

CarClicks Monthly Performance Summary

FullSpeed CDJR Client | Single Month 2025 Performance Analysis



EXECUTIVE SUMMARY

Outstanding Digital Performance Metrics

CarClicks delivered exceptional results this month, demonstrating the power of precision-targeted automotive advertising. With a modest \$5,000 budget, the platform generated remarkable engagement and conversion metrics that significantly outpaced competing channels.

6,919

Vehicle Detail Pages

Total VDPs delivered at industry-leading efficiency

3,046

Shoppers Acquired

High-intent buyers engaging with inventory

92

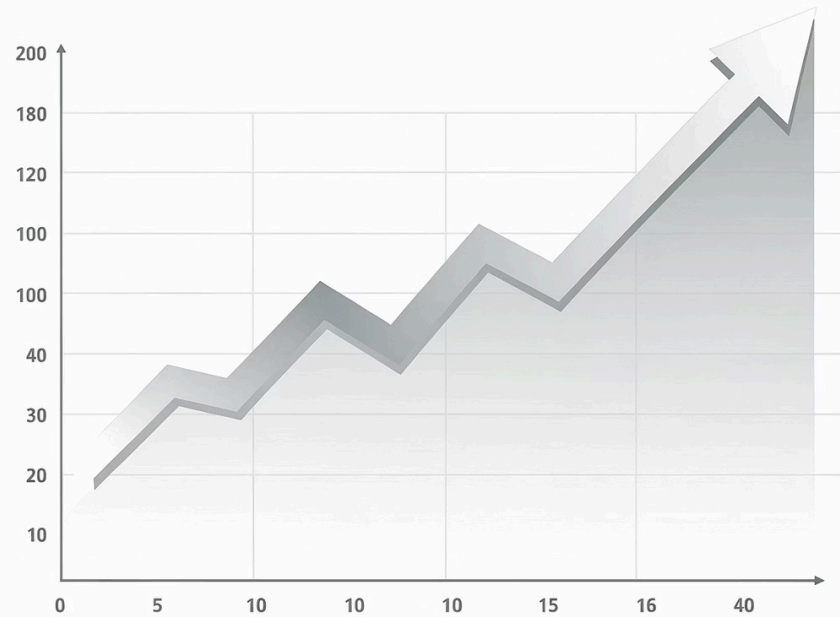
Assisted Vehicles

Direct contribution to sales momentum

\$0.72

Cost Per VDP

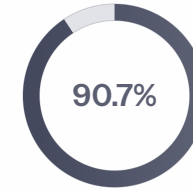
Exceptionally efficient customer acquisition



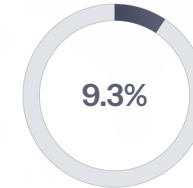
Acquisition Excellence: New Shopper Performance

Audience Growth Engine

CarClicks demonstrated its strength as a primary audience acquisition channel, delivering an impressive 90.7% new shopper rate. This means nearly every interaction brought fresh, qualified prospects into the dealership's marketing funnel. The platform's targeting algorithms successfully identified and engaged buyers actively researching vehicles, expanding market reach while maintaining cost efficiency across all metrics.



New Shoppers
2,763 brand new prospects acquired

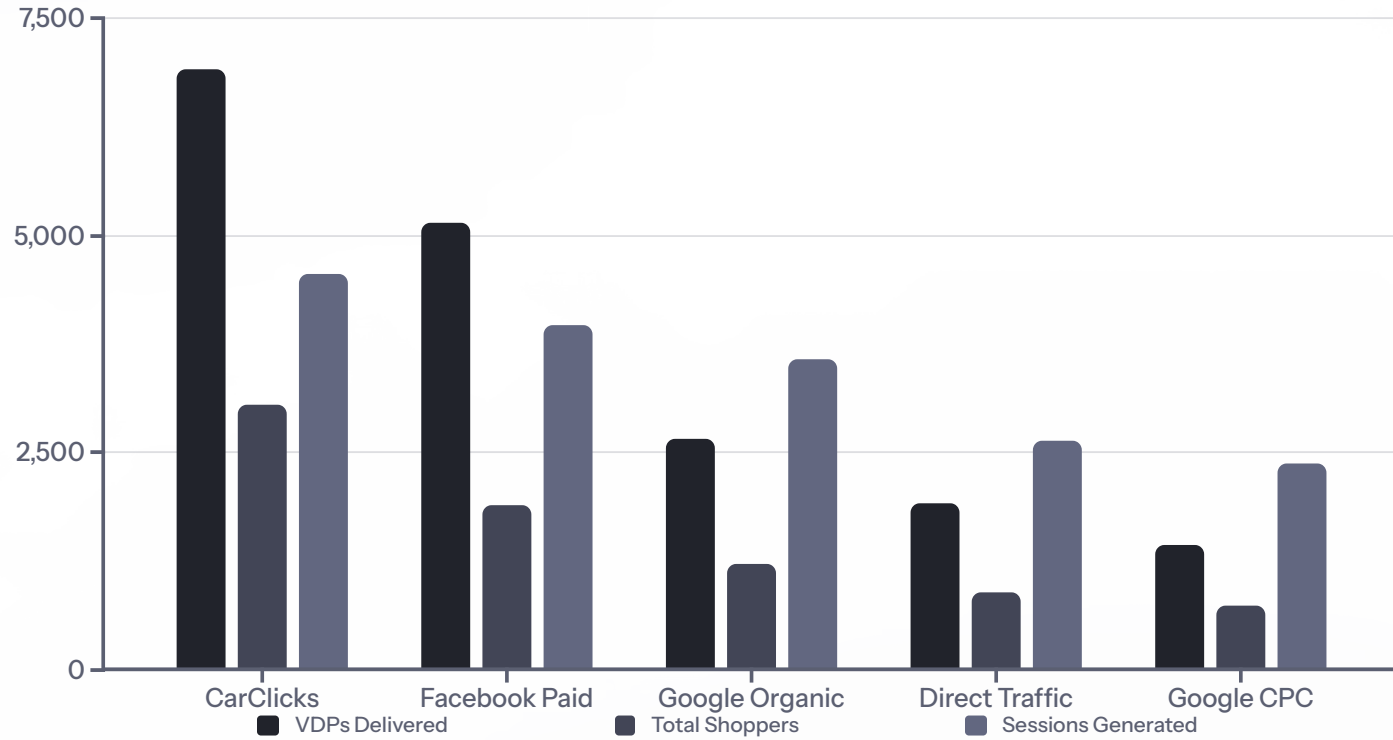


Returning Visitors
283 engaged repeat shoppers



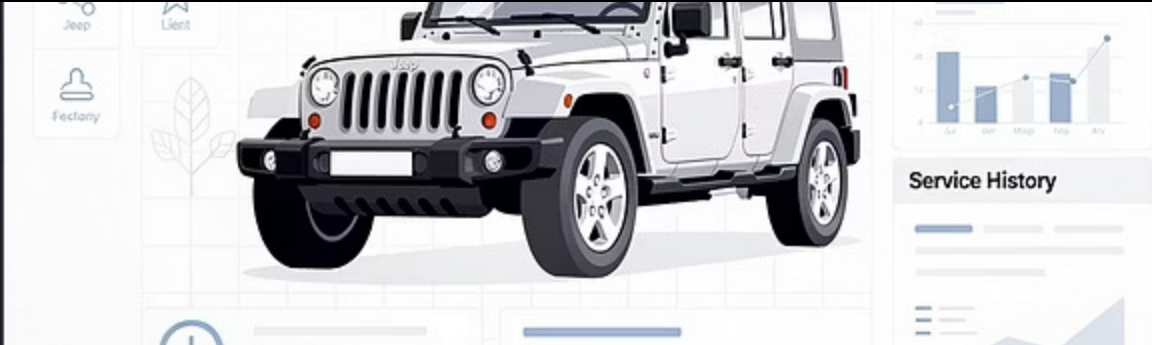
CarClicks vs. Other Marketing Channels

A comprehensive comparison reveals CarClicks' dominant position across key performance indicators. The platform not only generated the highest volume of vehicle detail page views but also demonstrated superior efficiency in converting traffic to meaningful engagement.



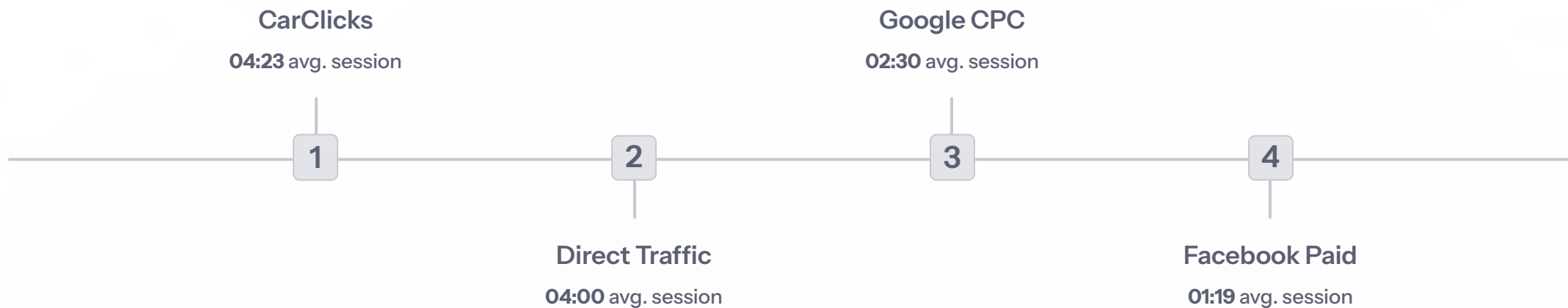
VDP Market Share
 34.2% of all vehicle detail page views came from CarClicks—more than any other single source

Engagement Leadership
 Ranked #1 in sessions and VDPs, proving sustained interest and deep inventory exploration



Engagement Quality: Time and Attention Metrics

Beyond volume, CarClicks traffic demonstrated exceptional quality. The average session duration of 4 minutes and 23 seconds indicates genuine buyer interest, with shoppers taking time to thoroughly research vehicles, compare options, and engage with detailed specifications.



- Quality over quantity:** CarClicks traffic spends 75% more time on-site than Facebook paid traffic and nearly double the time of Google CPC visitors, indicating higher purchase intent and more thorough vehicle research.

Conversion Efficiency: VDPs Per Session

One of the most telling efficiency metrics is the number of vehicle detail pages viewed per session. CarClicks achieved an impressive **1.52 VDPs per session**, meaning shoppers weren't just visiting—they were actively exploring multiple vehicles and comparing options.

This metric reveals the quality of targeting: CarClicks brings visitors who are genuinely in-market, ready to research seriously, and likely closer to a purchase decision than traffic from other sources.





 TOP PERFORMERS

Featured Vehicles: CarClicks Impact on Inventory Turn

CarClicks played a pivotal role in moving high-value inventory. The following vehicles left the lot during this period, with CarClicks driving the majority of their digital engagement. Each represents a success story of targeted advertising connecting the right buyer with the right vehicle.

1

2025 Audi A6

VIN: WAUFGAFC2GN002968

311 CarClicks VDPs (86.4%) | 30 days in stock

2

2025 Jeep Cherokee

VIN: 1C4PJMCX9JD586557

156 CarClicks VDPs (74.3%) | 21 days in stock

3

2025 Jeep Compass

VIN: 3C4NJDCN9ST569047

147 CarClicks VDPs (86.0%) | 26 days in stock

Additional High-Impact Vehicle Sales



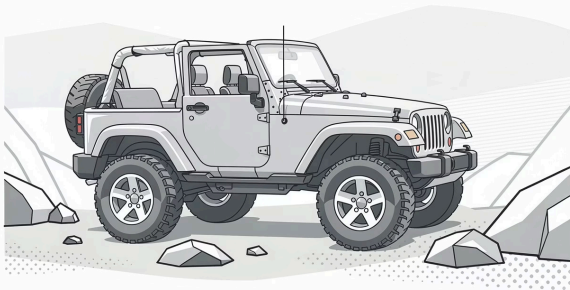
2025 Jeep Wrangler

140 CarClicks VDPs

58.6% of total VDPs

62 days in stock

VIN: 1G4HJXAG2MW662850



2025 Kia Sorento

136 CarClicks VDPs

81.0% of total VDPs

17 days in stock

VIN: 5XYPGDA57KG447922

These two vehicles demonstrate CarClicks' versatility across different inventory types—from adventure-ready Wranglers to family-oriented SUVs. The platform's targeting adapts to match the right shopper profile with each vehicle's unique appeal.

Sales Contribution and Cost Efficiency

Beyond digital metrics, CarClicks demonstrated tangible impact on the dealership's bottom line. The platform directly assisted in **92 vehicle sales** during this period, while supporting the movement of **220 vehicles from inventory**—a clear indicator of its role in the broader sales ecosystem.

Cost Per Session

\$1.10 per qualified shopper session

Industry-leading efficiency for paid automotive traffic with sustained engagement quality

Cost Per Assist


\$54.35 per assisted vehicle

Exceptional ROI when compared to traditional advertising costs and competitor acquisition expenses

Cost Per VDP

\$0.72 per vehicle detail page view

Highly efficient deep-funnel engagement that drives serious consideration and purchase intent

 **Budget optimization:** With a \$5,000 monthly investment, CarClicks delivered measurable results across awareness, consideration, and conversion stages of the buyer journey.



Key Takeaways and Strategic Recommendations

01

CarClicks is the dominant traffic source

Leading all channels in VDPs, sessions, and shopper acquisition with superior engagement quality

02

New audience acquisition at scale

90.7% new shopper rate demonstrates effective market expansion and fresh prospect generation

03

Quality traffic drives real sales

92 assisted vehicles and 220 inventory turns prove bottom-line impact beyond vanity metrics

04

Exceptional cost efficiency

\$0.72 cost per VDP and \$54.35 cost per assist deliver outstanding ROI versus industry benchmarks

Looking ahead: The consistent performance across volume, quality, and cost metrics positions CarClicks as a cornerstone of the digital marketing strategy. Consider increasing investment to capitalize on proven results and further accelerate inventory turn.