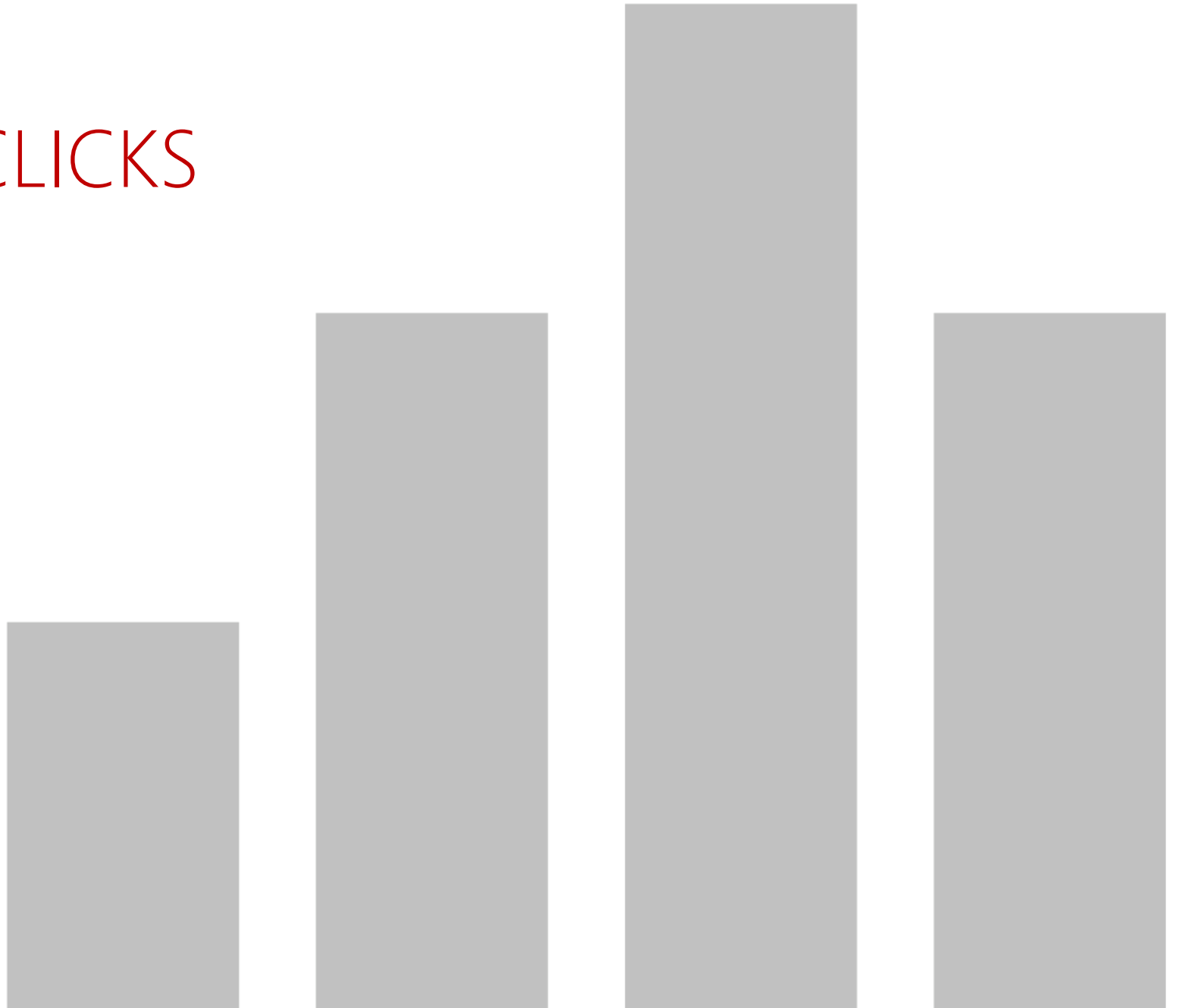
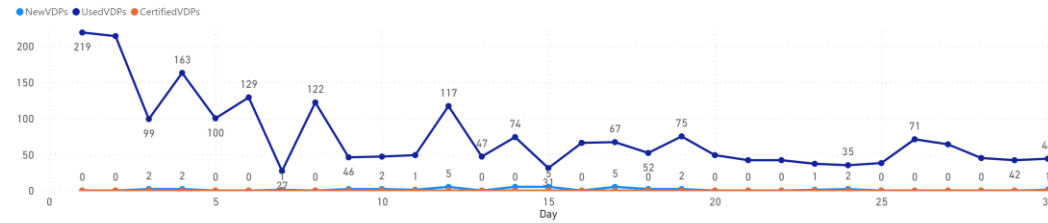


Ford Dealer/ VINCLICKS



VinClicks Budget: \$2,000

VDPs 2,291	Shoppers 1,635	New Shoppers 1,224 74.86 %	Shopper Sessions 1,855
Cost / VDP \$0.87	Cost / Shopper \$1.22	Cost / New Shopper \$1.63	Cost / Shopper Session \$1.08



VinClick ASSIST

Vehicles Marketed 84	Units Left Inventory 21	VinClick Assists 17 81.0 %	Cost / Assist \$117.65
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VinClicks Budget: \$2,000

VinClicks ASSIST

Vehicles Marketed 84	Units Left Inventory 21	VinClick Assists 17 81.0 %	Cost / Assist \$117.65
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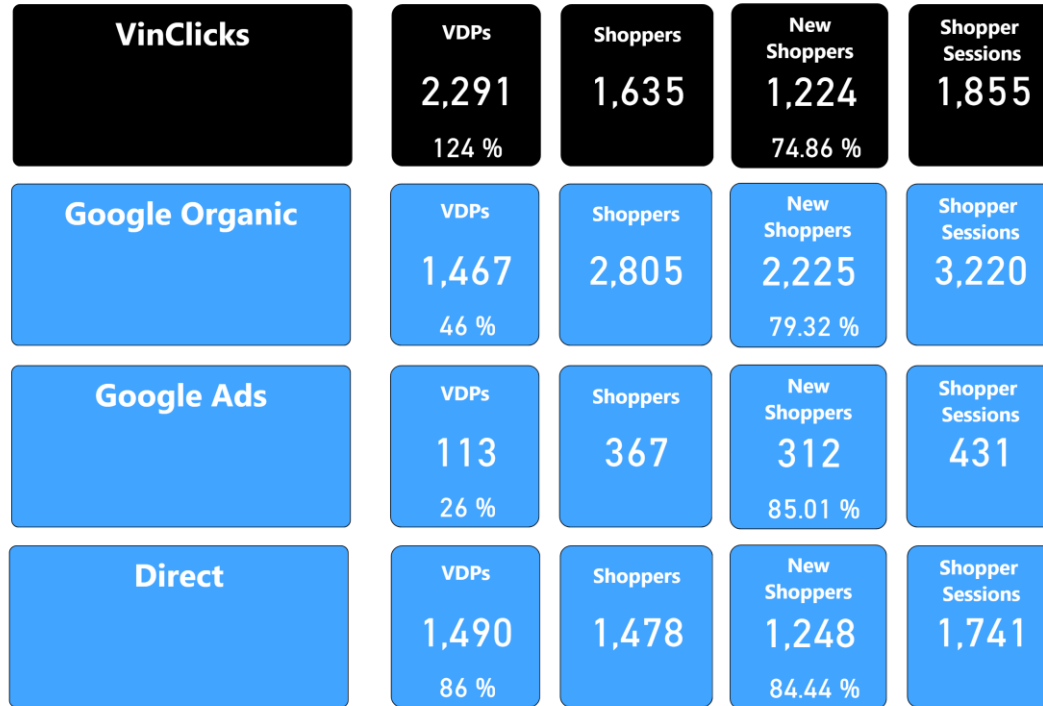
N Y **VinClick Marketed Only**
 N Y **Left Inventory**

VIN	Year	Make	Model	Left Inventory	Days In Stock	VDPs	VinClick VDPs	VinClick %
	2019	Cadillac	XT4	N	23	216	208	96.30 %
	2018	GMC	Acadia	N	29	200	188	94.00 %
	2020	Ford	F-150	Y	25	260	236	90.77 %
	2016	Audi	S3	N	29	464	420	90.52 %
	2017	Honda	Accord	Y	19	832	748	89.90 %
	2014	Ford	F-250SD	N	29	712	640	89.89 %
	2017	INFINITI	QX60	Y	20	108	96	88.89 %
	2016	Mercedes-Benz	GLC	Y	25	100	88	88.00 %
	2015	Ford	Edge	N	29	624	548	87.82 %
	2019	Ford	F-150	N	21	184	160	86.96 %
	2018	Ford	Explorer	N	29	776	672	86.60 %
	2015	INFINITI	QX50	N	29	320	276	86.25 %
	2014	Mercedes-Benz	C-Class	Y	6	172	148	86.05 %
	2018	Jeep	Wrangler	Y	17	56	48	85.71 %
	2017	INFINITI	QX80	Y	22	84	72	85.71 %
	2016	Ford	Explorer	Y	9	24	20	83.33 %
	2019	Ford	Expedition	N	26	168	136	80.95 %
	2018	Ford	Edge	N	28	80	64	80.00 %
	2018	Ford	Edge	N	29	236	188	79.66 %
	2015	Ford	Escape	Y	28	488	388	79.51 %
	2018	Ford	Escape	Y	10	56	44	78.57 %
	2016	Ford	F-150	Y	15	124	96	77.42 %
	2016	Nissan	Rogue	N	28	184	140	76.09 %
	2018	Ford	Edge	N	29	492	368	74.80 %
	2019	Ford	Edge	Y	20	184	132	71.74 %
	2019	Ford	Escape	N	29	200	140	70.00 %
	2018	Ford	Escape	N	29	120	84	70.00 %
	2018	Audi	Q5	N	29	80	56	70.00 %
	2018	Ford	Explorer	N	23	52	36	69.23 %
	2021	Jeep	Wrangler	Y	13	124	84	67.74 %

VIN	Year	Make	Model	Left Inventory	Days In Stock	VDPs	VinClick VDPs	VinClick %
	2020	Ford	F-150	Y	25	260	236	90.77 %
	2017	Honda	Accord	Y	19	832	748	89.90 %
	2017	INFINITI	QX60	Y	20	108	96	88.89 %
	2016	Mercedes-Benz	GLC	Y	25	100	88	88.00 %
	2014	Mercedes-Benz	C-Class	Y	6	172	148	86.05 %
	2018	Jeep	Wrangler	Y	17	56	48	85.71 %
	2017	INFINITI	QX80	Y	22	84	72	85.71 %
	2016	Ford	Explorer	Y	9	24	20	83.33 %
	2015	Ford	Escape	Y	28	488	388	79.51 %
	2018	Ford	Escape	Y	10	56	44	78.57 %
	2016	Ford	F-150	Y	15	124	96	77.42 %
	2019	Ford	Edge	Y	20	184	132	71.74 %
	2021	Jeep	Wrangler	Y	13	124	84	67.74 %
	2020	Ford	Mustang	Y	30	196	124	63.27 %
	2017	Ford	Explorer	Y	6	8	4	50.00 %
	2018	Ford	EcoSport	Y	3	12	4	33.33 %
	2018	Ford	Explorer	Y	21	64	8	12.50 %

August 2021

VinClicks Budget: \$2,000



Source	Medium	Sessions	Users	NewUsers	VDPs	VDP_Percentage
facebook.com	referral	7,315	6,965	6,607	9,468	129 %
m.facebook.com	referral	1,888	1,777	1,217	2,424	128 %
beasley	vinclicks	1,855	1,635	1,224	2,291	124 %
(direct)	(none)	1,741	1,478	1,248	1,490	86 %
google	organic	3,220	2,805	2,225	1,467	46 %
l.facebook.com	referral	315	302	235	372	118 %
lm.facebook.com	referral	157	144	80	224	143 %
ipc-website	click	191	105	1	212	111 %
beasley	(not set)	105	84	39	201	191 %
dealerleads.com	referral	1,227	1,196	1,114	142	12 %
google	cpc	431	367	312	113	26 %
ford.com	referral	265	244	217	106	40 %
autotrader.com	referral	118	107	85	57	48 %
hina	organic	114	110	92	44	20 %