

# MarketBuilder

A MULTI-CHANNEL MARKETING PROGRAM FOR AUTO DEALERS

**\$6,000**

MONTHLY BUDGET

**65**

MONTHS ON PROGRAM

**\$52,200**

ESTIMATED REVENUE PER MONTH

**7.7x**

RETURN ON INVESTMENT

## GOOGLE ANALYTICS PERFORMANCE

3 Avg. Monthly Ranks  
4,432 Avg. Monthly New Users  
3.12 Avg. Pages/Sessions  
2:30 Avg. Session Duration

## HIGH ENGAGEMENT SHOPPER METRICS

3,720 Goal Completions  
2,351 2+ Page Avg. Depth  
5.63 Pages/Session  
4:52 Avg. Session Duration

## CHANNEL BREAKDOWN



Display Ads



Social Media



Email



Mobile Targeting



SecureSEM

# MarketBuilder

A MULTI-CHANNEL MARKETING PROGRAM FOR AUTO DEALERS

**\$6,000**

MONTHLY BUDGET

**69**

MONTHS ON PROGRAM

**\$43,200**

ESTIMATED REVENUE PER MONTH

**6.2x**

RETURN ON INVESTMENT

## GOOGLE ANALYTICS PERFORMANCE

2 Avg. Monthly Ranks  
4,370 Avg. Monthly New Users  
2.92 Avg. Pages/Sessions  
2:20 Avg. Session Duration

## HIGH ENGAGEMENT SHOPPER METRICS

1,475 Goal Completions  
2,499 2+ Page Avg. Depth  
5.62 Pages/Session  
4:33 Avg. Session Duration

## CHANNEL BREAKDOWN



Display Ads



Social Media



Email



Mobile Targeting



SecureSEM

# MarketBuilder

A MULTI-CHANNEL MARKETING PROGRAM FOR AUTO DEALERS

**\$5,000**

MONTHLY BUDGET

**25**

MONTHS ON PROGRAM

**\$36,000**

ESTIMATED REVENUE PER MONTH

**6.2x**

RETURN ON INVESTMENT

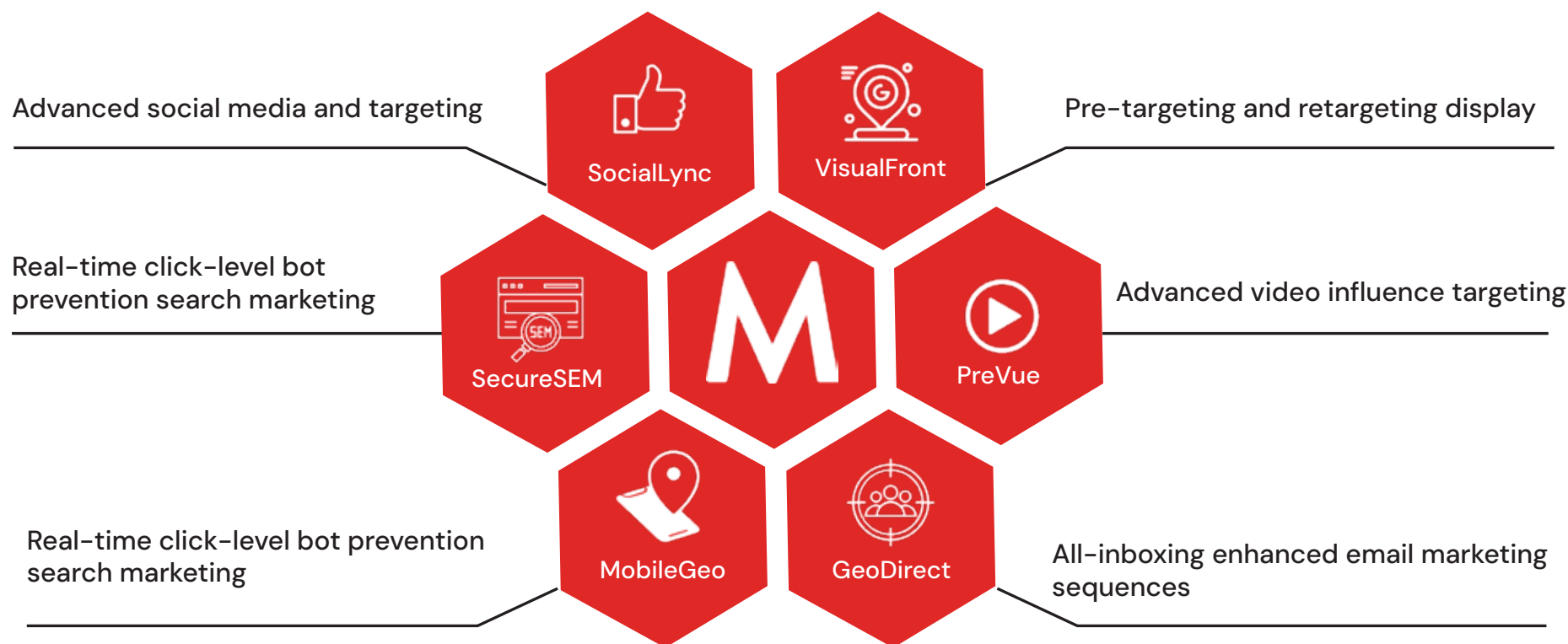
## GOOGLE ANALYTICS PERFORMANCE

2 Avg. Monthly Ranks  
2,872 Avg. Monthly New Users  
2.65 Avg. Pages/Sessions  
2:50 Avg. Session Duration

## HIGH ENGAGEMENT SHOPPER METRICS

2,229 Goal Completions  
1,544 2+ Page Avg. Depth  
5.12 Pages/Session  
5:08 Avg. Session Duration

## CHANNEL BREAKDOWN



# MarketBuilder

A MULTI-CHANNEL MARKETING PROGRAM FOR AUTO DEALERS

**\$6,000**

MONTHLY BUDGET

**29**

MONTHS ON PROGRAM

**\$54,000**

ESTIMATED REVENUE PER MONTH

**8x**

RETURN ON INVESTMENT

## GOOGLE ANALYTICS PERFORMANCE

3 Avg. Monthly Ranks  
4,461 Avg. Monthly New Users  
2.86 Avg. Pages/Sessions  
3:39 Avg. Session Duration

## HIGH ENGAGEMENT SHOPPER METRICS

3,118 Goal Completions  
3,033 2+ Page Avg. Depth  
7.1 Pages/Session  
6:18 Avg. Session Duration

## CHANNEL BREAKDOWN



# MarketBuilder

A MULTI-CHANNEL MARKETING PROGRAM FOR AUTO DEALERS

**\$6,000**

MONTHLY BUDGET

**39**

MONTHS ON PROGRAM

**\$52,200**

ESTIMATED REVENUE PER MONTH

**7.7x**

RETURN ON INVESTMENT

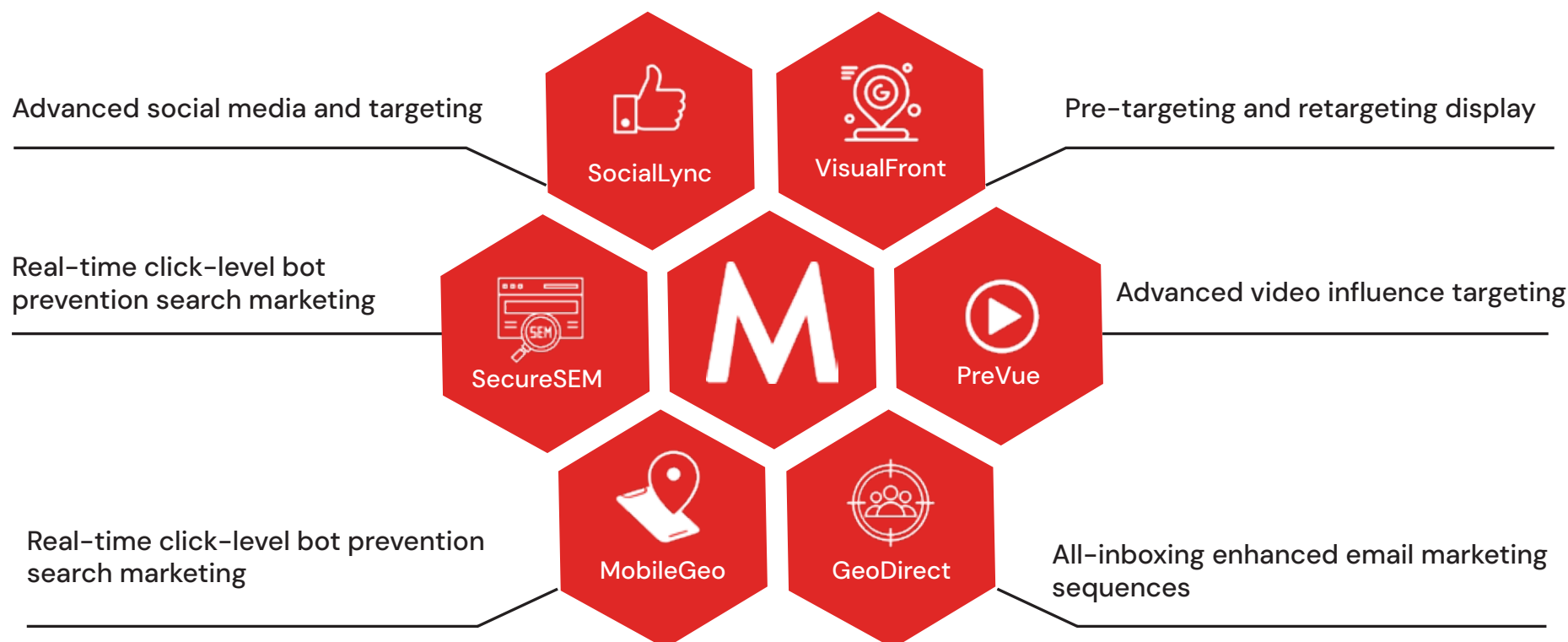
## GOOGLE ANALYTICS PERFORMANCE

1 Avg. Monthly Ranks  
4,918 Avg. Monthly New Users  
0.00 Avg. Pages/Sessions  
0:00 Avg. Session Duration

## HIGH ENGAGEMENT SHOPPER METRICS

3,422 Goal Completions  
2,783 2+ Page Avg. Depth  
6.89 Pages/Session  
5:34 Avg. Session Duration

## CHANNEL BREAKDOWN



# MarketBuilder

A MULTI-CHANNEL MARKETING PROGRAM FOR AUTO DEALERS

**\$9,000**

MONTHLY BUDGET

**38**

MONTHS ON PROGRAM

**\$95,400**

ESTIMATED REVENUE PER MONTH

**9.6x**

RETURN ON INVESTMENT

## GOOGLE ANALYTICS PERFORMANCE

2 Avg. Monthly Ranks  
10,269 Avg. Monthly New Users  
2.65 Avg. Pages/Sessions  
2:50 Avg. Session Duration

## HIGH ENGAGEMENT SHOPPER METRICS

2,229 Goal Completions  
5,781 2+ Page Avg. Depth  
7.69 Pages/Session  
6:19 Avg. Session Duration

## CHANNEL BREAKDOWN

