

Powersport Clicks Monthly Performance Summary

Harley-Davidson Dealer | Single Month | \$4000 Budget



Outstanding Performance Across All Metrics

PowerSport Clicks delivered exceptional results in August 2025, achieving 7,102 VDPs at a cost-per-VDP of \$0.56—well below the \$1.00 benchmark. The platform reached 175.4% of the VDP goal, leading all channels while maintaining cost efficiency.

7,102

Total VDPs

At \$0.56 cost-per-VDP

175.4%

Goal Achievement

Leading all channels

90%+

New Shoppers

Net-new audience growth

\$0.99

Cost Per Session

Highly efficient traffic

Shopper Acquisition Excellence

Audience Reach

PowerSport Clicks generated 2,399 shoppers and 2,182 new shoppers across 4,049 sessions. With a 90%+ new shopper rate, PowerSport Clicks serves as a powerful audience expansion engine for the dealership.

- 2,399 total shoppers engaged
- 2,182 new shoppers acquired
- 4,049 shopper sessions
- \$0.99 cost per session



Our Advantage Lies in the Data

Home / user / sandbox / Omnitune_0.tsv.gz

Registered User SWID (if logged in)	Timestamp	IP Address	URL
1331799426	2012-03-15 01:17:06	2860005755985467733	4611687631126657821 FAS-2.8-AS3
N 0	99.122.210.248	0 10	http://www.acme.com/SH55126545/VD5517036
4	{7AAB8415-E803-3C5D-7100-E362D7F67CA7}	U en-us,en;q=0.5	516 575 1366 Y
N Y 2 0 304	sbcglobal.net	15/2/2012 4:16:0 4 240 45 41 10002,00	
011,10020,00007	Mozilla/5.0 (Windows; U; Windows NT 6.1; en-US; rv:1.9.2) Gecko/20100115 Firefox/3.6	homestead usa 528 fl	
48 0 2 3 0			WPLG

We acquire data based on LIVE consumer clickstream activity. We own our DSP so there is no waste of impressions or dollars.



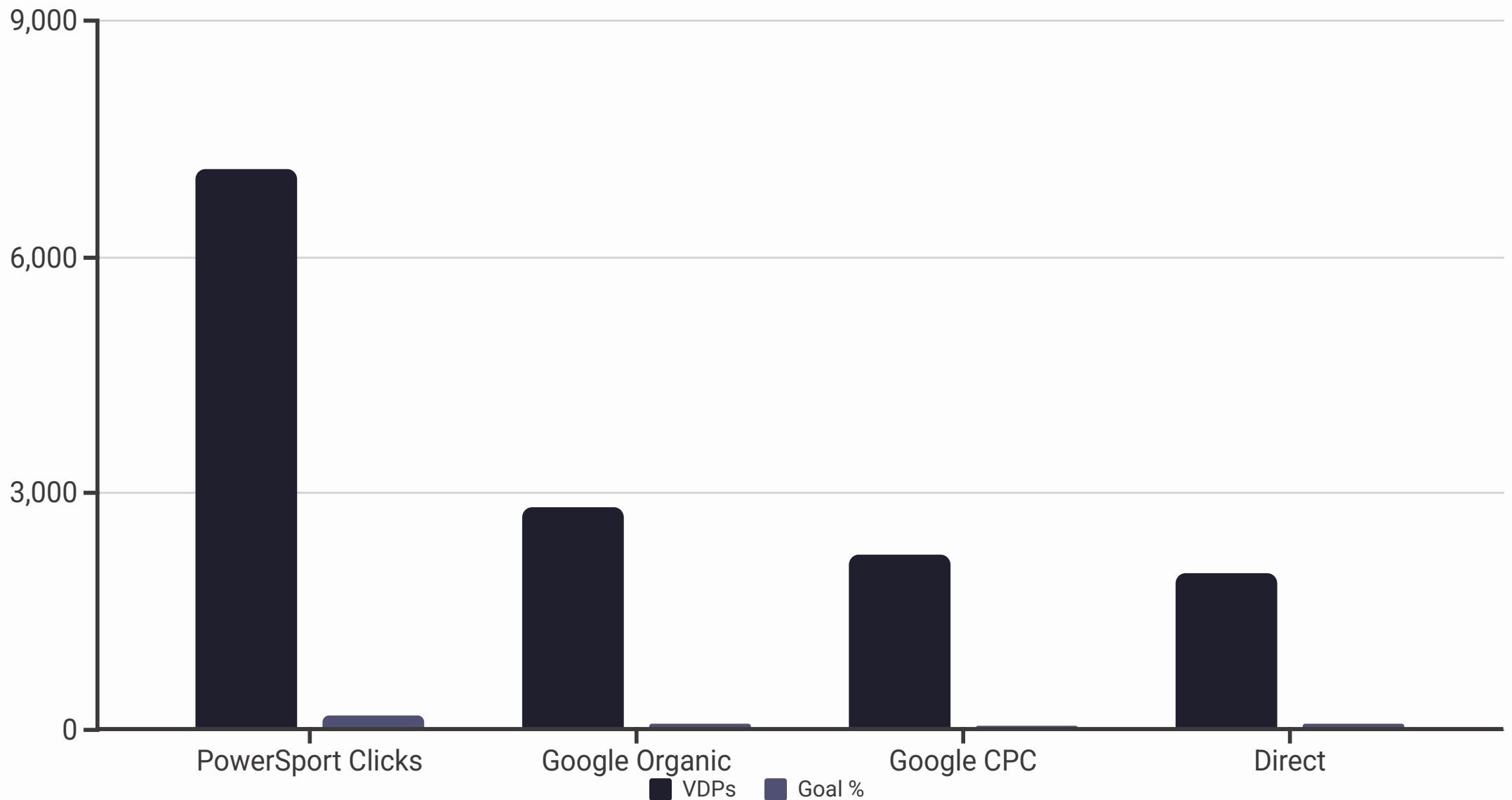
We can validate down to the home address. This is crucial for attribution process. No PPC provider does this for clients.

Last Visit Date	First Visit Date	Address
Jun 10, 2025	Jun 04, 2025	3629 Estate View St, Las Vegas, NV 89129 US
Jun 30, 2025	Jun 08, 2025	15827 Willbriar Ln, Missouri City, TX 77489 US
Jun 25, 2025	Jun 17, 2025	4011 Lake Athens Ct, Richmond, TX 77406 US
Jun 09, 2025	Jun 04, 2025	14223 Withersdale Dr, Houston, TX 77077 US
Jun 13, 2025	Jun 10, 2025	24419 Silverton Valley Ln, Katy, TX 77494 US
Jun 07, 2025	Jun 07, 2025	1127 Thistlemeade Dr, Houston, TX 77094 US
Jun 24, 2025	Jun 16, 2025	23303 Leaf Ridge Dr, Katy, TX 77494 US
Jun 09, 2025	Jun 03, 2025	1832 Monopoli Path, Leander, TX 78641 US
Jun 09, 2025	Jun 08, 2025	27810 Ramble Rock Ct, Katy, TX 77494 US
Jun 11, 2025	Jun 11, 2025	4306 Hazepoint Dr, Katy, TX 77494 US

Each month we match sales to households. Zero gray area, just ROAS.

PowerSport Clicks Dominates VDP Performance

PowerSport Clicks ranked #1 in VDPs with 7,102 (47.3% of site VDPs), significantly ahead of Google Organic (2,827), Google CPC (2,229), and Direct (1,970). PowerSport Clicks achieved 175.4% of its VDP goal, outperforming all other major traffic sources.





Superior Efficiency Metrics

PowerSport Clicks demonstrated exceptional efficiency, generating 1.75 VDPs per session and nearly 3.0 VDPs per shopper—far exceeding Google Organic (0.70 VDPs/session, ~1.1 VDPs/shopper) and Google CPC (0.70 VDPs/session, ~1.1 VDPs/shopper).

VDP Yield

1.75 VDPs per session

Higher than Google Organic (0.70), Google CPC (0.70), and Direct (0.49)

Shopper Efficiency

3.0 VDPs per shopper

Leading efficiency across all major traffic sources

New Audience

91% new shoppers

2,182 net-new shoppers, exceeding Google Organic (84.5%) and Google CPC (81.7%)



Engagement Quality Leads the Pack



Session Duration Excellence

PowerSport Clicks's average session duration of 03:15 matched Direct (03:14) while driving the top VDP volume. This extended engagement time indicates that PowerSport Clicks traffic consists of highly interested, qualified shoppers who are actively exploring inventory and considering purchases.



New Shoppers

91%

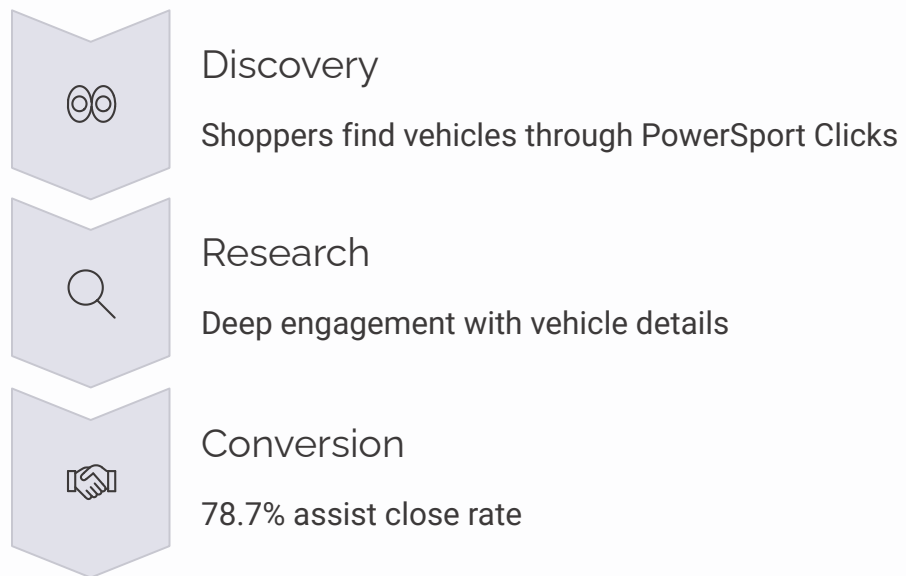


VDPs/Session

1.75

Assisted Sales Impact

PowerSport Clicks's influence extends beyond direct attribution, with an impressive 78.7% assist close rate across 37 assisted sales on 47 left-inventory units. At \$108.11 cost per assist, PowerSport Clicks reinforces its critical role in moving inventory and supporting the sales process.



Top Performing Vehicles

Five units left inventory with PowerSport Clicks driving the majority of VDP interest. All units met key criteria: left inventory, >50% PowerSport Clicks VDP share, >10 PowerSport Clicks VDPs, and >10 days in stock.

1

2025 Harley-Davidson Road Glide

VIN: 1HD1KH719SB622209

88 PowerSport Clicks VDPs (93.6%) | 86 days in stock

2

2025 HARLEY-DAVIDSON Street Glide

VIN: 1HD1KB718RB631989

76 PowerSport Clicks VDPs (85.4%) | 506 days in stock

3

2025 BMW K 1200 S

VIN: WB10557A02ZG36168

73 PowerSport Clicks VDPs (62.9%) | 31 days in stock

4

2025 HARLEY-DAVIDSON Pan America

VIN: 1HD1ZGS13RB959580

47 PowerSport Clicks VDPs (94.0%) | 125 days in stock

5

2025 HARLEY-DAVIDSON XL1200NS / Iron 1200

VIN: 1HD1LP311KC411741

49 PowerSport Clicks VDPs (65.3%) | 27 days in stock

Deep Engagement Signals High Intent

PowerSport Clicks traffic demonstrated exceptional engagement with high-intent form activity and deep vehicle content exploration, indicating serious purchase consideration.



Form Engagement

114 click-to-call events from 50 users and 88 form engagements from 21 users



Media Interaction

1,820 media interactions (13.2 events/user) and 1,766 VDP image views (13.2 events/user)



Sustained Activity

Average session duration 03:15, 1.94 views per session, and 6.0 events per session

Key Takeaways



Market Leader

PowerSport Clicks ranked #1 in sessions (4,049) and VDPs (7,102), capturing 47.3% of sitewide VDPs



Efficiency Champion

Leading VDP efficiency at 1.75 VDPs per session and 3.0 VDPs per shopper, outpacing all major traffic sources



Audience Engine

91% new shoppers (2,182 net-new), expanding dealership reach while maintaining efficient costs and strong VDP production

