

Carlsen Porsche

*i*MOS CONFIDENTIAL REPORTING
January 2014

Carlsen Porsche													
MONTHLY STATISTICS	January	February	March	April	May	June	July	August	September	October	November	December	January
Visits	6,775	6,054	6,775	7,196	7,783	7,685	8,074	4,084	422	485	427	853	408
Pageviews	16,118	14,153	16,092	19,125	22,200	20,448	22,176	11,549	1,362	1,551	1,341	2,299	1,158
Pages / Visit	2.38	2.34	2.38	2.66	2.85	2.70	2.75	2.83	3.23	3.20	3.14	2.70	2.84
Time on Site	1:55	1:53	1:56	1:58	2:31	1:42	1:48	1:47	2:08	2:16	1:56	3:40	2:00
Bounce Rate	54.10%	54.49%	54.98%	40.79%	36.80%	40.17%	38.23%	39.89%	52.27%	50.72%	54.33%	87.81%	57.35%
% New Visits	65.52%	64.27%	63.84%	62.90%	61.61%	63.97%	62.47%	64.84%	76.30%	75.05%	80.56%	87.81%	64.46%
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
Pageviews			6,641	12,617	14,667	14,137	13,863	30,598	35,064	33,110	35,683	36,763	34,284
Pages / Visit			4.79	4.27	4.28	4.1	3.88	3.90	3.53	4.03	4.27	4.37	4.37
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
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%
% New Visits			59.06%	60.89%	60.36%	55.84%	56.60%	64.47%	66.03%	62.90%	59.39%	57.24%	59.41%
L2T PPC													
Clicks									856	727	791	919	972
Impressions									35,754	58,281	44,299	36,728	26,421
CTR									2.39%	1.25%	1.79%	2.50%	3.68%
Average Position									1.59	1.38	1.37	1.51	1.50
Average CPC									\$2.55	\$3.00	\$2.79	\$2.28	\$2.21
Conversions									39	39			

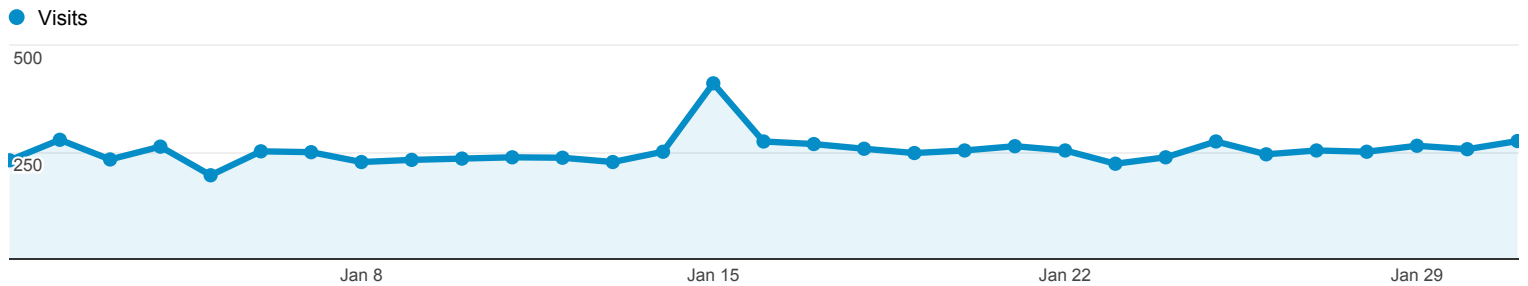
Carlsen Porsche - Gary Stock - <http://carlsen.porschedealer...>
Gary Stock

Audience Overview

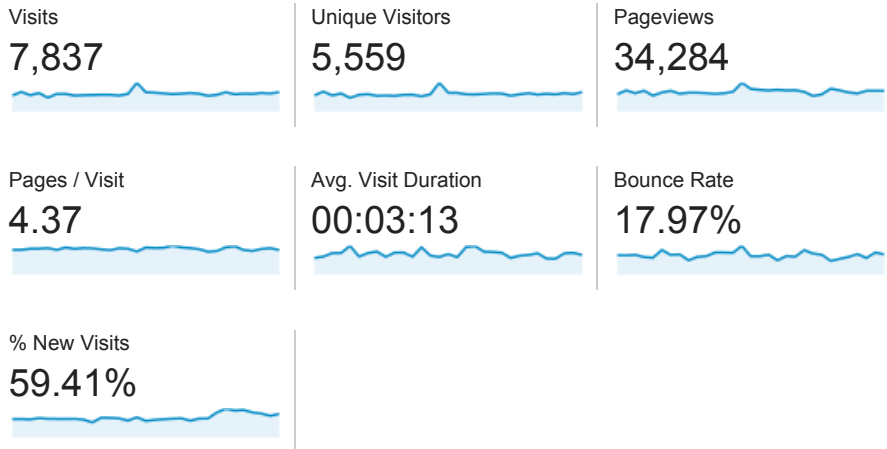
Jan 1, 2014 - Jan 31, 2014



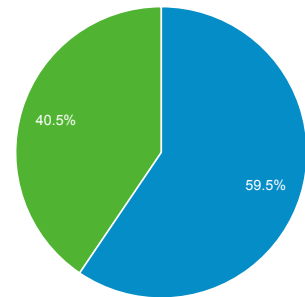
Overview



5,559 people visited this site



■ New Visitor ■ Returning Visitor



Carlisen Porsche - Gary Stock - <http://carlisen.porschedealer...>
Gary Stock

Location

Jan 1, 2014 - Jan 31, 2014

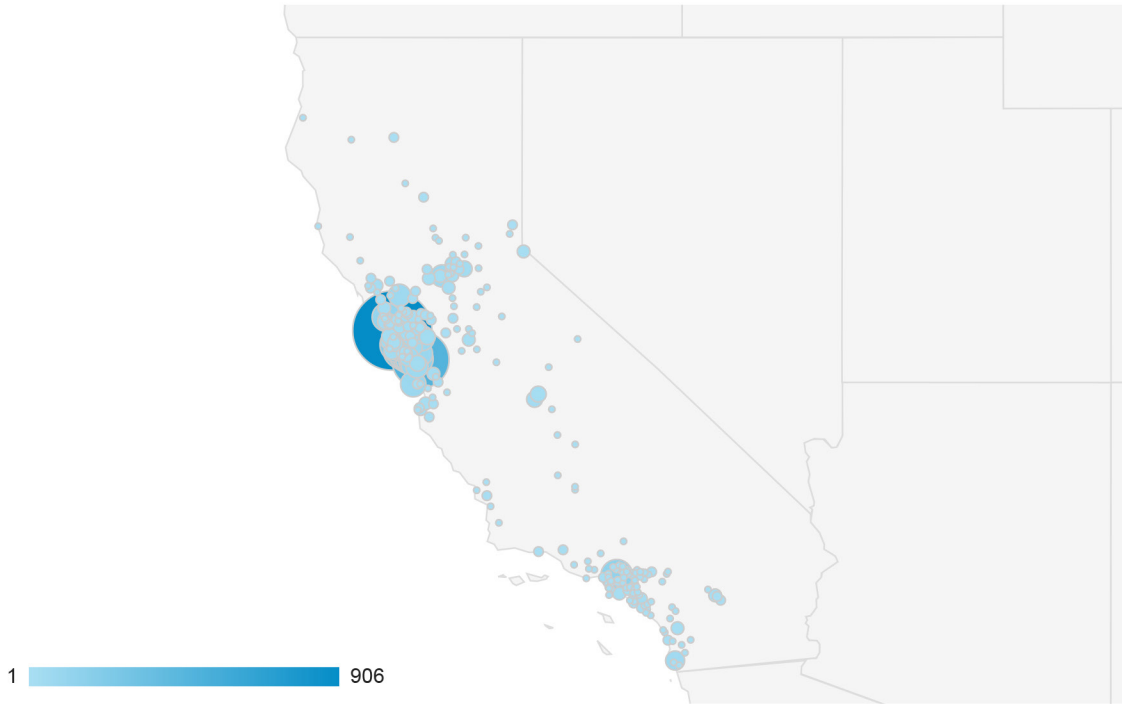
ALL » COUNTRY / TERRITORY: United States » REGION: California



All Visits
78.22%

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
	6,130 % of Total: 78.22% (7,837)	55.55% Site Avg: 59.41% (-6.50%)	3,405 % of Total: 73.13% (4,656)	15.46% Site Avg: 17.97% (-13.92%)	4.62 Site Avg: 4.37 (5.51%)	00:03:28 Site Avg: 00:03:13 (7.72%)	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	906	58.17%	527	15.78%	4.81	00:03:30	0.00%	0	\$0.00
2. San Jose	473	56.03%	265	19.45%	4.72	00:03:29	0.00%	0	\$0.00
3. Palo Alto	216	59.26%	128	14.35%	4.59	00:03:25	0.00%	0	\$0.00
4. Redwood City	211	38.86%	82	24.64%	3.37	00:05:51	0.00%	0	\$0.00
5. Menlo Park	186	62.90%	117	16.13%	4.74	00:02:57	0.00%	0	\$0.00
6. Mountain View	184	55.98%	103	15.22%	4.94	00:03:25	0.00%	0	\$0.00

7.	San Mateo	184	53.80%	99	10.33%	5.63	00:04:03	0.00%	0	\$0.00
8.	Sunnyvale	163	50.92%	83	17.18%	4.51	00:03:35	0.00%	0	\$0.00
9.	Santa Clara	144	57.64%	83	13.19%	4.72	00:03:15	0.00%	0	\$0.00
10.	Los Angeles	136	69.85%	95	26.47%	3.65	00:02:17	0.00%	0	\$0.00
11.	Foster City	133	52.63%	70	13.53%	4.92	00:04:46	0.00%	0	\$0.00
12.	Oakland	126	52.38%	66	7.14%	4.11	00:02:30	0.00%	0	\$0.00
13.	Cupertino	112	59.82%	67	9.82%	4.74	00:03:19	0.00%	0	\$0.00
14.	San Rafael	109	46.79%	51	11.93%	4.50	00:03:05	0.00%	0	\$0.00
15.	Fremont	97	62.89%	61	16.49%	4.64	00:02:21	0.00%	0	\$0.00
16.	Saratoga	92	30.43%	28	3.26%	5.64	00:06:07	0.00%	0	\$0.00
17.	Milpitas	84	48.81%	41	19.05%	4.12	00:03:48	0.00%	0	\$0.00
18.	Pleasanton	80	65.00%	52	8.75%	5.00	00:04:32	0.00%	0	\$0.00
19.	Santa Cruz	79	41.77%	33	21.52%	5.86	00:04:49	0.00%	0	\$0.00
20.	San Carlos	77	59.74%	46	19.48%	3.56	00:02:56	0.00%	0	\$0.00
21.	Sacramento	66	63.64%	42	9.09%	5.09	00:02:53	0.00%	0	\$0.00
22.	Napa	63	33.33%	21	34.92%	2.78	00:03:32	0.00%	0	\$0.00
23.	Los Gatos	61	55.74%	34	26.23%	4.54	00:04:04	0.00%	0	\$0.00
24.	San Ramon	60	50.00%	30	8.33%	5.87	00:04:28	0.00%	0	\$0.00
25.	Berkeley	57	57.89%	33	7.02%	5.74	00:03:49	0.00%	0	\$0.00

Rows 1 - 25 of 262

Carlson Porsche - Gary Stock - http://carlsen.porschedealer....
Gary Stock

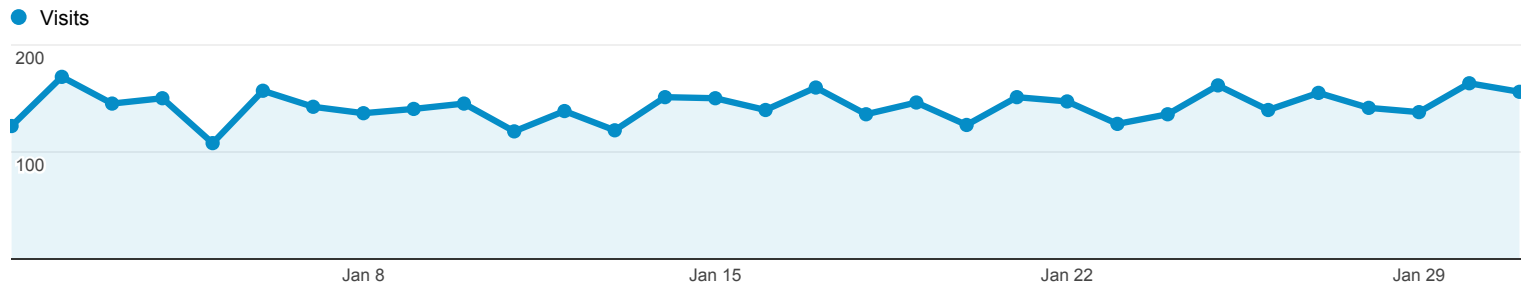
Organic Search Traffic

Jan 1, 2014 - Jan 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
	4,413 % of Total: 56.31% (7,837)	58.37% Site Avg: 59.41% (-1.75%)	2,576 % of Total: 55.33% (4,656)	14.96% Site Avg: 17.97% (-16.76%)	4.73 Site Avg: 4.37 (8.21%)	00:03:20 Site Avg: 00:03:13 (3.42%)	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)	2,704	58.76%	1,589	15.16%	4.80	00:03:17	0.00%	0	\$0.00
2. carlsen porsche	431	46.87%	202	6.50%	4.80	00:03:50	0.00%	0	\$0.00
3. http://carlsen.porschedealer.com/	77	63.64%	49	14.29%	4.06	00:02:11	0.00%	0	\$0.00
4. porsche san francisco	65	76.92%	50	6.15%	5.02	00:03:29	0.00%	0	\$0.00
5. porsche redwood city	52	40.38%	21	17.31%	4.90	00:04:41	0.00%	0	\$0.00
6. carlson porsche	51	27.45%	14	13.73%	3.31	00:01:34	0.00%	0	\$0.00
7. rector porsche	50	56.00%	28	10.00%	5.82	00:03:51	0.00%	0	\$0.00
8. porsche	36	55.56%	20	16.67%	3.67	00:04:26	0.00%	0	\$0.00
9. porsche dealers bay area	33	63.64%	21	12.12%	5.39	00:04:56	0.00%	0	\$0.00
10. carlsen porsche inventory	27	59.26%	16	3.70%	5.30	00:07:19	0.00%	0	\$0.00
11. redwood city porsche	27	59.26%	16	0.00%	6.30	00:06:54	0.00%	0	\$0.00
12. bay area porsche	23	56.52%	13	8.70%	5.35	00:02:16	0.00%	0	\$0.00

13.	carlsen porsche redwood city	21	38.10%	8	4.76%	3.33	00:01:27	0.00%	0	\$0.00
14.	porsche bay area	21	66.67%	14	4.76%	5.86	00:04:40	0.00%	0	\$0.00
15.	sonnen porsche	20	65.00%	13	15.00%	4.70	00:03:24	0.00%	0	\$0.00
16.	porsche carlsen	18	55.56%	10	11.11%	6.61	00:02:39	0.00%	0	\$0.00
17.	san francisco porsche	18	88.89%	16	0.00%	5.83	00:03:52	0.00%	0	\$0.00
18.	porsche of san francisco	17	64.71%	11	11.76%	5.29	00:02:45	0.00%	0	\$0.00
19.	porsche of redwood city	15	13.33%	2	0.00%	3.13	00:00:41	0.00%	0	\$0.00
20.	porsche cayenne	14	50.00%	7	0.00%	7.64	00:10:01	0.00%	0	\$0.00
21.	redwood porsche	14	42.86%	6	7.14%	10.50	00:12:47	0.00%	0	\$0.00
22.	porsche fremont	13	46.15%	6	15.38%	5.46	00:04:25	0.00%	0	\$0.00
23.	carlsen audi	12	83.33%	10	41.67%	2.58	00:00:36	0.00%	0	\$0.00
24.	stevens creek porsche	12	58.33%	7	8.33%	3.75	00:02:03	0.00%	0	\$0.00
25.	fremont porsche	11	36.36%	4	0.00%	6.36	00:04:42	0.00%	0	\$0.00

Rows 1 - 25 of 446

Carlson Porsche - Gary Stock - <http://carlsen.porschedealer....>
Gary Stock

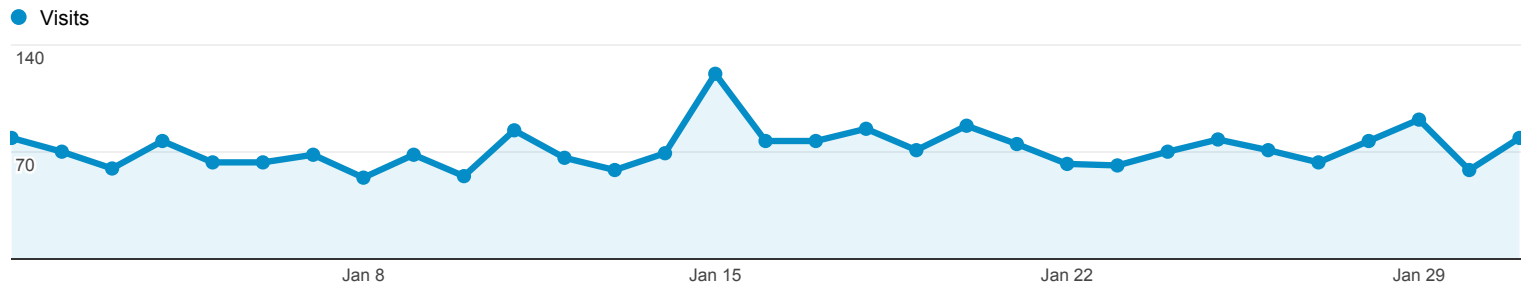
Referral Traffic

Jan 1, 2014 - Jan 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
	2,234 % of Total: 28.51% (7,837)	60.38% Site Avg: 59.41% (1.64%)	1,349 % of Total: 28.97% (4,656)	15.35% Site Avg: 17.97% (-14.54%)	4.16 Site Avg: 4.37 (-4.96%)	00:03:01 Site Avg: 00:03:13 (-6.30%)	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	1,148	58.71%	674	16.99%	3.77	00:03:00	0.00%	0	\$0.00
2. bayarea.porschedealer.com	679	59.50%	404	5.15%	5.11	00:03:11	0.00%	0	\$0.00
3. porsche.com	66	65.15%	43	12.12%	4.47	00:04:01	0.00%	0	\$0.00
4. cars.com	50	70.00%	35	6.00%	5.46	00:05:03	0.00%	0	\$0.00
5. imakenews.com	45	51.11%	23	33.33%	1.98	00:01:10	0.00%	0	\$0.00
6. ucl.porsche.de	41	68.29%	28	17.07%	4.41	00:03:06	0.00%	0	\$0.00
7. autotrader.com	28	53.57%	15	14.29%	4.96	00:02:28	0.00%	0	\$0.00
8. yelp.com	20	75.00%	15	20.00%	4.40	00:02:24	0.00%	0	\$0.00
9. planet-9.com	15	93.33%	14	86.67%	1.27	00:00:44	0.00%	0	\$0.00
10. dp.g.doubleclick.net	14	28.57%	4	0.00%	4.43	00:02:51	0.00%	0	\$0.00
11. carlsenporscheparts.com	12	91.67%	11	58.33%	1.42	00:00:49	0.00%	0	\$0.00
12. pca-ggr.org	12	83.33%	10	58.33%	3.50	00:01:59	0.00%	0	\$0.00

13.	6speedonline.com	10	50.00%	5	60.00%	2.20	00:01:34	0.00%	0	\$0.00
14.	carsforsale.com	10	70.00%	7	30.00%	2.90	00:00:58	0.00%	0	\$0.00
15.	www7.buyerpricer.com	9	44.44%	4	22.22%	3.11	00:04:43	0.00%	0	\$0.00
16.	plus.url.google.com	7	71.43%	5	28.57%	2.29	00:00:38	0.00%	0	\$0.00
17.	forums.rennlist.com	6	66.67%	4	66.67%	3.17	00:00:40	0.00%	0	\$0.00
18.	excellence-mag.com	5	100.00%	5	60.00%	2.00	00:00:25	0.00%	0	\$0.00
19.	us-mg205.mail.yahoo.com	5	20.00%	1	20.00%	3.00	00:02:14	0.00%	0	\$0.00
20.	carfax.com	3	100.00%	3	0.00%	2.33	00:00:08	0.00%	0	\$0.00
21.	semalt.com	3	66.67%	2	33.33%	2.33	00:04:22	0.00%	0	\$0.00
22.	www9.buyerpricer.com	3	33.33%	1	33.33%	2.67	00:11:46	0.00%	0	\$0.00
23.	74.125.225.243	2	50.00%	1	0.00%	4.00	00:00:45	0.00%	0	\$0.00
24.	demo.aan.speedshiftmedia.com	2	100.00%	2	100.00%	1.00	00:00:00	0.00%	0	\$0.00
25.	google.com	2	100.00%	2	100.00%	1.00	00:00:00	0.00%	0	\$0.00

Rows 1 - 25 of 58

Carlsen Porsche

PPC Optimizations and Highlights

- 31 phone calls from Ads
- 972 visits, up 16%
- Continued emphasis on Regional and Branded this month, which led to more visits
- Regional Campaign's top 3 Ad Groups
 - San Francisco – 151 visits
 - Redwood City – 45 visits
 - Fremont – 37 visits
- We saw impressions continue to go way up for both Branded and Regional, which means search interest for Porsche in the area is going up and search interest for the branded name Carlsen Porsche continues to rise. There were nearly 9,000 Impressions for Branded more than double December, meaning people are searching for Carlsen more and more.
- With such a high avg. position of 1.4 for the New/Porsche campaign and losing 87% of IS to budget. We will look to lower our position and our CPCs, to gain more clicks for the New/Porsche campaign

Opportunity for the Future

- Even more room to add budget to increase traffic and leads as Impressions continue to rise. The Impression Share for the whole account last month was 23%, this means your Ads are showing up less than a quarter of what they could be. Last time I spoke with Richard he mentioned Internet leads have doubled since working with us, Carlsen Porsche could continue to benefit from adding budget to these campaigns.

	Campaign	Budget ?	Status ?	Clicks ?	Impr. ?	CTR ?	Avg. Pos. ?	Conv. (many-per-click) ?	Phone calls ?	Search Impr. share ?	Search Lost IS (budget) ?	Search Lost IS (rank) ?
	Branded/Porsche	\$40.00/day	Eligible	513	8,970	5.72%	1.4	8	19	90.12%	6.36%	3.52%
	Regional/Porsche	\$65.00/day	Eligible	287	5,684	5.05%	1.8	1	3	81.11%	12.87%	6.02%
	New/Porsche	\$25.00/day	Eligible	172	11,767	1.46%	1.4	0	0	11.94%	87.13%	0.93%
	Total - all but deleted campaigns			972	26,421	3.68%	1.5	9	22	22.92%	75.62%	1.46%
	Total - Search ?			972	26,421	3.68%	1.5	9	22	22.92%	75.62%	1.46%
	Total - Display Network ?			0	0	0.00%	0.0	0	0	--	--	--
	Total - all campaigns	\$130.00/day		972	26,421	3.68%	1.5	9	22	22.92%	75.62%	1.46%

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:

- 972 visits to the site, up 6%
- Avg Position improved to 1.5
- 31 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.

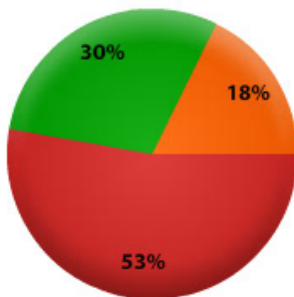
CONSOLIDATED CAMPAIGN PERFORMANCE OVERVIEW

Date range : Last Month (January)

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

CLICKS by CAMPAIGN

Date range : Last Month (January)

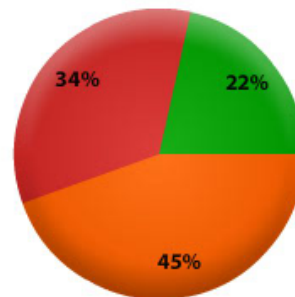


■ Branded/Porsche	513	52.77 %
■ Regional/Porsche	287	29.52 %
■ New/Porsche	172	17.69 %

Total Clicks: 972

IMPRESSIONS by CAMPAIGN

Date range : Last Month (January)



■ New/Porsche	11,767	44.53 %
■ Branded/Porsche	8,970	33.95 %
■ Regional/Porsche	5,684	21.51 %

Total Impressions: 26,421

Top 20 Keywords - All publishers - Based on Clicks

Date range : Last Month (January)

	Keyword	Match Type	Campaign	Ad Group	Clicks	CTR
1	Carlsen Porsche	Broad	Branded/Porsche	Carlsen Porsche	267	3.73 %
2	Carlsen Porsche	Exact	Branded/Porsche	Carlsen Porsche	170	13.32 %

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

Date range : Last Month (January)

Keyword	Match Type	Campaign	Ad Group	Clicks	CTR
3 Porsche san francisco	Exact	Regional/Porsche	San Francisco	51	13.64 %
4 +Carlsen +Porsche	Broad	Branded/Porsche	Carlsen Porsche	51	16.24 %
5 new +Porsche	Broad	New/Porsche	New Porsche - Car	46	0.75 %
6 +san +francisco +porsche	Broad	Regional/Porsche	San Francisco	43	3.74 %
7 +Porsche dealers +san +francisco	Broad	Regional/Porsche	San Francisco	33	14.29 %
8 Porsche	Exact	New/Porsche	New Porsche - Car	24	2.61 %
9 +redwood +city +porsche	Broad	Regional/Porsche	Redwood City	20	8.30 %
10 Porsche redwood city	Exact	Regional/Porsche	Redwood City	19	13.97 %
11 2014 +Porsche	Broad	New/Porsche	New Porsche - Car	15	3.49 %
12 Carlsen Porsche	Phrase	Branded/Porsche	Carlsen Porsche	14	8.05 %
13 +san +jose +porsche	Broad	Regional/Porsche	San Jose	13	2.77 %
14 Porsche Cayenne	Exact	New/Porsche	New Cayenne	13	6.44 %
15 +fremont +porsche	Broad	Regional/Porsche	Fremont	12	1.93 %
16 used +Porsche +san +francisco	Broad	Regional/Porsche	San Francisco	11	6.21 %
17 Porsche fremont	Exact	Regional/Porsche	Fremont	10	2.70 %
18 used +Porsche +san +jose	Broad	Regional/Porsche	San Jose	8	13.79 %
19 +marin +porsche	Broad	Regional/Porsche	Marin	8	5.23 %
20 Porsche san jose	Exact	Regional/Porsche	San Jose	8	6.45 %

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 (January)

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	394	6.42 %
2 Carlsen Porsche Largest Porsche Dealer In Bay Area. Stop By Today For A Test Drive! www.Carlsen.PorscheDealer.com	Regional/Porsche	San Francisco	129	7.77 %
3 {KeyWord:Carlsen Porsche} New Porsche In Stock Now. Get Dealer Directions Online. www.Carlsen.PorscheDealer.com	New/Porsche	New Porsche - Car	88	1.49 %
4 Carlsen Porsche Top Customer Service For 30 Years. Call Today & Schedule A Test Drive. www.Carlsen.PorscheDealer.com	Branded/Porsche	Carlsen Porsche	60	3.50 %
5 Carlsen Porsche Largest Volume Porsche Dealer For 30 Years. View Inventory Now. www.Carlsen.PorscheDealer.com	Branded/Porsche	Carlsen Porsche	59	5.28 %
6 Carlsen Porsche Largest Volume Porsche Dealer For 30 Years With Top Service. Call Now www.Carlsen.PorscheDealer.com	Regional/Porsche	Redwood City	34	12.64 %

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

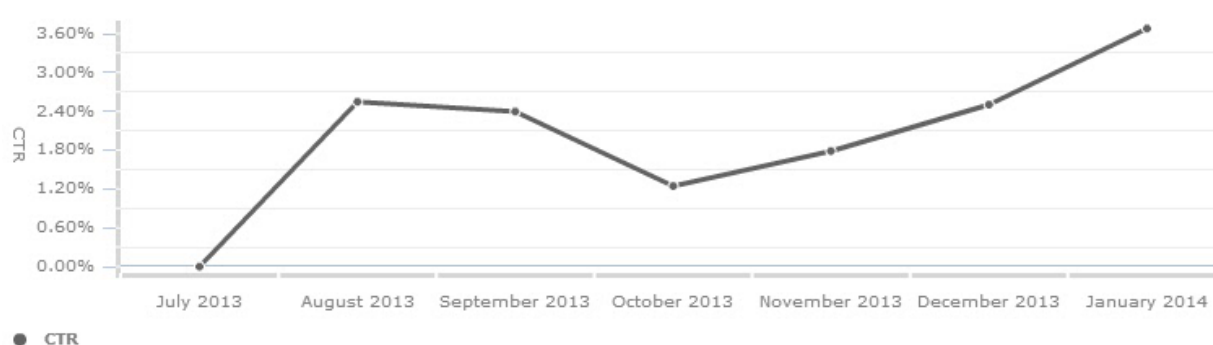
Date range : Last Month (January)

	Creative	Campaign	Ad Group	Clicks	CTR
7	Carlsen Porsche Great New 2014 Porsche Selection. View Inventory & Call Us Today! www.Carlsen.PorscheDealer.com	Regional/Porsche	Fremont	34	2.07 %
8	Carlsen Porsche Largest Porsche Dealer In Bay Area. Stop By Today For A Test Drive. www.Carlsen.PorscheDealer.com	Regional/Porsche	San Jose	26	5.16 %
9	2014 Porsche Cayenne Wide Porsche Cayenne Selection! Call Us Today For Pricing Options. www.Carlsen.PorscheDealer.com	New/Porsche	New Cayenne	24	3.58 %
10	Carlsen Porsche New 2014 Porsche In Stock. View Our Entire Inventory Online. www.Carlsen.PorscheDealer.com	New/Porsche	New Porsche - Car	19	1.03 %

EXTENDED PERFORMANCE OVERVIEW

CTR

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



PERFORMANCE OVERVIEW - 2013

Date range : Two Months Ago (December)

Campaign Groups	Clicks	Impr.	CTR	Avg. Pos.	Avg. CPC
Branded/Porsche	335	4,537	7.38 %	1.37	\$1.19
New/Porsche	347	27,370	1.27 %	1.45	\$3.21
Regional/Porsche	237	4,821	4.92 %	1.95	\$2.47
Total:	919	36,728	2.50 %	1.51	\$2.28

CONTACT INFORMATION

DIGITAL ADVISOR
Brian Kane
bkane@l2tmedia.com
847-901-8161