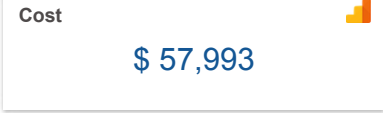
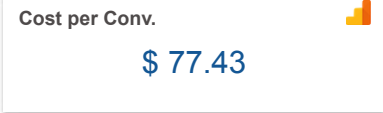
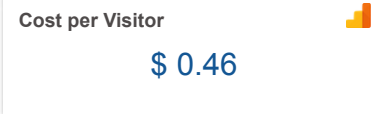
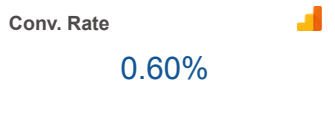
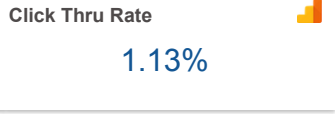
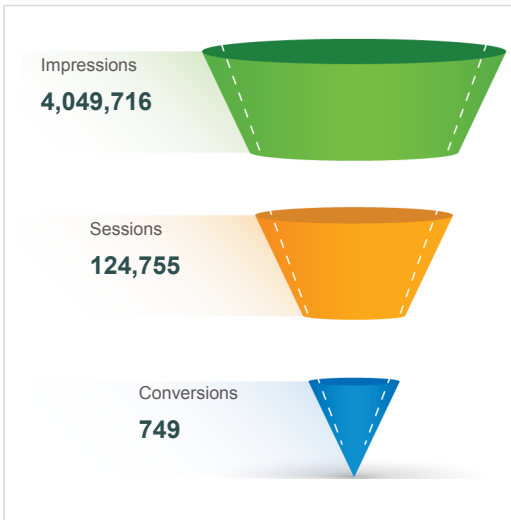


Marketing & Sales Funnel Metrics

January 1, 2021 - January 31, 2021

The journey potential customers go through to become a lead

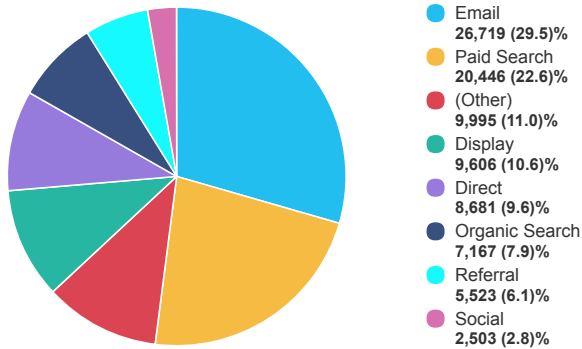


Users By Channel

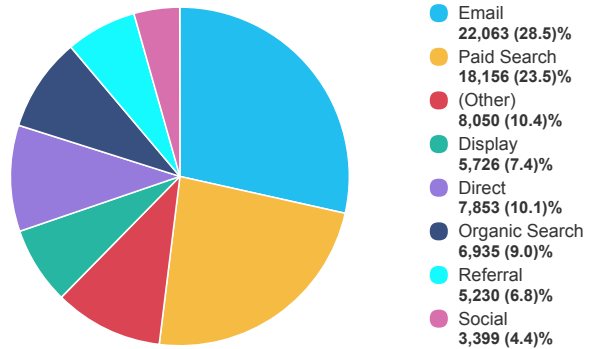
January 1, 2021 - January 31, 2021
(December 1, 2020 - December 31, 2020)

The top channels sending visitors to your website

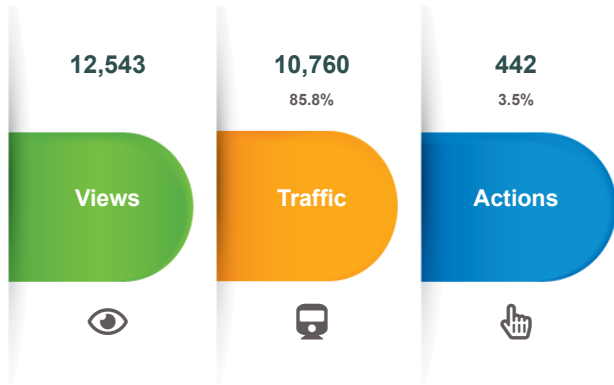
Current Month



Previous Month

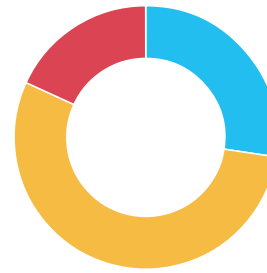


Detailed behavior of your Google My Business funnel



How customers search for your business

Total Searches: 10,760



Direct - 2,946 (27.4%)
Customers who find your listing searching for your business name or address

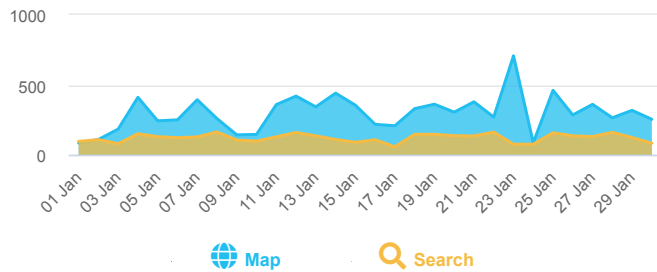
Discovery - 5,859 (54.5%)
Customers who find your listing searching for a category, product, or service

Branded - 1,955 (18.2%)
Customers who find your listing searching for a brand related to your business

Where customers view your business on Google

The Google services that customers use to find your business

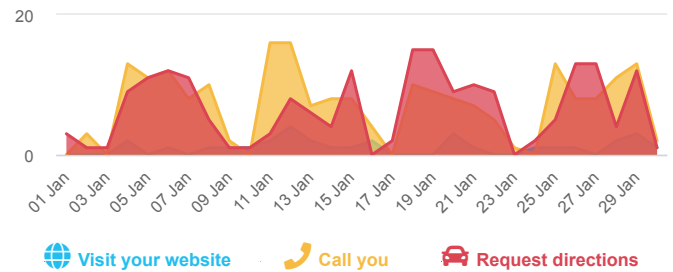
Total Views: 12,543



Customer actions

The most common actions that customers take on your listing

Total Actions: 442



All Campaigns by Visitors

January 1, 2021 - January 31, 2021

CAMPAIGN	IMPR.	CTR	VISITORS	PHONE CALLS	IMP. SHARE	IMP. SHARE BUDGET LOSS	ALL CONV. RATE	ALL CONV.	AVG. CPC	COST
Campaign D - RTG	1,734,301	0.89%	15,368	0	0.00%	0.00%	126.63%	19,460.00	\$ 0.07	\$ 1,063.23
Campaign M/M - Ram	158,741	6.23%	9,895	296	0.00%	0.00%	207.11%	20,493.71	\$ 1.31	\$ 13,002.81
Campaign M/M - Jeep	128,902	5.78%	7,448	132	0.00%	0.00%	192.97%	14,372.60	\$ 1.34	\$ 10,012.37
Campaign C	49,531	10.47%	5,186	312	0.00%	0.00%	251.54%	13,045.01	\$ 1.52	\$ 7,906.37
Campaign M/M - Dodge	54,437	7.75%	4,221	35	0.00%	0.00%	184.81%	7,800.71	\$ 0.95	\$ 4,002.57

Remarketing

January 1, 2021 - January 31, 2021

AUDIENCE	CAMPAIGN	VISITORS	IMPR.	CTR	AVG. CPC	COST	CONV.	COST/ CONV.	CONV. RATE	ALL CONV.
Similar to All Users	Campaign D - RTG	7,712	867,810	0.89%	\$0.07	\$537.86	9,687.00	\$0.06	125.61%	9,829.00
Similar to AdWords optimized list	Campaign D - RTG	7,278	832,984	0.87%	\$0.07	\$499.18	8,936.00	\$0.06	122.78%	9,135.00
Similar to All Users	Campaign C	1,225	9,465	12.94%	\$1.63	\$1,991.45	3,106.93	\$0.64	253.63%	3,193.93
Similar to All Users	Campaign M/M - Ram	1,168	7,847	14.88%	\$1.19	\$1,395.33	2,611.00	\$0.53	223.54%	2,728.00
AdWords optimized list	Campaign M/M - Ram	703	5,106	13.77%	\$1.35	\$949.75	1,556.55	\$0.61	221.42%	1,642.55
Similar to All Users	Campaign M/M - Jeep	688	6,248	11.01%	\$1.38	\$946.68	1,521.69	\$0.62	221.18%	1,585.69
All Users	Campaign M/M - Ram	647	4,417	14.65%	\$1.32	\$855.67	1,403.29	\$0.61	216.89%	1,499.29
Similar to All Users	Campaign M/M - Dodge	359	2,253	15.93%	\$0.83	\$298.88	800.26	\$0.37	222.91%	843.26
AdWords optimized list	Campaign C	278	1,906	14.59%	\$1.63	\$452.54	762.63	\$0.59	274.33%	786.63
AdWords optimized list	Campaign M/M - Jeep	383	3,106	12.33%	\$1.32	\$504.23	747.62	\$0.67	195.20%	793.62

Top 15 Keywords

January 1, 2021 - January 31, 2021

KEYWORD	IMPR.	CTR	VISITORS	ALL CONV. RATE	ALL CONV.	AVG. CPC	COST
new jeep wrangler	45,972	4.83%	2,222	178.98%	3,976.95	\$ 1.39	\$ 3,091.31
dodge ram trucks	26,226	5.74%	1,506	238.08%	3,585.50	\$ 1.12	\$ 1,683.22
dodge pickup trucks	25,069	5.74%	1,438	249.24%	3,584.05	\$ 1.05	\$ 1,505.43
dodge ram for sale	21,719	4.64%	1,008	170.52%	1,718.84	\$ 1.65	\$ 1,667.10
tampa dodge	7,580	12.68%	961	256.98%	2,469.55	\$ 0.62	\$ 598.84
ram truck	21,187	4.42%	937	216.41%	2,027.77	\$ 1.43	\$ 1,337.80
tampa jeep	8,611	10.87%	936	248.78%	2,328.55	\$ 1.05	\$ 985.36
shop jeep near me	11,422	8.02%	916	189.57%	1,736.45	\$ 1.52	\$ 1,388.84
courtesy jeep	9,696	9.29%	901	241.00%	2,171.43	\$ 1.53	\$ 1,379.97
jeep tampa	10,564	7.85%	829	265.06%	2,197.36	\$ 1.51	\$ 1,253.89

Conversions by Type

January 1, 2021 - January 31, 2021

NAME	ALL CONV.
New SRP (DyGen View)	29,816.14
New SRP (All Web Site Data)	14,336.13
New VDP (All Web Site Data)	6,921.42
New VDP (DyGen View)	5,708.16
Used SRP (DyGen View)	4,859.73
Used VDPs (All Web Site Data)	2,963.28
Used SRP (All Web Site Data)	2,839.32
Used VDP (DyGen View)	1,949.42
Store visits	1,371.00
Local actions - Website visits	1,101.00
Local actions - Directions	572.00
Calls from ads	543.28
CPO SRP (DyGen View)	495.32
Used Wranglers (All Web Site Data)	428.64
CPO VDP (DyGen View)	227.98
Clicks to call	211.00
Local actions - Other engagements	209.00
Form Submission (DyGen View)	187.81
Sales (Jerry Ulm CDJR - Arnold Action Tracking)	124.17
Price Request Form Submission (All Web Site Data)	68.57
TradePending (Jerry Ulm CDJR DI - Goals)	47.64
Get E Price-New (Jerry Ulm CDJR DI - Goals)	46.89
Mobile Click To Call	38.95
Calls For Service (813) 769-5400	31.55
VRP Claim your Offer-Used (Jerry Ulm CDJR DI - Goals)	20.68
Credit App Form Submission (All Web Site Data)	18.92
Credit App (Jerry Ulm CDJR DI - Goals)	18.92
Test Drive Form Submission (All Web Site Data)	11.18
Fixed Ops (Jerry Ulm CDJR - Arnold Action Tracking)	11.00
Schedule Test Drive-New (Jerry Ulm CDJR DI - Goals)	8.90
Contact Us (Jerry Ulm CDJR DI - Goals)	7.78
General Form Submission (All Web Site Data)	7.78

NAME	ALL CONV.
Contact (Jerry Ulm CDJR - Arnold Action Tracking)	7.73
Vehicle Finder (Jerry Ulm CDJR DI - Goals)	3.00
Parts Order Form Submission (All Web Site Data)	3.00
Vehicle Finder Form Submission (All Web Site Data)	3.00
Order Parts (Jerry Ulm CDJR DI - Goals)	3.00
Check Availability-New (Jerry Ulm CDJR DI - Goals)	3.00
Schedule Test Drive-Used (Jerry Ulm CDJR DI - Goals)	2.28
Contact Parts (Jerry Ulm CDJR DI - Goals)	2.00
Check Availability-Used (Jerry Ulm CDJR DI - Goals)	2.00
Contact Service (Jerry Ulm CDJR DI - Goals)	2.00
Parts Form Submission (All Web Site Data)	2.00
Service Dept Form Submission (All Web Site Data)	2.00
Website Calls Sales Number (813) 463-8462	1.77
Lead form - Submit	1.00
Website Calls Parts Number (813) 872-6645	1.00

SEM

January 1, 2021 - January 31, 2021

The screenshot shows a Google search for "new jeep renegade". The search results include several ads and a product card for the 2021 Jeep Renegade. The ads are from Tampa Chrysler Jeep Dodge, Jerry Ulm Chrysler Dodge Jeep Ram, and Jeep.com. The product card for the 2021 Jeep Renegade provides details such as MSRP, MPG, dimensions, towing capacity, and engine type.

Search Results:

- Ad - www.tampachryslerjeepdodge.com/ (813) 534-5254
New Jeep Renegade Sales Event - Jim Browne Jeep - Tampa
 Limited Time Specials On A New Jeep Renegade! Save More At Jim Browne Tampa. Open 7 Days A Week. Lifetime Warranty. A+ BBB Rating.
 Hours & Directions | New Jeep Inventory
- Ad - www.jerryulmchryslerdodgejeep.com/ (813) 872-6645
New 2021 Jeep Renegade - 2021 Jeep Renegade
 Get Your Best Deal On A New 2021 Jeep Renegade In Tampa, FL - Only At Jerry Ulm Jeep!
- Ad - www.jeep.com/
Jeep® Renegade - Geared To Thrill - jeep.com
 From Driveway To Highway See How Jeep® Renegade Is Engineered To Bring On The Thrills.
- Ad - www.courtesyjeepdodge.com/ (813) 684-8785
Shop New Renegades - Explore Our Jeep Inventory

2021 Jeep Renegade
 Subcompact sport utility vehicle

6.5/10 Car and Driver	6.9/10 US News & World Report	7.2/10 Edmunds
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MSRP: From \$21,850
MPG: Up to 24 city / 32 highway
Dimensions: 167" L x 74" W x 67" H
Towing capacity: 2,000 lbs
Engine: 1.3L 4 cylinder, 2.4L 4 cylinder

Configurations