

Carlsen Porsche

*i*MOS CONFIDENTIAL REPORTING
January 2015

Carlsen Porsche													
MONTHLY STATISTICS	January	February	March	April	May	June	July	August	September	October	November	December	January
Google Analytics													
Visits	7,837	7,914	9,515	8,187	9,541	8,827	10,141	10,370	9,801	9,387	9,641	9,744	10,368
Pageviews	34,284	32,424	36,592	35,127	39,390	38,483	41,953	52,478	50,083	50,178	49,370	48,801	51,267
Pages / Visit	4.37	4.10	3.85	4.29	4.13	4.36	4.14	5.06	5.11	5.35	5.12	5.01	4.94
Time on Site	3:13	2:55	2:48	2:56	2:40	2:54	2:48	2:54	2:50	3:00	2:59	2:55	2:59
Bounce Rate	17.97%	17.77%	18.31%	18.90%	18.43%	17.63%	17.52%	19.20%	17.81%	17.92%	19.31%	19.18%	19.09%
% New Visits	59.41%	65.25%	64.59%	60.86%	63.92%	58.03%	61.45%	59.10%	58.97%	58.58%	57.89%	60.03%	59.71%
L2T PPC													
Clicks	972	994	1,057	902	1,453	3,739	1,395	1,484	1,362	1,213	1,232	1,340	1,356
Impressions	26,421	33,349	33,987	35,952	69,222	81,639	82,499	74,108	85,318	88,678	69,072	79,626	64,519
CTR	3.68%	2.98%	3.11%	2.51%	2.10%	2.65%	1.69%	2.00%	1.59%	1.36%	1.78%	1.68%	2.10%
Average Position	1.50	1.49	1.4	1.7	1.53	1.62	1.68	1.67	1.93	2.53	2.20	2.24	1.62
Average CPC	\$2.21	\$2.19	\$2.03	\$2.47	\$2.52	\$2.65	\$2.65	\$2.56	\$2.70	\$3.00	\$2.92	\$2.90	\$2.71
Phone Calls	31	39	51	37	41	27	35	25	20	27	20	22	25
Budget	\$3,000	\$3,000	\$3,000	\$3,000	\$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
Campaign Reach				9,848	10,594	12,910	11,909	11,976	N/A	34,341	19,384	25,400	36,432
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
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
Impressions						25,264	27,170	29,936	30,517	28,334	28,504	25,303	26,874
Clicks						1,563	1,789	2,108	1,836	1,501	1,505	1,333	1,457

Visibility

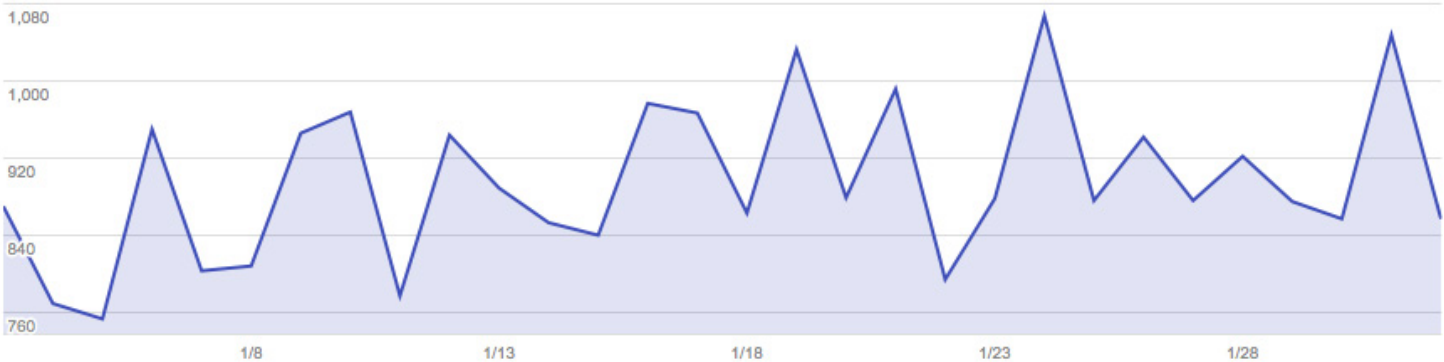
Engagement

Audience

Views ⓘ 454,475 All-time total

Last 30 days ▾

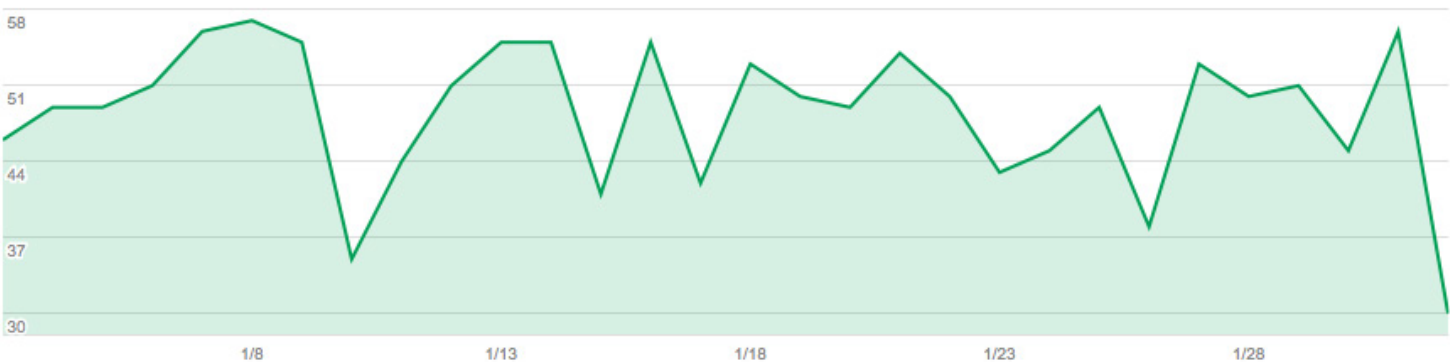
✓ 26,874 total views ▾



Clicks ⓘ

Last 30 days ▾

✓ 1,457 total clicks ▾



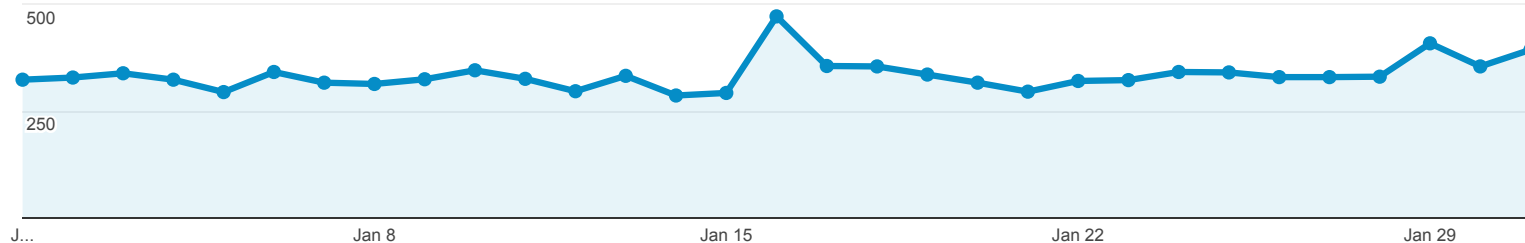
Audience Overview

Jan 1, 2015 - Jan 31, 2015

All Sessions
100.00%

Overview

Sessions



Sessions
10,368

Users
7,346

Pageviews
51,267

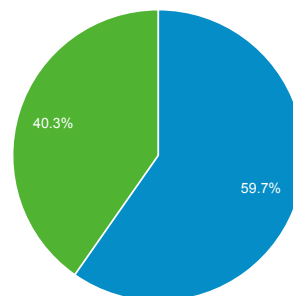
Pages / Session
4.94

Avg. Session Duration
00:02:59

Bounce Rate
19.09%

% New Sessions
59.71%

New Visitor Returning Visitor



Language	Sessions	% Sessions
1. en-us	9,831	94.82%
2. zh-cn	79	0.76%
3. en-gb	60	0.58%
4. zh-tw	51	0.49%
5. pt-br	45	0.43%
6. de-de	32	0.31%
7. ja-jp	32	0.31%
8. de	17	0.16%
9. en	17	0.16%
10. es-es	15	0.14%

Location

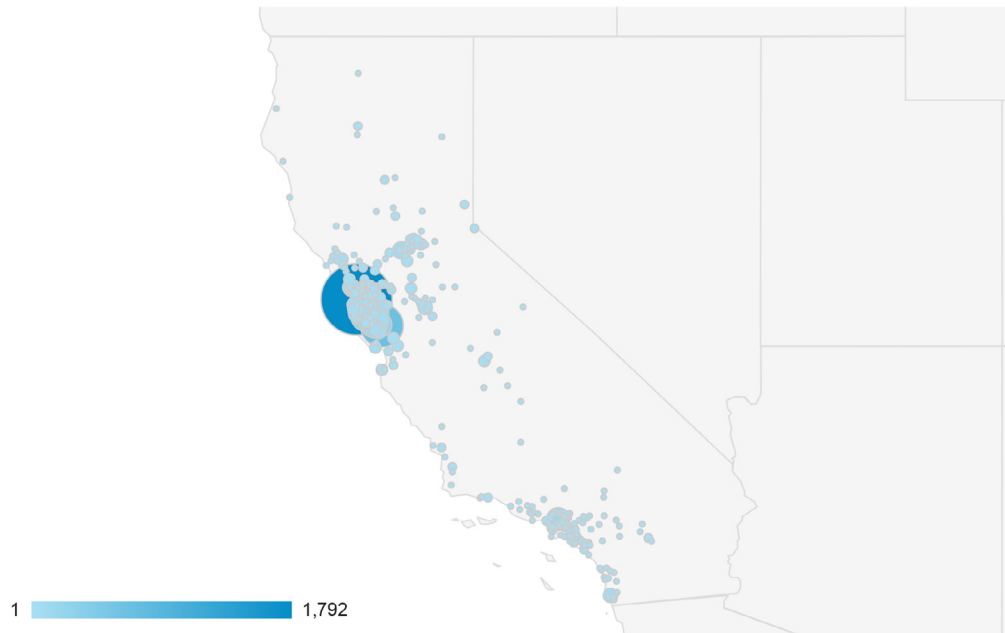
Jan 1, 2015 - Jan 31, 2015

ALL » COUNTRY: United States » REGION: California

All Sessions
77.95%

Map Overlay

Summary



City	Acquisition			Behavior			Conversions Goal 1: Sales Form Submission		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Sales Form Submission (Goal 1 Conversion Rate)	Sales Form Submission (Goal 1 Completions)	Sales Form Submission (Goal 1 Value)
	8,082 % of Total: 77.95% (10,368)	56.26% Avg for View: 59.71% (-5.78%)	4,547 % of Total: 73.45% (6,191)	15.36% Avg for View: 19.09% (-19.55%)	5.25 Avg for View: 4.94 (6.21%)	00:03:14 Avg for View: 00:02:59 (8.36%)	0.43% Avg for View: 0.43% (-0.22%)	35 % of Total: 77.78% (45)	\$0.00 % of Total: 0.00% (\$0.00)
1. San Francisco	1,792 (22.17%)	59.32%	1,063 (23.38%)	18.53%	4.67	00:03:13	0.28%	5 (14.29%)	\$0.00 (0.00%)
2. San Jose	659 (8.15%)	54.48%	359 (7.90%)	12.90%	5.56	00:03:10	0.61%	4 (11.43%)	\$0.00 (0.00%)
3. Sunnyvale	279 (3.45%)	55.91%	156 (3.43%)	14.34%	5.30	00:03:12	0.36%	1 (2.86%)	\$0.00 (0.00%)
4. Redwood City	269 (3.33%)	46.10%	124 (2.73%)	26.02%	4.66	00:02:58	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. San Mateo	230 (2.85%)	52.61%	121 (2.66%)	14.78%	5.10	00:03:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Palo Alto	226 (2.80%)	59.73%	135 (2.97%)	13.27%	4.94	00:03:14	1.33%	3 (8.57%)	\$0.00 (0.00%)
7. Santa Clara	226 (2.80%)	50.00%	113 (2.49%)	12.39%	5.79	00:03:41	0.88%	2 (5.71%)	\$0.00 (0.00%)
8. Mountain View	200 (2.47%)	53.50%	107 (2.35%)	13.00%	5.52	00:03:20	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Menlo Park	195 (2.41%)	62.05%	121 (2.66%)	14.36%	5.31	00:03:30	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Fremont	185 (2.29%)	58.38%	108 (2.38%)	17.30%	5.57	00:02:49	0.54%	1 (2.86%)	\$0.00 (0.00%)

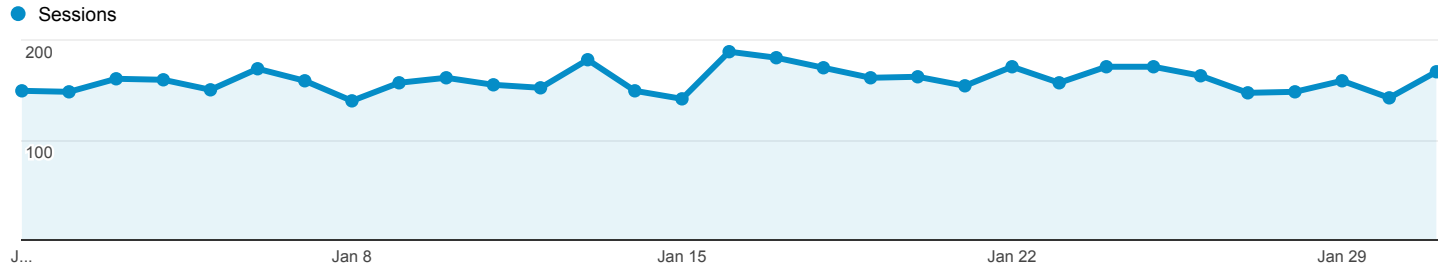
Organic Search Traffic

Jan 1, 2015 - Jan 31, 2015

All Sessions
47.82%

Explorer

Summary



Keyword	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Sales Form Submission (Goal 1 Conversion Rate)	Sales Form Submission (Goal 1 Completions)	Sales Form Submission (Goal 1 Value)
	4,958 % of Total: 47.82% (10,368)	57.81% Avg for View: 59.71% (-3.19%)	2,866 % of Total: 46.29% (6,191)	18.41% Avg for View: 19.09% (-3.53%)	5.20 Avg for View: 4.94 (5.18%)	00:03:13 Avg for View: 00:02:59 (8.16%)	0.44% Avg for View: 0.43% (2.23%)	22 % of Total: 48.89% (45)	\$0.00 % of Total: 0.00% (\$0.00)
1. (not provided)	4,383 (88.40%)	59.07%	2,589 (90.33%)	18.02%	5.20	00:03:10	0.46%	20 (90.91%)	\$0.00 (0.00%)
2. carlsen porsche	216 (4.36%)	37.50%	81 (2.83%)	9.72%	5.83	00:04:11	0.46%	1 (4.55%)	\$0.00 (0.00%)
3. carlsen porsche audi	30 (0.61%)	0.00%	0 (0.00%)	13.33%	7.10	00:07:11	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. carlson porsche	20 (0.40%)	25.00%	5 (0.17%)	25.00%	4.60	00:03:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. porsche san francisco	19 (0.38%)	42.11%	8 (0.28%)	42.11%	3.21	00:02:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. carlsen porsche dealer	11 (0.22%)	18.18%	2 (0.07%)	9.09%	8.09	00:05:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. porsche redwood city	11 (0.22%)	45.45%	5 (0.17%)	18.18%	4.00	00:03:57	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. redwood city porsche	11 (0.22%)	18.18%	2 (0.07%)	36.36%	6.91	00:05:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. porsche	9 (0.18%)	88.89%	8 (0.28%)	22.22%	6.67	00:05:33	11.11%	1 (4.55%)	\$0.00 (0.00%)
10. http://carlsen.porschedealer.com/	7 (0.14%)	85.71%	6 (0.21%)	28.57%	2.86	00:00:24	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 187

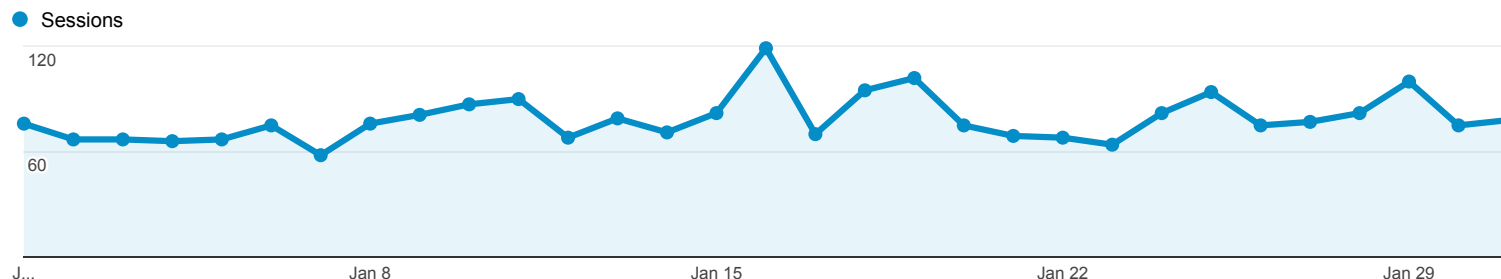
Referral Traffic

Jan 1, 2015 - Jan 31, 2015

All Sessions
23.49%

Explorer

Summary



Source	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Sales Form Submission (Goal 1 Conversion Rate)	Sales Form Submission (Goal 1 Completions)	Sales Form Submission (Goal 1 Value)
	2,435 % of Total: 23.49% (10,368)	61.31% Avg for View: 59.71% (2.68%)	1,493 % of Total: 24.12% (6,191)	17.82% Avg for View: 19.09% (-6.62%)	4.98 Avg for View: 4.94 (0.74%)	00:02:52 Avg for View: 00:02:59 (-3.78%)	0.53% Avg for View: 0.43% (23.01%)	13 % of Total: 28.89% (45)	\$0.00 % of Total: 0.00% (\$0.00)
1. porsche.com	867 (35.61%)	61.25%	531 (35.57%)	17.19%	5.10	00:03:04	0.69%	6 (46.15%)	\$0.00 (0.00%)
2. bayarea.porschedealer.com	650 (26.69%)	55.23%	359 (24.05%)	9.69%	5.75	00:03:15	0.15%	1 (7.69%)	\$0.00 (0.00%)
3. porschedealer.com	327 (13.43%)	59.63%	195 (13.06%)	9.79%	5.06	00:02:19	0.92%	3 (23.08%)	\$0.00 (0.00%)
4. porsche-pp.tm00.com	89 (3.66%)	41.57%	37 (2.48%)	6.74%	4.98	00:02:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. autotrader.com	70 (2.87%)	58.57%	41 (2.75%)	4.29%	5.51	00:04:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. chat.gubagoo.com	56 (2.30%)	96.43%	54 (3.62%)	23.21%	3.79	00:01:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. cars.com	55 (2.26%)	65.45%	36 (2.41%)	3.64%	5.35	00:04:24	1.82%	1 (7.69%)	\$0.00 (0.00%)
8. semalt.semalt.com	42 (1.72%)	100.00%	42 (2.81%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. ucl.porsche.de	34 (1.40%)	73.53%	25 (1.67%)	23.53%	3.56	00:03:04	2.94%	1 (7.69%)	\$0.00 (0.00%)
10. dupontregistry.com	28 (1.15%)	46.43%	13 (0.87%)	53.57%	3.14	00:02:38	3.57%	1 (7.69%)	\$0.00 (0.00%)

Rows 1 - 10 of 75

January 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	\$688	5,670	415	\$1.66	7.31%	3	17	\$34.41	1.37	78.34%
New/Porsche	\$2,021	54,032	593	\$3.41	1.09%	1	1	\$1,010.68	1.65	31.75%
Regional/Porsche	\$964	4,817	348	\$2.77	7.22%	1	7	\$192.76	1.49	84.45%
TOTAL	\$3,674	64,519	1,356	\$2.71	2.1%	5	25	\$136.05	1.62	35.35%

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Top 20 Performing Keywords

	KEYWORD	MATCH TYPE	CAMPAIGN	AD GROUP	CTR	CLICKS
1	Carlsen Porsche	Exact	Branded/Porsche	Carlsen Porsche	13.6%	216
2	new +Porsche	Broad	New/Porsche	New Porsche - Car	0.67%	174
3	Carlsen Porsche	Broad	Branded/Porsche	Carlsen Porsche	4.06%	151
4	Porsche	Exact	New/Porsche	New Porsche - Car	1.95%	83
5	Porsche san francisco	Exact	Regional/Porsche	San Francisco	11.26%	57
6	used +Porsche +san +francisco	Broad	Regional/Porsche	San Francisco	14.57%	51
7	2014 +Porsche	Broad	New/Porsche	New Porsche - Car	3.02%	48
8	+san +francisco +porsche	Broad	Regional/Porsche	San Francisco	4.79%	37
9	+Carlsen +Porsche	Broad	Branded/Porsche	Carlsen Porsche	19.01%	27
10	Porsche redwood city	Exact	Regional/Porsche	Redwood City	12.87%	26
11	new +Porsche +redwood +city	Broad	Regional/Porsche	Redwood City	10.88%	21
12	2015 +Porsche	Broad	New/Porsche	New Porsche - Car	2.62%	18
13	+Porsche dealer	Broad	New/Porsche	New Porsche - Car	3.38%	18
14	+Porsche prices	Broad	New/Porsche	New Porsche - Car	2.21%	17
15	new +Porsche +san +jose	Broad	Regional/Porsche	San Jose	6.04%	17
16	+redwood +city +porsche	Broad	Regional/Porsche	Redwood City	16.34%	17
17	Porsche san jose	Exact	Regional/Porsche	San Jose	5.79%	16
18	buy +Porsche	Broad	New/Porsche	New Porsche - Car	1.32%	15
19	Porsche dealer	Phrase	New/Porsche	New Porsche - Car	5.31%	15
20	2014 +Porsche +911	Broad	New/Porsche	New 911	0.25%	14
TOTAL					2.12%	1,038

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Carlsen Porsche

Top 20 PPC Performing Ads

	AD	CAMPAIGN	AD GROUP	CTR	CLICKS
1	Carlsen Porsche www.Carlsen.PorscheDealer.com Largest Volume Porsche Dealer For 30 Years. View Inventory Now.	Branded/Porsche	Carlsen Porsche	7.48%	224
2	Carlsen Porsche www.Carlsen.PorscheDealer.com New 2014 Porsche In Stock. View Our Entire Inventory Online.	New/Porsche	New Porsche - Car	0.93%	204
3	Carlsen Porsche www.Carlsen.PorscheDealer.com Only Premier Dealer In The Bay Area. Test Drive A Porsche Today!	Branded/Porsche	Carlsen Porsche	7.15%	190
4	{Keyword:Carlsen Porsche} www.Carlsen.PorscheDealer.com New Porsche In Stock Now. Get Dealer Directions Online.	New/Porsche	New Porsche - Car	2.64%	165
5	Carlsen Porsche www.Carlsen.PorscheDealer.com Largest Porsche Dealer In Bay Area. Stop By Today For A Test Drive!	Regional/Porsche	San Francisco	8.35%	165
6	Carlsen Porsche www.Carlsen.PorscheDealer.com View Monthly Specials Online And Call Ahead To Schedule A Test Drive	New/Porsche	New Porsche - Car	0.72%	59
7	{Keyword:Porsche 911} www.Carlsen.PorscheDealer.com New Porsche 911 In Stock! Call Ahead To Schedule A Test Drive	New/Porsche	New 911	1.25%	32
8	Carlsen Porsche www.Carlsen.PorscheDealer.com Largest Porsche Dealer In Bay Area. Stop By Today For A Test Drive.	Regional/Porsche	San Jose	7.51%	30
9	Carlsen Porsche www.Carlsen.PorscheDealer.com Great New 2014 Porsche Selection. View Inventory & Call Us Today!	Regional/Porsche	Redwood City	14.58%	28
10	2014 Porsche Cayenne www.Carlsen.PorscheDealer.com Wide Porsche Cayenne Selection! Call Us Today For Pricing Options.	New/Porsche	New Cayenne	1.39%	27
11	Carlsen Porsche www.Carlsen.PorscheDealer.com Largest Porsche Dealer In Bay Area. Stop By Today For A Test Drive!	Regional/Porsche	Fremont	4.36%	26
12	Carlsen Porsche www.Carlsen.PorscheDealer.com Largest Volume Porsche Dealer For 30 Years With Top Service, Call Now	Regional/Porsche	San Jose	5.34%	23
13	Carlsen Porsche www.Carlsen.PorscheDealer.com View Inventory And Offers Online. Schedule a Test Drive Today!	Regional/Porsche	Redwood City	15.82%	22
14	Carlsen Porsche www.Carlsen.PorscheDealer.com Largest Volume Porsche Dealer For 30 Years With Top Service. Call Now	Regional/Porsche	Redwood City	10.82%	21

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	AD	CAMPAIGN	AD GROUP	CTR	CLICKS
15	2014 Porsche Panamera www.Carlsen.PorscheDealer.com Wide Porsche Panamera Selection! Call Us Today For Pricing Options.	New/Porsche	New Panamera	2.34%	18
16	{Keyword:2014 Porsche Cay www.Carlsen.PorscheDealer.com New Porsche Cayman In Stock! Call Ahead To Schedule A Test Drive	New/Porsche	New Cayman	1.52%	17
17	{Keyword:2014 Porsche Box www.Carlsen.PorscheDealer.com New Porsche Boxster In Stock Now! Get Dealer Directions Online.	New/Porsche	New Boxster	1.85%	12
18	2014 Porsche Cayman www.Carlsen.PorscheDealer.com Wide Porsche Cayman Selection! Call Us Today For Pricing Options.	New/Porsche	New Cayman	1.44%	10
19	2014 Porsche 911 www.Carlsen.PorscheDealer.com Wide Porsche 911 Selection! Call Us Today For Pricing Options.	New/Porsche	New 911	2.14%	10
20	Porsche Cayenne www.Carlsen.PorscheDealer.com New Porsche Cayenne In Stock Now! Get Dealer Directions Online.	New/Porsche	New Cayenne	0.67%	9

Boost Post



Desktop News Feed

Mobile News Feed



Carlsen Porsche

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New Year, New You, New Porsche

Porsche just announced the 2016 911 Targa 4 GTS at the 2015 Detroit Auto Show. Check it out and let us know what you think!



[Terms & Conditions](#)

How effective was the boost?



32,640

Paid Reach [?]

2,683

Actions [?]

\$200.00

Budget Spent

Actions

People

Countries

717 Photo Clicks



104 Page Likes



1741 Post Likes



[See More Details](#)

Ad Stopped January 24th, 3:17pm

Age 20-65+

Gender Male and Female

Interest Aston Martin, Ferrari or 12 others

Other Location - Living In: Redwood City (+50 mi),
California, United States

Boosted By Michael Balistreri

Current Budget \$200.00

Payment Visa(*** 1794)

[Close](#)

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[Promote Page](#)