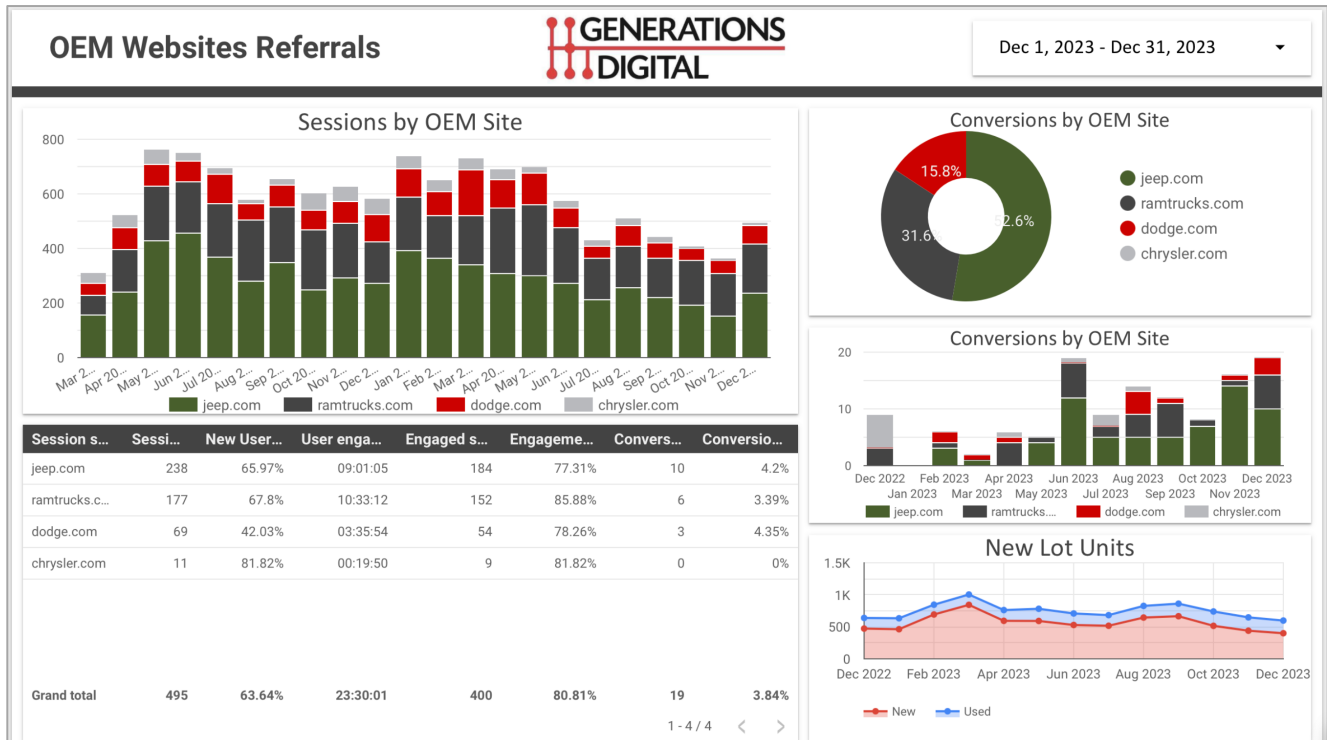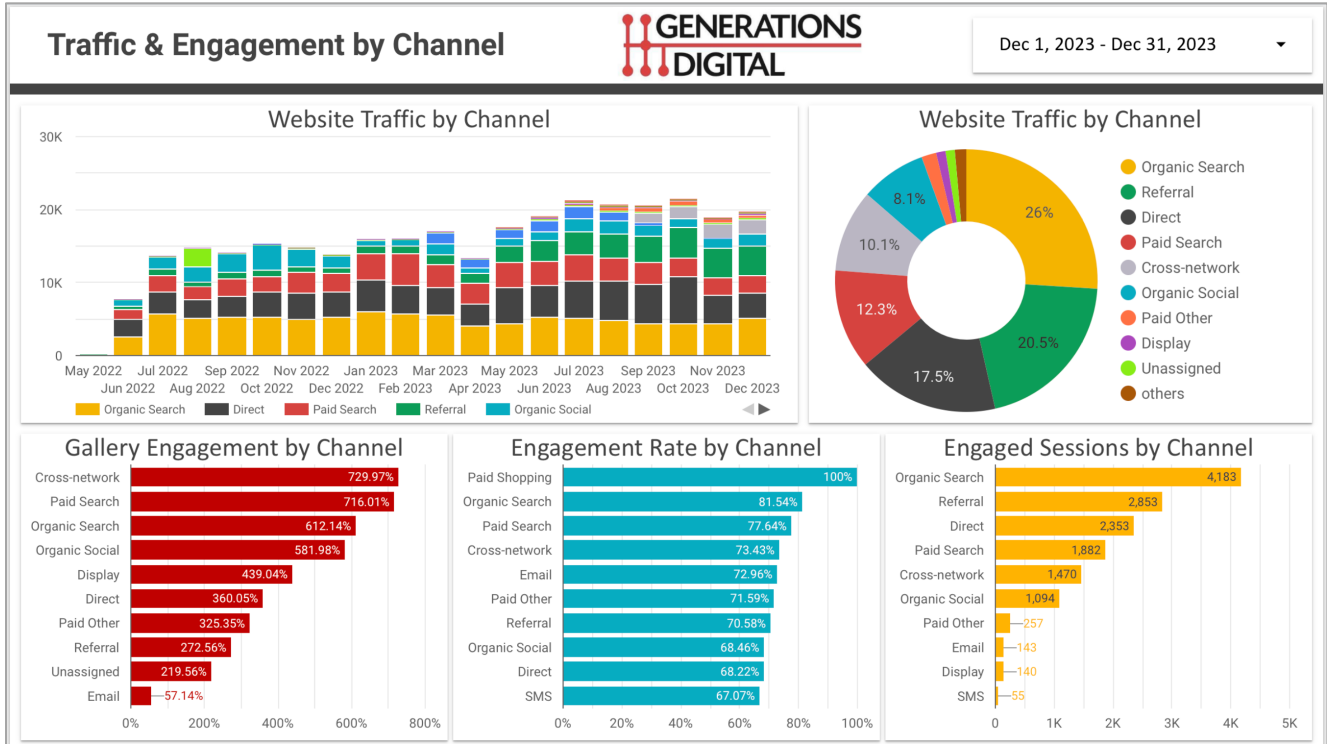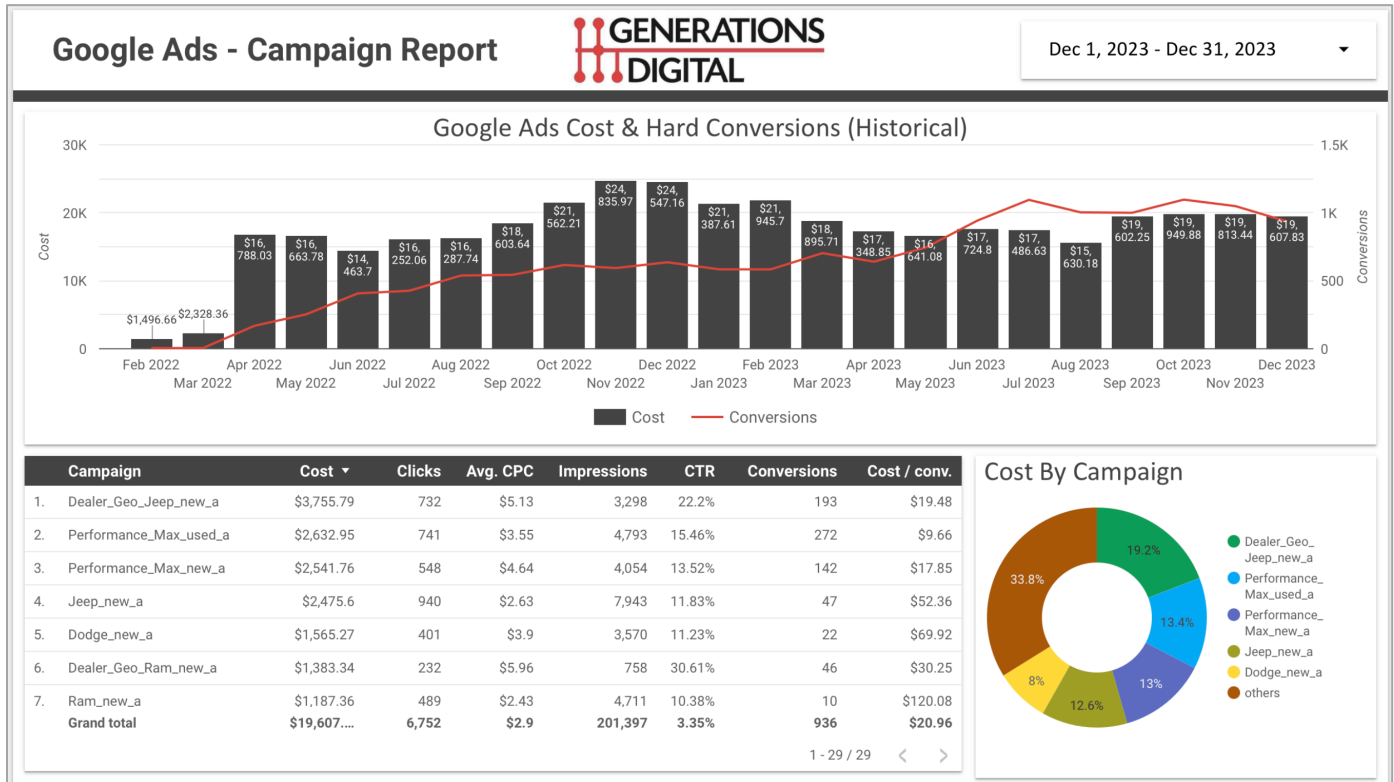# Analytics Express™

Reporting sample from Generations Digital, four (4) data sources:

1) Google Analytics 4:

Traffic & Engagement by Channel

GENERATIONS DIGITAL

Dec 1, 2023 - Dec 31, 2023

Website Traffic by Channel

Website Traffic by Channel

- Organic Search — 26%
- Referral — 20.5%
- Direct — 17.5%
- Paid Search — 12.3%
- Cross-network — 10.1%
- Organic Social — 8.1%
- Paid Other
- Display
- Unassigned
- others

Gallery Engagement by Channel

Channel	Value
Cross-network	729.97%
Paid Search	716.01%
Organic Search	612.14%
Organic Social	581.98%
Display	439.04%
Direct	360.05%
Paid Other	325.35%
Referral	272.56%
Unassigned	219.56%
Email	57.14%

Engagement Rate by Channel

Channel	Value
Paid Shopping	100%
Organic Search	81.54%
Paid Search	77.64%
Cross-network	73.43%
Email	72.96%
Paid Other	71.59%
Referral	70.58%
Organic Social	68.46%
Direct	68.22%
SMS	67.07%

Engaged Sessions by Channel

Channel	Value
Organic Search	4,183
Referral	2,853
Direct	2,353
Paid Search	1,882
Cross-network	1,470
Organic Social	1,094
Paid Other	257
Email	143
Display	140
SMS	55

OEM Websites Referrals

GENERATIONS DIGITAL

Dec 1, 2023 - Dec 31, 2023

Sessions by OEM Site

- jeep.com
- ramtrucks.com
- dodge.com
- chrysler.com

Conversions by OEM Site

- jeep.com — 52.6%
- ramtrucks.com — 31.6%
- dodge.com — 15.8%
- chrysler.com

Session s...	Sessi...	New User...	User enga...	Engaged s...	Engageme...	Convers...	Conversio...
jeep.com	238	65.97%	09:01:05	184	77.31%	10	4.2%
ramtrucks.c...	177	67.8%	10:33:12	152	85.88%	6	3.39%
dodge.com	69	42.03%	03:35:54	54	78.26%	3	4.35%
chrysler.com	11	81.82%	00:19:50	9	81.82%	0	0%
Grand total	**495**	**63.64%**	**23:30:01**	**400**	**80.81%**	**19**	**3.84%**

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Conversions by OEM Site

- jeep.com
- ramtrucks...
- dodge.com
- chrysler.com

New Lot Units

- New
- Used

2) **Google Ads** (paid search)**:**

Google Ads - Campaign Report

Dec 1, 2023 - Dec 31, 2023 ▼

Google Ads Cost & Hard Conversions (Historical)

	Campaign	Cost ▼	Clicks	Avg. CPC	Impressions	CTR	Conversions	Cost / conv.
1.	Dealer_Geo_Jeep_new_a	$3,755.79	732	$5.13	3,298	22.2%	193	$19.48
2.	Performance_Max_used_a	$2,632.95	741	$3.55	4,793	15.46%	272	$9.66
3.	Performance_Max_new_a	$2,541.76	548	$4.64	4,054	13.52%	142	$17.85
4.	Jeep_new_a	$2,475.6	940	$2.63	7,943	11.83%	47	$52.36
5.	Dodge_new_a	$1,565.27	401	$3.9	3,570	11.23%	22	$69.92
6.	Dealer_Geo_Ram_new_a	$1,383.34	232	$5.96	758	30.61%	46	$30.25
7.	Ram_new_a	$1,187.36	489	$2.43	4,711	10.38%	10	$120.08
	Grand total	**$19,607....**	**6,752**	**$2.9**	**201,397**	**3.35%**	**936**	**$20.96**

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Cost By Campaign

- Dealer_Geo_Jeep_new_a
- Performance_Max_used_a
- Performance_Max_new_a
- Jeep_new_a
- Dodge_new_a
- others

Google Ads - Keyword List

Search keyw... ▼   Dec 1, 2023 - Dec 31, 2023 ▼

MOST EXPENSIVE PAID KEYWORDS

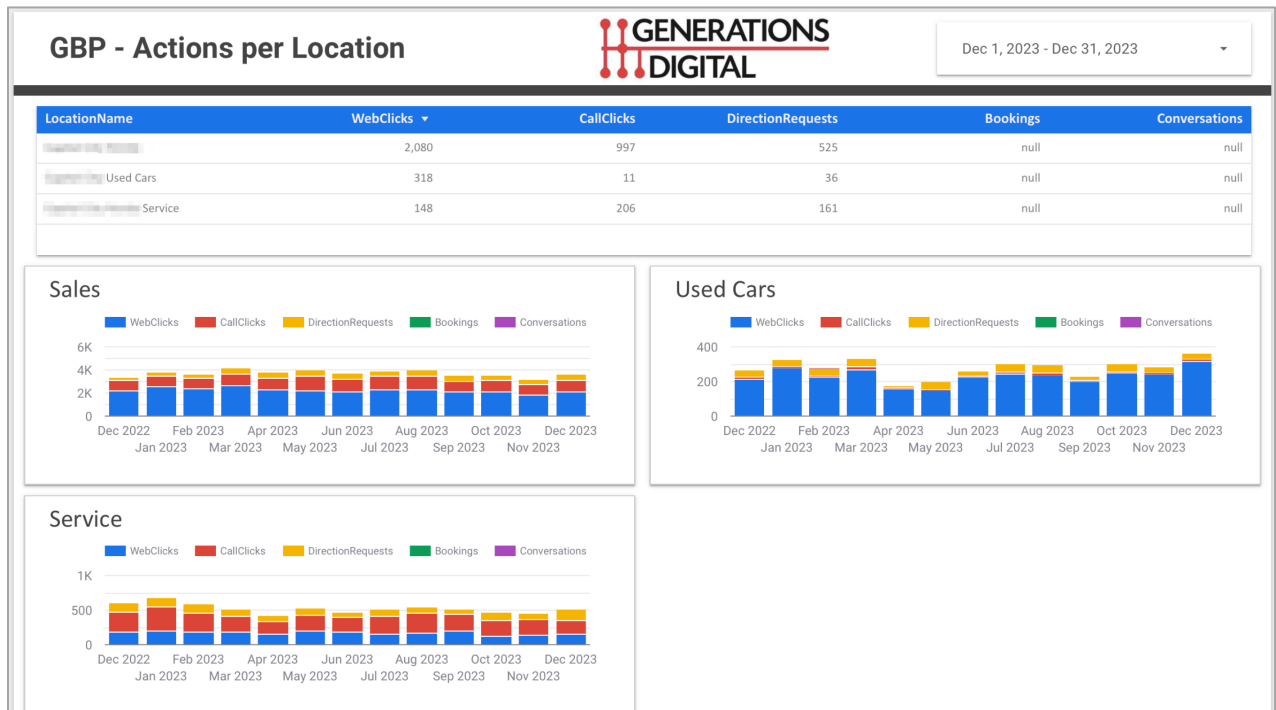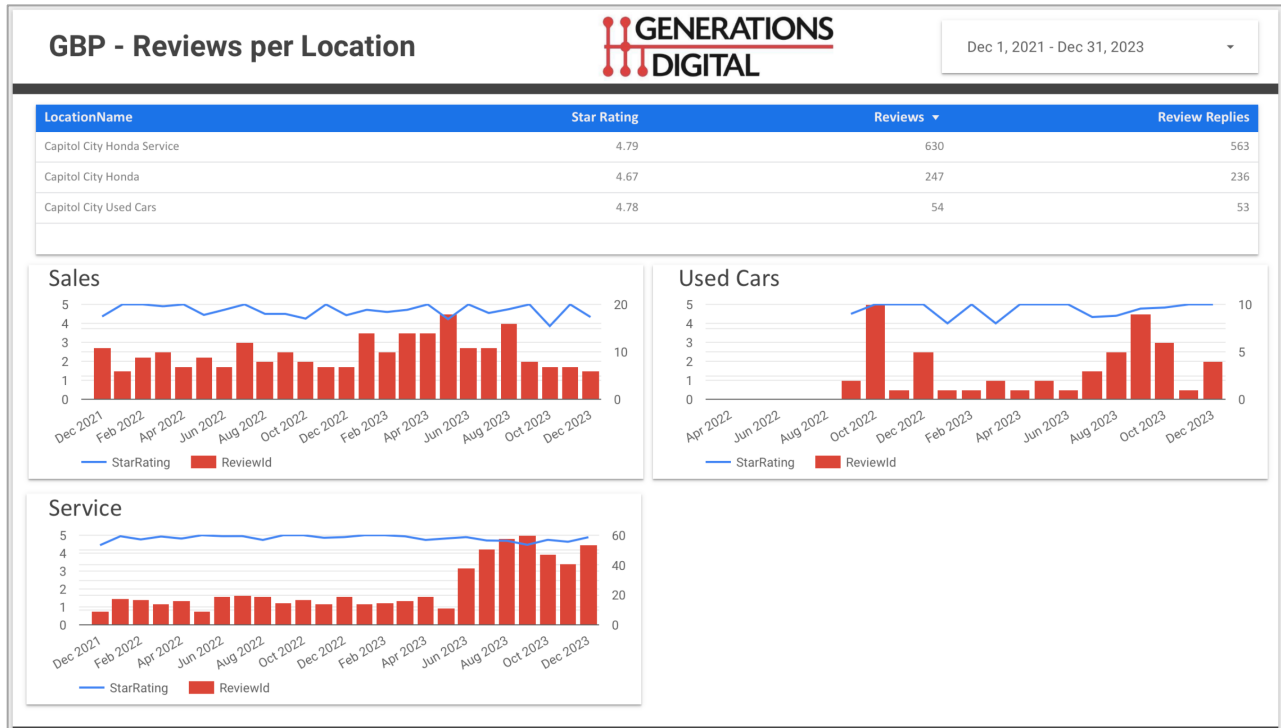|	Search keywo...	Search term	Cost	Clicks	Avg. CPC ▼	Impressions	CTR	Conversions	Conv. rate	Cost / conv.
1.	jeep dealers	jeep dealers	$8.02	1	$8.02	3	33.33%	0	0%	$0
2.	chrysler dealersh...	▓▓▓ chrysler	$8.02	1	$8.02	1	100%	0	0%	$0
3.	chrysler dealersh...	chrysler dodge p...	$8.02	1	$8.02	1	100%	0	0%	$0
4.	jeep dealership	jeep 0 financing f...	$8.02	1	$8.02	2	50%	0	0%	$0

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KEYWORDS WITH THE MOST CONVERSIONS

	Search keyword	Search term	Cost	Clicks	Avg. CPC	Impressions	CTR	Conversions...	Conv. rate	Cost / conv.
1.	▓▓▓ jeep	▓▓▓ jeep	$61.3	13	$4.72	33	39.39%	17	133.96%	$3.52
2.	dodge ▓▓▓	dodge ▓▓▓	$74.39	39	$1.91	66	59.09%	17	43.59%	$4.38
3.	dodge dealership ▓▓	dodge dealership ▓▓▓	$83.51	25	$3.34	66	37.88%	11	43.9%	$7.61
4.	jeep ▓▓▓	jeep ▓▓▓	$154.61	44	$3.51	81	54.32%	10	23.46%	$14.98

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KEYWORDS WITH THE HIGHEST COST PER CONVERSION

	Search keyword	Search term	Cost	Clicks	Avg. CPC	Impressions	CTR	Conversions	Conv. rate	Cost / conv....
1.	buy ram truck	dodge ram ▓▓ clearance offers	$544.12	93	$5.85	156	59.62%	1	1.08%	$544.12
2.	dodge challenger	dodge challenger	$78.26	21	$3.73	281	7.47%	1	3.17%	$117.39
3.	jeep dealership	jeep dealership	$71	10	$7.1	46	21.74%	1	10%	$71
4.	buy ram 1500	dodge ram 1500 ▓▓▓ offers	$63.69	16	$3.98	58	27.59%	1	6.25%	$63.69

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3) Google Business Profiles:

GBP - Reviews per Location

GENERATIONS DIGITAL

Dec 1, 2021 - Dec 31, 2023

LocationName	Star Rating	Reviews ▼	Review Replies
Capitol City Honda Service	4.79	630	563
Capitol City Honda	4.67	247	236
Capitol City Used Cars	4.78	54	53

Sales

Used Cars

Service

GBP - Actions per Location

GENERATIONS DIGITAL

Dec 1, 2023 - Dec 31, 2023

LocationName	WebClicks ▼	CallClicks	DirectionRequests	Bookings	Conversations
▨▨▨▨ ▨▨▨ ▨▨▨▨	2,080	997	525	null	null
▨▨▨▨ Used Cars	318	11	36	null	null
▨▨▨▨ ▨▨▨ Service	148	206	161	null	null

Sales

Used Cars

Service

4) **Third Party Classifieds** (extracted from provider):

3rd Party Classifieds - Leads

GENERATIONS DIGITAL

Dec 1, 2023 - Dec 31, 2023 ▾

Cost Per Lead by 3rd Party Classified

Legend: Edmunds, AutoTrader, CarGurus, Carfax, Cars.com

Total Leads by 3rd Party Classified

Legend: Cars.com, CarGurus, AutoTrader, Carfax, Edmunds

	3rd Party Classified	SRP Views	VDP Views	Total Leads	Monthly Cost ▾	Cost per VDP	Cost per Lead	Cars Sold	Cost per Sale	Closing %
1.	AutoTrader	574,776	11,956	42	$14,011	$1.17	$333.6	5	$2,802.2	11.9%
2.	Edmunds	422,929	9,651	28	$7,299	$0.76	$260.68	1	$7,299	3.57%
3.	Cars.com	415,583	9,954	139	$4,000	$0.4	$28.78	3	$1,333.33	2.16%
4.	CarGurus	265,090	10,233	63	$3,000	$0.29	$47.62	4	$750	6.35%
5.	Carfax	70,331	5,700	46	$1,399	$0.25	$30.41	1	$1,399	2.17%
	Grand total	**1,748,709**	**47,494**	**318**	**$29,709**	**$0.57**	**$140.22**	**14**	**$2,716.71**	**26.16%**

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3rd Party Classifieds - Inventory Performance

GENERATIONS DIGITAL

Lot Units

Legend: New, Used

Sold Units

Legend: New, Used

VDPs

Legend: CarGurus, Carfax, AutoTrader, Cars.com

Conversions

Legend: CarGurus, Cars.com, Carfax, AutoTrader