

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%

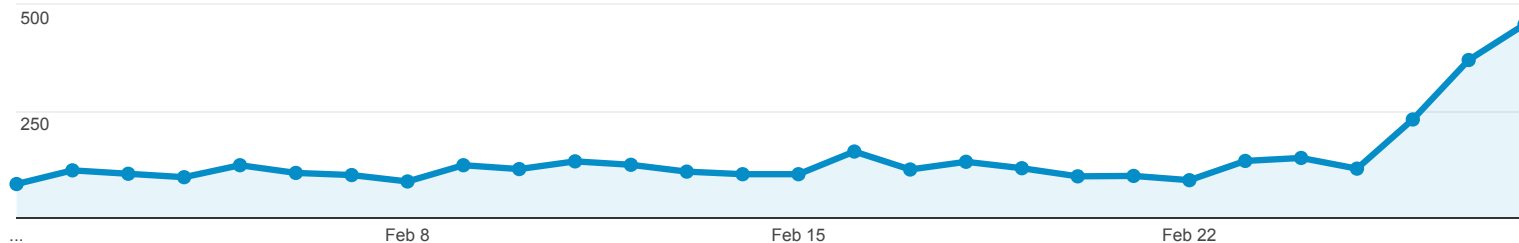
Audience Overview

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

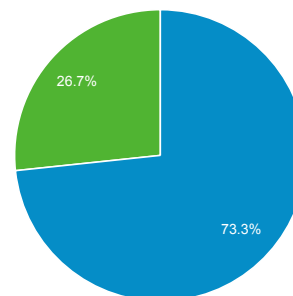
Bounce Rate

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

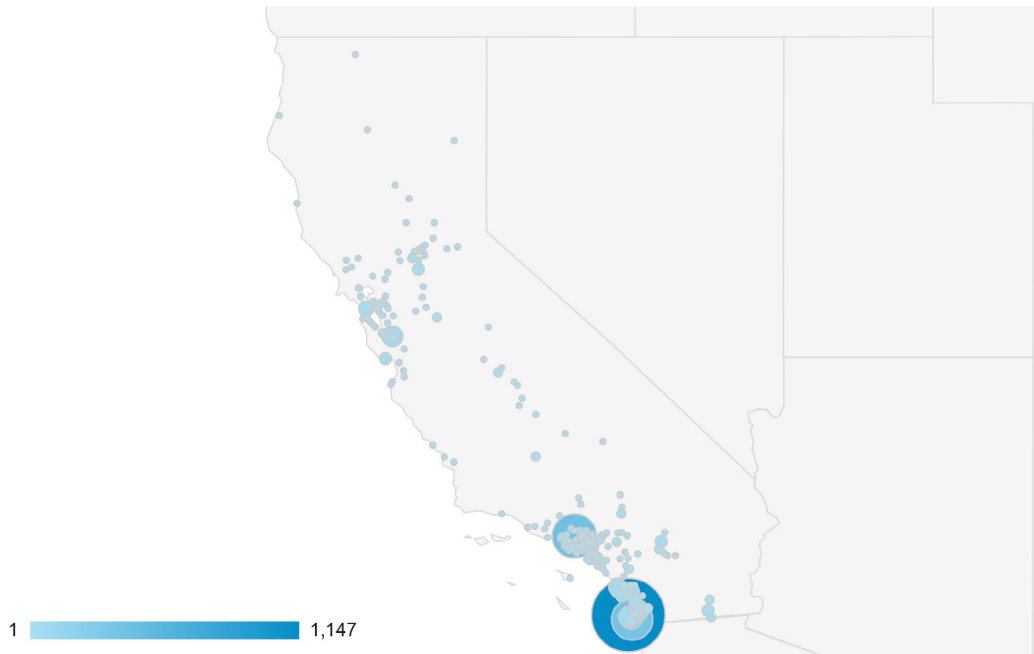
Feb 1, 2015 - Feb 28, 2015

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

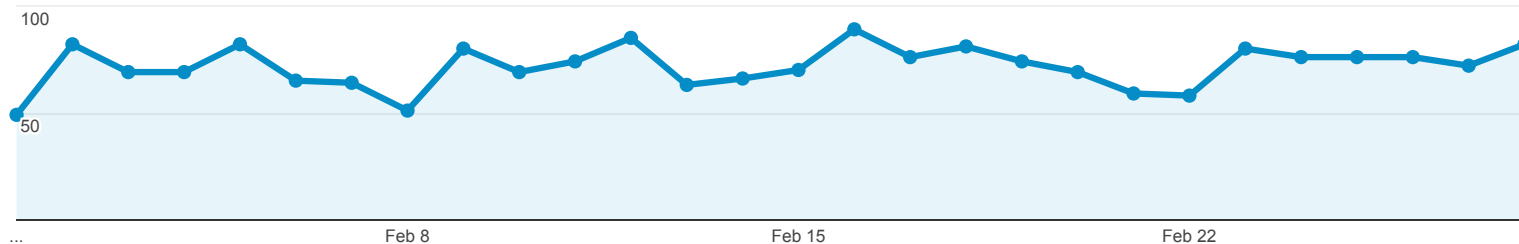
Feb 1, 2015 - Feb 28, 2015

 All Sessions
52.20%

Explorer

Summary

● Sessions



	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

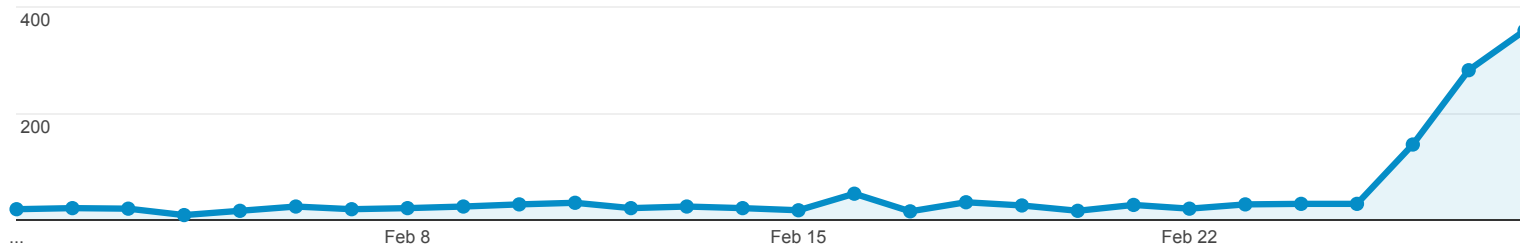
Feb 1, 2015 - Feb 28, 2015

All Sessions
36.74%

Explorer

Summary

● Sessions



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%)	

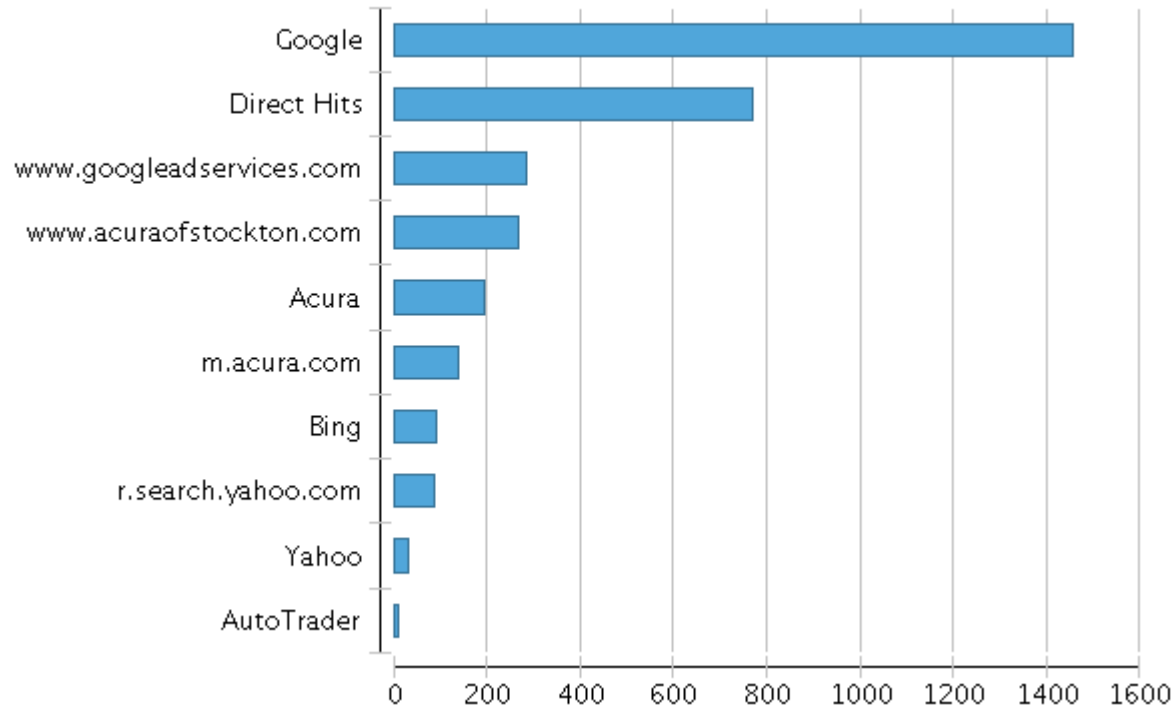
External Referrers Report

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

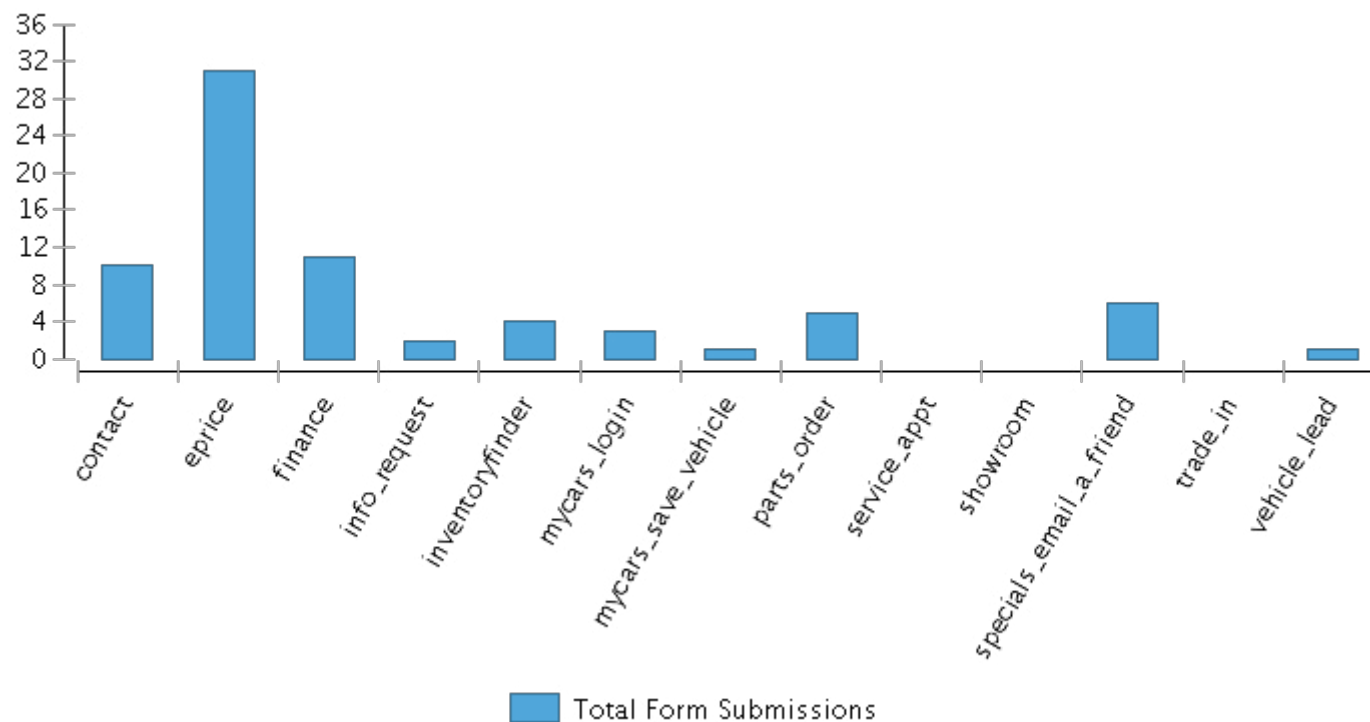


External Referrer Category	Visitors	Visits	% New Visits	Bounce Rate	Page Views / Visit	Form Submissions	% of Form Submissions	Form Submission Rate	Avg. Time on Site
Google	1,194	1,456	82.0%	27.7%	3.63	28	37.8%	2.3%	00:05:21
Direct Hits	458	770	59.5%	36.1%	3.25	21	28.4%	4.6%	00:06:22
www.googleadservices.com	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.

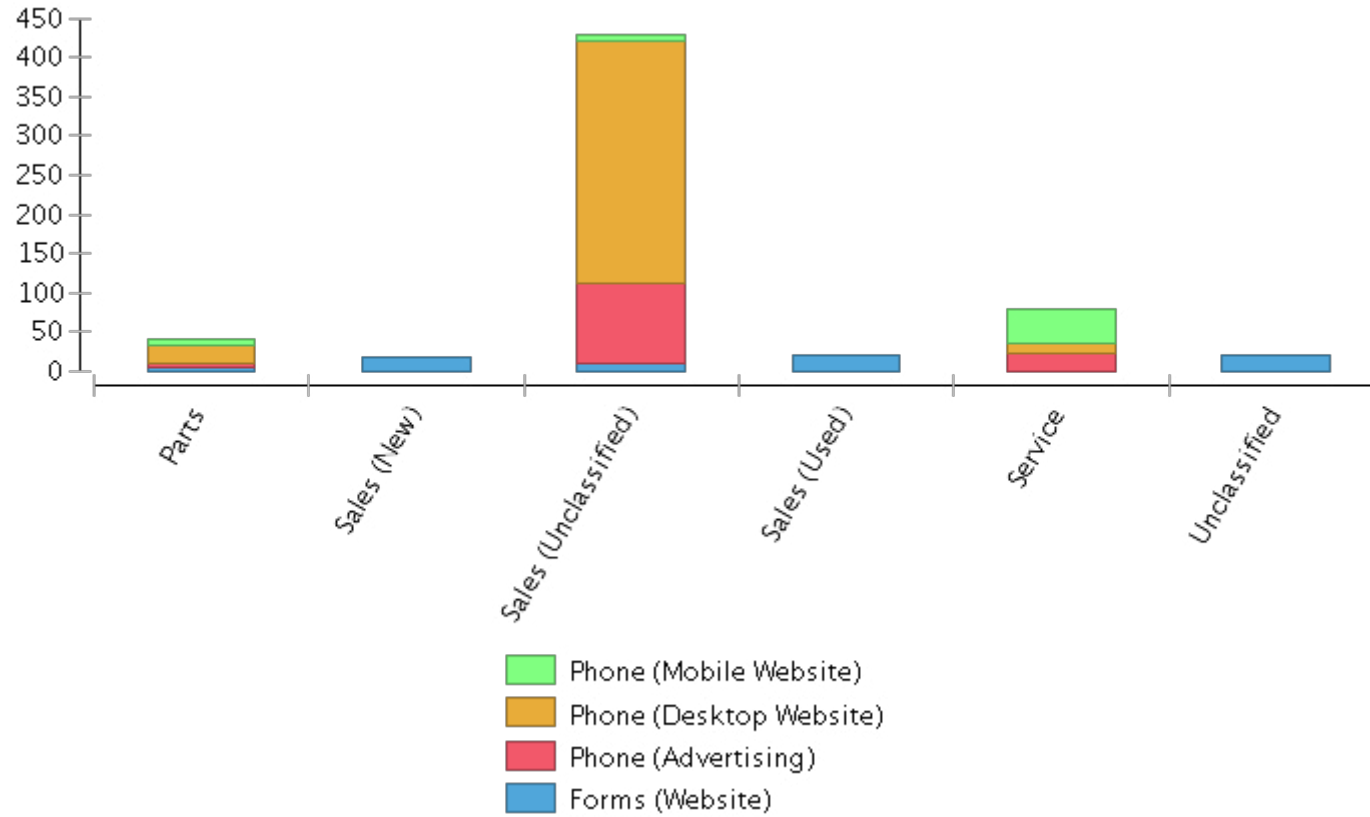


Form Name	Form Submissions	% of Form Submissions
contact	10	13.5%
eprice	31	41.9%
finance	11	14.9%

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%