

Carlsen Porsche

*i*MOS CONFIDENTIAL REPORTING

*February 2014*

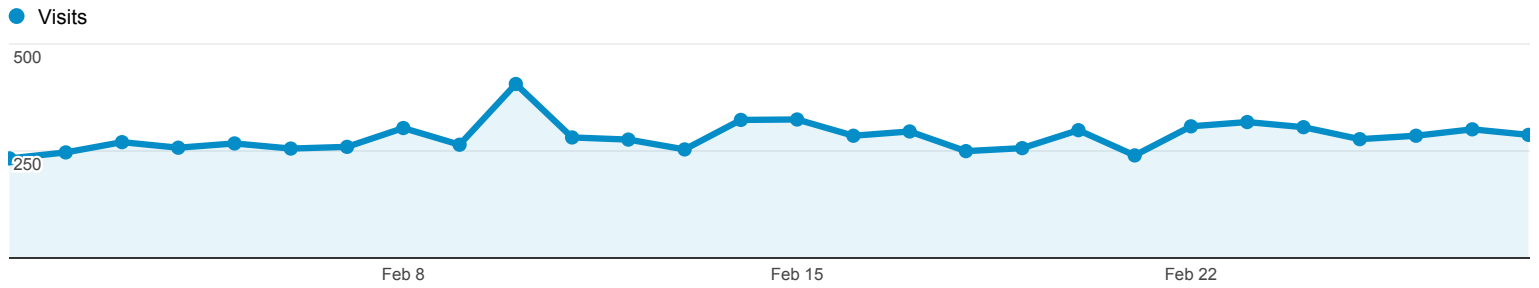
Carlsen Porsche													
MONTHLY STATISTICS	February	March	April	May	June	July	August	September	October	November	December	January	February
Visits	6,054	6,775	7,196	7,783	7,685	8,074	4,084	422	485	427	853	408	289
Pageviews	14,153	16,092	19,125	22,200	20,448	22,176	11,549	1,362	1,551	1,341	2,299	1,158	942
Pages / Visit	2.34	2.38	2.66	2.85	2.70	2.75	2.83	3.23	3.20	3.14	2.70	2.84	3.26
Time on Site	1:53	1:56	1:58	2:31	1:42	1:48	1:47	2:08	2:16	1:56	3:40	2:00	2:07
Bounce Rate	54.49%	54.98%	40.79%	36.80%	40.17%	38.23%	39.89%	52.27%	50.72%	54.33%	87.81%	57.35%	54.67%
% New Visits	64.27%	63.84%	62.90%	61.61%	63.97%	62.47%	64.84%	76.30%	75.05%	80.56%	87.81%	64.46%	75.43%
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
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
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
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
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%
% 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%
L2T PPC													
Clicks								856	727	791	919	972	994
Impressions								35,754	58,281	44,299	36,728	26,421	33,349
CTR								2.39%	1.25%	1.79%	2.50%	3.68%	2.98%
Average Position								1.59	1.38	1.37	1.51	1.50	1.49
Average CPC								\$2.55	\$3.00	\$2.79	\$2.28	\$2.21	\$2.19
Phone Calls								39	39	19	39	31	39

## Audience Overview

Feb 1, 2014 - Feb 28, 2014

All Visits  
100.00%

### Overview



Visits

7,914

Unique Visitors

5,529

Pageviews

32,424

Pages / Visit

4.10

Avg. Visit Duration

00:02:55

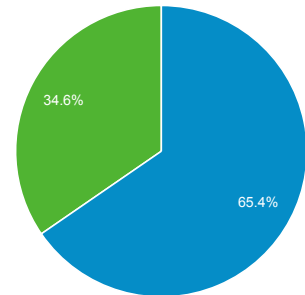
Bounce Rate

17.77%

% New Visits

65.25%

■ New Visitor ■ Returning Visitor



## Location

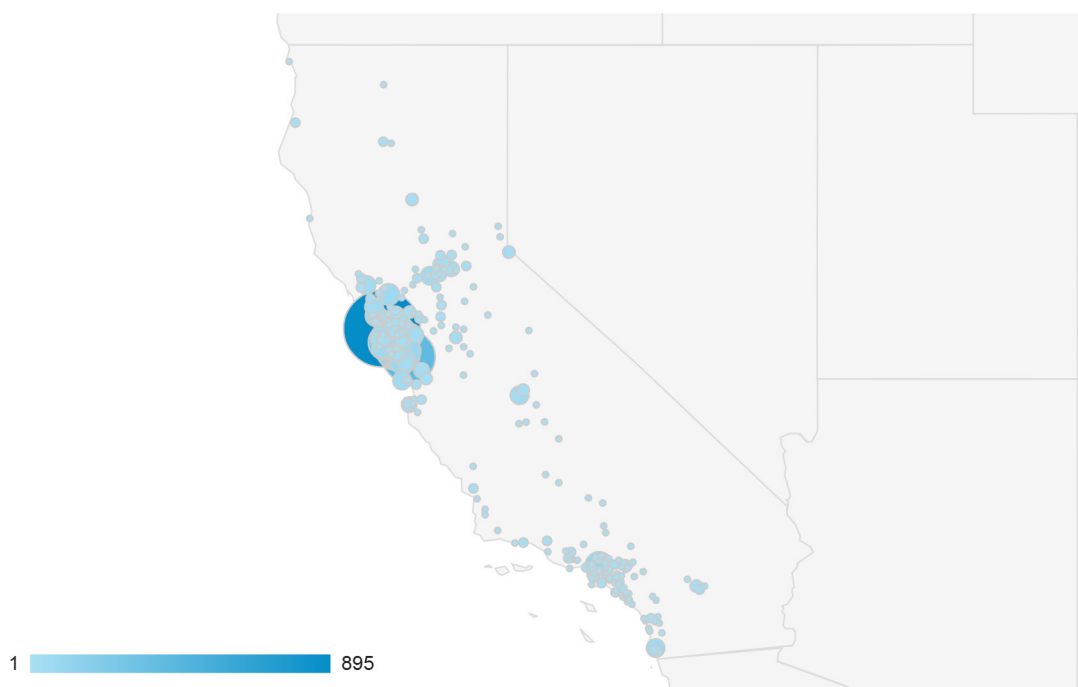
Feb 1, 2014 - Feb 28, 2014

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
	5,806 % of Total: 73.36% (7,914)	61.69% Site Avg: 65.25% (-5.45%)	3,582 % of Total: 69.36% (5,164)	14.36% Site Avg: 17.77% (-19.15%)	4.52 Site Avg: 4.10 (10.25%)	00:03:14 Site Avg: 00:02:55 (11.06%)	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	895 (15.42%)	66.48%	595 (16.61%)	17.99%	4.43	00:03:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. San Jose	397 (6.84%)	68.51%	272 (7.59%)	13.85%	4.76	00:03:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Palo Alto	234 (4.03%)	58.97%	138 (3.85%)	14.53%	4.02	00:03:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Menlo Park	210 (3.62%)	55.24%	116 (3.24%)	13.33%	4.45	00:04:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. San Mateo	188 (3.24%)	56.38%	106 (2.96%)	16.49%	4.80	00:02:58	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Mountain View	184 (3.17%)	58.15%	107 (2.99%)	18.48%	4.64	00:03:14	0.00%	0 (0.00%)	\$0.00 (0.00%)

7.	<a href="#">Sunnyvale</a>	<b>175</b> (3.01%)	65.71%	<b>115</b> (3.21%)	11.43%	4.30	00:03:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
8.	<a href="#">Foster City</a>	<b>154</b> (2.65%)	50.00%	<b>77</b> (2.15%)	18.83%	3.97	00:03:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
9.	<a href="#">Oakland</a>	<b>149</b> (2.57%)	58.39%	<b>87</b> (2.43%)	10.74%	4.95	00:03:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
10.	<a href="#">Cupertino</a>	<b>125</b> (2.15%)	59.20%	<b>74</b> (2.07%)	18.40%	4.69	00:04:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
11.	<a href="#">Santa Clara</a>	<b>123</b> (2.12%)	55.28%	<b>68</b> (1.90%)	13.82%	4.38	00:03:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
12.	<a href="#">Los Angeles</a>	<b>101</b> (1.74%)	80.20%	<b>81</b> (2.26%)	22.77%	3.24	00:02:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
13.	<a href="#">Fremont</a>	<b>93</b> (1.60%)	80.65%	<b>75</b> (2.09%)	17.20%	4.65	00:02:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
14.	<a href="#">Redwood City</a>	<b>93</b> (1.60%)	55.91%	<b>52</b> (1.45%)	12.90%	4.40	00:02:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
15.	<a href="#">Pleasanton</a>	<b>91</b> (1.57%)	61.54%	<b>56</b> (1.56%)	7.69%	4.07	00:02:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
16.	<a href="#">Milpitas</a>	<b>84</b> (1.45%)	58.33%	<b>49</b> (1.37%)	10.71%	5.15	00:02:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
17.	<a href="#">San Carlos</a>	<b>82</b> (1.41%)	65.85%	<b>54</b> (1.51%)	15.85%	3.98	00:02:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
18.	<a href="#">Saratoga</a>	<b>78</b> (1.34%)	32.05%	<b>25</b> (0.70%)	3.85%	5.53	00:03:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
19.	<a href="#">Napa</a>	<b>68</b> (1.17%)	26.47%	<b>18</b> (0.50%)	22.06%	3.63	00:03:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
20.	<a href="#">San Rafael</a>	<b>68</b> (1.17%)	57.35%	<b>39</b> (1.09%)	10.29%	5.38	00:03:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
21.	<a href="#">Belmont</a>	<b>58</b> (1.00%)	68.97%	<b>40</b> (1.12%)	15.52%	3.86	00:02:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
22.	<a href="#">South San Francisco</a>	<b>58</b> (1.00%)	74.14%	<b>43</b> (1.20%)	25.86%	3.24	00:01:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
23.	<a href="#">Hillsborough</a>	<b>56</b> (0.96%)	41.07%	<b>23</b> (0.64%)	14.29%	3.84	00:02:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
24.	<a href="#">Burlingame</a>	<b>55</b> (0.95%)	78.18%	<b>43</b> (1.20%)	10.91%	4.40	00:03:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
25.	<a href="#">Berkeley</a>	<b>53</b> (0.91%)	71.70%	<b>38</b> (1.06%)	3.77%	5.74	00:03:31	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 25 of 270

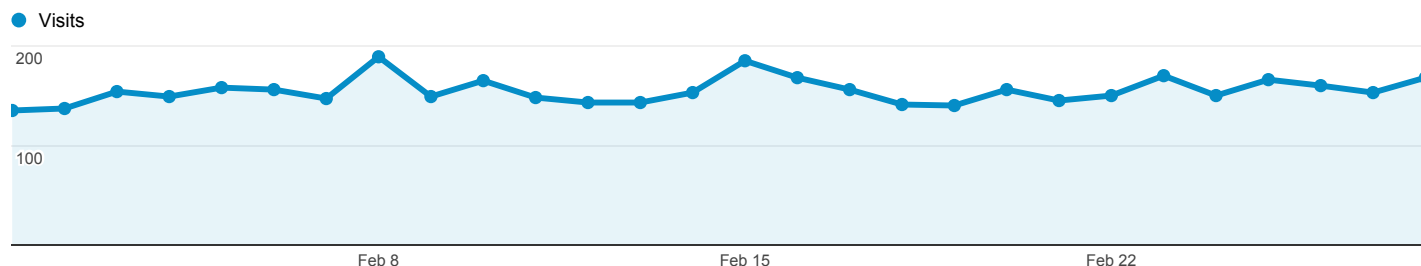
## Organic Search Traffic

Feb 1, 2014 - Feb 28, 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
	4,334 % of Total: 54.76% (7,914)	63.59% Site Avg: 65.25% (-2.55%)	2,756 % of Total: 53.37% (5,164)	15.57% Site Avg: 17.77% (-12.34%)	4.52 Site Avg: 4.10 (10.27%)	00:03:14 Site Avg: 00:02:55 (10.98%)	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)	2,815 (64.95%)	62.06%	1,747 (63.39%)	16.38%	4.54	00:03:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. carlsen porsche	365 (8.42%)	52.88%	193 (7.00%)	6.30%	5.19	00:04:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. porsche	72 (1.66%)	76.39%	55 (2.00%)	13.89%	4.25	00:02:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. porsche san francisco	50 (1.15%)	84.00%	42 (1.52%)	8.00%	5.14	00:03:37	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. http://carlsen.porschedealer.com/	47 (1.08%)	53.19%	25 (0.91%)	2.13%	6.00	00:03:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. carlson porsche	37 (0.85%)	51.35%	19 (0.69%)	8.11%	4.43	00:04:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. porsche bay area	32 (0.74%)	34.38%	11 (0.40%)	25.00%	4.34	00:03:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. rector porsche	32 (0.74%)	68.75%	22 (0.80%)	3.12%	5.47	00:03:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. san francisco porsche	24 (0.55%)	62.50%	15 (0.54%)	0.00%	5.83	00:03:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. fremont porsche	23 (0.53%)	60.87%	14 (0.51%)	17.39%	3.26	00:02:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
11. porsche 911 san francisco	22 (0.51%)	4.55%	1 (0.04%)	9.09%	4.23	00:02:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
12. porsche carlsen	22 (0.51%)	68.18%	15 (0.54%)	0.00%	3.91	00:01:27	0.00%	0 (0.00%)	\$0.00 (0.00%)
13. porsche redwood city	22 (0.51%)	54.55%	12 (0.44%)	9.09%	4.55	00:02:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
14. porsche macan	21 (0.48%)	95.24%	20 (0.73%)	33.33%	7.00	00:03:58	0.00%	0 (0.00%)	\$0.00 (0.00%)

15.	<a href="#">sonnen porsche</a>	<b>21</b> (0.48%)	52.38%	11 (0.40%)	19.05%	3.19	00:03:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
16.	<a href="#">carlsen porsche redwood city</a>	<b>17</b> (0.39%)	47.06%	8 (0.29%)	11.76%	3.71	00:03:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
17.	<a href="#">porsche dealer</a>	<b>17</b> (0.39%)	76.47%	13 (0.47%)	11.76%	5.18	00:01:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
18.	<a href="#">porsche dealers bay area</a>	<b>15</b> (0.35%)	53.33%	8 (0.29%)	0.00%	8.53	00:10:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
19.	<a href="#">bay area porsche</a>	<b>14</b> (0.32%)	78.57%	11 (0.40%)	0.00%	4.93	00:03:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
20.	<a href="#">porsche of redwood city</a>	<b>14</b> (0.32%)	21.43%	3 (0.11%)	0.00%	2.79	00:00:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
21.	<a href="#">redwood city porsche</a>	<b>13</b> (0.30%)	84.62%	11 (0.40%)	0.00%	4.62	00:03:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
22.	<a href="#">2011 porsche speedster for sale</a>	<b>12</b> (0.28%)	83.33%	10 (0.36%)	91.67%	1.08	00:00:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
23.	<a href="#">bay area porsche dealers</a>	<b>11</b> (0.25%)	81.82%	9 (0.33%)	0.00%	5.18	00:03:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
24.	<a href="#">panamera showing carlsen</a>	<b>11</b> (0.25%)	9.09%	1 (0.04%)	0.00%	4.36	00:03:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
25.	<a href="#">stevens creek porsche</a>	<b>9</b> (0.21%)	77.78%	7 (0.25%)	22.22%	4.22	00:02:25	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 25 of 434

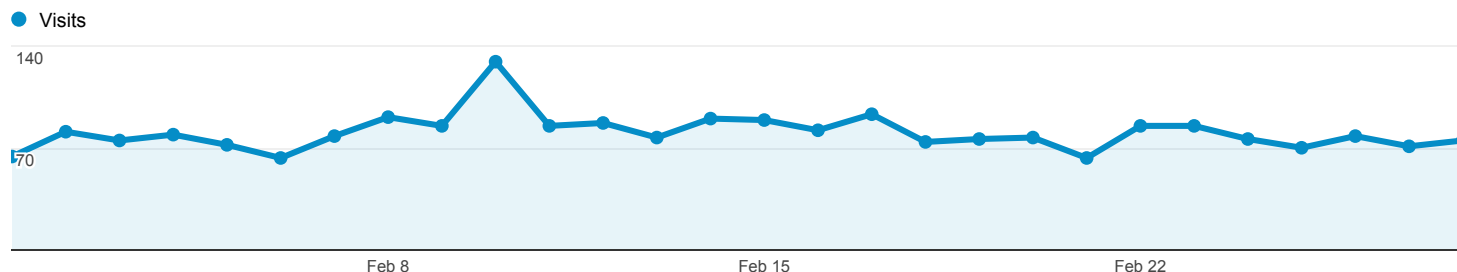
## Referral Traffic

Feb 1, 2014 - Feb 28, 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
	2,250 % of Total: 28.43% (7,914)	63.07% Site Avg: 65.25% (-3.35%)	1,419 % of Total: 27.48% (5,164)	13.87% Site Avg: 17.77% (-21.95%)	4.35 Site Avg: 4.10 (6.15%)	00:02:58 Site Avg: 00:02:55 (1.64%)	0.00% Site Avg: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. <a href="#">porschedealer.com</a>	948 (42.13%)	66.24%	628 (44.26%)	11.18%	4.05	00:02:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. <a href="#">bayarea.porschedealer.com</a>	695 (30.89%)	59.57%	414 (29.18%)	6.04%	5.15	00:03:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. <a href="#">r.search.yahoo.com</a>	132 (5.87%)	49.24%	65 (4.58%)	15.91%	5.09	00:03:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. <a href="#">imakenews.com</a>	78 (3.47%)	51.28%	40 (2.82%)	52.56%	2.85	00:02:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. <a href="#">ucl.porsche.de</a>	73 (3.24%)	57.53%	42 (2.96%)	17.81%	3.85	00:03:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. <a href="#">autotrader.com</a>	51 (2.27%)	64.71%	33 (2.33%)	5.88%	4.67	00:02:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. <a href="#">cars.com</a>	44 (1.96%)	68.18%	30 (2.11%)	0.00%	6.07	00:04:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. <a href="#">porsche.com</a>	37 (1.64%)	62.16%	23 (1.62%)	8.11%	3.73	00:02:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. <a href="#">carlsenporsche.com</a>	22 (0.98%)	77.27%	17 (1.20%)	31.82%	2.18	00:01:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. <a href="#">bantha.org</a>	15 (0.67%)	26.67%	4 (0.28%)	40.00%	2.53	00:02:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
11. <a href="#">semalt.com</a>	15 (0.67%)	93.33%	14 (0.99%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
12. <a href="#">yelp.com</a>	15 (0.67%)	80.00%	12 (0.85%)	20.00%	2.67	00:01:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
13. <a href="#">pca-ggr.org</a>	12 (0.53%)	91.67%	11 (0.78%)	66.67%	2.92	00:01:20	0.00%	0 (0.00%)	\$0.00 (0.00%)



14.	<a href="#">planet-9.com</a>	10 (0.44%)	100.00%	10 (0.70%)	90.00%	1.10	00:00:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
15.	<a href="#">carsforsale.com</a>	8 (0.36%)	62.50%	5 (0.35%)	0.00%	5.12	00:00:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
16.	<a href="#">dp.g.doubleclick.net</a>	8 (0.36%)	37.50%	3 (0.21%)	12.50%	5.50	00:05:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
17.	<a href="#">local.smartshopping.com</a>	7 (0.31%)	100.00%	7 (0.49%)	0.00%	2.71	00:00:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
18.	<a href="#">6speedonline.com</a>	6 (0.27%)	66.67%	4 (0.28%)	50.00%	2.00	00:00:26	0.00%	0 (0.00%)	\$0.00 (0.00%)
19.	<a href="#">cars.sfgate.com</a>	5 (0.22%)	40.00%	2 (0.14%)	40.00%	2.60	00:00:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
20.	<a href="#">blekko.com</a>	4 (0.18%)	25.00%	1 (0.07%)	0.00%	2.75	00:00:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
21.	<a href="#">demo.aan.speedshiftmedia.com</a>	4 (0.18%)	75.00%	3 (0.21%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
22.	<a href="#">duckduckgo.com</a>	4 (0.18%)	25.00%	1 (0.07%)	50.00%	2.00	00:00:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
23.	<a href="#">excellence-mag.com</a>	4 (0.18%)	100.00%	4 (0.28%)	75.00%	2.25	00:00:58	0.00%	0 (0.00%)	\$0.00 (0.00%)
24.	<a href="#">webmailab.juno.com</a>	4 (0.18%)	75.00%	3 (0.21%)	75.00%	1.25	00:02:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
25.	<a href="#">amazon.com</a>	3 (0.13%)	100.00%	3 (0.21%)	33.33%	3.00	00:05:25	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 25 of 58



# Carlsen Porsche

## PPC Optimizations and Highlights

- 39 phone calls from Ads, up 26%
- 994 visits, up 2%
- 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
- Although Branded traffic was a bit lighter this month, it was still significantly heavier than it was in December.
- Once again we had a very high avg. position of 1.5 for the New/Porsche campaign and lost 78% of IS to budget. We did see cheaper clicks this month, but we can still improve on this and will look to lower our position and our CPCs, to gain more clicks for the New/Porsche campaign

## Opportunity for the Future

- Tons of room to add budget to increase traffic and leads. The Impression Share for the whole account last month was 29%, hopefully providing Porsche with the Co-op documents frees up more budget that we can add to the campaigns and see the added benefit of those dollars.

<input type="checkbox"/>	<input type="checkbox"/>	Campaign	Budget <sup>?</sup>	Status <sup>?</sup>	+ Clicks <sup>?</sup>	+ Impr. <sup>?</sup>	+ CTR <sup>?</sup>	+ Avg. Pos. <sup>?</sup>	+ Conversions <sup>?</sup>	+ Phone calls <sup>?</sup>	+ Search Impr. share <sup>?</sup>	+ Search Lost IS (budget) <sup>?</sup>	+ Search Lost IS (rank) <sup>?</sup>
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Branded/Porsche	\$22.00/day <input checked="" type="checkbox"/>	Eligible	407	8,056	5.05%	1.4	11	14	90.02%	4.65%	5.33%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Regional/Porsche	\$15.00/day <input type="checkbox"/>	Limited by budget <sup>?</sup> 	341	6,327	5.39%	1.5	6	8	91.68%	4.31%	4.01%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 New/Porsche	\$20.00/day <input checked="" type="checkbox"/>	Eligible	246	18,966	1.30%	1.5	0	0	19.15%	76.77%	4.09%
		Total - all but deleted campaigns			994	33,349	2.98%	1.5	17	22	29.07%	66.75%	4.18%
		Total - Search <sup>?</sup>			994	33,349	2.98%	1.5	17	22	29.07%	66.75%	4.18%
		Total - Display Network <sup>?</sup>			0	0	0.00%	0.0	0	0	--	--	--
		Total - all campaigns	\$57.00/day		994	33,349	2.98%	1.5	17	22	29.07%	66.75%	4.18%

## 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:

- 994 visits to the site
- Avg Position improved to 1.49
- 39 phone calls to the dealership

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.

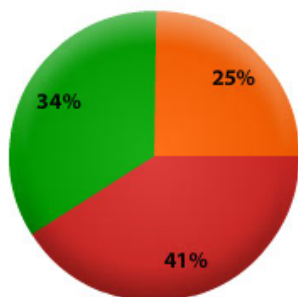
### CONSOLIDATED CAMPAIGN PERFORMANCE OVERVIEW

Date range : Last Month (February)

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

### CLICKS by CAMPAIGN

Date range : Last Month (February)

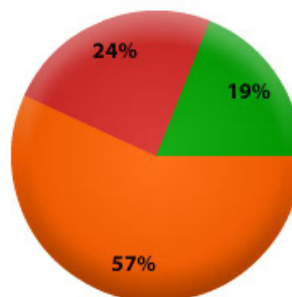


<span style="color: red;">■</span> Branded/Porsche	407	40.94 %
<span style="color: green;">■</span> Regional/Porsche	341	34.30 %
<span style="color: orange;">■</span> New/Porsche	246	24.74 %

Total Clicks: 994

### IMPRESSIONS by CAMPAIGN

Date range : Last Month (February)



<span style="color: orange;">■</span> New/Porsche	18,966	56.87 %
<span style="color: red;">■</span> Branded/Porsche	8,056	24.15 %
<span style="color: green;">■</span> Regional/Porsche	6,327	18.97 %

Total Impressions: 33,349

### Top 20 Keywords - All publishers - Based on Clicks

Date range : Last Month (February)

	Keyword	Match Type	Campaign	Ad Group	Clicks	CTR
1	Carlsen Porsche	Broad	Branded/Porsche	Carlsen Porsche	205	3.25 %
2	Carlsen Porsche	Exact	Branded/Porsche	Carlsen Porsche	132	10.67 %

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

Date range : Last Month (February)

Keyword	Match Type	Campaign	Ad Group	Clicks	CTR
3 +san +francisco +porsche	Broad	Regional/Porsche	San Francisco	75	5.12 %
4 Porsche	Exact	New/Porsche	New Porsche - Car	57	3.42 %
5 Porsche san francisco	Exact	Regional/Porsche	San Francisco	53	13.87 %
6 new +Porsche	Broad	New/Porsche	New Porsche - Car	50	0.49 %
7 +fremont +porsche	Broad	Regional/Porsche	Fremont	41	5.77 %
8 +Carlsen +Porsche	Broad	Branded/Porsche	Carlsen Porsche	40	15.44 %
9 2014 +Porsche	Broad	New/Porsche	New Porsche - Car	32	3.46 %
10 +Porsche dealers +san +francisco	Broad	Regional/Porsche	San Francisco	27	9.34 %
11 used +Porsche +san +francisco	Broad	Regional/Porsche	San Francisco	26	7.72 %
12 Carlsen Porsche	Phrase	Branded/Porsche	Carlsen Porsche	13	11.30 %
13 +san +jose +porsche	Broad	Regional/Porsche	San Jose	12	3.90 %
14 Porsche redwood city	Exact	Regional/Porsche	Redwood City	12	8.22 %
15 +redwood +city +porsche	Broad	Regional/Porsche	Redwood City	12	6.32 %
16 used +Porsche +san +jose	Broad	Regional/Porsche	San Jose	11	8.80 %
17 +Porsche prices	Broad	New/Porsche	New Porsche - Car	11	3.82 %
18 +Carlsen +Porsche Dealer	Broad	Branded/Porsche	Carlsen Porsche	10	12.50 %
19 Porsche Cayenne	Exact	New/Porsche	New Cayenne	9	3.69 %
20 +Porsche dealer	Broad	New/Porsche	New Porsche - Car	8	2.40 %

## 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 (February)

Creative	Campaign	Ad Group	Clicks	CTR
1 <b>Carlsen Porsche</b> Only Premier Dealer In The Bay Area. Test Drive A Porsche Today! <a href="http://www.Carlsen.PorscheDealer.com">www.Carlsen.PorscheDealer.com</a>	Branded/Porsche	Carlsen Porsche	261	4.95 %
2 <b>Carlsen Porsche</b> Largest Porsche Dealer In Bay Area. Stop By Today For A Test Drive! <a href="http://www.Carlsen.PorscheDealer.com">www.Carlsen.PorscheDealer.com</a>	Regional/Porsche	San Francisco	167	7.24 %
3 <b>{KeyWord:Carlsen Porsche}</b> New Porsche In Stock Now. Get Dealer Directions Online. <a href="http://www.Carlsen.PorscheDealer.com">www.Carlsen.PorscheDealer.com</a>	New/Porsche	New Porsche - Car	159	1.29 %
4 <b>Carlsen Porsche</b> Largest Volume Porsche Dealer For 30 Years. View Inventory Now. <a href="http://www.Carlsen.PorscheDealer.com">www.Carlsen.PorscheDealer.com</a>	Branded/Porsche	Carlsen Porsche	76	5.88 %
5 <b>Carlsen Porsche</b> Top Customer Service For 30 Years. Call Today & Schedule A Test Drive. <a href="http://www.Carlsen.PorscheDealer.com">www.Carlsen.PorscheDealer.com</a>	Branded/Porsche	Carlsen Porsche	70	4.68 %
6 <b>Carlsen Porsche</b> Great New 2014 Porsche Selection. View Inventory & Call Us Today! <a href="http://www.Carlsen.PorscheDealer.com">www.Carlsen.PorscheDealer.com</a>	Regional/Porsche	Fremont	46	3.81 %

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

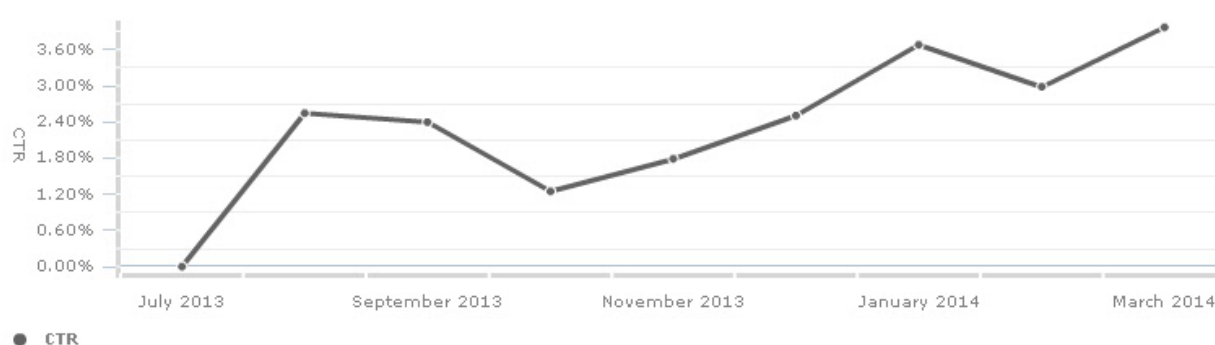
Date range : Last Month (February)

	Creative	Campaign	Ad Group	Clicks	CTR
7	<b>Carlsen Porsche</b> Largest Porsche Dealer In Bay Area. Stop By Today For A Test Drive. <a href="http://www.Carlsen.PorscheDealer.com">www.Carlsen.PorscheDealer.com</a>	Regional/Porsche	San Jose	22	4.11 %
8	<b>2014 Porsche Cayenne</b> Wide Porsche Cayenne Selection! Call Us Today For Pricing Options. <a href="http://www.Carlsen.PorscheDealer.com">www.Carlsen.PorscheDealer.com</a>	New/Porsche	New Cayenne	21	2.19 %
9	<b>Carlsen Porsche</b> Largest Volume Porsche Dealer For 30 Years With Top Service. Call Now <a href="http://www.Carlsen.PorscheDealer.com">www.Carlsen.PorscheDealer.com</a>	Regional/Porsche	San Francisco	20	6.13 %
10	<b>Carlsen Porsche</b> Largest Porsche Dealer In Bay Area. Stop By Today For A Test Drive! <a href="http://www.Carlsen.PorscheDealer.com">www.Carlsen.PorscheDealer.com</a>	Regional/Porsche	Fremont	18	4.71 %

## EXTENDED PERFORMANCE OVERVIEW

### CTR

Date range : 7/1/2013 - 3/4/2014



## PERFORMANCE OVERVIEW - 2013

Date range : Two Months Ago (January)

Campaign Groups	Clicks	Impr.	CTR	Avg. Pos.	Avg. CPC
Branded/Porsche	513	8,970	5.72 %	1.43	\$1.52
New/Porsche	172	11,767	1.46 %	1.40	\$2.95
Regional/Porsche	287	5,684	5.05 %	1.81	\$2.98
<b>Total:</b>	<b>972</b>	<b>26,421</b>	<b>3.68 %</b>	<b>1.50</b>	<b>\$2.21</b>

## CONTACT INFORMATION

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847-901-8161