

CARCLICKS Monthly Performance Summary

CASE STUDY

NORTH ORLANDO LOCATION

APRIL 2026

How a \$4,000 monthly budget delivered exceptional VDP efficiency, net-new shopper growth, and industry-leading engagement metrics at a North Orlando dealership.

Overall Highlights

CARCLICKS delivered standout results in April 2026, exceeding benchmarks across every key performance dimension — from cost efficiency to shopper acquisition and goal attainment.

\$0.86

Cost Per VDP

Well below the \$1.00 efficiency benchmark

4,669

VDPs Driven

Vehicle Detail Page views attributed to CARCLICKS

3,607

Total Shoppers

Including 3,555 net-new shoppers (98.6% new)

122.4%

VDP Goal Attained

CARCLICKS exceeded its VDP target for the month

Cost Efficiency

At **\$0.86 per VDP**, CARCLICKS delivered vehicle page views at or below the \$1.00 industry benchmark — maximizing every dollar of the \$4,000 budget.

Shopper Growth Engine

\$1.13 per new shopper — an exceptionally efficient rate for acquiring in-market buyers who had never previously engaged with the dealership.

Session Quality

Engagement rates reaching **64.94%** and up to **9.4 events per session** signal high-intent shoppers actively exploring inventory.

CARCLICKS vs. Other Sources

When benchmarked against Google CPC, Google Organic, Direct, and Facebook CPC, CARCLICKS consistently led on the metrics that matter most to dealership performance.

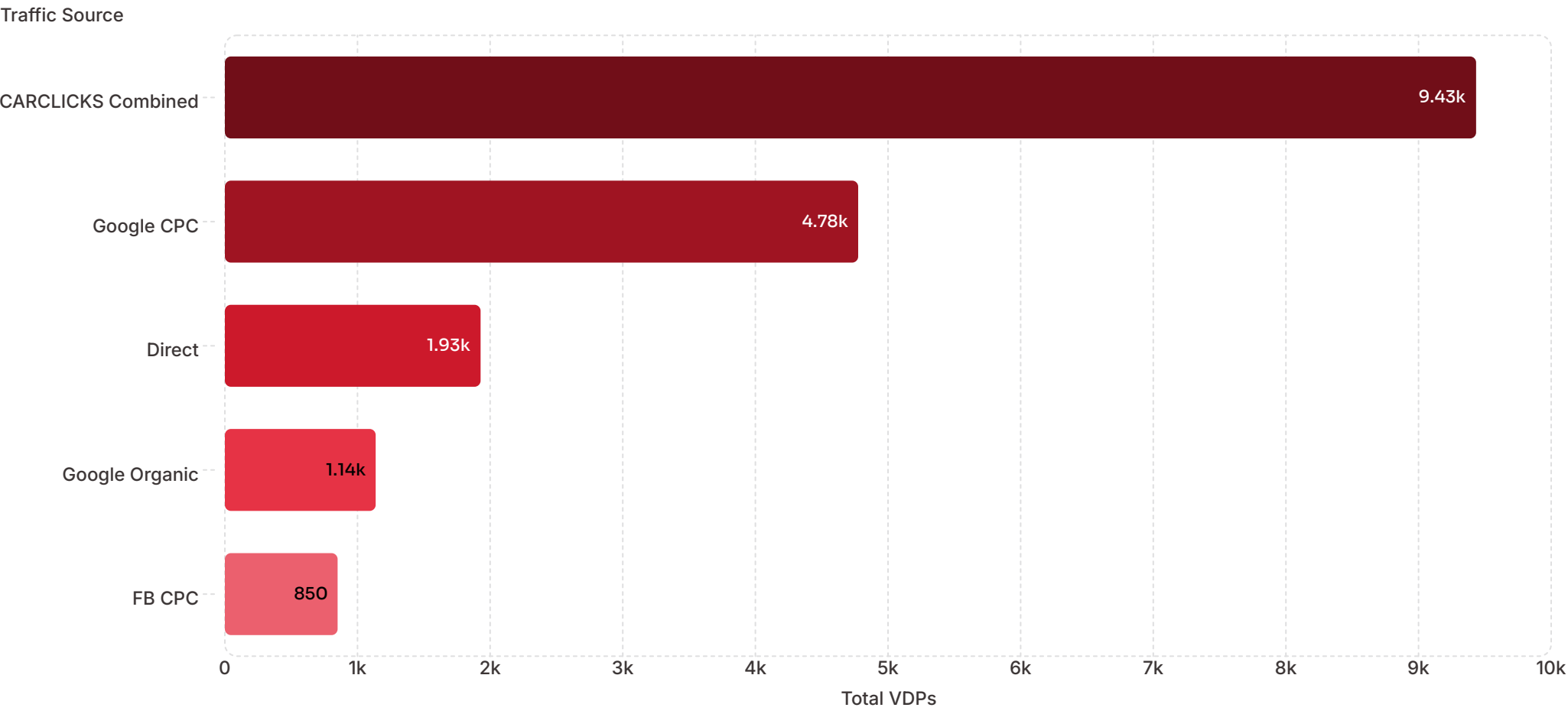
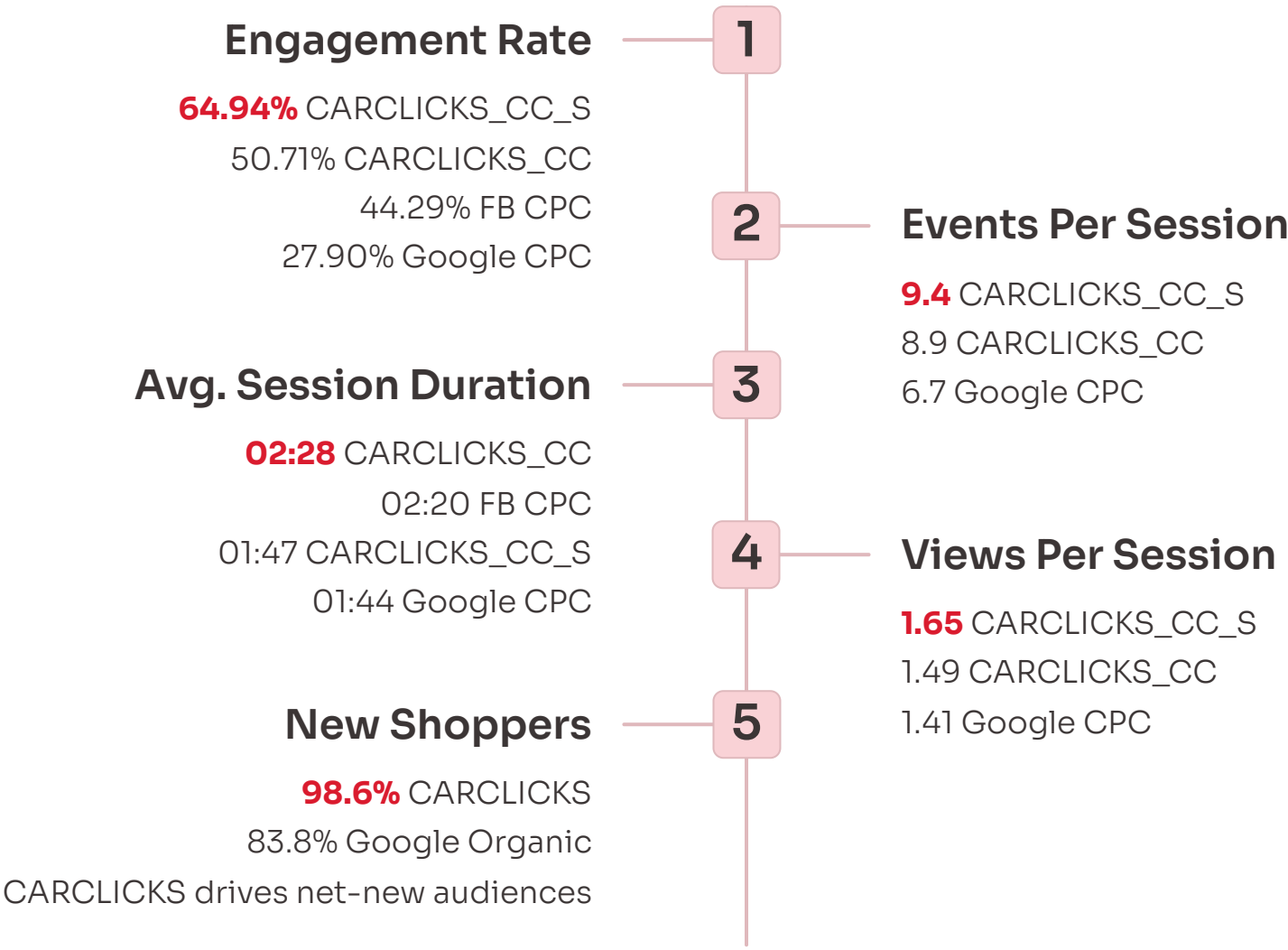
VDP Leadership

Combined CARCLICKS streams delivered **9,434 VDPs** — nearly double Google CPC's 4,775 — and far ahead of Direct (1,928) and Google Organic (1,137).

- CARCLICKS_CC: 4,765 VDPs
- CARCLICKS_CC_S: 4,669 VDPs
- Google CPC: 4,775 VDPs
- Direct: 1,928 VDPs
- Google Organic: 1,137 VDPs

VDPs Per Session Efficiency

CARCLICKS_CC produced **1.37 VDPs per session** (4,765 VDPs on 3,485 sessions), compared to Google CPC's 0.33 VDPs per session (4,775 on 14,296 sessions). CARCLICKS required far fewer sessions to generate the same volume of high-value page views — a clear indicator of stronger shopper intent.



CARCLICKS combined streams generated more than twice the VDPs of Google CPC, the next closest paid channel — at a fraction of the sessions required, demonstrating superior shopper intent and targeting precision.

Top Performing Vehicles

The following vehicles exited inventory during April 2026 and showed notable CARCLICKS influence — measured by the percentage of total VDPs attributed to CARCLICKS traffic. High CARCLICKS VDP share indicates the platform played a meaningful role in driving shopper attention to these units before they sold.



2026 Hyundai Tucson

VIN:
5NMJB3DE8RH384
533 | Days in Stock:
77

40 CARCLICKS
VDPs — 65.6%
share

CARCLICKS drove nearly two-thirds of all vehicle detail page views for this Tucson before it left the lot.



2026 Toyota Camry

VIN:
4T1C11AK8RU8753
44 | Days in Stock:
66

192 CARCLICKS
VDPs — 49.4%
share

The highest raw CARCLICKS VDP count in the cohort — nearly half of all views came from CARCLICKS shoppers.



2026 Ram 1500

VIN:
1C6RR6MT1DS724
415 | Days in Stock:
75

62 CARCLICKS
VDPs — 47.7%
share

Strong CARCLICKS influence on a high-demand truck segment, with nearly half of VDPs sourced from the platform.



2026 Ford Expedition Max

VIN:
1FMJK1K85REA658
20 | Days in Stock:
120

66 CARCLICKS
VDPs — 46.8%
share

Despite 120 days in stock, CARCLICKS maintained consistent shopper attention on this full-size SUV through the month.



2026 Dodge Challenger

VIN:
2C3CDZJGXNH26
3234 | Days in Stock: **41**

42 CARCLICKS
VDPs — 42.0%
share

Sold in just 41 days with CARCLICKS contributing 42% of VDPs — a fast-moving unit with strong platform-driven demand.



Across all five vehicles, CARCLICKS VDP share ranged from 42% to 65.6% — confirming the platform's consistent role in surfacing inventory to in-market buyers before the sale.

Engagement Highlights

Beyond raw traffic numbers, CARCLICKS demonstrated deep, high-quality engagement — shoppers weren't just landing on pages, they were actively exploring inventory, interacting with media, and initiating lead forms.

Form & Lead-Intent Activity

CARCLICKS traffic generated meaningful lead-funnel progression:

- **form_start: 22 events** — shoppers beginning the inquiry process
- **asc_form_engagement: 13 events** — shoppers actively engaging with lead forms

These signals indicate CARCLICKS is not just driving awareness — it is moving shoppers toward conversion.

Rich Media & VDP Interaction Depth

- **CarClicks_vdp_imageviews: 338 events** at 13.5 per user — deep photo exploration on vehicle pages
- **asc_media_interaction: 322 events** at 12.4 per user — strong content engagement reinforcing shopper intent

Shoppers arriving via CARCLICKS are not passive browsers — they are actively consuming vehicle content at rates well above platform averages.

Session Quality: CARCLICKS_CC_S

64.94% engagement rate with **9.4 events per session** — compared to Google CPC's 27.90% engagement rate and 6.7 events per session. CARCLICKS_CC_S delivered more than double the engagement rate of the leading paid search channel.

Session Depth: CARCLICKS_CC

02:28 average session duration and **8.9 events per session** — supporting both quality and depth of interaction. Shoppers spent more time and took more actions per visit than on any other major paid channel.

Net-New Audience Impact

98.6% new shoppers at **\$1.11 per shopper** and **\$1.13 per new shopper** — CARCLICKS is not recycling existing audiences. It is consistently expanding the dealership's in-market shopper base with fresh, high-intent buyers at an industry-leading acquisition cost.

CARCLICKS delivered 122.4% of its VDP goal in April 2026 — at \$0.86 per VDP, \$1.13 per new shopper, and with engagement rates more than double those of Google CPC. For the North Orlando location, CARCLICKS proved to be the most efficient and highest-quality traffic source in the channel mix.