

Carlsen Porsche

*i*MOS CONFIDENTIAL REPORTING

March 2014

Carlsen Porsche													
MONTHLY STATISTICS	March	April	May	June	July	August	September	October	November	December	January	February	March
Visits	6,775	7,196	7,783	7,685	8,074	4,084	422	485	427	853	408	289	390
Pageviews	16,092	19,125	22,200	20,448	22,176	11,549	1,362	1,551	1,341	2,299	1,158	942	1,094
Pages / Visit	2.38	2.66	2.85	2.70	2.75	2.83	3.23	3.20	3.14	2.70	2.84	3.26	2.81
Time on Site	1:56	1:58	2:31	1:42	1:48	1:47	2:08	2:16	1:56	3:40	2:00	2:07	1:35
Bounce Rate	54.98%	40.79%	36.80%	40.17%	38.23%	39.89%	52.27%	50.72%	54.33%	87.81%	57.35%	54.67%	63.59%
% New Visits	63.84%	62.90%	61.61%	63.97%	62.47%	64.84%	76.30%	75.05%	80.56%	87.81%	64.46%	75.43%	86.67%
Gary Stock Site	March 18-31												
Visits	1,385	2,953	3,433	3,451	3,569	7,839	9,941	8,223	8,355	8,416	7,837	7,914	9,515
Pageviews	6,641	12,617	14,667	14,137	13,863	30,598	35,064	33,110	35,683	36,763	34,284	32,424	36,592
Pages / Visit	4.79	4.27	4.28	4.1	3.88	3.90	3.53	4.03	4.27	4.37	4.37	4.10	3.85
Time on Site	3:02	2:48	3:14	2:53	2:41	2:51	2:26	2:38	3:00	3:09	3:13	2:55	2:48
Bounce Rate	22.67%	20.93%	24.09%	2,588.00%	28.24%	31.31%	35.71%	26.68%	21.83%	22.26%	17.97%	17.77%	18.31%
% New Visits	59.06%	60.89%	60.36%	55.84%	56.60%	64.47%	66.03%	62.90%	59.39%	57.24%	59.41%	65.25%	64.59%
L2T PPC													
Clicks							856	727	791	919	972	994	1,057
Impressions							35,754	58,281	44,299	36,728	26,421	33,349	33,987
CTR							2.39%	1.25%	1.79%	2.50%	3.68%	2.98%	3.11%
Average Position							1.59	1.38	1.37	1.51	1.50	1.49	1.4
Average CPC							\$2.55	\$3.00	\$2.79	\$2.28	\$2.21	\$2.19	\$2.03
Phone Calls							39	39	19	39	31	39	51
Email Blast													
Quantity													50,000
Opens													6,308
Clicks													1,024
Open Rate %													12.616%
Click Through Rate %													2.048%

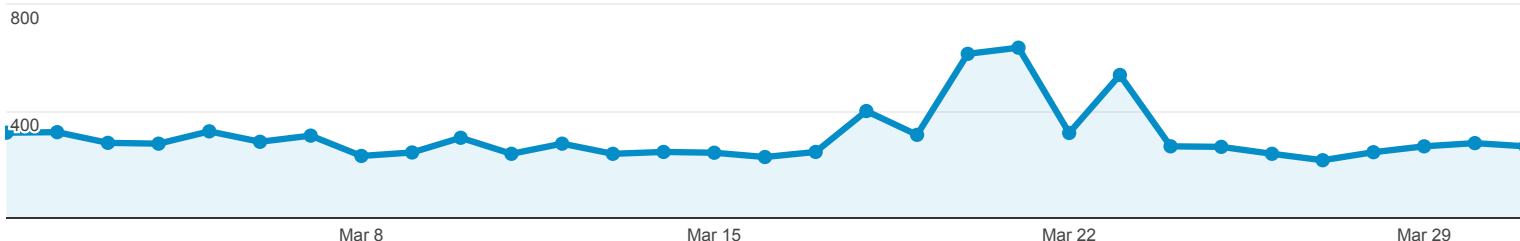
Audience Overview

Mar 1, 2014 - Mar 31, 2014



Overview

Visits



Visits

9,515

Unique Visitors

6,838

Pageviews

36,592

Pages / Visit

3.85

Avg. Visit Duration

00:02:48

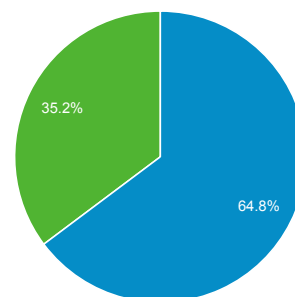
Bounce Rate

18.31%

% New Visits

64.59%

New Visitor Returning Visitor



Language

Visits % Visits

1. en-us	9,050	95.11%
2. pt-br	77	0.81%
3. zh-cn	56	0.59%
4. de-de	48	0.50%
5. ja-jp	32	0.34%
6. en	31	0.33%
7. c	26	0.27%
8. en-gb	23	0.24%
9. zh-tw	21	0.22%
10. fr-fr	16	0.17%

Location

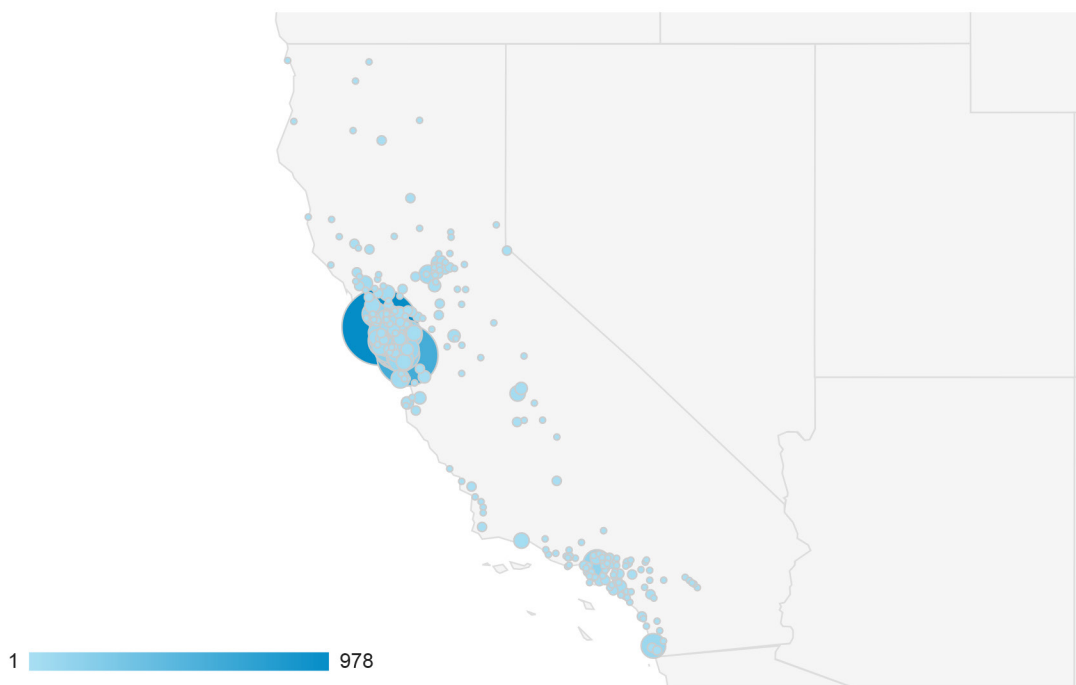
Mar 1, 2014 - Mar 31, 2014

ALL » COUNTRY / TERRITORY: United States » REGION: California



Map Overlay

Summary



City	Acquisition			Behavior			Conversions		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate	Goal Completions	Goal Value
	6,801 % of Total: 71.48% (9,515)	59.05% Site Avg: 64.59% (-8.58%)	4,016 % of Total: 65.34% (6,146)	15.31% Site Avg: 18.31% (-16.39%)	4.36 Site Avg: 3.85 (13.34%)	00:03:13 Site Avg: 00:02:48 (14.98%)	0.00% Site Avg: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. San Francisco	978 (14.38%)	60.94%	596 (14.84%)	15.54%	4.22	00:03:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. San Jose	601 (8.84%)	64.89%	390 (9.71%)	13.64%	4.44	00:03:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Palo Alto	256 (3.76%)	54.69%	140 (3.49%)	16.02%	4.66	00:03:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Sunnyvale	225 (3.31%)	54.22%	122 (3.04%)	15.11%	4.16	00:02:57	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Oakland	220 (3.23%)	52.73%	116 (2.89%)	8.64%	4.12	00:03:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Menlo Park	203 (2.98%)	58.62%	119 (2.96%)	14.29%	4.78	00:04:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. San Mateo	195 (2.87%)	56.92%	111 (2.76%)	16.92%	4.62	00:03:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Mountain View	194 (2.85%)	65.98%	128 (3.19%)	20.62%	4.68	00:03:31	0.00%	0 (0.00%)	\$0.00 (0.00%)

9.	Redwood City	172 (2.53%)	55.81%	96 (2.39%)	14.53%	4.73	00:03:26	0.00%	0 (0.00%)	\$0.00 (0.00%)
10.	Foster City	164 (2.41%)	40.85%	67 (1.67%)	27.44%	3.65	00:03:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
11.	Santa Clara	162 (2.38%)	60.49%	98 (2.44%)	17.90%	3.99	00:02:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
12.	Cupertino	135 (1.99%)	51.85%	70 (1.74%)	18.52%	4.34	00:02:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
13.	Los Angeles	131 (1.93%)	68.70%	90 (2.24%)	28.24%	3.57	00:02:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
14.	Pleasanton	117 (1.72%)	59.83%	70 (1.74%)	5.98%	4.44	00:02:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
15.	Milpitas	110 (1.62%)	44.55%	49 (1.22%)	12.73%	4.84	00:04:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
16.	Fremont	108 (1.59%)	63.89%	69 (1.72%)	12.96%	5.60	00:03:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
17.	Hillsborough	106 (1.56%)	20.75%	22 (0.55%)	15.09%	4.43	00:03:57	0.00%	0 (0.00%)	\$0.00 (0.00%)
18.	San Rafael	92 (1.35%)	52.17%	48 (1.20%)	8.70%	4.90	00:02:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
19.	Saratoga	88 (1.29%)	27.27%	24 (0.60%)	6.82%	4.47	00:02:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
20.	San Diego	85 (1.25%)	75.29%	64 (1.59%)	29.41%	3.68	00:02:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
21.	Belmont	81 (1.19%)	66.67%	54 (1.34%)	19.75%	4.75	00:03:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
22.	San Carlos	78 (1.15%)	73.08%	57 (1.42%)	20.51%	4.33	00:02:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
23.	Burlingame	71 (1.04%)	56.34%	40 (1.00%)	14.08%	5.06	00:03:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
24.	South San Francisco	59 (0.87%)	45.76%	27 (0.67%)	15.25%	3.68	00:02:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
25.	Berkeley	58 (0.85%)	65.52%	38 (0.95%)	17.24%	4.97	00:03:24	0.00%	0 (0.00%)	\$0.00 (0.00%)

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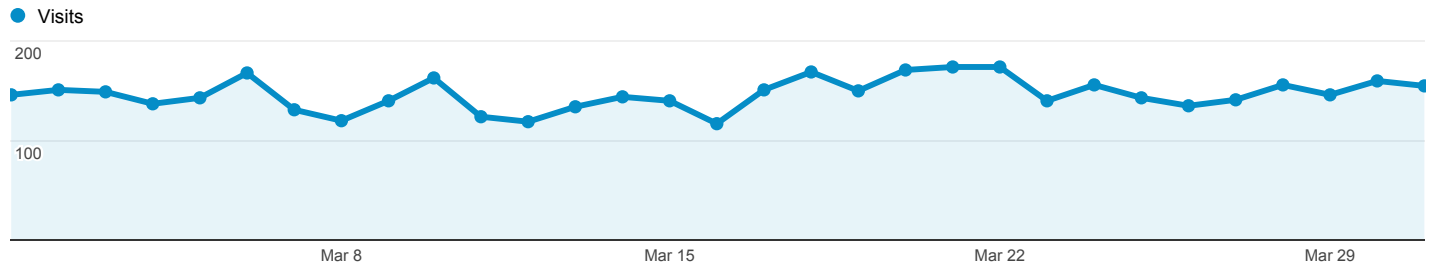
Organic Search Traffic

Mar 1, 2014 - Mar 31, 2014



Explorer

Summary



Keyword	Acquisition			Behavior			Conversions		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate	Goal Completions	Goal Value
	4,547 % of Total: 47.79% (9,515)	56.48% Site Avg: 64.59% (-12.56%)	2,568 % of Total: 41.78% (6,146)	15.75% Site Avg: 18.31% (-13.99%)	4.59 Site Avg: 3.85 (19.37%)	00:03:15 Site Avg: 00:02:48 (15.97%)	0.00% Site Avg: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. (not provided)	2,964 (65.19%)	53.64%	1,590 (61.92%)	15.89%	4.55	00:03:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. carlsen porsche	405 (8.91%)	45.19%	183 (7.13%)	9.14%	5.22	00:03:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. porsche	73 (1.61%)	75.34%	55 (2.14%)	21.92%	3.58	00:02:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. porsche san francisco	63 (1.39%)	69.84%	44 (1.71%)	11.11%	4.92	00:03:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. carlson porsche	46 (1.01%)	39.13%	18 (0.70%)	8.70%	4.20	00:03:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. rector porsche	37 (0.81%)	67.57%	25 (0.97%)	5.41%	5.41	00:02:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. porsche bay area	35 (0.77%)	68.57%	24 (0.93%)	8.57%	4.54	00:03:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. porsche redwood city	35 (0.77%)	74.29%	26 (1.01%)	5.71%	5.80	00:02:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. porsche macan	29 (0.64%)	89.66%	26 (1.01%)	34.48%	4.07	00:02:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. bay area porsche	23 (0.51%)	65.22%	15 (0.58%)	13.04%	3.91	00:02:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
11. san francisco porsche	23 (0.51%)	52.17%	12 (0.47%)	0.00%	8.17	00:05:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
12. http://carlsen.porschedealer.com/	22 (0.48%)	72.73%	16 (0.62%)	9.09%	5.82	00:05:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
13. porsche of san francisco	17 (0.37%)	52.94%	9 (0.35%)	5.88%	4.12	00:03:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
14. sonnen porsche	17 (0.37%)	82.35%	14 (0.55%)	5.88%	4.76	00:01:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
15. fremont porsche	16 (0.35%)	62.50%	10 (0.39%)	6.25%	5.25	00:02:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
16. carlsen porsche redwood city	15 (0.33%)	46.67%	7 (0.27%)	0.00%	5.00	00:02:54	0.00%	0 (0.00%)	\$0.00 (0.00%)

17.	porsche carlsen	14 (0.31%)	57.14%	8 (0.31%)	21.43%	4.71	00:07:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
18.	redwood city porsche	13 (0.29%)	76.92%	10 (0.39%)	7.69%	5.08	00:03:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
19.	carlsen porsche inventory	12 (0.26%)	58.33%	7 (0.27%)	25.00%	4.50	00:03:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
20.	porsche fremont	11 (0.24%)	27.27%	3 (0.12%)	0.00%	8.73	00:03:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
21.	porsche san jose	11 (0.24%)	54.55%	6 (0.23%)	9.09%	6.00	00:07:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
22.	carlsen audi	10 (0.22%)	80.00%	8 (0.31%)	70.00%	2.60	00:01:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
23.	panamera showing carlsen	10 (0.22%)	0.00%	0 (0.00%)	0.00%	5.70	00:05:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
24.	porsche cayenne	10 (0.22%)	100.00%	10 (0.39%)	0.00%	4.50	00:03:57	0.00%	0 (0.00%)	\$0.00 (0.00%)
25.	porsche dealer	10 (0.22%)	90.00%	9 (0.35%)	20.00%	2.80	00:00:57	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 25 of 469

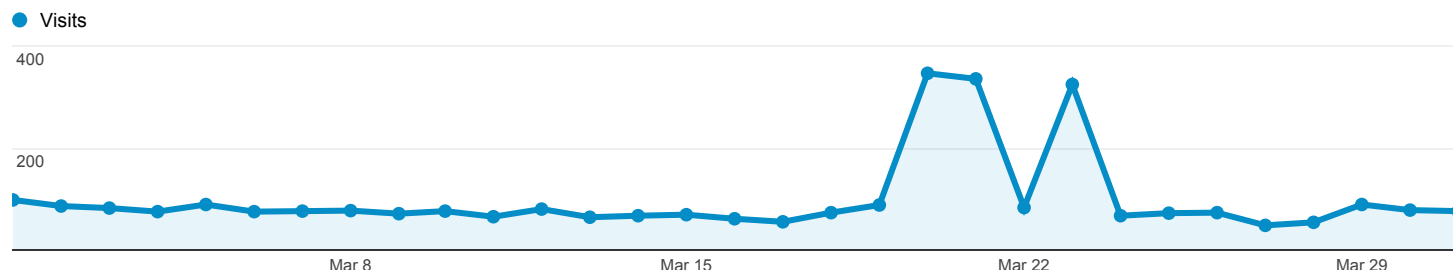
Referral Traffic

Mar 1, 2014 - Mar 31, 2014



Explorer

Summary



Source	Acquisition			Behavior			Conversions		
	Visits	% New Visits	New Visits	Bounce Rate	Pages / Visit	Avg. Visit Duration	Goal Conversion Rate	Goal Completions	Goal Value
	3,075 % of Total: 32.32% (9,515)	70.70% Site Avg: 64.59% (9.45%)	2,174 % of Total: 35.37% (6,146)	16.65% Site Avg: 18.31% (-9.05%)	3.64 Site Avg: 3.85 (-5.46%)	00:02:52 Site Avg: 00:02:48 (2.24%)	0.00% Site Avg: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. porschedealer.com	981 (31.90%)	60.65%	595 (27.37%)	14.07%	4.10	00:02:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. emailcampaignstats.com	722 (23.48%)	98.06%	708 (32.57%)	9.14%	2.39	00:03:26	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. bayarea.porschedealer.com	699 (22.73%)	57.08%	399 (18.35%)	8.30%	4.49	00:02:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. r.search.yahoo.com	138 (4.49%)	61.59%	85 (3.91%)	19.57%	4.52	00:03:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. porsche.com	74 (2.41%)	68.92%	51 (2.35%)	8.11%	3.96	00:02:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. semalt.com	71 (2.31%)	100.00%	71 (3.27%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. cars.com	58 (1.89%)	58.62%	34 (1.56%)	10.34%	4.97	00:03:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. autotrader.com	42 (1.37%)	66.67%	28 (1.29%)	9.52%	4.57	00:04:27	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. imakenews.com	39 (1.27%)	56.41%	22 (1.01%)	38.46%	2.23	00:01:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. ucl.porsche.de	38 (1.24%)	63.16%	24 (1.10%)	31.58%	3.55	00:02:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
11. crawler.semalt.com	28 (0.91%)	100.00%	28 (1.29%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
12. topspeed.com	17 (0.55%)	88.24%	15 (0.69%)	58.82%	1.82	00:01:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
13. carlsenporsche.com	16 (0.52%)	62.50%	10 (0.46%)	31.25%	5.31	00:10:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
14. carsforsale.com	14 (0.46%)	71.43%	10 (0.46%)	21.43%	4.43	00:01:46	0.00%	0 (0.00%)	\$0.00 (0.00%)

15.	pca-ggr.org	13 (0.42%)	84.62%	11 (0.51%)	53.85%	2.69	00:01:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
16.	excellence-mag.com	12 (0.39%)	75.00%	9 (0.41%)	25.00%	2.58	00:00:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
17.	yelp.com	11 (0.36%)	72.73%	8 (0.37%)	18.18%	7.27	00:06:27	0.00%	0 (0.00%)	\$0.00 (0.00%)
18.	forums.rennlist.com	9 (0.29%)	88.89%	8 (0.37%)	88.89%	1.11	00:00:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
19.	6speedonline.com	7 (0.23%)	42.86%	3 (0.14%)	42.86%	4.14	00:00:58	0.00%	0 (0.00%)	\$0.00 (0.00%)
20.	planet-9.com	7 (0.23%)	100.00%	7 (0.32%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
21.	dp.g.doubleclick.net	6 (0.20%)	16.67%	1 (0.05%)	33.33%	4.17	00:02:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
22.	motivemag.com	6 (0.20%)	100.00%	6 (0.28%)	83.33%	1.33	00:00:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
23.	carfax.com	5 (0.16%)	20.00%	1 (0.05%)	20.00%	2.60	00:01:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
24.	columbusracing.com	5 (0.16%)	80.00%	4 (0.18%)	80.00%	1.40	00:01:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
25.	10.10.1.4:8880	4 (0.13%)	0.00%	0 (0.00%)	0.00%	4.00	00:02:47	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 25 of 62

Carlsen Porsche

PPC Optimizations and Highlights

- 51 phone calls from Ads, up 31%
- 1057 visits, up 6%
- Branded search was a bit lighter in February, but there was a significant increase in New Car traffic
- Regional Campaign's top 3 Ad Groups
 - San Francisco – 195 visits
 - Fremont – 69 visits
 - Redwood City – 30 visits
- Large Increase in New Car and Branded traffic more than made up for a decrease in Regional traffic
- Similar to the past several months we had a very high avg. position for and lost most of IS to budget. We are continuing to work on getting cheaper clicks as we already have a very high avg. position and are trying to get the most visits/conversions for the budget we are working with.

Opportunity for the Future

- Same as last month tons of room to add budget to increase traffic and leads. The Impression Share for the whole account last month was 27%, I see a huge benefit in adding budget to these campaigns to capture the 73% of searches our Ads are not showing for.

	Campaign	Budget ?	Status ?	+ ↓ Clicks ?	+ Impr. ?	+ CTR ?	+ Avg. Pos. ?	+ Conversions ?	+ Phone calls ?	+ Search Impr. share ?	+ Search Lost IS (budget) ?	+ Search Lost IS (rank) ?	+ Avg. CPC ?
●	Branded/Porsche	\$25.00/day	Eligible	514	8,783	5.85%	1.4	15	30	89.88%	5.65%	4.47%	\$1.48
	Calls from ads			--	--	--	--	15	--	--	--	--	--
●	New/Porsche	\$30.00/day	Limited by budget	322	21,307	1.51%	1.5	0	0	19.10%	78.02%	2.88%	\$2.43
●	Regional/Porsche	\$20.00/day	Limited by budget	221	3,897	5.67%	1.5	1	5	61.61%	34.86%	3.53%	\$2.73
	Calls from ads			--	--	--	--	1	--	--	--	--	--
+	Total - all but deleted campaigns			1,057	33,987	3.11%	1.4	16	35	26.62%	70.34%	3.04%	\$2.03
+	Total - Search ?			1,057	33,987	3.11%	1.4	16	35	26.62%	70.34%	3.04%	\$2.03
	Calls from ads			--	--	--	--	16	--	--	--	--	--
+	Total - Display Network ?			0	0	0.00%	0.0	0	0	--	--	--	\$0.00
+	Total - all campaigns	\$75.00/day		1,057	33,987	3.11%	1.4	16	35	26.62%	70.34%	3.04%	\$2.03

MONTHLY PPC REPORT

Carlsen Porsche Campaign Performance Summary

The following report contains the month-end results for Carlsen Porsche's paid search campaign based on the monthly budget of \$3,000. Below are last month's performance highlights:

- 1057 visits to the site
- Avg Position improved to 1.45
- 51 phone calls to the dealership, up 31%!

Please note that all budget adjustment requests must be submitted to your Digital Advisor 5 days prior to the next business month. You will find contact information for your SEM team at the end of this report should you have any questions.

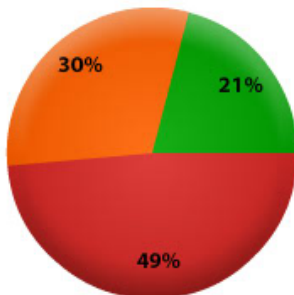
CONSOLIDATED CAMPAIGN PERFORMANCE OVERVIEW

Date range : Last Month (March)

Campaign Groups	Clicks	Impr.	CTR	Avg. Pos.	Avg. CPC
Branded/Porsche	514	8,783	5.85 %	1.40	\$1.48
New/Porsche	322	21,307	1.51 %	1.46	\$2.43
Regional/Porsche	221	3,897	5.67 %	1.48	\$2.73
Total:	1,057	33,987	3.11 %	1.45	\$2.03

CLICKS by CAMPAIGN

Date range : Last Month (March)

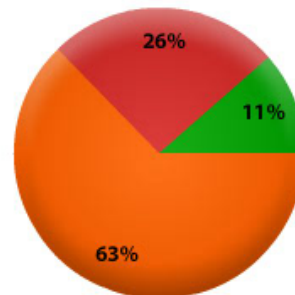


Branded/Porsche	514	48.62 %
New/Porsche	322	30.46 %
Regional/Porsche	221	20.90 %

Total Clicks: 1,057

IMPRESSIONS by CAMPAIGN

Date range : Last Month (March)



New/Porsche	21,307	62.69 %
Branded/Porsche	8,783	25.84 %
Regional/Porsche	3,897	11.46 %

Total Impressions: 33,987

Top 20 Keywords - All publishers - Based on Clicks

Date range : Last Month (March)

	Keyword	Match Type	Campaign	Ad Group	Clicks	CTR
1	Carlsen Porsche	Broad	Branded/Porsche	Carlsen Porsche	272	3.98 %
2	Carlsen Porsche	Exact	Branded/Porsche	Carlsen Porsche	162	11.95 %

Top 20 Keywords - All publishers - Based on Clicks (cont.)

Date range : Last Month (March)

Keyword	Match Type	Campaign	Ad Group	Clicks	CTR
3 new +Porsche	Broad	New/Porsche	New Porsche - Car	77	0.68 %
4 Porsche	Exact	New/Porsche	New Porsche - Car	64	3.18 %
5 2014 +Porsche	Broad	New/Porsche	New Porsche - Car	46	4.32 %
6 Porsche san francisco	Exact	Regional/Porsche	San Francisco	40	16.46 %
7 +san +francisco +porsche	Broad	Regional/Porsche	San Francisco	36	4.12 %
8 used +Porsche +san +francisco	Broad	Regional/Porsche	San Francisco	34	10.06 %
9 +Carlsen +Porsche Dealer	Broad	Branded/Porsche	Carlsen Porsche	31	14.42 %
10 +Carlsen +Porsche	Broad	Branded/Porsche	Carlsen Porsche	28	16.09 %
11 +fremont +porsche	Broad	Regional/Porsche	Fremont	20	5.10 %
12 +Porsche prices	Broad	New/Porsche	New Porsche - Car	16	4.79 %
13 Porsche Cayenne	Exact	New/Porsche	New Cayenne	11	5.91 %
14 Porsche redwood city	Exact	Regional/Porsche	Redwood City	11	11.00 %
15 +redwood +city +porsche	Broad	Regional/Porsche	Redwood City	9	9.68 %
16 Carlsen Porsche	Phrase	Branded/Porsche	Carlsen Porsche	8	6.35 %
17 2014 +Porsche +911	Broad	New/Porsche	New 911	7	0.98 %
18 Porsche fremont	Exact	Regional/Porsche	Fremont	7	3.13 %
19 car sale +Porsche	Broad	New/Porsche	New Porsche - Car	7	1.75 %
20 new +Porsche +fremont	Broad	Regional/Porsche	Fremont	7	4.40 %

Match Type Definitions

Broad Match: Synonyms, relevant searches, and other relevant variations

+Broad Match Modifier: Close variations but not synonyms or related searches

"Phrase Match": A phrase and close variation of that phrase

Top 10 Ads - All publishers - Based on Clicks

Date range : Last Month (March)

Creative	Campaign	Ad Group	Clicks	CTR
1 Carlsen Porsche Only Premier Dealer In The Bay Area. Test Drive A Porsche Today! www.Carlsen.PorscheDealer.com	Branded/Porsche	Carlsen Porsche	340	5.77 %
2 {Keyword:Carlsen Porsche} New Porsche In Stock Now. Get Dealer Directions Online. www.Carlsen.PorscheDealer.com	New/Porsche	New Porsche - Car	162	1.66 %
3 Carlsen Porsche Top Customer Service For 30 Years. Call Today & Schedule A Test Drive. www.Carlsen.PorscheDealer.com	Branded/Porsche	Carlsen Porsche	114	5.84 %
4 Carlsen Porsche Largest Porsche Dealer In Bay Area. Stop By Today For A Test Drive! www.Carlsen.PorscheDealer.com	Regional/Porsche	San Francisco	95	7.16 %
5 Carlsen Porsche New 2014 Porsche In Stock. View Our Entire Inventory Online. www.Carlsen.PorscheDealer.com	New/Porsche	New Porsche - Car	69	1.16 %
6 Carlsen Porsche Largest Volume Porsche Dealer For 30 Years. View Inventory Now. www.Carlsen.PorscheDealer.com	Branded/Porsche	Carlsen Porsche	60	6.36 %

Top 10 Ads - All publishers - Based on Clicks (cont.)

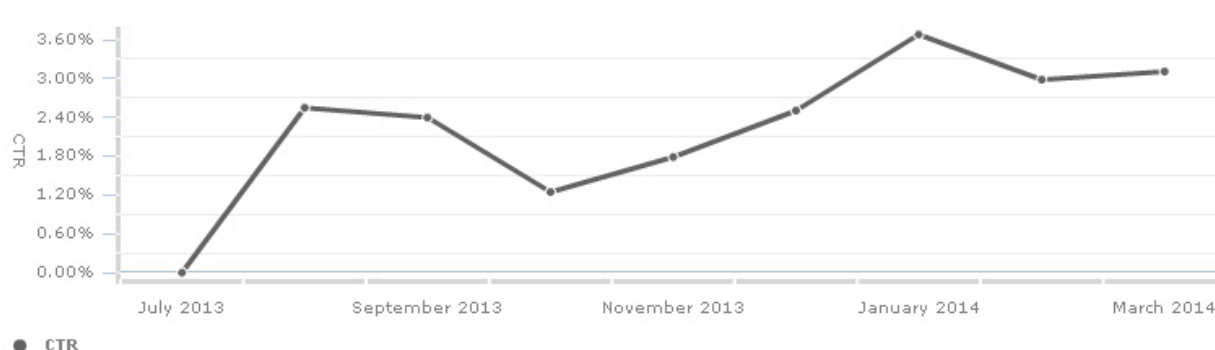
Date range : Last Month (March)

	Creative	Campaign	Ad Group	Clicks	CTR
7	Carlsen Porsche Largest Porsche Dealer In Bay Area. Stop By Today For A Test Drive! www.Carlsen.PorscheDealer.com	Regional/Porsche	Fremont	33	4.78 %
8	2014 Porsche Cayenne Wide Porsche Cayenne Selection! Call Us Today For Pricing Options. www.Carlsen.PorscheDealer.com	New/Porsche	New Cayenne	31	3.63 %
9	2014 Porsche 911 Wide Porsche 911 Selection! Call Us Today For Pricing Options. www.Carlsen.PorscheDealer.com	New/Porsche	New 911	17	1.57 %
10	Carlsen Porsche Largest Volume Porsche Dealer For 30 Years With Top Service. Call Now www.Carlsen.PorscheDealer.com	Regional/Porsche	San Francisco	17	5.96 %

EXTENDED PERFORMANCE OVERVIEW

CTR

Date range : 7/1/2013 - 3/31/2014



PERFORMANCE OVERVIEW - 2013

Date range : Two Months Ago (February)

Campaign Groups	Clicks	Impr.	CTR	Avg. Pos.	Avg. CPC
Branded/Porsche	407	8,056	5.05 %	1.42	\$1.50
New/Porsche	246	18,966	1.30 %	1.52	\$2.48
Regional/Porsche	341	6,327	5.39 %	1.47	\$2.80
Total:	994	33,349	2.98 %	1.49	\$2.19

CONTACT INFORMATION

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PORSCHE

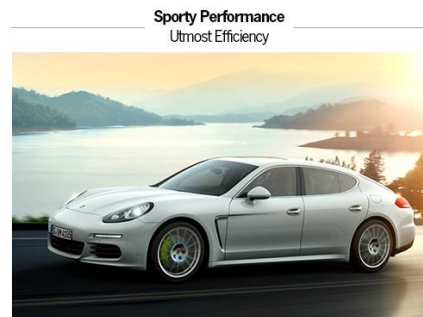


2014
Premier
 Porsche Dealer

SPECIALS OFFERS NEW VEHICLES PRE-OWNED VEHICLES  



INTRODUCING THE Panamera S E-Hybrid
Thrilling contradictions.

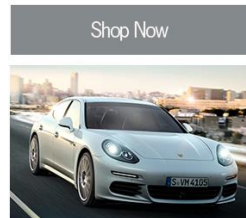


The Panamera S E-Hybrid is a parallel plug-in hybrid. This means that it can be powered by the combustion engine alone, by the electric machine alone or by both units working together. In this way, it is able to exploit the power generated by both propulsion units. It's a concept that's been proven since 2011. What's new is that the high-voltage battery is recharged in around 2.5 hours via direct connection to an 240V socket or, whilst driving, through the process of brake energy recovery known as recuperation, or via the combustion engine. Thanks to innovative lithium-ion technology, its capacity of 9.4 kWh means that it also stores much more energy.

The 3.0-liter supercharged V6 engine generates 333 hp, the electric machine 95 hp. Combined, they deliver 416 hp to the road at 5500 rpm. With both drives working together, the new Panamera S E-Hybrid accelerates from 0 to 60 mph in just 5.2 seconds.

The operating range of the hybrid drive begins with emissions-free and quiet driving up to a top track speed of around 83 mph, and over a range of up to 15 miles as determined by EPA drive cycle testing. The combustion engine is fired automatically when necessary as determined by the operating strategy or actively in response to the driver depressing the accelerator pedal beyond a specially defined pressure point. The kick-down point, however, enables the maximum power output available from both propulsion units to be purposefully exploited as and when the driver chooses. In e-boost mode, the combustion engine provides assistance for the electric drive – providing a sporty thrust into the future. In coasting mode, the combustion engine is decoupled to allow the car to glide for some distance under its own momentum – thereby further reducing the fuel consumption.

The E-Hybrid concept promises one thing above all: sporty performance with utmost efficiency. The workings of the combustion engine, electric machine and high-voltage battery are synchronised by the electronic engine management. All processes run smoothly and harmoniously, leaving you to concentrate on what matters the most: driving.



Environmental Protection

Electromobility is the topic of the day. After all, we are all searching for answers to one of the greatest challenges of our time: how to conserve resources. How can we reduce energy requirements and CO2 emissions? Our answer is e-mobility. In other words, sustainable mobility. Our solution is the Panamera S E-Hybrid. Here, we substitute oil for regenerative electricity and combine high performance with excellent everyday practicality.

With hybrid technology, we are exploring new directions without losing sight of familiar ground. Porsche has managed to reduce fuel consumption across all current model ranges by a double-digit percentage compared with the respective previous model. This is made possible by an efficient drive concept, lightweight construction, optimized aerodynamics and low rolling resistance.

Vehicles manufactured by Porsche prove that even high-performance sports cars can achieve comparatively moderate exhaust emission values in their respective category. This high level of environmental responsibility is clearly demonstrated by our approach to environmental management at the Porsche Development Center in Weissach. Here, all technological developments are carried out with environmental protection in mind.

Lightweight Construction & Recycling

Intelligent lightweight construction has been integral to the Porsche identity since the very beginning. For both economical and ecological reasons. This forms the basis for low fuel consumption values in conjunction with outstanding performance.

It is economical thanks to the high proportion of aluminum, plastics and superhigh-strength sheet steel used. This is substantially more stable and lighter than conventional steel. It is also ecological because all materials used are meticulously selected. We use only innovative and environmentally friendly components. All lightweight materials are easily recyclable and each material is labeled to facilitate its separation for recycling. The reduction in the number of plastic variants helps to ensure more efficient recycling. Recycled plastics are used where they meet our exacting technical requirements. As a result, the Panamera models are around 95 % recyclable.

From Line: Carlsen Porsche

Subject Line: Introducing the Panamera S E-Hybrid Available Now!

Date: 3/20/2014

Demographics:
20 mile radius of 94063

Luxury Brand vehicle owners, vehicle is 2009 or older
Layer in Auto Shoppers
Homes with HHI \$75k+

Broadcast Results:

Quantity	Opens	Clicks	Open %	Click %
50,000	6,308	1,024	12.616%	2.048%
Links			Clicks	
http://carlsen.porschedealer.com/			46	
http://carlsen.porschedealer.com/specials/			29	
http://carlsen.porschedealer.com/new/Porsche/search.php			37	
http://carlsen.porschedealer.com/new/Porsche/search.php			50	
http://carlsen.porschedealer.com/new/Porsche/search.php			21	
http://carlsen.porschedealer.com/preowned/search.php			45	
https://www.facebook.com/pages/Carlsen-Porsche/117382944956549			22	
https://twitter.com/PorscheCarlsen			18	
http://carlsen.porschedealer.com/new/Porsche/Panamera/search.php			756	