

Future Nissan of Roseville

*i*MOS CONFIDENTIAL REPORTING

April 2015

Nissan Roseville													
MONTHLY STATISTICS	April	May	June	July	August	September	October	November	December	January	February	March	April
Google Analytics													
Visits	9,896	11,812	10,064	11,444	11,978	10,993	10,759	10,759	10,327	11,866	11,570	11,209	10,893
Pageviews	42,535	47,748	45,498	54,812	59,760	50,124	47,615	49,238	47,447	57,221	53,602	49,535	48,628
Pages / Visit	4.30	4.04	4.52	4.79	4.99	4.56	4.43	4.58	4.59	4.82	4.63	4.42	4.43
Time on Site	3:18	3:21	3:26	3:32	3:34	3:14	3:08	3:30	3:18	3:34	3:18	3:09	3:16
Bounce Rate	39.26%	37.75%	37.18%	37.42%	35.59%	39.55%	40.00%	39.01%	38.20%	36.59%	36.66%	38.29%	39.12%
% New Visits	76.84%	76.06%	74.07%	72.17%	67.22%	70.24%	68.38%	67.85%	67.87%	67.26%	66.73%	68.44%	69.76%
Dealer.com Analytics													
Sales Leads	601	672	681	688	498	522	426	442	481	486	479	465	474
Parts/ Service Leads	703	796	841	732	572	594	620	489	645	693	622	845	664
Total Leads	1304	1468	1522	1420	1070	1116	1046	931	1151	1179	1109	1315	1180
Total Conversion Rate	13.18%	12.43%	15.12%	12.41%	8.93%	10.15%	9.72%	8.65%	11.15%	9.94%	9.59%	11.73%	10.83%
Sales Conversion Rate	6.1%	5.7%	6.8%	6.0%	4.2%	4.7%	4.0%	4.1%	4.7%	4.1%	4.1%	4.1%	4.4%
Website Form Submissions													
Eprice	49	62	29	45	73	58	65	82	102	108	91	64	60
Contact	33	43	24	32	43	27	27	22	24	29	25	24	34
Request More Information	10	14	18	26	19	20	22	14	20	25	26	12	16
Service Appointment	83	74	82	57	79	84	80	54	77	82	87	94	83
Other	1	52	64	80	37	55	38	55	52	45	61	27	48
Total	176	245	217	240	251	244	232	227	275	289	290	221	241
TCD													
Average Position	3.46	3.39	3.19	1.90	2.11	2.43	3.04	2.58	2.94	2.78	2.66	2.63	2.68
Clicks	4,217	4,126	4,035	4,084	4,025	4,157	3,931	4,192	4,078	4,193	3,951	4,033	3,904
Impressions	149,958	157,835	157,822	150,526	159,070	172,484	173,603	188,809	185,172	166,545	141,360	133,170	120,447
Click Through Rate	2.812%	2.614%	2.557%	2.713%	2.530%	2.410%	2.264%	2.220%	2.203%	2.518%	2.795%	3.028%	3.241%
Cost Per Click	\$2.85	\$2.92	\$2.98	\$2.95	\$2.99	\$2.89	\$3.07	\$3.22	\$3.35	\$3.18	\$3.29	\$3.15	\$3.10
Combined Conversions	687	742	854	658	679	755	649	639	798	781	674	817	713
Cost Per Conversion	\$17.52	\$16.21	\$14.10	\$18.28	\$17.71	\$15.92	\$18.58	\$21.10	\$17.14	\$17.07	\$19.29	\$15.53	\$16.97
Conversion Rate	16.3%	18.0%	21.2%	16.1%	16.9%	18.2%	16.5%	15.2%	19.6%	18.6%	17.1%	20.3%	18.3%
Cost	\$12,038	\$12,027	\$12,043	\$12,029	\$12,025	\$12,017	\$12,058	\$13,482	\$13,677	\$13,334	\$13,004	\$12,691	\$12,103
Display Advertising													
Impressions	178,254	284,594	264,406	276,925	246,993	189,448	134,065	137,511	126,072	124,462	107,756	84,446	72,729
Clicks	54	83	81	104	133	110	72	66	48	70	52	31	23
Click Through Rate	0.030%	0.029%	0.031%	0.038%	0.054%	0.058%	0.054%	0.048%	0.038%	0.056%	0.048%	0.037%	0.032%
CPM	\$6.16	\$6.77	\$7.49	\$7.17	\$7.17	\$7.04	\$7.06	\$7.20	\$7.18	\$7.18	\$7.13	\$7.21	\$7.15
Cost Per Click	\$20.34	\$23.21	\$24.46	\$19.09	\$13.31	\$12.13	\$13.15	\$15.01	\$18.87	\$12.77	\$14.78	\$19.65	\$22.61
Combined Conversions	18	16	16	11	4	4	10	8	14	7	19	79	50
Conversion Rate	33.3%	19.3%	19.8%	10.6%	3.0%	3.6%	13.9%	12.1%	29.2%	10.0%	36.5%	254.8%	217.4%
Cost	\$1,098	\$1,927	\$1,981	\$1,986	\$1,770	\$1,335	\$947	\$991	\$906	\$894	\$769	\$609	\$520
Facebook Statistics													
Total Likes	658	684	696	714	730	771	789	848	877	895	956	972	998

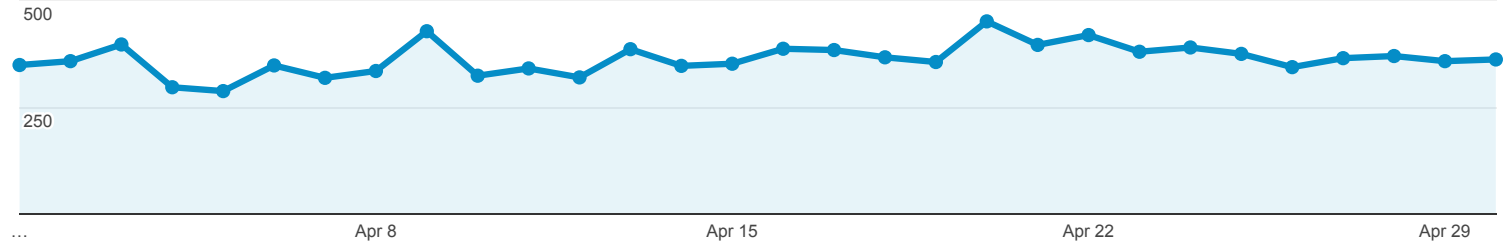
Audience Overview

Apr 1, 2015 - Apr 30, 2015

All Sessions
100.00%

Overview

Sessions



Sessions
10,893

Users
8,343

Pageviews
48,268

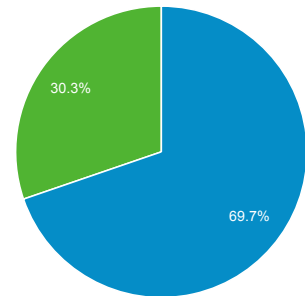
Pages / Session
4.43

Avg. Session Duration
00:03:16

Bounce Rate
39.12%

% New Sessions
69.76%

New Visitor Returning Visitor



Language	Sessions	% Sessions
1. en-us	10,672	97.97%
2. en-gb	43	0.39%
3. en	38	0.35%
4. es-es	30	0.28%
5. es-419	18	0.17%
6. es-us	16	0.15%
7. es	12	0.11%
8. ru	7	0.06%
9. fr	6	0.06%
10. es-xl	5	0.05%

All Traffic

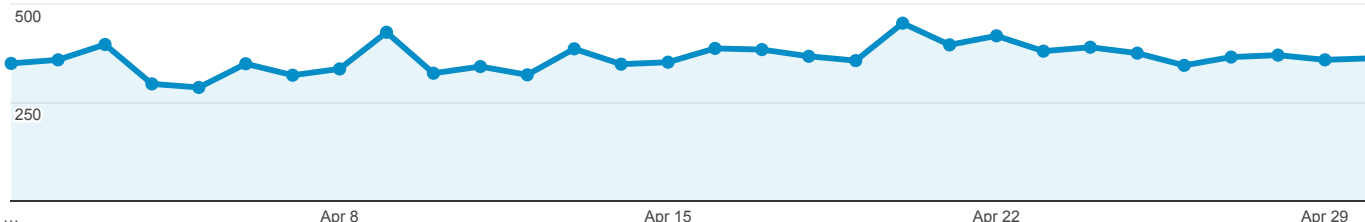
Apr 1, 2015 - Apr 30, 2015

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
	10,893 % of Total: 100.00% (10,893)	69.76% Avg for View: 69.76% (0.00%)	7,599 % of Total: 100.00% (7,599)	39.12% Avg for View: 39.12% (0.00%)	4.43 Avg for View: 4.43 (0.00%)	00:03:16 Avg for View: 00:03:16 (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. google / organic	7,249 (66.55%)	69.94%	5,070 (66.72%)	38.36%	4.47	00:03:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. (direct) / (none)	2,029 (18.63%)	72.89%	1,479 (19.46%)	47.31%	3.93	00:03:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. yahoo / organic	459 (4.21%)	64.92%	298 (3.92%)	24.40%	5.91	00:04:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. bing / organic	360 (3.30%)	61.39%	221 (2.91%)	30.56%	5.04	00:03:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. RAMwebsite / DealerIcon	165 (1.51%)	64.85%	107 (1.41%)	24.24%	5.54	00:03:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. futurenissanroseville.cimasystems.biz / referral	127 (1.17%)	39.37%	50 (0.66%)	43.31%	3.05	00:02:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. choosenissan.com / referral	74 (0.68%)	63.51%	47 (0.62%)	17.57%	7.07	00:05:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. xfinity.comcast.net / referral	40 (0.37%)	100.00%	40 (0.53%)	82.50%	1.18	00:00:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. adsw.esm1.net / referral	38 (0.35%)	65.79%	25 (0.33%)	55.26%	2.32	00:01:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. dp.g.doubleclick.net / referral	38 (0.35%)	92.11%	35 (0.46%)	21.05%	1.79	00:00:56	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 67

Location

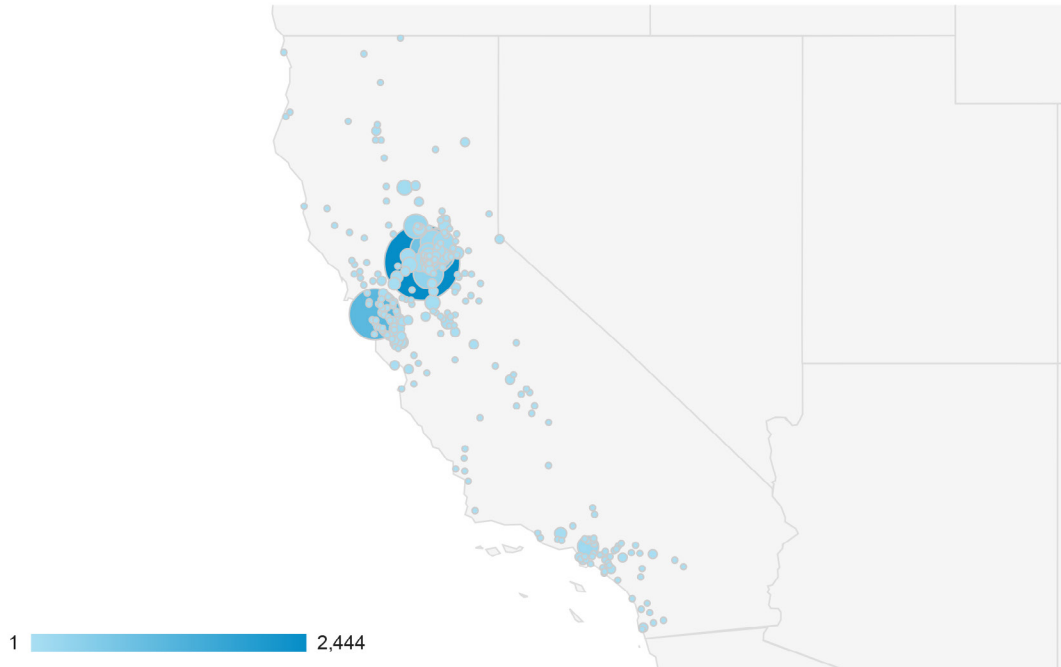
Apr 1, 2015 - Apr 30, 2015

ALL » COUNTRY: United States » REGION: California

 All Sessions
87.19%

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
	9,498 % of Total: 87.19% (10,893)	67.68% Avg for View: 69.76% (-2.99%)	6,428 % of Total: 84.59% (7,599)	36.37% Avg for View: 39.12% (-7.03%)	4.52 Avg for View: 4.43 (2.11%)	00:03:22 Avg for View: 00:03:16 (3.26%)	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	2,444 (25.73%)	67.23%	1,643 (25.56%)	37.07%	4.33	00:02:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. San Francisco	1,173 (12.35%)	65.30%	766 (11.92%)	38.28%	3.74	00:02:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Roseville	828 (8.72%)	64.37%	533 (8.29%)	35.63%	4.26	00:02:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Rocklin	381 (4.01%)	68.24%	260 (4.04%)	36.22%	4.89	00:03:45	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Elk Grove	373 (3.93%)	60.86%	227 (3.53%)	34.32%	5.38	00:04:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Folsom	253 (2.66%)	64.43%	163 (2.54%)	36.36%	4.03	00:03:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Yuba City	251 (2.64%)	62.95%	158 (2.46%)	37.05%	4.73	00:04:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Citrus Heights	222 (2.34%)	65.32%	145 (2.26%)	32.43%	5.42	00:04:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Lincoln	207 (2.18%)	69.08%	143 (2.22%)	28.02%	5.21	00:03:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Los Angeles	176 (1.85%)	70.45%	124 (1.93%)	50.57%	3.78	00:02:51	0.00%	0 (0.00%)	\$0.00 (0.00%)

Overview

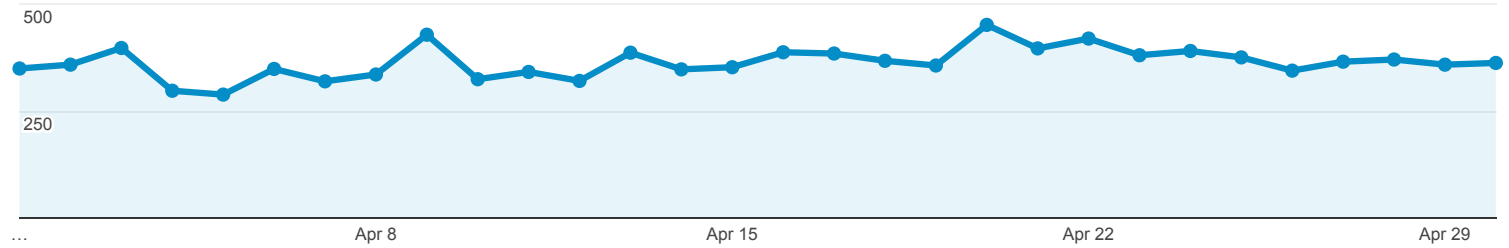
Apr 1, 2015 - Apr 30, 2015

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
	10,893 % of Total: 100.00% (10,893)	69.76% Avg for View: 69.76% (0.00%)	7,599 % of Total: 100.00% (7,599)	39.12% Avg for View: 39.12% (0.00%)	4.43 Avg for View: 4.43 (0.00%)	00:03:16 Avg for View: 00:03:16 (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	5,402 (49.59%)	74.60%	4,030 (53.03%)	36.52%	4.90	00:03:26	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. mobile	4,351 (39.94%)	64.56%	2,809 (36.97%)	43.12%	3.65	00:02:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. tablet	1,140 (10.47%)	66.67%	760 (10.00%)	36.14%	5.20	00:04:21	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 3 of 3

Display Advertising Monthly Report

April 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	2,227,661	927	\$15,732.16	0.042%	\$7.06	\$16.97	255	\$61.69

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	2,227,661	927	\$15,732.16	0.042%	\$7.06	\$16.97	155	\$101.50
Google Adwords	.00	0	0	\$0.00	0.000%	NaN	\$0.00	100	\$0.00

Monthly Metrics

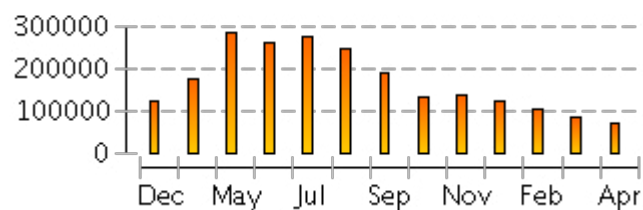
Last 13 Months

Date	Position	Impressions	Clicks	Cost	Click Through Rate	CPM	Cost Per Click	Combined Conversions	Cost Per Combined Conversion	Combined Conversion Rate
Apr, 2015	.00	72,729	23	\$520.14	0.032%	\$7.15	\$22.61	50	\$10.40	217.4%
Mar, 2015	.00	84,446	31	\$609.24	0.037%	\$7.21	\$19.65	79	\$7.71	254.8%
Feb, 2015	.00	107,756	52	\$768.65	0.048%	\$7.13	\$14.78	19	\$40.46	36.5%
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%

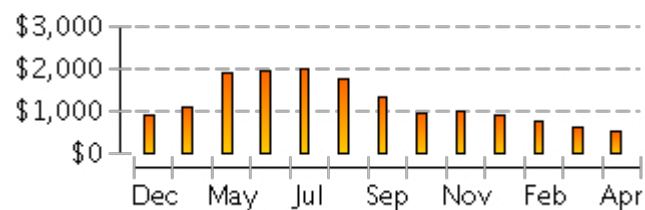
Last 13 Months

April 2014 - April 2015

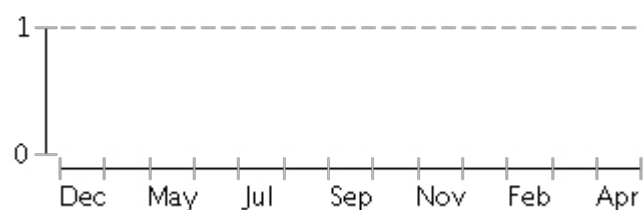
Impressions



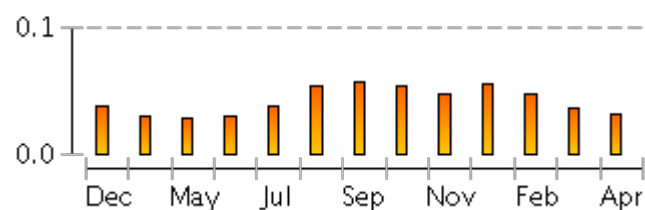
Cost



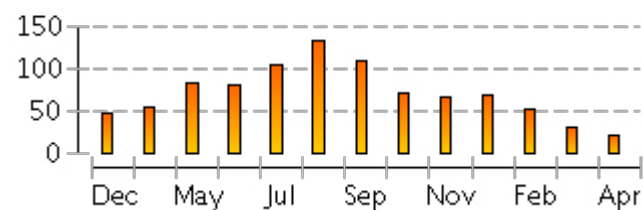
Position



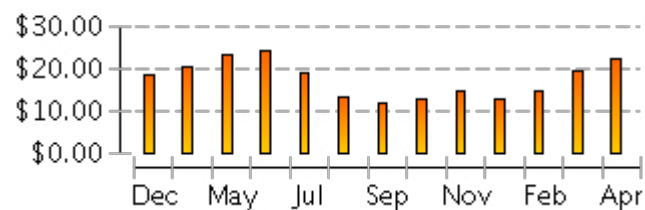
Click Through Rate



Clicks



Cost Per Click



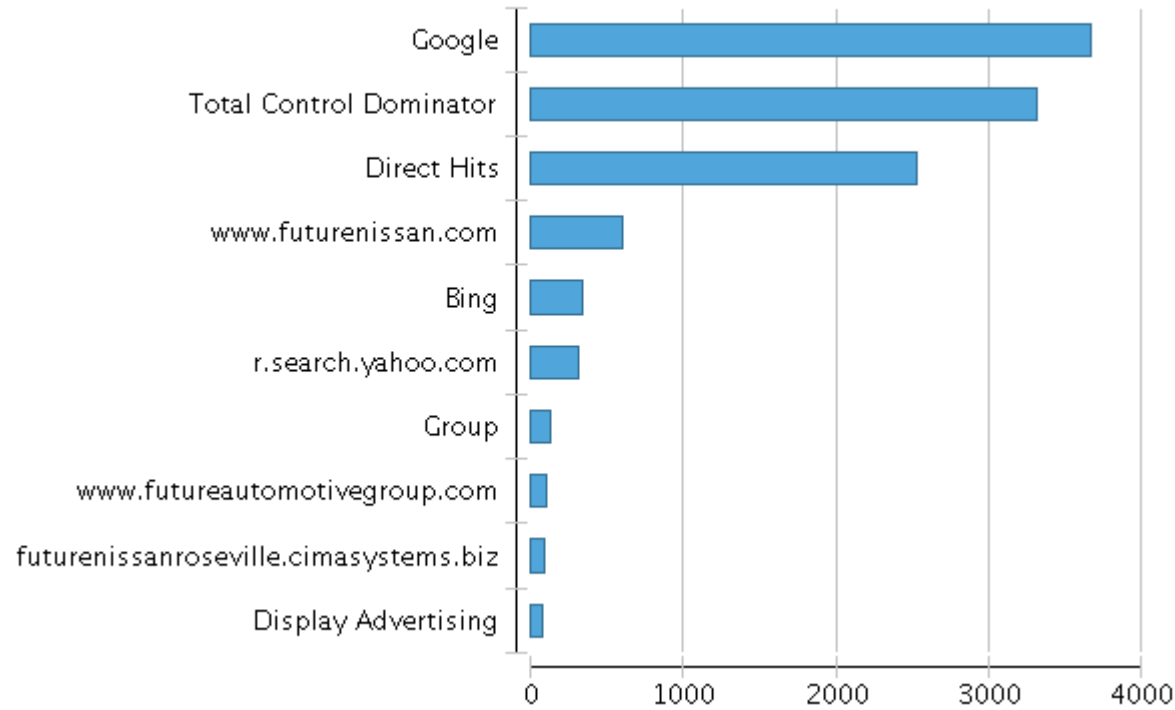
External Referrers Report

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
	8,395	11,533	72.8%	43.1%	3.74	241	2.9%	00:05:21

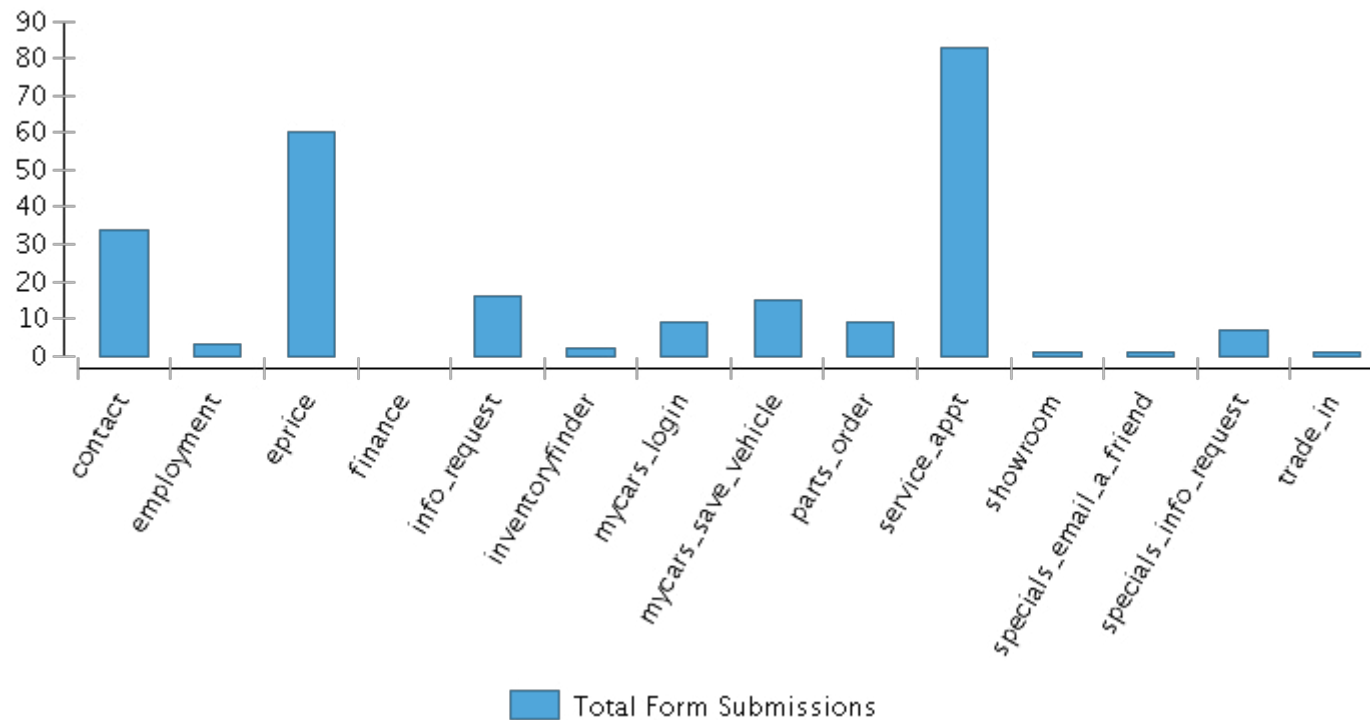
Top 10 External Referrers



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	2,976	3,671	81.1%	36.9%	4.11	98	40.7%	3.3%	00:04:01
Total Control Dominator	2,712	3,314	81.8%	47.3%	3.15	66	27.4%	2.4%	00:03:39
Direct Hits	1,556	2,537	61.3%	47.8%	3.83	33	13.7%	2.1%	00:08:17
www.futurenissan.com	124	608	20.4%	60.4%	3.25	6	2.5%	4.8%	00:12:31
Bing	251	345	72.8%	30.7%	4.60	6	2.5%	2.4%	00:04:22
r.search.yahoo.com	252	321	78.5%	22.7%	5.33	17	7.1%	6.7%	00:05:08
Group	116	134	86.6%	21.6%	4.60	3	1.2%	2.6%	00:04:15

Form Submissions Report

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.

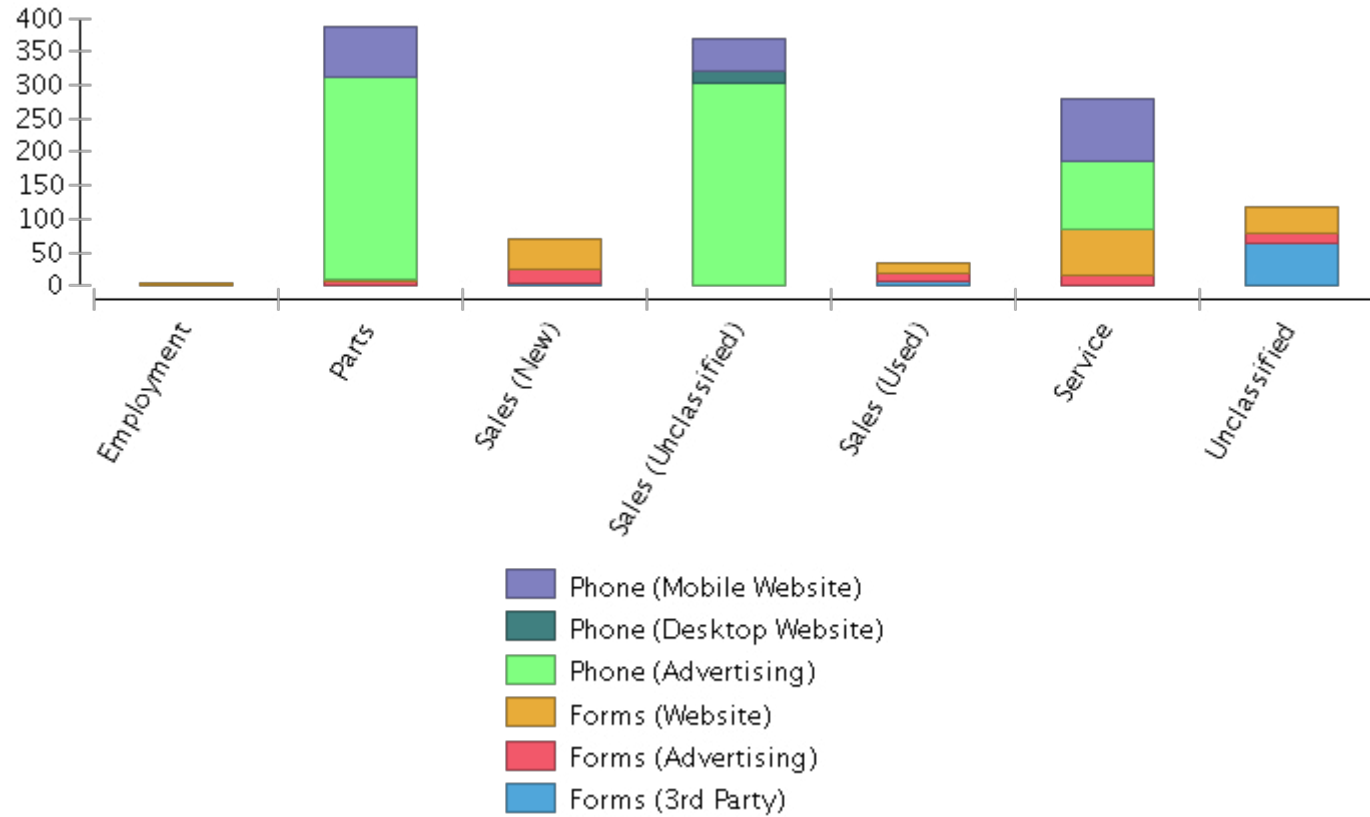


Form Name	Form Submissions	% of Form Submissions
contact	34	14.1%
employment	3	1.2%
eprice	60	24.9%

Form Name	Form Submissions	% of Form Submissions
finance	0	0.0%
info_request	16	6.6%
inventoryfinder	2	0.8%
mycars_login	9	3.7%
mycars_save_vehicle	15	6.2%
parts_order	9	3.7%
service_appt	83	34.4%
showroom	1	0.4%
specials_email_a_friend	1	0.4%
specials_info_request	7	2.9%
trade_in	1	0.4%
Totals:	241	100.0%

Origins By Profit Center Report

April 1, 2015 - April 30, 2015



Profit Center	Origin Category	Leads	% of Leads
Employment		4	0.3%
	Forms (Website)	4	0.3%
Parts		386	30.7%
	Phone (Advertising)	302	24.0%
	Phone (Mobile Website)	75	6.0%
	Forms (Advertising)	8	0.6%
	Forms (Website)	1	0.1%
Sales (New)		70	5.6%
	Forms (Website)	45	3.6%
	Forms (Advertising)	21	1.7%
	Forms (3rd Party)	4	0.3%
Sales (Unclassified)		369	29.3%
	Phone (Desktop Website)	18	1.4%
	Phone (Advertising)	301	23.9%
	Phone (Mobile Website)	49	3.9%
	Forms (Website)	1	0.1%
Sales (Used)		35	2.8%
	Forms (Advertising)	11	0.9%
	Forms (Website)	17	1.4%
	Forms (3rd Party)	7	0.6%
Service		278	22.1%
	Phone (Mobile Website)	91	7.2%
	Phone (Advertising)	101	8.0%
	Forms (Website)	69	5.5%
	Forms (Advertising)	15	1.2%
	Phone (Desktop Website)	2	0.2%
Unclassified		116	9.2%
	Forms (3rd Party)	64	5.1%
	Forms (Website)	36	2.9%

TCD Monthly Report

April 2015

Metrics Summary

Last 13 Months

	Position	Impressions	Clicks	Cost	Click Through Rate	Cost Per Click	Combined Conversions	Cost Per Combined Conversion
Account Totals	2.78	2,056,756	52,926	\$162,526.24	2.573%	\$3.07	9,449	\$17.20

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	2.78	2,056,756	52,926	\$162,526.24	2.570%	\$3.07	9,136	\$17.79
Microsoft Bing	.00	0	0	\$0.00	0.000%	\$0.00	313	\$0.00

Top Keywords

Keyword	Clicks
Nissan	6,411
nissan parts	2,795
future nissan	2,389
new nissan	1,478
Roseville Nissan	1,429
new nissan roseville	1,400
nissan sacramento	1,354
future nissan roseville	1,179
nissan roseville	1,015
2014 Nissan	991
nissan leaf	886
nissan altima	764

Top Models

Model	Clicks
Altima	1,256
LEAF	1,173
Murano	870
Frontier	720
Maxima	668
Rogue	642
Pathfinder	626
370Z	618
Juke	459
GT-R	440
Xterra	435
Sentra	434

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
Apr, 2015	2.68	120,447	3,904	\$12,102.50	3.241%	\$3.10	713	\$16.97	18.3%
Mar, 2015	2.63	133,170	4,033	\$12,691.33	3.028%	\$3.15	817	\$15.53	20.3%
Feb, 2015	2.66	141,360	3,951	\$13,004.34	2.795%	\$3.29	674	\$19.29	17.1%
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%

Last 13 Months

April 2014 - April 2015