

**ClickThrough**  
*Digital. Accelerated.*

2025 Q2

# CAR LEASING BROKERS – DIGITAL BENCHMARK REPORT

A comparison of search engine optimisation, digital paid media effectiveness and website optimisation

How do you compare?



# FREE DIGITAL BENCHMARK REPORT – *What to Expect...*

We have prepared your easy-to-digest Digital Benchmark Report to help you to understand how you perform against your competition quickly.

We looked at a ranging cross-section of websites within your sector and detailed how they rank in relation to site performance and visibility – covering everything you would need to know, from insights into what they are doing well, to quick-fix opportunities for your own business.

- 1 Up to 11 of your competitors digital health analysed.
- 2 1,300 unique and relevant data points.
- 3 70 pages of information and recommendations for your sector.
- 4 **Delivered FREE when you book in a 15-minute call** – [Schedule a call now!](#)
- 5 No sales push - just a chat and a chance to get to know each other.

## BRANDS INCLUDED –

*These are the brands we've included in your report:*

**ogilvie**  
FLEET

**Tusker.**

 **Santander**  
Consumer Finance

  
**LEX AUTOLEASE**

**Novuna**<sup>®</sup>  
Vehicle Solutions

 **ARVAL**  
BNP PARIBAS GROUP

 **ayvens**  
SOCIETE GENERALE GROUP

**Zenith** 

**ALPHABET**

**LEASYS**

**VOLKSWAGEN**  
FINANCIAL SERVICES

HOW DO YOU COMPARE?

If you'd like to see a different set of brands – [\*let us know!\*](#)



# **CONTENTS** – *Your contents page will look like this...*

<b>1. Phil Robinson, Founder and CEO of Clickthrough, Foreword</b>	<b>04</b>
<b>2. Conversion Performance</b>	<b>06</b>
<b>3. Paid Media Performance</b>	<b>19</b>
<b>4. Organic Keyword Performance</b>	<b>28</b>
<b>5. Authority and Backlinks</b>	<b>40</b>
<b>6. Technical Performance</b>	<b>48</b>
<b>7. Social and Content Performance</b>	<b>61</b>
<b>8. Market Explorer</b>	<b>68</b>
<b>9. Meet some of our clients</b>	<b>71</b>
<b>10. Final Note</b>	<b>73</b>

# WHAT WILL YOU FIND OUT? – *Some of the metrics we include are...*

The infographic grid displays 18 slides, each numbered in the bottom-left corner:

- Slide 1: Conversion Performance** - Overview of conversion metrics and goals.
- Slide 2: ATTENTION HEATMAP AND PREDICTIVE SCORES** - Visual representation of user attention on a page.
- Slide 3: ATTENTION HEATMAP AND PREDICTIVE SCORES** - Another example of attention heatmap analysis.
- Slide 4: ATTENTION HEATMAP AND PREDICTIVE SCORES** - Further details on predictive scores and user behavior.
- Slide 5: MOBILE PAGE SPEED SCORE** - Bar chart showing page load times and scores for various devices.
- Slide 6: DESKTOP & MOBILE CORE WEB VITALS** - Comparison of Core Web Vitals (LCP, FID, CLS) between desktop and mobile.
- Slide 7: MOBILE CORE WEB VITALS** - Detailed breakdown of mobile Core Web Vitals.
- Slide 8: DESKTOP CORE WEB VITALS** - Detailed breakdown of desktop Core Web Vitals.
- Slide 9: MOBILE VS DESKTOP PAGE SIZES** - Bar chart comparing page dimensions across different devices.
- Slide 10: WEBSITE SCALABILITY** - Metrics related to website performance under load.
- Slide 11: WEBSITE SCALABILITY** - Another view of website scalability metrics.
- Slide 12: ACCESSIBILITY** - Information on website accessibility, including a 20% statistic.
- Slide 13: ACCESSIBILITY** - Further details on accessibility standards and compliance.
- Slide 14: Paid Media Performance** - Overview of paid advertising campaign results.
- Slide 15: PAID MEDIA SPEND** - Metrics related to advertising budget and spend.
- Slide 16: PAID KEYWORD VISIBILITY** - Analysis of search engine visibility for paid keywords.
- Slide 17: KEYWORD OVERLAP** - Venn diagram showing the intersection of organic and paid keywords.
- Slide 18: KEYWORD OVERLAP** - Another view of keyword overlap analysis.
- Slide 19: Organic Keyword Performance** - Overview of organic search performance.
- Slide 20: ORGANIC DESKTOP & MOBILE TRAFFIC VVV** - Comparison of organic traffic from desktop and mobile.
- Slide 21: ORGANIC DESKTOP & MOBILE TRAFFIC VVV** - Another view of organic traffic analysis.
- Slide 22: DESKTOP VS. MOBILE VISIBILITY** - Metrics comparing search engine visibility on desktop and mobile.
- Slide 23: DESKTOP VS. MOBILE VISIBILITY** - Further details on visibility metrics.
- Slide 24: UNIVERSAL SEARCH FEATURES** - Overview of new search engine features like image and video search.

**PLUS MORE – *with recommendations...***

# WHO ARE CLICKTHROUGH? – *How do we know we can help you?*



**Team of 50+ Integrated Experts:** Driving excellent performance for top brands since 2004



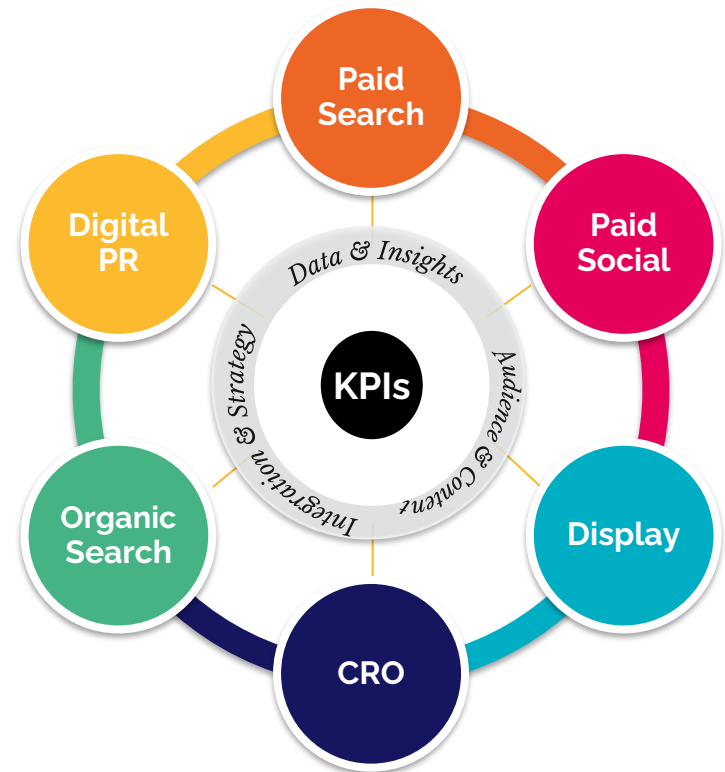
**Integrated Fluid Budgets:** Get all channels working in synergy to achieve your KPIs



**Accelerate Conversion Rates:** Data-led Design™ is embedded in all integrated strategies.



**Performance-Linked Fees:** Build your upside targets into your contract for a win-win partnership.



# YOU'D BE IN GOOD COMPANY –

*Look who has already trusted us with their digital reputation!*



# GET IN TOUCH –

*We'd love to hear from you...*

Contact us to talk through how we can utilise our expertise, technology and data to improve your Digital Performance and help to give you a competitive edge in your industry.

We're happy to arrange an internal audit, have a first stage meeting, discuss your digital worries and provide full pitches. Connect with us for honest, truthful dialogue, inspiring conversation and learning and support opportunities - and every now and then a challenge or two to make you think - all with no pressure.

## **Schedule a call now!**

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