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**Total Leads**

New Leads

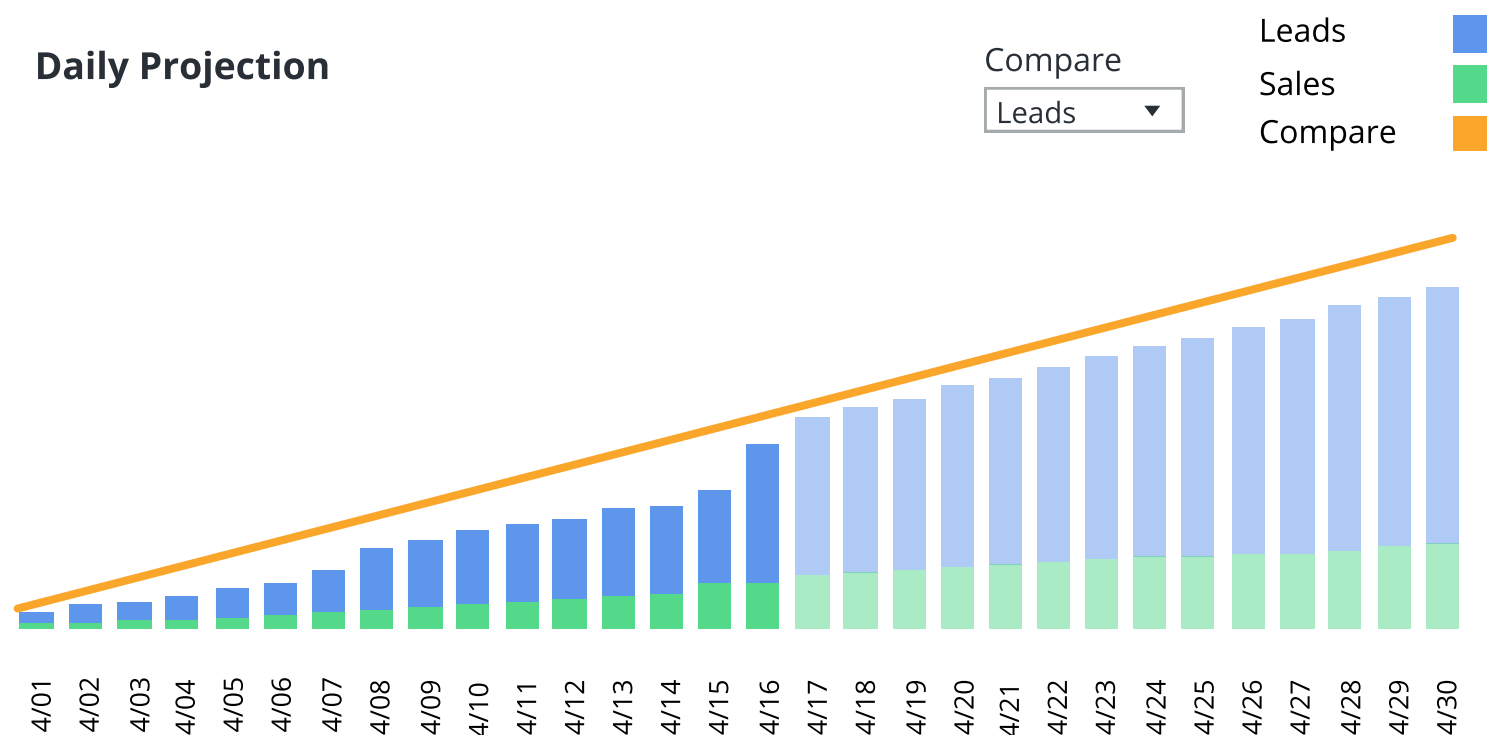
Used Leads

Group: Real City Auto | Location: Location #1 | Month: April | Up Type: (all types) | Previous period: Sales

Filter

Location #1

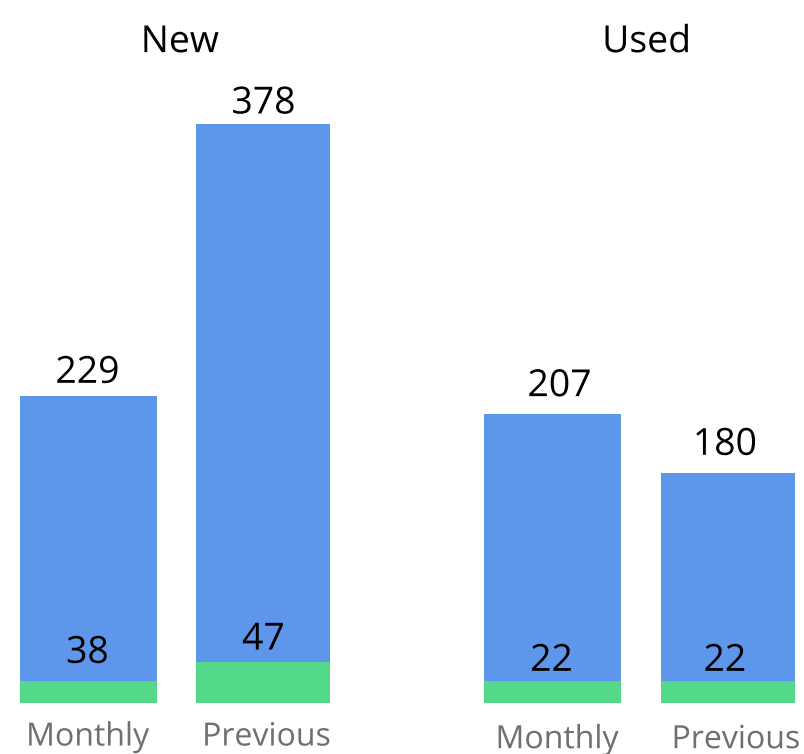
Daily Projection



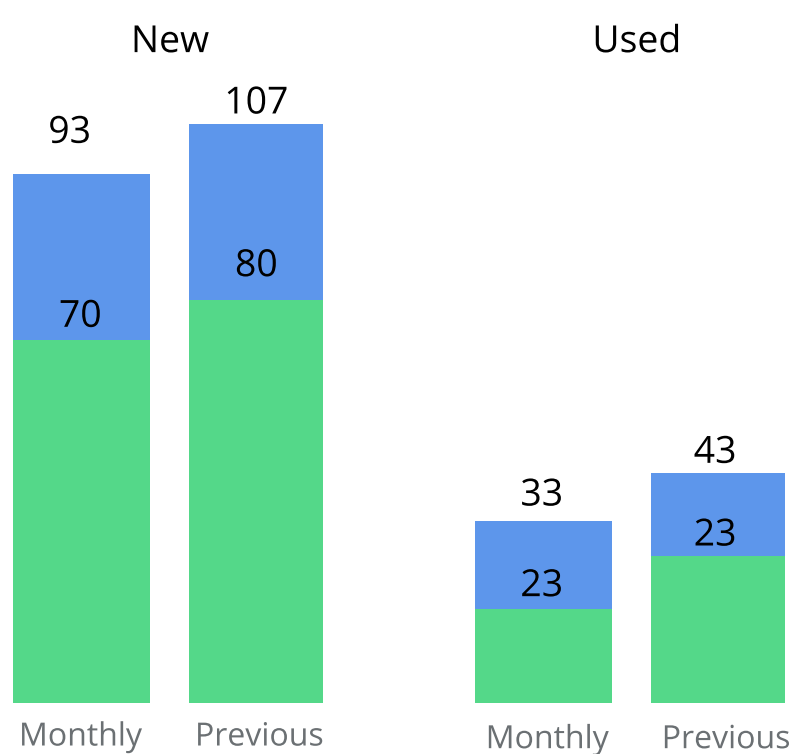
Pacing in April

Total leads	1,011	▼ 269
Total sales	259	▼ 17
Close Rate	25.6%	▲ 4.1
Leads trend	2,757	▼ 630
Sales trend	706	▼ 115

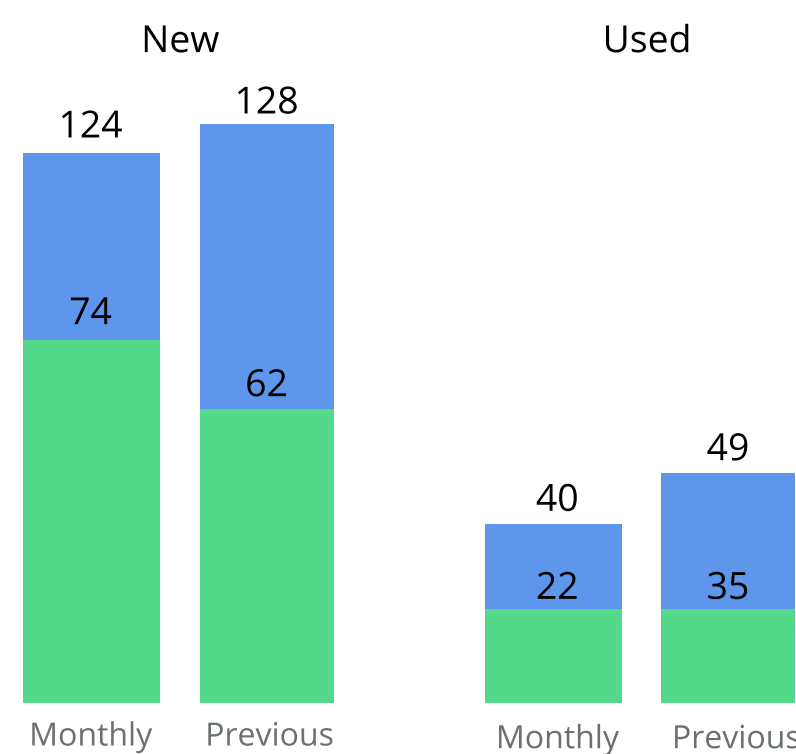
Internet Leads



Phone Leads



Showroom Leads



Internet Leads by Source for April

Comparing 4/1/2023 - 4/11/2023 vs 3/1/2023 - 3/11/2023

Month: April

Lead Source	Leads	Sales	Close rate
<b>Total</b>	<b>456 ▼ 113</b>	<b>60 ▼ 6</b>	<b>13.2% ▲ 1.6</b>
TrueCar	114 ▼ 20	3 ▼ 3	2.6% ▼ 1.8
Roadster	53 ▼ 11	10 ▲ 2	18.9% ▲ 6.4
OEM - Kia	45 ▲ 1	13 ▲ 3	28.9% ▲ 10.7
Dealer Website	38 ▼ 17	2 ▼ 14	5.3% ▼ 0.2
Santander	37 ▲ 36	0 No Change	0.0% No Change
CarGurus	30 ▼ 13	3 No Change	10.0% ▲ 3.0
CarNow	22 ▼ 3	4 ▼ 8	18.2% ▲ 5.8
Carfax	17 ▼ 6	13 ▲ 2	76.5% ▲ 26.5
CRM -Other	17 ▲ 1	1 ▼ 9	5.9% ▼ 6.4
Cars.com	12 ▼ 7	0 ▼ 2	0.0% ▼ 0.2