

DECEMBER 2025

# FullSpeed Marketing Monthly Performance Summary

Budget: \$14,000

# Outstanding Performance Metrics

FullSpeed Marketing delivered exceptional results in December 2025, demonstrating remarkable efficiency and scale. The campaign generated 21,144 vehicle detail page views at an exceptionally efficient \$0.66 cost per VDP, well under the \$1.00 benchmark. This performance was achieved while maintaining high engagement quality and driving substantial new audience acquisition.

The campaign drove 12,724 total shoppers with an impressive 97% new-shopper rate, bringing 12,359 new shoppers. This represents a powerful net-new audience engine that expanded the dealership's reach significantly. With 14,858 shopper sessions delivered at a \$0.94 cost per session and \$1.13 cost per new shopper, FullSpeed Marketing demonstrated strong cost efficiency across all key metrics.

The sales impact was substantial, with a 54.2% assist close rate and 39 assisted sales on units that left inventory during the period. Most notably, FullSpeed Marketing exceeded the VDP goal by achieving 142.3% of the target, showcasing the campaign's ability to drive meaningful vehicle interest and engagement at scale.

21K

Vehicle Detail Pages

At \$0.66 cost per VDP

97%

New Shoppers

12,359 net-new audience  
members

142%

Goal Achievement

Exceeded VDP target  
significantly

54%

Assist Close Rate

39 assisted sales on sold  
units

# Shopper Acquisition Excellence

FullSpeed Marketing demonstrated superior shopper acquisition efficiency compared to other major traffic sources. The platform converted sessions to shoppers at approximately 86% (12,724 shoppers from 14,858 sessions), significantly outperforming Google Ads at 78%, Direct traffic at 78%, Facebook Ads at 65%, and Google Organic at 60%. This exceptional conversion rate indicates that FullSpeed Marketing traffic arrives with high intent and strong purchase consideration.

In terms of new shopper acquisition, FullSpeed Marketing delivered 12,359 new shoppers representing 97% of total shoppers—a higher new-shopper rate than Google Ads at 92% and substantially higher than Google Organic at 76%. While Google Ads delivered the highest total volume of new shoppers across all sources, FullSpeed Marketing ranked second in total new shoppers, demonstrating its effectiveness as a net-new audience acquisition channel.

This performance is particularly impressive given the cost efficiency achieved. At \$1.13 per new shopper, FullSpeed Marketing provides a scalable, efficient method to expand their customer base with high-quality prospects who demonstrate strong engagement behaviors once they arrive on the dealership's website.

## Session to Shopper Conversion

**86%** conversion rate

- Outperformed Google Ads (78%)
- Beat Direct traffic (78%)
- Exceeded Facebook Ads (65%)
- Surpassed Google Organic (60%)

## New Shopper Acquisition

**97%** new shopper rate

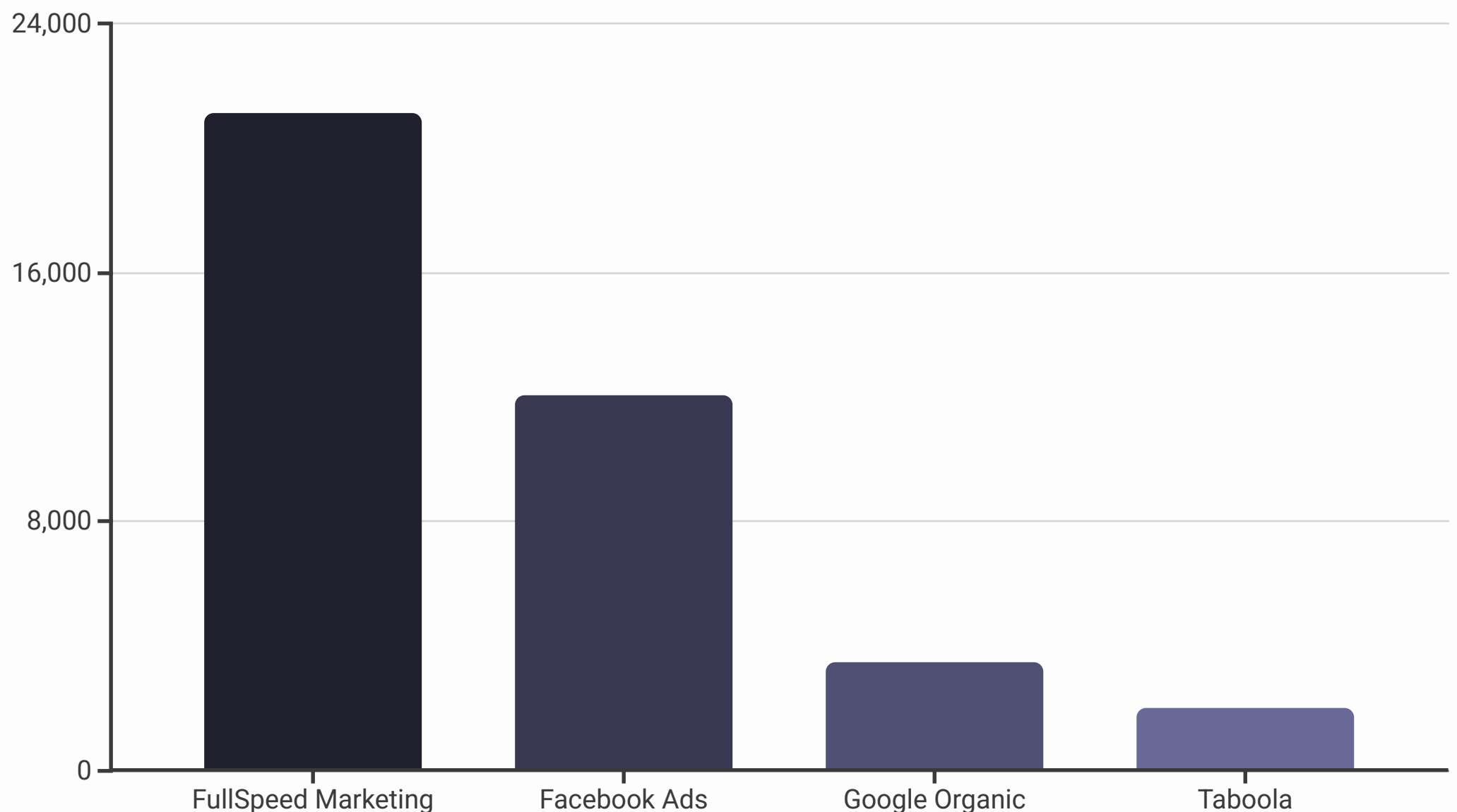
- 12,359 new shoppers delivered
- Higher rate than Google Ads (92%)
- Significantly above Google Organic (76%)
- Second-highest total new shoppers

# VDP Efficiency and Scale Leadership

FullSpeed Marketing produced 21,144 vehicle detail page views, demonstrating exceptional scale that outperformed multiple major traffic sources. This VDP volume significantly exceeded Google Organic at 3,461 VDPs, Facebook advertising at 12,021 VDPs, and Taboola at 1,991 VDPs. Only Google Ads delivered higher total VDP volume, positioning FullSpeed Marketing as the second-largest VDP driver during December.

Beyond raw volume, FullSpeed Marketing achieved superior VDP efficiency with 1.42 VDPs per session. This metric indicates that shoppers arriving through FullSpeed Marketing viewed an average of 1.42 vehicle detail pages during their visit, demonstrating active shopping behavior and strong interest in the inventory. This efficiency rate was stronger than Google Ads at 1.13 VDPs per session, comparable to Google Organic at 1.40, and dramatically higher than Taboola at just 0.13 VDPs per session.

The combination of high volume and strong efficiency creates a powerful multiplier effect. FullSpeed Marketing not only brings substantial traffic to the website but ensures that traffic engages deeply with vehicle listings. This behavior pattern indicates shoppers are actively comparing vehicles and conducting serious research, which correlates strongly with purchase intent and eventual conversion to sales.

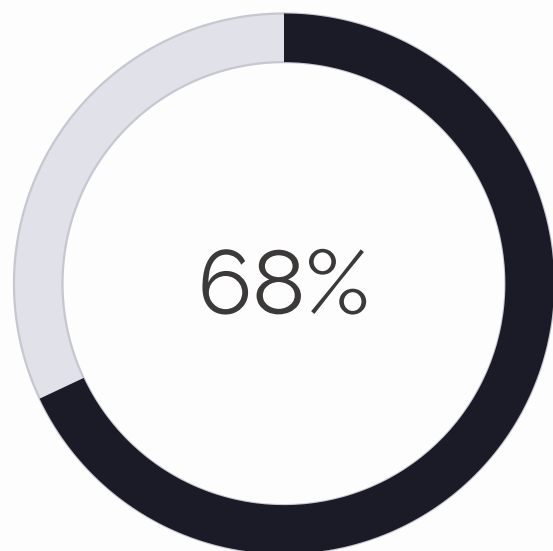


# Superior Engagement Quality

FullSpeed Marketing delivered an engagement rate of 68.41%, significantly higher than Direct traffic at 52.29%, Facebook Ads at 60.97%, and Taboola at 48.91%. This engagement rate measures the percentage of sessions where users actively interacted with the website content, indicating genuine interest rather than passive browsing. The high engagement rate demonstrates that FullSpeed Marketing attracts qualified shoppers who arrive with clear intent to research vehicles.

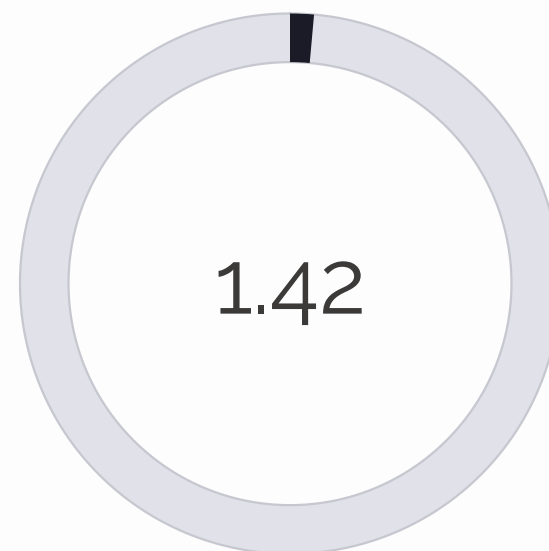
Average session duration provides additional evidence of quality engagement. FullSpeed Marketing sessions lasted an average of 3 minutes and 41 seconds, substantially longer than Facebook Ads at 1 minute and 44 seconds, and exceeding Taboola at 2 minutes and 45 seconds. Longer session durations correlate with deeper research behavior, as shoppers take time to review vehicle specifications, view photos, compare options, and consider their purchase decisions.

These engagement metrics are particularly valuable because they indicate that FullSpeed Marketing traffic consists of serious shoppers rather than casual browsers. When combined with the high VDP efficiency and strong conversion to key events, the engagement quality metrics paint a picture of a traffic source that delivers prospects who are actively in-market for RV purchases and conducting meaningful research on the dealership's inventory.



Engagement Rate

Higher than Direct, Facebook Ads, and Taboola



VDPs Per Session

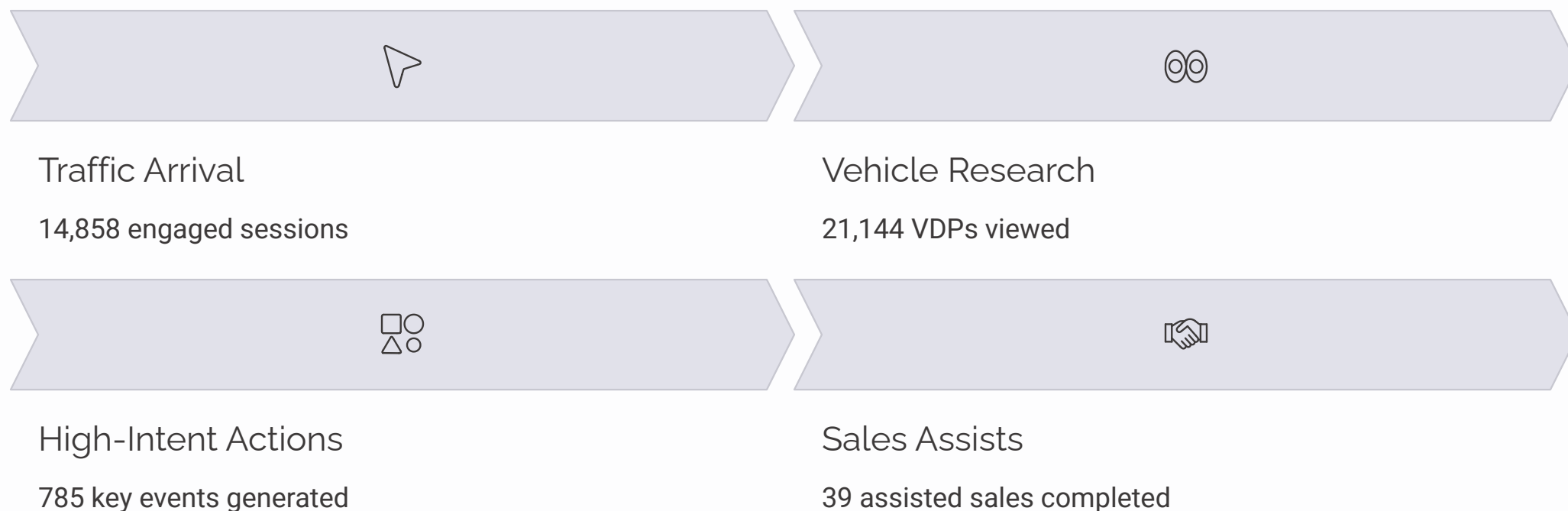
Strong vehicle research behavior

# High-Intent Actions and Conversions

FullSpeed Marketing delivered 785 key events during December, ranking second only to Google Ads among all traffic sources and substantially exceeding Direct traffic at 311 events, Google Organic at 154 events, and Facebook advertising at 92 events. Key events represent high-value actions that indicate strong purchase intent, such as form submissions, contact requests, financing inquiries, and other conversion-oriented behaviors that move shoppers closer to a purchase decision.

The volume of key events relative to session volume demonstrates FullSpeed Marketing's ability to attract shoppers who are ready to take action. With 785 key events from 14,858 sessions, approximately 5.3% of sessions resulted in a high-intent action. This conversion rate indicates that FullSpeed Marketing traffic includes a significant proportion of shoppers who are advanced in their purchase journey and prepared to engage directly with the dealership.

These key events translate directly to sales opportunities. Each key event represents a potential customer who has expressed explicit interest in moving forward, whether through requesting more information, scheduling a visit, applying for financing, or taking other actions that indicate serious purchase consideration. The 785 key events generated by FullSpeed Marketing provide the dealership's sales team with a substantial pipeline of qualified leads to pursue and convert into sales.



# Top Performing Vehicles

FullSpeed Marketing played a crucial role in driving demand for specific vehicles that left the inventory during December. The following units demonstrate high FullSpeed Marketing VDP share, indicating that FullSpeed Marketing traffic was a primary driver of interest and contributed significantly to sales. These examples illustrate how FullSpeed Marketing's targeted approach connects interested shoppers with specific inventory, accelerating time-to-sale and reducing days in stock.

1	2025 Keystone Cougar <b>VIN:</b> 4YDFCGL2XTV503305 <b>Days in Stock:</b> 36 days <b>FullSpeed Marketing VDPs:</b> 552 <b>FullSpeed Marketing VDP Share:</b> 70.6%
2	2025 Keystone Cougar <b>VIN:</b> 4YDTCGM27TV502887 <b>Days in Stock:</b> 48 days <b>FullSpeed Marketing VDPs:</b> 167 <b>FullSpeed Marketing VDP Share:</b> 67.9%
3	2025 Keystone Impact <b>VIN:</b> 4YDT1PN21TW815187 <b>Days in Stock:</b> 114 days <b>FullSpeed Marketing VDPs:</b> 202 <b>FullSpeed Marketing VDP Share:</b> 60.8%
4	2025 Keystone Impact <b>VIN:</b> 4YDT1PN26TW815105 <b>Days in Stock:</b> 115 days <b>FullSpeed Marketing VDPs:</b> 118 <b>FullSpeed Marketing VDP Share:</b> 56.7%
5	2025 Mercedes-Benz Sprinter <b>VIN:</b> W1X8E33Y2NN197108 <b>Days in Stock:</b> 407 days <b>FullSpeed Marketing VDPs:</b> 52 <b>FullSpeed Marketing VDP Share:</b> 57.8%

# Form and Lead Intent Signals

FullSpeed Marketing-specific Google Analytics 4 events reveal strong form and lead intent from shoppers arriving through the platform. The campaign generated 608 VDP form open events and 606 form engagement events, demonstrating consistent interest in taking action directly from vehicle detail pages. These metrics indicate that FullSpeed Marketing shoppers don't just browse—they actively seek to connect with the sales team.

Form interactions represent critical conversion moments where shoppers transition from passive research to active engagement. When a shopper opens a contact form or begins filling out information, they're signaling serious purchase intent and readiness to communicate with the dealership. The high volume of form-related events from FullSpeed Marketing traffic indicates that the platform attracts shoppers who are prepared to take the next step in their buying journey.

These form engagement metrics complement the broader key events data, providing specific insight into how FullSpeed Marketing shoppers prefer to engage. The consistency between form opens (608) and form engagements (606) suggests that nearly all shoppers who open forms proceed to interact with them, indicating genuine intent rather than accidental clicks. This behavior pattern demonstrates the quality and purchase-readiness of FullSpeed Marketing's audience.



VDP Form Opens

**608 events**

Shoppers initiating contact from vehicle pages



Form Engagement

**606 events**

Active completion of contact forms

# Deep Vehicle Research Behavior

FullSpeed Marketing shoppers demonstrated exceptional engagement with vehicle content, generating 1,304 media interaction events and 1,175 specification view events. Media interactions include actions like viewing photo galleries, watching videos, using 360-degree viewers, and engaging with other visual content that helps shoppers evaluate vehicles remotely. The high volume of media interactions indicates that FullSpeed Marketing attracts shoppers who want to thoroughly examine vehicles before making contact or visiting the dealership.

Specification views represent another critical research behavior, as shoppers review detailed technical information, features, dimensions, and capabilities of vehicles they're considering. With 1,175 specification view events, FullSpeed Marketing shoppers are clearly conducting comprehensive research and comparing options carefully. This behavior pattern is characteristic of serious buyers who are narrowing their choices and preparing to make informed purchase decisions.

Additionally, FullSpeed Marketing generated 840 search results view events, indicating active on-site shopping behavior where shoppers browse inventory, refine search criteria, and explore multiple vehicles. This combination of deep research actions—media interactions, specification reviews, and inventory browsing—demonstrates that FullSpeed Marketing delivers shoppers who are genuinely in-market and conducting the thorough research that precedes RV purchases. The scale of these engagement actions, combined with the high VDP volume and strong conversion to key events, reinforces FullSpeed Marketing's position as a top-tier traffic source.



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## Media Interaction

1,304 events—viewing photos, videos, and visual content



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## Specification Views

1,175 events—reviewing detailed vehicle information



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## Search Results Views

840 events—active inventory browsing and comparison

# Strategic Value and Recommendations

FullSpeed Marketing has established itself as a critical component of the digital marketing strategy, delivering exceptional performance across all key metrics. The platform's ability to generate high-volume, high-quality traffic at efficient costs—combined with superior engagement rates, strong VDP efficiency, and meaningful conversion to key events—demonstrates clear strategic value. With 21,144 VDPs at \$0.66 per VDP, 12,359 new shoppers at \$1.13 per new shopper, and 785 key events driving 39 assisted sales, FullSpeed Marketing provides measurable ROI and contributes significantly to the dealership's sales success.

The comparative performance analysis reveals that FullSpeed Marketing outperforms or competes favorably with major traffic sources across multiple dimensions. Its 86% session-to-shopper conversion rate, 68.41% engagement rate, 1.42 VDPs per session, and 97% new-shopper rate position it as a top-tier acquisition channel. The platform's second-place ranking in both total VDP volume and key events generated—trailing only Google Ads—demonstrates its scale and effectiveness at driving meaningful business outcomes.

Based on December's outstanding performance, the dealership should consider maintaining or increasing investment in FullSpeed Marketing. The platform's efficiency metrics suggest room for scaling without sacrificing quality, and its strong performance on specific vehicle sales indicates potential for strategic inventory promotion. Continued partnership with FullSpeed Marketing, combined with ongoing optimization and potential budget expansion, positions the dealership to sustain strong traffic acquisition, lead generation, and sales performance in future months.

## Proven Efficiency

\$0.66 per VDP and \$1.13 per new shopper—well below industry benchmarks

## Competitive Advantage

Outperforms major sources in conversion, engagement, and VDP efficiency

## Scalable Growth

Strong performance metrics indicate opportunity for increased investment