

Ball Acura

*i*MOS CONFIDENTIAL REPORTING

January 2015

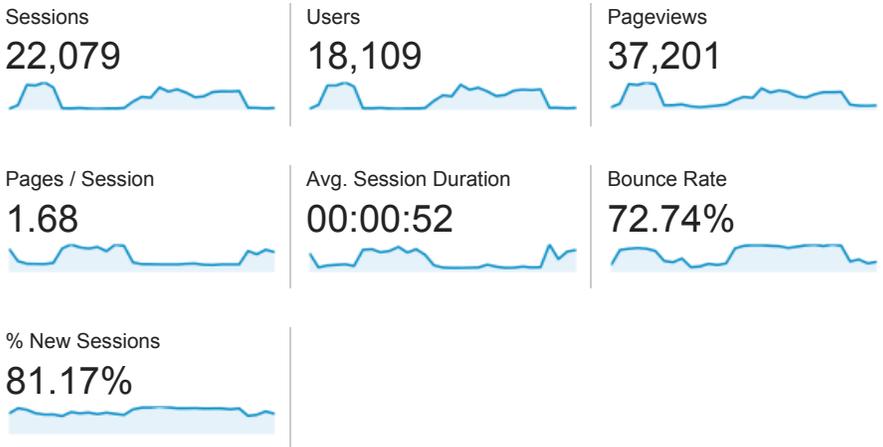
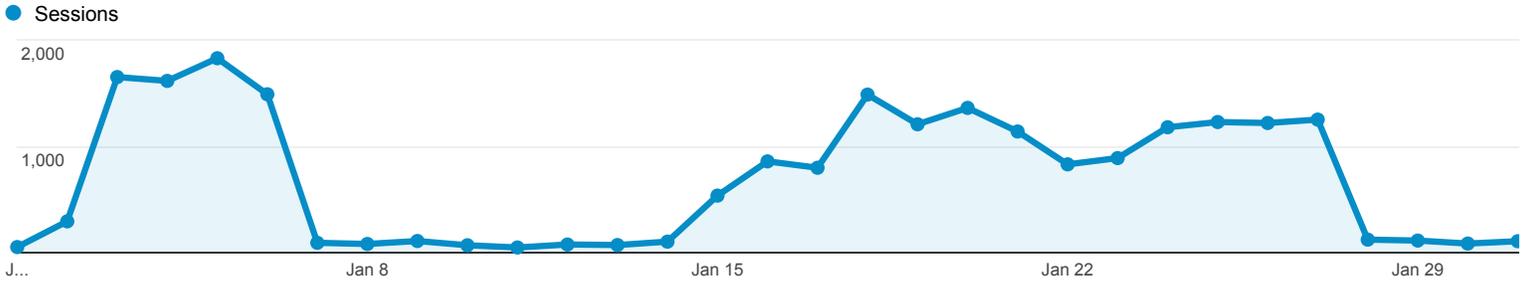
Ball Acura													
MONTHLY STATISTICS	January	February	March	April	May	June	July	August	September	October	November	December	January
Google Analytics													
Visits	1,975	1,517	1,891	1,472	1,797	1,641	1,669	2,013	2,047	2,530	2,316	2,202	22,079
Pageviews	8,757	7,923	8,802	7,042	9,512	8,473	8,330	9,718	9,452	11,701	9,978	9,566	18,109
Pages / Visit	4.43	5.22	4.65	4.78	5.29	5.16	4.99	4.83	4.62	4.62	4.31	4.34	1.68
Time on Site	2:34	3:31	2:59	3:06	3:24	2:54	2:48	3:07	2:46	2:57	2:45	2:44	0:52
Bounce Rate	32.46%	19.84%	24.06%	22.42%	21.04%	23.95%	22.23%	23.60%	25.26%	27.04%	28.32%	29.16%	72.74%
% New Visits	75.80%	69.68%	71.60%	70.38%	67.95%	71.18%	69.32%	69.60%	69.37%	66.01%	67.01%	66.44%	81.17%
Dealer.com Analytics													
Form Submissions	45	44	59	50	57	53	26	46	38	42	40	43	47
Phone Calls	214	228	275	200	508	419	440	464	410	406	374	422	429
Total Leads	259	272	334	250	565	472	466	510	448	448	414	465	476
Conversion Rate	13.11%	17.93%	17.66%	16.98%	31.44%	28.76%	27.92%	25.34%	21.89%	17.71%	17.88%	21.12%	2.16%

Audience Overview

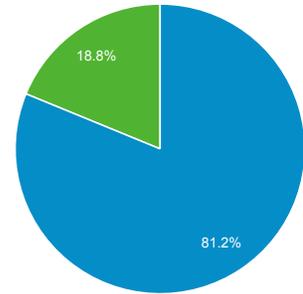
Jan 1, 2015 - Jan 31, 2015

All Sessions
100.00%

Overview



■ New Visitor ■ Returning Visitor



Language	Sessions	% Sessions
1. en-us	21,886	99.13%
2. es	29	0.13%
3. ko-kr	22	0.10%
4. zh-cn	21	0.10%
5. es-es	19	0.09%
6. en-gb	14	0.06%
7. es-419	11	0.05%
8. es-mx	11	0.05%
9. en	9	0.04%
10. ko	6	0.03%

Location

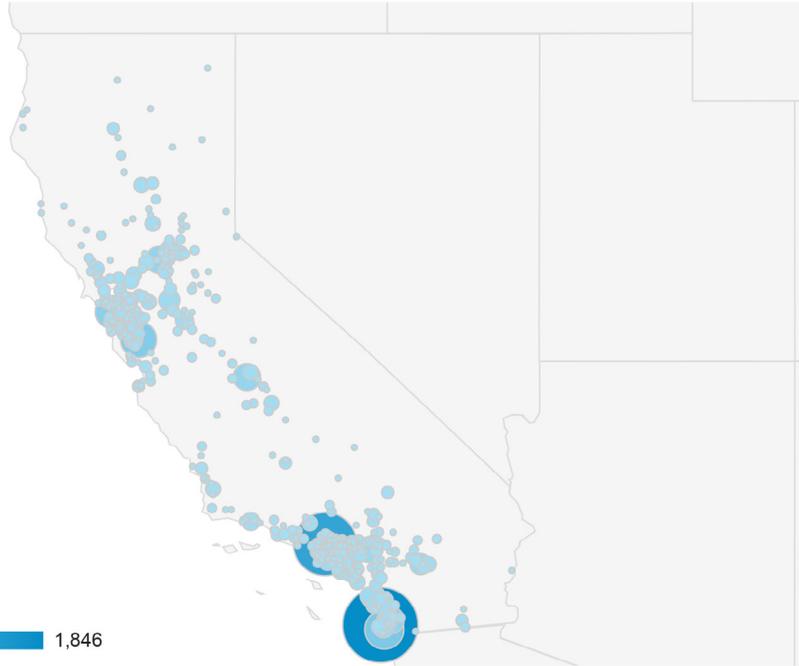
Jan 1, 2015 - Jan 31, 2015

ALL » COUNTRY: United States » REGION: California

All Sessions
63.51%

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
	14,023 % of Total: 63.51% (22,079)	79.56% Avg for View: 81.17% (-1.98%)	11,157 % of Total: 62.26% (17,921)	67.29% Avg for View: 72.74% (-7.50%)	1.90 Avg for View: 1.68 (12.92%)	00:00:58 Avg for View: 00:00:52 (12.77%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. San Diego	1,846 (13.16%)	75.41%	1,392 (12.48%)	47.45%	3.18	00:01:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Los Angeles	1,319 (9.41%)	78.01%	1,029 (9.22%)	67.25%	1.92	00:01:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Chula Vista	502 (3.58%)	63.55%	319 (2.86%)	36.06%	4.05	00:02:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. San Jose	418 (2.98%)	84.45%	353 (3.16%)	74.40%	1.39	00:00:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. San Francisco	337 (2.40%)	80.42%	271 (2.43%)	67.95%	1.70	00:00:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. El Cajon	256 (1.83%)	75.39%	193 (1.73%)	58.20%	2.74	00:01:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Irvine	253 (1.80%)	76.28%	193 (1.73%)	73.12%	2.53	00:01:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Sacramento	234 (1.67%)	75.21%	176 (1.58%)	72.65%	1.39	00:00:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Fresno	227 (1.62%)	81.94%	186 (1.67%)	74.89%	1.35	00:00:26	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Riverside	158 (1.13%)	67.09%	106 (0.95%)	70.25%	1.44	00:01:11	0.00%	0 (0.00%)	\$0.00 (0.00%)

Organic Search Traffic

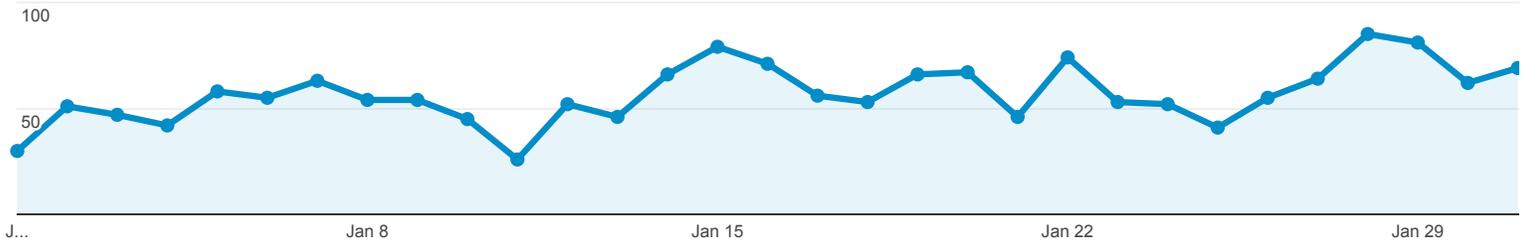
Jan 1, 2015 - Jan 31, 2015

All Sessions
7.98%

Explorer

Summary

Sessions



Keyword	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	1,763 % of Total: 7.98% (22,079)	64.72% Avg for View: 81.17% (-20.26%)	1,141 % of Total: 6.37% (17,921)	30.46% Avg for View: 72.74% (-58.13%)	4.29 Avg for View: 1.68 (154.37%)	00:02:42 Avg for View: 00:00:52 (212.40%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. (not provided)	1,540 (87.35%)	64.09%	987 (86.50%)	30.58%	4.27	00:02:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. ball acura	56 (3.18%)	60.71%	34 (2.98%)	21.43%	4.21	00:02:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. acura san diego	25 (1.42%)	68.00%	17 (1.49%)	20.00%	4.84	00:02:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. acura national city	13 (0.74%)	84.62%	11 (0.96%)	38.46%	3.38	00:03:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. ball acura national city	11 (0.62%)	45.45%	5 (0.44%)	36.36%	7.18	00:03:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. acura	5 (0.28%)	80.00%	4 (0.35%)	40.00%	4.40	00:01:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. san diego acura dealers	4 (0.23%)	50.00%	2 (0.18%)	25.00%	5.00	00:01:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. acura ball	3 (0.17%)	33.33%	1 (0.09%)	0.00%	7.33	00:01:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. acura dealers in san diego	3 (0.17%)	100.00%	3 (0.26%)	33.33%	7.67	00:03:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. acura dealership san diego	3 (0.17%)	66.67%	2 (0.18%)	0.00%	8.00	00:10:21	0.00%	0 (0.00%)	\$0.00 (0.00%)

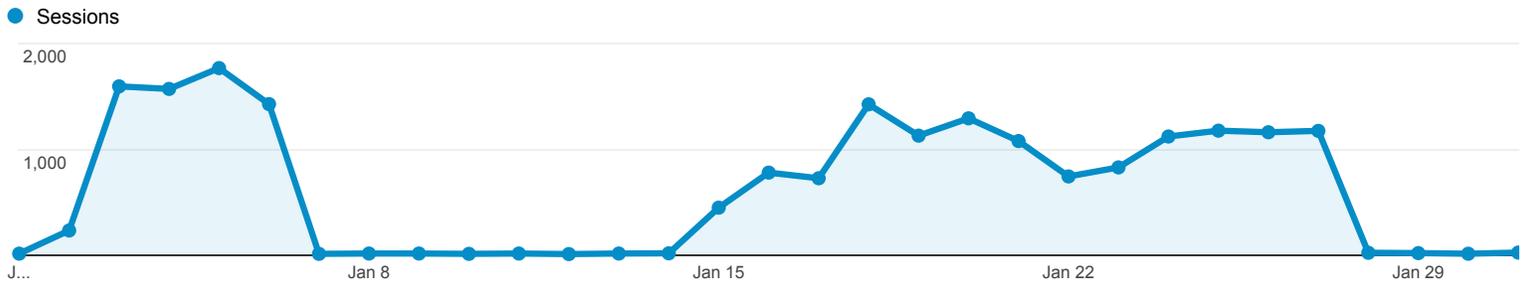
Referral Traffic

Jan 1, 2015 - Jan 31, 2015

All Sessions
90.43%

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
	19,965 % of Total: 90.43% (22,079)	82.82% Avg for View: 81.17% (2.04%)	16,535 % of Total: 92.27% (17,921)	77.16% Avg for View: 72.74% (6.06%)	1.40 Avg for View: 1.68 (-16.96%)	00:00:40 Avg for View: 00:00:52 (-23.48%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. visit-tracker.com	19,320 (96.77%)	83.10%	16,054 (97.09%)	79.06%	1.29	00:00:35	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. acura.com	218 (1.09%)	75.69%	165 (1.00%)	12.84%	4.89	00:03:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. m.acura.com	162 (0.81%)	61.73%	100 (0.60%)	23.46%	4.27	00:02:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. mileofcars.com	134 (0.67%)	88.06%	118 (0.71%)	19.40%	5.57	00:02:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. ballauto.com	67 (0.34%)	76.12%	51 (0.31%)	25.37%	4.24	00:04:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. sdacuradealers.com	27 (0.14%)	66.67%	18 (0.11%)	25.93%	4.52	00:03:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. dna.dealer.com	8 (0.04%)	75.00%	6 (0.04%)	50.00%	1.88	00:03:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. yelp.com	3 (0.02%)	33.33%	1 (0.01%)	0.00%	2.67	00:01:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. amazon.com	2 (0.01%)	100.00%	2 (0.01%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. bing.com	2 (0.01%)	50.00%	1 (0.01%)	0.00%	5.50	00:02:59	0.00%	0 (0.00%)	\$0.00 (0.00%)

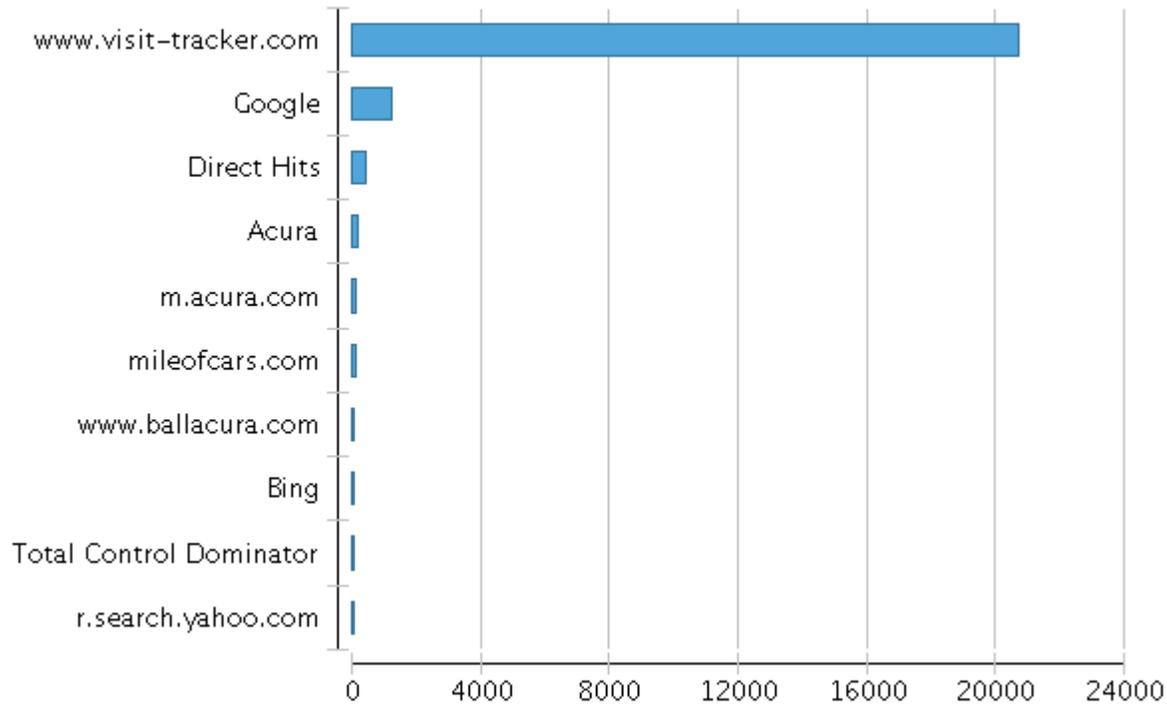
External Referrers Report

January 1, 2015 - January 31, 2015

Determine where most of your website visitors originate irrespective of origin type, as well as their form submissions and submission rate. Also highlighted are page views, bounce rate and time on your site.

Summary	Total Visitors	Total Visits	% New Visits	Bounce Rate	Page Views / Visit	Total Form Submissions	Avg. Form Submission Rate	Avg. Time on Site
	15,585	23,327	66.8%	87.8%	1.36	47	0.3%	00:00:39

Top 10 External Referrers

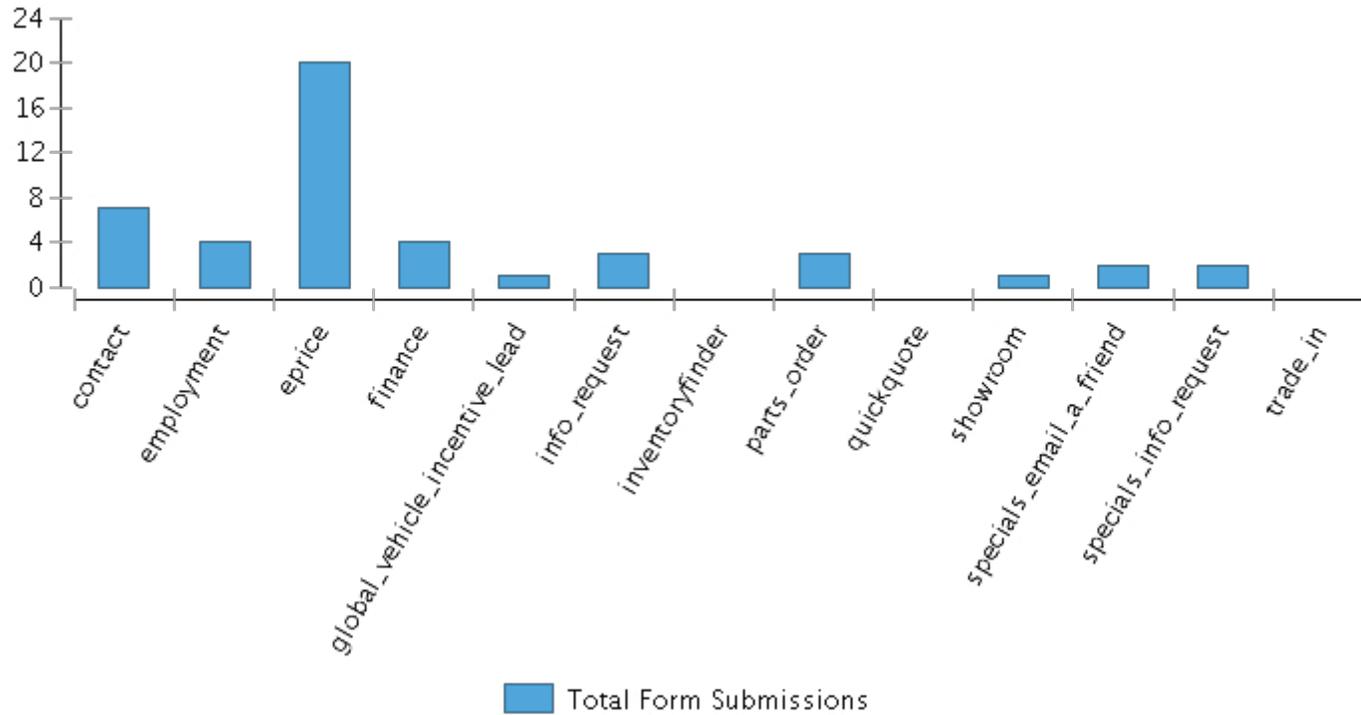


External Referrer Category	Visitors	Visits	% New Visits	Bounce Rate	Page Views / Visit	Form Submissions	% of Form Submissions	Form Submission Rate	Avg. Time on Site
www.visit-tracker.com	13,628	20,710	65.8%	94.8%	1.07	0	0.0%	0.0%	00:00:07
Google	980	1,227	79.9%	35.1%	3.46	25	53.2%	2.6%	00:04:59
Direct Hits	248	455	54.5%	36.3%	4.28	5	10.6%	2.0%	00:04:19
Acura	169	199	84.9%	10.6%	4.31	5	10.6%	3.0%	00:04:37
m.acura.com	128	147	87.1%	21.1%	3.40	0	0.0%	0.0%	00:02:14
mileofcars.com	117	128	91.4%	20.3%	3.97	1	2.1%	0.9%	00:02:22
Bing	65	92	70.7%	18.5%	3.95	3	6.4%	4.6%	00:03:04

Form Submissions Report

January 1, 2015 - January 31, 2015

Each form on your website is represented here with the number of form submissions for each, as well as the percentage of total form submissions. You can evaluate the effectiveness of each and take steps to direct customers to successful forms.

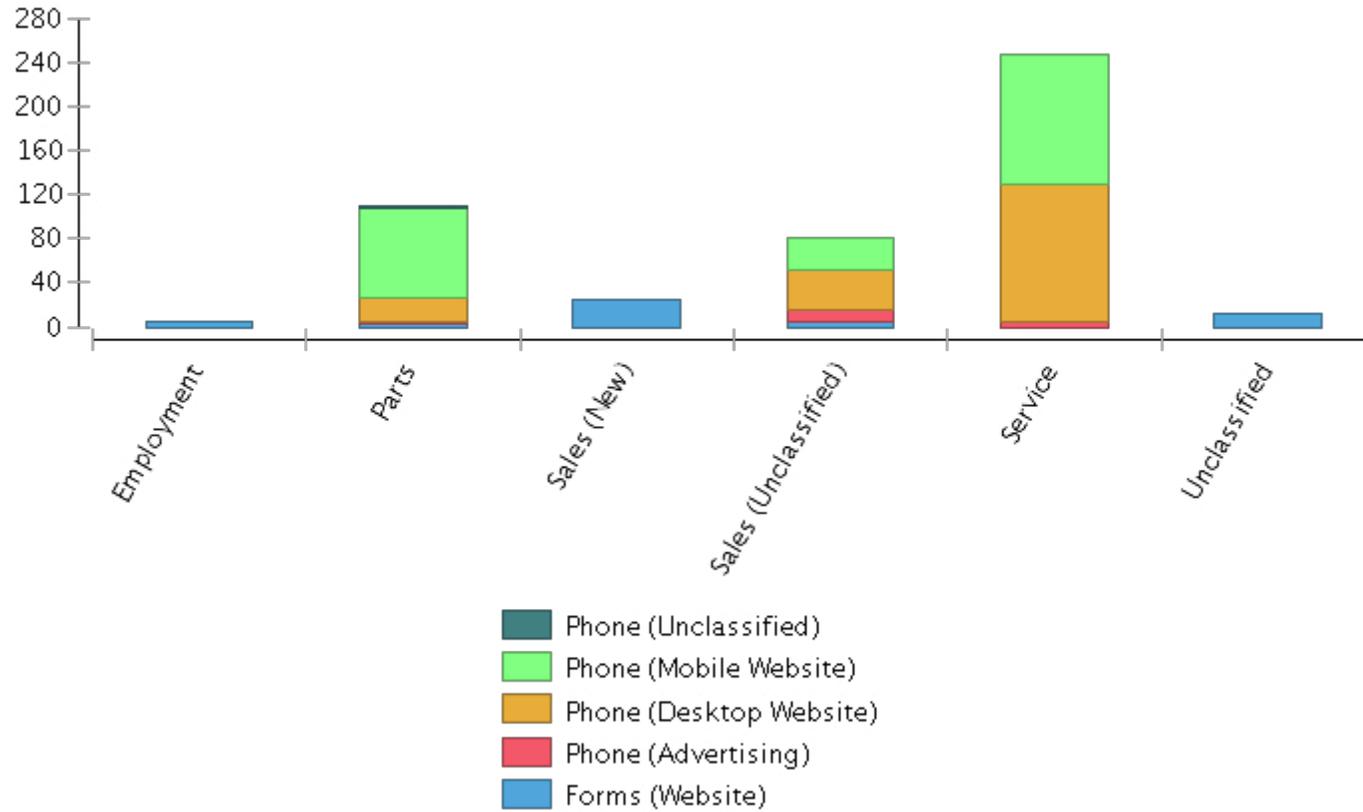


Form Name	Form Submissions	% of Form Submissions
contact	7	14.9%
employment	4	8.5%
eprice	20	42.6%

Form Name	Form Submissions	% of Form Submissions
finance	4	8.5%
global_vehicle_incentive_lead	1	2.1%
info_request	3	6.4%
inventoryfinder	0	0.0%
parts_order	3	6.4%
quickquote	0	0.0%
showroom	1	2.1%
specials_email_a_friend	2	4.3%
specials_info_request	2	4.3%
trade_in	0	0.0%
Totals:	47	100.0%

Origins By Profit Center Report

January 1, 2015 - January 31, 2015



Profit Center	Origin Category	Leads	% of Leads
Employment		4	0.8%
	Forms (Website)	4	0.8%
Parts		109	22.9%
	Phone (Mobile Website)	81	17.0%
	Phone (Desktop Website)	22	4.6%
	Forms (Website)	3	0.6%
	Phone (Unclassified)	2	0.4%
	Phone (Advertising)	1	0.2%
Sales (New)		24	5.0%
	Forms (Website)	24	5.0%
Sales (Unclassified)		81	17.0%
	Phone (Mobile Website)	30	6.3%
	Phone (Desktop Website)	36	7.5%
	Forms (Website)	5	1.0%
	Phone (Advertising)	10	2.1%
Service		247	51.8%
	Phone (Mobile Website)	118	24.7%
	Phone (Desktop Website)	124	26.0%
	Phone (Advertising)	5	1.0%
Unclassified		12	2.5%
	Forms (Website)	12	2.5%
Totals:		477	100.0%