

Carlsen Porsche

*i*MOS CONFIDENTIAL REPORTING

April 2015

Carlsen Porsche													
MONTHLY STATISTICS	April	May	June	July	August	September	October	November	December	January	February	March	April
Google Analytics													
Visits	8,187	9,541	8,827	10,141	10,370	9,801	9,387	9,641	9,744	10,368	9,758	10,040	9,649
Pageviews	35,127	39,390	38,483	41,953	52,478	50,083	50,178	49,370	48,801	51,267	50,100	51,968	49,052
Pages / Visit	4.29	4.13	4.36	4.14	5.06	5.11	5.35	5.12	5.01	4.94	5.13	5.18	5.08
Time on Site	2:56	2:40	2:54	2:48	2:54	2:50	3:00	2:59	2:55	2:59	2:59	2:52	2:49
Bounce Rate	18.90%	18.43%	17.63%	17.52%	19.20%	17.81%	17.92%	19.31%	19.18%	19.09%	21.73%	23.82%	24.99%
% New Visits	60.86%	63.92%	58.03%	61.45%	59.10%	58.97%	58.58%	57.89%	60.03%	59.71%	57.63%	57.20%	60.41%
L2T PPC													
Clicks	902	1,453	3,739	1,395	1,484	1,362	1,213	1,232	1,340	1,356	1,352	1,376	1,362
Impressions	35,952	69,222	81,639	82,499	74,108	85,318	88,678	69,072	79,626	64,519	72,289	74,503	68,066
CTR	2.51%	2.10%	2.65%	1.69%	2.00%	1.59%	1.36%	1.78%	1.68%	2.10%	1.87%	1.84%	2.00%
Average Position	1.7	1.53	1.62	1.68	1.67	1.93	2.53	2.20	2.24	1.62	1.7	1.74	1.82
Average CPC	\$2.47	\$2.52	\$2.65	\$2.65	\$2.56	\$2.70	\$3.00	\$2.92	\$2.90	\$2.71	\$2.75	\$2.72	\$2.77
Phone Calls	37	41	27	35	25	20	27	20	22	25	N/A	N/A	72
Budget	\$3,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Facebook Advertisements													
Total Likes	554	666	805	816	926	931	1,515	1,579	1,677	1,822	1,864	2,025	2,077
Campaign Reach	9,848	10,594	12,910	11,909	11,976	N/A	34,341	19,384	25,400	36,432	18,362	5,521	27,280
Email Blast													
Quantity		50,000		70,000									
Opens		6,455		7,049									
Clicks		1,057		1,191									
Open Rate %		12.910%		10.070%									
Click Through Rate %		2.114%		1.701%									

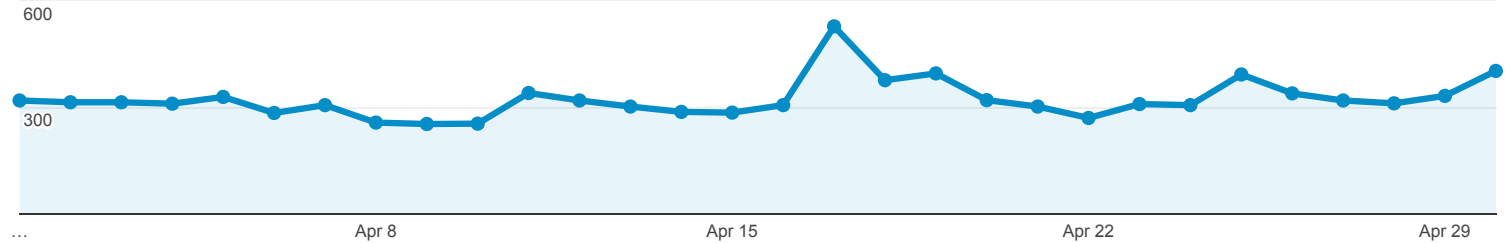
Audience Overview

Apr 1, 2015 - Apr 30, 2015

All Sessions
100.00%

Overview

Sessions



Sessions

9,649

Users

6,957

Pageviews

49,052

Pages / Session

5.08

Avg. Session Duration

00:02:49

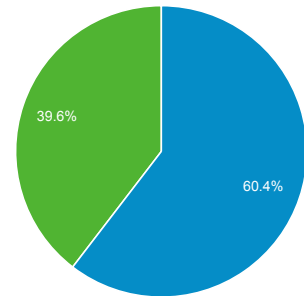
Bounce Rate

24.99%

% New Sessions

60.41%

New Visitor Returning Visitor



Language	Sessions	% Sessions
1. en-us	9,153	94.86%
2. zh-cn	68	0.70%
3. en-gb	65	0.67%
4. zh-tw	40	0.41%
5. es-es	33	0.34%
6. de-de	31	0.32%
7. ja-jp	25	0.26%
8. de	23	0.24%
9. fr-fr	23	0.24%
10. ja	22	0.23%

All Traffic

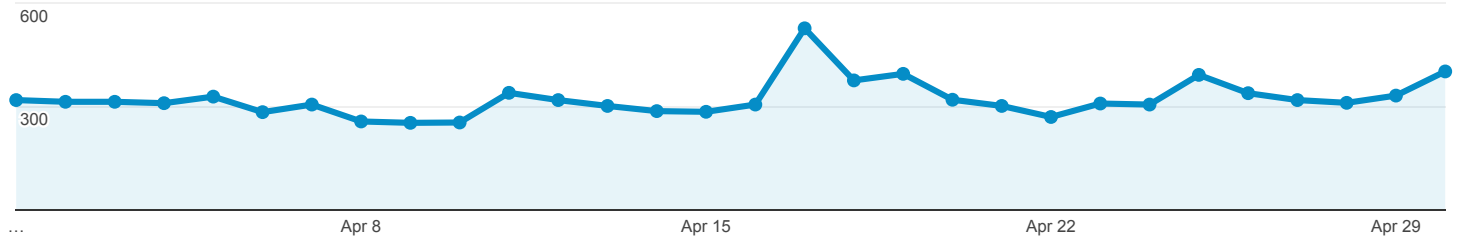
Apr 1, 2015 - Apr 30, 2015

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 1: Vehicle Information Request		
							Vehicle Information Request (Goal 1 Conversion Rate)	Vehicle Information Request (Goal 1 Completions)	Vehicle Information Request (Goal 1 Value)
	9,649 % of Total: 100.00% (9,649)	60.41% Avg for View: 60.41% (0.00%)	5,829 % of Total: 100.00% (5,829)	24.99% Avg for View: 24.99% (0.00%)	5.08 Avg for View: 5.08 (0.00%)	00:02:49 Avg for View: 00:02:49 (0.00%)	0.49% Avg for View: 0.49% (0.00%)	47 % of Total: 100.00% (47)	\$0.00 % of Total: 0.00% (\$0.00)
1. google / organic	3,603 (37.34%)	56.65%	2,041 (35.01%)	21.93%	5.54	00:03:07	0.61%	22 (46.81%)	\$0.00 (0.00%)
2. (direct) / (none)	1,600 (16.58%)	68.62%	1,098 (18.84%)	33.50%	4.08	00:02:26	0.31%	5 (10.64%)	\$0.00 (0.00%)
3. google / cpc	1,552 (16.08%)	60.37%	937 (16.07%)	26.61%	4.93	00:02:36	0.58%	9 (19.15%)	\$0.00 (0.00%)
4. porsche.com / referral	756 (7.84%)	68.12%	515 (8.84%)	21.69%	4.93	00:02:54	0.26%	2 (4.26%)	\$0.00 (0.00%)
5. bayarea.porschedealer.com / referral	591 (6.12%)	59.73%	353 (6.06%)	15.23%	6.13	00:02:54	0.17%	1 (2.13%)	\$0.00 (0.00%)
6. yahoo / organic	391 (4.05%)	54.22%	212 (3.64%)	21.99%	5.45	00:03:09	0.26%	1 (2.13%)	\$0.00 (0.00%)
7. porschedealer.com / referral	376 (3.90%)	48.67%	183 (3.14%)	17.82%	5.57	00:02:50	1.06%	4 (8.51%)	\$0.00 (0.00%)
8. bing / organic	235 (2.44%)	57.02%	134 (2.30%)	25.53%	5.17	00:02:54	0.43%	1 (2.13%)	\$0.00 (0.00%)
9. porsche-pp.tm00.com / referral	95 (0.98%)	37.89%	36 (0.62%)	26.32%	4.51	00:02:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. cars.com / referral	66 (0.68%)	60.61%	40 (0.69%)	13.64%	5.20	00:02:59	1.52%	1 (2.13%)	\$0.00 (0.00%)

Location

Apr 1, 2015 - Apr 30, 2015

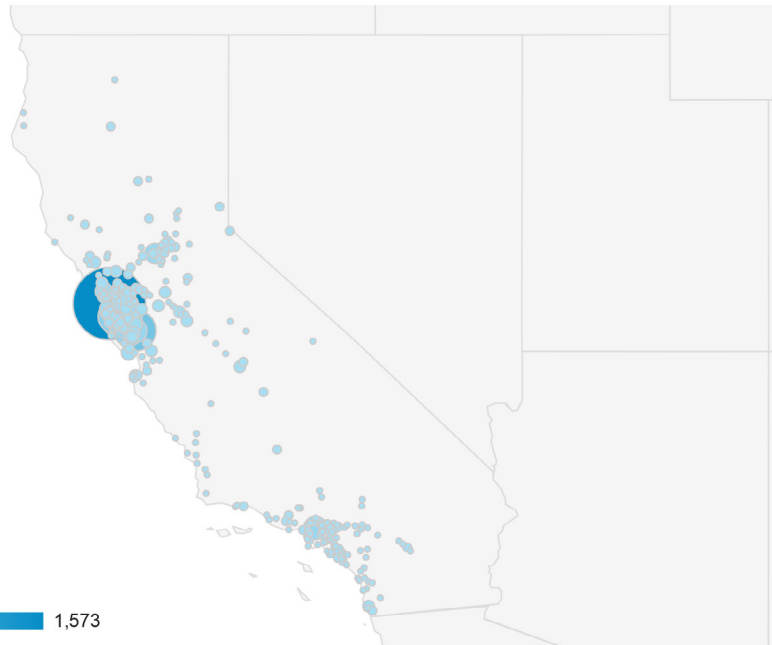
ALL » COUNTRY: United States » REGION: California



All Sessions
78.17%

Map Overlay

Summary



City	Acquisition			Behavior			Conversions Goal 1: Vehicle Information Request		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Vehicle Information Request (Goal 1 Conversion Rate)	Vehicle Information Request (Goal 1 Completions)	Vehicle Information Request (Goal 1 Value)
	7,543 % of Total: 78.17% (9,649)	56.98% Avg for View: 60.41% (-5.68%)	4,298 % of Total: 73.73% (5,829)	22.58% Avg for View: 24.99% (-9.64%)	5.32 Avg for View: 5.08 (4.73%)	00:03:00 Avg for View: 00:02:49 (6.09%)	0.50% Avg for View: 0.49% (3.42%)	38 % of Total: 80.85% (47)	\$0.00 % of Total: 0.00% (\$0.00)
1. San Francisco	1,573 (20.85%)	61.35%	965 (22.45%)	25.49%	4.71	00:02:43	0.19%	3 (7.89%)	\$0.00 (0.00%)
2. San Jose	652 (8.64%)	59.20%	386 (8.98%)	21.32%	5.25	00:02:54	0.46%	3 (7.89%)	\$0.00 (0.00%)
3. Sunnyvale	291 (3.86%)	52.23%	152 (3.54%)	19.24%	5.46	00:03:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Redwood City	275 (3.65%)	43.64%	120 (2.79%)	27.27%	5.07	00:03:21	1.09%	3 (7.89%)	\$0.00 (0.00%)
5. San Mateo	274 (3.63%)	48.54%	133 (3.09%)	18.61%	5.57	00:03:24	0.36%	1 (2.63%)	\$0.00 (0.00%)
6. Cupertino	234 (3.10%)	44.02%	103 (2.40%)	22.65%	5.52	00:03:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Palo Alto	229 (3.04%)	58.08%	133 (3.09%)	27.51%	5.98	00:03:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Fremont	160 (2.12%)	58.75%	94 (2.19%)	25.62%	5.32	00:02:58	0.62%	1 (2.63%)	\$0.00 (0.00%)
9. Mountain View	157 (2.08%)	70.06%	110 (2.56%)	25.48%	4.85	00:02:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Oakland	157 (2.08%)	43.95%	69 (1.61%)	15.92%	5.94	00:03:28	0.64%	1 (2.63%)	\$0.00 (0.00%)

Overview

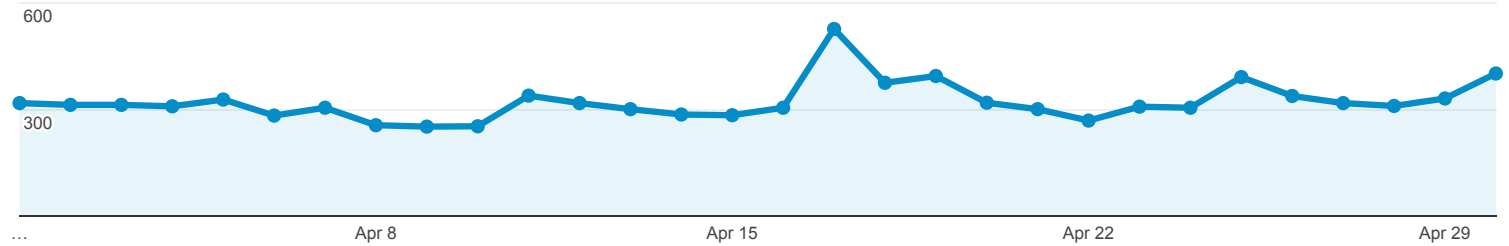
Apr 1, 2015 - Apr 30, 2015

All Sessions
100.00%

Explorer

Summary

Sessions



Device Category	Acquisition			Behavior			Conversions Goal 1: Vehicle Information Request		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Vehicle Information Request (Goal 1 Conversion Rate)	Vehicle Information Request (Goal 1 Completions)	Vehicle Information Request (Goal 1 Value)
	9,649 % of Total: 100.00% (9,649)	60.41% Avg for View: 60.41% (0.00%)	5,829 % of Total: 100.00% (5,829)	24.99% Avg for View: 24.99% (0.00%)	5.08 Avg for View: 5.08 (0.00%)	00:02:49 Avg for View: 00:02:49 (0.00%)	0.49% Avg for View: 0.49% (0.00%)	47 % of Total: 100.00% (47)	\$0.00 % of Total: 0.00% (\$0.00)
1. desktop	6,009 (62.28%)	62.09%	3,731 (64.01%)	18.99%	5.57	00:02:57	0.62%	37 (78.72%)	\$0.00 (0.00%)
2. mobile	2,058 (21.33%)	62.88%	1,294 (22.20%)	39.36%	3.79	00:02:15	0.15%	3 (6.38%)	\$0.00 (0.00%)
3. tablet	1,582 (16.40%)	50.82%	804 (13.79%)	29.08%	4.91	00:03:07	0.44%	7 (14.89%)	\$0.00 (0.00%)

Rows 1 - 3 of 3

April 2015
PPC Monthly Budget
 Budget: \$5,000

Carlsen Porsche

DIGITAL ADVISOR
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Campaign Performance Metrics

CAMPAIGNS	ACTUAL SPEND	IMPRESSIONS	CLICKS	CPC	CTR	FORMS	CALLS	COST/LEAD	AVG. POSITION	IMP. SHARE
Branded/Porsche	\$645	3,905	391	\$1.65	10.01%	6	51	\$11.3	1.2	94.89%
New/Porsche	\$2,384	59,729	653	\$3.65	1.09%	1	0	\$2,383.81	1.88	34.01%
Regional/Porsche	\$748	4,432	318	\$2.35	7.17%	0	21	\$35.62	1.45	90.58%
TOTAL	\$3,776	68,066	1,362	\$2.77	2%	7	72	\$47.8	1.82	36.89%

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PPC Monthly Budget
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Top 20 Performing Keywords

	KEYWORD	MATCH TYPE	CAMPAIGN	AD GROUP	CTR	CLICKS
1	Carlsen Porsche	Exact	Branded/Porsche	Carlsen Porsche	13.91%	227
2	new +Porsche	Broad	New/Porsche	New Porsche - Car	0.68%	191
3	Carlsen Porsche	Broad	Branded/Porsche	Carlsen Porsche	6.78%	124
4	Porsche	Exact	New/Porsche	New Porsche - Car	1.59%	110
5	Porsche san francisco	Exact	Regional/Porsche	San Francisco	15.34%	85
6	used +Porsche +san +francisco	Broad	Regional/Porsche	San Francisco	12.72%	50
7	2015 +Porsche	Broad	New/Porsche	New Porsche - Car	3.42%	34
8	+san +francisco +porsche	Broad	Regional/Porsche	San Francisco	6.15%	34
9	Porsche redwood city	Exact	Regional/Porsche	Redwood City	12.56%	23
10	+Porsche prices	Broad	New/Porsche	New Porsche - Car	2.46%	19
11	+Porsche pricing	Broad	New/Porsche	New Porsche - Car	4.02%	18
12	used +Porsche +redwood +city	Broad	Regional/Porsche	Redwood City	15.51%	18
13	Porsche dealership	Phrase	New/Porsche	New Porsche - Car	5.8%	17
14	car sale +Porsche	Broad	New/Porsche	New Porsche - Car	0.8%	16
15	+redwood +city +porsche	Broad	Regional/Porsche	Redwood City	14.15%	16
16	2014 +Porsche	Broad	New/Porsche	New Porsche - Car	1.19%	13
17	Porsche 911	Exact	New/Porsche	New 911	1.48%	13
18	Porsche Cayenne	Exact	New/Porsche	New Cayenne	1.27%	13
19	+Carlsen +Porsche	Broad	Branded/Porsche	Carlsen Porsche	10.65%	13
20	+marin +porsche	Broad	Regional/Porsche	Marin	5.23%	10
TOTAL					2.18%	1,044

April 2015

PPC Monthly Budget

Budget: \$5,000

Carlsen Porsche

DIGITAL ADVISOR

Nick Zanoni

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Top 20 PPC Performing Ads

	AD	CAMPAIGN	AD GROUP	CTR	CLICKS
1	Carlsen Porsche www.Carlsen.PorscheDealer.com Top Customer Service For 30 Years. Call Today & Schedule A Test Drive.	Branded/Porsche	Carlsen Porsche	10.29%	373
2	[Keyword:Carlsen Porsche] www.Carlsen.PorscheDealer.com New Porsche In Stock Now. Get Dealer Directions Online.	New/Porsche	New Porsche - Car	1.92%	254
3	Carlsen Porsche www.Carlsen.PorscheDealer.com Largest Porsche Dealer In Bay Area. Stop By Today For A Test Drive!	Regional/Porsche	San Francisco	9.16%	176
4	Carlsen Porsche www.Carlsen.PorscheDealer.com View Monthly Specials Online And Call Ahead To Schedule A Test Drive	New/Porsche	New Porsche - Car	0.86%	117
5	Carlsen Porsche www.Carlsen.PorscheDealer.com New 2015 Porsche In Stock. View Our Entire Inventory Online.	New/Porsche	New Porsche - Car	0.63%	90
6	Carlsen Porsche www.Carlsen.PorscheDealer.com View Inventory And Offers Online. Schedule a Test Drive Today!	Regional/Porsche	Redwood City	11.81%	41
7	2015 Porsche Cayenne www.Carlsen.PorscheDealer.com Wide Porsche Cayenne Selection! Call Us Today For Pricing Options.	New/Porsche	New Cayenne	1.14%	33
8	2015 Porsche 911 www.Carlsen.PorscheDealer.com Wide Porsche 911 Selection! Call Us Today For Pricing Options.	New/Porsche	New 911	1.54%	31
9	2015 Porsche Panamera www.Carlsen.PorscheDealer.com Wide Porsche Panamera Selection! Call Us Today For Pricing Options.	New/Porsche	New Panamera	1.82%	25
10	Carlsen Porsche www.Carlsen.PorscheDealer.com Great New 2015 Porsche Selection. View Inventory & Call Us Today.	Regional/Porsche	San Jose	3.1%	22
11	Carlsen Porsche www.Carlsen.PorscheDealer.com Great New 2015 Porsche Selection. View Inventory & Call Us Today!	Regional/Porsche	Redwood City	10.14%	21
12	[Keyword:Porsche 911] www.Carlsen.PorscheDealer.com New Porsche 911 In Stock! Call Ahead To Schedule A Test Drive	New/Porsche	New 911	1.29%	19
13	Carlsen Porsche www.Carlsen.PorscheDealer.com Only Premier Dealer In The Bay Area Visit Today & Take A Test Drive.	New/Porsche	New Porsche - Car	0.8%	18

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	AD	CAMPAIGN	AD GROUP	CTR	CLICKS
14	{Keyword:2015 Porsche Cay www.Carlsen.PorscheDealer.com New Porsche Cayman In Stock! Call Ahead To Schedule A Test Drive	New/Porsche	New Cayman	0.91%	16
15	Carlsen Porsche www.Carlsen.PorscheDealer.com Largest Porsche Dealer In Bay Area. Stop By Today For A Test Drive!	Regional/Porsche	Fremont	4.5%	15
16	Carlsen Porsche www.Carlsen.PorscheDealer.com View Inventory And Offers Online. Schedule a Test Drive Today!	Regional/Porsche	Marin	3.85%	13
17	{Keyword:2015 Porsche Box www.Carlsen.PorscheDealer.com New Porsche Boxster In Stock Now! Get Dealer Directions Online.	New/Porsche	New Boxster	0.99%	12
18	2015 Porsche Cayman www.Carlsen.PorscheDealer.com Wide Porsche Cayman Selection! Call Us Today For Pricing Options.	New/Porsche	New Cayman	0.72%	11
19	Porsche Cayenne www.Carlsen.PorscheDealer.com New Porsche Cayenne In Stock Now! Get Dealer Directions Online.	New/Porsche	New Cayenne	0.55%	8
20	Carlsen Porsche www.Carlsen.PorscheDealer.com Only Premier Dealer In The Bay Area. Test Drive A Porsche Today!	Branded/Porsche	Carlsen Porsche	8.88%	8

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Carlsen Porsche

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From the 550 Spyder to the 918 Spyder, Porsche supercars have always been in a league of their own. Take a look at these 7 Porsche supercars throughout the years:

<http://flatsixes.com/.../7-porsche-supercars-from-7-differen.../>



27,280

Paid Reach [?]

885

Actions [?]

\$200.00

Budget Spent

Actions

People

Countries

416 Link Clicks

39 Page Likes

388 Post Likes

[See More Details](#)

Ad Stopped April 25th, 11:43am

Age 20-65+

Gender Male and Female

Interest Aston Martin, Ferrari or 12 others

Other Location - Living In:

- United States: Redwood City (+50 mi) California

Boosted By Michael Balistreri

Current Budget \$200.00

Payment: Visa(*** 1794)



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