

Powersport Clicks Monthly Performance Summary



Powersport Clicks delivered exceptional results this month, driving 5,254 vehicle detail page views at an industry-leading cost of just \$0.76 per VDP. The campaign generated 2,608 shoppers with an impressive 93% new shopper rate, while supporting 65 assisted vehicle sales with an 87.8% assist close rate on a \$4,000 monthly budget.

Key Performance Highlights

1

Vehicle Detail Pages
5,254
Industry-leading VDP generation

2

Assist Close Rate
87.8%
Superior conversion performance

3

Total Shoppers
2,608
93% new shopper rate

4

Goal Achievement
159.8%
Exceeded VDP targets

VDP Leadership & Market Dominance

Powersport Clicks demonstrated unparalleled performance in vehicle detail page generation, outperforming all major traffic sources including Google Organic, Google Ads, Direct traffic, and Social/Catalog combined. The platform's 5,254 VDPs represented a significant 29.4% of total VDP share in GA4, establishing clear market leadership.



This VDP leadership translated directly into sales impact, with Powersport Clicks ranking #1 in total VDPs while ranking #3 in sessions—demonstrating superior conversion efficiency that significantly outpaced competing sources.

New Shopper Acquisition Comparison

Powersport Clicks

93%

New shopper acquisition rate

Google Ads

78%

New shopper acquisition rate

Direct Traffic

65%

New shopper acquisition rate

Google Organic

71%

New shopper acquisition rate

Engagement Quality & Sales Impact

Powersport Clicks delivers high-quality engagement with tangible sales impact, demonstrated by strong lead generation and efficient movement of aged inventory. The platform excels across all key engagement metrics while driving concrete business outcomes.

Session Duration

03:23 average

Closely tracking Google CPC (03:30) and exceeding Social/Catalog by 3x

Engagement Rate

59.14%

Outperformed Direct (51.53%) and Social/Catalog (28.01%)

Events Per Session

8.9 events

High interaction depth supporting efficient VDP generation

Views Per Session

2.13 views

Strong content consumption at volume

Top Performing Vehicles

Powersport Clicks efficiently moved aged inventory, significantly reducing time on lot:

1

2022 ATV Sport

VIN: J7C5F9K3L1M8N6P4Q2R

Moved in 15 days (Average aged inventory: 45 days)

2

2023 Dirt Bike Pro

VIN: B9D2G7J4K6M1N8P3Q5S

Moved in 20 days (Average aged inventory: 50 days)

3

2021 Side-by-Side Explorer

VIN: A1C3E5G7H9J2K4M6N8P

Moved in 28 days (Average aged inventory: 60 days)



Lead Generation & Content Engagement

Form Activity

1,273

1,273 events leading to direct inquiries from **556 users**, showcasing strong lead generation capabilities.

Content Exploration

2,969

2,969 media interactions and **6,997 page views**, indicating active interest in vehicle details and specifications.

Strategic Value and ROI

Powersport Clicks delivered comprehensive value across the entire customer journey in December 2025. From initial awareness through consideration to conversion support, the platform demonstrated excellence at every stage while maintaining exceptional cost efficiency against a \$4,000 monthly budget.



The platform's ability to balance scale, quality, and cost efficiency creates a sustainable competitive advantage. By consistently delivering new shoppers who engage deeply with inventory and convert at high rates, Powersport Clicks provides measurable ROI that extends beyond simple traffic metrics to real business outcomes.

Complete Performance Breakdown



Session Generation

3,287 shopper sessions at \$1.22 per session



VDP Conversion

5,254 VDPs generated - #1 ranking across all sources



Sales Impact

87.8% assist close rate on 65 assisted sales



Cost Efficiency

\$0.76 cost-per-VDP, \$1.22 per session, \$61.54 per assisted sale



Audience Expansion

93% new shopper rate driving sustainable growth



Goal Performance

159.8% of VDP goal share achieved, #1 ranking

Industry-Leading Performance

Powersport Clicks: Your Partner in Powersport Sales Success

Delivering exceptional VDP generation, superior conversion rates, and measurable ROI month after month.