NATIONAL AUTOMOBILE DEALERS ASSOCIATION

# Which Google Analytic Reports Should Dealers Know and Understand



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#### **IMPORTANT:**

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# What can Google Analytics Provide?

- An understanding of who your potential customer is
- How did they find you and what roads brought them to your Digital Showroom?
- What Buying Behaviors did they present before and while in your "Digital Showroom"?
- How does your Online Dealership's marketing performance compare to others in your state?

# Is your Google Analytics Account set up properly?

- You must be the owner / administrator of the account
  - (Not your agency or service provider)

- Under your Account Setting in Admin
  - Account Settings:
    - -"Benchmarking" selected

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AdSense Linking	Dd Calculated Metrics BETA
Ad Exchange Linking	PERSONAL TOOLS & ASSETS
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	Account + Create Account Dealership Name	Account Settings Basic Settings
+	Account Settings	Account Id 18940595
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		Data Sharing Settings
		Data you collect, process, and store using Google Analytics ("Google Analytics data") is secure and kept confidential. This data is used to maintain and protect the Go

The data sharing options give you more control over sharing your Google Analytics data. Learn more.

#### Google products & services RECOMMENDED

Share your Google Analytics data with Google to help improve Google's products and services. Turning on this setting enables Google Analytics to provide best in class Intelligence and Insights services, maintain critical Spam Detection services that benefit all linked products and users, and offer Enhanced Demographics and Interests reporting when Google signals is enabled. If you disable this option, data can still flow to other Google products linked to your property. Visit the product linking section in each property to view or change your settings.

A No Action Required

#### Benchmarking RECOMMENDED

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Contribute anonymous data to an aggregate data set to enable features like benchmarking and publications that can help you understand data trends. All identifiable information about your website is removed and combined with other anonymous data before it is shared with others. Show Example

#### Technical support RECOMMENDED

Let Google technical support representatives access your Google Analytics data and account when necessary to provide service and find solutions to technical issues.

#### Account specialists RECOMMENDED

Give Google marketing specialists and your Google sales specialists access to your Google Analytics data and account so they can find ways to improve your configuration and analysis, and share optimization tips with you. If you don't have dedicated sales specialists, give this access to authorized Google representatives.

Give all Google sales experts access to your data and account, so you can get more in depth analysis, insights, and recommendations across Google products.

Learn how Google Analytics safeguards your data .

#### Data Processing Amendment

If you have a business established in the territory of a member state of the European Economic Area, Switzerland, or the United Kingdom or you are otherwise subject to the territorial scope of the General Data Protection Regulation (GDPR) or if you are a business subject to the California Consumer Privacy Act, and if you have entered into a direct customer contract or the Google Analytics 360 Terms of Use with Google to use Google Analytics, then you are eligible to accept the Google Ads Data Processing Terms. Learn more

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# Is your Google Analytics Account set up properly?

- Under the Property Settings in Admin
  - Property Settings:
    - "Enable Demographics and Interest Reports" activated
    - "Use Enhanced Link Attribution" activated
  - Google Ads Linking: Make sure your Google Ads account is linked to this GA account

» You must be the owner or administrator on Google Ads in order to link the account.

	Property + Otens Ruperty Website Address	Property Settings
-	Property Settings	Basic Settings
	C) Tracking Info	Tracking Id UA-18940595-1
	PRODUCT LINKING	Property Name Website Address
	Google Ads Linking	Website Address
	AdSense Linking	Default URL     Website Address
	Ad Exchange Linking	Default View
	All Products	Website Address
		Industry Category
	Y Audience Definitions	
	Dd Custom Definitions	Advanced Settings Allow manual tagging (UTM values) to override auto-tagging (GCLID values) for Google Ads and Search Ads 360 integration (2)
	Dd Data Import	Property Hit Volume
		Last day: 3,356 hits
		Last 7 Days: 17,536 hits
		Last 30 Days: 75,479 hits
		Advertising Features
		Enable Demographics and Interest Reports
		Demographics and Interest Reports make Age, Gender, and Interest data available so you can better understand who your users are.
		2M I
		In-Page Analytics
		Use enhanced link attribution
		Enhanced link attribution allows us to better track links on your page, but requires a small change to the tracking code. Follow these instructions to set to enhanced link attribution on your site: How setup enhanced link attribution on my site?
		ON
		Start In-Page Analytics in
		Embedded mode (recommended)
		Full View mode

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	Scheduled Emails
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	+ Share Assets

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# Is your Google Analytics Account set up properly?

- Under the View Settings in Admin
  - Create a view titled "Primary" or "Filtered"
    - -Activate Bot Filtering for all views except "All Data"
    - Apply a filter in this view for your primary IP in the Dealership to omit any traffic generated from within your dealership or on your wifi at the dealership.

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View + Create View Property Name "Filtered"

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- Share Assets

+ ADD FILTER C. Search Filter Type Rank + Filter Name IP Exclude remove

# Who is your Audience?

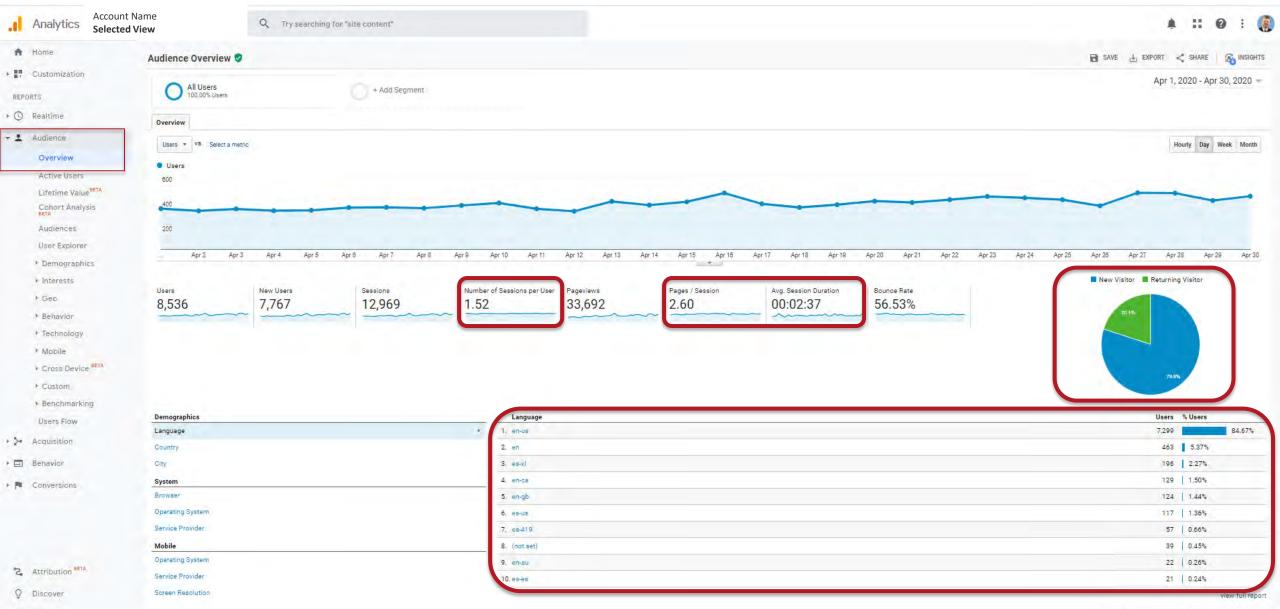
#### • Visitor Profile

- Number of "Visits" Per user
- Time on site (Digital Showroom)
- Pages per session
- Preferred Language (Translator)
- Location (Are they local)
- Age / Gender (target audience?)
- In Market Shopper (Are they buyers?)

#### • Types of visitors

- New Visitors = Ups
- Returning Users = Be Backs
- Devices Used To Visit
  - Desktop
  - Tablet
  - Mobile

## **User Profile**



This report was generated on 5/26/20 at 9:37:08 AM - Refresh Report

🛱 Admin

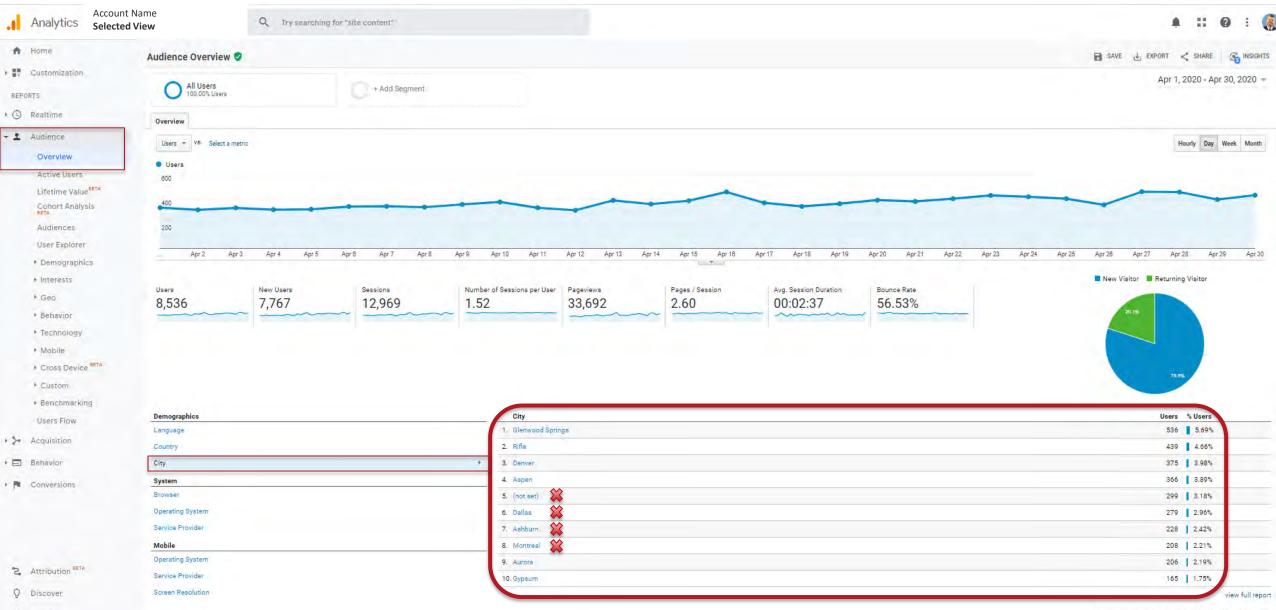
# Who are my Visitors?

Analytics Accour		Q Try searching fo	or "site content"				A II @ : (	(
A Home	Demographics: Overv	view 🦻					🗟 SAVE 🛃 EXPORT < SHARE 🛛 🚳 INSIGHT	ITS
Customization     REPORTS     Realtime	All Users 100.00% Users		+ Add Segment				Apr 1, 2020 - Apr 30, 2020 -	112
- Audience	Key Metric: Users + Age					35.13% of total users	rs Gender. 35.94% of total user	rs
Active Users Lifetime Value <sup>BETA</sup> Cohort Analysis Audiences User Explorer Demographics Overview	20%		vehi • Wha	icles froi at age gr	roups bur m you? roups ser e with yo	rvice	male female	
Age Gender > Interests > Geo > Behavior > Technology > Mobile > Cross Device <sup>BETA</sup>	10%						69.9%	
Custom     Benchmarking     Users Flow     Acquisition     Behavior	0%	25-34	25-44	45-64	55-84	85+	What is the gender mix for customers that buy and service with you?	

Conversions

This report was generated on 5/26/20 at 9:53:57 AM - Refresh Report

# Where are my visitors coming from?



🎝 Admin

# Which segments do you Actively market to?



% of Total: 34.69%

1,432 (4.09%)

(8.536)

% of Total: 32.16%

1,162 (3.92%)

(7.767)

Primary Dimension: In-Market Segment

1. Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)

Affinity Categories	Secondary dimension 🔻 Sort Type: Default 👻								Q advanced	⊞ © E % III
In-Market Segments		Acquisition			Behavior			Conversions Goal 1: Contact Us *		
Other Categories	In-Market Segment	Users ? 4	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Contact Us (Goal 1 Conversion Rate)	Contact Us (Goal 1 Completions)	Contact Us (Goal 1 Value)
• Behavior		2,961	2,498	4,608	56.09%	2.60	00:02:36	0.00%	0	\$0.00

% of Total: 35,53%

2,280 (4.35%)

(12,969)

	Behavior
*	Technology

Affinity Categorie

► Mobile + Cross Device HETA

▶ Custom

Benchmarking

Users Flow

Acquisition

Behavior

Conversions

2 Attribution

🛱 Admin

Q Discover

	2. Autos & Vehicles/Motor Vehicles/Motor Vehicles by Brand/Ford	1,075 (3.07%)	898 (3.03%)	1,648 (3:14%)	58.74%	2.42	00:02:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
	3. Autos & Vehicles/Motor Vehicles/Motor Vehicles by Type/Pickup Trucks	1,052 (3.00%)	869 (2.93%)	1,619 (3.09%)	57.75%	2.54	00:02:17	0.00%	<b>0</b> (0.00%)	\$0.00 (0.00%)
	4. Autos & Vehicles/Motor Vehicles/Motor Vehicles by Type/Pickup Trucks/Pickup Trucks (Used)	1,022 (2.92%)	844 (2.85%)	1,575 (3.00%)	57.46%	2.57	00:02:17	0.00%	<b>0</b> (0.00%)	\$0.00 (0.00%)
	5. Autos & Vehicles/Motor Vehicles/Motor Vehicles by Type/SUVs	783 (2.24%)	629 (2.12%)	1,273 (2,43%)	58.52%	2.42	00:02:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
	6. Autos & Vehicles/Auto Parts & Accessories	740 (2.11%)	653 (2.20%)	983 (1.87%)	63.28%	2.25	00:01:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
0	7. Autos & Vehicles/Motor Vehicles/Motor Vehicles by Type/SUVs/SUVs (Used)	<b>683</b> (1.95%)	547 (1.84%)	1,104 (2,10%)	58.51%	2.42	00:02:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
0	8. Autos & Vehicles/Auto Repair & Maintenance	622 (1.78%)	543 (1.83%)	880 (1.68%)	63.52%	2.45	00:02:13	0,00%	0 (0.00%)	\$0,00 (0.00%)
0	9. Autos & Vehicles/Motor Vehicles/Motor Vehicles (New)	621 (1.77%)	516 (1.74%)	977 (1.86%)	61.72%	2.35	00:02:25	0.00%	0 (0.00%)	\$0,00 (0.00%)
	10. Employment	605 (1.73%)	482 (1.63%)	1,070 (2,04%)	54.86%	2.57	00:02:19	0.00%	0 (0.00%)	\$0,00 (0.00%)

Avg for View; 56,539

(-0.78%)

57.15%

Avg for View: 2.60 (0.27%)

2.58

Avg for View: 00:02:37

(-0.39%)

00:02:34

Avg for View: 0.00% (0.00%)

0.00%

Show rows: 10 V Go to: 1 1-10 of 314 < >

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% of Total: 0.00% (0)

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# Ups & Be Backs

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<ul> <li>Customization</li> <li>REPORTS</li> </ul>	All Users 100.00% Users	🚫 + Add Segme	nt						Ap	r 1, 2020 - Apr 30, 2020 👻
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🛓 Audience	Summary Site Usage Goal Set	1 Goal Set 2 Goal Set 3 Ecommerce								
Overview Active Users Lifetime Value <sup>HETA</sup> Cohort Analysis PETA Audiences User Explorer > Demographics > Interests > Geo + Behavior	Vs. Select a metric Users 600 400 200 200 Apr 2 Apr 3 Primary Dimension: User Type Secondary dimension		Apr8 Apr9 Apr10	Apr 11 Apr 12	Apr 13 Apr 14 Apr 15	Apr 16 Apr 17 A	pr 18 Apr 19 Apr 20	Apr21 Apr22 Apr23 Apr24	Apr 25 Apr 28 Apr 27	Day Week Month 2 . Apr 28 Apr 29 Apr 30
New vs Returning		Acquisition			Behavior			Conversions Goal 1: Contact Us *		Land
Frequency & Recency Engagement	User Type	Users 🤨 🍁	New Users	Sessions "	Bounce Rate	Pages / Session	Avg. Session Duration	Contact Us (Goal 1 Conversion Rate)	Contact Us (Goal 1 Completions)	Contact Us (Goal 1 Value)
+ Technology		<b>8,536</b> % of Total: 100.00% (8,536)	7,773 % of Total: 100.08% (7,767)	12,969 % of Total: 100.00% (12,969)	56.53% Avg for View: 56.53% (0.00%)	2.60 Avg for View: 2.60 (0.00%)	00:02:37 Avg for View: 00:02:37 (0.00%)	0.00% Avg for View: (0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
<ul> <li>Mobile</li> <li>Cross Device BETA</li> </ul>	1. New Visitor	7,765 (79.94%)	7,773(100.00%)	7,752 (59.77%)	63.24%	2.34	00:01:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
Custom	2. Returning Visitor	1,948 (20.06%)	0 (0.00%)	5,217 (40.23%)	46.58%	2.98	00:03:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
• Benchmarking									Show rows: 10	Go to: 1 1-2 of 2 ( )
Users Flow									This report was generated on	5/26/20 at 9:18:24 AM - Refresh Report
> Acquisition										

## Ups & Be Backs - Mobile Users

	cted View	Try searching for "site content"								A # @ E 🧕
A Home	New vs Returning 🕏								🔒 SAVE 🛃 EXPORT < SHAI	RE 🧨 EDIT 🛛 🖓 INSIGHTS
<ul> <li>Customization</li> <li>REPORTS</li> </ul>	All Users 100.00% Users	Mobile Traf 58.05% Users	ffic	× (±)					Ар	1, 2020 - Apr 30, 2020 -
• 🛇 Realtime	Explorer									
- 1 Audience	Summary Site Usage Goal Set 1 G	oal Set 2 Goal Set 3 Ecommerce								
Overview Active Users Lifetime Value <sup>BETA</sup> Cohort Analysis EETA Audiences	Users 👻 vs. Select a metric Users (All Users) 🔹 Users (Mobile 600 400	Traffic)	+ + + +			~		+ + + + +		ay Week Month 🗹 🐍
Audiences	200									
User Explorer										
User Explorer	200									
User Explorer • Demographics • Interests	Apr2 Apr3 Apr4	Aprő Aprő Apr7	Apr8 Apr9 Apr10	0 Apr 11 Apr 12	Apr 13 Apr 14 Apr 15	Apr 18 Apr 17 Aj	pr 18 Apr 19 Apr 20	Apr 21 Apr 22 Apr 23 Apr 24	Apr 25 Apr 28 Apr 27	Apr 28 Apr 29 Apr 30
• Demographics	Apr 2 Apr 3 Apr 4 Primary Dimension: User Type	Aprð Aprð Apr7	Apr 8. Apr 9 Apr 10	0 Apr 11 Apr 12			pr 18 Apr 19 Apr 20	Apr 21 Apr 22 Apr 23 Apr 24	Apr 25 Apr 28 Apr 27	Apr 28 Apr 29 Apr 30
<ul> <li>Demographics</li> <li>Interests</li> </ul>			Apr 8 Apr 9 Apr 10	0 Apr 11 Apr 12			pr 18 Apr 19 Apr 20	Apr 21 Apr 22 Apr 23 Apr 24		Apr 28 Apr 29 Apr 30
<ul> <li>Demographics</li> <li>Interests</li> <li>Geo</li> <li>Behavior</li> <li>New vs Returning Frequency &amp;</li> </ul>	Primary Dimension: User Type		Apr 8 Apr 9 Apr 10	0 Apr 11 Apr 12			pr 18 Apr 19 Apr 20	Apr 21 Apr 22 Apr 23 Apr 24 Conversions Goal 1: Contact Us *		
<ul> <li>Demographics</li> <li>Interests</li> <li>Geo</li> <li>Behavior</li> <li>New vs Returning</li> <li>Frequency &amp; Recency</li> </ul>	Primary Dimension: User Type	Type: Default +	Apr 8 Apr 9 Apr 10	0 Apr 11 Apr 12 Sessions			pr 18 Apr 19 Apr 20 Avg. Session Duration			
Demographics     Interests     Geo     Behavior     New vs Returning     Frequency &     Recency     Engagement     Frechnology	Primary Dimension: User Type	Type: Default + Acquisition		Arts	Behavior	•		Conversions Goal 1: Contact Us 💌	Q advan	sed 🖽 C I k STT
<ul> <li>Demographics</li> <li>Interests</li> <li>Geo</li> <li>Behavior</li> <li>New vs Returning</li> <li>Frequency &amp; Recency</li> <li>Engagement</li> </ul>	Primary Dimension: User Type Secondary dimension  Sor	Type: Default + Acquisition Users 4 8,536	New Users 7,773	Sessions 12,969	Behavior Bounce Rate 56.53%	Pages / Session 2.60	Avg. Session Duration 00:02:37	Conversions Goal 1: Contact Us * Contact Us (Goal 1 Conversion Rate)  0.00%	Contact Us (Goal 1 Completions)	contact Us (Goal 1 Value)
Demographics     Interests     Geo     Behavior     New vs Returning     Frequency &     Recency     Engagement     Technology     Mobile	Primary Dimension: User Type Secondary dimension * Sor User Type All Users	Type: Default + Acquisition Users + 8,536 % of Total: 100,00% (8,336) 4,955	New Users 2 7,773 % of Total: 100,00% (7.773) 4,450	Sessions 12,969 % of Total: 100.00% (12,969) 7,956	Behavior Bounce Rate 56.53% Avg for View: 56.53% (0.00%) 59.18%	Pages / Session 2.60 Avg for View: 2.60 (0.00%) 2.53	Avg. Session Duration 00:02:37 Avg for View. 00:02:37 (0.00%) 00:02:17	Conversions Goal 1: Contact Us * Contact Us (Goal 1 Conversion Rate) O.00% Avg for View: 0.00% O.00%	Contact Us (Goal 1 Completions)	oed Ⅲ ● Ξ 注 Ⅲ Contact Us (Goal 1 Value) ○ \$0.00 % of Total: 0.00% (S0.00) \$0.00
<ul> <li>Demographics</li> <li>Interests</li> <li>Geo</li> <li>Behavior</li> <li>New vs Returning</li> <li>Frequency &amp; Recency</li> <li>Engagement</li> <li>Technology</li> <li>Mobile</li> <li>Cross Device <sup>META</sup></li> <li>Custom</li> <li>Benchmarking</li> </ul>	Primary Dimension: User Type Secondary dimension • Son User Type All Users Mabile Turffo	Type: Default + Acquisition Users + 8,536 % of Total: 100,00% (8,336) 4,955	New Users 2 7,773 % of Total: 100,00% (7.773) 4,450	Sessions 12,969 % of Total: 100.00% (12,969) 7,956	Behavior Bounce Rate 56.53% Avg for View: 56.53% (0.00%) 59.18%	Pages / Session 2.60 Avg for View: 2.60 (0.00%) 2.53	Avg. Session Duration 00:02:37 Avg for View. 00:02:37 (0.00%) 00:02:17	Conversions Goal 1: Contact Us * Contact Us (Goal 1 Conversion Rate) O.00% Avg for View: 0.00% O.00%	Contact Us (Goal 1 Completions)	oed Ⅲ ● Ξ 注 Ⅲ Contact Us (Goal 1 Value) ○ \$0.00 % of Total: 0.00% (S0.00) \$0.00
<ul> <li>Demographics</li> <li>Interests</li> <li>Geo</li> <li>Behavior</li> <li>New vs Returning</li> <li>Frequency &amp; Recency</li> <li>Engagement</li> <li>Technology</li> <li>Mobile</li> <li>Cross Device <sup>NETA</sup></li> <li>Custom</li> <li>Benchmarking</li> <li>Users Flow</li> </ul>	Primary Dimension: User Type Secondary dimension  Sor User Type All Users Macile Traffic 1. New Visitor	Type: Default + Acquisition Users + 8,536 % of Total: 100,00% (8,336) 4,955 % of Total: 58,05% (8,336)	New Users 2 7,773 % of Total: 100.00% (7.773) 4,450 % of Total: 57.25% (7.773)	Sessions 12,969 % of Total: 100.00% (12,969) 7,956 % of Total: 61,35% (12,969)	Bounce Rate           56.53%           Avg for View: 36.53% (0.00%)           59.18%           Avg for View: 36.53% (4.67%)	Pages / Session           2.60           Avg for View; 2.60 (0.00%)           2.53           Avg for View; 2.60 (-2.42%)	Avg. Session Duration 00:02:37 Avg for View: 00:02:37 (0.00%) 00:02:17 Avg for View: 00:02:37 (-12:52%)	Conversions Goal 1: Contact Us * Contact Us (Goal 1 Conversion Rate) O.00% Avg for View: 0.00% (0.00%) Avg for View: 0.00% (0.00%)	Contact Us (Goal 1 Completions) \$ of Total: 0.00% (0) \$ of Total: 0.00% (0) \$ of Total: 0.00% (0)	contact Us (Goal 1 Value)           % of Total: 0.00% (\$0.00)           % of Total: 0.00% (\$0.00)
<ul> <li>Demographics</li> <li>Interests</li> <li>Geo</li> <li>Behavior</li> <li>New vs Returning</li> <li>Frequency &amp; Recency</li> <li>Engagement</li> <li>Technology</li> <li>Mobile</li> <li>Cross Device <sup>META</sup></li> <li>Custom</li> <li>Benchmarking</li> </ul>	Primary Dimension: User Type Secondary dimension  Sor User Type All Users Mabile Tooffo 1. New Visitor All Users	Type: Default  Acquisition Users  Acquisition Users  4,955  c of Total: 58.05% (8,536)  7,765 (79.94%)	New Users 7,773 % of Total: 100.00% (7.773) 4,450 % of Total: 57.25% (7.773) 7,773 (100.00%)	Sessions 12,969 % of Total: 100.00% (12,969) 7,956 % of Total: 61.35% (12,969) 7,752 (59.77%)	Behavior           Bounce Rate           56.53%           Avg for View: 56.53% (0.00%)           59.18%           Avg for View: 56.53% (4.67%)	Pages / Session           2.60           Avg for View: 2.60 (0.00%)           2.53           Avg for View: 2.60 (2.42%)           2.34	Avg. Session Duration 00:02:37 Avg for View: 00:02:37 (0.00%) 00:02:17 Avg for View: 00:02:37 (-12:52%) 00:01:56	Conversions Goal 1: Contact Us  Contact Us (Goal 1 Conversion Rate) Contact Us (Goal 1 Conversion Rate) O.00% Avg for View: 0.00% (0.00%) O.00% Avg for View: 0.00% (0.00%) O.00%	Contact Us (Goal 1 Completions) Contact Us (Goal 1 Completions) % of Total: 0.00% (0) % of Total: 0.00% (0) 0 (0.00%)	eed
<ul> <li>Demographics</li> <li>Interests</li> <li>Geo</li> <li>Behavior</li> <li>New vs Returning</li> <li>Frequency &amp; Recency</li> <li>Engagement</li> <li>Technology</li> <li>Mobile</li> <li>Cross Device <sup>NETA</sup></li> <li>Custom</li> <li>Benchmarking</li> <li>Users Flow</li> </ul>	Primary Dimension: User Type Secondary dimension  Sor User Type All Users Nobile Traffic	Type: Default  Acquisition Users  Acquisition Users  4,955  c of Total: 58.05% (8,536)  7,765 (79.94%)	New Users 7,773 % of Total: 100.00% (7.773) 4,450 % of Total: 57.25% (7.773) 7,773 (100.00%)	Sessions 12,969 % of Total: 100.00% (12,969) 7,956 % of Total: 61.35% (12,969) 7,752 (59.77%)	Behavior           Bounce Rate           56.53%           Avg for View: 56.53% (0.00%)           59.18%           Avg for View: 56.53% (4.67%)	Pages / Session           2.60           Avg for View: 2.60 (0.00%)           2.53           Avg for View: 2.60 (2.42%)           2.34	Avg. Session Duration 00:02:37 Avg for View: 00:02:37 (0.00%) 00:02:17 Avg for View: 00:02:37 (-12:52%) 00:01:56	Conversions Goal 1: Contact Us  Contact Us (Goal 1 Conversion Rate) Contact Us (Goal 1 Conversion Rate) O.00% Avg for View: 0.00% (0.00%) O.00% Avg for View: 0.00% (0.00%) O.00%	Contact Us (Goal 1 Completions) Contact Us (Goal 1 Completions) % of Total: 0.00% (0) % of Total: 0.00% (0) 0 (0.00%)	eed

2 Attribution

This report was generated on 5/26/20 at 9:28:05 AM - Refresh Report

# **Devices Used To Visit Your Digital Showroom**

Analytics Selector										
A Home	Overview 🥏								🖻 SAVE 🛃 EXPORT < SHA	RE / EDIT
REPORTS	All Users 100.00% Users	+ Add Segment							Ар	r 1, 2020 - Apr 30, 2020 -
Realtime	Explorer									
+ 1 Audience	Summary Site Usage Goal Set	t 1 Goal Set 2 Goal Set 3 Ecommerce								
Overview Active Users	Users vs. Select a metric								1	Day Week Month 🗹 🕄
Lifetime Value <sup>BETA</sup> Cohort Analysis	000									
Audiences User Explorer • Demographics • Interests • Geo. • Behavior	400 200 Apr 2 Apr 3 Primary Dimension: Device Category	Apr 4 Apr 5 Apr 8 Apr 7 Apr 1		Apr 11 Apr 12 Aj C= 65% +	r 13 Apr 14 Apr 15	Apr 18 Apr 17 Ap	r 18 Apr 19 Apr 20	Apr21 Apr22 Apr23 Apr24		Apr 28 Apr 29 Apr 30
User Explorer  Demographics Interests Geo Behavior Technology	200 Apr 2 Apr 3 Primary Dimension: Device Category			C= 65% +				Apr 21 Apr 22 Apr 23 Apr 24 Conversions Goal 1: Contact Us +		
User Explorer • Demographics • Interests • Geo • Behavior	200 Apr 2 Apr 3 Primary Dimension: Device Category	• Sort Type: Default •		C= 65% +						
User Explorer > Demographics > Interests > Geo > Behavior > Technology Technology > Mobile Overview Devices	200 Apr 2 Apr 3 Primary Dimension: Device Category Secondary dimension	Sort Type: Default      Acquisition		C= 65% +	Behavior			Conversions Goal 1: Contact Us v	Q advar	nced 🖽 🕒 王 王 王
User Explorer > Demographics > Interests > Geo > Behavior > Technology - Mobile Overview Devices > Cross Device BETA	200 Apr 2 Apr 3 Primary Dimension: Device Category Secondary dimension	Sort Type: Default + Acquisition Users 4 8,536	BO	C= 65% + Sessions 12,969	Behavior Bounce Rate 56.53%	Pages / Session 2.60	Avg. Session Duration 00:02:37	Conversions Goal 1: Contact Us * Contact Us (Goal 1 Conversion Rate) 0.00%	Contact Us (Goal 1 Completions)	noed 🖽 🕑 🖀 🏃 💷
User Explorer > Demographics > Interests > Geo > Behavior > Technology - Mobile Overview Devices > Cross Device ###A > Custom	200 Apr 2 Apr 3 Primary Dimension: Device Category Secondary dimension	Sort Type: Default      Acquisition Users      4     8,536     % of Total: 100.00% (8,539)	BO Ner Users 7,773 % of Tatal: 100.08% (7.767)	C= 65% + Sessions 12,969 % of Total: 100.00% (12,969)	Sehavior Bounce Rate 56, 53% Avg for View; 56, 53% (0,00%)	Pages / Session 2.60 Avg for View: 2.60 (0.00%)	Avg. Session Duration 00:02:37 Avg for View: 00:02:37 (0.00%)	Conversions Goal 1: Contact Us + Contact Us (Goal 1 Conversion Rate) 0,00% Avg for View: 0.00% (0.00%)	Contact Us (Goal 1 Completions)	noed I I I I I I I I I I I I I I I I I I I
User Explorer > Demographics > Interests > Geo > Behavior > Technology - Mobile Overview Devices > Cross Device BETA	200 Apr 2 Apr 3 Primary Dimension: Device Category Device Category 1. mobile	Sort Type: Default      Acquisition     Users      4     8,536     3; of Total: 100.00% (8:39)     4,955 (57.92%)	BO Ner Users 7,773 % of Total 100.08% (7.767) 4.450 (57.25%)	C= 65% + Sessions 12,969 % of Total: 100.00% (12,869) 7,956 (61.35%)	Behavior Bounce Rate 56, 53% Avg for View; 56, 53% (0,00%) 59,18%	* Pages / Session 2.60 Avg for View: 2.60 (0.00%) 2.53	Avg. Session Duration 00:02:37 Avg for View: 00:02:37 (0:00%) 00:02:17	Conversions Goal 1: Contact Us * Contact Us (Goal 1 Conversion Rate) 0,00% Avg for View: 0.00% (0.00%) 0.00%	Contact Us (Goal 1 Completions)	need E Contact Us (Goal 1 Value) So of Total: 0.00% (30.00) \$0.00 (0.00%)

Conversions

# How do visitors find you?

#### • Channels

- What roads do they take to visit your dealership?
- Does this align with your marketing strategy?
  - Organic / Direct
  - Paid Search / Display
  - Referrals
  - Social Media
  - Email campaigns
- How do you compare with others in your vertical market and state?
  - Benchmark Report: Channels
- Referrals
  - Who are your top referral services?
    - Does this align with your marketing strategy?
      - CARS. COM / AutoTrader / Car Guru etc.

- Paid Advertising
  - Average CPC by Campaign
    - What is performing best?
      - Keyword Match Type
      - Search query that spawned your ad
  - Average CPC by paid Keywords
  - Bid Adjustments (Used to enhance or restrict your ad impressions)
    - Device being used
    - Time of day
    - Location
  - Time of Day users visit
    - Desktop / Mobile / Tablet
- Social Media
  - Top Landing Pages
    - Sources that bring them to you
      - (Secondary Dimension "Source")

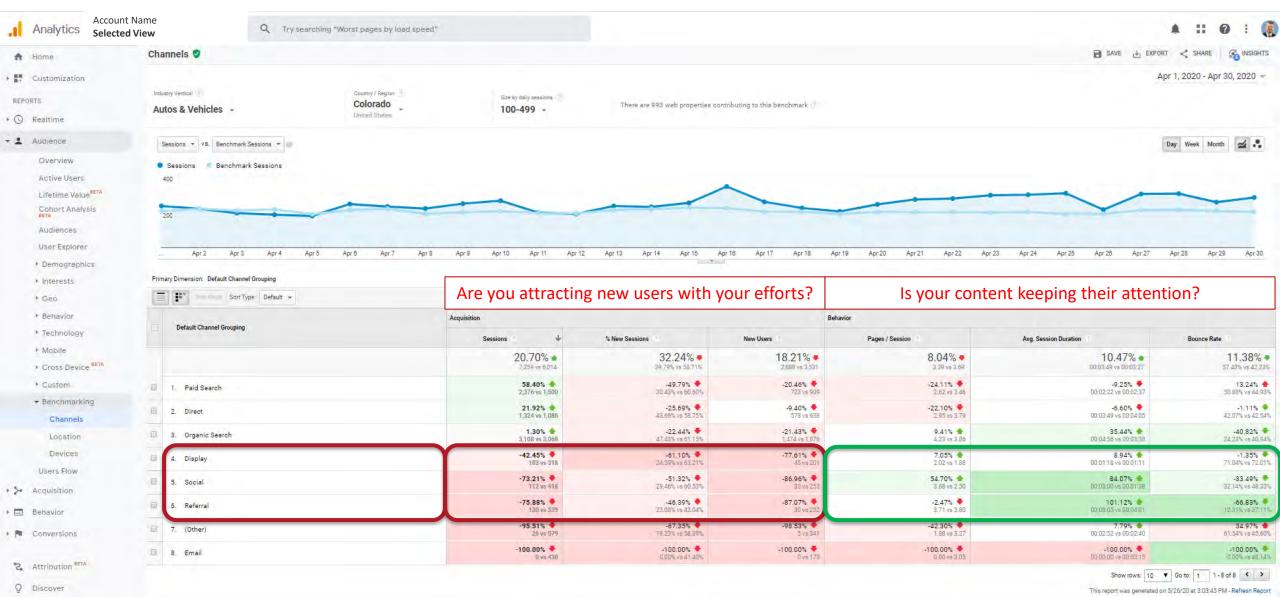
### What Roads do Visitors Take to Your Digital Showroom?

A 1 4*	int Name ted View	Q Try searching for "site content"								A II @ I 🤅
A Home	Channels 🤡								🗃 SAVE 🕁 EXPORT < SHAI	RE 🖌 EDIT 🛛 🚳 INSIGHTS
<ul> <li>Customization</li> <li>REPORTS</li> </ul>	All Users 100.00% Users	+ Add Segme	ent						Ар	r 1, 2020 - Apr 30, 2020 -
• ③ Realtime	Explorer									
• 🚨 Audience	Summary Site Usage G	oal Set 1 Goal Set 2 Goal Set 3 Ecommerce								
+ ≽ Acquisition	Users + vs. Select a met	ne							I.	Day Week Month 🚄 🔒
Overview	Users									
★ All Traffic	800									
Channels	400									
Treemaps										
	200									
Source/Medium										
Referrals	Apr2 Apr	3 Apr4 Aprō Apr8 Apr7 .	Apr 8 Apr 9 Apr 10	Apr 11 Apr 12 Ap	r 13 Apr 14 Apr 15		r 18 Apr 19 Apr 20	Apr 21 Apr 22 Apr 23 Apr 24	Apr 25 Apr 28 Apr 27	Apr 28 Apr 29 Apr 30
Referrals • Google Ads	Apr 2 Apr 3		Apr 8 Apr 9 Apr 10	Apr 11 Apr 12 Ap		Apr 16 Apr 17 Ap	r 18. Apr 19. Apr 20	Apr 21 Apr 22 Apr 23 Apr 24	Apr 25 Apr 28 Apr 27	Apr 28 Apr 29 Apr 30
Referrals	Apr.2 Apr.3 Primary Dimension: Default Chan	3 Apr 4 Apr 5 Apr 8 Apr 7 . nel Grouping Source / Medium Source Medium Other ~ nsion ~ Sort Type: Default ~	Apr 8 Apr 9 Apr 10	Apr 11 Apr 12 Ap			r18 Apr19 Apr20	Apr21 Apr22 Apr23 Apr24		Apr 28 Apr 29 Apr 30
Referrals + Google Ads + Search Console	Apr.2 Apr.3 Primary Dimension: Default Chan Records Secondary dime	nel Grouping Source / Medium Source Medium Other = nsion = Sort Type: Default = Acquisition	Apr 8 Apr 9 Apr 10					Apr 21 Apr 22 Apr 23 Apr 24 Conversions Goal 1: Contact Us 🔻		
Referrals • Google Ads • Search Console • Social • Campaigns • 📰 Behavior	Apr.2 Apr.3 Primary Dimension: Default Chan	nel Grouping Source / Medium Source Medium Other = nsion = Sort Type: Default = Acquisition	Apr 8 Apr 9 Apr 10							
Referrals + Google Ads + Search Console + Social + Campaigns	Apr.2 Apr.3 Primary Dimension: Default Chan Records Secondary dime	nel Grouping Source / Medium Source Medium Other ~ nsion ~ Sort Type: Default ~ g		B	lehavior			Conversions Goal 1: Contact Us 🔻	Q advanced	
Referrals • Google Ads • Search Console • Social • Campaigns • 📰 Behavior	Apr.2 Apr.3 Primary Dimension: Default Chan Records Secondary dime	nel Grouping Source / Medium Source Medium Other = nsion + Sort Type: Default + g Acquisition Users + 8,536 % of Total: 100.00% (8,336)	New Users 7,773	B Sessions 12,969	Bounce Rate 56.53%	Pages / Session 2.60	Avg. Session Duration 00:02:37	Conversions Goal 1: Contact Us 💌 Contact Us (Goal 1 Conversion Rate) 0.00%	Contact Us (Goal 1 Completions)	Contact Us (Goal 1 Value)
Referrals • Google Ads • Search Console • Social • Campaigns • 📰 Behavior	Apr.2 Apr.3 Primary Dimension: Default Chan Secondary dime Default Channel Groupin	nel Grouping Source / Medium Source Medium Other = nsion + Sort Type: Default + g Acquisition Users + 8,536 % of Total: 100.00% (8,336)	New Users 7,773 % of Total: 100.08% (7,767)	B Sessions 1 12,969 % of Total: 100.00% (12,969)	Bounce Rate 56.53% Avg for View: 56.53% (0.00%)	Pages / Session * 2.60 Avg for View: 2.60 (0.00%)	Avg. Session Duration 0 00:02:37 Avg for View: 00:02:37 (0.00%)	Conversions Goal 1: Contact Us Contact Us (Goal 1 Conversion Rate) 0.00% Avg for View: 0.00% (0.00%)	Contact Us (Goal 1 Completions)	Contact Us (Goal 1 Value) * \$0.00 % of Total: 0.00% (\$0.00)
Referrals • Google Ads • Search Console • Social • Campaigns • 📰 Behavior	Apr.2 Apr.3 Primary Dimension: Default Chan Person Secondary dime Default Channel Groupin 1. Organic Search	nel Grouping Source / Medium Source Medium Other = nsion + Sort Type: Default + Acquisition Users + 8,536 % of Total: 100.00% (8,536) 5,077 (57.32%)	New Users 7,773 % of Total: 100.06% (7,767) 4,716 (60.67%)	B Sessions 1 12,969 % of Total: 100.00% (12,969) 6,785 (52.32%)	Bounce Rate 56.53% Avg for View: 56.53% (0.00%) 55.00%	Pages / Session ** 2.60 Avg for View: 2.60 (0.00%) 2.79	Avg. Session Duration 00:02:37 .Avg for View: 00:02:37 (0.00%)	Conversions Goal 1: Contact Us 💌 Contact Us (Goal 1 Conversion Rate) 0.00% Avg for View: 0.00% (0.00%) 0.00%	Contact Us (Goal 1 Completions)	Contact Us (Goal 1 Value)     So.00     S
Referrals • Google Ads • Search Console • Social • Campaigns • 📰 Behavior	Apr.2 Apr.3 Primary Dimension: Default Channel Perfault Channel Groupin 1. Organic Search 4 2. Direct 4	nel Grouping Source / Medium Source Medium Other = nsion + Sort Type: Default + Acquisition Users + 8,536 % of Total: 100.00% (8,536) 5,077 (57.32%) 2,014 (22.74%)	New Users " 7,773 % of Total: 100.08% (7,767) 4,716 (60.67%) 1,932 (24.87%)	B Sessions ? 12,969 % of Total: 100.00% (12,969) 6,785 (52.32%) 2,837 (21.88%)	ehavior Bounce Rate 56.53% Avg for View: 56.53% (0.0%) 55.00% 67.08%	Pages / Session * 2.60 Avg for View: 2.60 (0.00%) 2.79 2.07	Avg. Session Duration 00:02:37 Avg for View: 00:02:37 (0.00%) 00:02:52 00:02:09	Conversions Goal 1: Contact Us Contact Us (Goal 1 Conversion Rate) Contact Us (Goal 1 Conversion Rate) 0.00% Avg for View: 0.00% (0.00%) 0.00% 0.00%	Q         advanced           Contact Us (Goal 1 Completions)         0           % of Total: 0.00% (0)         0           0         (0.00%)           0         (0.00%)	Contact Us (Goal 1 Value) * \$0.00 % of Total: 0.00% (50.00) \$0.00 (0.00%) \$0.00 (0.00%)
Referrals • Google Ads • Search Console • Social • Campaigns • 📰 Behavior	Apr2 Apr3 Primary Dimension: Default Chan Person Secondary dime Default Channel Groupin 1. Organic Search 2. Direct 4 3. Paid Search	nel Grouping Source / Medium Source Medium Other = nsion * Sort Type: Default * Acquisition 9 4 4 8,536 % of Total: 100.00% (8,536) 5,077 (57.32%) 2,014 (22.74%) 1,287 (14.53%)	New Users 7,773 % of Total: 100.06% (7,767) 4,716 (60.67%) 1,933 (24.87%) 816 (10.50%)	Sessions         12,969           % of Total: 100.00% (12,969)         6,785 (52.32%)           0.785 (52.32%)         2,837 (21.88%)           2,837 (21.88%)         2,655 (20.47%)	Pehavior Bounce Rate 56.53% Avg for View: 56.53% 55.00% 67.08% 50.58%	Pages / Session ** 2.60 Avg for View: 2.60 (0.00%) 2.79 2.07 2.64	Avg. Session Duration 00:02:37 Avg for View: 00:02:37 (0.00%) 00:02:52 00:02:24	Conversions Goal 1: Contact Us × Contact Us (Goal 1 Conversion Rate) 0.00% Avg for View: 0.00% (0.00%) 0.00% 0.00% 0.00%	Q         advanced           Contact Us (Goal 1 Completions)         0           % of Total: 0.00% (0)         0           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)	■ ● ■ 12 ≤ 111 Contact Us (Goal 1 Value) * \$0.00 \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%) \$0.00 (0.00%)
Referrals + Google Ads + Search Console + Social + Campaigns + 📰 Behavior	Apr2 Apr3 Primary Dimension: Default Channel Perfault Channel Groupinn 1. Organic Search 2. Direct 3. Paid Search 4. Display	nel Grouping Source / Medium Source Medium Other = nsion + Sort Type: Default + Acquisition Users + 8,536 % of Tatal: 100.00% (8,536) 5,077 (57.32%) 2,014 (22.74%) 1,287 (14.53%) 189 (2.13%)	New Users 7,773 % of Total: 100.86% (7,767) 4,716 (60.67%) 1,933 (24.87%) 816 (10.50%) 107 (1.38%)	B Sessions * 12,969 % of Total: 100.00% (12,969) 6,785 (52,32%) 2,837 (21,88%) 2,655 (20,47%) 2,655 (20,47%) 2,511 (1,94%)	Pehavior Bounce Rate 56.53% Avg for View: 56 53% (0.00%) 55.00% 67.08% 50.58% 70.52%	Pages / Session * 2.60 Avg for View: 2.60 (0.005) 2.79 2.07 2.64 2.21	Avg. Session Duration 00:02:37 Avg for View: 00:02:37 (0.00%) 00:02:52 00:02:09 00:02:24 00:01:01	Conversions Goal 1: Contact Us  Contact Us (Goal 1 Conversion Rate) Contact Us (Goal 1 Conversion Rate) O.00% Avg for View: 0.00% (0.00%) 0.00% 0.00% 0.00% 0.00%	Q         advanced           Contact Us (Goal 1 Completions)         0           % of Total: 0.00% (0)         0           % of Total: 0.00% (0)         0           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)           0         (0.00%)	Contact Us (Goal 1 Value)         *           \$0.00         \$0.00%           % of Total 0.00% (50.00)         \$0.00           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)           \$0.00         (0.00%)

2. Attribution

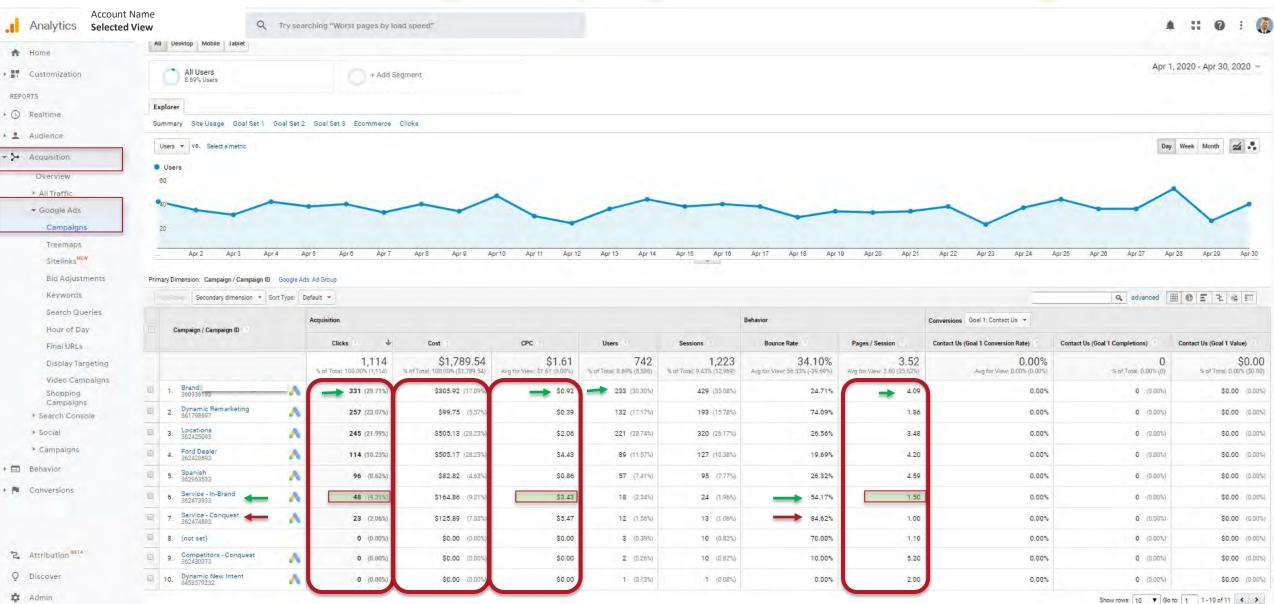
This report was generated on 5/26/20 at 10:54:02 AM - Refresh Report

# **How Does Your Channel Performance Compare?**



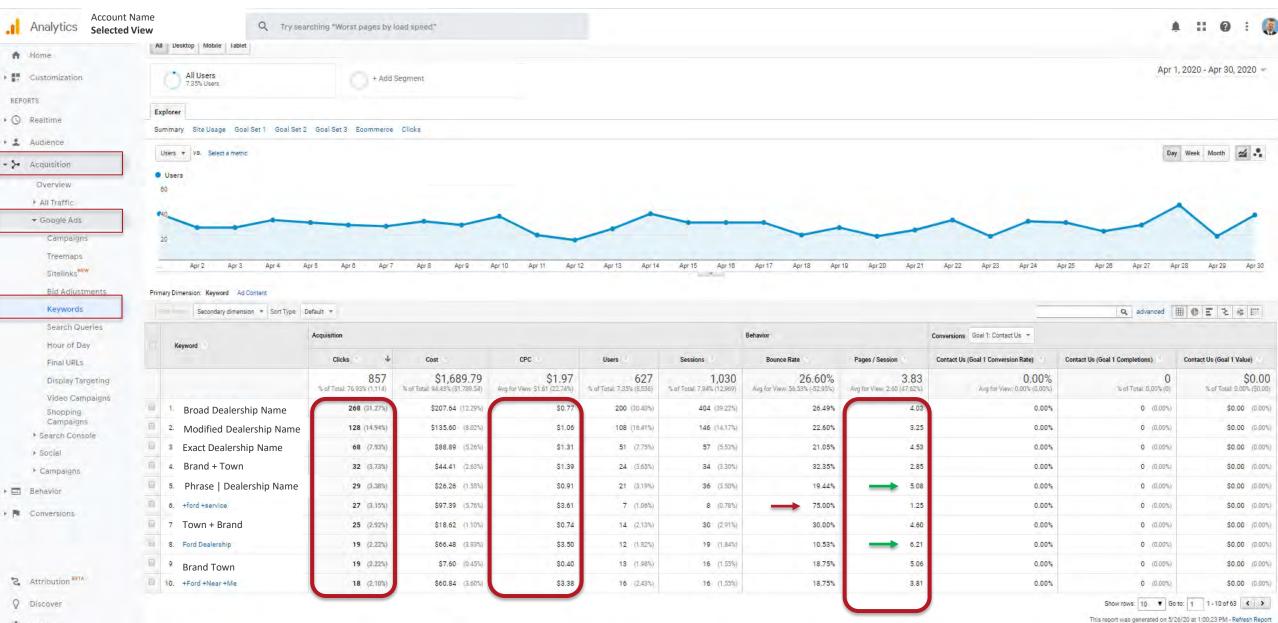
🛱 Admin

# What Advertising Campaigns are Performing Best?



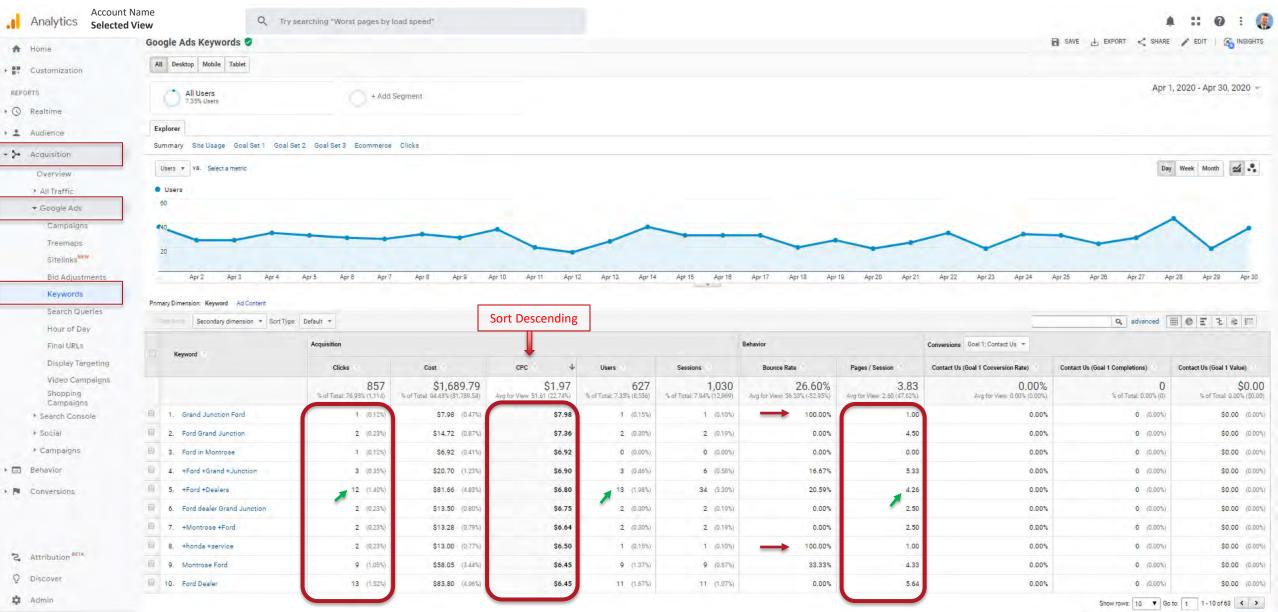
This report was generated on 5/26/20 at 12:43:51 PM - Refresh Report

## What Keywords Get The Most Clicks?



🛱 Admin

## What Key Words Cost The Most?



This report was generated on 5/26/20 at 12:58:39 PM - Refresh Report

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## **Bid Adjustments**

#### How much are you willing to spend?

Google Ads Bid Adjustmen	ts 🖸										B SAVE 🕹 EXPORT <	SHARE SHARE INSIGHTS
All Users 8.66% Users	0	+ Add Segmen	nt								Apr 1, 2	020 - Apr 30, 2020 -
Explorer												
Summary Site Usage Goal Set	1 Goal Set 2 Goal Set 3 E	commerce Clicks	S									
Clicks - vs. Select a metric											Day	Week Month 🗹 🕄
Clicks											-	
60												
~	1	_		~		-					/	
40					1			-				
20										$\checkmark$		
	Apr 4 Apr 5 Apr 6	Apr 7 A	Apr8 Apr9 A	Apr 10 Apr 11 Apr	r 12 Apr 13 Apr 1		r 16 Apr 17 Apr	r 18 Apr 19 Apr 20	Apr 21 Apr 22	Apr 23 Apr 24 Apr 25	Apr 28 Apr 27 Apr 28	8 Apr 29 Apr 30
- Concerns											-	
Device Device (Ad Group Level) Lo	ocation Ad Schedule Search R	Remarketing List	Secondary dim	ension 🖛								Q advanced
1 1	<b>† †</b>	Autorite		ension 🖛			в	Sehavior		Conversions Goal 1: Contact Us -		Q advanced
Device Device (Ad Group Level) La	Ad Schedule Search R	Bid Acquis Adj.		ension -	CPC	Users	B	Behavior Bounce Rate	Pages / Session	Conversions Goal 1: Contact Us - Contact Us (Goal 1 Conversion Rate)	Contact Us (Goal 1 Completions)	Q advanced
1 1	<b>† †</b>	Bid Adj.	isition		\$1.61	739	Sessions 1,213	Bounce Rate 33.80% Avid for View, 56.53%	Pages / Session 3.54 Avg for Yew? 2.60 (66.99%)		Contact Us (Goal 1 Completions)	Contact Us (Goal 1 Value)
Campaign	t Device	Bid Adj.	isition Clicks ↓ 1,114 % of Tata: 100.00%	Cost \$1,789.54			Sessions	Bounce Rate 33.80%	3.54 Ava for View: 2.60	Contact Us (Goal 1 Conversion Rate)	0	Contact Us (Goal 1 Value)
Campaign	ALL ALL Mobile devices with full	Bid Adj.	isition Clicks 4 1,114 % of Total: 100.00% (1,114)	Cost \$1,789.54 \$ of Total 100.00% (\$1.789.54)	\$1.61 Avg for View: \$1.61 (0,00%)	739 % of Total: 8,66% (8,536)	Sessions 1,213 % of Total 9.35% (12,969)	Bounce Rate 33.80% Avg for View, 56.33% (-40.21%)	3.54 Avg far View: 2.60 (36,39%)	Contact Us (Goal 1 Conversion Rate) 0,00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	Contact Us (Goal 1 Value) \$0.00 % of Total: 0.00% (\$0.00) \$0.00
Campaign	ALL ALL	Bid Adj.	Licks ↓ 1,114 % of Total: 100.00% (1,114) 331	Cost \$1,789.54 % of Total 100.0% (\$1,789.54) \$305.92	\$1.61 Avg for View: \$1.61 (0.00%) \$0.92	739 5 of Total 8,665 (8,536) 233	Sessions 1,213 % of Total 9.3% (12969) 429	Bounce Rate 33.80% Avg for View, 56.53% (-40.21%) 24.71%	3.54 Avg far View: 2.60 (36.39%) 4.09	Contact Us (Goal 1 Conversion Rate) 0,00% Avg for View: 0.00% (0.00%) 0.00%	0 % of Total: 0.00% (0) 0	Contact Us (Goal 1 Value) \$0.00 % of Total: 0.00% (\$0.00) \$0.00 \$0.00
Campaign	ALL ALL Mobile devices with full	Bid Adj.	isition Clicks 4 1,114 % of Total: 100.00% (1,114) 331 331	Cost \$1,789.54 \$ of Total 100.00% (\$1,788.54) \$305.92 \$305.92	\$1.61 Avg for View, 51.51 (0.00%) \$0.92 \$0.92	739 % of Total: 8,66% (8,536) 233 233	Sessions 1,213 % of Total 9.3% (12969) 429 429	Bounce Rate 33.80% Avg for View 56.535 (40.21%) 24.715 24.715	3.54 Avg for View: 2.60 (36.99%) 4.09	Contact Us (Goal 1 Conversion Rate) 0,00% Avg for View: 0.00% (0.00%) 0.00% 0.00%	0 %s of Total: 0.00% (0) 0 0	Contact Us (Goal 1 Value) \$0.00 % of Total: 0.00% (\$0.00) \$0.00 \$0.00 \$0.00
Campaign	ALL ALL Mobile devices with full browsers RLL	Bid Acquis	isition Clicks 4 1,114 % of Total: 100.00% (1,114) 331 331 257	Cost \$1,789.54 % of Total: 100.00% (\$1.789.54) \$305.92 \$305.92 \$305.92 \$99.75	\$1.61 Avg for View, \$1.61 (0.00%) \$0.92 \$0.92 \$0.39	739 % of Total 8,66% (8,536) 233 233 132	Sessions - 1,213 % of Total 9.35% (12.969) 429 429 193	Bounce Rate 33.80% Avg for View 56.53% (40.21%) 24.71% 24.71% 74.0%	3.54 Avg for View, 2.60 (36.39%) 4.09 4.09	Contact Us (Goal 1 Conversion Rate) 0,00% Avg for View: 0.00% (0.00%) 0.00% 0.00%	0 % of Total: 0.00% (0) 0 0	Contact Us (Goal 1 Value) \$0.00 % of Total: 0.00% (\$0.00) \$0.00 \$0.00 \$0.00 \$0.00
Campaign	ALL ALL Mobile devices with full browsers ALL ALL	Bid Acquis	isition Clicks 4 1,114 % of Total: 100.00% (1.114) 331 331 257 245	Cost \$1,789.54 % of Total 100.00% (\$1.789.54) \$305.92 \$305.92 \$99.75 \$505.13	\$1.61 Avg for View: 51.61 (0.00%) \$0.92 \$0.92 \$0.39 \$2.06	739 * of Total: 8.66% (8.536) 233 233 132 221	Sessions	Bounce Rate 33.80% Avg for View 36.53% (40.21%) 24.71% 24.71% 24.71% 24.65%	3.54 Avg for View: 2.60 (36.99%) 4.09 1.86 3.48	Contact Us (Goal 1 Conversion Rate) 0.00% Avg for View: 0.00% (0.00% 0.00% 0.00% 0.00%	0 ts of Total: 0.00% (0) 0 0 0	Contact Us (Goal 1 Value) \$0.00 % of Total: 0.00% (30.00) \$0.00 \$0.00 \$0.00 \$0.00 \$0.00
Campaign	ALL ALL Mobile devices with full browsers ALL ALL ALL ALL	Bid Acquis	isition Clicks 1,114 % of Total: 100.00% (1,114) 331 331 257 245 114	Cost \$1,789.54 % of Total 100.00% (\$1,789.54) \$305.92 \$305.92 \$99.75 \$505.13 \$505.17	\$1.61 Avg for View: 51.61 (0.00%) \$0.92 \$0.92 \$0.39 \$2.06 \$4.43	739 * of Total: 8,66* (8,536) 233 233 132 221 89	Sessions         1,213           % of Total 9.3%         (12,969)           429         429           193         320           320         127	Bounce Rate 33.80% Avg for View 56.53% (40.21%) 24.71% 24.71% 24.71% 24.65% 19.6%	3.54 Avg for View, 2.60 (36.39%) 4.09 1.86 3.48 4.20	Contact Us (Goal 1 Conversion Rate) 0.00% Avg for View: 0.00% (0.00%) 0.00% 0.00% 0.00% 0.00%	0 % of Total: 0.00% (0) 0 0 0 0 0 0	Contact Us (Goal 1 Value) \$0.00 % of Total: 0.00% (\$0.00) \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00
Campaign Campaign	ALL ALL Mobile devices with full ALL ALL ALL ALL ALL	Bid Acquis Adj	Clicks 2 4 1,114 % of Total: 100.00% (1,114) 331 331 257 245 114 96	Cost \$1,789.54 % of Total 100.00% (\$1,789.54) \$305.92 \$305.92 \$305.92 \$99.75 \$505.13 \$505.13 \$505.17 \$82.82	\$1.61 Avg for View: 51.61 (0.00%) \$0.92 \$0.92 \$0.39 \$2.06 \$4.43 \$0.86	739 * of Totat 8.66% (8.536) 233 233 132 221 89 57	Sessions 1,213 % of Total 9.35% (12.969) 429 429 193 320 127 95	Bounce Rate 33.80% Avg for View, 56.53% (-40.21%) 24.71% 24.71% 24.71% 26.56% 19.69% 26.32%	3.54 Avg for View; 2.60 (36.9%) 4.09 4.09 1.86 3.48 4.20 4.59	Contact Us (Goal 1 Conversion Rate) 0,00% Avg for View: 0.00% (0.00% 0.00% 0.00% 0.00% 0.00%	0 % of Total: 0.00% (0) 0 0 0 0 0 0 0 0 0	Contact Us (Goal 1 Value) \$0.00 % of Total: 0.00% (\$0.00) \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00
Campaign Campaign	ALL ALL ALL Mobile devices with full Multiple devices with full ALL ALL ALL ALL ALL	Bid Acquis	Elicks 3 4 1,114 5 of Total: 100.00% (1,114) 331 331 257 245 114 96 48	Cost \$1,789.54 % of Total 100.0% (\$1,789.54) \$305.92 \$305.92 \$305.92 \$99.75 \$505.13 \$505.13 \$505.17 \$82.82 \$164.86	\$1.61 Avg for View, S1.61 (0.00%) \$0.92 \$0.92 \$0.99 \$2.06 \$4.43 \$0.86 \$3.43	739 % of Total & 6.6% (8.536) 233 233 132 221 89 57 18	Sessions - 1,213 % of Total 0.35% (12969) 429 429 193 320 127 95 24	Bounce Rate 33.80% Avg for View, 56.53% (40.21%) 24.71% 24.71% 74.09% 26.56% 19.6% 26.32% 54.17%	3.54 Avg for View 2.60 (36.9%) 4.09 1.86 3.48 4.20 4.59 1.50	Contact Us (Goal 1 Conversion Rate) 0.00% Avg fort View: 0.00% (0.00%) 0.00% 0.00% 0.00% 0.00% 0.00% 0.00%	0 %s of Total: 0.00% (0) 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	Contact Us (Goal 1 Value) \$0.00 % of Total: 0.00% (30.00) \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00
Campaign Campaign	ALL	Bid Acquis Adj. Acquis	sistion Clicks 3 4 1,114 5 of Total: 100.005 (1,114) 331 331 257 245 114 96 48 48 23	Cost \$1,789.54 % of Total 100.00% (\$1,789.54) \$305.92 \$305.92 \$305.92 \$305.13 \$505.13 \$505.13 \$505.17 \$82.82 \$164.66 \$125.89	\$1.61 Avg for View, S1.51 (0.00%) \$0.92 \$0.92 \$0.99 \$2.06 \$4.43 \$0.86 \$3.43 \$5.47	739 % of Total & 66% (8.536) 233 233 132 221 89 57 18 12	Sessions - 1,213 % of Total 0.33% (12969) 429 429 193 320 127 95 24 13	Bounce Rate 33.80% Avg for View, 36.53% (40.21%) 24.71% 24.71% 74.0% 26.56% 19.6% 26.32% 54.17% 84.62%	3.54 Avg for View 2.60 (36.9%) 4.09 1.86 3.48 4.20 4.59 1.50 1.00	Contact Us (Goal 1 Conversion Rate) 0.00% Avg for View: 0.00% (0.00%) 0.00% 0.00% 0.00% 0.00% 0.00% 0.00% 0.00%	0 *s of Total: 0.00% (0) 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	Contact Us (Goal 1 Value) \$0.00 % of Total: 0.00% (30.00) \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00 \$0.00

This report was generated on 5/26/20 at 1:19:04 PM - Refresh Report.

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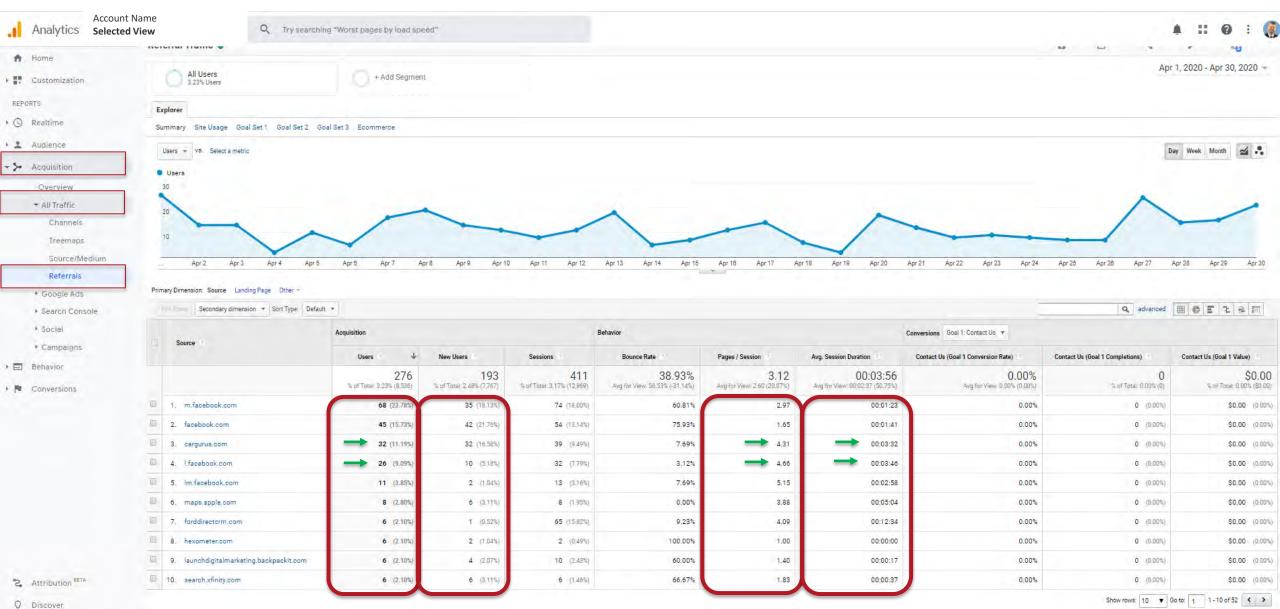
## When Do "Buyers" Visit Your Digital Showroom?

	count Name elected View	irching "Top channels by users"		Peek Hours				Consider using Bi increase visibility these	and activity duri	
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me	50		-							-
nce	1300 AM	250 AM 3100 AM 4100 AM 5500 AM	018 MA 00:5 MA 00:2	0 AM 9:00 AM 10:00 A	M 11:00 AM 12:00 PM	100 PM 2:00 PM	1:00 PM 4:00 PM 5:00 PM	0:00 PM 7:00 PM	8:00 PM 9:00 PM	10:00 PM 11:00
isition	Primery Dimension: Hour Day of W	leak.								
ervjew	Secondary dimensio	an 🔻 Sort Type: Default. *							Q advanced	11 = 5 = 0 H
Traffic		Acquisition		Beha	ifor		c	onversions		
ogle Ads	Hour	Users	New Users	Bessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
Campaigns		742 % of Total: 8.40% (8.831)	511 % of Total: 6,34% (8,364)	1,223 % of Total: 9,22% (15,256)	34.10% Avg for View: 57.43% (40.63%)	3.52 Avg for View; 2.56 (37.47%)	00:03:39 Avg for View: 00:02:34 (42:91%)	0.00%	0 % of Total: 0.00% (0)	\$0.0 % of Total: 0.00% (30.0
neemaps	1. 00	% of loss a 40% (8,851) 22 (2,84%)	13 (2,54%)	24 (1.96%)	402 TOF VIEW: 37.4556 (40.656)	2.62	00:01:22		e of lotal u.uure (u) 0 (0.00%)	S0.00 (0.00
learon Queries	0 2. 01	11 (1.02%)	6 (1.17%)	12 (0.98%)	25.00%	2.67	00:02:13	0.00%	0 (0.00%)	\$0.00 (0.00
lour of Day	3. 02	8 (1.74%)	4 (0.78%)	7 (0.57%)	42.86%	2.43	00:01:22	0.00%	0 (0,00%)	\$0.00 (o.oo
inal URLS	4. 03	10 (0.93%)	8 (1.57%)	10 (0.82%)	30.00%	3.70	00:03:04	0.00%	0 (0.03%)	\$0.00 (0.0)
arch Console	5. 04	7 (0.65%)	<b>6</b> (1.17%)	7 (0.57%)	57.14%	2.00	00:00:54	0.00%	0 (0.00%)	\$0.00 (0.0
cial	6. 05	17 (1.57%)	8 (7.57%)	19 (1.55%)	36.84%	5.11	00:05:02	0.00%	0 (0.00%)	\$0.00 (0.0
mpaigns	7. 06	33 (5.05%)	14 (2,74%)	35 (2.86%)	57.14%	3.11	00:02:57	0.00%	0 (0,00%)	\$0.00 (a.a
vior	8. 07	68 (6.30%)	33 (E.46%)	82 (6.70%)	48.78%	3.34	00:02:19	0.00%	0 (0.03%)	\$0.00 (0.0
ersions	9. 08	103 (9.54%)	54 (no.52%)	118 (0.65%)	31.36%	3.50	00:03:14	0.00%	0 (0.00%)	\$0.00 (o.o
	10. 09	89 (5.24%)	54 (10.57%)	105 (2.59%)	40.95%	2.52	00:02:15	0.00%	0 (0.00%)	\$0.00 (0.0)
	0 11. 10	95 (8.80%)	46 (9.03%)	110 (8.99%)	33.64%	3.23	00:02:45	0.00%	0 (0,00%)	\$0.00 (0.00
	0 12 11	82 (7.59%)	44 (2.61%)	89 (7.28%)	24.72%	3.91	00:04:00	0.00%	0 (0.00%)	\$0.00 (0.0
	D 13. 12	81 (7.50%)	36 (7.05%)	82 (6.70%)	28.05%	4.39	00:06:18	0.00%	0 (0.00%)	\$0.00 (p.oo
	14. 13	73 (6.76%)	34 (6.65%)	81 (6.62%)	30.86%	3.40	00:04:35	0.00%	0 (0.00%)	\$0.00 (0.00
	15. 14	50 (4.63%)	.20 (3.91%)	53 (4.33%)	28.30%	3.57	00:04:05	0.00%	0 (0,00%)	\$0.00 (a.o
	0 16. 15	47 (4.35%)	15 (2.94%)	51 (4.17%)	29.41%	3.73	00:03:51	0.00%	0 (0.00%)	\$0.00 (0.00
	D 17. 16	53 (4.91%)	17 (3.53%)	60 (4.01%)	35.00%	3.40	00:03:04	0.00%	0 (0.00%)	\$0.00 (o.o.
	0 18. 17	38 (3.52%)	9 (1.76%)	53 (4.28%)	37.74%	4.34	00:04:18	0.00%	0 (0.00%)	\$0.00 (0.00
	D. 19. 18	33 (S.D6%)	13 (2.54%)	42 (3.43%)	33.33%	3.40	00:03:37	0.00%	0 (0.00%)	\$0.00 (0.0
	20. 19	46 (4.26%)	20 (3.01%)	56 (4.58%)	32.14%	3.54	00:04:35	0.00%	0 (0.03%)	\$0.00 (0.0
	21. 20	25 (2.31%)	10 (1.96%)	31 (2.53%)	22.58%	4.94	00:06:14	0.00%	0 (0.00%)	\$0.00 (o.o
	22. 21	18 (1.67%)	7 (1.27%)	22. (1.80%)	22.73%	5.09	00:06:44	0.00%	0 (0.00%)	\$0.00 (a.o
	23. 22	22 (2.04%)	5 (0.98%)	24 (1.96%)	37.50%	2.29	00:03:53	0.00%	0 (0.00%)	\$0.00 (o.o
ution BETA	24. 23	49 (4.54%)	35 (6.85%)	50 (4.09%)	36.00%	3.52	00:02:59	0.00%	0 (0.03%)	\$0.00 (0.55

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## What Other Sites Send You Visitors?



This report was generated on 5/26/20 at 1:50:07 PM - Refresh Report

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# **How impactful Is Your Social Medial?**

Δ Ι Ι*	ted View Q Try searching "Worst pages by load speed"				A 11	0 : 🧕
A Home						
Customization						
REPORTS	All Users + Add Segment					
Realtime						
	Social Referral					
<ul> <li>Audience</li> </ul>	٦ \\\/	hat Social Media Activities Led To The Ir	acrossed Volu	imo?		Day Week Month
- ⊱ Acquisition	Sessions via Social Referral	hat Social Media Activities Led 10 The II	icieaseu voit			
Overview	30					
► All Traffic	20					
► Google Ads	10					
Search Console			/			
▼ Social		apr 9 Apr 10 Apr 11 Apr 12 Apr 13 Apr 14 Apr 15 Apr 16 Apr 17 Apr 18 Apr	r 19 Apr 20 Apr 21 Apr 22	Apr 23 Apr 24 Apr 25	Apr 28 Apr 27 Apr 28 /	Apr 29 Apr 30
Overview	All Sessions					
Network Referrals						-
Landing Pages	400		1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1			
Conversions Plugins	200					
Users Flow		Apr 9 Apr 10 Apr 11 Apr 12 Apr 13 Apr 14 Apr 15 Apr 18 Apr 17 Apr 18 Apr	r 19 Apr 20 Apr 21 Apr 22	Apr 23 Apr 24 Apr 25	Apr 28 Apr 27 Apr 28 /	Apr 29 Apr 30
▶ Campaigns						P
• 🗉 Benavior	Primary Dimension: Shared URL					
	Secondary dimension: Source 📼				Q advanced	5 E 0 E
Conversions	Shared URL Initial Landing Page	🛛 💷 🖤 What Social Media brought them to you	Sessions 💿 🗸 🗸	Pageviews 🕜 🛛 Av	g. Session Duration 💿 Page	s / Session
	1. www.com/	m.facebook.com	38 (21.35%)	111 (20.63%)	00:01:33	2.92
	2. www	m.facebook.com	29 (16.29%)	62 (11.52%)	00:00:49	2.14
	3. www.c	l.facebook.com	28 (15.73%)	136 (25.28%)	00:03:18	4.86
	4. www.com/	Im.facebook.com	13 (7.30%)	67 (12.45%)	00:02:58	5.15
	5. www.com/	facebook.com	6 (3.37%)	30 (5.58%)	00:13:03	5.00
	6. www	m.yelp.com	1 (0.56%)	2 (0.37%)	00:00:58	2.00
	7. www.icom/	yelp.com	1 (0.56%)	6 (1.12%)	00:05:37	6.00
	<ol> <li>www.example.com/?fbclid=IwAR03LznX6LCkBV4bVV_UBz7gQTC8my2eVcZ-X8aZzK- ct51hx0Bourq4yy0</li> </ol>	facebook.com	1 (0.56%)	1 (0:19%)	00:00:00	1.00
Attribution	<ol> <li>www.iiiiiiiiiiiiiiiiiiiiiiiiiiiiiiiii</li></ol>	facebook.com	1 (0.56%)	1 (0.19%)	00:00:00	1.00
Q Discover	10. www. fbcl/d=twAR0oTTHeKYfrglBeEK4FcMRMswD6ob9a4nMYF4ebyly_MzacJSpFpU_wR1w	m.facebook.com		10 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		1.00
	fbclid=IwAR06ITHekYfrglBeEK4FcMRMswD6ob9a4nMYF4ebyly_MzacJSpFpU_wR1w	m.racebook.com	1 (0.56%)	41 (7.62%)	00:18:59	41.00

# What online behaviors matter to you?

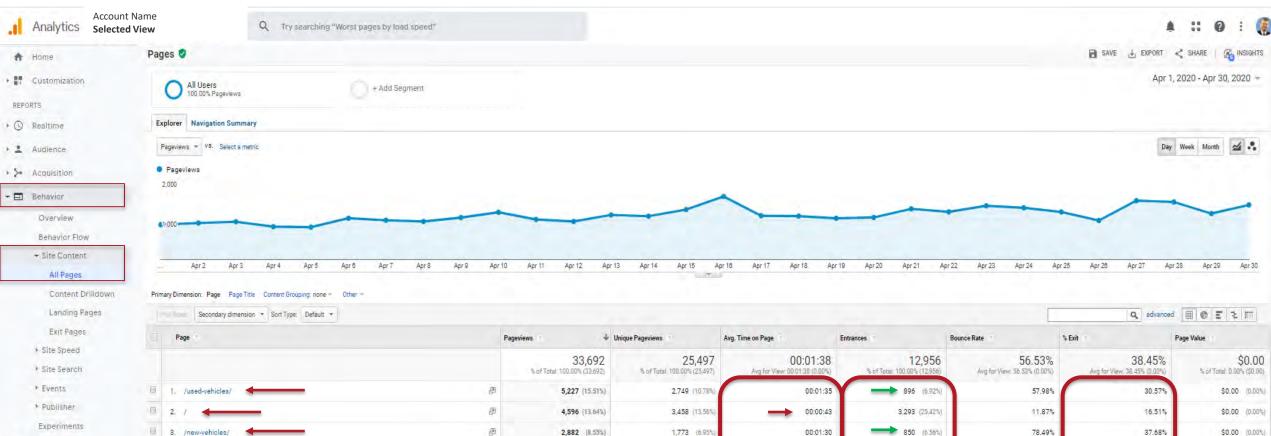
### • Top Pages Visited

- Which pages get the most traffic?
- Which ones are an entrance page?
- How much time is spent on the top 10 pages?

### • Exit Pages

- These are pages where visitors have made their final decision and decide to leave the Digital Showroom?
- What content are consumers receiving on these pages?
  - VDP's are important (Your crystal ball for buyer intent)

## **Top Pages Visited**



887 (3.48%)

701 (2.75%

A

团

941 (2,79%)

742 (2.20%)

Conversions

4. /ford-f-150-lift-kits/

8. /new-vehicles/f-150/

9. /new-vehicles/trucks-vans/

10. /how-to-program-ford-key-fobs/

5. /ford-intelligent-4wd-and-awd-systems/

6. /used-vehicles/certified-pre-owned-vehicles/

7. /inventory/used-2014-ford-f-150-xlt-4wd-4d-supercrew-1ftfw1et2ekd81024

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团 498 (1.48%) 271 (1.06%) 00:01:08 18 (0.14%) 57.89% 18.47% \$0.00 (0.00%) A 00:02:22 147 (1.13%) 391 (1.16%) 330 (1.29%) 71.62% 46.04% \$0.00 (0.00%) 团 23.26% 352 (1.04%) 198 (0.78% 00:02:18 36 (0.28%) 23.30% \$0.00 (0.00%) ₫ 67.86% 347 (1.03%) 216 (0.85%) 00:01:32 30 (0.23%) 30.84% \$0.00 (0.00%) 团 344 (1.02%) 307 (1.20% 00:05:05 302 (2.33%) 89.07% 86.92% \$0.00 (0.00%) Show rows: 10 🔻 Go to: 1 1-10 of 968 < >

887 (6.85%)

695 (5.36%)

90.64%

93.38%

90.54%

93.26%

This report was generated on 5/26/20 at 4:04:04 PM - Refresh Report

\$0.00 (0.00%

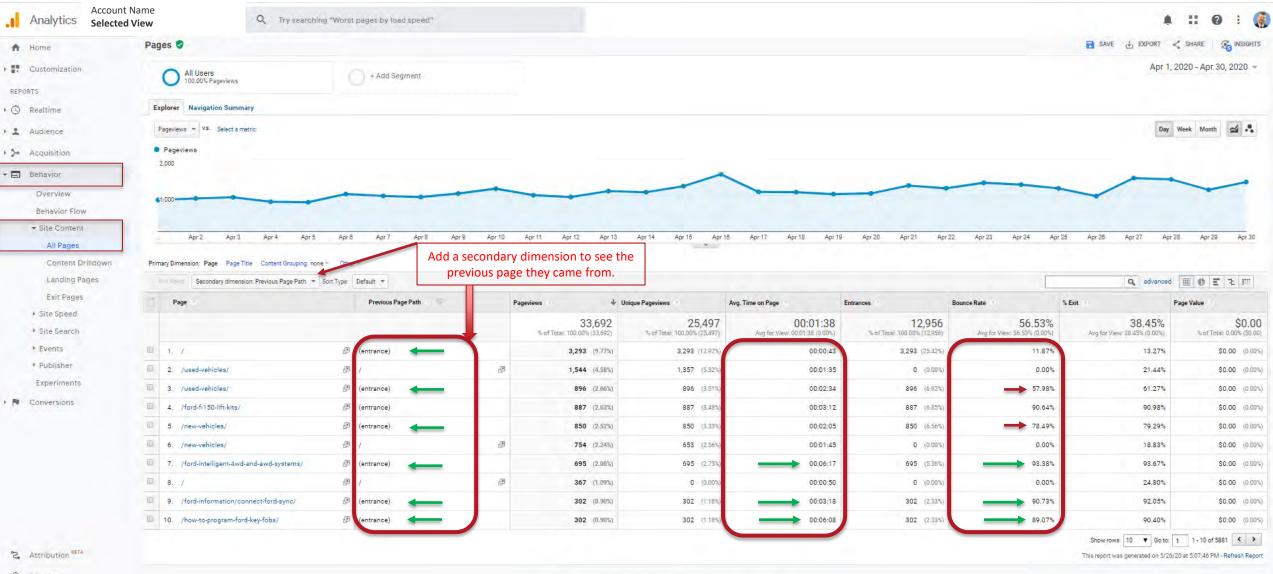
\$0.00 (0.00%)

00:02:55

00:06:03

2 Attribution BETA

## How many are the first page they see?



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# Exit Page (ZMOT)

Analytics Account Selected		Q Try searching "Worst pages by load speed"					🔺 II @ I 🍕
A Home	Exit Pages 🥏					SAVE 🕁 EX	PORT < SHARE 🖌 EDIT 🛛 🚳 INSIGHTS
Customization REPORTS	All Users 100.00% Exits	+ Add Segment				Set your calendar to last 7 days	May 19, 2020 - May 25, 2020 -
Audience     Acquisition	Exits VS. Select a m	netric					Day Week Month 🗹 象
Behavior	400						
Overview Behavior Flow	200	•					
All Pages		May 20	May 21	May 22	May 23	May 24	May 25
Content Drilldown	Primary Dimension: Page				Filter by "Used" or "New"		
Landing Pages	Find Rower Secondary dim	nension 🔻 Sort Type: Default 👻			to reveal VDP's	used	● Q advanced 🖽 🕒 Ξ 注 III
Exit Pages	Page 7			Exits	🕹 Pageviews 🕚	% Exi	t 🕐
<ul> <li>Site Speed</li> <li>Site Search</li> </ul>					1,755 % of Total: 43.92% (3.996)	<b>4,738</b> % of Total: 47.47% (9,982)	37.04% Avg for View: 40.03% (-7.47%)
▶ Events	1. /used-vehicles/			Ð	553 (31.51%)	1,696 (35.80%)	32,61%
▶ Publisher	2. /inventory/used-2	2017-ford-f-350sd-xlt-4wd-4d-crew-cab-1ft7w3bt1hee58537		Ð	108 (6.15%)	179 (3.78%)	60.34%
Experiments	3. /inventory/used-2	2014-chevrolet-malibu-lt-fwd-4d-sedan-1g11e5sl4ef176735		Ø	<b>62</b> (3.53%)	126 (2.66%)	49.21%
Conversions	4. /inventory/used-2	2015-chevrolet-silverado-1500-lt-4wd-4d-crew-cab-3gcukrec7fg18	9141	Ð	61 (3.48%)	120 (2.53%)	50.83%
	5. /inventory/used-2	2006-ford-f-250sd-xlt-4wd-4d-crew-cab-1ftsw21p46ed74878		Ð	52 (2.96%)	135 (2.85%)	38.52%
	6. /inventory/certifie	ied-used-2016-ford-f-150-xlt-4wd-4d-supercrew-1ftew1ep5gke678	51	æ	48 (2.74%)	107 (2.26%)	.44.86%
	7. /inventory/used-2	2019-chevrolet-silverado-2500hd-lt-4wd-4d-crew-cab-1gc1ksey1k	f233359	d <sup>a</sup>	47 (2.68%)	84 (1.77%)	55.95%
	8. /inventory/used-2	2014-chevrolet-silverado-1500-lt-4wd-4d-crew-cab-3gcukrec8eg5	11901	æ	35 (1.99%)	68 (1.44%)	51.47%
	9. /inventory/used-2	2015-jeep-wrangler-unlimited-sport-4wd-4d-sport-utility-1c4bjwdg	4fl677320	B)	33 (1.88%)	64 (1.35%)	51.56%
	10. /inventory/used-2	2015-toyota-tacoma-base-4wd-4d-double-cab-3tmmu4fn9fm0731	01	æ	33 (1.88%)	<b>69</b> (1.46%)	47.83%
2. Attribution BETA							rows: 10 ♥ Go to: 1 1 - 10 of 129 ◀ ▶ t was generated on 5/26/20 at 5/26:15 PM - Refresh Report

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# Which Google Analytic Reports Should Dealers Know and Understand



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