

## NADA GOALS & METRICS ACTIVITY 30 DAYS (JUNE 11, 2024)

### Analytics

Metric	Value
Active users	30,038
New users	27,025
Sessions	50,031
Engaged sessions	24,654
Bounce rate	38.19%
New VDP Views	11,052
Used VDP Views	39,182
Page Views	117,528
Pages per Session	3.92
Average Session Duration	03:04
VDP Views Per Session	1

Note: VDP Views Per Session includes **all sessions across the site**, including service and any other page.

### Top 10 Landing Pages ( number 3 of / is simply our homepage)

<input type="text" value="Search..."/> <span style="float: right;">Rov</span>						
	Page path and screen class <span>▼</span>	<span>+</span>	<span>↓</span> Views <small>100% of total</small>	Users <small>100% of total</small>	Views per user <small>Avg 0%</small>	Average engagement time <small>Avg 0%</small>
1	/used-vehicles/		20,009	3,050	6.56	3m 28s
2	/new-vehicles/		10,806	2,562	4.22	1m 39s
3	/		6,994	4,151	1.68	18s
4	/used-vehicles/used-suvs/		6,827	1,292	5.28	3m 19s
5	/inventory/used-2020-jeep-wrangler-sport-four-wheel-drive-2-door-sport-utility-1c4gjxag2lw233430/		1,768	1,270	1.39	21s
6	/used-vehicles/used-trucks/		1,494	486	3.07	1m 54s
7	/new-vehicles/cx-5/		1,363	298	4.57	2m 32s
8	/used-vehicles/used-cars/		1,193	268	4.45	2m 23s
9	/inventory/used-2021-bmw-4-series-m440i-xdrive-all-wheel-drive-2-door-car-wba13ar07mch12756/		1,157	817	1.42	26s
10	/new-vehicles/lease-200-300/		1,139	429	2.66	33s

## Top 10 Exit Pages (number 4 of / is simply our homepage)

	Page path and screen class	↓ Exits	Entrances	Views
	<b>Totals</b>	<b>48,589</b>	<b>48,589</b>	<b>117,528</b>
1	/used-vehicles/	3,594	2,507	21,208
2	/new-vehicles/	2,132	1,627	11,674
3	/inventory/used-2020-jeep-wrangler-sport-four-wheel-drive-2-door-sport-utility-1c4gjxag2lw233430/	1,607	1,608	1,889
4	/	1,105	5,766	7,444
5	/inventory/used-2021-bmw-4-series-m440i-xdrive-all-wheel-drive-2-door-car-wba13ar07mch12756/	1,039	1,054	1,255
6	/used-vehicles/used-suvs/	944	1,442	7,202
7	/inventory/used-2021-lexus-rx-350-all-wheel-drive-4-door-sport-utility-2t2hzm5mc292724/	848	840	1,061
8	/inventory/used-2017-gmc-sierra-1500-elevation-four-wheel-drive-4-door-pickup-1gtv2lec8hz210762/	718	725	885
9	/inventory/new-2025-mazda-cx-70-mhev-gt-4wd-4-door-sport-utility-jm3kjdhd8s1102591/	677	712	952
10	/inventory/used-2019-subaru-forester-2-5i-all-wheel-drive-4-door-sport-utility-jf2skebc8kh471357/	624	628	905

## Top 10 Bounce Pages

(Not a parameter we use in GA4) Bounce rate is deprioritized in favour of engagement. The least engaged pages are random inventory and nothing specific.

## Devices

Press Enter (Windows)/Return (Mac) to filter the table.		↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events
		30,038 100% of total	27,025 100% of total	24,654 100% of total	49.28% Avg 0%	0.82 Avg 0%	1m 44s Avg 0%	457,093 100% of total
1	mobile	23,795	21,687	17,102	44.97%	0.72	1m 05s	311,477
2	desktop	4,760	4,145	7,138	74.74%	1.50	5m 11s	131,082
3	tablet	1,267	1,193	811	43.74%	0.64	1m 11s	14,534

Device model ▾ +		↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events ▾
		<b>30,038</b> 100% of total	<b>27,025</b> 100% of total	<b>24,654</b> 100% of total	<b>49.28%</b> Avg 0%	<b>0.82</b> Avg 0%	<b>1m 44s</b> Avg 0%	<b>457,093</b> 100% of total
1	iPhone	8,413	8,064	6,546	51.33%	0.78	1m 26s	122,586
2	Chrome	2,347	1,986	3,813	74.4%	1.62	5m 17s	66,067
3	Safari	1,407	1,293	1,431	67.28%	1.02	2m 56s	28,161
4	iPhone 13	1,075	1,052	304	21.04%	0.28	17s	8,467
5	iPhone 14 Pro Max	977	959	289	21%	0.30	23s	8,728
6	iPhone 14	849	820	274	22.2%	0.32	17s	7,226
7	iPhone 11	747	733	227	21.1%	0.30	15s	6,160
8	Edge	685	571	1,495	79.35%	2.18	10m 17s	30,765
9	iPhone 13 Pro Max	685	672	202	21.35%	0.29	14s	5,583
10	(not set)	645	626	647	62.57%	1.00	2m 07s	12,057

## Source Medium by City/Region

Town/City ▾	Session source/medium ▾ ×	↓ Users	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	
		<b>30,038</b> 100% of total	<b>27,025</b> 100% of total	<b>24,654</b> 100% of total	<b>49.28%</b> Avg 0%	<b>0.82</b> Avg 0%	<b>1m 44s</b> Avg 0%	
1	Edmonton	facebook / cpm	8,666	7,663	4,777	34.7%	0.55	29s
2	Edmonton	google / cpc	4,040	3,556	3,391	62.75%	0.84	1m 23s
3	Calgary	facebook / cpm	2,171	1,763	1,019	32.19%	0.47	23s
4	Edmonton	google / organic	1,473	1,088	1,957	79.07%	1.33	3m 41s
5	Calgary	google / cpc	937	744	760	65.07%	0.81	1m 24s
6	Sherwood Park	facebook / cpm	794	676	522	35.85%	0.66	46s
7	Edmonton	(direct) / (none)	642	534	643	58.56%	1.00	2m 28s
8	Calgary	google / organic	589	378	700	78.48%	1.19	2m 39s
9	St. Albert	facebook / cpm	546	493	252	28.77%	0.46	29s
10	Sherwood Park	google / cpc	467	357	744	72.44%	1.59	5m 03s