%)
6. toyota.com / referral	61 (1.25%)	72.13%	44 (1.59%)	13.11%	5.36	00:04:37	1.64%	1 (1.12%)	\$0.00 (0.00%)
7. wm.dealer.com / referral	22 (0.45%)	0.00%	0 (0.00%)	18.18%	3.32	00:03:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. northwest.buyatoyota.com / referral	18 (0.37%)	61.11%	11 (0.40%)	27.78%	5.78	00:04:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. mfb20150327e / email	16 (0.33%)	12.50%	2 (0.07%)	37.50%	4.50	00:06:37	25.00%	4 (4.49%)	\$400.00 (16.26%)
10. duckduckgo.com / referral	15 (0.31%)	100.00%	15 (0.54%)	6.67%	4.20	00:03:27	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 80

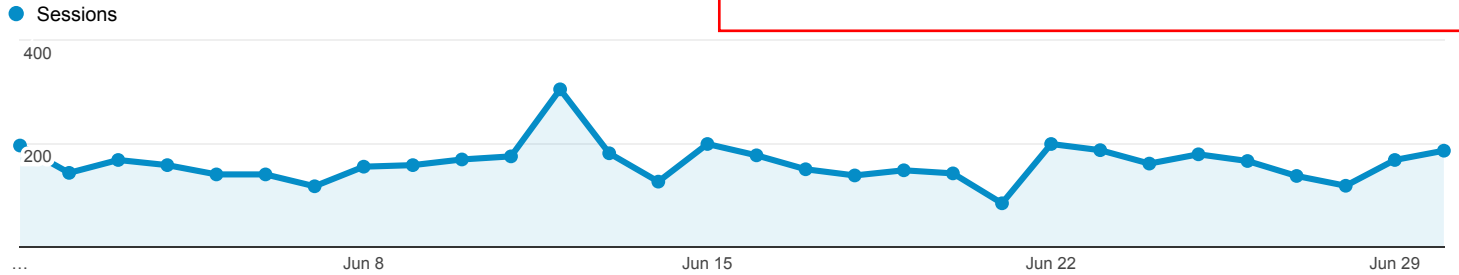
All Traffic

All Sessions
100.00%

Explorer

Summary

On this goal we are tracking Map & Directions page, we consider this a buying signal. Assuming that if a customer visits your Map & Directions page, it is their intention of printing it out and possibly driving to the dealership directly.
Dealer Leads had 11 referrals visit and/or print out the map and directions page for the month of June.



Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Map & Directions (Goal 3 Conversion Rate)	Map & Directions (Goal 3 Completions)	Map & Directions (Goal 3 Value)
	4,870 % of Total: 100.00% (4,870)	56.94% Avg for View: 56.88% (0.11%)	2,773 % of Total: 100.11% (2,770)	28.11% Avg for View: 28.11% (0.00%)	4.83 Avg for View: 4.83 (0.00%)	00:03:40 Avg for View: 00:03:40 (0.00%)	1.87% Avg for View: 1.87% (0.00%)	91 % of Total: 100.00% (91)	\$1,295.00 % of Total: 100.00% (\$1,295.00)
1. google / organic	2,331 (47.86%)	52.60%	1,226 (44.21%)	23.60%	5.06	00:03:42	2.45%	57 (62.64%)	\$760.00 (58.69%)
2. (direct) / (none)	1,388 (28.50%)	63.69%	884 (31.88%)	39.84%	4.14	00:03:14	0.86%	12 (13.19%)	\$215.00 (16.60%)
3. dealerleads.com / referral	368 (7.56%)	57.34%	211 (7.61%)	20.65%	5.74	00:04:10	2.99%	11 (12.09%)	\$65.00 (5.02%)
4. bing / organic	249 (5.11%)	60.24%	150 (5.41%)	16.87%	5.92	00:04:54	0.80%	2 (2.20%)	\$50.00 (3.86%)
5. yahoo / organic	196 (4.02%)	46.43%	91 (3.28%)	20.92%	5.04	00:04:44	1.53%	3 (3.30%)	\$55.00 (4.25%)
6. toyota.com / referral	61 (1.25%)	72.13%	44 (1.59%)	13.11%	5.36	00:04:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. wm.dealer.com / referral	22 (0.45%)	0.00%	0 (0.00%)	18.18%	3.32	00:03:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. northwest.buyatoyota.com / referral	18 (0.37%)	61.11%	11 (0.40%)	27.78%	5.78	00:04:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. mfb20150327e / email	16 (0.33%)	12.50%	2 (0.07%)	37.50%	4.50	00:06:37	6.25%	1 (1.10%)	\$50.00 (3.86%)
10. duckduckgo.com / referral	15 (0.31%)	100.00%	15 (0.54%)	6.67%	4.20	00:03:27	13.33%	2 (2.20%)	\$50.00 (3.86%)

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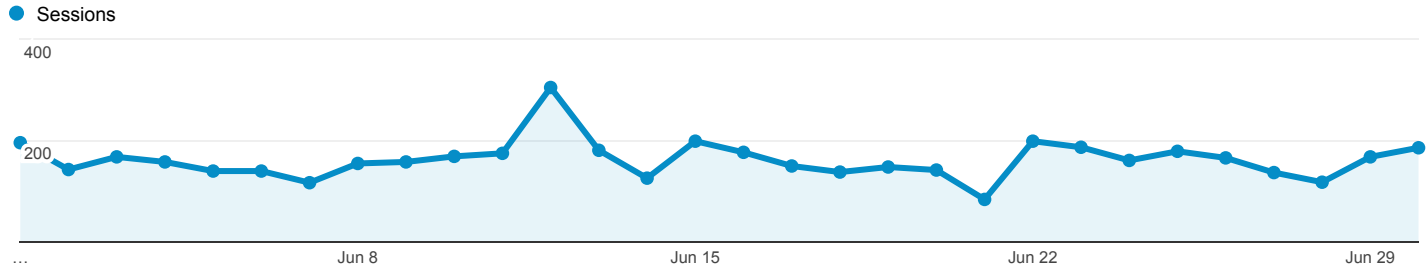
All Traffic

All Sessions
100.00%

Explorer

Summary

On this page we are tracking New VDP views. We can see Dealer Leads referred 84 customers to a specific new VDP page, again our results are highlighted in yellow.



Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	VPD - New (Goal 4 Conversion Rate)	VPD - New (Goal 4 Completions)	VPD - New (Goal 4 Value)
	4,870 % of Total: 100.00% (4,870)	56.94% Avg for View: 56.88% (0.11%)	2,773 % of Total: 100.11% (2,770)	28.11% Avg for View: 28.11% (0.00%)	4.83 Avg for View: 4.83 (0.00%)	00:03:40 Avg for View: 00:03:40 (0.00%)	15.81% Avg for View: 15.81% (0.00%)	770 % of Total: 100.00% (770)	\$3,960.00 % of Total: 100.00% (\$3,960.00)
1. google / organic	2,331 (47.86%)	52.60%	1,226 (44.21%)	23.60%	5.06	00:03:42	16.69%	389 (50.52%)	\$2,170.50 (54.81%)
2. (direct) / (none)	1,388 (28.50%)	63.69%	884 (31.88%)	39.84%	4.14	00:03:14	12.10%	168 (21.82%)	\$628.50 (15.87%)
3. dealerleads.com / referral	368 (7.56%)	57.34%	211 (7.61%)	20.65%	5.74	00:04:10	22.83%	84 (10.91%)	\$507.00 (12.80%)
4. bing / organic	249 (5.11%)	60.24%	150 (5.41%)	16.87%	5.92	00:04:54	19.28%	48 (6.23%)	\$265.50 (6.70%)
5. yahoo / organic	196 (4.02%)	46.43%	91 (3.28%)	20.92%	5.04	00:04:44	14.80%	29 (3.77%)	\$118.50 (2.99%)
6. toyota.com / referral	61 (1.25%)	72.13%	44 (1.59%)	13.11%	5.36	00:04:37	24.59%	15 (1.95%)	\$108.00 (2.73%)
7. wm.dealer.com / referral	22 (0.45%)	0.00%	0 (0.00%)	18.18%	3.32	00:03:32	9.09%	2 (0.26%)	\$30.00 (0.76%)
8. northwest.buyatoyota.com / referral	18 (0.37%)	61.11%	11 (0.40%)	27.78%	5.78	00:04:31	16.67%	3 (0.39%)	\$1.50 (0.04%)
9. mfb20150327e / email	16 (0.33%)	12.50%	2 (0.07%)	37.50%	4.50	00:06:37	18.75%	3 (0.39%)	\$31.50 (0.80%)
10. duckduckgo.com / referral	15 (0.31%)	100.00%	15 (0.54%)	6.67%	4.20	00:03:27	33.33%	5 (0.65%)	\$1.50 (0.04%)

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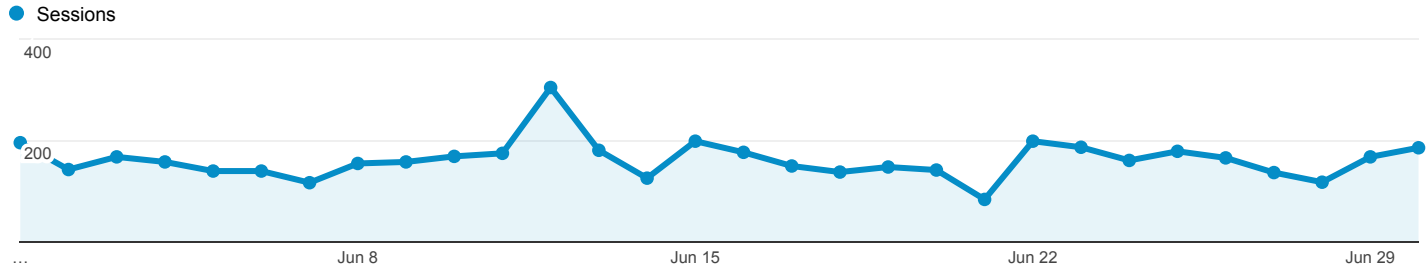
All Traffic

All Sessions
100.00%

On this page we are tracking Used VDP views.
We can see here Dealer Leads referred 64 customers to a specific Used VDP page.

Explorer

Summary



Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	VDP-Used (Goal 5 Conversion Rate)	VDP-Used (Goal 5 Completions)	VDP-Used (Goal 5 Value)
	4,870 % of Total: 100.00% (4,870)	56.94% Avg for View: 56.88% (0.11%)	2,773 % of Total: 100.11% (2,770)	28.11% Avg for View: 28.11% (0.00%)	4.83 Avg for View: 4.83 (0.00%)	00:03:40 Avg for View: 00:03:40 (0.00%)	18.34% Avg for View: 18.34% (0.00%)	893 % of Total: 100.00% (893)	\$4,153.50 % of Total: 100.00% (\$4,153.50)
1. google / organic	2,331 (47.86%)	52.60%	1,226 (44.21%)	23.60%	5.06	00:03:42	22.27%	519 (58.12%)	\$2,356.50 (56.74%)
2. (direct) / (none)	1,388 (28.50%)	63.69%	884 (31.88%)	39.84%	4.14	00:03:14	12.97%	180 (20.16%)	\$717.00 (17.26%)
3. dealerleads.com / referral	368 (7.56%)	57.34%	211 (7.61%)	20.65%	5.74	00:04:10	17.39%	64 (7.17%)	\$325.50 (7.84%)
4. bing / organic	249 (5.11%)	60.24%	150 (5.41%)	16.87%	5.92	00:04:54	22.09%	55 (6.16%)	\$364.50 (8.78%)
5. yahoo / organic	196 (4.02%)	46.43%	91 (3.28%)	20.92%	5.04	00:04:44	17.35%	34 (3.81%)	\$136.50 (3.29%)
6. toyota.com / referral	61 (1.25%)	72.13%	44 (1.59%)	13.11%	5.36	00:04:37	22.95%	14 (1.57%)	\$61.50 (1.48%)
7. wm.dealer.com / referral	22 (0.45%)	0.00%	0 (0.00%)	18.18%	3.32	00:03:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. northwest.buyatoyota.com / referral	18 (0.37%)	61.11%	11 (0.40%)	27.78%	5.78	00:04:31	22.22%	4 (0.45%)	\$18.00 (0.43%)
9. mfb20150327e / email	16 (0.33%)	12.50%	2 (0.07%)	37.50%	4.50	00:06:37	18.75%	3 (0.34%)	\$31.50 (0.76%)
10. duckduckgo.com / referral	15 (0.31%)	100.00%	15 (0.54%)	6.67%	4.20	00:03:27	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 80

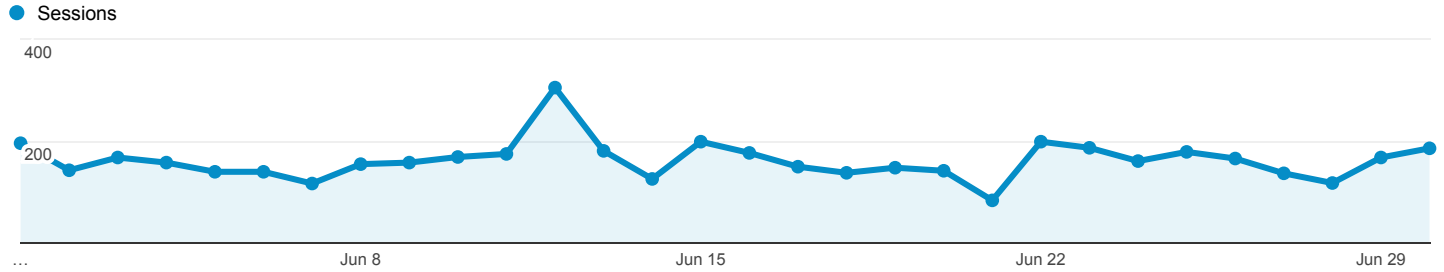
All Traffic

All Sessions
100.00%

Explorer

Summary

In this particular instance the dealership wanted to track how many customers were driven to the "Weekly Specials" page. The Dealer Leads program delivered 39 customers to this dealership's weekly specials page.



Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Specials (Goal 6 Conversion Rate)	Specials (Goal 6 Completions)	Specials (Goal 6 Value)
	4,870 <small>% of Total: 100.00% (4,870)</small>	56.94% <small>Avg for View: 56.88% (0.11%)</small>	2,773 <small>% of Total: 100.11% (2,770)</small>	28.11% <small>Avg for View: 28.11% (0.00%)</small>	4.83 <small>Avg for View: 4.83 (0.00%)</small>	00:03:40 <small>Avg for View: 00:03:40 (0.00%)</small>	7.19% <small>Avg for View: 7.19% (0.00%)</small>	350 <small>% of Total: 100.00% (350)</small>	\$1,962.00 <small>% of Total: 100.00% (\$1,962.00)</small>
1. google / organic	2,331 (47.86%)	52.60%	1,226 (44.21%)	23.60%	5.06	00:03:42	7.85%	183 (52.29%)	\$1,096.50 (55.89%)
2. (direct) / (none)	1,388 (28.50%)	63.69%	884 (31.88%)	39.84%	4.14	00:03:14	5.40%	75 (21.43%)	\$414.00 (21.10%)
3. dealerleads.com / referral	368 (7.56%)	57.34%	211 (7.61%)	20.65%	5.74	00:04:10	10.60%	39 (11.14%)	\$180.00 (9.17%)
4. bing / organic	249 (5.11%)	60.24%	150 (5.41%)	16.87%	5.92	00:04:54	8.84%	22 (6.29%)	\$111.00 (5.66%)
5. yahoo / organic	196 (4.02%)	46.43%	91 (3.28%)	20.92%	5.04	00:04:44	4.59%	9 (2.57%)	\$34.50 (1.76%)
6. toyota.com / referral	61 (1.25%)	72.13%	44 (1.59%)	13.11%	5.36	00:04:37	6.56%	4 (1.14%)	\$16.50 (0.84%)
7. wm.dealer.com / referral	22 (0.45%)	0.00%	0 (0.00%)	18.18%	3.32	00:03:32	9.09%	2 (0.57%)	\$30.00 (1.53%)
8. northwest.buyatoyota.com / referral	18 (0.37%)	61.11%	11 (0.40%)	27.78%	5.78	00:04:31	5.56%	1 (0.29%)	\$0.00 (0.00%)
9. mfb20150327e / email	16 (0.33%)	12.50%	2 (0.07%)	37.50%	4.50	00:06:37	12.50%	2 (0.57%)	\$16.50 (0.84%)
10. duckduckgo.com / referral	15 (0.31%)	100.00%	15 (0.54%)	6.67%	4.20	00:03:27	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 80

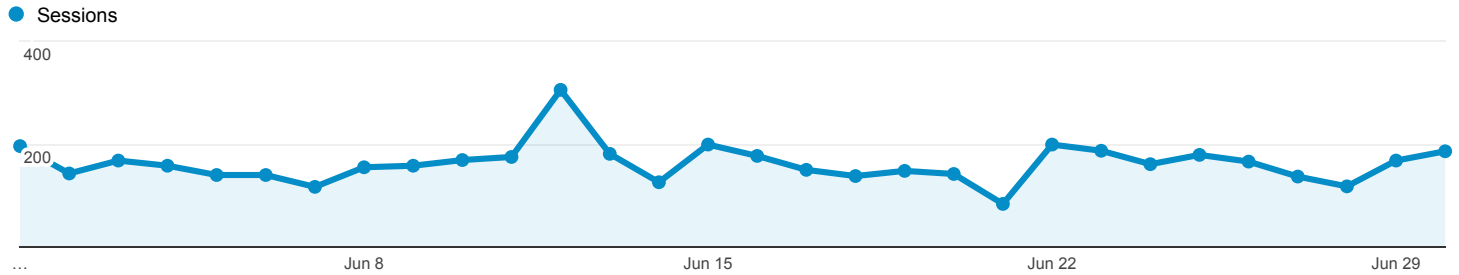
All Traffic

All Sessions
100.00%

Explorer

Summary

On this page we are tracking how many customers actually scheduled a service appointment. The Dealer Leads program completed 4 scheduled service appointments for the month of June.



Source / Medium	Acquisition			Behavior			Conversions Goal 7: Schedule Service		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Schedule Service (Goal 7 Conversion Rate)	Schedule Service (Goal 7 Completions)	Schedule Service (Goal 7 Value)
	4,870 <small>% of Total: 100.00% (4,870)</small>	56.94% <small>Avg for View: 56.88% (0.11%)</small>	2,773 <small>% of Total: 100.11% (2,770)</small>	28.11% <small>Avg for View: 28.11% (0.00%)</small>	4.83 <small>Avg for View: 4.83 (0.00%)</small>	00:03:40 <small>Avg for View: 00:03:40 (0.00%)</small>	0.80% <small>Avg for View: 0.80% (0.00%)</small>	39 <small>% of Total: 100.00% (39)</small>	\$1,550.00 <small>% of Total: 100.00% (\$1,550.00)</small>
1. google / organic	2,331 (47.86%)	52.60%	1,226 (44.21%)	23.60%	5.06	00:03:42	0.73%	17 (43.59%)	\$470.00 (30.32%)
2. (direct) / (none)	1,388 (28.50%)	63.69%	884 (31.88%)	39.84%	4.14	00:03:14	0.94%	13 (33.33%)	\$460.00 (29.68%)
3. dealerleads.com / referral	368 (7.56%)	57.34%	211 (7.61%)	20.65%	5.74	00:04:10	1.09%	4 (10.26%)	\$210.00 (13.55%)
4. bing / organic	249 (5.11%)	60.24%	150 (5.41%)	16.87%	5.92	00:04:54	1.61%	4 (10.26%)	\$310.00 (20.00%)
5. yahoo / organic	196 (4.02%)	46.43%	91 (3.28%)	20.92%	5.04	00:04:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. toyota.com / referral	61 (1.25%)	72.13%	44 (1.59%)	13.11%	5.36	00:04:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. wm.dealer.com / referral	22 (0.45%)	0.00%	0 (0.00%)	18.18%	3.32	00:03:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. northwest.buyatoyota.com / referral	18 (0.37%)	61.11%	11 (0.40%)	27.78%	5.78	00:04:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. mfb20150327e / email	16 (0.33%)	12.50%	2 (0.07%)	37.50%	4.50	00:06:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. duckduckgo.com / referral	15 (0.31%)	100.00%	15 (0.54%)	6.67%	4.20	00:03:27	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 80

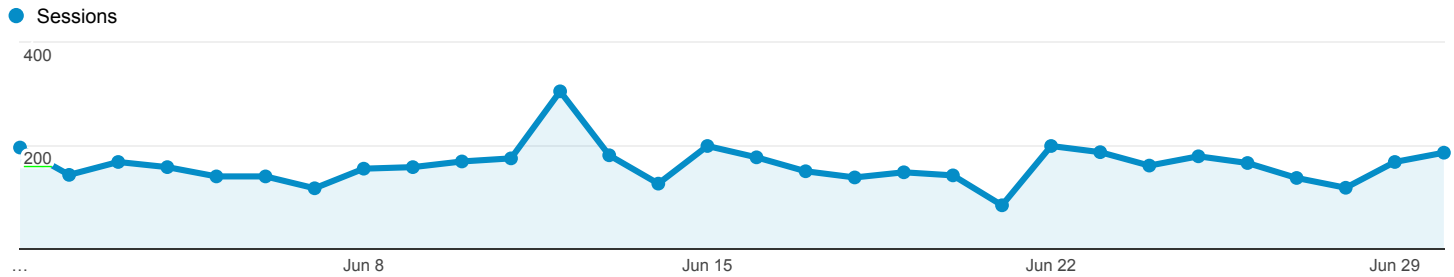
All Traffic

All Sessions
100.00%

Explorer

Summary

This is a fairly new one for us but we can now track how many customers from a mobile device use the "Click to Call" function to contact the dealership. Once again the Dealer Leads program continues to issue track-able results and in this instance delivered 4 "Click to Call" conversions.



Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Click to Call (Goal 8 Conversion Rate)	Click to Call (Goal 8 Completions)	Click to Call (Goal 8 Value)
	4,870 % of Total: 100.00% (4,870)	56.94% Avg for View: 56.88% (0.11%)	2,773 % of Total: 100.11% (2,770)	28.11% Avg for View: 28.11% (0.00%)	4.83 Avg for View: 4.83 (0.00%)	00:03:40 Avg for View: 00:03:40 (0.00%)	0.80% Avg for View: 0.80% (0.00%)	39 % of Total: 100.00% (39)	\$1,760.00 % of Total: 100.00% (\$1,760.00)
1. google / organic	2,331 (47.86%)	52.60%	1,226 (44.21%)	23.60%	5.06	00:03:42	0.60%	14 (35.90%)	\$800.00 (45.45%)
2. (direct) / (none)	1,388 (28.50%)	63.69%	884 (31.88%)	39.84%	4.14	00:03:14	0.79%	11 (28.21%)	\$130.00 (7.39%)
3. dealerleads.com / referral	368 (7.56%)	57.34%	211 (7.61%)	20.65%	5.74	00:04:10	1.09%	4 (10.26%)	\$310.00 (17.61%)
4. bing / organic	249 (5.11%)	60.24%	150 (5.41%)	16.87%	5.92	00:04:54	0.40%	1 (2.56%)	\$100.00 (5.68%)
5. yahoo / organic	196 (4.02%)	46.43%	91 (3.28%)	20.92%	5.04	00:04:44	2.55%	5 (12.82%)	\$220.00 (12.50%)
6. toyota.com / referral	61 (1.25%)	72.13%	44 (1.59%)	13.11%	5.36	00:04:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. wm.dealer.com / referral	22 (0.45%)	0.00%	0 (0.00%)	18.18%	3.32	00:03:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. northwest.buyatoyota.com / referral	18 (0.37%)	61.11%	11 (0.40%)	27.78%	5.78	00:04:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. mfb20150327e / email	16 (0.33%)	12.50%	2 (0.07%)	37.50%	4.50	00:06:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. duckduckgo.com / referral	15 (0.31%)	100.00%	15 (0.54%)	6.67%	4.20	00:03:27	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 80

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 website.