

# Future Nissan of Roseville

*i*MOS CONFIDENTIAL REPORTING

*March 2015*



Nissan Roseville													
MONTHLY STATISTICS	March	April	May	June	July	August	September	October	November	December	January	February	March
Google Analytics													
Visits	11,087	9,896	11,812	10,064	11,444	11,978	10,993	10,759	10,759	10,327	11,866	11,570	11,209
Pageviews	48,833	42,535	47,748	45,498	54,812	59,760	50,124	47,615	49,238	47,447	57,221	53,602	49,535
Pages / Visit	4.40	4.30	4.04	4.52	4.79	4.99	4.56	4.43	4.58	4.59	4.82	4.63	4.42
Time on Site	3:03	3:18	3:21	3:26	3:32	3:34	3:14	3:08	3:30	3:18	3:34	3:18	3:09
Bounce Rate	40.61%	39.26%	37.75%	37.18%	37.42%	35.59%	39.55%	40.00%	39.01%	38.20%	36.59%	36.66%	38.29%
% New Visits	76.32%	76.84%	76.06%	74.07%	72.17%	67.22%	70.24%	68.38%	67.85%	67.87%	67.26%	66.73%	68.44%
Dealer.com Analytics													
Sales Leads	620	601	672	681	688	498	522	426	442	481	486	479	465
Parts/ Service Leads	636	703	796	841	732	572	594	620	489	645	693	622	845
Total Leads	1256	1304	1468	1522	1420	1070	1116	1046	931	1151	1179	1109	1315
Total Conversion Rate	11.33%	13.18%	12.43%	15.12%	12.41%	8.93%	10.15%	9.72%	8.65%	11.15%	9.94%	9.59%	11.73%
Sales Conversion Rate	5.6%	6.1%	5.7%	6.8%	6.0%	4.2%	4.7%	4.0%	4.1%	4.7%	4.1%	4.1%	4.1%
Website Form Submissions													
Eprice	72	49	62	29	45	73	58	65	82	102	108	91	64
Contact	38	33	43	24	32	43	27	27	22	24	29	25	24
Request More Information	27	10	14	18	26	19	20	22	14	20	25	26	12
Other	66	84	126	146	137	116	139	118	109	129	127	148	121
Total	203	176	245	217	240	251	244	232	227	275	289	290	221
TCD													
Average Position	3.46	3.46	3.39	3.19	1.90	2.11	2.43	3.04	2.58	2.94	2.78	2.66	2.63
Clicks	4,086	4,217	4,126	4,035	4,084	4,025	4,157	3,931	4,192	4,078	4,193	3,951	4,033
Impressions	171,462	149,958	157,835	157,822	150,526	159,070	172,484	173,603	188,809	185,172	166,545	141,360	133,170
Click Through Rate	2.383%	2.812%	2.614%	2.557%	2.713%	2.530%	2.410%	2.264%	2.220%	2.203%	2.518%	2.795%	3.028%
Cost Per Click	\$2.95	\$2.85	\$2.92	\$2.98	\$2.95	\$2.99	\$2.89	\$3.07	\$3.22	\$3.35	\$3.18	\$3.29	\$3.15
Combined Conversions	592	687	742	854	658	679	755	649	639	798	781	674	817
Cost Per Conversion	\$20.34	\$17.52	\$16.21	\$14.10	\$18.28	\$17.71	\$15.92	\$18.58	\$21.10	\$17.14	\$17.07	\$19.29	\$15.53
Conversion Rate	14.5%	16.3%	18.0%	21.2%	16.1%	16.9%	18.2%	16.5%	15.2%	19.6%	18.6%	17.1%	20.3%
Cost	\$12,042	\$12,038	\$12,027	\$12,043	\$12,029	\$12,025	\$12,017	\$12,058	\$13,482	\$13,677	\$13,334	\$13,004	\$12,691
Display Advertising													
Impressions	195,607	178,254	284,594	264,406	276,925	246,993	189,448	134,065	137,511	126,072	124,462	107,756	84,446
Clicks	58	54	83	81	104	133	110	72	66	48	70	52	31
Click Through Rate	0.030%	0.030%	0.029%	0.031%	0.038%	0.054%	0.058%	0.054%	0.048%	0.038%	0.056%	0.048%	0.037%
CPM	\$6.70	\$6.16	\$6.77	\$7.49	\$7.17	\$7.17	\$7.04	\$7.06	\$7.20	\$7.18	\$7.18	\$7.13	7.21
Cost Per Click	\$22.59	\$20.34	\$23.21	\$24.46	\$19.09	\$13.31	\$12.13	\$13.15	\$15.01	\$18.87	\$12.77	\$14.78	\$19.65
Combined Conversions	5	18	16	16	11	4	4	10	8	14	7	19	79
Conversion Rate	8.6%	33.3%	19.3%	19.8%	10.6%	3.0%	3.6%	13.9%	12.1%	29.2%	10.0%	36.5%	254.8%
Cost	\$1,310	\$1,098	\$1,927	\$1,981	\$1,986	\$1,770	\$1,335	\$947	\$991	\$906	\$894	\$769	\$609
Facebook Statistics													
Total Likes	630	658	684	696	714	730	771	789	848	877	895	956	972



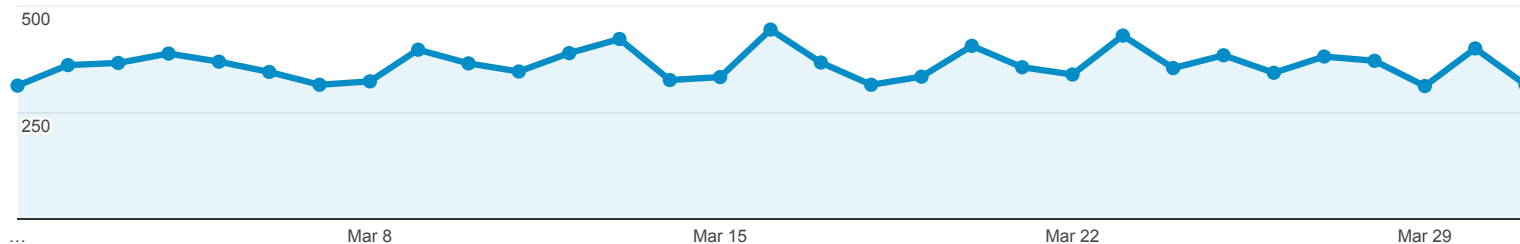
## Audience Overview

Mar 1, 2015 - Mar 31, 2015

All Sessions  
100.00%

### Overview

Sessions



Sessions

11,209

Users

8,480

Pageviews

49,535

Pages / Session

4.42

Avg. Session Duration

00:03:09

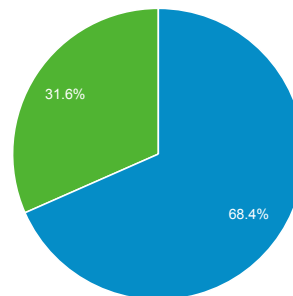
Bounce Rate

38.29%

% New Sessions

68.44%

New Visitor Returning Visitor



Language	Sessions	% Sessions
1. <a href="#">en-us</a>	10,962	97.80%
2. <a href="#">en-gb</a>	46	0.41%
3. <a href="#">es-419</a>	26	0.23%
4. <a href="#">es-es</a>	25	0.22%
5. <a href="#">en</a>	24	0.21%
6. <a href="#">es-us</a>	15	0.13%
7. <a href="#">es</a>	12	0.11%
8. <a href="#">ko</a>	10	0.09%
9. <a href="#">zh-cn</a>	9	0.08%
10. <a href="#">es-xl</a>	8	0.07%



## Location

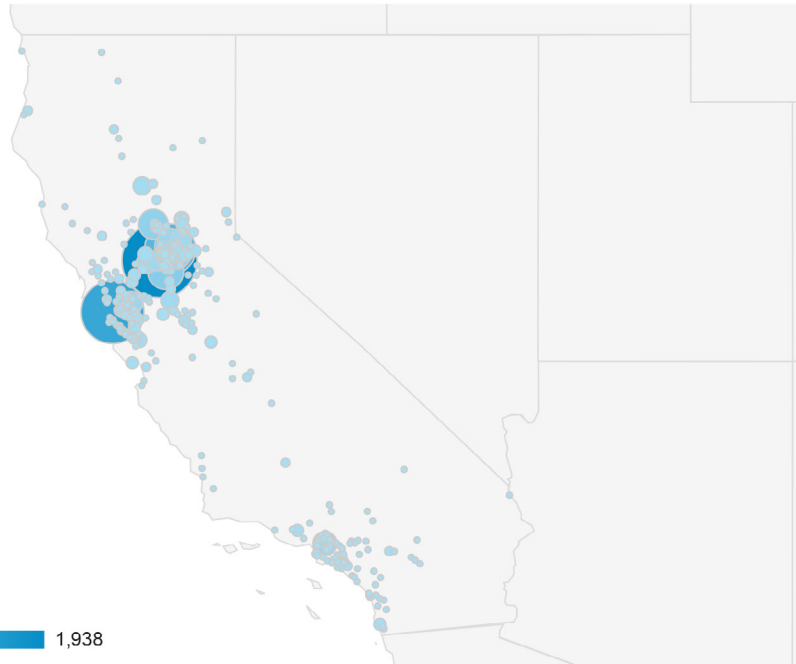
Mar 1, 2015 - Mar 31, 2015

ALL » COUNTRY: United States » REGION: California

All Sessions  
86.83%

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
	9,733 % of Total: 86.83% (11,209)	66.51% Avg for View: 68.44% (-2.82%)	6,473 % of Total: 84.38% (7,671)	35.06% Avg for View: 38.29% (-8.45%)	4.61 Avg for View: 4.42 (4.21%)	00:03:17 Avg for View: 00:03:09 (4.40%)	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="#">Sacramento</a>	1,938 (19.91%)	71.10%	1,378 (21.29%)	35.45%	4.49	00:02:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. <a href="#">San Francisco</a>	1,322 (13.58%)	61.42%	812 (12.54%)	38.96%	3.96	00:03:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. <a href="#">Roseville</a>	935 (9.61%)	61.50%	575 (8.88%)	33.90%	4.42	00:02:58	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. <a href="#">Rocklin</a>	456 (4.69%)	68.20%	311 (4.80%)	30.04%	4.27	00:02:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. <a href="#">Elk Grove</a>	403 (4.14%)	70.97%	286 (4.42%)	36.23%	4.82	00:03:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. <a href="#">Yuba City</a>	309 (3.17%)	63.75%	197 (3.04%)	29.45%	5.48	00:04:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. <a href="#">Folsom</a>	298 (3.06%)	67.79%	202 (3.12%)	28.86%	4.62	00:03:18	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. <a href="#">Citrus Heights</a>	256 (2.63%)	58.98%	151 (2.33%)	37.89%	4.93	00:04:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. <a href="#">Lincoln</a>	192 (1.97%)	66.15%	127 (1.96%)	34.38%	4.38	00:02:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. <a href="#">Walnut Creek</a>	173 (1.78%)	64.74%	112 (1.73%)	31.79%	3.83	00:02:32	0.00%	0 (0.00%)	\$0.00 (0.00%)



## Overview

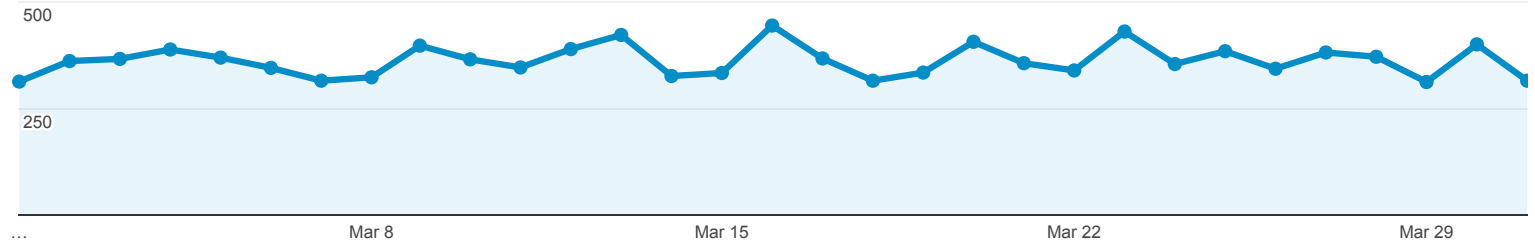
Mar 1, 2015 - Mar 31, 2015

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
	11,209 % of Total: 100.00% (11,209)	68.44% Avg for View: 68.44% (0.00%)	7,671 % of Total: 100.00% (7,671)	38.29% Avg for View: 38.29% (0.00%)	4.42 Avg for View: 4.42 (0.00%)	00:03:09 Avg for View: 00:03:09 (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	5,677 (50.65%)	72.54%	4,118 (53.68%)	36.00%	4.82	00:03:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. mobile	4,281 (38.19%)	64.31%	2,753 (35.89%)	41.60%	3.76	00:02:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. tablet	1,251 (11.16%)	63.95%	800 (10.43%)	37.33%	4.87	00:03:44	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 3 of 3



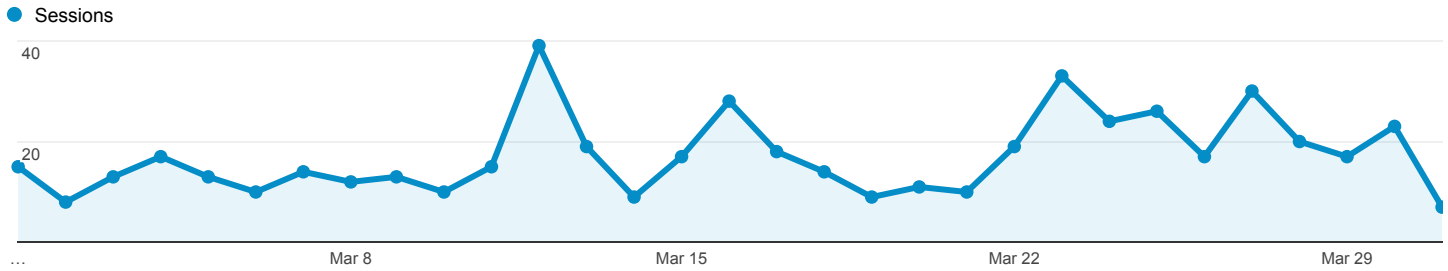
## Referral Traffic

Mar 1, 2015 - Mar 31, 2015

All Sessions  
4.73%

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
	530 % of Total: 4.73% (11,209)	65.66% Avg for View: 68.44% (-4.06%)	348 % of Total: 4.54% (7,671)	36.42% Avg for View: 38.29% (-4.90%)	4.19 Avg for View: 4.42 (-5.13%)	00:02:55 Avg for View: 00:03:09 (-7.28%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. <a href="#">choosenissan.com</a>	71 (13.40%)	71.83%	51 (14.66%)	18.31%	5.32	00:04:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. <a href="#">futurenissanroseville.cimasystems.biz</a>	51 (9.62%)	56.86%	29 (8.33%)	60.78%	2.00	00:01:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. <a href="#">futureautomotivegroup.com</a>	49 (9.25%)	55.10%	27 (7.76%)	38.78%	3.27	00:02:25	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. <a href="#">m.futurenissan.sensibledriver.com</a>	42 (7.92%)	47.62%	20 (5.75%)	66.67%	3.05	00:02:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. <a href="#">dp.g.doubleclick.net</a>	36 (6.79%)	94.44%	34 (9.77%)	5.56%	3.36	00:02:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. <a href="#">autotrader.com</a>	26 (4.91%)	73.08%	19 (5.46%)	19.23%	3.46	00:01:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. <a href="#">adsw.esm1.net</a>	23 (4.34%)	21.74%	5 (1.44%)	34.78%	3.26	00:02:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. <a href="#">google.com</a>	19 (3.58%)	73.68%	14 (4.02%)	47.37%	2.63	00:01:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. <a href="#">findnsave.sacbee.com</a>	14 (2.64%)	85.71%	12 (3.45%)	0.00%	9.57	00:03:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. <a href="#">futurenissan.sensibledriver.com</a>	14 (2.64%)	42.86%	6 (1.72%)	28.57%	5.57	00:02:17	0.00%	0 (0.00%)	\$0.00 (0.00%)



# External Referrers Report

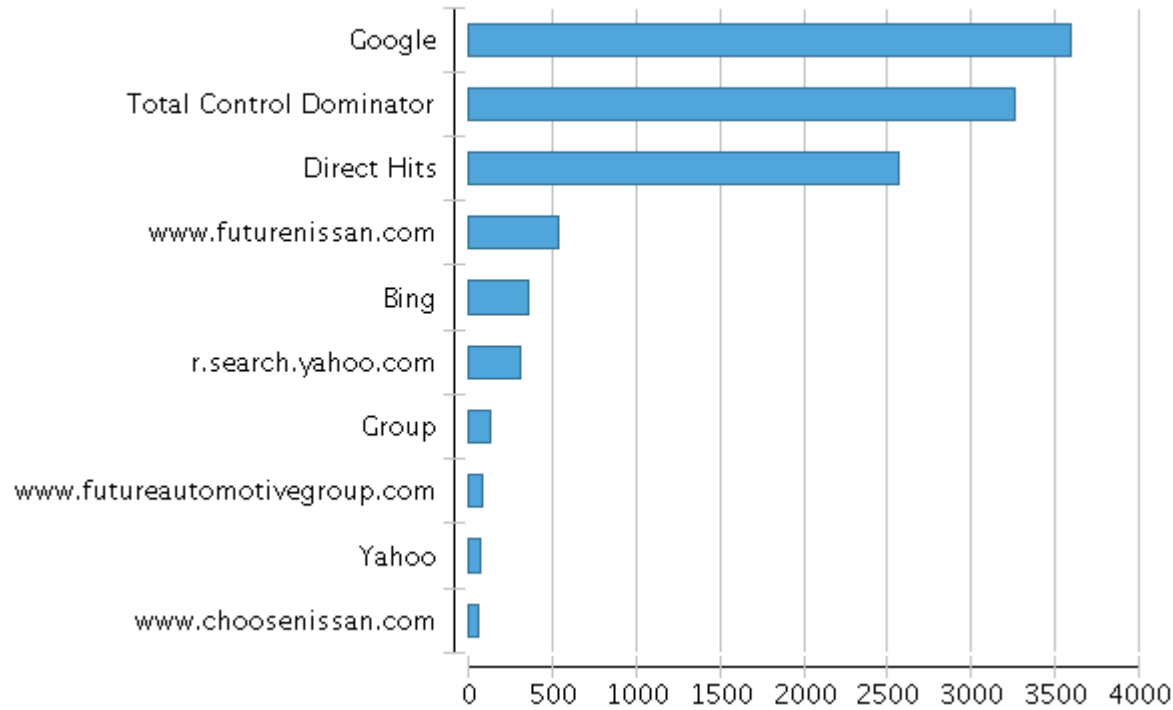
March 1, 2015 - March 31, 2015

*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
	8,153	11,283	72.3%	43.4%	3.47	221	2.7%	00:05:03



## Top 10 External Referrers



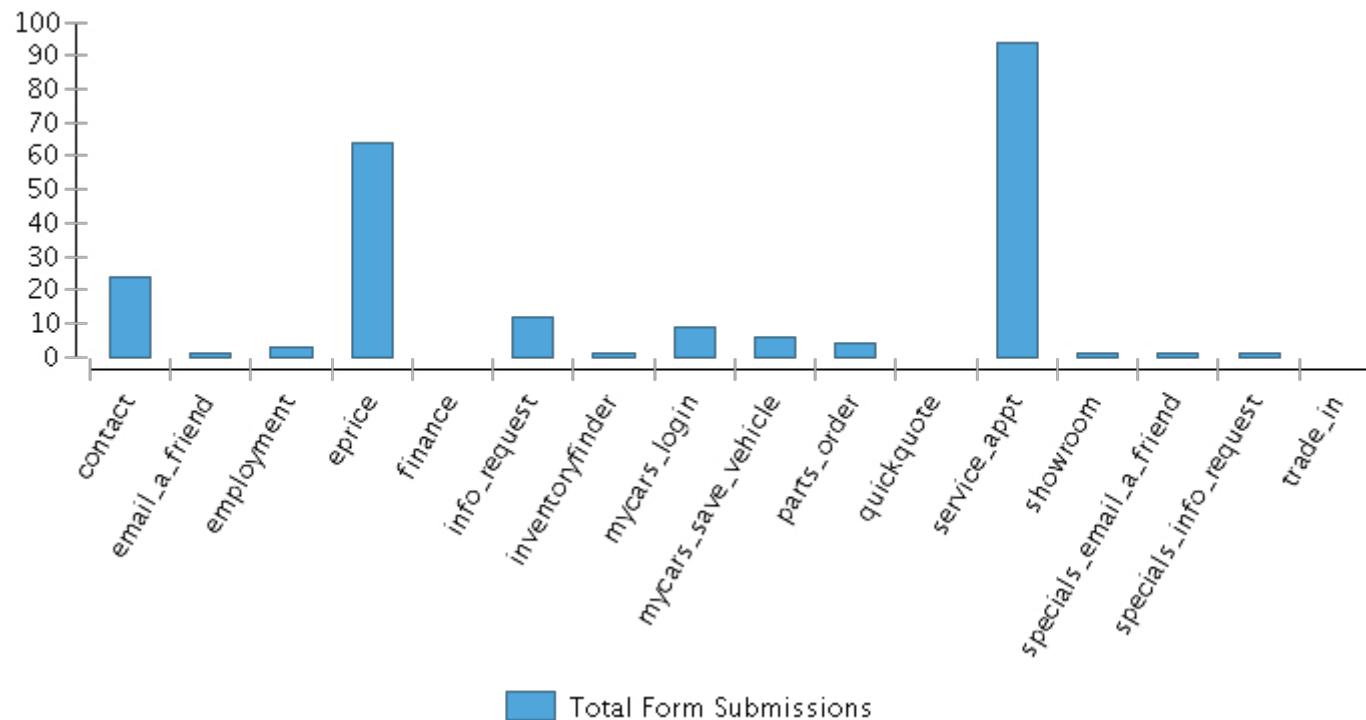
External Referrer Category	Visitors	Visits	% New Visits	Bounce Rate	Page Views / Visit	Form Submissions	% of Form Submissions	Form Submission Rate	Avg. Time on Site
Google	2,983	3,593	83.0%	41.8%	3.65	80	36.2%	2.7%	00:04:22
Total Control Dominator	2,588	3,261	79.4%	43.8%	3.13	51	23.1%	2.0%	00:03:33
Direct Hits	1,460	2,568	56.9%	45.2%	3.47	62	28.1%	4.2%	00:07:20
www.futurenissan.com	115	536	21.5%	60.8%	2.94	5	2.3%	4.3%	00:08:09
Bing	267	364	73.4%	40.9%	3.91	7	3.2%	2.6%	00:04:16
r.search.yahoo.com	244	315	77.5%	28.9%	4.66	7	3.2%	2.9%	00:04:03
Group	109	130	83.8%	21.5%	4.36	0	0.0%	0.0%	00:04:29



# 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	24	10.9%
email_a_friend	1	0.5%
employment	3	1.4%

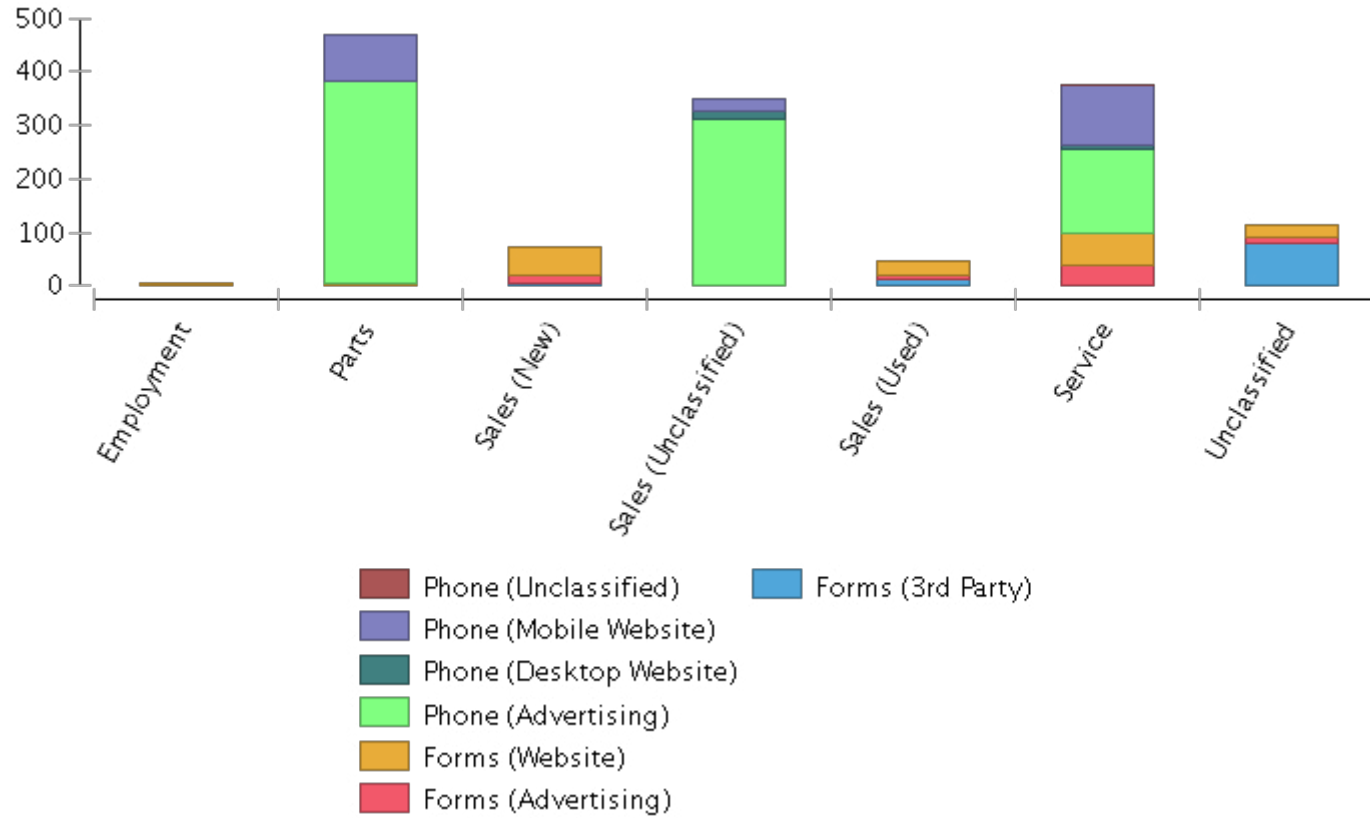


Form Name	Form Submissions	% of Form Submissions
eprice	64	29.0%
finance	0	0.0%
info_request	12	5.4%
inventoryfinder	1	0.5%
mycars_login	9	4.1%
mycars_save_vehicle	6	2.7%
parts_order	4	1.8%
quickquote	0	0.0%
service_appt	94	42.5%
showroom	1	0.5%
specials_email_a_friend	1	0.5%
specials_info_request	1	0.5%
trade_in	0	0.0%
<b>Totals:</b>	<b>221</b>	<b>100.0%</b>



# Origins By Profit Center Report

March 1, 2015 - March 31, 2015





Profit Center	Origin Category	Leads	% of Leads
<b>Employment</b>		<b>3</b>	<b>0.2%</b>
	Forms (Website)	3	0.2%
<b>Parts</b>		<b>470</b>	<b>33.0%</b>
	Phone (Advertising)	377	26.4%
	Phone (Mobile Website)	89	6.2%
	Forms (Advertising)	2	0.1%
	Forms (Website)	2	0.1%
<b>Sales (New)</b>		<b>71</b>	<b>5.0%</b>
	Forms (Website)	50	3.5%
	Forms (Advertising)	18	1.3%
	Forms (3rd Party)	3	0.2%
<b>Sales (Unclassified)</b>		<b>350</b>	<b>24.5%</b>
	Phone (Advertising)	312	21.9%
	Phone (Mobile Website)	23	1.6%
	Phone (Desktop Website)	15	1.1%
<b>Sales (Used)</b>		<b>44</b>	<b>3.1%</b>
	Forms (Website)	25	1.8%
	Forms (3rd Party)	14	1.0%
	Forms (Advertising)	5	0.4%
<b>Service</b>		<b>375</b>	<b>26.3%</b>
	Phone (Advertising)	159	11.2%
	Phone (Mobile Website)	110	7.7%
	Forms (Advertising)	40	2.8%
	Forms (Website)	57	4.0%
	Phone (Desktop Website)	8	0.6%
	Phone (Unclassified)	1	0.1%
<b>Unclassified</b>		<b>113</b>	<b>7.9%</b>
	Forms (Website)	21	1.5%
	Forms (3rd Party)	78	5.5%



# TCD Monthly Report

March 2015

## Metrics Summary

Last 13 Months

	Position	Impressions	Clicks	Cost	Click Through Rate	Cost Per Click	Combined Conversions	Cost Per Combined Conversion
Account Totals	2.84	2,107,771	53,108	\$162,466.06	2.520%	\$3.06	9,328	\$17.42

## 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	2.84	2,107,771	53,108	\$162,466.06	2.520%	\$3.06	9,037	\$17.98
Microsoft Bing	.00	0	0	\$0.00	0.000%	\$0.00	291	\$0.00

## Top Keywords

Keyword	Clicks
Nissan	6,506
nissan parts	2,984
future nissan	2,414
new nissan	1,566
new nissan roseville	1,468
Roseville Nissan	1,468
nissan sacramento	1,390
future nissan roseville	1,143
2014 Nissan	1,076
nissan roseville	958
nissan leaf	912
nissan altima	810

## Top Models

Model	Clicks
Altima	1,337
LEAF	1,215
Murano	825
Frontier	730
370Z	642
Pathfinder	615
Rogue	614
Maxima	606
Juke	467
GT-R	440
Sentra	439
Xterra	438

## 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
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%
Mar, 2014	3.46	171,462	4,086	\$12,042.32	2.383%	\$2.95	592	\$20.34	14.5%

Last 13 Months

March 2014 - March 2015



# Display Advertising Monthly Report

March 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	2,350,539	962	\$16,522.39	0.041%	\$7.03	\$17.18	210	\$78.68

## 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	2,350,539	962	\$16,522.39	0.041%	\$7.03	\$17.18	133	\$124.23
Google Adwords	.00	0	0	\$0.00	0.000%	NaN	\$0.00	77	\$0.00

## Monthly Metrics

Last 13 Months

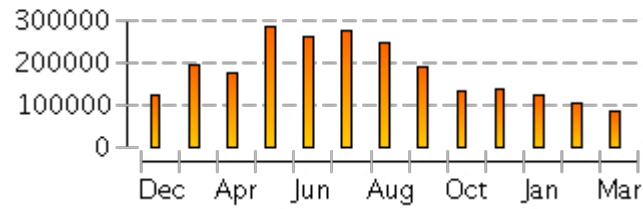
Date	Position	Impressions	Clicks	Cost	Click Through Rate	CPM	Cost Per Click	Combined Conversions	Cost Per Combined Conversion	Combined Conversion Rate
Mar, 2015	.00	84,446	31	\$609.24	0.037%	\$7.21	\$19.65	79	\$7.71	254.8%
Feb, 2015	.00	107,756	52	\$768.65	0.048%	\$7.13	\$14.78	19	\$40.46	36.5%
Jan, 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%
Mar, 2014	.00	195,607	58	\$1,310.37	0.030%	\$6.70	\$22.59	5	\$262.07	8.6%

Last 13 Months

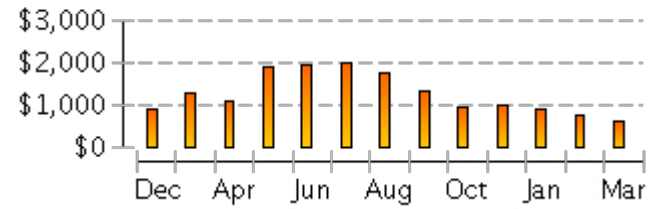
March 2014 - March 2015



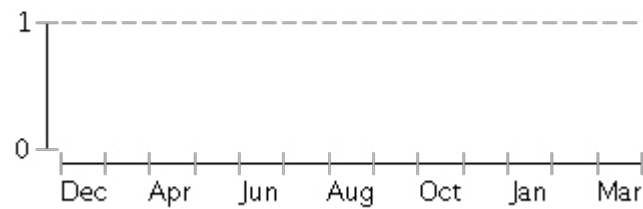
## Impressions



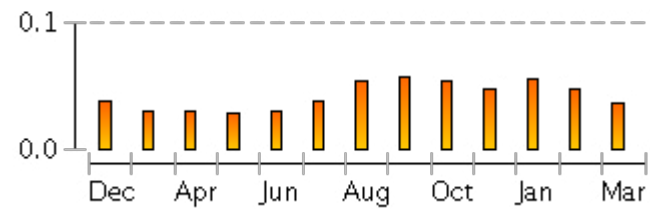
## Cost



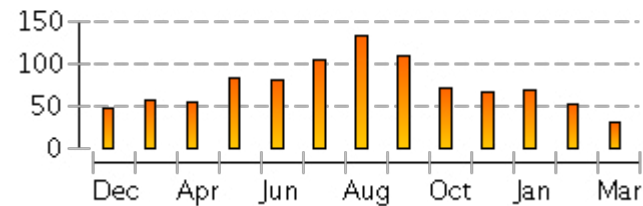
## Position



## Click Through Rate



## Clicks



## Cost Per Click

