

Carlsen Porsche

*i*MOS CONFIDENTIAL REPORTING

*April 2014*

Carlsen Porsche													
MONTHLY STATISTICS	April	May	June	July	August	September	October	November	December	January	February	March	April
Visits	2,953	3,433	3,451	3,569	7,839	9,941	8,223	8,355	8,416	7,837	7,914	9,515	8,187
Pageviews	12,617	14,667	14,137	13,863	30,598	35,064	33,110	35,683	36,763	34,284	32,424	36,592	35,127
Pages / Visit	4.27	4.28	4.1	3.88	3.90	3.53	4.03	4.27	4.37	4.37	4.10	3.85	4.29
Time on Site	2:48	3:14	2:53	2:41	2:51	2:26	2:38	3:00	3:09	3:13	2:55	2:48	2:56
Bounce Rate	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%	18.90%
% New Visits	60.89%	60.36%	55.84%	56.60%	64.47%	66.03%	62.90%	59.39%	57.24%	59.41%	65.25%	64.59%	60.86%
L2T PPC													
Clicks						856	727	791	919	972	994	1,057	902
Impressions						35,754	58,281	44,299	36,728	26,421	33,349	33,987	35,952
CTR						2.39%	1.25%	1.79%	2.50%	3.68%	2.98%	3.11%	2.51%
Average Position						1.59	1.38	1.37	1.51	1.50	1.49	1.4	1.7
Average CPC						\$2.55	\$3.00	\$2.79	\$2.28	\$2.21	\$2.19	\$2.03	\$2.47
Phone Calls						39	39	19	39	31	39	51	37
Budget						\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000
Email Blast													
Quantity												50,000	
Opens												6,308	
Clicks												1,024	
Open Rate %												12.616%	
Click Through Rate %												2.048%	
Facebook Advertisements													
Total Likes												355	554
Campaign Reach													9848
Frequency													2.50
Average Cost Per Page Like													\$1.14

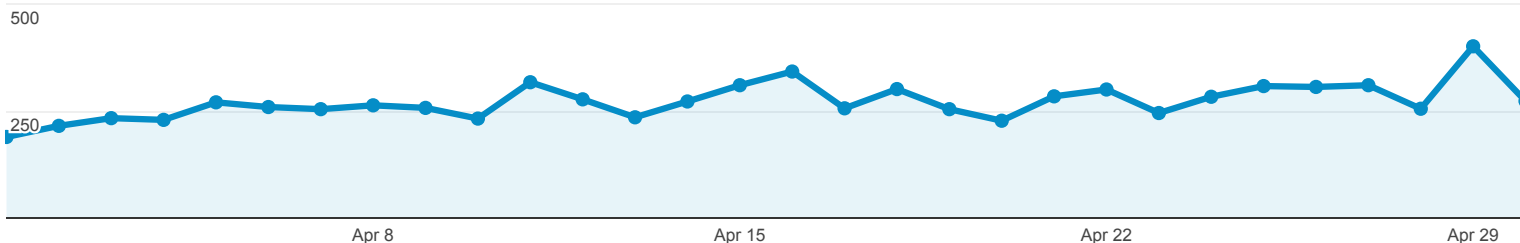
## Audience Overview

Apr 1, 2014 - Apr 30, 2014

All Sessions  
100.00%

### Overview

● Sessions



Sessions

8,187

Users

5,773

Pageviews

35,127

Pages / Session

4.29

Avg. Session Duration

00:02:56

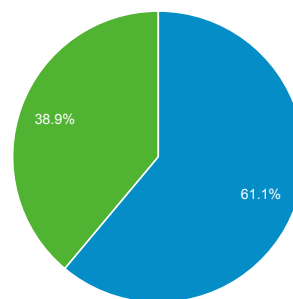
Bounce Rate

18.90%

% New Sessions

60.86%

■ New Visitor ■ Returning Visitor

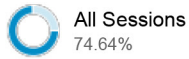


Language	Sessions	% Sessions
1. en-us	7,775	94.97%
2. zh-cn	71	0.87%
3. en-gb	41	0.50%
4. ja-jp	40	0.49%
5. c	33	0.40%
6. pt-br	29	0.35%
7. en	26	0.32%
8. de-de	24	0.29%
9. de	22	0.27%
10. zh-tw	15	0.18%

## Location

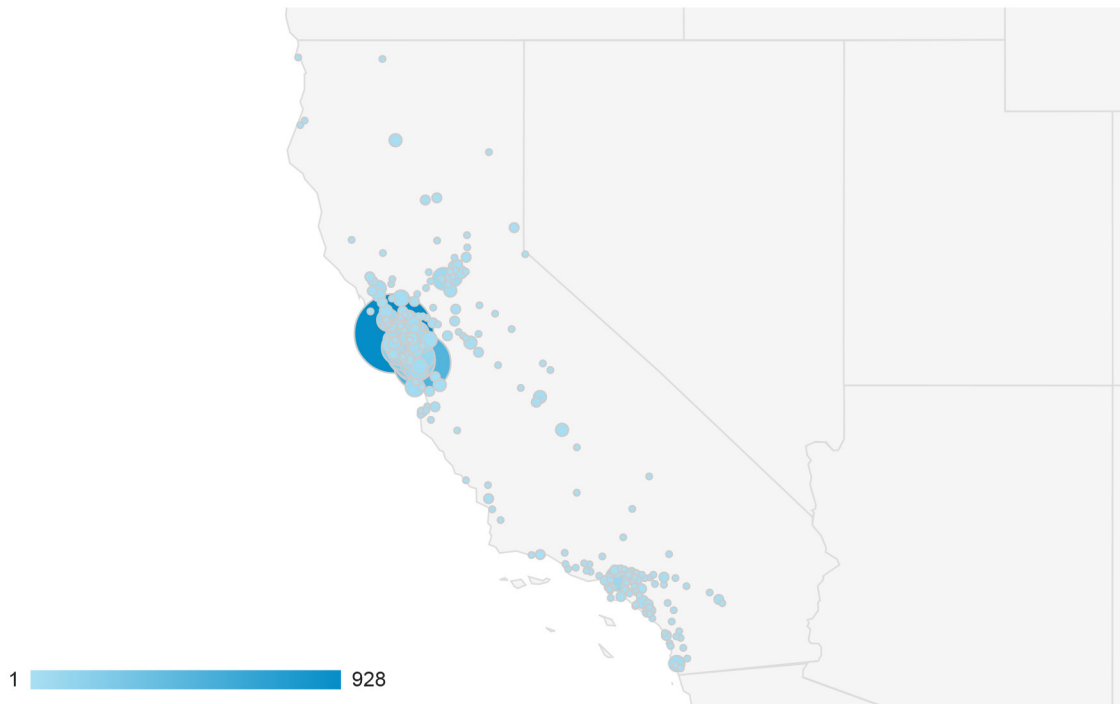
Apr 1, 2014 - Apr 30, 2014

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



### Map Overlay

Summary



City	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	6,111 % of Total: 74.64% (8,187)	56.72% Site Avg: 60.86% (-6.81%)	3,466 % of Total: 69.56% (4,983)	14.55% Site Avg: 18.90% (-23.01%)	4.68 Site Avg: 4.29 (9.08%)	00:03:16 Site Avg: 00:02:56 (11.24%)	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="#">San Francisco</a>	928 (15.19%)	63.04%	585 (16.88%)	15.41%	4.58	00:03:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. <a href="#">San Jose</a>	490 (8.02%)	53.88%	264 (7.62%)	14.69%	5.20	00:03:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. <a href="#">Sunnyvale</a>	244 (3.99%)	57.79%	141 (4.07%)	15.57%	4.45	00:02:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. <a href="#">Menlo Park</a>	223 (3.65%)	53.36%	119 (3.43%)	13.45%	5.07	00:04:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. <a href="#">Palo Alto</a>	217 (3.55%)	51.15%	111 (3.20%)	10.60%	4.47	00:02:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. <a href="#">Mountain View</a>	205 (3.35%)	56.10%	115 (3.32%)	15.12%	5.27	00:03:31	0.00%	0 (0.00%)	\$0.00 (0.00%)

7.	Foster City	188 (3.08%)	28.72%	54 (1.56%)	21.28%	3.59	00:03:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
8.	Redwood City	175 (2.86%)	52.00%	91 (2.63%)	10.86%	4.37	00:02:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
9.	San Mateo	169 (2.77%)	54.44%	92 (2.65%)	14.79%	4.75	00:03:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
10.	Oakland	149 (2.44%)	46.31%	69 (1.99%)	16.78%	4.12	00:03:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
11.	Santa Clara	141 (2.31%)	61.70%	87 (2.51%)	15.60%	4.20	00:03:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
12.	Fremont	126 (2.06%)	61.90%	78 (2.25%)	15.08%	4.74	00:03:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
13.	Cupertino	125 (2.05%)	61.60%	77 (2.22%)	20.80%	4.98	00:03:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
14.	Belmont	107 (1.75%)	57.01%	61 (1.76%)	19.63%	3.82	00:01:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
15.	Milpitas	94 (1.54%)	53.19%	50 (1.44%)	13.83%	3.96	00:03:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
16.	Los Angeles	85 (1.39%)	75.29%	64 (1.85%)	27.06%	2.98	00:01:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
17.	San Ramon	78 (1.28%)	61.54%	48 (1.38%)	6.41%	3.78	00:01:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
18.	South San Francisco	78 (1.28%)	38.46%	30 (0.87%)	8.97%	6.19	00:03:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
19.	Saratoga	75 (1.23%)	16.00%	12 (0.35%)	2.67%	5.23	00:03:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
20.	Burlingame	74 (1.21%)	59.46%	44 (1.27%)	14.86%	4.34	00:02:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
21.	San Carlos	73 (1.19%)	65.75%	48 (1.38%)	19.18%	4.00	00:03:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
22.	San Rafael	71 (1.16%)	64.79%	46 (1.33%)	9.86%	6.06	00:03:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
23.	Hillsborough	69 (1.13%)	7.25%	5 (0.14%)	7.25%	4.90	00:04:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
24.	Pleasanton	64 (1.05%)	62.50%	40 (1.15%)	14.06%	5.05	00:02:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
25.	Sacramento	63 (1.03%)	57.14%	36 (1.04%)	15.87%	6.02	00:03:37	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 25 of 254

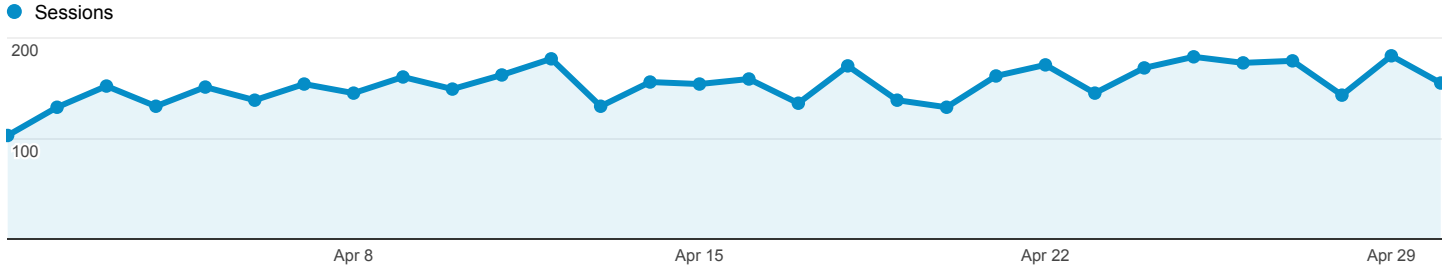
## Organic Search Traffic

Apr 1, 2014 - Apr 30, 2014

All Sessions  
56.16%

Explorer

Summary



Keyword	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	4,598 % of Total: 56.16% (8,187)	57.74% Site Avg: 60.86% (-5.13%)	2,655 % of Total: 53.28% (4,983)	15.68% Site Avg: 18.90% (-17.01%)	4.65 Site Avg: 4.29 (8.42%)	00:03:11 Site Avg: 00:02:56 (8.28%)	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)	3,519 (76.53%)	58.11%	2,045 (77.02%)	15.57%	4.68	00:03:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. carlsen porsche	284 (6.18%)	42.96%	122 (4.60%)	7.04%	4.70	00:03:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. carlson porsche	36 (0.78%)	33.33%	12 (0.45%)	16.67%	3.39	00:02:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. rector porsche	36 (0.78%)	22.22%	8 (0.30%)	25.00%	3.67	00:04:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. porsche san francisco	31 (0.67%)	70.97%	22 (0.83%)	12.90%	5.58	00:03:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. san francisco porsche	30 (0.65%)	43.33%	13 (0.49%)	3.33%	4.53	00:03:27	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. porsche	28 (0.61%)	75.00%	21 (0.79%)	25.00%	4.11	00:01:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. porsche redwood city	20 (0.43%)	45.00%	9 (0.34%)	0.00%	5.45	00:04:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. porsche bay area	18 (0.39%)	72.22%	13 (0.49%)	5.56%	7.78	00:04:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. carlsen porsche redwood city	17 (0.37%)	52.94%	9 (0.34%)	0.00%	7.06	00:07:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
11. <a href="http://carlsen.porschedealer.com/">http://carlsen.porschedealer.com/</a>	17 (0.37%)	58.82%	10 (0.38%)	17.65%	7.12	00:06:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
12. carlsen porsche in redwood city	16 (0.35%)	0.00%	0 (0.00%)	0.00%	6.75	00:04:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
13. porsche macan	15 (0.33%)	93.33%	14 (0.53%)	66.67%	2.00	00:01:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
14. porsche of redwood city	15 (0.33%)	26.67%	4 (0.15%)	6.67%	2.40	00:02:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
15. redwood city porsche	12 (0.26%)	50.00%	6 (0.23%)	8.33%	4.08	00:03:39	0.00%	0 (0.00%)	\$0.00 (0.00%)

16.	bay area porsche	10 (0.22%)	50.00%	5 (0.19%)	0.00%	4.90	00:02:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
17.	carlsen porsche inventory	9 (0.20%)	44.44%	4 (0.15%)	0.00%	4.56	00:03:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
18.	carlsenporsche	7 (0.15%)	14.29%	1 (0.04%)	0.00%	4.71	00:01:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
19.	porsche carlsen	7 (0.15%)	71.43%	5 (0.19%)	0.00%	4.14	00:01:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
20.	porsche dealer	7 (0.15%)	71.43%	5 (0.19%)	28.57%	3.71	00:00:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
21.	porsche san jose	7 (0.15%)	100.00%	7 (0.26%)	0.00%	6.86	00:03:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
22.	bay area porsche dealers	6 (0.13%)	100.00%	6 (0.23%)	0.00%	6.50	00:03:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
23.	carlsen porsche dealer	6 (0.13%)	66.67%	4 (0.15%)	33.33%	3.00	00:01:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
24.	porsche dealer san francisco	6 (0.13%)	83.33%	5 (0.19%)	0.00%	5.67	00:03:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
25.	redwood city porsche dealer	6 (0.13%)	33.33%	2 (0.08%)	0.00%	2.67	00:01:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 25 of 330

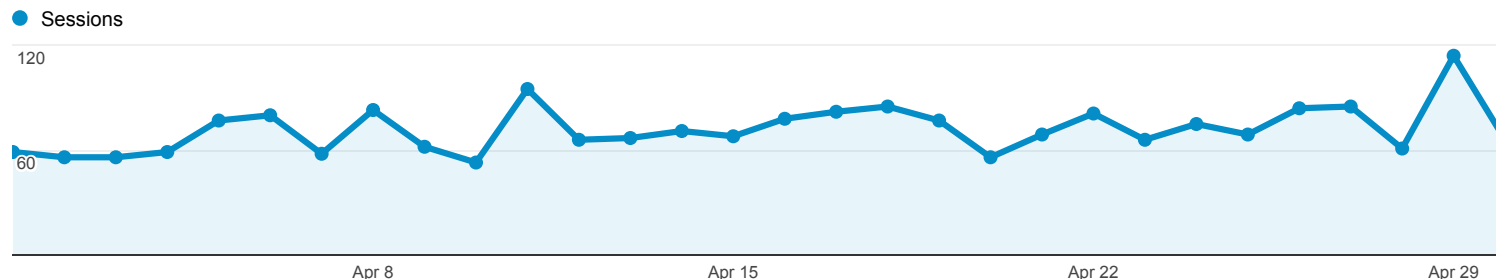
## Referral Traffic

Apr 1, 2014 - Apr 30, 2014



Explorer

Summary



Source	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	2,158 % of Total: 26.36% (8,187)	63.02% Site Avg: 60.86% (3.54%)	1,360 % of Total: 27.29% (4,983)	15.57% Site Avg: 18.90% (-17.60%)	4.25 Site Avg: 4.29 (-0.93%)	00:02:51 Site Avg: 00:02:56 (-3.22%)	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>	1,005 (46.57%)	64.28%	646 (47.50%)	11.04%	4.15	00:03:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. <a href="#">bayarea.porschedealer.com</a>	650 (30.12%)	59.08%	384 (28.24%)	8.15%	5.20	00:03:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. <a href="#">porsche.com</a>	69 (3.20%)	66.67%	46 (3.38%)	8.70%	4.51	00:03:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. <a href="#">cars.com</a>	47 (2.18%)	55.32%	26 (1.91%)	17.02%	5.11	00:04:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. <a href="#">ucl.porsche.de</a>	47 (2.18%)	65.96%	31 (2.28%)	40.43%	2.96	00:01:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. <a href="#">autotrader.com</a>	45 (2.09%)	64.44%	29 (2.13%)	22.22%	3.71	00:02:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. <a href="#">imakenews.com</a>	42 (1.95%)	52.38%	22 (1.62%)	23.81%	2.26	00:03:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. <a href="#">planet-9.com</a>	15 (0.70%)	93.33%	14 (1.03%)	66.67%	1.53	00:00:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. <a href="#">yelp.com</a>	15 (0.70%)	86.67%	13 (0.96%)	26.67%	4.27	00:03:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. <a href="#">pca-ggr.org</a>	14 (0.65%)	50.00%	7 (0.51%)	35.71%	2.79	00:01:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
11. <a href="#">googleads.g.doubleclick.net</a>	11 (0.51%)	54.55%	6 (0.44%)	27.27%	3.09	00:01:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
12. <a href="#">semalt.semalt.com</a>	10 (0.46%)	100.00%	10 (0.74%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
13. <a href="#">searchresults.verizon.com</a>	9 (0.42%)	0.00%	0 (0.00%)	0.00%	2.00	00:00:08	0.00%	0 (0.00%)	\$0.00 (0.00%)



14.	<a href="#">semalt.com</a>	9 (0.42%)	100.00%	9 (0.66%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
15.	<a href="#">web.mail.comcast.net</a>	9 (0.42%)	88.89%	8 (0.59%)	55.56%	2.11	00:00:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
16.	<a href="#">forums.rennlist.com</a>	8 (0.37%)	87.50%	7 (0.51%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
17.	<a href="#">carsforsale.com</a>	7 (0.32%)	71.43%	5 (0.37%)	14.29%	3.00	00:02:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
18.	<a href="#">dp.g.doubleclick.net</a>	7 (0.32%)	28.57%	2 (0.15%)	0.00%	2.29	00:01:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
19.	<a href="#">ads.yahoo.com</a>	5 (0.23%)	60.00%	3 (0.22%)	20.00%	8.60	00:07:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
20.	<a href="#">bantha.org</a>	5 (0.23%)	40.00%	2 (0.15%)	80.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
21.	<a href="#">carlsenporsche.com</a>	5 (0.23%)	0.00%	0 (0.00%)	20.00%	2.40	00:01:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
22.	<a href="#">excellence-mag.com</a>	5 (0.23%)	100.00%	5 (0.37%)	0.00%	4.80	00:01:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
23.	<a href="#">r.search.yahoo.com</a>	5 (0.23%)	40.00%	2 (0.15%)	20.00%	5.20	00:01:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
24.	10.10.1.4:8880	4 (0.19%)	0.00%	0 (0.00%)	0.00%	2.25	00:00:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
25.	<a href="#">google.com</a>	4 (0.19%)	100.00%	4 (0.29%)	50.00%	3.75	00:02:49	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 25 of 104

# Carlsen Porsche

## PPC Optimizations and Highlights

- 37 phone calls from Ads
- 902 visits
- 2 reasons for the decrease in clicks:
  - Significant decrease in Branded search interest (impressions fell 21%)
  - Increased competition led to a 23% increase in CPCs
- Regional Campaign's top 3 Ad Groups
  - San Francisco – 120 visits
  - Redwood City – 35 visits
  - San Jose – 31 visits
- Similar to the past several months we still have a very high avg. position for and lost most of IS to budget. Although a high position leads to a lot a great CTR, dropping the position will provide more clicks for the budget we have.

## Opportunity for the Future

- We have just added \$2000 to the budget, which is perfect timing to capture the extra search interest we generally see in the summer months and combat the increase competition that tends to come with that. I will see how May plays out with this new budget before making any adjustments to the campaigns and looking for additional opportunities.

		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	\$27.00/day	Limited by budget ?		385	6,683	5.76%	1.4	8	14	82.22%	13.88%	3.90%	\$1.92
		Calls from ads				--	--	--	--	8	--	--	--	--	--
		New/Porsche	\$22.00/day	Limited by budget ?		308	26,033	1.18%	1.8	0	0	23.20%	72.27%	4.53%	\$2.86
		Regional/Porsche	\$23.00/day	Limited by budget ?		209	3,236	6.46%	1.6	7	8	57.53%	37.87%	4.60%	\$2.92
		Calls from ads				--	--	--	--	7	--	--	--	--	--
		Total - all but deleted campaigns				902	35,952	2.51%	1.7	15	22	28.54%	66.97%	4.49%	\$2.47
		Total - Search ?				902	35,952	2.51%	1.7	15	22	28.54%	66.97%	4.49%	\$2.47
		Total - Display Network ?				0	0	0.00%	0.0	0	0	--	--	--	\$0.00
		Total - all campaigns	\$72.00/day			902	35,952	2.51%	1.7	15	22	28.54%	66.97%	4.49%	\$2.47

## 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:

- 902 visits to the site
- Avg Position improved to 1.71
- 37 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.

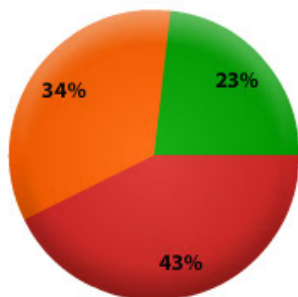
### CONSOLIDATED CAMPAIGN PERFORMANCE OVERVIEW

Date range : Last Month (April)

Campaign Groups	Clicks	Impr.	CTR	Avg. Pos.	Avg. CPC
Branded/Porsche	385	6,683	5.76 %	1.44	\$1.92
New/Porsche	308	26,033	1.18 %	1.80	\$2.86
Regional/Porsche	209	3,236	6.46 %	1.56	\$2.92
<b>Total:</b>	<b>902</b>	<b>35,952</b>	<b>2.51 %</b>	<b>1.71</b>	<b>\$2.47</b>

### CLICKS by CAMPAIGN

Date range : Last Month (April)

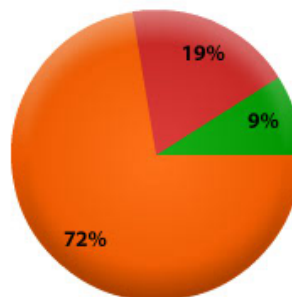


Branded/Porsche	385	42.68 %
New/Porsche	308	34.14 %
Regional/Porsche	209	23.17 %

Total Clicks: 902

### IMPRESSIONS by CAMPAIGN

Date range : Last Month (April)



New/Porsche	26,033	72.41 %
Branded/Porsche	6,683	18.58 %
Regional/Porsche	3,236	9.00 %

Total Impressions: 35,952

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

Date range : Last Month (April)

	Keyword	Match Type	Campaign	Ad Group	Clicks	CTR
1	Carlsen Porsche	Broad	Branded/Porsche	Carlsen Porsche	211	4.07 %
2	Carlsen Porsche	Exact	Branded/Porsche	Carlsen Porsche	130	13.12 %

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

Date range : Last Month (April)

Keyword	Match Type	Campaign	Ad Group	Clicks	CTR
3 new +Porsche	Broad	New/Porsche	New Porsche - Car	69	0.49 %
4 Porsche	Exact	New/Porsche	New Porsche - Car	54	2.04 %
5 2014 +Porsche	Broad	New/Porsche	New Porsche - Car	52	4.47 %
6 +san +francisco +porsche	Broad	Regional/Porsche	San Francisco	42	5.22 %
7 Porsche san francisco	Exact	Regional/Porsche	San Francisco	37	17.05 %
8 used +Porsche +san +francisco	Broad	Regional/Porsche	San Francisco	23	6.71 %
9 +Carlsen +Porsche Dealer	Broad	Branded/Porsche	Carlsen Porsche	23	11.00 %
10 Porsche redwood city	Exact	Regional/Porsche	Redwood City	20	18.18 %
11 new +Porsche +san +jose	Broad	Regional/Porsche	San Jose	16	6.37 %
12 Porsche Cayenne	Exact	New/Porsche	New Cayenne	15	4.85 %
13 +Carlsen +Porsche	Broad	Branded/Porsche	Carlsen Porsche	13	12.50 %
14 +fremont +porsche	Broad	Regional/Porsche	Fremont	9	10.47 %
15 +Porsche dealer	Broad	New/Porsche	New Porsche - Car	7	2.59 %
16 Porsche san jose	Exact	Regional/Porsche	San Jose	7	6.36 %
17 +Porsche prices	Broad	New/Porsche	New Porsche - Car	7	2.16 %
18 Porsche Cayman	Exact	New/Porsche	New Cayman	6	2.01 %
19 +redwood +city +porsche	Broad	Regional/Porsche	Redwood City	6	6.74 %
20 car sale +Porsche	Broad	New/Porsche	New Porsche - Car	6	1.48 %

## 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 (April)

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	254	5.64 %
2 <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	118	1.23 %
3 <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	105	8.05 %
4 <b>Carlsen Porsche</b> New 2014 Porsche In Stock. View Our Entire Inventory Online. <a href="http://www.Carlsen.PorscheDealer.com">www.Carlsen.PorscheDealer.com</a>	New/Porsche	New Porsche - Car	97	0.96 %
5 <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	72	6.96 %
6 <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	59	5.15 %

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

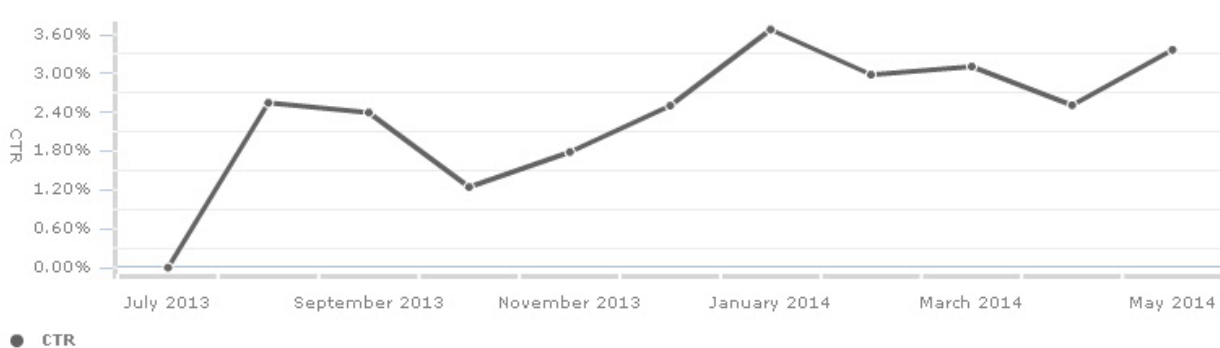
Date range : Last Month (April)

	Creative	Campaign	Ad Group	Clicks	CTR
7	<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	36	3.47 %
8	<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	24	4.77 %
9	<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	Redwood City	14	17.07 %
10	<b>2014 Porsche Panamera</b> Wide Porsche Panamera Selection! Call Us Today For Pricing Options. <a href="http://www.Carlsen.PorscheDealer.com">www.Carlsen.PorscheDealer.com</a>	New/Porsche	New Panamera	14	2.07 %

## EXTENDED PERFORMANCE OVERVIEW

### CTR

Date range : 7/1/2013 - 5/9/2014



## PERFORMANCE OVERVIEW - 2013

Date range : Two Months Ago (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
<b>Total:</b>	<b>1,057</b>	<b>33,987</b>	<b>3.11 %</b>	<b>1.45</b>	<b>\$2.03</b>

## CONTACT INFORMATION

DIGITAL ADVISOR  
Brian Kane  
[bkane@l2tmedia.com](mailto:bkane@l2tmedia.com)  
847-901-8161

HOME

CAMPAIGN

All Campaigns ▶ Carlsen Porsche - Page Likes

Create Ad In Campaign

STATUS ☒ On  
 DELIVERY ● Not Delivering  
 Ad Set Completed  
 OBJECTIVE Page Likes  
 SCHEDULE Apr 21, 2014 – Apr 27, 2014  
 3:21pm 2:46pm  
 SPENT TODAY \$0.00  
 LIFETIME SPENT \$199.99 of \$200.00

PAGE LIKES ? 176  
 REACH ? 9,848  
 FREQUENCY ? 2.50  
 TOTAL SPENT ? \$199.99  
 AVG. COST PER PAGE LIKE ? \$1.14

April 21, 2014 - April 27, 2014



Ad Sets Ads All Except Deleted Edit Ad Sets View Report

1 Result

<input type="checkbox"/>	Status ?	Ad Set ?	Delivery ?	Results ?	Cost ?	Reach ?	Budget ?	Spent Today ?	Total Spent ?	Start Date ?	End Date ?
<input type="checkbox"/>	<input checked="" type="radio"/>	Redwood City, San Jose, San Francisco - 18+	● Completed	176 Page Likes	\$1.13 Per Page Like	9,848	\$200.00 Lifetime	\$0.00	\$199.99 of \$200.00	04/21/2014 3:21pm	04/27/2014 2:46pm

<input type="checkbox"/>	Status ?	Ad ?	Delivery ?	Results ?	Cost ?	Reach ?	Frequency ?	Clicks ?	Click-Through Rate ?	Spent Today	Total Spent ?	Max. Bid ?	Avg. Price ?
<input type="checkbox"/>	<input checked="" type="checkbox"/>	Carlsen Porsche - Page Likes - Ad - Image 3	● Not Delivering Ad Set Completed	64 Page Likes	\$1.50 Per Page Like	5,808	2.01	100	0.856%	\$0.00	\$96.00	Auto Optimized CPM	\$8.21 Optimized CPM

#### Ad Preview

[Edit Creative](#)

#### Targeting

[Edit Targeting](#)

#### Performance

[Edit Pricing](#)

Michael Balistreri likes this.



**Carlsen Porsche**

Sponsored

The largest selection of new and used Porsche inventory in the Bay Area.



**Carlsen Porsche**

Automotive Repair  
555 likes

✓ Liked

[View in News Feed \(desktop\)](#)

[View on Right Hand Side](#)

[Create a Similar Ad](#)

Potential Audience for this ad: 62,000 people

- Location:
  - United States: Redwood City, San Francisco (+25 mi), San Jose (+50 mi) California
- Age: 18 and older
- Interests: Lamborghini Diablo, Mercedes-Benz E-Class, Ferrari, Bugatti Veyron, BMW 1 Series, Audi A6, Lamborghini Murciélago, Lamborghini Reventón, Porsche, Porsche Panamera, Lamborghini Miura, Audi A4, BMW 3 Series, Audi TT, Lotus Cars, BMW, Lexus, Audi A5, Lamborghini Gallardo, Audi S4, Mercedes-Benz, BMW 7 Series, BMW M3, Porsche 996, BMW M6, Porsche 911 GT2, Lamborghini Countach, Aston Martin, exotic cars, Porsche 911, Audi, Porsche Carrera GT, Porsche 993, Porsche 997, Mercedes-Benz CLS-Class, Jaguar Cars, Lexus LFA, Porsche 964, Maserati, BMW Z4, Porsche 918, Mercedes-Benz SLS AMG, Bentley, Audi A8, Luxury vehicle, Audi S6, Audi RS 6, Lamborghini or Lamborghini Aventador
- Income: Income (over \$125,000)
- Not connected to: Carlsen Porsche

Actions

67 Total Actions?



64 Page Likes?

2 Page Photo Views?

1 Website Clicks?

[See full actions report](#)



<input type="checkbox"/>	Status ?	Ad ?	Delivery ?	Results ?	Cost ?	Reach ?	Frequency ?	Clicks ?	Click-Through Rate ?	Spent Today	Total Spent ?	Max. Bid ?	Avg. Price ?
<input type="checkbox"/>		Carlsen Porsche - Page Likes - Ad - Image 3	● Not Delivering Ad Set Completed	64 Page Likes	\$1.50 Per Page Like	5,808	2.01	100	0.856%	\$0.00	\$96.00	Auto Optimized CPM	\$8.21 Optimized CPM
<input type="checkbox"/>		Carlsen Porsche - Page Likes - Ad - Image 2	● Not Delivering Ad Set Completed	0 Page Likes	--	123	1.56	0	0.000%	\$0.00	\$1.12	Auto Optimized CPM	\$5.83 Optimized CPM

#### Ad Preview

[Edit Creative](#)

#### Targeting

[Edit Targeting](#)

#### Performance

[Edit Pricing](#)

Michael Balistreri likes this.



**Carlsen Porsche**

Sponsored

The largest selection of new and used Porsche inventory in the Bay Area.



**Carlsen Porsche**

Automotive Repair

555 likes

✓ Liked

[View in News Feed \(desktop\)](#)

[View on Right Hand Side](#)

[Create a Similar Ad](#)

Potential Audience for this ad: 62,000 people

- Location:
  - United States: Redwood City, San Francisco (+25 mi), San Jose (+50 mi) California
- Age: 18 and older
- Interests: Lamborghini Diablo, Mercedes-Benz E-Class, Ferrari, Bugatti Veyron, BMW 1 Series, Audi A6, Lamborghini Murciélago, Lamborghini Reventón, Porsche, Porsche Panamera, Lamborghini Miura, Audi A4, BMW 3 Series, Audi TT, Lotus Cars, BMW, Lexus, Audi A5, Lamborghini Gallardo, Audi S4, Mercedes-Benz, BMW 7 Series, BMW M3, Porsche 996, BMW M6, Porsche 911 GT2, Lamborghini Countach, Aston Martin, exotic cars, Porsche 911, Audi, Porsche Carrera GT, Porsche 993, Porsche 997, Mercedes-Benz CLS-Class, Jaguar Cars, Lexus LFA, Porsche 964, Maserati, BMW Z4, Porsche 918, Mercedes-Benz SLS AMG, Bentley, Audi A8, Luxury vehicle, Audi S6, Audi RS 6, Lamborghini or Lamborghini Aventador
- Income: Income (over \$125,000)
- Not connected to: Carlsen Porsche

Clicks





<input type="checkbox"/>	<input checked="" type="checkbox"/>	Carlsen Porsche - Page Likes - Ad - Image 1	● Not Delivering Ad Set Completed	112 Page Likes	\$0.91 Per Page Like	6,624	1.92	157	1.235%	\$0.00	\$102.87	Auto Optimized CPM	\$8.09 Optimized CPM
--------------------------	-------------------------------------	---	--------------------------------------	-------------------	-------------------------	-------	------	-----	--------	--------	----------	-----------------------	-------------------------

Carlsen  
Porsche -  
Page  
Likes - Ad  
- Image 1

112  
Page Likes

**\$0.91**  
Per Page  
Like

6,624

1.92

157

1.235%

\$0.00

\$102.87

Auto  
Optimized CPM

**\$8.09**  
Optimized CPM

## Ad Preview

**Michael Balistreri** likes this.

## Carlsen Porsche

The largest selection of new and used Porsche inventory in the Bay Area.

## Carlsen Porsche

✓ Liked ▼

[View in News Feed \(desktop\)](#)

[Create a Similar Ad](#)

## Targeting

### Performance

Potential Audience for this ad: 62,000 people

Actions ▼

112 Page Likes?

1 Page Photo Views?

[See full actions report](#)