

ProductClicks Monthly Performance Summary

DEC 2025

HVAC CLIENT

BUDGET: \$5,000

ProductClicks delivered exceptional results in December, demonstrating industry-leading efficiency and scale across all key performance metrics. With 8,368 product detail page views achieved at just \$0.60 per PDP, the channel significantly outperformed competing traffic sources while maintaining outstanding cost efficiency throughout the entire customer journey.

Executive Summary: Outstanding Performance at Scale

ProductClicks established itself as the dominant traffic source for Our Client, delivering results that significantly exceeded industry benchmarks. The channel generated 5,022 shoppers through 5,670 shopper sessions, with an impressive 4,780 classified as new shoppers—representing a 95% new shopper rate that demonstrates exceptional audience expansion capabilities.

Cost efficiency metrics reveal the true power of ProductClicks' performance. At \$1.00 cost per shopper, \$1.05 cost per new shopper, and \$0.88 cost per shopper session, the channel delivered premium traffic at highly accessible price points. Most notably, ProductClicks contributed 45.6% of all PDP views across all traffic sources combined, establishing clear market leadership in driving high-intent inventorybrowsing activity.

8,368

Product Detail Pages

At industry-leading \$0.60 cost-per-PDP

5,022

Total Shoppers

Strong acquisition scale

95%

New Shoppers

Net-new audience expansion

45.6%

PDP Share

Market-leading dominance



Competitive Channel Analysis: ProductClicks vs. Major Sources

When compared against other major traffic sources including Google Ads, Direct traffic, and Google Organic search, ProductClicks demonstrated clear superiority across virtually every meaningful metric. This comprehensive competitive analysis reveals why ProductClicks deserves premium budget allocation consideration.

Product Detail Page Leadership

ProductClicks generated 8,366-8,368 PDPs, approximately 3x the volume of the nearest competitor. Direct traffic contributed 2,862 PDPs, Google Ads delivered 2,842, and Google Organic produced 2,708. This represents market-dominating performance that no single alternative source can match.

Shopper Acquisition Superiority

With 5,020 shoppers acquired, ProductClicks outperformed Google Ads (1,588 shoppers), Direct traffic (1,392 shoppers), and Google Organic (990 shoppers) by substantial margins. This 3-4x advantage in shopper volume demonstrates unmatched audience reach capabilities.

ProductClicks

8,368 PDPs

5,020 shoppers

4,778 new shoppers

Clear #1 across all core metrics

Google Ads

2,842 PDPs

1,588 shoppers

1,544 new shoppers (97%)

Strong but significantly smaller scale

Direct Traffic

2,862 PDPs

1,392 shoppers

1,386 new shoppers (99.6%)

High quality, limited volume

Google Organic

2,708 PDPs

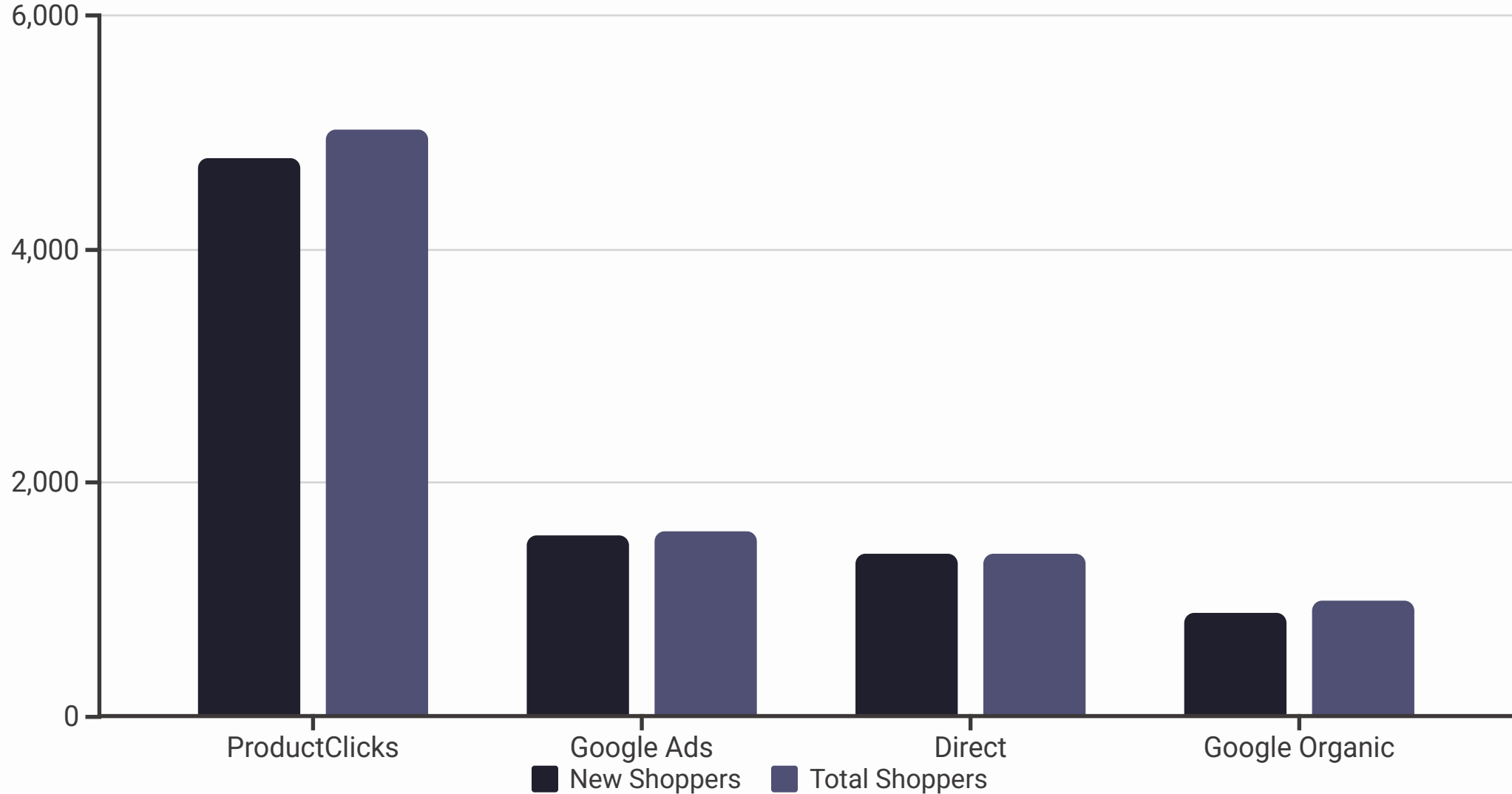
990 shoppers

888 new shoppers (89.7%)

Lowest volume of major sources

New Shopper Acquisition: Audience Expansion Excellence

ProductClicks excelled not only in total volume but in delivering net-new audience members to Our Client. With 4,778 new shoppers representing 95% of total traffic, ProductClicks demonstrated exceptional capability in expanding market reach beyond existing customer bases. This new shopper percentage rivals the best-in-class performance of Direct traffic (99.6% new) and Google Ads (97% new), while delivering approximately 3x the absolute volume of new shoppers compared to these alternative sources.



The strategic importance of new shopper acquisition cannot be overstated in competitive automotive markets. New shoppers represent untapped revenue potential and opportunities to expand market share beyond traditional customer bases. ProductClicks' ability to deliver both exceptional new shopper percentages and unprecedented absolute volume positions it as the premier channel for audience growth strategies.

Cost Efficiency Analysis: Premium Performance at Accessible Rates

Beyond volume metrics, ProductClicks demonstrated remarkable cost efficiency across the entire customer acquisition funnel. The \$0.60 cost-per-PDP represents industry-leading efficiency for high-intent product browsing activity, while downstream metrics reveal consistent value throughout the shopper journey.



Cost per PDP

Industry-leading efficiency for product detail page views



Cost per Shopper

Accessible acquisition costs for quality traffic



Cost per New Shopper

Minimal premium for net-new audience members



Cost per Session

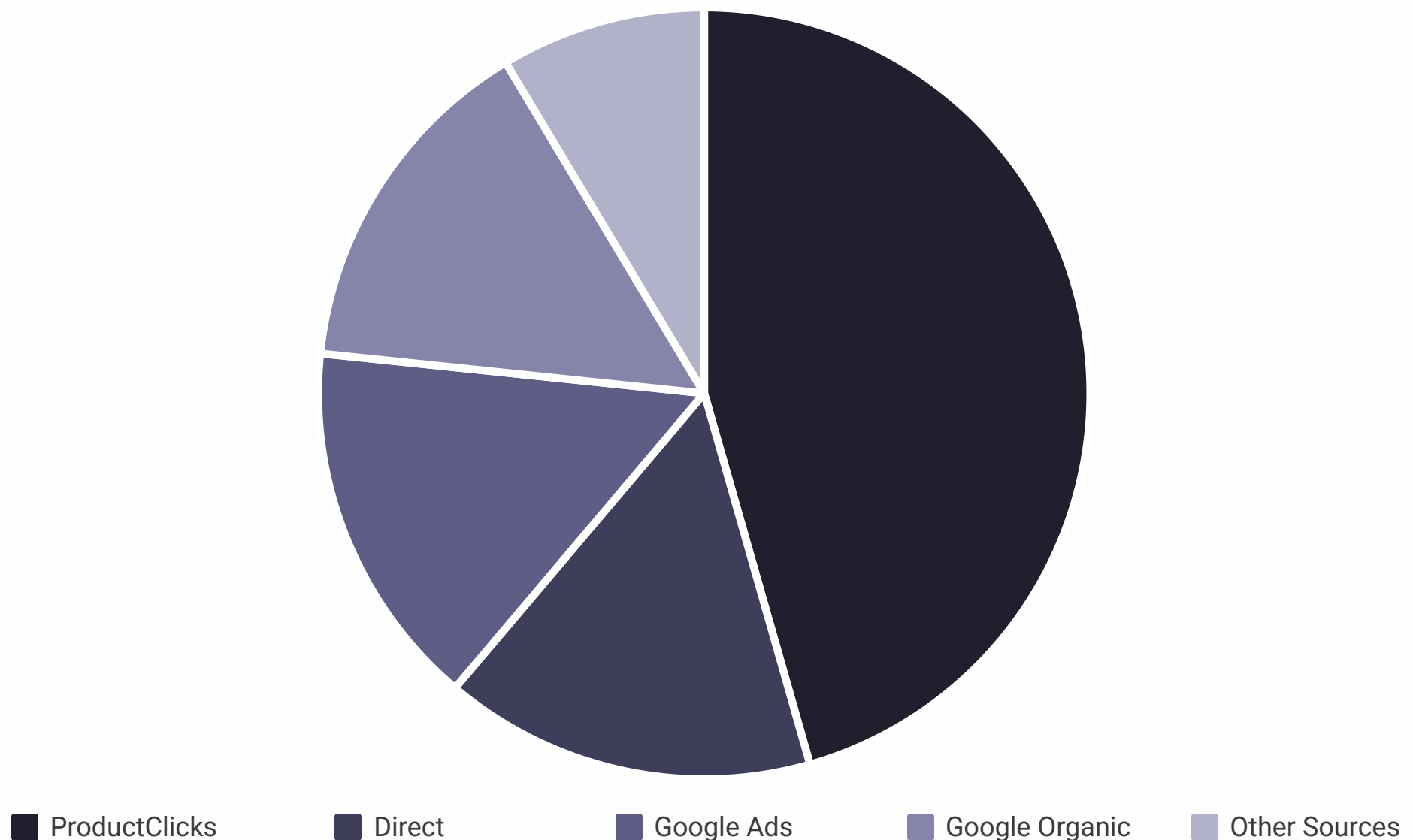
Maximum efficiency for engaged browsing sessions

The minimal spread between cost-per-shopper (\$1.00) and cost-per-new-shopper (\$1.05) is particularly noteworthy. This narrow differential indicates that ProductClicks delivers new audience members at virtually the same cost as overall traffic, eliminating the premium typically associated with new customer acquisition. Combined with the \$0.88 cost-per-session, these metrics demonstrate that ProductClicks traffic maintains engagement and browsing depth without requiring disproportionate investment.

From a budget allocation perspective, these efficiency metrics suggest that incremental dollars invested in ProductClicks will continue generating high-value traffic at predictable, sustainable rates. The combination of scale, new audience reach, and cost efficiency creates a compelling case for expanded investment in this channel.

Market Share Dominance: 45.6% of All Product Detail Pages

Perhaps the most striking indicator of ProductClicks' performance is its capture of 45.6% of all PDP views across all traffic sources combined. This near-majority market share positions ProductClicks as the single most important driver of high-intent inventory browsing activity for Our Client. No other individual source comes remotely close to this level of contribution.



This market share dominance carries strategic implications for budget planning and channel investment decisions. When a single source contributes nearly half of all high-intent browsing activity, it becomes essential infrastructure rather than optional supplemental traffic. ProductClicks has evolved from being one channel among many to being the foundational traffic driver that supports overall dealership digital performance.

Risk management considerations also favor ProductClicks' dominant position. Diversification across multiple smaller sources creates complexity and unpredictability, while consolidating investment in a proven, high-performing channel like ProductClicks provides stability and forecasting confidence. The 45.6% market share demonstrates that ProductClicks can handle substantial volume while maintaining quality and efficiency.

Engagement and Interaction Depth

Volume and efficiency metrics tell only part of the performance story. Engagement analysis reveals that ProductClicks traffic maintains strong interaction quality despite operating at unprecedented scale. With 24,186 total events tracked across all ProductClicks visitors, the channel demonstrates that reach and engagement depth are not mutually exclusive objectives.

1

High-Intent Phone Calls

120 productclicks_click_to_call events demonstrate immediate purchase intent from qualified shoppers actively seeking direct dealership contact.

2

Lead and Contact Requests

40 productclicks_request_contact events represent formal lead submissions and explicit requests for follow-up communication from sales teams.

3

Form Engagement

4 form_start events indicate shoppers beginning the lead submission process, with potential for conversion through form optimization.

4

Sustained On-Site Activity

8,368 page_view events and 1,670 user_engagement events confirm consistent browsing activity and meaningful interaction with dealership content.

The average session duration of 01:26 (one minute, twenty-six seconds) reflects ProductClicks' focus on efficient PDP-at-scale strategy. While some traffic sources may generate longer sessions through broader site exploration, ProductClicks excels at delivering shoppers directly to high-intent inventory browsing with minimal friction. This efficiency translates to higher conversion potential and reduced bounce rates on critical inventory pages.

Session Performance and Views Per Session Efficiency



Session Volume Leadership

ProductClicks ranked #1 among all traffic sources with 5,668 sessions, significantly outpacing the nearest competitors. This session volume advantage, combined with high PDP counts, demonstrates ProductClicks' ability to drive both initial visits and focused browsing behavior.

Views Per Session Metric

At 1.48 views per session, ProductClicks efficiently guides shoppers into product detail pages without requiring extensive site navigation. This metric indicates that ProductClicks traffic arrives with clear intent and rapidly engages with specific inventory rather than conducting broad exploratory browsing.

1

Traffic Arrival

Shopper clicks through from ProductClicks source

2

Immediate Focus

Direct navigation to specific inventory PDPs

3

Engaged Browsing

1.48 PDPs viewed per session on average

4

Conversion Opportunity

High-intent actions: calls, forms, contact requests

The combination of high session volume, strong views-per-session efficiency, and documented high-intent actions creates a complete picture of ProductClicks as a premium traffic source. Shoppers arrive focused, engage meaningfully with inventory, and convert at rates that justify the channel investment.

Strategic Recommendations and Budget Allocation Guidance

Based on the comprehensive performance analysis presented throughout this report, ProductClicks has clearly established itself as the most effective traffic source for Our Client HVAC. The combination of unmatched scale, exceptional cost efficiency, market share dominance, and strong engagement metrics creates a compelling case for prioritizing ProductClicks in future budget allocation decisions.

Maintain Minimum Investment

Preserve the \$5,000 monthly budget baseline to ensure continued access to ProductClicks' proven performance and market leadership position.

Test Incremental Scaling

Consider 20-30% budget increases to test whether ProductClicks can maintain efficiency metrics while expanding reach even further.

Implement Client Tracking

Deploy Client-level attribution to optimize inventory promotion aligned with ProductClicks traffic patterns and shopper preferences.

Monitor Competitive Landscape

Continue tracking ProductClicks performance versus alternative sources to ensure sustained market leadership and justify continued investment.

ProductClicks delivered 8,368 PDPs, 5,022 shoppers, 4,780 new shoppers, and 45.6% market share at a remarkably efficient \$0.60 cost-per-PDP. These results position ProductClicks not as one option among many, but as essential infrastructure for Our Client's digital marketing success. The channel has proven its ability to operate at scale while maintaining quality, efficiency, and engagement—the complete package for automotive traffic acquisition.

Leadership teams evaluating budget allocation for upcoming periods should view ProductClicks as a proven performer worthy of sustained and potentially expanded investment. The results demonstrate that ProductClicks delivers measurable ROI, predictable performance, and market-leading results that directly support dealership sales objectives.

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