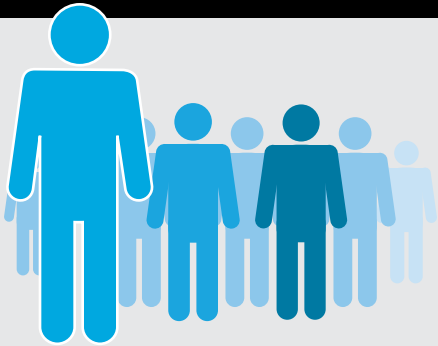


Online Automotive Traffic Benchmarks

How did dealership websites perform last month?



The average number of unique visitors to a dealership website

6,509
 ↑ from last month: 5,196

What did the average visitor do?



They viewed
6.1
 pages

↓ from last month: 6.3



They searched
3.0
 times

↓ from last month: 3.2

They considered

4.1
 vehicles

↓ from last month: 4.3



Vehicle views: New & Pre-Owned



Last Month: New 41.8%, Used 58.1%



1.7%
 of visitors submitted a lead form

↓ from last month: 1.8%

Get an Optimization Conversion Analysis for your dealership. Visit Dataium.com/coa for details

Traffic data is sourced from dealership websites in the Dataium network.