

Ball Acura

*i*MOS CONFIDENTIAL REPORTING

March 2015

Ball Acura													
MONTHLY STATISTICS	March	April	May	June	July	August	September	October	November	December	January	February	March
Google Analytics													
Visits	1,891	1,472	1,797	1,641	1,669	2,013	2,047	2,530	2,316	2,202	22,079	3,843	6,357
Pageviews	8,802	7,042	9,512	8,473	8,330	9,718	9,452	11,701	9,978	9,566	18,109	13,117	17,864
Pages / Visit	4.65	4.78	5.29	5.16	4.99	4.83	4.62	4.62	4.31	4.34	1.68	3.41	2.81
Time on Site	2:59	3:06	3:24	2:54	2:48	3:07	2:46	2:57	2:45	2:44	0:52	2:03	1:37
Bounce Rate	24.06%	22.42%	21.04%	23.95%	22.23%	23.60%	25.26%	27.04%	28.32%	29.16%	72.74%	42.70%	55.09%
% New Visits	71.60%	70.38%	67.95%	71.18%	69.32%	69.60%	69.37%	66.01%	67.01%	66.44%	81.17%	73.28%	76.77%
Dealer.com Analytics													
Form Submissions	59	50	57	53	26	46	38	42	40	43	47	53	73
Phone Calls	275	200	508	419	440	464	410	406	374	422	429	435	623
Total Leads	334	250	565	472	466	510	448	448	414	465	476	488	696
Conversion Rate	17.66%	16.98%	31.44%	28.76%	27.92%	25.34%	21.89%	17.71%	17.88%	21.12%	2.16%	12.70%	10.95%

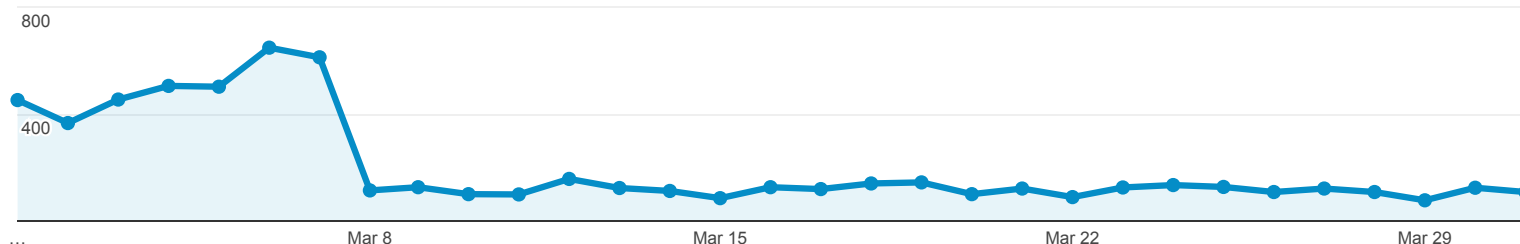
Audience Overview

Mar 1, 2015 - Mar 31, 2015

All Sessions
100.00%

Overview

Sessions



Sessions

6,357

Users

5,175

Pageviews

17,864

Pages / Session

2.81

Avg. Session Duration

00:01:37

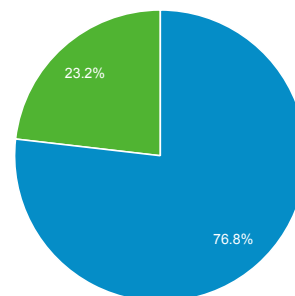
Bounce Rate

55.09%

% New Sessions

76.77%

New Visitor Returning Visitor



Language	Sessions	% Sessions
1. en-us	5,913	93.02%
2. (not set)	273	4.29%
3. es-419	27	0.42%
4. es-es	25	0.39%
5. es	19	0.30%
6. es-mx	14	0.22%
7. es-us	12	0.19%
8. ko	11	0.17%
9. zh-cn	10	0.16%
10. en-gb	7	0.11%

Location

Mar 1, 2015 - Mar 31, 2015

ALL » COUNTRY: United States » REGION: California

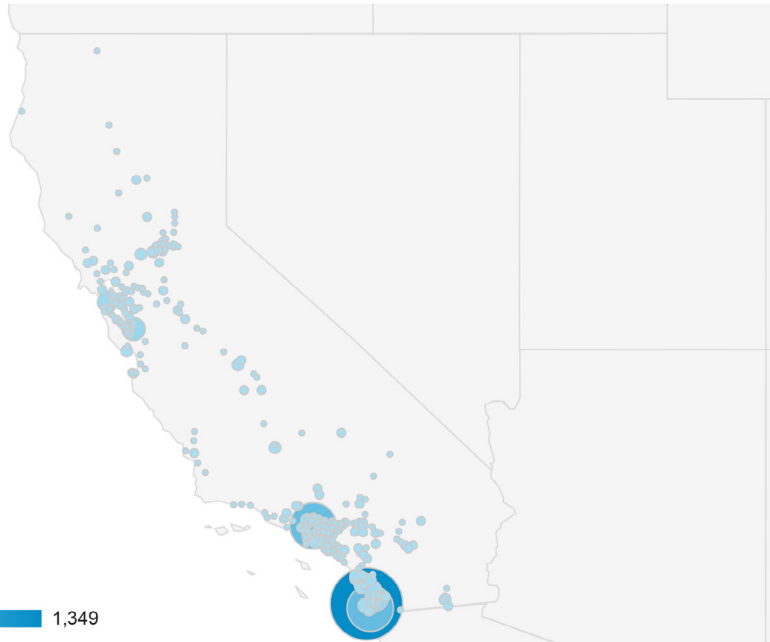


All Sessions
75.05%

Map Overlay

Summary

1 1,349



City	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	4,771 % of Total: 75.05% (6,357)	74.41% Avg for View: 76.77% (-3.07%)	3,550 % of Total: 72.75% (4,880)	49.38% Avg for View: 55.09% (-10.36%)	3.06 Avg for View: 2.81 (8.85%)	00:01:49 Avg for View: 00:01:37 (11.63%)	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	1,349 (28.27%)	69.38%	936 (26.37%)	27.80%	4.28	00:02:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Chula Vista	555 (11.63%)	59.82%	332 (9.35%)	27.39%	4.39	00:02:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Los Angeles	529 (11.09%)	72.59%	384 (10.82%)	56.90%	2.26	00:01:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. San Jose	133 (2.79%)	92.48%	123 (3.46%)	91.73%	1.11	00:00:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. El Cajon	128 (2.68%)	67.97%	87 (2.45%)	27.34%	4.13	00:02:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. San Francisco	88 (1.84%)	88.64%	78 (2.20%)	70.45%	1.86	00:00:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. National City	84 (1.76%)	55.95%	47 (1.32%)	33.33%	4.17	00:04:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Poway	67 (1.40%)	68.66%	46 (1.30%)	31.34%	3.46	00:01:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Universal City	56 (1.17%)	69.64%	39 (1.10%)	26.79%	3.46	00:03:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. La Mesa	46 (0.96%)	71.74%	33 (0.93%)	34.78%	4.67	00:02:06	0.00%	0 (0.00%)	\$0.00 (0.00%)

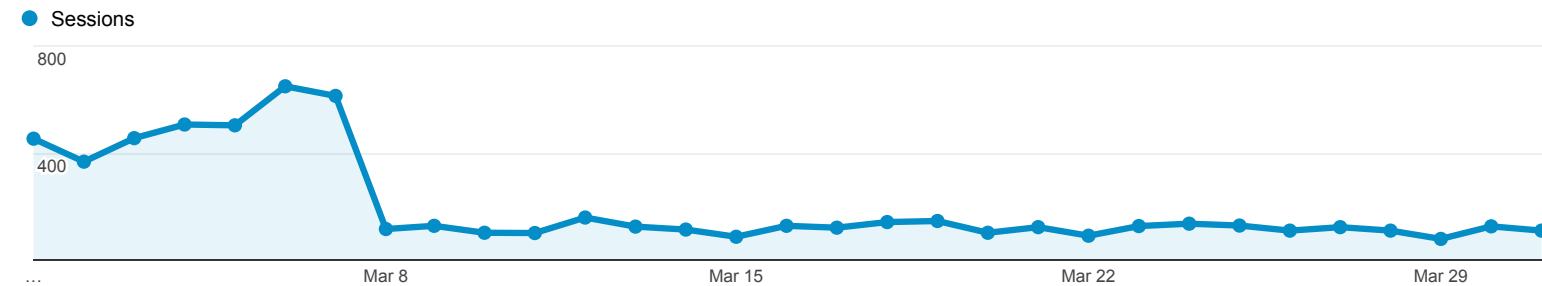
Overview

Mar 1, 2015 - Mar 31, 2015

All Sessions
100.00%

Explorer

Summary



Device Category	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	6,357 % of Total: 100.00% (6,357)	76.83% Avg for View: 76.77% (0.08%)	4,884 % of Total: 100.08% (4,880)	55.09% Avg for View: 55.09% (0.00%)	2.81 Avg for View: 2.81 (0.00%)	00:01:37 Avg for View: 00:01:37 (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	4,310 (67.80%)	82.95%	3,575 (73.20%)	64.45%	2.49	00:01:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. mobile	1,582 (24.89%)	63.53%	1,005 (20.58%)	35.59%	3.25	00:02:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. tablet	465 (7.31%)	65.38%	304 (6.22%)	34.62%	4.31	00:03:10	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 3 of 3

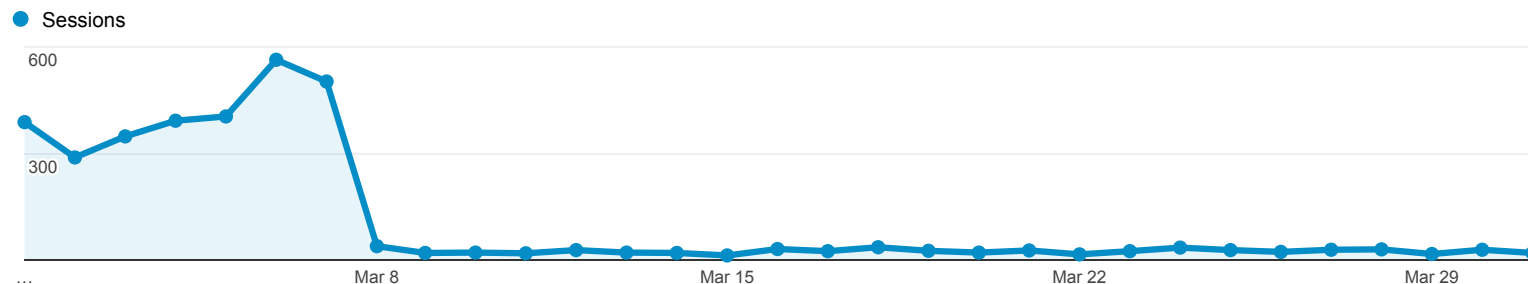
Referral Traffic

Mar 1, 2015 - Mar 31, 2015

 All Sessions
55.20%

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
	3,509 % of Total: 55.20% (6,357)	86.26% Avg for View: 76.77% (12.37%)	3,027 % of Total: 62.03% (4,880)	74.35% Avg for View: 55.09% (34.97%)	1.91 Avg for View: 2.81 (-31.92%)	00:00:46 Avg for View: 00:01:37 (-52.61%)	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	2,686 (76.55%)	89.87%	2,414 (79.75%)	89.99%	1.12	00:00:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. acura.com	272 (7.75%)	73.90%	201 (6.64%)	13.24%	5.26	00:03:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. mileofcars.com	167 (4.76%)	88.62%	148 (4.89%)	27.54%	4.80	00:01:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. m.acura.com	158 (4.50%)	72.15%	114 (3.77%)	29.75%	3.90	00:02:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. ballauto.com	96 (2.74%)	66.67%	64 (2.11%)	29.17%	3.72	00:02:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. sdacuradealers.com	65 (1.85%)	70.77%	46 (1.52%)	23.08%	4.52	00:04:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. bing.com	20 (0.57%)	15.00%	3 (0.10%)	15.00%	4.15	00:00:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. us.wow.com	7 (0.20%)	100.00%	7 (0.23%)	14.29%	2.00	00:00:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. amazon.com	4 (0.11%)	75.00%	3 (0.10%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. yelp.com	4 (0.11%)	75.00%	3 (0.10%)	25.00%	4.00	00:01:15	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 34

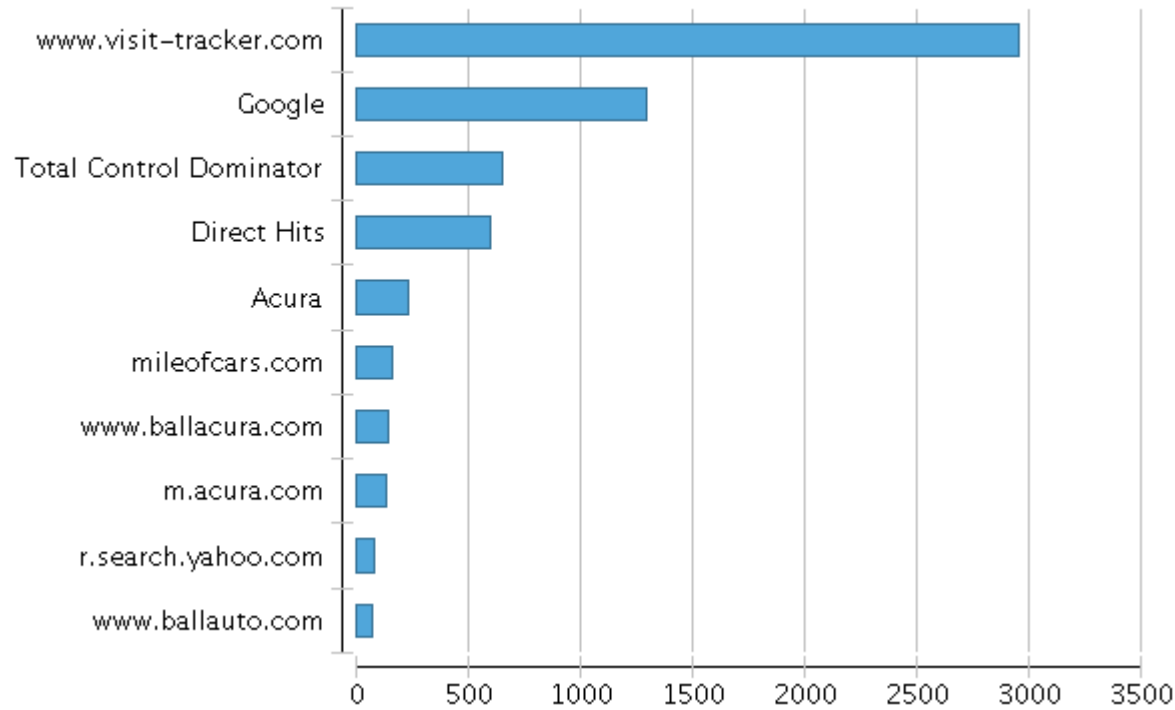
External Referrers Report

March 1, 2015 - March 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
	5,098	6,503	78.4%	62.9%	2.31	73	1.4%	00:02:18

Top 10 External Referrers

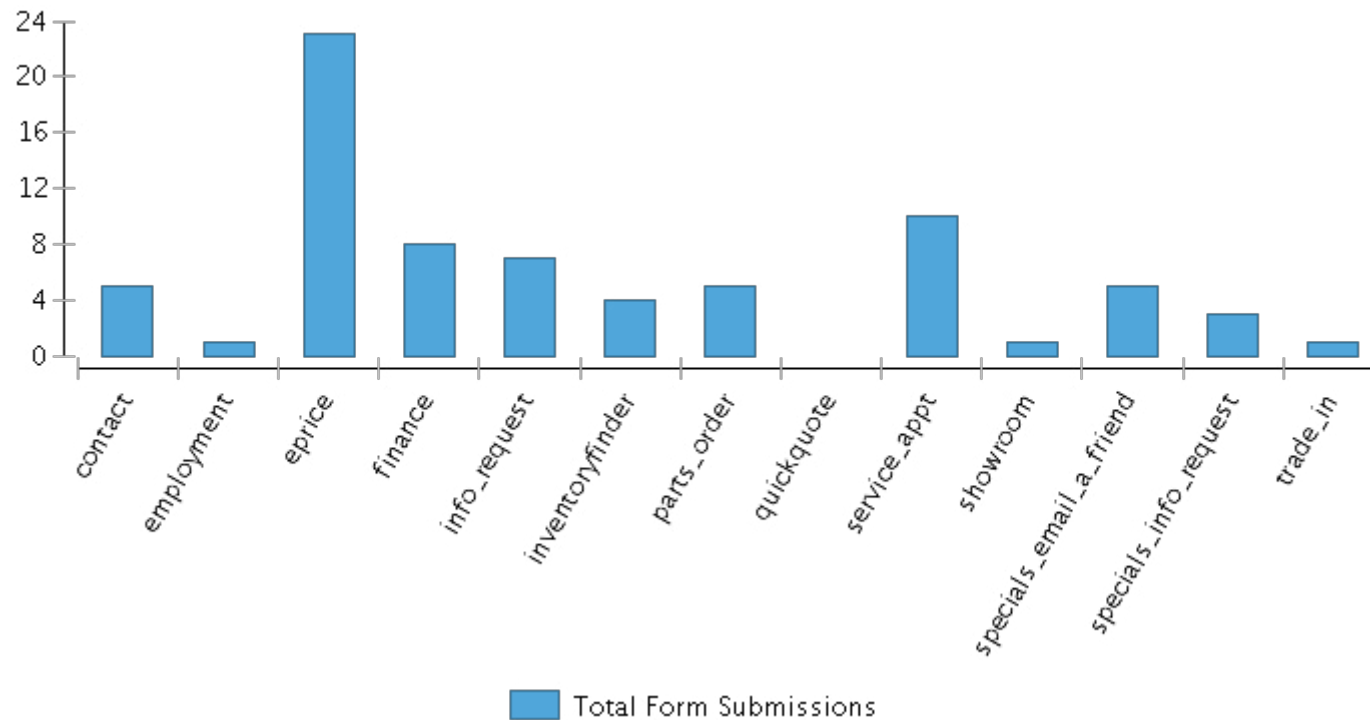


External Referrer Category	Visitors	Visits	% New Visits	Bounce Rate	Page Views / Visit	Form Submissions	% of Form Submissions	Form Submission Rate	Avg. Time on Site
www.visit-tracker.com	2,415	2,954	81.8%	97.7%	1.03	0	0.0%	0.0%	00:00:06
Google	1,058	1,299	81.4%	33.2%	3.39	30	41.1%	2.8%	00:04:32
Total Control Dominator	495	654	75.7%	33.0%	3.37	10	13.7%	2.0%	00:03:56
Direct Hits	373	603	61.9%	41.8%	3.25	9	12.3%	2.4%	00:03:51
Acura	200	235	85.1%	12.8%	4.31	7	9.6%	3.5%	00:03:46
mileofcars.com	146	162	90.1%	26.5%	3.44	2	2.7%	1.4%	00:01:32
www.ballacura.com	38	145	26.2%	69.7%	1.88	0	0.0%	0.0%	00:02:31

Form Submissions Report

March 1, 2015 - March 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.

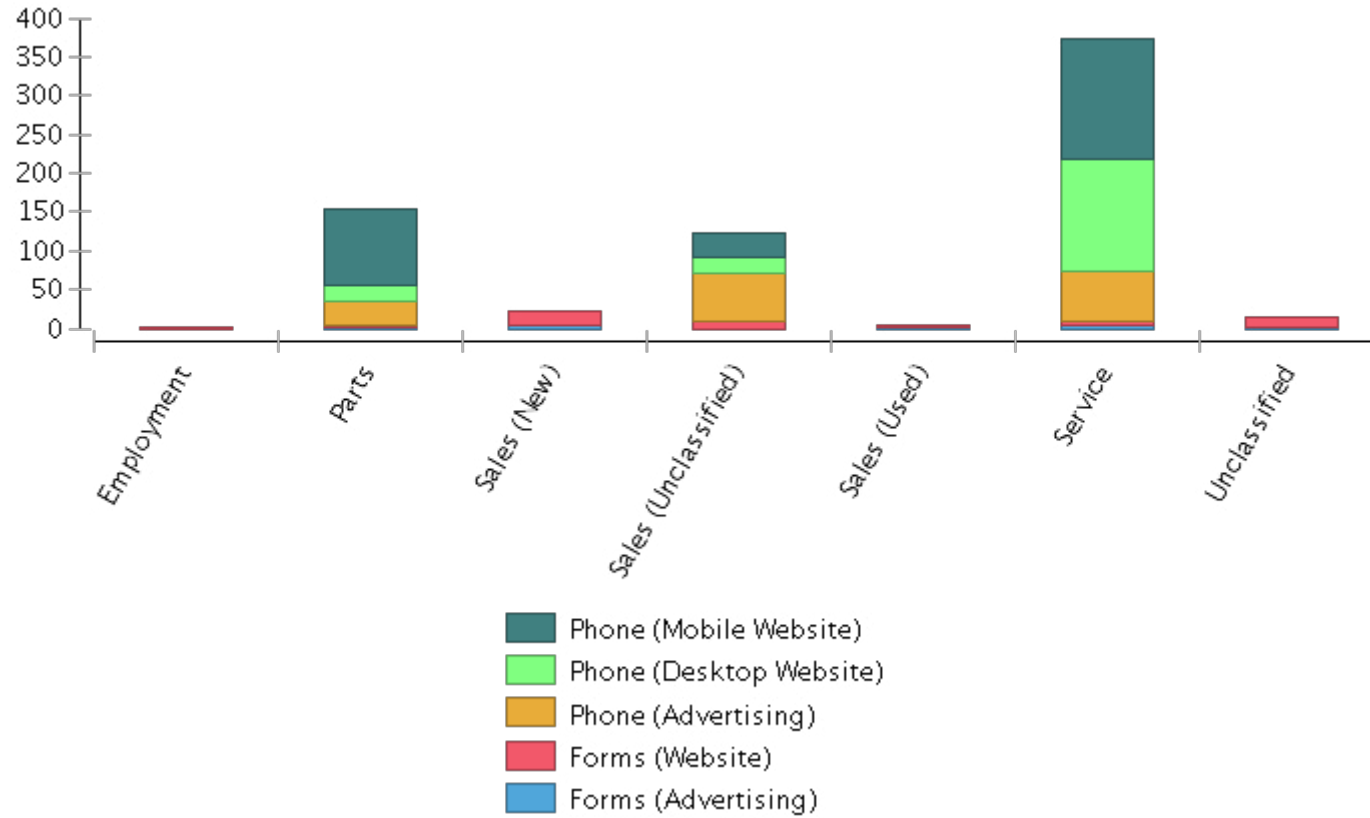


Form Name	Form Submissions	% of Form Submissions
contact	5	6.8%
employment	1	1.4%
eprice	23	31.5%

Form Name	Form Submissions	% of Form Submissions
finance	8	11.0%
info_request	7	9.6%
inventoryfinder	4	5.5%
parts_order	5	6.8%
quickquote	0	0.0%
service_appt	10	13.7%
showroom	1	1.4%
specials_email_a_friend	5	6.8%
specials_info_request	3	4.1%
trade_in	1	1.4%
Totals:	73	100.0%

Origins By Profit Center Report

March 1, 2015 - March 31, 2015



Profit Center	Origin Category	Leads	% of Leads
Employment		1	0.1%
	Forms (Website)	1	0.1%
Parts		153	22.3%
	Phone (Mobile Website)	96	14.0%
	Forms (Advertising)	1	0.1%
	Phone (Desktop Website)	23	3.4%
	Phone (Advertising)	29	4.2%
	Forms (Website)	4	0.6%
Sales (New)		21	3.1%
	Forms (Advertising)	4	0.6%
	Forms (Website)	17	2.5%
Sales (Unclassified)		122	17.8%
	Forms (Website)	9	1.3%
	Phone (Advertising)	62	9.0%
	Phone (Desktop Website)	20	2.9%
	Phone (Mobile Website)	31	4.5%
Sales (Used)		3	0.4%
	Forms (Website)	2	0.3%
	Forms (Advertising)	1	0.1%
Service		372	54.2%
	Phone (Desktop Website)	144	21.0%
	Phone (Mobile Website)	153	22.3%
	Forms (Website)	7	1.0%
	Phone (Advertising)	65	9.5%
	Forms (Advertising)	3	0.4%
Unclassified		14	2.0%
	Forms (Website)	12	1.7%
	Forms (Advertising)	2	0.3%
Totals:		686	100.0%