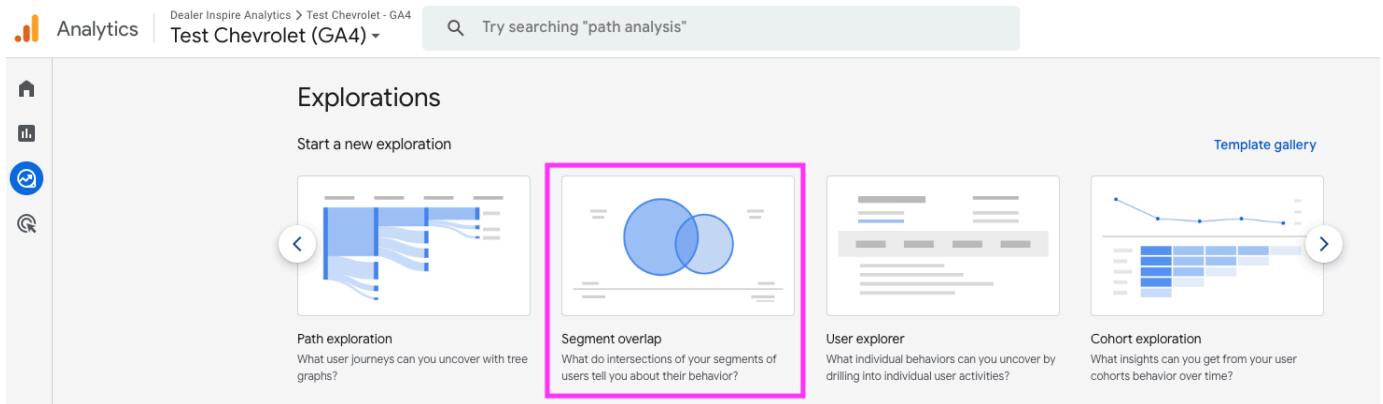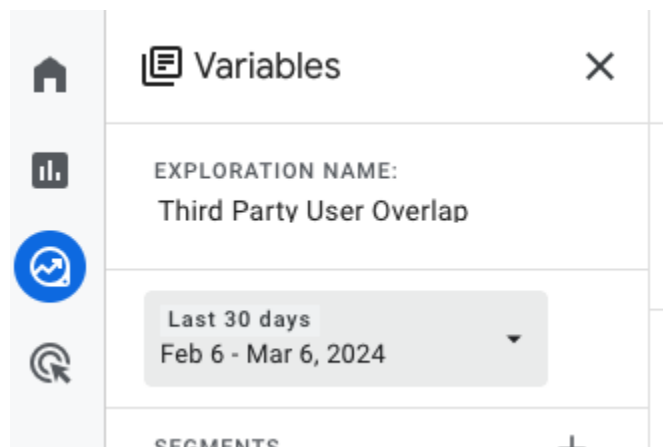This report will show you how many overlapping users are coming from each of your sources of traffic. This report is great for showing a dealer that even though they may be on all 3 major third party sites, minimal amounts of their traffic are overlapping. This speaks to our statistic that 70-90% of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

To begin, navigate to the "Explore" section in your GA4 interface
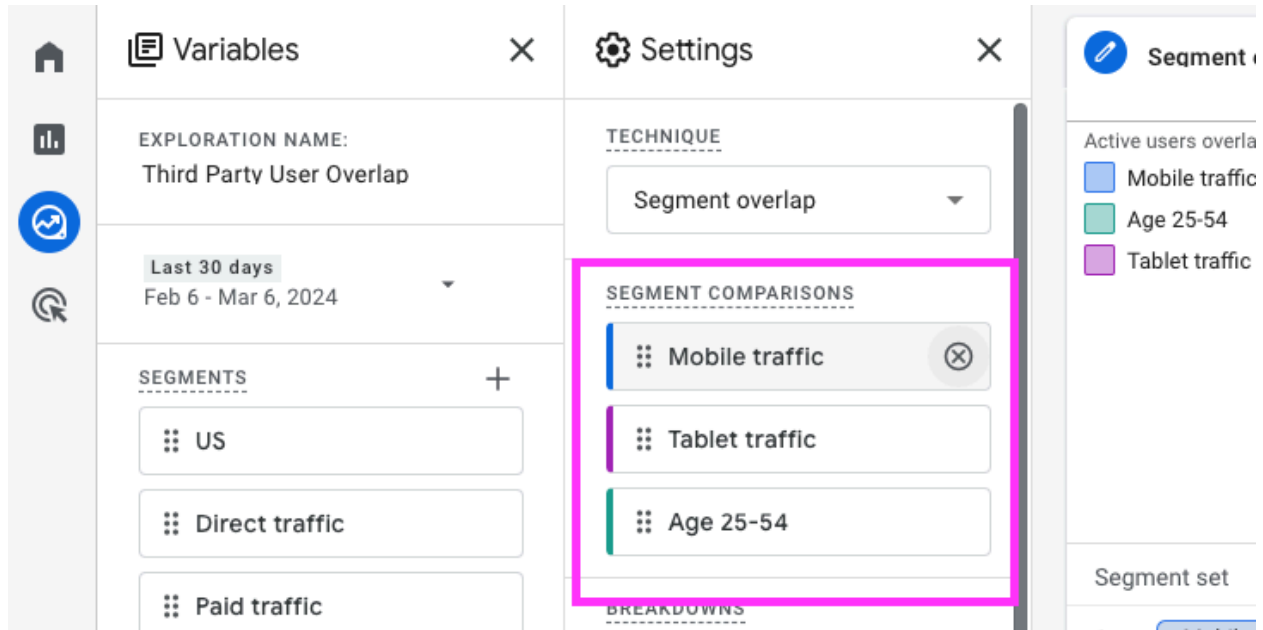
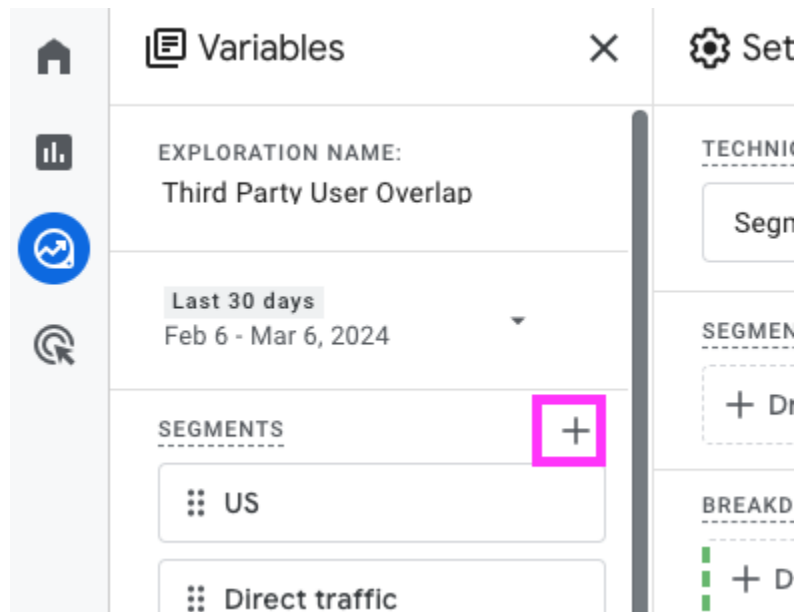**Step 1** - From the exploration templates options, choose "Segment Overlap"

Step 2 - Once you are in the report template, update the name of your exploration and change the date range to your desired timeframe.
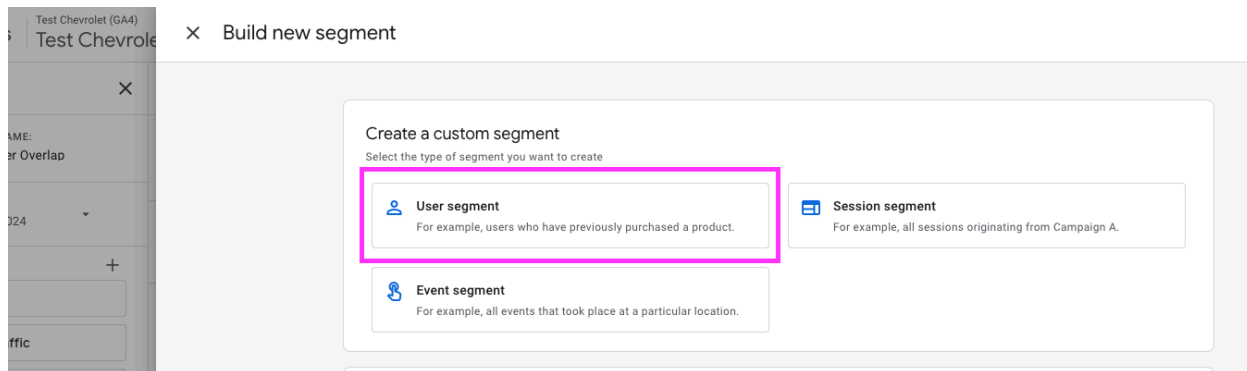
Step 3 - From the "Settings" column, remove all the current "Segment Comparisons" using the X button on the right hand side of each.
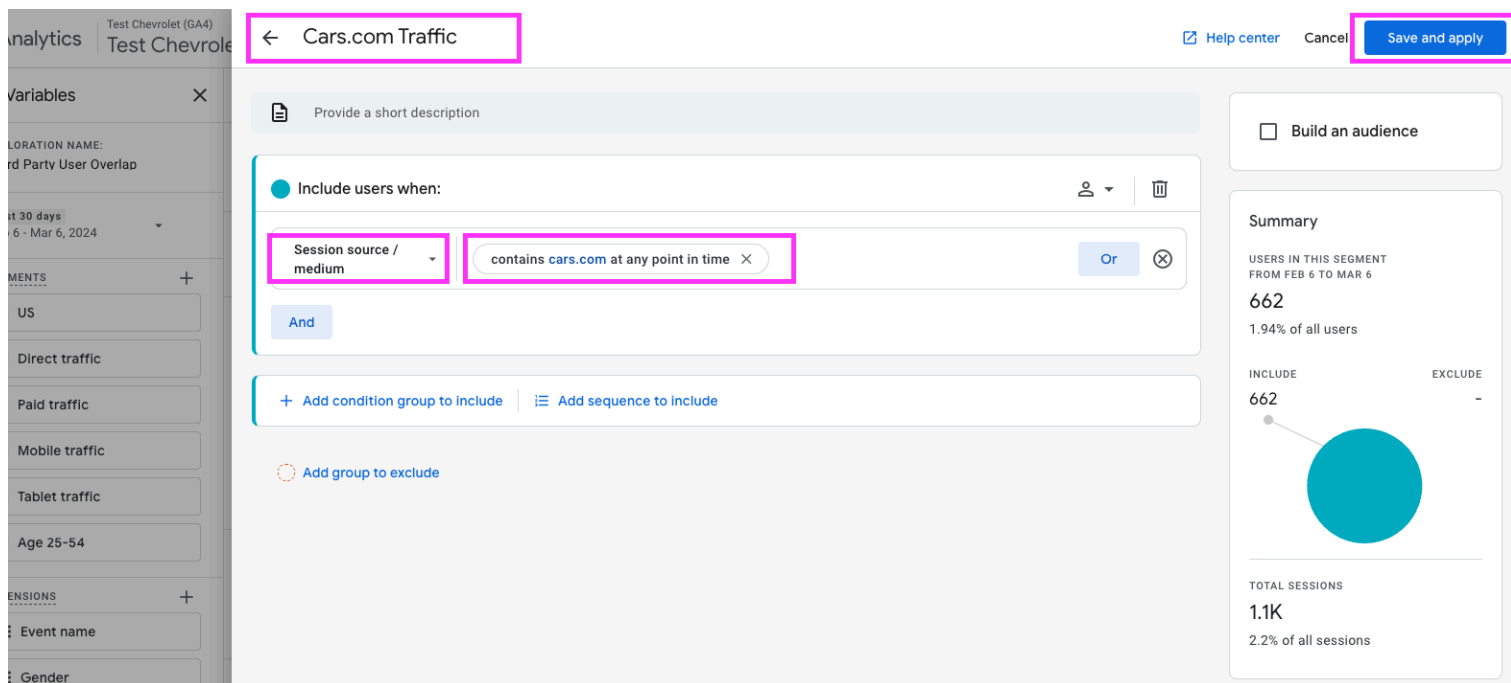

Step 4 - Build your new Segments by clicking the + sign next to "Segments" under the "Variables" column. For this example, I will use Cars.com, Autotrader & Cargurus.

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

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.

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.

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.