

South Charlotte Dealer / VINCLCIKS



September 2021

VinClicks Budget: \$2,000

VDPs

4,334

Shoppers

1,645

New Shoppers

1,112
67.60 %

Shopper Sessions

1,934

Cost / VDP

\$0.46

Cost / Shopper

\$1.22

Cost / New Shopper

\$1.80

Cost / Shopper Session

\$1.03

VinClick ASSIST

Vehicles Marketed

151

Units Left Inventory

77

VinClick Assists

53
68.8 %

Cost / Assist

\$37.74

VinClicks Budget: \$2,000

VinClicks ASSIST

Vehicles Marketed

151

Units Left Inventory

77

VinClick Assists

53
68.8 %

Cost / Assist

\$37.74

VinClick Marketed Only N Y Left Inventory N Y

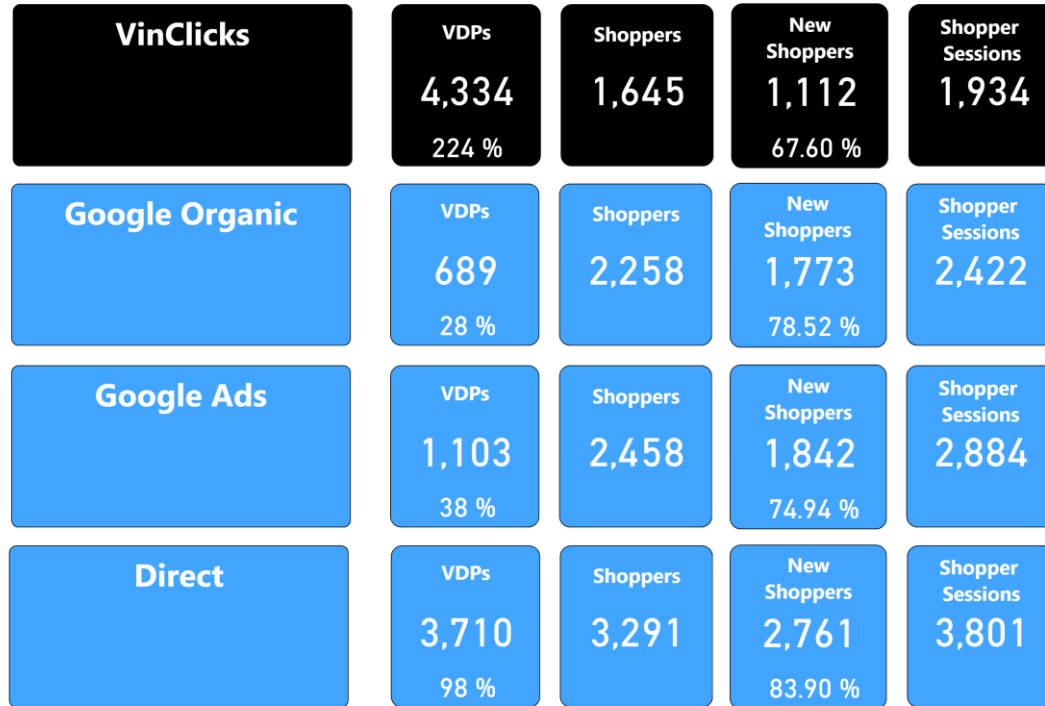
VIN	Year	Make	Model	Left Inventory	Days In Stock	VDPs	VinClick VDPs	VinClick %
	2020	Kia	Forte	Y	15	2	2	100.00 %
	2016	Chevrolet	Cruze	Y	20	4	3	75.00 %
	2019	BMW	X3	Y	17	77	56	72.73 %
	2020	Kia	Telluride	Y	6	7	5	71.43 %
	2021	Chevrolet	Silverado 1500	Y	11	98	63	64.29 %
	2014	Chevrolet	Corvette Stingray	Y	22	117	71	60.68 %
	2019	Kia	Sorento	N	5	5	3	60.00 %
	2019	Kia	Soul	Y	28	5	3	60.00 %
	2019	Ford	F-150	N	18	55	31	56.36 %
	2014	Kia	Sorento	Y	19	82	46	56.10 %
	2019	Toyota	4Runner	N	11	40	22	55.00 %
	2017	Dodge	Challenger	N	25	291	160	54.98 %
	2017	Kia	Sportage	N	25	80	41	51.25 %
	2019	Ford	Super Duty F-250 SRW	N	10	36	18	50.00 %
	2018	Ford	Fusion	Y	27	2	1	50.00 %
	2015	Mercedes-Benz	E-Class	Y	21	143	67	46.85 %
	2018	Kia	Forte	N	24	35	16	45.71 %
	2016	BMW	3 Series	N	25	149	68	45.64 %
	2020	Kia	Sorento	N	22	54	24	44.44 %
	2017	Volvo	S90	N	18	39	17	43.59 %
	2017	Ford	Fusion	Y	17	69	30	43.48 %
	2016	Ford	F-150	Y	5	19	8	42.11 %
	2016	Kia	Sorento	N	11	95	40	42.11 %
	2017	Honda	Pilot	Y	21	92	38	41.30 %
	2017	Ford	Mustang	Y	21	5	2	40.00 %
	2019	Kia	Sorento	N	10	18	7	38.89 %
	2020	Kia	Telluride	Y	21	78	30	38.46 %
	2017	Kia	Rio	N	24	65	25	38.46 %
	2018	Kia	Sorento	N	11	29	11	37.93 %
	2020	Ford	Ranger	N	25	109	40	36.70 %

VinClick Marketed Only N Y

Left Inventory N Y

VIN	Year	Make	Model	Left Inventory	Days In Stock	VDPs	VinClick VDPs	VinClick %
	2020	Kia	Forte	Y	15	2	2	100.00 %
	2016	Chevrolet	Cruze	Y	20	4	3	75.00 %
	2019	BMW	X3	Y	17	77	56	72.73 %
	2020	Kia	Telluride	Y	6	7	5	71.43 %
	2021	Chevrolet	Silverado 1500	Y	11	98	63	64.29 %
	2014	Chevrolet	Corvette Stingray	Y	22	117	71	60.68 %
	2019	Kia	Soul	Y	28	5	3	60.00 %
	2014	Kia	Sorento	Y	19	82	46	56.10 %
	2018	Ford	Fusion	Y	27	2	1	50.00 %
	2015	Mercedes-Benz	E-Class	Y	21	143	67	46.85 %
	2017	Ford	Fusion	Y	17	69	30	43.48 %
	2016	Ford	F-150	Y	5	19	8	42.11 %
	2017	Honda	Pilot	Y	21	92	38	41.30 %
	2017	Ford	Mustang	Y	21	5	2	40.00 %
	2020	Kia	Telluride	Y	21	78	30	38.46 %
	2014	Hyundai	Elantra GT	Y	13	41	14	34.15 %
	2015	Chevrolet	Impala	Y	22	391	133	34.02 %
	2019	Jeep	Cherokee	Y	13	3	1	33.33 %
	2016	Nissan	Rogue	Y	24	3	1	33.33 %
	2019	Kia	Optima	Y	10	10	3	30.00 %

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Source	Medium	Sessions	Users	NewUsers	VDPs	VDP_Percentage
beasley	vinclicks	1,934	1,645	1,112	4,334	224 %
(direct)	(none)	3,801	3,291	2,761	3,710	98 %
Facebook	cpc	1,991	1,419	827	2,222	112 %
google my business	organic	4,173	3,356	2,159	2,080	50 %
edmunds	referral	1,128	913	708	1,182	105 %
Google	cpc	2,884	2,458	1,842	1,103	38 %
Google	organic	2,422	2,258	1,773	689	28 %
programmatic	display	440	427	384	520	118 %
bing	organic	197	170	102	168	85 %
app.autoapr.com	referral	186	129	9	133	72 %
kia.com	referral	187	162	112	122	65 %
autotrader.com	referral	132	101	71	83	63 %
bing	cpc	203	198	192	74	36 %
carurus.com	referral	79	66	62	59	75 %