

This report will show you how many overlapping users are coming from each of your sources of traffic. This report is great for showing a dealer that even though they may be on all 3 major third party sites, minimal amounts of their traffic are overlapping. This speaks to our <u>statistic that</u> <u>70-90% of Cars.com visitors do not visit other third party sites</u>.

To begin, navigate to the "Explore" section in your GA4 interface

Step 1 - From the exploration templates options, choose "Segment Overlap"



Step 2 - Once you are in the report template, update the name of your exploration and change the date range to your desired timeframe.



Step 3 - From the "Settings" column, remove all the current "Segment Comparisons" using the X button on the right hand side of each.



Step 4 - Build your new Segments by clicking the + sign next to "Segments" under the "Variables" column. For this example, I will use Cars.com, Autotrader & Cargurus.





Step 5 - To build a new segment, select "User Segment" from the options.

Test Chevrolet (GA4)	× Build new segment					
×						
AME: er Overlap			Creat	e a custom segment ie type of segment you want to create		
J24 ¥			2	User segment For example, users who have previously purchased a product.	=	Session segment For example, all sessions originating from Campaign A.
+ ffic			8	Event segment For example, all events that took place at a particular location.		

Step 6 - a. Rename your Segment, in this example I'm using "Cars.com Traffic".

- b. Then, select the box that says "Add new condition" and start typing "Session source / medium".
- c. Once that populates, select it from the drop down.
- d. Then, click "Add Filter" and use the "contains" condition.
- e. In the blank field below "contains", type in "cars.com" and hit "Apply".
- f. Once completed, Choose "Save & Apply" in the top right corner.

analytics Test Chevrolet (GA4) Test Chevrole	← Cars.com Traffic	Help center Cancel Save and apply
Variables X	Provide a short description	
LORATION NAME: rd Party User Overlap		Build an audience
at 30 days 6 - Mar 6, 2024 • MENTS +	Include users when:	Summary USERS IN THIS SEGMENT FROM FED 6 TO MAR 6
US	And	662 1.94% of all users
Direct traffic		INCLUDE EXCLUDE
Paid traffic	+ Add condition group to include	662 -
Mobile traffic	Add group to exclude	
Tablet traffic		
Age 25-54		
ENSIONS +		1.1K
Event name		2.2% of all sessions

Step 7 - repeat Step 6 for the other segments you want to create. For my example I'm using Autotrader & Cargurus. The "Values" metric under the "Settings" column should automatically be set to Active Users.

n.	E Variables	× 🕄 Setting	js ×	🧭 Segment overl 🝷 🕂			5 C + 2; 0 -
	EXPLORATION NAME: Third Party User Overlap	Segment	overlap 👻	Active users overlap Autotrader Traffic Cars.com Traffic	Carg	UTTUE	
© ©	Last 30 days Feb 6 - Mar 6, 2024	SEGMENT CO	MPARISONS	Cargurus Traffic			
	SEGMENTS +	# Cars.o	rader Traffic		Traffic	Traffic	
III Dire III Paic III Mol III Tab III Car III Aut	# Direct traffic	₩ Cargu	urus Traffic				
	# Paid traffic	BREAKDOWN	s	Segment set		* Active users	
	# Mobile traffic	+ Drop	or select dimension	Autotrader Traffic Autotrader Traffic ONLY		963	
	# Tablet traffic	START ROW		3 Cars.com Traffic		827	
	# Age 25-54	SHOW ROWS		4 Cars.com Traffic ONLY 5 Cargurus Traffic		820	
	# Cars.com Traffic	10	-	6 Cargurus Traffic ONLY		166	
	# Autotrader Traffic	VALUES		7 Cars.com Traffic + Autotrader	Traffic	5	
	E Cargurus Traffic	Active u	sers	8 Autotrader Traffic + Cargurus	raffic	5	
				9 Cars.com Traffic + Cargurus T	affic	2	
	DIMENSIONS +	+ Drop	or select metric	10 Cars.com Traffic + Autotrader	Traffic + Cargurus Traffic	0	
	# Event name	FILTERS					
~	ii Gender	+ Drop of or met	or select dimension tric				

Step 8 - you're finished! Now, looking at this report we can see that in the last 30 days, only 5 users overlapped between Cars & Autotrader and 2 users overlapped between Cars & Cargurus. No users were overlapping between all 3.

Active users overlap Autotrader Traffic Cars.com Traffic Cars.com Traffic Cars.com	Autotrader Traffic	
Segment set	↓ Active users	
1 Autotrader Traffic	963	
2 Autotrader Traffic ONLY	953	
3 Cars.com Traffic	827	
4 Cars.com Traffic ONLY	820	
5 Cargurus Traffic	173	
6 Cargurus Traffic ONLY	166	
7 Cars.com Traffic + Autotrader Traffic	5	
8 Autotrader Traffic + Cargurus Traffic	5	
9 Cars.com Traffic + Cargurus Traffic	2	
10 Cars.com Traffic + Autotrader Traffic + Cargurus Traffic	0	