

**Sangster VDP's With Video Engagem...**  
432.07% Avg. Session Duration

**Sangster VDP's Without Video**  
157.22% Avg. Session Duration

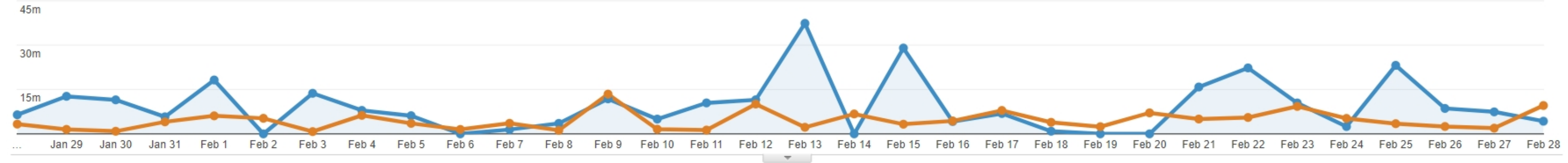


**Video Effectiveness Metrics**

Avg. Session Duration vs. Select a metric

Day Week Month

● Avg. Session Duration (Sangster VDP's With Video Engagement) ● Avg. Session Duration (Sangster VDP's Without Video)



Primary Dimension: Device Category

Plot Rows Secondary dimension Sort Type: Default

Search: advanced

Device Category	Avg. Session Duration	...	Session with Event	Goal Conversion Rate
<b>Sangster VDP's With Video Engagement</b>	<b>00:12:11</b> Avg for View: 00:02:49 (332.07%)		30.96 Avg for View: 10.83 (185.95%)	8.89% Avg for View: 6.07% (46.39%)
<b>Sangster VDP's Without Video</b>	<b>00:04:26</b> Avg for View: 00:02:49 (57.22%)		15.27 Avg for View: 10.83 (41.09%)	2.96% Avg for View: 6.07% (-51.25%)
1. mobile				
Sangster VDP's With Video Engagement	00:13:30	9.55	38.53	11.76%
Sangster VDP's Without Video	00:04:54	3.20	13.01	4.56%
2. desktop				
Sangster VDP's With Video Engagement	00:11:23	6.62	26.36	7.14%
Sangster VDP's Without Video	00:03:51	2.77	18.50	0.95%

**3x**  
Increase compared to VDP's without video.  
(VDP) = Vehicle Details Page

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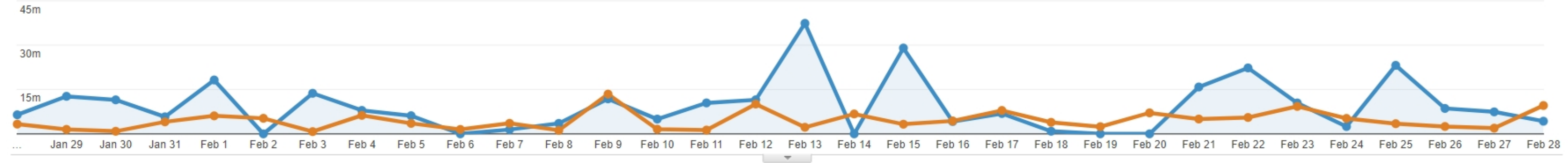


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advanced

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<b>Sangster VDP's With Video Engagement</b>	00:12:11 <small>Avg for View: 00:02:49 (332.07%)</small>	7.66 <small>Avg for View: 2.83 (170.52%)</small>	8.89% <small>Avg for View: 6.07% (46.39%)</small>
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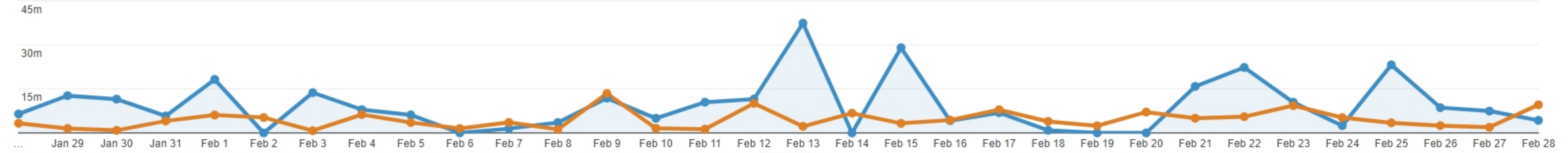
Jan 28, 2022 - Feb 28, 2022

Video Effectiveness Metrics

Avg. Session Duration vs. Select a metric

Day Week Month

Avg. Session Duration (Sangster VDP's With Video Engagement) Avg. Session Duration (Sangster VDP's Without Video)



Primary Dimension: Device Category

Plot Rows Secondary dimension Sort Type: Default

advanced [grid icon] [refresh icon] [list icon] [filter icon]

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**2x**  
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Show rows: 10 Go to: 1 1 - 2 of 2

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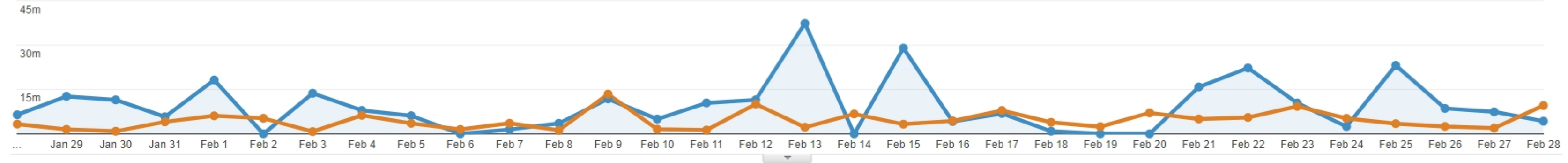


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Primary Dimension: Device Category

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advanced [Grid] [Refresh] [Filter] [Columns]

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