

Future Nissan of Roseville

*i*MOS CONFIDENTIAL REPORTING
January 2015

Nissan Roseville													
MONTHLY STATISTICS	January	February	March	April	May	June	July	August	September	October	November	December	January
Google Analytics													
Visits	9,838	10,586	11,087	9,896	11,812	10,064	11,444	11,978	10,993	10,759	10,759	10,327	11,866
Pageviews	48,371	49,188	48,833	42,535	47,748	45,498	54,812	59,760	50,124	47,615	49,238	47,447	57,221
Pages / Visit	4.92	4.65	4.40	4.30	4.04	4.52	4.79	4.99	4.56	4.43	4.58	4.59	4.82
Time on Site	3:41	3:29	3:03	3:18	3:21	3:26	3:32	3:34	3:14	3:08	3:30	3:18	3:34
Bounce Rate	35.02%	37.76%	40.61%	39.26%	37.75%	37.18%	37.42%	35.59%	39.55%	40.00%	39.01%	38.20%	36.59%
% New Visits	72.68%	73.56%	76.32%	76.84%	76.06%	74.07%	72.17%	67.22%	70.24%	68.38%	67.85%	67.87%	67.26%
Dealer.com Analytics													
Sales Leads	704	688	620	601	672	681	688	498	522	426	442	481	486
Parts/ Service Leads	706	645	636	703	796	841	732	572	594	620	489	645	693
Total Leads	1410	1333	1256	1304	1468	1522	1420	1070	1116	1046	931	1151	1179
Total Conversion Rate	14.33%	12.59%	11.33%	13.18%	12.43%	15.12%	12.41%	8.93%	10.15%	9.72%	8.65%	11.15%	9.94%
Sales Conversion Rate	7.2%	6.5%	5.6%	6.1%	5.7%	6.8%	6.0%	4.2%	4.7%	4.0%	4.1%	4.7%	4.1%
TCD													
Average Position	3.75	3.57	3.46	3.46	3.39	3.19	1.90	2.11	2.43	3.04	2.58	2.94	2.78
Clicks	4,184	4,006	4,086	4,217	4,126	4,035	4,084	4,025	4,157	3,931	4,192	4,078	4,193
Impressions	205,686	174,305	171,462	149,958	157,835	157,822	150,526	159,070	172,484	173,603	188,809	185,172	166,545
Click Through Rate	2.034%	2.298%	2.383%	2.812%	2.614%	2.557%	2.713%	2.530%	2.410%	2.264%	2.220%	2.203%	2.518%
Cost Per Click	\$2.46	\$2.75	\$2.95	\$2.85	\$2.92	\$2.98	\$2.95	\$2.99	\$2.89	\$3.07	\$3.22	\$3.35	\$3.18
Combined Conversions	689	622	592	687	742	854	658	679	755	649	639	798	781
Cost Per Conversion	\$14.94	\$17.71	\$20.34	\$17.52	\$16.21	\$14.10	\$18.28	\$17.71	\$15.92	\$18.58	\$21.10	\$17.14	\$17.07
Conversion Rate	16.5%	15.5%	14.5%	16.3%	18.0%	21.2%	16.1%	16.9%	18.2%	16.5%	15.2%	19.6%	18.6%
Cost	\$10,293	\$11,016	\$12,042	\$12,038	\$12,027	\$12,043	\$12,029	\$12,025	\$12,017	\$12,058	\$13,482	\$13,677	\$13,334
Display Advertising													
Impressions	195,162	150,916	195,607	178,254	284,594	264,406	276,925	246,993	189,448	134,065	137,511	126,072	124,462
Clicks	80	70	58	54	83	81	104	133	110	72	66	48	70
Click Through Rate	0.041%	0.046%	0.030%	0.030%	0.029%	0.031%	0.038%	0.054%	0.058%	0.054%	0.048%	0.038%	0.056%
CPM	\$6.85	\$6.27	\$6.70	\$6.16	\$6.77	\$7.49	\$7.17	\$7.17	\$7.04	\$7.06	\$7.20	\$7.18	\$7.18
Cost Per Click	\$16.70	\$13.52	\$22.59	\$20.34	\$23.21	\$24.46	\$19.09	\$13.31	\$12.13	\$13.15	\$15.01	\$18.87	\$12.77
Combined Conversions	6	3	5	18	16	16	11	4	4	10	8	14	7
Conversion Rate	7.5%	4.3%	8.6%	33.3%	19.3%	19.8%	10.6%	3.0%	3.6%	13.9%	12.1%	29.2%	10.0%
Cost	\$1,336	\$946	\$1,310	\$1,098	\$1,927	\$1,981	\$1,986	\$1,770	\$1,335	\$947	\$991	\$906	\$894
Facebook Statistics													
Total Likes	572	587	630	658	684	696	714	730	771	789	848	877	895
Google Plus													
Views	19,985	16,364	16,452	14,784	N/A	N/A	N/A	24,961	22,207	20,826	19,500	20,057	23,617
Clicks								2,098	2,503	2,108	1,897	1,681	1,976
Email Blast													
Quantity	75,000	100,000	100,000	100,000	200,000	100,000	100,000						
Opens	7,640	11,947	13,207	12,874	25,145	12,829	12,362						
Clicks	1,075	1,985	2,188	2,449	3,842	2,220	2,086						
Open Rate %	10.187%	11.947%	13.207%	12.874%	12.573%	12.829%	12.362%						
Click Through Rate %	1.4333%	1.985%	2.188%	2.449%	1.921%	2.220%	2.086%						



Visibility

Engagement

Audience

Views ⓘ 284,436 All-time total

Last 30 days ▾

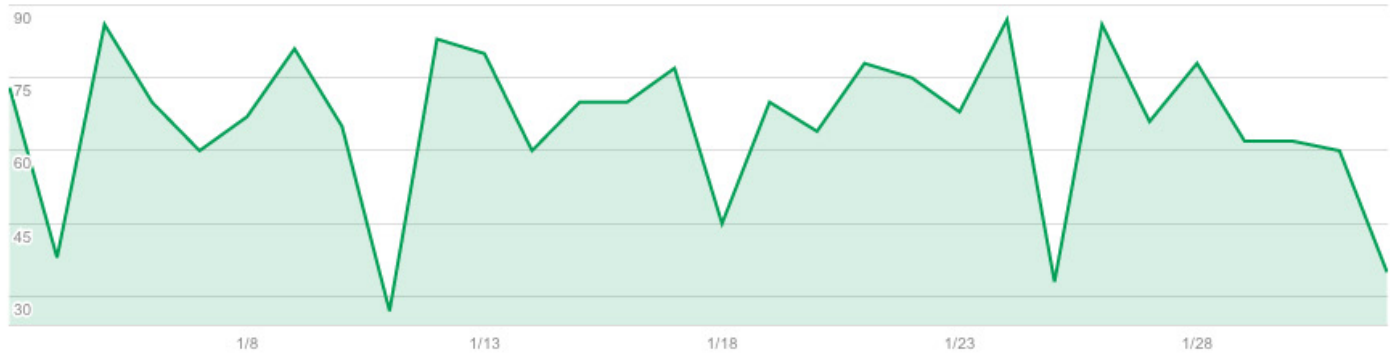
✓ 23,617 total views ▾



Clicks ⓘ

Last 30 days ▾

✓ 1,976 total clicks ▾



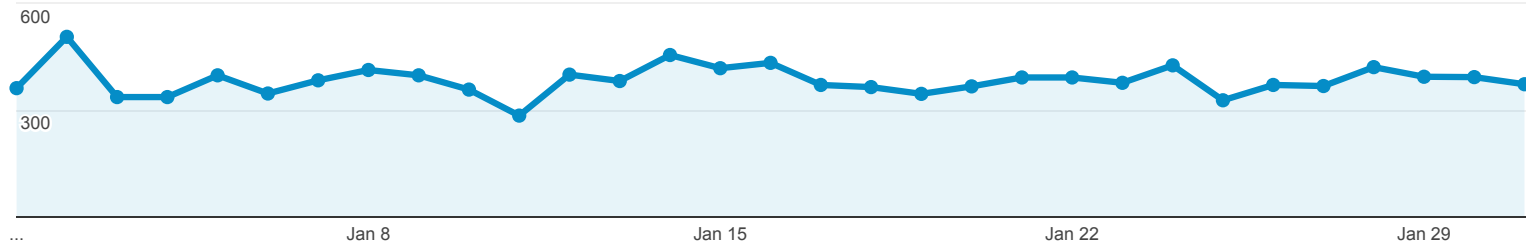
Audience Overview

Jan 1, 2015 - Jan 31, 2015

All Sessions
100.00%

Overview

Sessions



Sessions

11,866

Users

8,846

Pageviews

57,221

Pages / Session

4.82

Avg. Session Duration

00:03:34

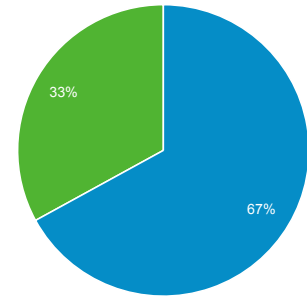
Bounce Rate

36.59%

% New Sessions

67.26%

New Visitor Returning Visitor



Language


Sessions % Sessions

1. en-us	11,589	97.67%
2. en	48	0.40%
3. es-es	37	0.31%
4. es-419	34	0.29%
5. en-gb	33	0.28%
6. es	20	0.17%
7. es-us	16	0.13%
8. zh-cn	12	0.10%
9. es-mx	7	0.06%
10. de	6	0.05%

Location

Jan 1, 2015 - Jan 31, 2015

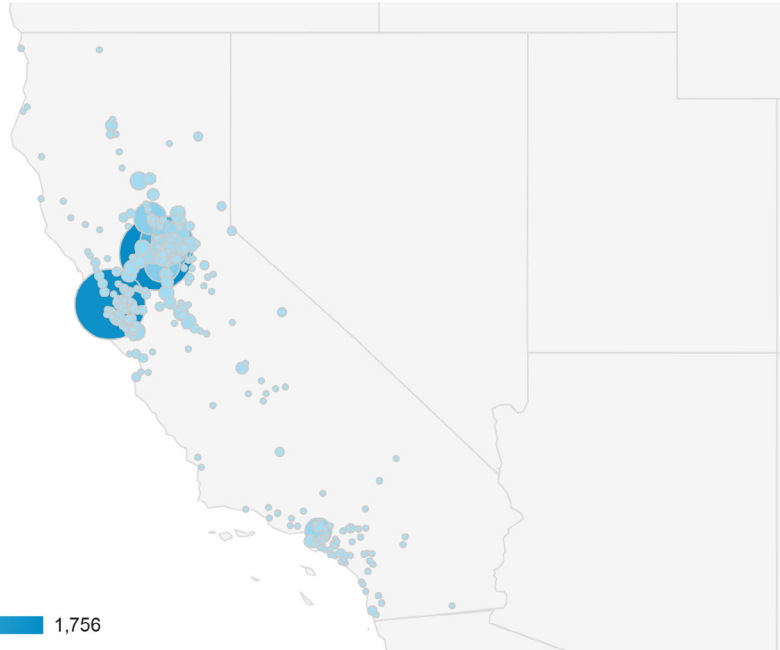
ALL » COUNTRY: United States » REGION: California

 All Sessions
85.96%

Map Overlay

Summary

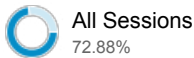
1  1,756



City	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	10,200 % of Total: 85.96% (11,866)	65.49% Avg for View: 67.26% (-2.63%)	6,680 % of Total: 83.70% (7,981)	33.45% Avg for View: 36.59% (-8.58%)	5.06 Avg for View: 4.82 (4.93%)	00:03:46 Avg for View: 00:03:34 (5.57%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Sacramento	1,756 (17.22%)	66.06%	1,160 (17.37%)	32.97%	5.13	00:03:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. San Francisco	1,675 (16.42%)	60.24%	1,009 (15.10%)	37.91%	4.26	00:03:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Roseville	932 (9.14%)	63.30%	590 (8.83%)	32.19%	5.07	00:03:52	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Rocklin	431 (4.23%)	64.50%	278 (4.16%)	30.16%	5.43	00:04:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Elk Grove	377 (3.70%)	68.70%	259 (3.88%)	32.10%	4.60	00:02:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Folsom	355 (3.48%)	66.48%	236 (3.53%)	28.45%	5.56	00:04:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Yuba City	335 (3.28%)	62.69%	210 (3.14%)	30.15%	6.14	00:04:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Citrus Heights	273 (2.68%)	67.03%	183 (2.74%)	34.43%	4.45	00:03:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Lincoln	227 (2.23%)	55.95%	127 (1.90%)	33.92%	5.68	00:04:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Rancho Cordova	204 (2.00%)	71.57%	146 (2.19%)	24.02%	5.50	00:04:04	0.00%	0 (0.00%)	\$0.00 (0.00%)

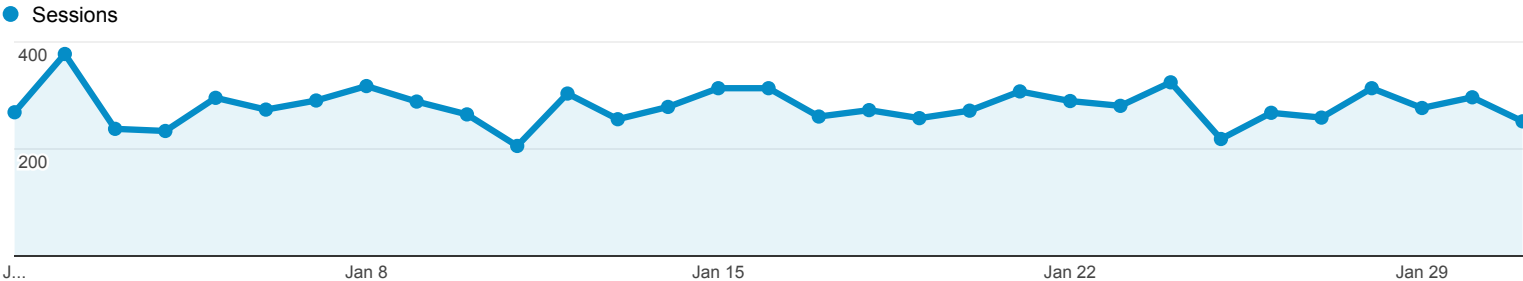
Organic Search Traffic

Jan 1, 2015 - Jan 31, 2015



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
	8,648 % of Total: 72.88% (11,866)	67.00% Avg for View: 67.26% (-0.39%)	5,794 % of Total: 72.60% (7,981)	35.16% Avg for View: 36.59% (-3.90%)	4.94 Avg for View: 4.82 (2.51%)	00:03:31 Avg for View: 00:03:34 (-1.37%)	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)	6,084 (70.35%)	66.14%	4,024 (69.45%)	35.14%	5.09	00:03:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. (not set)	1,446 (16.72%)	73.79%	1,067 (18.42%)	39.56%	4.26	00:02:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. future nissan	151 (1.75%)	58.94%	89 (1.54%)	19.21%	6.58	00:04:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. roseville nissan	110 (1.27%)	55.45%	61 (1.05%)	18.18%	6.81	00:05:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. future nissan roseville	89 (1.03%)	52.81%	47 (0.81%)	24.72%	5.82	00:04:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. nissan roseville	67 (0.77%)	49.25%	33 (0.57%)	11.94%	6.25	00:04:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. future nissan of roseville	26 (0.30%)	73.08%	19 (0.33%)	11.54%	5.69	00:04:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. 1n4al3ap2fn337246	20 (0.23%)	0.00%	0 (0.00%)	25.00%	8.20	00:10:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. nissan	18 (0.21%)	72.22%	13 (0.22%)	22.22%	5.56	00:04:57	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. nissan roseville automall	14 (0.16%)	50.00%	7 (0.12%)	21.43%	4.14	00:02:57	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 446

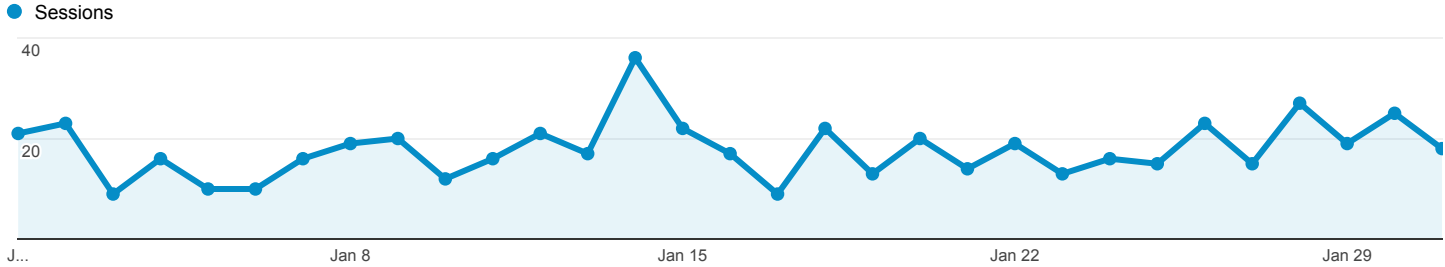
Referral Traffic

Jan 1, 2015 - Jan 31, 2015

All Sessions
4.66%

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
	553 % of Total: 4.66% (11,866)	58.59% Avg for View: 67.26% (-12.89%)	324 % of Total: 4.06% (7,981)	32.01% Avg for View: 36.59% (-12.53%)	4.72 Avg for View: 4.82 (-2.05%)	00:04:10 Avg for View: 00:03:34 (16.80%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. futureautomotivegroup.com	63 (11.39%)	34.92%	22 (6.79%)	31.75%	6.41	00:07:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. choosenissan.com	57 (10.31%)	66.67%	38 (11.73%)	12.28%	5.89	00:04:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. adsw.esm1.net	41 (7.41%)	19.51%	8 (2.47%)	29.27%	2.46	00:01:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. autotrader.com	33 (5.97%)	69.70%	23 (7.10%)	18.18%	6.21	00:05:36	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. futurenissanroseville.cimasystems.biz	24 (4.34%)	41.67%	10 (3.09%)	45.83%	6.79	00:06:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. dp.g.doubleclick.net	22 (3.98%)	63.64%	14 (4.32%)	18.18%	1.77	00:00:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. carfax.com	20 (3.62%)	75.00%	15 (4.63%)	10.00%	7.70	00:03:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. m.futurenissan.sensibledriver.com	20 (3.62%)	60.00%	12 (3.70%)	55.00%	2.95	00:01:50	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. dna.dealer.com	19 (3.44%)	73.68%	14 (4.32%)	15.79%	4.53	00:07:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. facebook.com	18 (3.25%)	27.78%	5 (1.54%)	27.78%	4.44	00:09:16	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 70

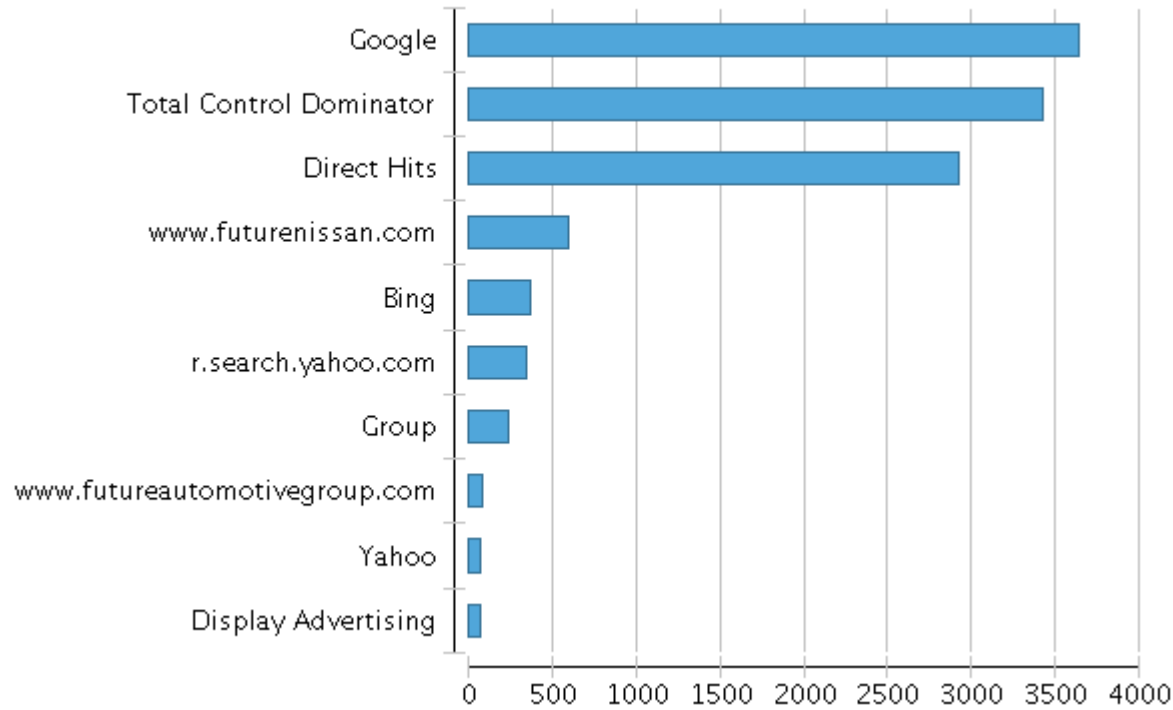
External Referrers Report

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
	8,511	12,067	70.5%	39.9%	4.05	289	3.4%	00:06:44

Top 10 External Referrers

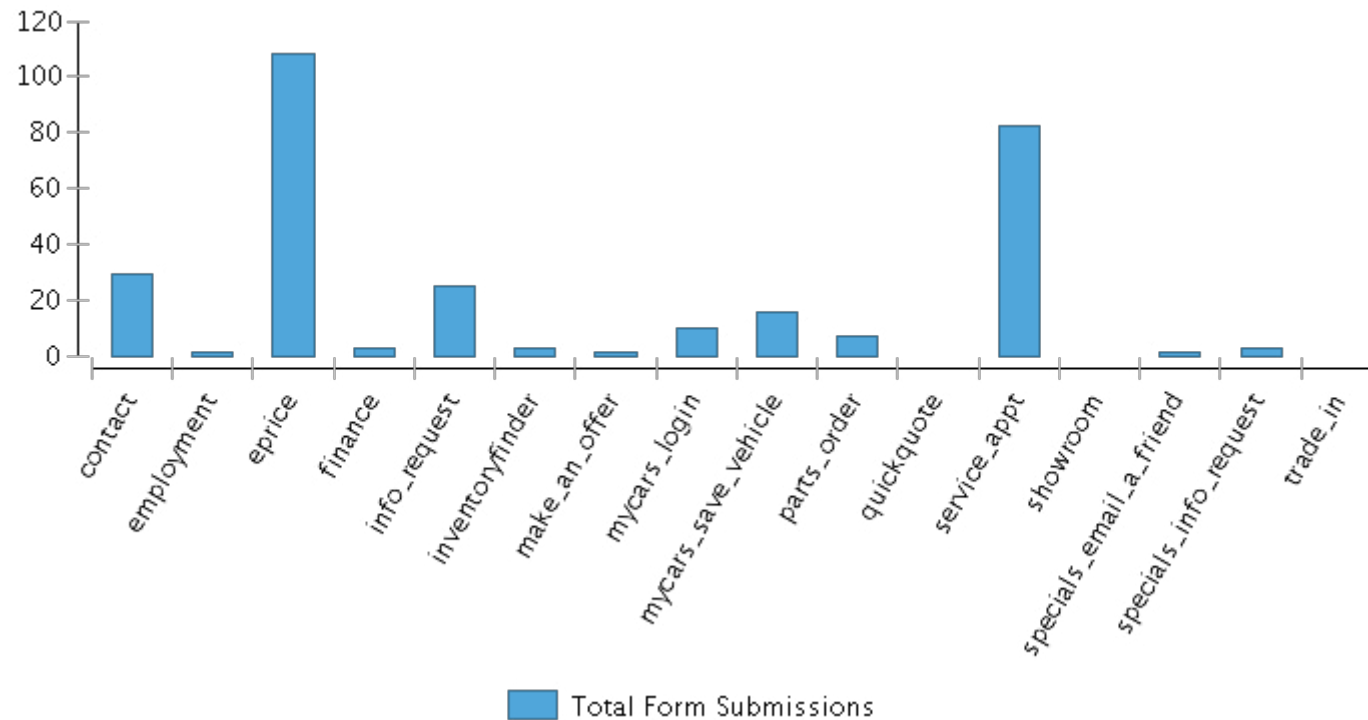


External Referrer Category	Visitors	Visits	% New Visits	Bounce Rate	Page Views / Visit	Form Submissions	% of Form Submissions	Form Submission Rate	Avg. Time on Site
Google	2,979	3,641	81.8%	36.1%	4.34	120	41.5%	4.0%	00:05:19
Total Control Dominator	2,677	3,424	78.2%	40.0%	3.68	61	21.1%	2.3%	00:05:33
Direct Hits	1,630	2,926	55.7%	44.2%	4.00	64	22.1%	3.9%	00:09:36
www.futurenissan.com	117	595	19.7%	63.0%	2.88	5	1.7%	4.3%	00:10:22
Bing	276	369	74.8%	26.6%	5.12	8	2.8%	2.9%	00:05:21
r.search.yahoo.com	283	343	82.5%	26.5%	5.28	10	3.5%	3.5%	00:06:15
Group	170	238	71.4%	37.4%	4.25	5	1.7%	2.9%	00:03:40

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.

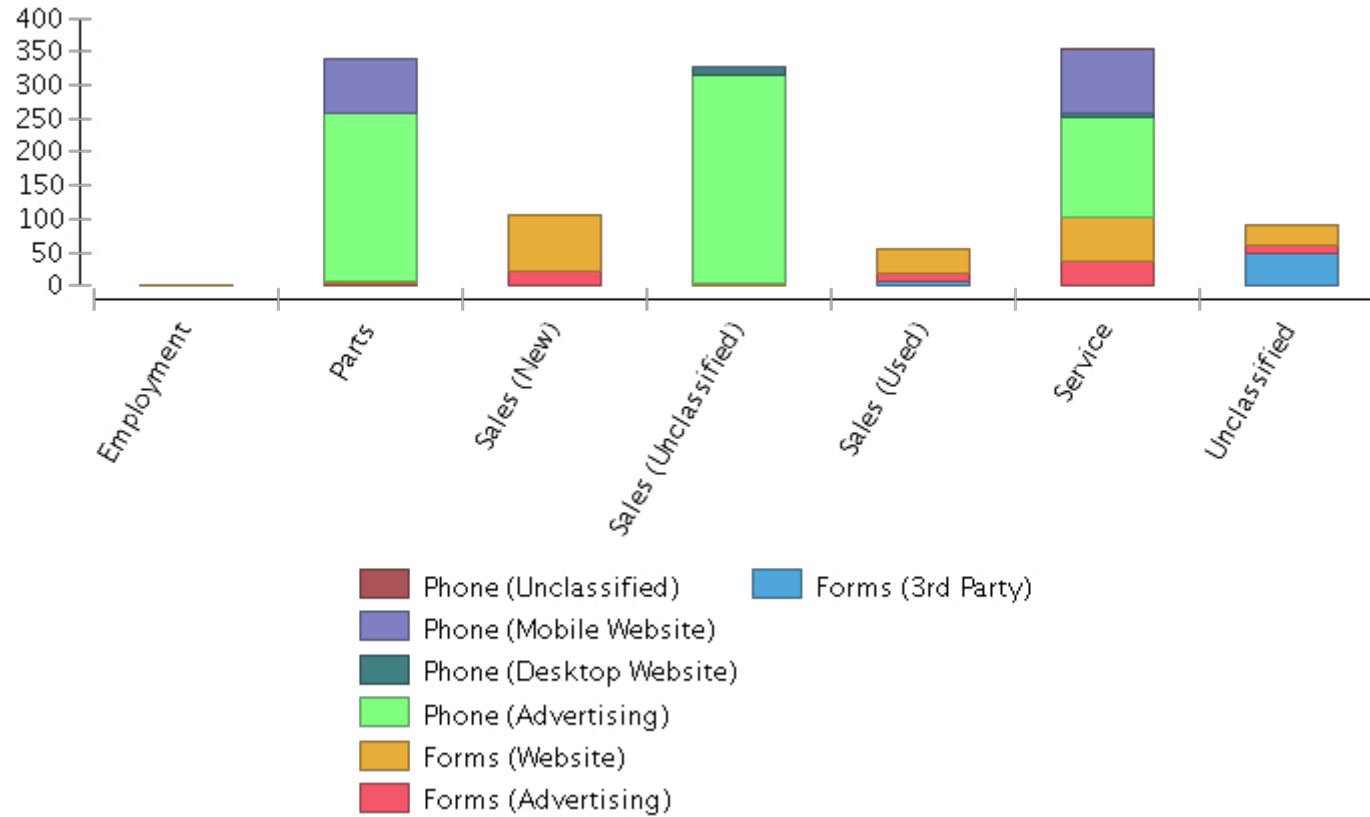


Form Name	Form Submissions	% of Form Submissions
contact	29	10.0%
employment	1	0.3%
eprice	108	37.4%

Form Name	Form Submissions	% of Form Submissions
finance	3	1.0%
info_request	25	8.7%
inventoryfinder	3	1.0%
make_an_offer	1	0.3%
mycars_login	10	3.5%
mycars_save_vehicle	16	5.5%
parts_order	7	2.4%
quickquote	0	0.0%
service_appt	82	28.4%
showroom	0	0.0%
specials_email_a_friend	1	0.3%
specials_info_request	3	1.0%
trade_in	0	0.0%
Totals:	289	100.0%

Origins By Profit Center Report

January 1, 2015 - January 31, 2015



Profit Center	Origin Category	Leads	% of Leads
Employment		1	0.1%
	Forms (Website)	1	0.1%
Parts		338	26.6%
	Phone (Mobile Website)	80	6.3%
	Phone (Advertising)	251	19.7%
	Forms (Advertising)	5	0.4%
	Forms (Website)	2	0.2%
Sales (New)		105	8.3%
	Forms (Website)	82	6.4%
	Forms (Advertising)	22	1.7%
	Forms (3rd Party)	1	0.1%
Sales (Unclassified)		327	25.7%
	Phone (Advertising)	312	24.5%
	Forms (Website)	1	0.1%
	Phone (Desktop Website)	11	0.9%
	Forms (Advertising)	2	0.2%
	Phone (Mobile Website)	1	0.1%
Sales (Used)		54	4.2%
	Forms (Website)	36	2.8%
	Forms (Advertising)	12	0.9%
	Forms (3rd Party)	6	0.5%
Service		355	27.9%
	Forms (Website)	65	5.1%
	Forms (Advertising)	38	3.0%
	Phone (Mobile Website)	95	7.5%
	Phone (Advertising)	148	11.6%
	Phone (Desktop Website)	8	0.6%
	Phone (Unclassified)	1	0.1%

TCD Monthly Report

January 2015

Metrics Summary

Last 13 Months

	Position	Impressions	Clicks	Cost	Click Through Rate	Cost Per Click	Combined Conversions	Cost Per Combined Conversion
Account Totals	3.01	2,213,232	53,314	\$158,078.90	2.409%	\$2.97	9,148	\$17.28

Search Engine Metrics

Last 13 Months

Provider	Position	Impressions	Clicks	Cost	Click Through Rate	Cost Per Click	Combined Conversions	Cost Per Combined Conversion
Google Adwords	3.01	2,213,232	53,314	\$158,078.90	2.410%	\$2.97	8,874	\$17.81
Microsoft Bing	.00	0	0	\$0.00	0.000%	\$0.00	274	\$0.00

Top Keywords

Keyword	Clicks
Nissan	6,450
nissan parts	3,250
future nissan	2,435
new nissan	1,665
Roseville Nissan	1,596
nissan sacramento	1,532
new nissan roseville	1,474
2014 Nissan	1,151
nissan leaf	1,119
future nissan roseville	1,093
nissan altima	899
nissan roseville	865

Top Models

Model	Clicks
Altima	1,521
LEAF	1,468
Frontier	744
Murano	711
370Z	694
Pathfinder	604
Rogue	602
350Z	504
Maxima	487
Xterra	470
GT-R	467
Juke	452

Monthly Metrics

Last 13 Months

Date	Position	Impressions	Clicks	Cost	Click Through Rate	Cost Per Click	Combined Conversions	Cost Per Combined Conversion	Combined Conversion Rate
Jan, 2015	2.78	166,545	4,193	\$13,333.58	2.518%	\$3.18	781	\$17.07	18.6%
Dec, 2014	2.94	185,127	4,078	\$13,676.95	2.203%	\$3.35	798	\$17.14	19.6%
Nov, 2014	2.85	188,809	4,192	\$13,481.91	2.220%	\$3.22	639	\$21.10	15.2%
Oct, 2014	3.04	173,603	3,931	\$12,057.58	2.264%	\$3.07	649	\$18.58	16.5%
Sep, 2014	2.43	172,484	4,157	\$12,016.74	2.410%	\$2.89	755	\$15.92	18.2%
Aug, 2014	2.11	159,070	4,025	\$12,024.70	2.530%	\$2.99	679	\$17.71	16.9%
Jul, 2014	1.90	150,526	4,084	\$12,028.73	2.713%	\$2.95	659	\$18.25	16.1%
Jun, 2014	3.19	157,822	4,035	\$12,042.78	2.557%	\$2.98	856	\$14.07	21.2%
May, 2014	3.39	157,835	4,126	\$12,027.46	2.614%	\$2.92	742	\$16.21	18.0%
Apr, 2014	3.46	149,958	4,217	\$12,037.64	2.812%	\$2.85	687	\$17.52	16.3%
Mar, 2014	3.46	171,462	4,086	\$12,042.32	2.383%	\$2.95	592	\$20.34	14.5%
Feb, 2014	3.57	174,305	4,006	\$11,015.68	2.298%	\$2.75	622	\$17.71	15.5%
Jan, 2014	3.75	205,686	4,184	\$10,292.83	2.034%	\$2.46	689	\$14.94	16.5%

Last 13 Months

January 2014 - January 2015

Display Advertising Monthly Report

January 2015

Metrics Summary

Last 13 Months

	Position	Impressions	Clicks	Cost	Click Through Rate	CPM	Cost Per Click	Combined Conversions	Cost Per Combined Conversion
Account Totals	.00	2,504,303	1,029	\$17,425.16	0.041%	\$6.96	\$16.93	121	\$144.01

Display Network Metrics

Last 13 Months

Provider	Position	Impressions	Clicks	Cost	Click Through Rate	CPM	Cost Per Click	Combined Conversions	Cost Per Combined Conversion
Display Network Partners	.00	2,504,303	1,029	\$17,425.16	0.041%	\$6.96	\$16.93	84	\$207.44
Google Adwords	.00	0	0	\$0.00	0.000%	NaN	\$0.00	37	\$0.00

Monthly Metrics

Last 13 Months

Date	Position	Impressions	Clicks	Cost	Click Through Rate	CPM	Cost Per Click	Combined Conversions	Cost Per Combined Conversion	Combined Conversion Rate
Jan, 2015	.00	124,462	70	\$893.78	0.056%	\$7.18	\$12.77	7	\$127.68	10.0%
Dec, 2014	.00	126,072	48	\$905.80	0.038%	\$7.18	\$18.87	14	\$64.70	29.2%
Nov, 2014	.00	137,511	66	\$990.63	0.048%	\$7.20	\$15.01	8	\$123.83	12.1%
Oct, 2014	.00	134,065	72	\$946.99	0.054%	\$7.06	\$13.15	10	\$94.70	13.9%
Sep, 2014	.00	189,448	110	\$1,334.62	0.058%	\$7.04	\$12.13	4	\$333.66	3.6%
Aug, 2014	.00	246,993	133	\$1,770.27	0.054%	\$7.17	\$13.31	4	\$442.57	3.0%
Jul, 2014	.00	276,925	104	\$1,985.65	0.038%	\$7.17	\$19.09	11	\$180.51	10.6%
Jun, 2014	.00	264,406	81	\$1,981.25	0.031%	\$7.49	\$24.46	15	\$132.08	18.5%
May, 2014	.00	284,594	83	\$1,926.67	0.029%	\$6.77	\$23.21	16	\$120.42	19.3%
Apr, 2014	.00	178,254	54	\$1,098.47	0.030%	\$6.16	\$20.34	18	\$61.03	33.3%
Mar, 2014	.00	195,607	58	\$1,310.37	0.030%	\$6.70	\$22.59	5	\$262.07	8.6%
Feb, 2014	.00	150,846	70	\$945.12	0.046%	\$6.27	\$13.50	3	\$315.04	4.3%
Jan, 2014	.00	195,120	80	\$1,335.54	0.041%	\$6.84	\$16.69	6	\$222.59	7.5%

Last 13 Months

January 2014 - January 2015