

ROOFTOP RESULT

Subaru of Columbia

Rooftop result

Data state: healthy

Lead conversion

NON-ACTIVE	ACTIVE	RELATIVE LIFT	GROUP MEDIAN LIFT
1.72%	3.52%	104.4%	55.8%

Experience signals

METRIC	NON-ACTIVE	ACTIVE
Engagement	87.0%	85.4%
Bounce	13.0%	14.6%
Sessions per active user	0.92	0.99
Average duration	1m 59s	3m 37s

PageSpeed on and off

MOBILE OFF	MOBILE ON	DESKTOP OFF	DESKTOP ON
46	76	46	96

Three practical next moves

HIGHEST IMPACT

Ask your website provider which tracking tags and chat widgets are loading on every page. Remove any that are not generating leads or reporting you actively use.

Extra scripts slow down the page. Mobile shoppers feel the delay and leave before browsing inventory.

WHAT TO CHECK

The homepage loads 16 instances of Autoleadstar, 6 instances of Matador, and 4 instances of ActivEngage, creating overlapping and redundant chat/lead generation widgets.

DIFFICULTY: MEDIUM

HOW TO MEASURE

Inventory tags, assign owners, and test one reversible deferral or consolidation at a time against performance and leads.

MEDIUM IMPACT

Request a mobile-optimized hero image from your website provider. Prioritize the single strongest vehicle photo above the fold. Confirm the inventory search bar is immediately visible without scrolling.

Mobile shoppers leave before they see vehicles or find the search bar. Reducing the hero gives them the inventory faster.

WHAT TO CHECK

The homepage loads large images before shoppers can take action.
Mobile visitors wait before seeing inventory or contact options.

DIFFICULTY: LOW

HOW TO MEASURE

Compare mobile engagement and bounce rate for two weeks before and after the hero change.

LOWER IMPACT

Remove or consolidate interstitial popups and overlays on the mobile site to ensure visitors can immediately access inventory search and primary CTAs without interruption.

Early overlays can obscure inventory and interrupt shoppers before intent is understood.

WHAT TO CHECK

The homepage contains 58 instances of popups/modals/overlays, which can create a frustrating experience on small mobile screens by blocking content.

DIFFICULTY: MEDIUM

HOW TO MEASURE

Test delayed or intent-triggered presentation using close rate, inventory interaction, lead rate, and bounce.