

Carlsen Porsche

*i*MOS CONFIDENTIAL REPORTING

*February 2015*

Carlsen Porsche														
MONTHLY STATISTICS		February	March	April	May	June	July	August	September	October	November	December	January	February
Google Analytics														
Visits		7,914	9,515	8,187	9,541	8,827	10,141	10,370	9,801	9,387	9,641	9,744	10,368	9,758
Pageviews		32,424	36,592	35,127	39,390	38,483	41,953	52,478	50,083	50,178	49,370	48,801	51,267	50,100
Pages / Visit		4.10	3.85	4.29	4.13	4.36	4.14	5.06	5.11	5.35	5.12	5.01	4.94	5.13
Time on Site		2:55	2:48	2:56	2:40	2:54	2:48	2:54	2:50	3:00	2:59	2:55	2:59	2:59
Bounce Rate		17.77%	18.31%	18.90%	18.43%	17.63%	17.52%	19.20%	17.81%	17.92%	19.31%	19.18%	19.09%	21.73%
% New Visits		65.25%	64.59%	60.86%	63.92%	58.03%	61.45%	59.10%	58.97%	58.58%	57.89%	60.03%	59.71%	57.63%
L2T PPC														
Clicks		994	1,057	902	1,453	3,739	1,395	1,484	1,362	1,213	1,232	1,340	1,356	1,352
Impressions		33,349	33,987	35,952	69,222	81,639	82,499	74,108	85,318	88,678	69,072	79,626	64,519	72,289
CTR		2.98%	3.11%	2.51%	2.10%	2.65%	1.69%	2.00%	1.59%	1.36%	1.78%	1.68%	2.10%	1.87%
Average Position		1.49	1.4	1.7	1.53	1.62	1.68	1.67	1.93	2.53	2.20	2.24	1.62	1.7
Average CPC		\$2.19	\$2.03	\$2.47	\$2.52	\$2.65	\$2.65	\$2.56	\$2.70	\$3.00	\$2.92	\$2.90	\$2.71	\$2.75
Phone Calls		39	51	37	41	27	35	25	20	27	20	22	25	N/A
Budget		\$3,000	\$3,000	\$3,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Email Blast														
Quantity			50,000		50,000		70,000							
Opens			6,308		6,455		7,049							
Clicks			1,024		1,057		1,191							
Open Rate %			12.616%		12.910%		10.070%							
Click Through Rate %			2.048%		2.114%		1.701%							
Facebook Advertisements														
Total Likes			355	554	666	805	816	926	931	1,515	1,579	1,677	1,822	1,864
Campaign Reach				9,848	10,594	12,910	11,909	11,976	N/A	34,341	19,384	25,400	36,432	18,362
Average Cost Per Page Like				\$1.14	\$1.92	\$1.53	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Google Plus								August 2 - August 31	Sept 1 - Sept 30	Oct 3 - Nov 1	Nov 1 - Nov 30	Dec 1 - Jan 1	Jan 2- Feb 2	Feb 2- Mar 2
Impressions						25,264	27,170	29,936	30,517	28,334	28,504	25,303	26,874	30,197
Clicks						1,563	1,789	2,108	1,836	1,501	1,505	1,333	1,457	1,554



Visibility

Engagement

Audience

Views ⓘ 482,408 All-time total

Last 30 days ▾

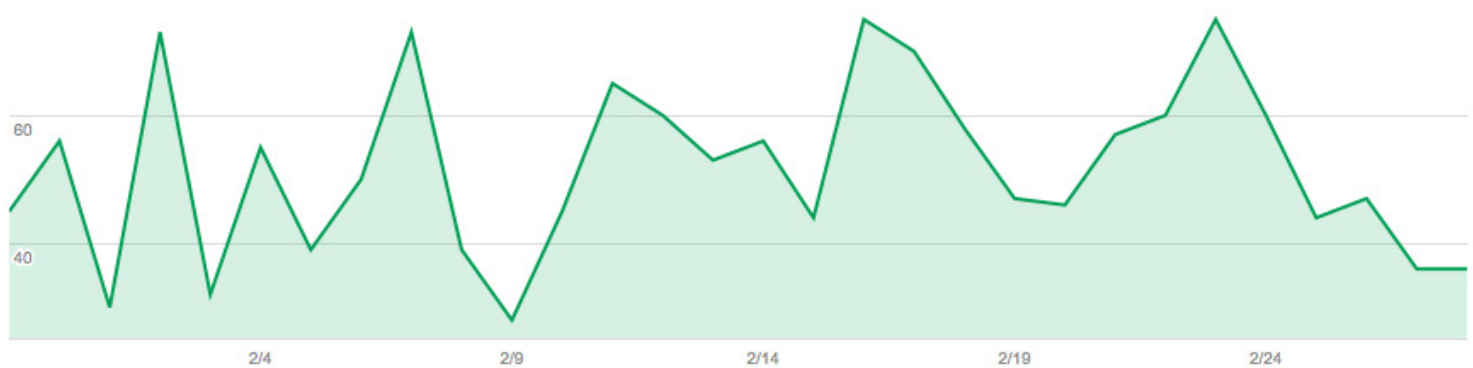
☒ 30,197 total views ▾



Clicks ⓘ

Last 30 days ▾

☒ 1,554 total clicks ▾



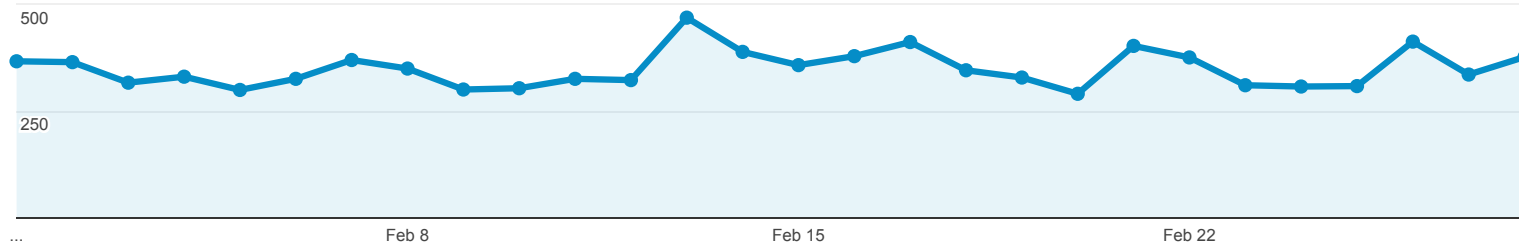
## Audience Overview

Feb 1, 2015 - Feb 28, 2015

All Sessions  
100.00%

### Overview

Sessions



Sessions

9,758

Users

6,825

Pageviews

50,100

Pages / Session

5.13

Avg. Session Duration

00:02:59

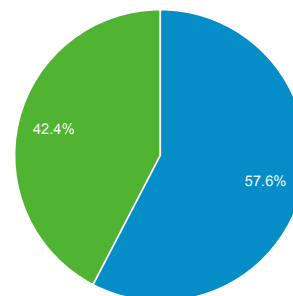
Bounce Rate

21.73%

% New Sessions

57.63%

New Visitor Returning Visitor



Language	Sessions	% Sessions
1. <a href="#">en-us</a>	9,315	95.46%
2. <a href="#">zh-cn</a>	51	0.52%
3. <a href="#">zh-tw</a>	44	0.45%
4. <a href="#">en-gb</a>	37	0.38%
5. <a href="#">nb-no</a>	26	0.27%
6. <a href="#">ja-jp</a>	25	0.26%
7. <a href="#">pt-br</a>	24	0.25%
8. <a href="#">de</a>	22	0.23%
9. <a href="#">fr-fr</a>	21	0.22%
10. <a href="#">de-de</a>	20	0.20%

## Location

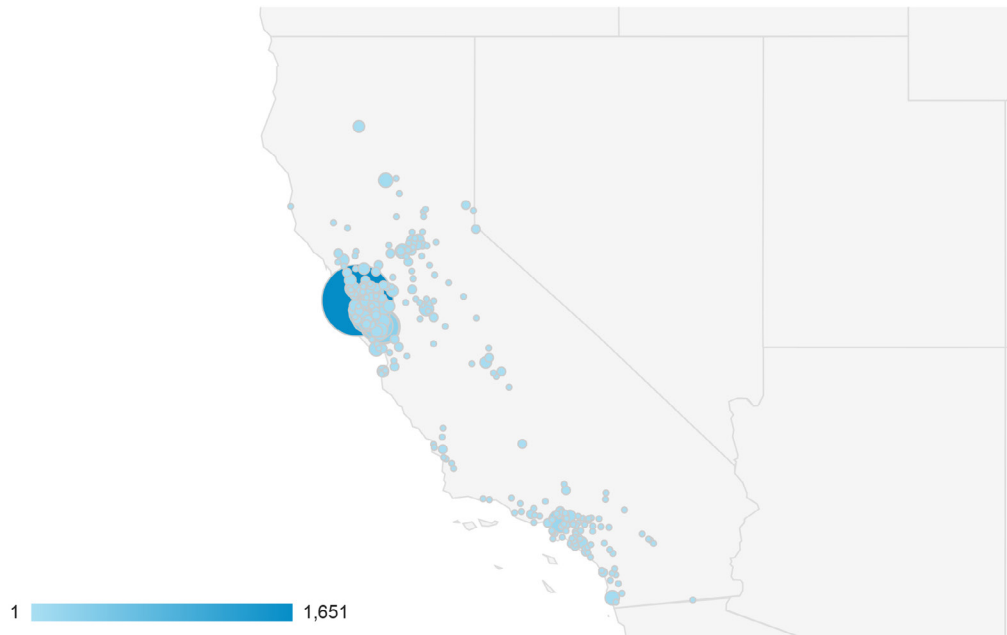
Feb 1, 2015 - Feb 28, 2015

ALL » COUNTRY: United States » REGION: California

All Sessions  
79.81%

Map Overlay

Summary



City	Acquisition			Behavior			Conversions <span>Goal 1: Vehicle Information Request</span>		
	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)
	7,788 % of Total: 79.81% (9,758)	54.66% Avg for View: 57.63% (-5.16%)	4,257 % of Total: 75.69% (5,624)	19.16% Avg for View: 21.73% (-11.82%)	5.33 Avg for View: 5.13 (3.80%)	00:03:09 Avg for View: 00:02:59 (5.72%)	0.60% Avg for View: 0.59% (1.53%)	47 % of Total: 81.03% (58)	\$0.00 % of Total: 0.00% (\$0.00)
1. San Francisco	1,651 (21.20%)	58.81%	971 (22.81%)	23.80%	4.66	00:02:50	0.42%	7 (14.89%)	\$0.00 (0.00%)
2. San Jose	692 (8.89%)	49.42%	342 (8.03%)	17.34%	5.75	00:03:44	0.43%	3 (6.38%)	\$0.00 (0.00%)
3. Sunnyvale	297 (3.81%)	59.26%	176 (4.13%)	16.84%	4.91	00:02:43	0.67%	2 (4.26%)	\$0.00 (0.00%)
4. Redwood City	261 (3.35%)	37.93%	99 (2.33%)	27.97%	4.37	00:02:56	0.38%	1 (2.13%)	\$0.00 (0.00%)
5. San Mateo	227 (2.91%)	56.83%	129 (3.03%)	14.98%	6.07	00:03:21	0.44%	1 (2.13%)	\$0.00 (0.00%)
6. Palo Alto	222 (2.85%)	51.35%	114 (2.68%)	17.12%	5.37	00:03:27	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Santa Clara	202 (2.59%)	51.49%	104 (2.44%)	16.34%	6.10	00:03:10	0.50%	1 (2.13%)	\$0.00 (0.00%)
8. Mountain View	201 (2.58%)	62.69%	126 (2.96%)	17.91%	4.96	00:03:16	1.49%	3 (6.38%)	\$0.00 (0.00%)
9. Fremont	178 (2.29%)	53.37%	95 (2.23%)	21.91%	5.83	00:03:32	1.12%	2 (4.26%)	\$0.00 (0.00%)
10. Oakland	167 (2.14%)	46.71%	78 (1.83%)	16.17%	6.68	00:03:46	1.20%	2 (4.26%)	\$0.00 (0.00%)

## Organic Search Traffic

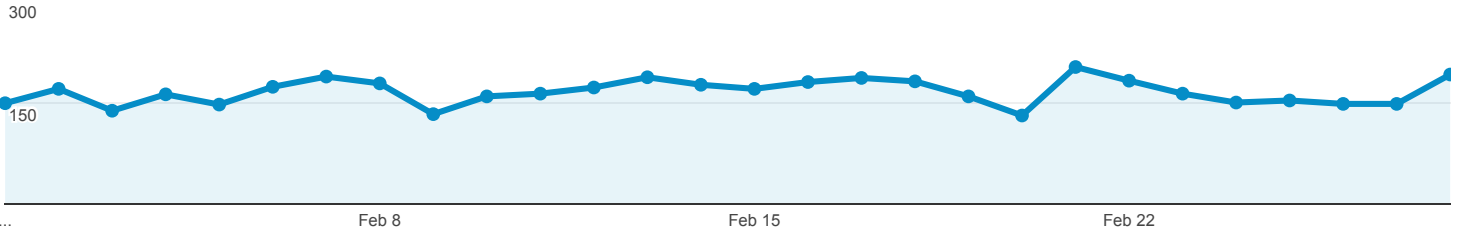
Feb 1, 2015 - Feb 28, 2015

All Sessions  
47.25%

### Explorer

#### Summary

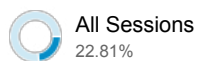
● Sessions



Keyword	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)	
	4,611 % of Total: 47.25% (9,758)	54.00% Avg for View: 57.63% (-6.30%)	2,490 % of Total: 44.27% (5,624)	19.43% Avg for View: 21.73% (-10.56%)	5.45 Avg for View: 5.13 (6.15%)	00:03:12 Avg for View: 00:02:59 (7.46%)	0.56% Avg for View: 0.59% (-5.13%)	26 % of Total: 44.83% (58)	\$0.00 % of Total: 0.00% (\$0.00)	
1. (not provided)	4,073 (88.33%)	54.48%	2,219 (89.12%)	18.59%	5.46	00:03:11	0.59%	24 (92.31%)	\$0.00 (0.00%)	
2. carlsen porsche	215 (4.66%)	33.49%	72 (2.89%)	15.81%	5.72	00:03:51	0.47%	1 (3.85%)	\$0.00 (0.00%)	
3. porsche redwood city	17 (0.37%)	52.94%	9 (0.36%)	5.88%	5.94	00:06:32	0.00%	0 (0.00%)	\$0.00 (0.00%)	
4. porsche san francisco	15 (0.33%)	53.33%	8 (0.32%)	13.33%	6.53	00:02:22	0.00%	0 (0.00%)	\$0.00 (0.00%)	
5. carlson porsche	13 (0.28%)	76.92%	10 (0.40%)	7.69%	4.00	00:05:15	0.00%	0 (0.00%)	\$0.00 (0.00%)	
6. redwood city porsche	13 (0.28%)	30.77%	4 (0.16%)	0.00%	6.23	00:03:09	0.00%	0 (0.00%)	\$0.00 (0.00%)	
7. carlsen porsche audi	11 (0.24%)	18.18%	2 (0.08%)	45.45%	7.73	00:03:48	0.00%	0 (0.00%)	\$0.00 (0.00%)	
8. carlsen porsche redwood city	10 (0.22%)	10.00%	1 (0.04%)	20.00%	6.50	00:03:24	0.00%	0 (0.00%)	\$0.00 (0.00%)	
9. porsche palo alto	8 (0.17%)	50.00%	4 (0.16%)	12.50%	7.88	00:03:10	0.00%	0 (0.00%)	\$0.00 (0.00%)	
10. carlsen porsche redwood city ca	6 (0.13%)	83.33%	5 (0.20%)	16.67%	6.67	00:02:00	0.00%	0 (0.00%)	\$0.00 (0.00%)	

## Referral Traffic

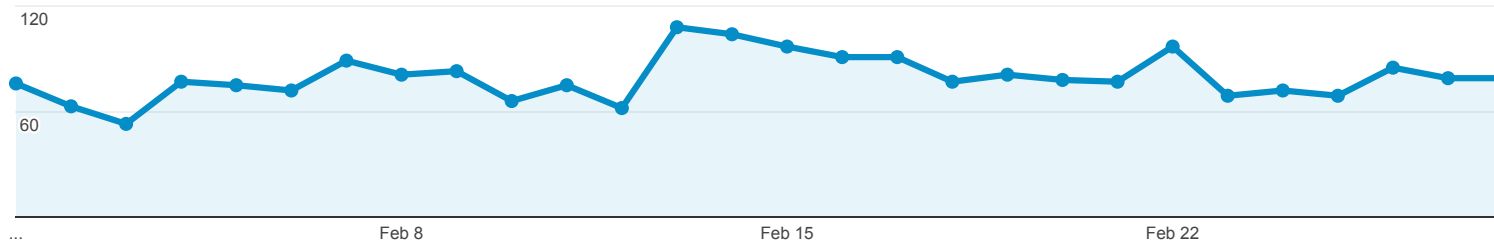
Feb 1, 2015 - Feb 28, 2015



### Explorer

#### Summary

#### Sessions



Source	Acquisition			Behavior			Conversions		
	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)
	2,226 % of Total: 22.81% (9,758)	61.14% Avg for View: 57.63% (6.08%)	1,361 % of Total: 24.20% (5,624)	19.77% Avg for View: 21.73% (-9.02%)	5.16 Avg for View: 5.13 (0.55%)	00:03:01 Avg for View: 00:02:59 (1.07%)	0.67% Avg for View: 0.59% (13.37%)	15 % of Total: 25.86% (58)	\$0.00 % of Total: 0.00% (\$0.00)
1. <a href="#">porsche.com</a>	827 (37.15%)	57.92%	479 (35.19%)	16.08%	5.39	00:03:44	0.73%	6 (40.00%)	\$0.00 (0.00%)
2. <a href="#">bayarea.porschedealer.com</a>	586 (26.33%)	58.36%	342 (25.13%)	12.46%	5.91	00:02:52	0.17%	1 (6.67%)	\$0.00 (0.00%)
3. <a href="#">porschedealer.com</a>	336 (15.09%)	65.18%	219 (16.09%)	11.61%	5.35	00:02:38	2.08%	7 (46.67%)	\$0.00 (0.00%)
4. <a href="#">porsche-pp.tm00.com</a>	74 (3.32%)	40.54%	30 (2.20%)	27.03%	4.59	00:02:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. <a href="#">chat.gubagoo.com</a>	65 (2.92%)	93.85%	61 (4.48%)	38.46%	3.06	00:02:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. <a href="#">autotrader.com</a>	48 (2.16%)	33.33%	16 (1.18%)	16.67%	4.62	00:03:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. <a href="#">cars.com</a>	44 (1.98%)	50.00%	22 (1.62%)	29.55%	5.36	00:02:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. <a href="#">ucl.porsche.de</a>	35 (1.57%)	71.43%	25 (1.84%)	17.14%	5.83	00:04:04	2.86%	1 (6.67%)	\$0.00 (0.00%)
9. <a href="#">semalt.semalt.com</a>	29 (1.30%)	100.00%	29 (2.13%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. <a href="#">buttons-for-website.com</a>	21 (0.94%)	100.00%	21 (1.54%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)



INSIGHT + INNOVATION + RESULTS

February 2015  
PPC Monthly Budget  
Budget: \$5000

**Carlsen Porsche**

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### Campaign Performance Metrics

CAMPAIGNS	ACTUAL SPEND	IMPRESSIONS	CLICKS	CPC	CTR	FORMS	CALLS	COST/LEAD	AVG. POSITION	IMP. SHARE
Branded/Porsche	\$639	4,525	380	\$1.68	8.39%	1	19	\$31.92	1.28	86.97%
New/Porsche	\$2,263	63,680	662	\$3.42	1.03%	1	1	\$1,131.36	1.76	37.82%
Regional/Porsche	\$819	4,084	310	\$2.64	7.59%	1	12	\$62.97	1.37	89.59%
<b>TOTAL</b>	<b>\$3,720</b>	<b>72,289</b>	<b>1,352</b>	<b>\$2.75</b>	<b>1.87%</b>	<b>3</b>	<b>32</b>	<b>\$106.28</b>	<b>1.7</b>	<b>40.54%</b>



February 2015  
**PPC Monthly Budget**  
 Budget: \$5000

**Carlsen Porsche**

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**Nick Zanoni**  
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## Top 20 Performing Keywords

	KEYWORD	MATCH TYPE	CAMPAIGN	AD GROUP	CTR	CLICKS
1	Carlsen Porsche	Exact	Branded/Porsche	Carlsen Porsche	12.83%	205
2	new +Porsche	Broad	New/Porsche	New Porsche - Car	0.53%	154
3	Carlsen Porsche	Broad	Branded/Porsche	Carlsen Porsche	5.02%	125
4	Porsche	Exact	New/Porsche	New Porsche - Car	1.96%	115
5	Porsche san francisco	Exact	Regional/Porsche	San Francisco	13.88%	64
6	2014 +Porsche	Broad	New/Porsche	New Porsche - Car	2.41%	49
7	used +Porsche +san +francisco	Broad	Regional/Porsche	San Francisco	12.98%	40
8	+san +francisco +porsche	Broad	Regional/Porsche	San Francisco	5.84%	34
9	Porsche redwood city	Exact	Regional/Porsche	Redwood City	14.28%	29
10	buy +Porsche	Broad	New/Porsche	New Porsche - Car	1.75%	22
11	2015 +Porsche	Broad	New/Porsche	New Porsche - Car	2.73%	21
12	Porsche Cayenne	Exact	New/Porsche	New Cayenne	2.07%	20
13	+Carlsen +Porsche	Broad	Branded/Porsche	Carlsen Porsche	16%	20
14	new +Porsche +redwood +city	Broad	Regional/Porsche	Redwood City	11.44%	19
15	+Porsche dealership +san +francisco	Broad	Regional/Porsche	San Francisco	4.61%	17
16	2014 +Porsche +911	Broad	New/Porsche	New 911	0.3%	16
17	Carlsen Porsche	Phrase	Branded/Porsche	Carlsen Porsche	12.12%	16
18	+redwood +city +porsche	Broad	Regional/Porsche	Redwood City	12.69%	16
19	+san +jose +porsche	Broad	Regional/Porsche	San Jose	11.11%	13
20	+Porsche pricing	Broad	New/Porsche	New Porsche - Car	4.93%	12
TOTAL					1.93%	1,007

February 2015  
**PPC Monthly Budget**  
 Budget: \$5000

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## Carlsen Porsche

### Top 20 PPC Performing Ads

	AD	CAMPAIGN	AD GROUP	CTR	CLICKS
1	<a href="#">[Keyword:Carlsen Porsche]</a> <a href="http://www.Carlsen.PorscheDealer.com">www.Carlsen.PorscheDealer.com</a> New Porsche In Stock Now. Get Dealer Directions Online.	New/Porsche	New Porsche - Car	2.22%	232
2	<a href="#">Carlsen Porsche</a> <a href="http://www.Carlsen.PorscheDealer.com">www.Carlsen.PorscheDealer.com</a> Feel The Thrill And Excitement Of Driving A Porsche Learn More Today!	Branded/Porsche	Carlsen Porsche	8.22%	161
3	<a href="#">Carlsen Porsche</a> <a href="http://www.Carlsen.PorscheDealer.com">www.Carlsen.PorscheDealer.com</a> Only Premier Dealer In The Bay Area. Test Drive A Porsche Today!	Branded/Porsche	Carlsen Porsche	8.63%	158
4	<a href="#">Carlsen Porsche</a> <a href="http://www.Carlsen.PorscheDealer.com">www.Carlsen.PorscheDealer.com</a> Largest Porsche Dealer In Bay Area. Stop By Today For A Test Drive!	Regional/Porsche	San Francisco	8.56%	152
5	<a href="#">Carlsen Porsche</a> <a href="http://www.Carlsen.PorscheDealer.com">www.Carlsen.PorscheDealer.com</a> View Monthly Specials Online And Call Ahead To Schedule A Test Drive	New/Porsche	New Porsche - Car	0.64%	116
6	<a href="#">Carlsen Porsche</a> <a href="http://www.Carlsen.PorscheDealer.com">www.Carlsen.PorscheDealer.com</a> New 2014 Porsche In Stock. View Our Entire Inventory Online.	New/Porsche	New Porsche - Car	0.78%	73
7	<a href="#">Carlsen Porsche</a> <a href="http://www.Carlsen.PorscheDealer.com">www.Carlsen.PorscheDealer.com</a> View Inventory And Offers Online. Schedule a Test Drive Today!	Regional/Porsche	Redwood City	15.26%	67
8	<a href="#">Carlsen Porsche</a> <a href="http://www.Carlsen.PorscheDealer.com">www.Carlsen.PorscheDealer.com</a> Largest Volume Porsche Dealer For 30 Years. View Inventory Now.	Branded/Porsche	Carlsen Porsche	8.13%	52
9	<a href="#">[Keyword:Porsche 911]</a> <a href="http://www.Carlsen.PorscheDealer.com">www.Carlsen.PorscheDealer.com</a> New Porsche 911 In Stock! Call Ahead To Schedule A Test Drive	New/Porsche	New 911	1.53%	40
10	<a href="#">2014 Porsche Cayenne</a> <a href="http://www.Carlsen.PorscheDealer.com">www.Carlsen.PorscheDealer.com</a> Wide Porsche Cayenne Selection! Call Us Today For Pricing Options.	New/Porsche	New Cayenne	2.13%	34
11	<a href="#">Carlsen Porsche</a> <a href="http://www.Carlsen.PorscheDealer.com">www.Carlsen.PorscheDealer.com</a> New 2015 Porsche In Stock. View Our Entire Inventory Online.	New/Porsche	New Porsche - Car	0.54%	24
12	<a href="#">[Keyword:2014 Porsche Cay]</a> <a href="http://www.Carlsen.PorscheDealer.com">www.Carlsen.PorscheDealer.com</a> New Porsche Cayman In Stock! Call Ahead To Schedule A Test Drive	New/Porsche	New Cayman	1.28%	18
13	<a href="#">2014 Porsche Panamera</a> <a href="http://www.Carlsen.PorscheDealer.com">www.Carlsen.PorscheDealer.com</a> Wide Porsche Panamera Selection! Call Us Today For Pricing Options.	New/Porsche	New Panamera	2.58%	18
14	<a href="#">Carlsen Porsche</a> <a href="http://www.Carlsen.PorscheDealer.com">www.Carlsen.PorscheDealer.com</a> Largest Volume Porsche Dealer For 30 Years With Top Service, Call Now	Regional/Porsche	San Jose	3.87%	18

February 2015  
**PPC Monthly Budget**  
 Budget: \$5000

**DIGITAL ADVISOR**  
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## Carlsen Porsche

	AD	CAMPAIGN	AD GROUP	CTR	CLICKS
15	<a href="#">Carlsen Porsche</a> <a href="http://www.Carlsen.PorscheDealer.com">www.Carlsen.PorscheDealer.com</a> View Inventory And Offers Online. Schedule a Test Drive Today!	Regional/Porsche	Marin	4.74%	18
16	<a href="#">Carlsen Porsche</a> <a href="http://www.Carlsen.PorscheDealer.com">www.Carlsen.PorscheDealer.com</a> Only Premier Dealer In The Bay Area Visit Today & Take A Test Drive.	New/Porsche	New Porsche - Car	1.15%	12
17	<a href="#">2014 Porsche Boxster</a> <a href="http://www.Carlsen.PorscheDealer.com">www.Carlsen.PorscheDealer.com</a> Wide Porsche Boxster Selection! Call Us Today For Pricing Options.	New/Porsche	New Boxster	4.19%	12
18	<a href="#">2014 Porsche Cayman</a> <a href="http://www.Carlsen.PorscheDealer.com">www.Carlsen.PorscheDealer.com</a> Wide Porsche Cayman Selection! Call Us Today For Pricing Options.	New/Porsche	New Cayman	1.44%	11
19	<a href="#">Carlsen Porsche</a> <a href="http://www.Carlsen.PorscheDealer.com">www.Carlsen.PorscheDealer.com</a> Largest Porsche Dealer In Bay Area. Stop By Today For A Test Drive.	Regional/Porsche	San Jose	8.59%	11
20	<a href="#">Porsche 911</a> <a href="http://www.Carlsen.PorscheDealer.com">www.Carlsen.PorscheDealer.com</a> New Porsche 911 In Stock Now! Get Dealer Directions Online.	New/Porsche	New 911	0.17%	10

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Terms & Conditions

**16,200**

Paid Reach [?]

**1,356**

Actions [?]

**\$200.00**

Budget Spent

Actions

People

Countries

205 Photo Clicks

26 Page Likes

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Ad Stopped February 14th, 1:55pm

Age 20-65+

Gender Male and Female

Interest Aston Martin, Ferrari or 12 others

Other Location:

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

Boosted By Michael Balistreri

Current Budget \$200.00

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