

Ball Acura

*i*MOS CONFIDENTIAL REPORTING

February 2015

| Ball Acura | | | | | | | | | | | | | |
|-----------------------------|-----------------|--------------|--------------|------------|-------------|-------------|---------------|------------------|----------------|-----------------|-----------------|----------------|-----------------|
| MONTHLY STATISTICS | February | March | April | May | June | July | August | September | October | November | December | January | February |
| Google Analytics | | | | | | | | | | | | | |
| Visits | 1,517 | 1,891 | 1,472 | 1,797 | 1,641 | 1,669 | 2,013 | 2,047 | 2,530 | 2,316 | 2,202 | 22,079 | 3,843 |
| Pageviews | 7,923 | 8,802 | 7,042 | 9,512 | 8,473 | 8,330 | 9,718 | 9,452 | 11,701 | 9,978 | 9,566 | 18,109 | 13,117 |
| Pages / Visit | 5.22 | 4.65 | 4.78 | 5.29 | 5.16 | 4.99 | 4.83 | 4.62 | 4.62 | 4.31 | 4.34 | 1.68 | 3.41 |
| Time on Site | 3:31 | 2:59 | 3:06 | 3:24 | 2:54 | 2:48 | 3:07 | 2:46 | 2:57 | 2:45 | 2:44 | 0:52 | 2:03 |
| Bounce Rate | 19.84% | 24.06% | 22.42% | 21.04% | 23.95% | 22.23% | 23.60% | 25.26% | 27.04% | 28.32% | 29.16% | 72.74% | 42.70% |
| % New Visits | 69.68% | 71.60% | 70.38% | 67.95% | 71.18% | 69.32% | 69.60% | 69.37% | 66.01% | 67.01% | 66.44% | 81.17% | 73.28% |
| Dealer.com Analytics | | | | | | | | | | | | | |
| Form Submissions | 44 | 59 | 50 | 57 | 53 | 26 | 46 | 38 | 42 | 40 | 43 | 47 | 53 |
| Phone Calls | 228 | 275 | 200 | 508 | 419 | 440 | 464 | 410 | 406 | 374 | 422 | 429 | 435 |
| Total Leads | 272 | 334 | 250 | 565 | 472 | 466 | 510 | 448 | 448 | 414 | 465 | 476 | 488 |
| Conversion Rate | 17.93% | 17.66% | 16.98% | 31.44% | 28.76% | 27.92% | 25.34% | 21.89% | 17.71% | 17.88% | 21.12% | 2.16% | 12.70% |

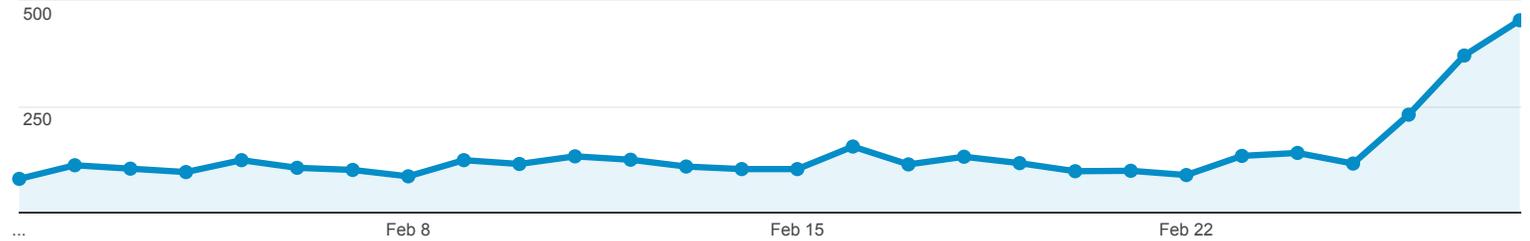
Audience Overview

Feb 1, 2015 - Feb 28, 2015

All Sessions
100.00%

Overview

Sessions



Sessions

3,843

Users

3,030

Pageviews

13,117

Pages / Session

3.41

Avg. Session Duration

00:02:03

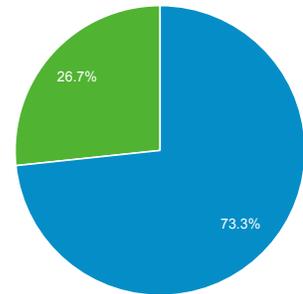
Bounce Rate

42.70%

% New Sessions

73.28%

New Visitor Returning Visitor



| Language | Sessions | % Sessions |
|--------------|----------|------------|
| 1. en-us | 3,563 | 92.71% |
| 2. (not set) | 147 | 3.83% |
| 3. es-419 | 41 | 1.07% |
| 4. es | 32 | 0.83% |
| 5. es-es | 16 | 0.42% |
| 6. es-us | 7 | 0.18% |
| 7. es-mx | 6 | 0.16% |
| 8. en | 5 | 0.13% |
| 9. en-gb | 4 | 0.10% |
| 10. zh-cn | 4 | 0.10% |

Location

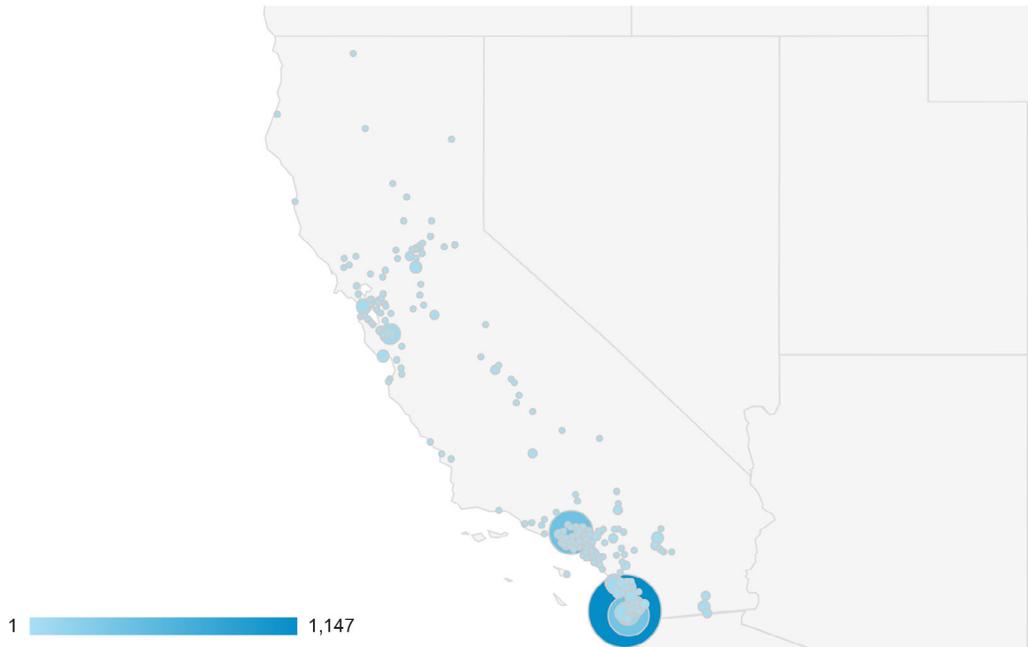
Feb 1, 2015 - Feb 28, 2015

ALL » COUNTRY: United States » REGION: California

 All Sessions
83.16%

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 |
| | 3,196 % of Total: 83.16% (3,843) | 70.78% Avg for View: 73.28% (-3.41%) | 2,262 % of Total: 80.33% (2,816) | 38.92% Avg for View: 42.70% (-8.85%) | 3.60 Avg for View: 3.41 (5.45%) | 00:02:11 Avg for View: 00:02:03 (6.12%) | 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 | 1,147 (35.89%) | 71.75% | 823 (36.38%) | 30.78% | 4.07 | 00:02:26 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 2. Los Angeles | 406 (12.70%) | 66.50% | 270 (11.94%) | 39.90% | 2.88 | 00:02:06 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 3. Chula Vista | 372 (11.64%) | 61.56% | 229 (10.12%) | 23.12% | 4.93 | 00:03:12 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 4. National City | 109 (3.41%) | 56.88% | 62 (2.74%) | 27.52% | 3.84 | 00:02:34 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 5. El Cajon | 88 (2.75%) | 77.27% | 68 (3.01%) | 40.91% | 3.42 | 00:01:15 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 6. San Jose | 82 (2.57%) | 73.17% | 60 (2.65%) | 78.05% | 1.54 | 00:00:42 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 7. Carlsbad | 56 (1.75%) | 55.36% | 31 (1.37%) | 33.93% | 3.45 | 00:00:54 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 8. Coronado | 51 (1.60%) | 60.78% | 31 (1.37%) | 25.49% | 4.16 | 00:02:53 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 9. Oceanside | 51 (1.60%) | 74.51% | 38 (1.68%) | 31.37% | 3.96 | 00:02:21 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 10. San Francisco | 45 (1.41%) | 91.11% | 41 (1.81%) | 60.00% | 2.33 | 00:01:09 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |

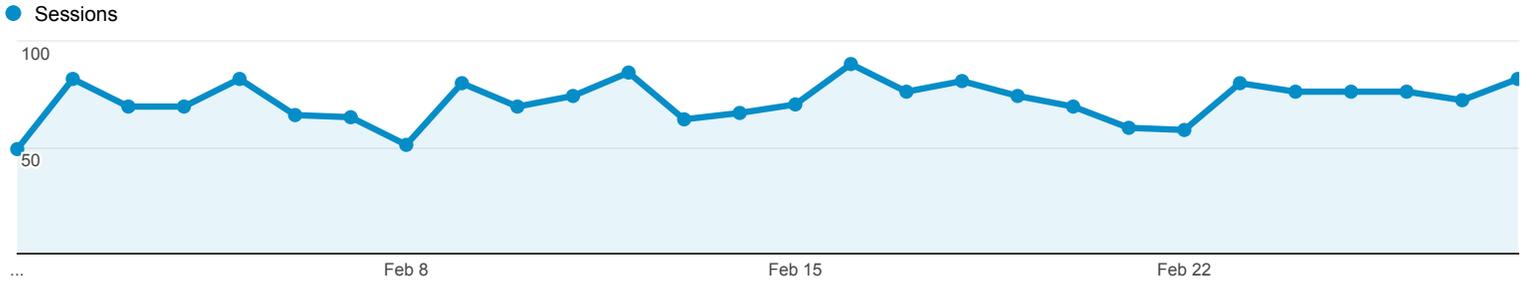
Organic Search Traffic

Feb 1, 2015 - Feb 28, 2015

 All Sessions
52.20%

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 |
| | 2,006 % of Total: 52.20% (3,843) | 67.50% Avg for View: 73.28% (-7.89%) | 1,354 % of Total: 48.08% (2,816) | 31.21% Avg for View: 42.70% (-26.92%) | 3.84 Avg for View: 3.41 (12.42%) | 00:02:27 Avg for View: 00:02:03 (19.31%) | 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) | 1,684 (83.95%) | 67.04% | 1,129 (83.38%) | 31.47% | 3.75 | 00:02:20 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 2. ball acura | 52 (2.59%) | 61.54% | 32 (2.36%) | 9.62% | 4.92 | 00:02:44 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 3. acura san diego | 41 (2.04%) | 63.41% | 26 (1.92%) | 21.95% | 5.15 | 00:03:13 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 4. acura | 12 (0.60%) | 91.67% | 11 (0.81%) | 25.00% | 6.42 | 00:02:55 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 5. ball acura national city | 12 (0.60%) | 83.33% | 10 (0.74%) | 25.00% | 4.33 | 00:03:12 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 6. ball auto national city | 8 (0.40%) | 0.00% | 0 (0.00%) | 0.00% | 6.75 | 00:14:34 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 7. acura national city | 7 (0.35%) | 57.14% | 4 (0.30%) | 0.00% | 7.57 | 00:05:46 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 8. national city acura | 6 (0.30%) | 50.00% | 3 (0.22%) | 16.67% | 5.50 | 00:03:18 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 9. san diego acura | 6 (0.30%) | 100.00% | 6 (0.44%) | 16.67% | 4.17 | 00:00:46 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 10. acura dealership | 5 (0.25%) | 60.00% | 3 (0.22%) | 20.00% | 3.40 | 00:02:22 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |

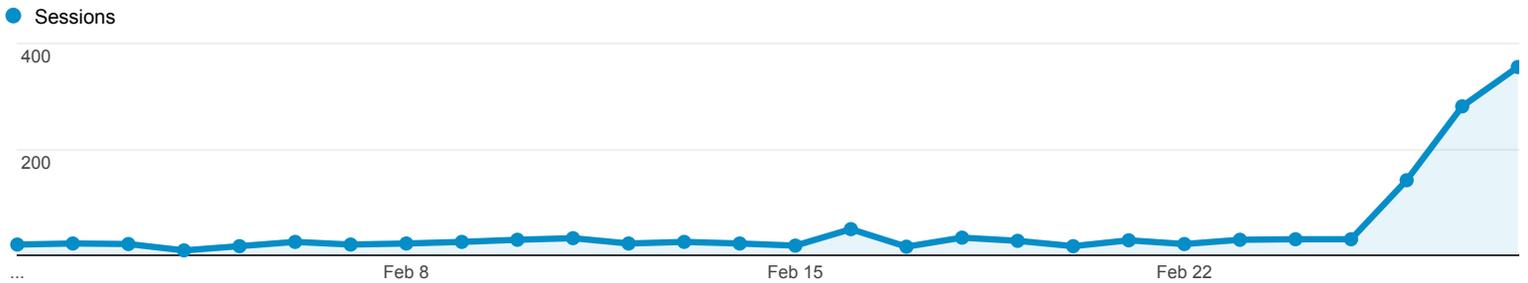
Referral Traffic

Feb 1, 2015 - Feb 28, 2015

All Sessions
36.74%

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 |
| | 1,412 % of Total: 36.74% (3,843) | 85.55% Avg for View: 73.28% (16.75%) | 1,208 % of Total: 42.90% (2,816) | 60.98% Avg for View: 42.70% (42.80%) | 2.80 Avg for View: 3.41 (-18.00%) | 00:01:22 Avg for View: 00:02:03 (-33.20%) | 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 | 704 (49.86%) | 96.02% | 676 (55.96%) | 95.03% | 1.13 | 00:00:06 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 2. acura.com | 212 (15.01%) | 73.11% | 155 (12.83%) | 18.87% | 4.78 | 00:02:33 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 3. mileofcars.com | 172 (12.18%) | 84.30% | 145 (12.00%) | 29.07% | 5.22 | 00:02:57 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 4. m.acura.com | 122 (8.64%) | 71.31% | 87 (7.20%) | 31.97% | 3.89 | 00:03:26 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 5. sdacuradealers.com | 68 (4.82%) | 67.65% | 46 (3.81%) | 26.47% | 4.37 | 00:03:11 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 6. ballauto.com | 66 (4.67%) | 74.24% | 49 (4.06%) | 22.73% | 4.32 | 00:01:47 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 7. bing.com | 10 (0.71%) | 30.00% | 3 (0.25%) | 10.00% | 4.70 | 00:00:43 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 8. amazon.com | 9 (0.64%) | 77.78% | 7 (0.58%) | 33.33% | 1.22 | 00:00:12 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 9. us.wow.com | 9 (0.64%) | 100.00% | 9 (0.75%) | 88.89% | 2.78 | 00:00:12 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |
| 10. google.com | 4 (0.28%) | 100.00% | 4 (0.33%) | 100.00% | 1.00 | 00:00:00 | 0.00% | 0 (0.00%) | \$0.00 (0.00%) |

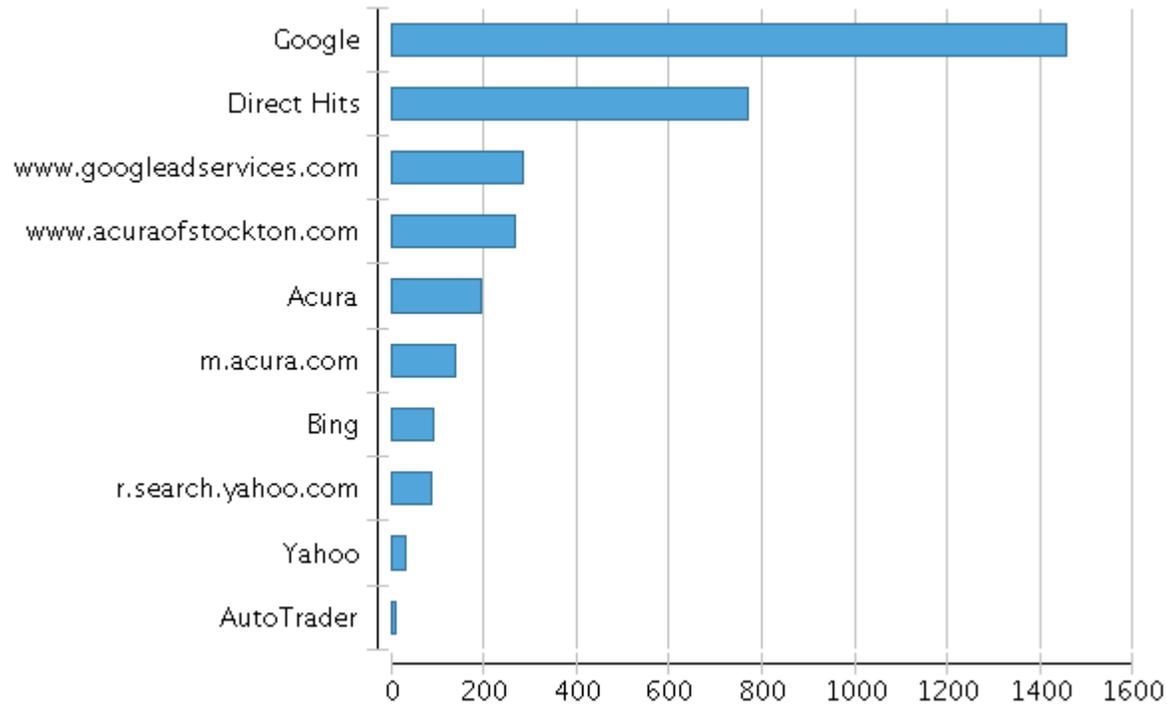
External Referrers Report

February 1, 2015 - February 28, 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 |
|---------|----------------|--------------|--------------|-------------|--------------------|------------------------|---------------------------|-------------------|
| | 2,485 | 3,408 | 72.9% | 30.9% | 3.49 | 74 | 3.0% | 00:05:40 |

Top 10 External Referrers

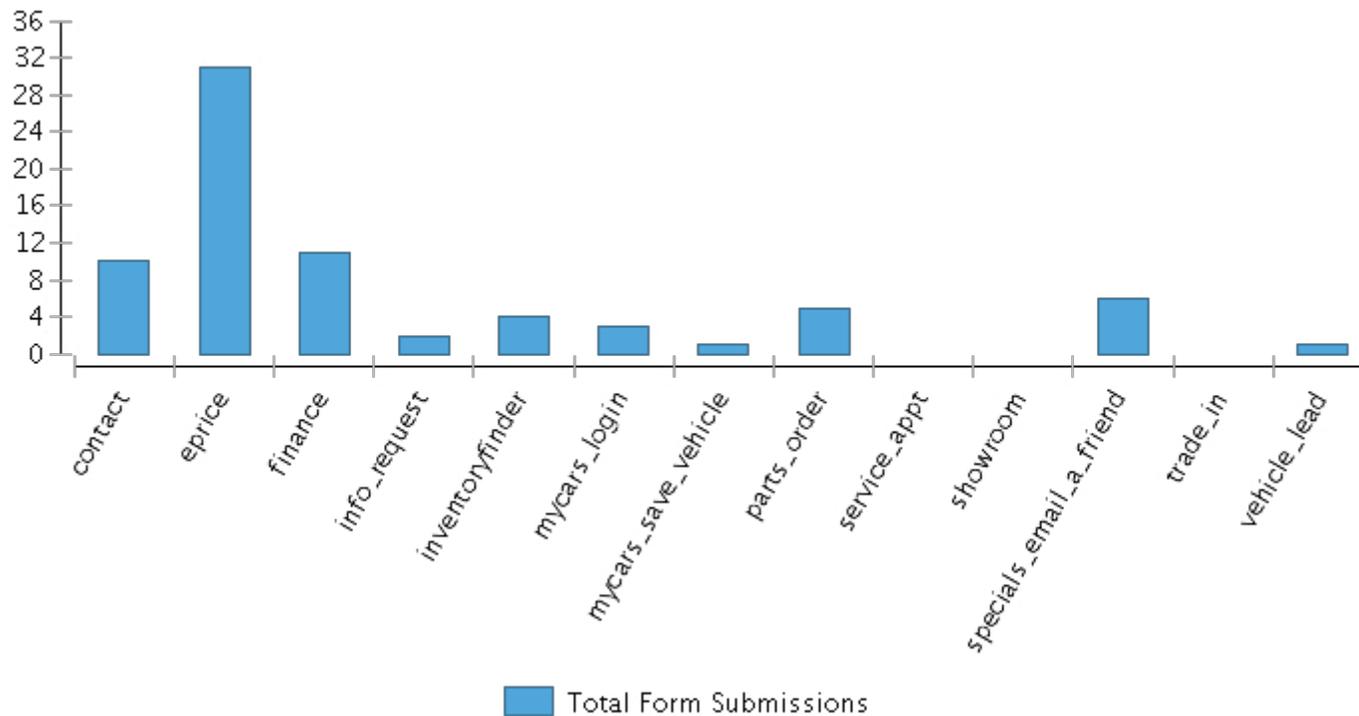


| External Referrer Category | Visitors | Visits | % New Visits | Bounce Rate | Page Views / Visit | Form Submissions | % of Form Submissions | Form Submission Rate | Avg. Time on Site |
|----------------------------|----------|--------|--------------|-------------|--------------------|------------------|-----------------------|----------------------|-------------------|
| Google | 1,194 | 1,456 | 82.0% | 27.7% | 3.63 | 28 | 37.8% | 2.3% | 00:05:21 |
| Direct Hits | 458 | 770 | 59.5% | 36.1% | 3.25 | 21 | 28.4% | 4.6% | 00:06:22 |
| www.googleadservices.com | 249 | 283 | 88.0% | 25.1% | 3.60 | 1 | 1.4% | 0.4% | 00:04:21 |
| www.acuraofstockton.com | 60 | 267 | 22.5% | 70.8% | 2.06 | 2 | 2.7% | 3.3% | 00:06:46 |
| Acura | 148 | 193 | 76.7% | 8.3% | 4.45 | 5 | 6.8% | 3.4% | 00:03:43 |
| m.acura.com | 116 | 138 | 84.1% | 27.5% | 3.21 | 7 | 9.5% | 6.0% | 00:02:41 |

Form Submissions Report

February 1, 2015 - February 28, 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.

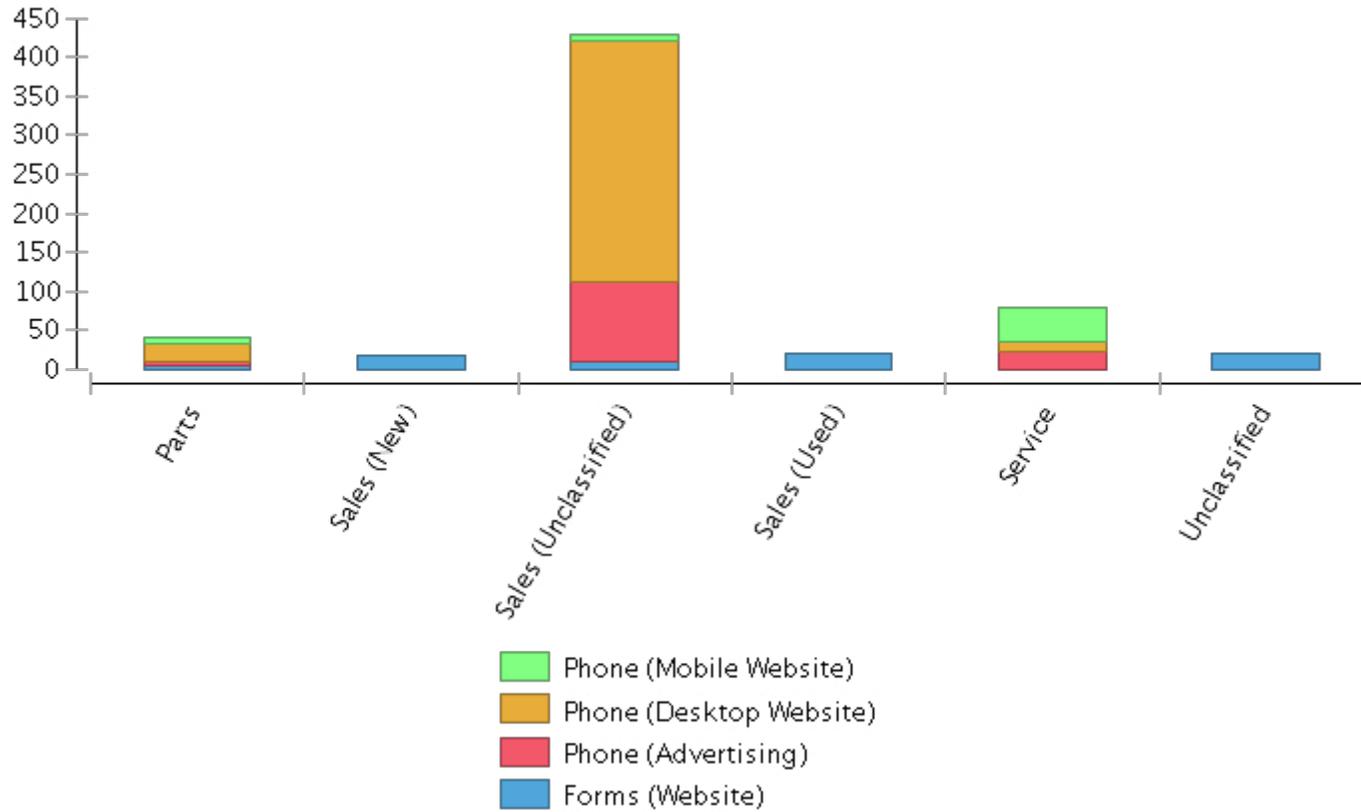


| Form Name | Form Submissions | % of Form Submissions |
|-----------|------------------|-----------------------|
| contact | 10 | 13.5% |
| eprice | 31 | 41.9% |
| finance | 11 | 14.9% |

| Form Name | Form Submissions | % of Form Submissions |
|-------------------------|------------------|-----------------------|
| info_request | 2 | 2.7% |
| inventoryfinder | 4 | 5.4% |
| mycars_login | 3 | 4.1% |
| mycars_save_vehicle | 1 | 1.4% |
| parts_order | 5 | 6.8% |
| service_appt | 0 | 0.0% |
| showroom | 0 | 0.0% |
| specials_email_a_friend | 6 | 8.1% |
| trade_in | 0 | 0.0% |
| vehicle_lead | 1 | 1.4% |
| Totals: | 74 | 100.0% |

Origins By Profit Center Report

February 1, 2015 - February 28, 2015



| Profit Center | Origin Category | Leads | % of Leads |
|-----------------------------|-------------------------|------------|---------------|
| Parts | | 40 | 6.6% |
| | Phone (Desktop Website) | 24 | 4.0% |
| | Forms (Website) | 5 | 0.8% |
| | Phone (Mobile Website) | 6 | 1.0% |
| | Phone (Advertising) | 5 | 0.8% |
| Sales (New) | | 18 | 3.0% |
| | Forms (Website) | 18 | 3.0% |
| Sales (Unclassified) | | 429 | 70.8% |
| | Phone (Advertising) | 100 | 16.5% |
| | Forms (Website) | 11 | 1.8% |
| | Phone (Desktop Website) | 310 | 51.2% |
| | Phone (Mobile Website) | 8 | 1.3% |
| Sales (Used) | | 21 | 3.5% |
| | Forms (Website) | 21 | 3.5% |
| Service | | 79 | 13.0% |
| | Phone (Mobile Website) | 44 | 7.3% |
| | Phone (Desktop Website) | 11 | 1.8% |
| | Phone (Advertising) | 24 | 4.0% |
| Unclassified | | 19 | 3.1% |
| | Forms (Website) | 19 | 3.1% |
| Totals: | | 606 | 100.0% |