



FullSpeed CarClicks Monthly Performance  
Summary – Custom Trucks Northwest  
(December 2025) - Budget: \$4,000

# Overall Highlights



5,317 VDPs

Cost-per-VDP of **\$0.75** (well below the \$1.00 efficiency benchmark)



Strong Shopper Pipeline

**3,108 shoppers, 4,181 shopper sessions, and 2,932 new shoppers (94% new)**



26 Assisted Sales

**89.7% assist close rate**, reinforcing FullSpeed CarClicks's role in moving vehicles

127.2%

of VDP goal achieved

## Efficient Acquisition Costs

- **\$1.29** cost per shopper
- **\$1.36** cost per new shopper
- **\$0.96** cost per shopper session

# FullSpeed CarClicks vs Other Sources – Compare FullSpeed CarClicks to other major sources (Google Ads, Organic, etc.)

## VDPs and goal attainment

- FullSpeed CarClicks produced **5,317 VDPs**, surpassing Google Organic (**1,670**) and Direct (**1,546**), and ranked top-3 overall in VDPs across all sources.
- FullSpeed CarClicks exceeded its VDP goal at **127.2%**, outpacing Google Ads (**80.8%**), Google Organic (**71.1%**), and Direct (**72.3%**).

## Shopper acquisition and new shoppers

- FullSpeed CarClicks delivered **3,108 shoppers**, outpacing Google Organic (**1,518**) and Direct (**1,165**).
- New shopper mix: **94%+** from FullSpeed CarClicks, ahead of Google Organic (**92.0%**) and Direct (**92.2%**) and competitive with major paid channels.

## Engagement efficiency

- FullSpeed CarClicks's VDPs-per-session efficiency was strong at approximately **1.27 VDPs per session**, outperforming Google Ads (**~0.81**), Google Organic (**~0.71**), and Direct (**~0.72**).
- FullSpeed CarClicks ranked top-3 in total sessions among major sources while maintaining a high concentration of VDP outcomes relative to its session volume.

# Top Performing Vehicles

The following vehicles left inventory and were heavily influenced by FullSpeed CarClicks traffic (high FullSpeed CarClicks share and double-digit FullSpeed CarClicks VDPs):

1	2025 Nissan Titan <b>VIN:</b> 1N6AA1E51HN525706 <b>FullSpeed CarClicks VDPs:</b> 70 (94.6%) <b>Days in Stock:</b> 33
2	2025 GMC Sierra 1500 <b>VIN:</b> 1GTU9EET5LZ276343 <b>FullSpeed CarClicks VDPs:</b> 47 (87.0%) <b>Days in Stock:</b> 30
3	2025 GMC Sierra 3500HD <b>VIN:</b> 1GT424C82EF100285 <b>FullSpeed CarClicks VDPs:</b> 41 (57.7%) <b>Days in Stock:</b> 45
4	2025 GMC Yukon <b>VIN:</b> 1GKS2DKL9PR500203 <b>FullSpeed CarClicks VDPs:</b> 34 (56.7%) <b>Days in Stock:</b> 83
5	2025 GMC Sierra 3500HD <b>VIN:</b> 1GT49TEY5RF243661 <b>FullSpeed CarClicks VDPs:</b> 33 (70.2%) <b>Days in Stock:</b> 30

# Engagement Highlights

## Scale with quality

- FullSpeed CarClicks ranked top-3 for both sessions and VDPs, pairing meaningful traffic with strong VDP concentration.
- VDP density per session was efficient at **~1.27 VDPs/session**, ahead of Organic and Direct and stronger than Google Ads.

## New audience engine

- FullSpeed CarClicks consistently brought in a high share of first-time shoppers: **~94% new shoppers**, reinforcing its role in expanding the funnel.

## Cost efficiency at scale

- With **\$0.75 cost per VDP** and **\$1.36 cost per new shopper**, FullSpeed CarClicks combined budget efficiency with outcome volume, culminating in **127%** of VDP goal achieved.