

Group

Real City Auto

Location

(All)

Vendor List

Vendor #1

Monthly Spend

\$35,000

Web Attribution Model

Any Touch Prior to Lead

Filter

Total Sessions

11,307

Total Leads

2,030

Total Sales

123

Close Rate

6.1%

Note

All website data comes from the Foureyes script. You can expect it to directionally, but not exactly, match Google Analytics.

Total Sessions from Vendor #1: 11,307

With Leads0.5%

Without Leads99.5%

Time on Site

10,601 minutes

Total VDP Views

18,482

Total Leads from Vendor #1: 2,030

Website Attributed4.5%

CRM Source95.5%

Cost per Lead: \$51.73

Lead Date	Name	Attribution Type	Additional Influences
3/29/2023	Joe G.	CRM Source	facebook.com
3/9/2023	David R.	CRM Source	Google
3/19/2023	Tomas S.	CRM Source	-
2/27/2023	Tina S.	Website Attributed	Bing
4/3/2021	Kyle L.	CRM Source	-

Total Sales from Vendor #1: 123

Website Attributed4.9%

CRM Source95.1%

Cost per Sale: \$828.95

Sold Date	Name	Attribution Type	Website Influences
2/28/2023	Philip F.	CRM Source	Google
3/28/2023	Dan D.	CRM Source	Foureyes
2/5/2023	Ryan S.	CRM Source	-
2/21/2023	Henrietta B.	Website Attributed	Google   OEM - Kia   Paid - Google
2/21/2023	Suli N.	CRM Source	-
2/21/2023	Nate W.	CRM Source	-

Note

Sales are credited based on the attributed source of the opportunity in the CRM