

Ball Acura

*i*MOS CONFIDENTIAL REPORTING

*April 2015*

<b>Ball Acura</b>													
<b>MONTHLY STATISTICS</b>	<b>April</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>August</b>	<b>September</b>	<b>October</b>	<b>November</b>	<b>December</b>	<b>January</b>	<b>February</b>	<b>March</b>	<b>April</b>
<b>Google Analytics</b>													
Visits	1,472	1,797	1,641	1,669	2,013	2,047	2,530	2,316	2,202	22,079	3,843	6,357	2,857
Pageviews	7,042	9,512	8,473	8,330	9,718	9,452	11,701	9,978	9,566	18,109	13,117	17,864	11,834
Pages / Visit	4.78	5.29	5.16	4.99	4.83	4.62	4.62	4.31	4.34	1.68	3.41	2.81	4.14
Time on Site	3:06	3:24	2:54	2:48	3:07	2:46	2:57	2:45	2:44	0:52	2:03	1:37	2:33
Bounce Rate	22.42%	21.04%	23.95%	22.23%	23.60%	25.26%	27.04%	28.32%	29.16%	72.74%	42.70%	55.09%	30.10%
% New Visits	70.38%	67.95%	71.18%	69.32%	69.60%	69.37%	66.01%	67.01%	66.44%	81.17%	73.28%	76.77%	61.81%
<b>Dealer.com Analytics</b>													
Phone Calls	200	508	419	440	464	410	406	374	422	429	435	623	485
Total Leads	250	565	472	466	510	448	448	414	465	476	488	696	531
Conversion Rate	16.98%	31.44%	28.76%	27.92%	25.34%	21.89%	17.71%	17.88%	21.12%	2.16%	12.70%	10.95%	18.59%
<b>Website Form Submissions</b>													
Eprice	20	24	20	10	14	21	16	17	24	20	22	23	17
Contact	9	7	11	5	7	7	8	12	8	7	4	5	6
Request More Information	2	4	1	2	5	3	4	2	3	3	6	7	7
Other	19	22	21	9	20	7	14	9	8	17	21	38	16
Total	50	57	53	26	46	38	42	40	43	47	53	73	46

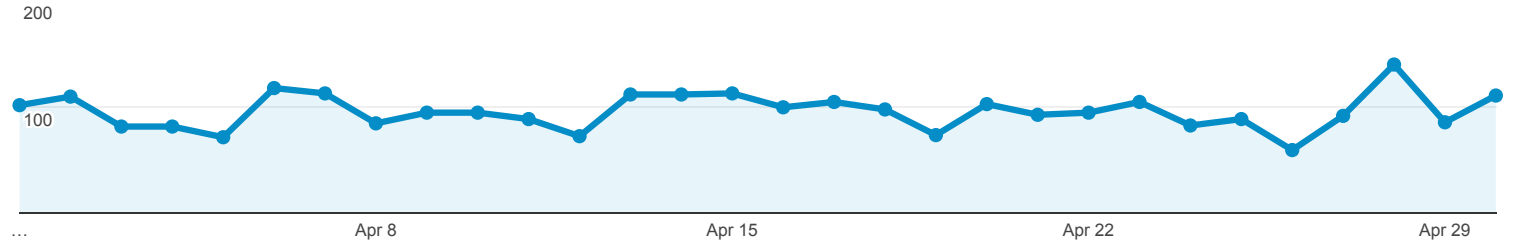
## Audience Overview

Apr 1, 2015 - Apr 30, 2015

All Sessions  
100.00%

### Overview

Sessions



Sessions

2,857

Users

2,017

Pageviews

11,834

Pages / Session

4.14

Avg. Session Duration

00:02:33

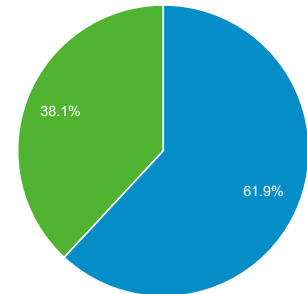
Bounce Rate

30.10%

% New Sessions

61.81%

New Visitor Returning Visitor



Language	Sessions	% Sessions
1. en-us	2,749	96.22%
2. es	36	1.26%
3. es-419	19	0.67%
4. es-es	15	0.53%
5. en-gb	5	0.18%
6. es-mx	4	0.14%
7. es-xl	4	0.14%
8. es-us	3	0.11%
9. ja-jp	3	0.11%
10. zh-cn	3	0.11%

## All Traffic

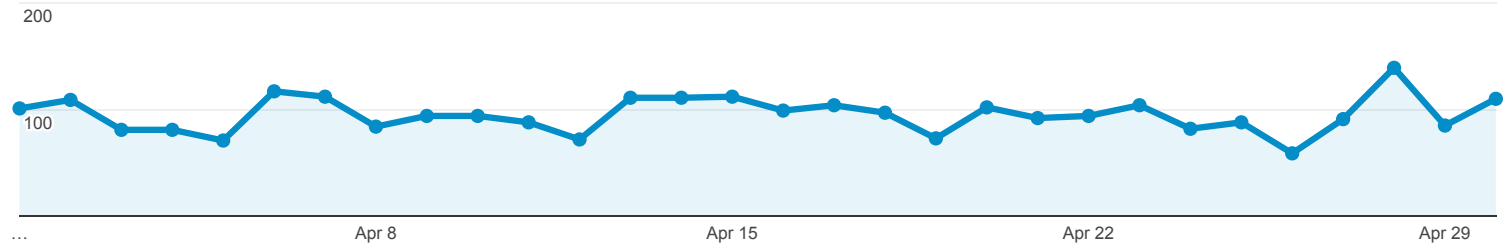
Apr 1, 2015 - Apr 30, 2015

All Sessions  
100.00%

Explorer

Summary

Sessions



Source / Medium	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	2,857 % of Total: 100.00% (2,857)	61.92% Avg for View: 61.81% (0.17%)	1,769 % of Total: 100.17% (1,766)	30.10% Avg for View: 30.10% (0.00%)	4.14 Avg for View: 4.14 (0.00%)	00:02:33 Avg for View: 00:02:33 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. <a href="#">google / organic</a>	1,645 (57.58%)	59.15%	973 (55.00%)	32.52%	4.03	00:02:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. <a href="#">(direct) / (none)</a>	319 (11.17%)	65.83%	210 (11.87%)	32.92%	3.56	00:02:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. <a href="#">acura.com / referral</a>	226 (7.91%)	72.12%	163 (9.21%)	19.47%	4.55	00:02:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. <a href="#">m.acura.com / referral</a>	206 (7.21%)	59.22%	122 (6.90%)	25.73%	4.57	00:03:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. <a href="#">mileofcars.com / referral</a>	107 (3.75%)	76.64%	82 (4.64%)	28.04%	5.92	00:03:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. <a href="#">yahoo / organic</a>	102 (3.57%)	52.94%	54 (3.05%)	19.61%	4.34	00:01:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. <a href="#">bing / organic</a>	85 (2.98%)	68.24%	58 (3.28%)	17.65%	5.26	00:03:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. <a href="#">ballauto.com / referral</a>	62 (2.17%)	74.19%	46 (2.60%)	38.71%	2.66	00:01:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. <a href="#">sdacuradealers.com / referral</a>	62 (2.17%)	50.00%	31 (1.75%)	32.26%	4.18	00:02:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. <a href="#">bing.com / referral</a>	10 (0.35%)	0.00%	0 (0.00%)	10.00%	4.00	00:01:34	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 28

## Location

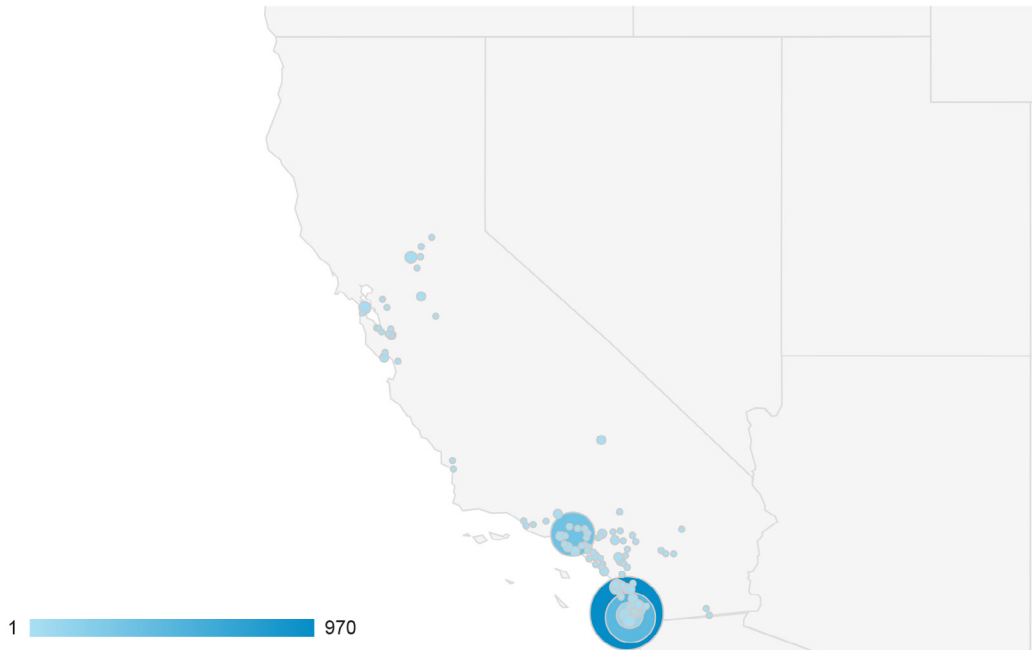
Apr 1, 2015 - Apr 30, 2015

ALL » COUNTRY: United States » REGION: California

 All Sessions  
82.81%

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
	2,366 % of Total: 82.81% (2,857)	59.85% Avg for View: 61.81% (-3.18%)	1,416 % of Total: 80.18% (1,766)	27.05% Avg for View: 30.10% (-10.14%)	4.32 Avg for View: 4.14 (4.31%)	00:02:40 Avg for View: 00:02:33 (4.28%)	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	970 (41.00%)	64.95%	630 (44.49%)	25.57%	4.45	00:02:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Chula Vista	464 (19.61%)	49.78%	231 (16.31%)	26.51%	5.24	00:03:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Los Angeles	334 (14.12%)	54.49%	182 (12.85%)	32.93%	3.28	00:02:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. National City	113 (4.78%)	52.21%	59 (4.17%)	24.78%	3.72	00:02:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. El Cajon	55 (2.32%)	70.91%	39 (2.75%)	32.73%	3.29	00:01:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. La Mesa	29 (1.23%)	68.97%	20 (1.41%)	24.14%	5.31	00:04:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Carlsbad	27 (1.14%)	48.15%	13 (0.92%)	25.93%	4.22	00:01:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. San Francisco	20 (0.85%)	80.00%	16 (1.13%)	45.00%	2.70	00:01:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Santee	20 (0.85%)	85.00%	17 (1.20%)	15.00%	5.75	00:01:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Coronado	19 (0.80%)	84.21%	16 (1.13%)	15.79%	3.68	00:02:21	0.00%	0 (0.00%)	\$0.00 (0.00%)

## Overview

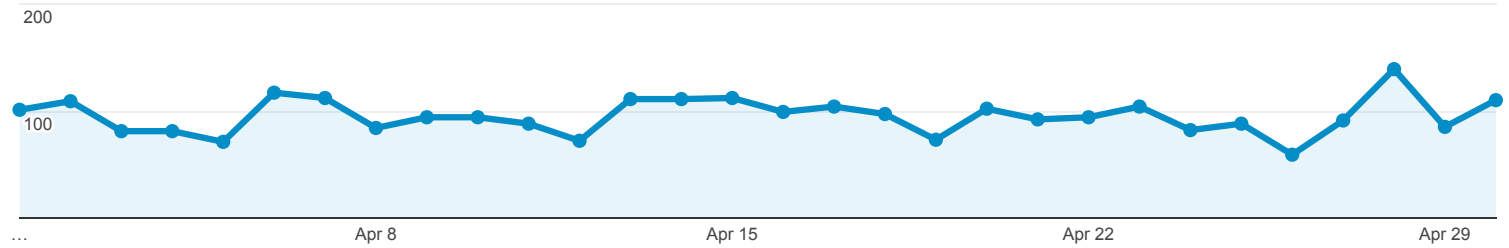
Apr 1, 2015 - Apr 30, 2015

All Sessions  
100.00%

### Explorer

### Summary

Sessions



Device Category	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	2,857 % of Total: 100.00% (2,857)	61.92% Avg for View: 61.81% (0.17%)	1,769 % of Total: 100.17% (1,766)	30.10% Avg for View: 30.10% (0.00%)	4.14 Avg for View: 4.14 (0.00%)	00:02:33 Avg for View: 00:02:33 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. desktop	1,366 (47.81%)	67.28%	919 (51.95%)	25.92%	4.71	00:02:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. mobile	1,241 (43.44%)	56.81%	705 (39.85%)	35.94%	3.36	00:02:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. tablet	250 (8.75%)	58.00%	145 (8.20%)	24.00%	4.89	00:03:00	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 3 of 3

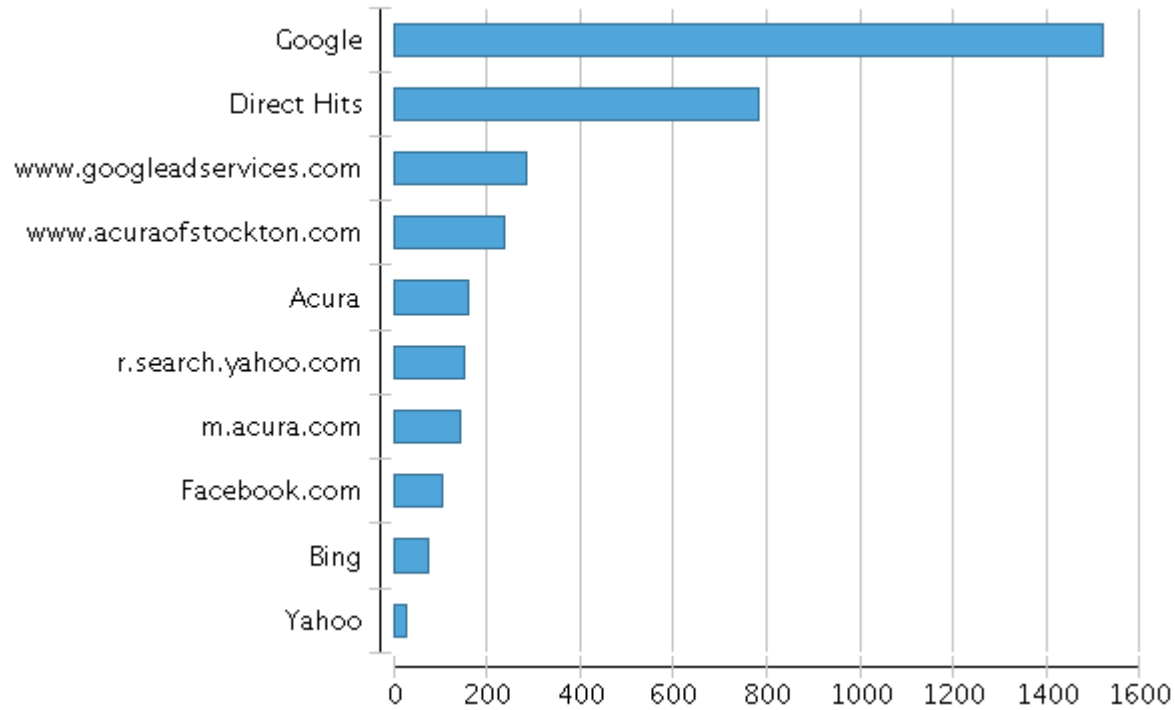
# External Referrers Report

April 1, 2015 - April 30, 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
	2,667	3,568	74.7%	34.2%	3.26	67	2.5%	00:03:26

## Top 10 External Referrers



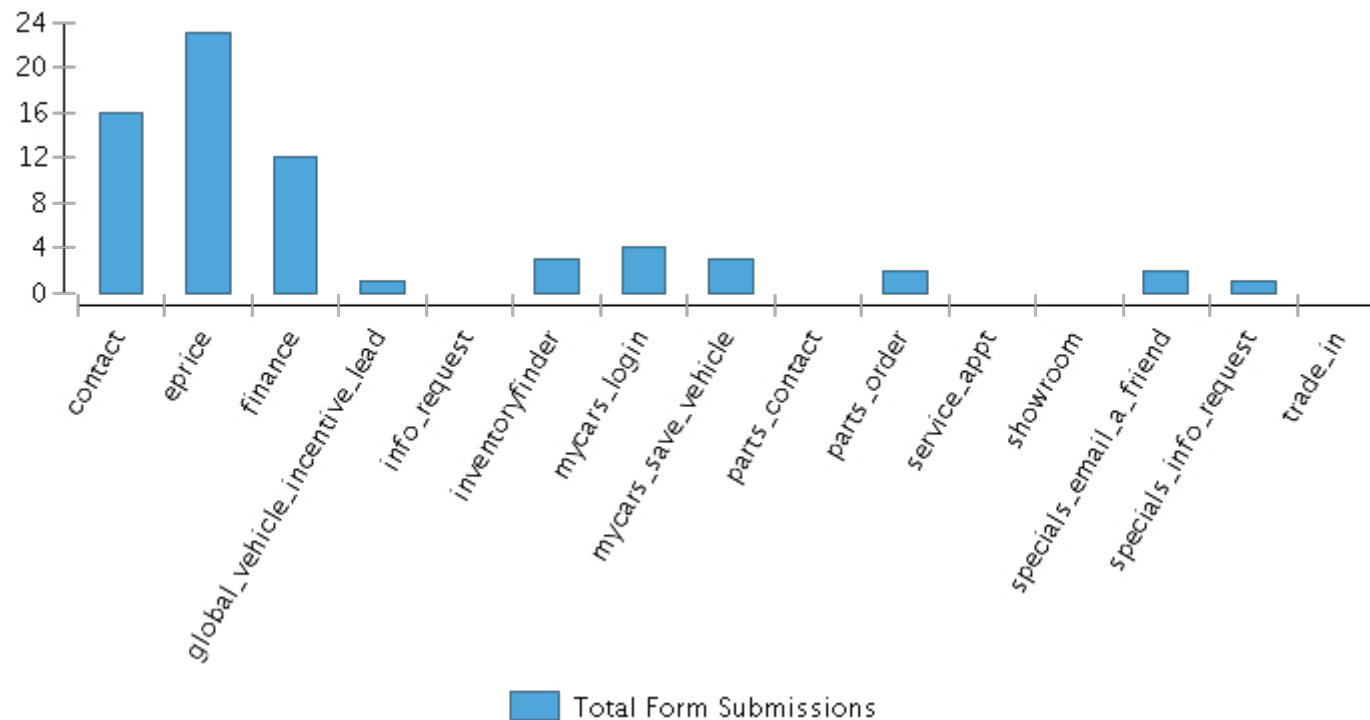
External Referrer Category	Visitors	Visits	% New Visits	Bounce Rate	Page Views / Visit	Form Submissions	% of Form Submissions	Form Submission Rate	Avg. Time on Site
Google	1,273	1,522	83.6%	30.0%	3.36	29	43.3%	2.3%	00:02:47
Direct Hits	461	784	58.8%	36.9%	3.20	10	14.9%	2.2%	00:04:45
www.googleadservices.com	249	286	87.1%	34.3%	3.08	2	3.0%	0.8%	00:01:40
www.acuraofstockton.com	75	235	31.9%	76.2%	1.71	3	4.5%	4.0%	00:02:41
Acura	134	161	83.2%	9.9%	4.47	7	10.4%	5.2%	00:03:03
r.search.yahoo.com	103	153	67.3%	17.0%	4.21	4	6.0%	3.9%	00:05:39



# Form Submissions Report

April 1, 2015 - April 30, 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.

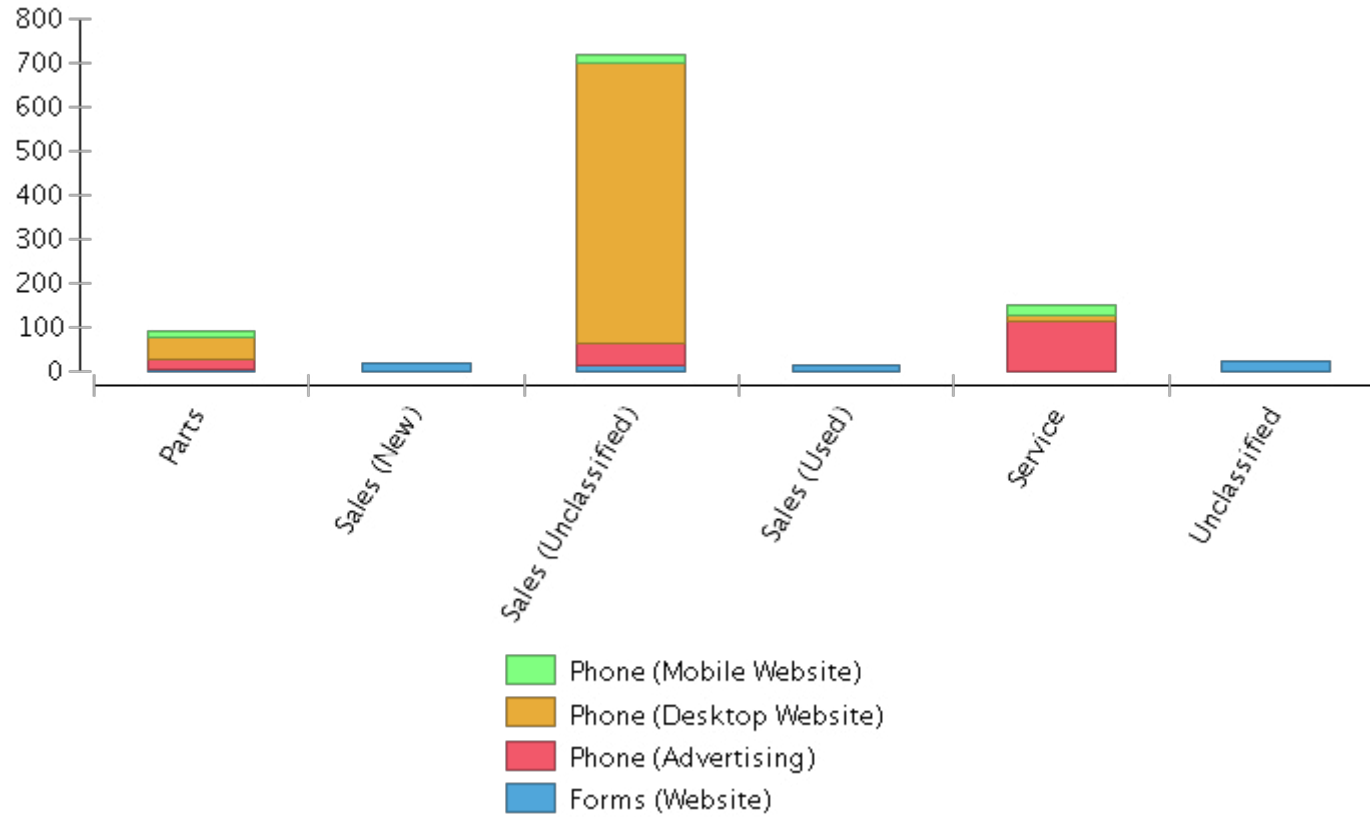


Form Name	Form Submissions	% of Form Submissions
contact	16	23.9%
eprice	23	34.3%
finance	12	17.9%

Form Name	Form Submissions	% of Form Submissions
global_vehicle_incentive_lead	1	1.5%
info_request	0	0.0%
inventoryfinder	3	4.5%
mycars_login	4	6.0%
mycars_save_vehicle	3	4.5%
parts_contact	0	0.0%
parts_order	2	3.0%
service_appt	0	0.0%
showroom	0	0.0%
specials_email_a_friend	2	3.0%
specials_info_request	1	1.5%
trade_in	0	0.0%
<b>Totals:</b>	<b>67</b>	<b>100.0%</b>

# Origins By Profit Center Report

April 1, 2015 - April 30, 2015



Profit Center	Origin Category	Leads	% of Leads
<b>Parts</b>		<b>91</b>	<b>9.0%</b>
	Phone (Desktop Website)	50	5.0%
	Phone (Advertising)	26	2.6%
	Forms (Website)	2	0.2%
	Phone (Mobile Website)	13	1.3%
<b>Sales (New)</b>		<b>17</b>	<b>1.7%</b>
	Forms (Website)	17	1.7%
<b>Sales (Unclassified)</b>		<b>714</b>	<b>70.9%</b>
	Phone (Desktop Website)	635	63.1%
	Phone (Mobile Website)	14	1.4%
	Phone (Advertising)	52	5.2%
	Forms (Website)	13	1.3%
<b>Sales (Used)</b>		<b>13</b>	<b>1.3%</b>
	Forms (Website)	13	1.3%
<b>Service</b>		<b>149</b>	<b>14.8%</b>
	Phone (Advertising)	113	11.2%
	Phone (Mobile Website)	22	2.2%
	Phone (Desktop Website)	14	1.4%
<b>Unclassified</b>		<b>23</b>	<b>2.3%</b>
	Forms (Website)	23	2.3%
<b>Totals:</b>		<b>1,007</b>	<b>100.0%</b>